

Attachment B

What We Heard From Oakmont



What We Heard from Oakmont

Our Data: Where Did It Come From?

- *Voices of Oakmont Survey – 2015*
 - *Listening Sessions and Focus Groups*
 - *Resident Surveys – Both on-line and paper*
 - *1,250 online surveys and 389 paper surveys received*
 - *Used only open ended comments received using the respondent's own words*
- *The Future of Oakmont Workshop – Nov. 2018*
 - *Recorded what everyone said.*
- *Stakeholder Interviews*
 - *Conducted by the Long-Term Planning Committee over several months*
 - *Clubs, Service Organizations, Realtors, HOAs, Realtors, New Resident Surveys, Competitive Interviews, and Demographic Statistics*




Our Data: What is it?

- *Quotes from residents and stakeholders*
 - *Over 400 quotes collected and processed*
 - *Grouped into Themes where several people had a similar point*
- *A Theme Label at the Top*
 - *The theme is a summary of what several people were saying something similar*
 - *My words*
- *Quotes*
 - *The top 3-5 quotes that belong to the theme*
 - *Some themes had many more quotes*
 - *As close to being the exact words of the person interviewed as possible*
- *Arranged into a Story*




The Story

- *I will show each theme and collection of quotes*
 - *I will show and read each slide*
 - *Helps groups to both see and hear the story*
 - *Achieves a deeper understanding of the story*
- *Presenting the story will take 20-25 minutes*
 - *Please be quiet during the entire reading of the story*
 - *Please hold your questions or comments until after the story is complete*
- *Discussion period to follow*
 - *The main purpose of this workshop is to discuss these finding with each other*
 - *Co-facilitators will help record what you say and pass microphones around so each person who wants to speak can be heard.*
 - *The Board and the Long-Range Planning Committee are present.*




Ready to Begin?



Why do people choose to buy homes in Oakmont?

From Realtors

- *"They want to give up the 'trophy house' and downsize."*
- *"They want to move out of neighborhoods that are primarily families (especially with teenagers!)."*
- *"The beauty of the surrounding area."*
- *"They love the Valley of the Moon, the weather, and the many activities available in Oakmont."*
- *"Desire to be in a retirement community with lots of amenities (a variety of clubs, social activities, and fitness opportunities)."*
- *"The golf course is very important to new buyers. It provides open space and beautiful views."*



What We Heard From Oakmont

Who Lives in Oakmont?

Demographic Data from 2010 Census

- *The average age for Oakmonters is probably still close to 76.*
- *Most of us are women, 61% overall and 35% of new purchases are by single women.*
- *Oakmont is solidly middle class and married couples are more secure financially.*
- *Most Oakmont households receive both Social Security and a pension or retirement savings.*
- *88% of new Oakmont residents come from California, 66% come from Northern California.*



Keep Oakmont a Small Town

Residents

- *"Oakmont has a small town feel to it that we like very much."*
- *"Keep it quaint and like a small town."*
- *"The "quaintness" should be maintained. I do not want Oakmont to become like all the other cookie cutter retirement communities."*
- *"I am concerned we will lose our small-town feel. We need to keep our plans in scale."*



I Want to Keep Oakmont the Way it Currently Is

Residents

- *"I hope that the current Board can keep things mostly as they are."*
- *"Focus resources on maintaining the EXISTING facilities at a high level of quality."*
- *"Oakmont is a pretty nice place as it is. We are not a Del Webb community, thank God."*
- *"It is an excellent senior community. Keep it attractive but don't worry about keeping up with the high-end Jones."*



However, Our Facilities Are Outdated

Residents

- *"Nothing turns away prospective Oakmont residents faster than tired facilities, outdated decorating, and "business as usual" attitudes."*
- *"The Berger Center looks very tired on the exterior and needs a facelift."*
- *"I feel since so many clubs use the Berger Center for Socials it needs a total remodel. Everything in there is so outdated."*
- *"Our AV systems are outdated and are too complicated."*
- *"The lighting, sound system, air conditioning, flooring, and kitchen need to be redone."*



We Don't Have Enough Space

Residents

- *"We don't have enough storage space."*
- *"We don't have enough auditorium space."*
- *"I am concerned that we will lose the space that we have."*
- *"Expand the space so more people and events can be accommodated."*
- *"The Berger Center really needs to be expanded so the special events aren't so terribly crowded."*



Our Clubs Don't Have Enough Space

From Our Clubs

- *"We need more meeting spaces for all clubs."*
- *"Our space is really too small to accommodate everyone."*
- *"We would be able to offer more classes and performances if we had more space."*
- *"We're fighting other clubs and activities to keep our current space."*
- *"The fitness center is a joke, needs a serious upgrade, it is the worst fitness center in any senior community."*



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And Participation in Clubs is Growing

From Our Clubs

- "Our membership has quadrupled over the last few years."
- "Our membership tripled in last three years, from 25 to 75 people."
- "The facility problem gets worse every year because we keep adding new clubs."
- "I'm not sure how many more activities I can add because of competition for space."
- "The Fitness Club needs to double in size to support the community correctly."



