



Ocean Pines Strategic Planning
Advisory Committee
August Monthly Meeting

8/24/23

Agenda

- Roll call/catch-up All 9:00-9:15
 - Volunteer for minutes
- Survey Feedback All 9:15-9:30
- Survey Timing All 9:30-9:45
- Survey Communication Plan Bernie/All 9:45-10:00
- Survey Next Steps All 10:00-10:10
- Public comments/open discussion All 10:10-10:20
- Additional Committee Members Bernie/All 10:20-10:25
- Next Meeting-9/22 Bernie/All 10:25-10:30
 - Volunteer to take minutes
- Adjourn All 10:30

Key 2023 Objectives for SPAC

From our 12/22 and 1/23 Meeting

- Ensure that the strategic plan comes to life-develop strategies and processes
- Develop and execute another property owner survey (or 2) to gauge current status
- ?

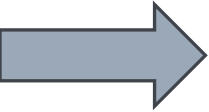
Survey Objectives

To obtain input and insights from OP Property Owners on a long-range plans for Ocean Pines


1. Overall satisfaction
2. What is most important to OPA owners and how is OPA doing
3. Performance against core values
4. Feedback on key issues and opportunities

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Property Owner Survey Communication

Goal for # of Completed Surveys

- **1,000 total property owners**
 - **At least 500 part time residents and 500 full time residents**
 - Strong representation of both:
 - Families with children
 - Families without children
- Rationale for 1,000 completed surveys is that it would result in a margin of error of +/-(-) 3.1%. Increasing to 2,000, the margin of error would only drop to +/-(-) 2.2% (less than 1 percentage point; refer to appendix for details)
- The 2018 survey was conducted primarily via a hard copy and resulted in approximately 1,800 completed surveys. Estimated mailing cost alone for the 2018 survey was ~\$8,000

Survey Communication

Communication of the Survey (no incremental cost)

	Responsibility	Cost (\$)	Timing to be Ready
PR Release to local papers	Josh	0	9/27
Survey link on OP website and social media	Josh	0	9/27
Include survey link in weekly eblast	Josh	0	9/27
Continue to follow-up weekly with local papers	Josh	0	9/27
Include messages on Ocean Parkway Communication Boards (1 as a “Watch for the Survey” & 1 to take the survey)	Josh	0	9/27
Reach out to Executive Council (Committee Chairs)	Strategic Plan Comm.	0	w/o 9/27
Reach out to key club contacts	Strategic Plan Comm.	0	w/o 9/27
Include in Ocean Pines Quarterly Newsletter, ideally with a QR code to connect directly to the survey (reaches ALL property owners including part-time owners)	Josh	0	10/1

Josh’s estimated time to complete the above tasks is 3-4 hours

Survey Communication

Communication & Collection of the Survey (Cost)

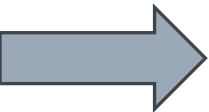
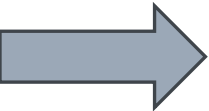
	Responsibility	Cost (\$)	Timing to be Ready*
1. Print “reminder business cards” to be handed out at key locations (Sports Core Pool (200) Yacht Club (500), Golf Course & Club House (500), Library (200), Admin. Bldg. (500) and Community Center (500)	Josh/Bernie		9/27
-Quantity: 2,500		200	
-Communication plan (see appendix)	Josh	0	
2. Print hard copies of survey & make collection boxes available	Josh/Bernie		9/27
-Available at Admin. Bldg. (100) the Parke (100) & CPI (100) building)		0	
-Quantity: 300; + 3 collection boxes and signage		310	
-Communication/Collection Plan (see appendix)		0	
3. Request a survey by Phone or Email	Josh/Julie		
-Estimate a maximum of 100 included in above printing, envelopes/mailing cost		140	9/27
-Communication/Response/Collection Plan (see appendix)		0	
Total Estimated Cost		\$650	

* Assuming approval by 9/17

Total Estimated Cost is \$650. Total OP Staff Time estimated to be 17 hours

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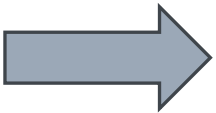
Survey **TARGET** Timing and Next Steps

- Test, provide feedback and measure time to complete the survey W/O 8/28
- Send survey and communication plan to BOD & GM for review and approval 9/4-9/15
- Make any changes to survey and start to implement Comm. Plan W/O 9/18
- Printed Copies, ballot boxes, etc. available 9/29
- Release Survey via weekly email 10/2-10/3
- Recommended deadline (assuming we hit above dates) 11/17

Are there any other key OPA events or conflicts?

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Appendix

Ocean Pines Strategic Plan

Vision, Mission, Goals and Core Values

Vision: Ocean Pines will be a premier resort and residential community, committed to exceptional safety, value and quality of life, while welcoming and embracing residents and visitors of all ages, ethnicity, economic status, and interests.