We Need to Upgrade the Berger Center

Residents

- "The Berger Center needs to be enlarged and upgraded."
- "Improve the Berger Center; take into consideration future growth and needs."
- "Modernize the Berger Center's interior and expand its capacity for events."
- "An enlarged and integrated central facility that encompasses the present CAC and Berger into a comprehensive center worthy of Oakmont."
- "Berger Center renovations and expansions should be more Del Webb like to address the future and loss to other 55 + communities."
- "Berger center complete redo!!"



Replace the Berger with Something Bigger and Better

Residents

- "Connect the Berger Center to the CAC and expand the fitness center and library."
- "Tear down the Berger Center and build a new facility with a theater, more meeting rooms, a ballroom, a great kitchen so we can have better caterers."
- "Berger torn down and rebuilt to 21st century standards."



We Want Additional Facilities

Residents

- "We need a comprehensive plan for the whole Berger, CAC complex and make it a gathering place for our residents."
- "We need a performance venue. This could act as an additional source of revenue."
- "We need a true theater with comfortable seats that were staggered and ramped so sight lines could be used."
- "The idea of building a performing arts center as a separate building was very popular with many of the clubs we interviewed."



We Need to Support Informal Community Gatherings

Residents

- "Enhanced community spaces where residents could congregate."
- "A total remodel of Berger that includes having connection between CAC."
- "Incorporate a coffee bar/cyber cafe/wine bar into the Berger Center with room for people to socialize."
- "Shade area for outdoor sitting in the Berger center area."



I am Concerned I Won't Be Able to Afford to Live Here

Residents

- "I am concerned I won't be able to afford to live here."
- "The cost of living in Sonoma County is increasing rapidly."
- "There are many people here that live on a single income and are stretching their budgets to be able to be in this wonderful place."
- "There are many who cannot afford a raise in our HOA dues."
- "It would be sad to see older residents have to leave Oakmont because they can no longer afford to live here."



What We Heard From Oakmont

I am Concerned We are Spending Money We Don't Have

Residents

- "I am concerned that we are spending money we don't have."
- "Don't spend money that we don't already have or will be recaptured through current dues."
- "I would hope the Board would be less "free-wheeling" with our money."
- "Let's not take on too much debt."



I am Concerned We Are Creating Grandiose Plans We Can't Afford

Residents

- "The cost of many of the projects seems excessive to me."
- "I believe Oakmont has to renovate buildings to attract new people. But, please be conservative and find ways to do the job without overspending."
- "We hope that our Board is fiscally responsible and does not spend our money on embellishments over critical infrastructure."
- "We have a wealth of amenities right now. I am concerned about raising dues or adding assessments to build new amenities that we don't really need."



So, Please Plan Carefully

Residents

- "The Berger center likely should have something done following careful study to determine the most reasonable course for budget and future viability of the project."
- "I would like to see improvements, but I want them to be well thought out."
- "Prioritize expenditures, create a long-range plan, and research needs."
- "Are 'needs' being addressed before 'wants'?"
- "I'd like the Board to lead the community to develop a vision for Oakmont in 2025 or 2035 and then the steps to realize the vision."



Keep the Dues Increases to a Minimum

Residents

- "We are blessed to be living in this beautiful valley. Try to keep the monthly dues increase to a minimum."
- "Work on ways to keep HOA fees as low as possible without having the property appearance decline over time."
- "Keep us fiscally solvent. We should appear as contemporary as other similar retirement facilities, but, offer better value."
- "DO NOT overspend on costly new facilities that result in increases in fees/assessments."



However, Oakmont Needs to Be More Competitive

Residents

- "Get more competitive."
- "We need improvements that will keep Oakmont competitive with the top retirement communities so that property values are maintained."
- "The community needs some upgrades to stay competitive with other senior housing developments."
- "Keep up with trends in other retirement communities to assure home values."



We Need to Invest in Facilities Improvements

Residents

- "I think it is important to be willing to invest in facilities improvements, both for the benefit of residents and enhancement of property values."
- "Invest now to keep the facilities in top-notch shape."
- "Raise the dues, initiate special assessments and find other ways to raise money for the needed and desired changes to Oakmont."



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Most New Residents are Younger and More Affluent

From Realtors

- *"New residents are younger ... in mid-to-late 60s and 70s, from Sonoma County, Marin County, or the Bay Area, because they're downsizing."*
- *"We are seeing younger buyers the last few years, and they are interested in safe communities with good amenities."*
- *"Buyers are younger now, more affluent, and mostly come from the Bay area; cost is not as much of an issue."*
- *"Most new buyers can afford to pay for their home in cash, but some choose a small mortgage due to low interest rates now."*
- *"Very few have big mortgages. Most purchases are in cash."*



New Buyers See OVA Dues as Low

From Realtors

- *"Dues (currently at \$75/person/month) are not a deterrent to new purchasers."*
- *"OVA dues and club membership fees are dirt cheap and not a concern for new buyers. Even those with fixed incomes are not concerned about this."*
- *"95-99% of new buyers think our dues are ridiculously low."*
- *"Buyers say that OVA dues are a bargain."*



Recreational Facilities are Important to New Buyers

From Realtors

- *"Be sure to keep the recreational facilities updated so we can compete with other retirement communities."*
- *"Home buyers love our gym and say that the more facilities we have the better."*
- *"The biggest fear of buyers is the future of the OGC."*
- *"Potential buyers need to be assured that the golf courses will stay, and their property values won't decline."*
- *"The majority of possible purchasers don't play golf but like the open spaces."*



Our Leaders Need to Think Beyond Their Personal Interests

Residents

- *"Drop your personal agendas and listen to the residents."*
- *"We don't want decisions being made based on personal biases and values."*
- *"Recognize that Board members have a fiduciary responsibility whose basic job is to represent their constituents and not simply to propose and advocate those projects and policies which they personally consider important."*
- *"Use our dues for real needs rather than the personal interests of members of the Board."*



Listen to the Whole Community, Not Just the Louder Voices

Residents

- *"I am tired of the few angry complainers getting their way."*
- *"Listen to ALL the residents, not just the noisy few."*
- *"Pay attention to the results of this survey, instead of approving personal agendas by a small vocal group of residents."*
- *"The Board should represent all of the residents, not only those with the loudest voice."*
- *"Stop fighting among yourselves and truly listen to all of the residents."*



What Our Competitors Have

From our Survey of Competitors

- *"All of the communities we interviewed had an activities director to coordinate all community activities."*
- *"Three of four communities had a new large fitness center which was a central activity for the residents of the community."*
- *"Every community had a central 'social' area centered around a small coffee and snack bar, or restaurant, that people regularly used for informal social interaction."*
- *"Fees were charged in three of the four communities for room rentals and other activities that are free at Oakmont."*



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What Our Competitors are Doing Financially

From a Survey of Competitors

- "Dues are \$147/month/home for enforcement of CCR, front landscaping and major buildings." (Springfield)
- "Additional fees of \$56/month/home for gates, streets and street lights (infrastructure)." (Springfield)
- "HOA dues are \$127/month/home, going up to \$133 next year." (Sun City)
- "Currently fee of \$1,500 (going up to \$2,500) for each home sold which raised \$538,000 last year for a Community Enhancement Fund, which pays for new construction and remodels (keeps dues low)" (Sun City)
- "Music venues include an outdoor 2,500 seat amphitheater and the public is invited to all performances. This is a revenue generator for Sun City."

End



LRPC Conclusions

Through interviews, the LRPC identified the following needs:

- There is a critical need for more space to properly support our activities, clubs, and fitness center.
- We need to keep Oakmont competitive and attractive so we can continue to attract new home buyers.
- A performance venue would be very useful to our residents and clubs and could be a source of revenue.
- A community gathering center would enhance our sense of community and improve social interactions essential for this time of life.

Conclusion:

Meeting these needs is essential to keep Oakmont competitive over the next 20 years and would be seen as affordable to new buyers and most existing residents.



Recommended Next Step

- Hire a community architect to create a vision of our future community we can all see.
 - A baseline vision to meet our essential needs. MINIMUM NEEDS
 - An enhanced vision of what might be reasonably possible. ENHANCED



What is Our Vision?

- What can you tell us about the vision you would like to see for Oakmont?
 - How should we go about meeting these needs?
 - What does it look like?

End

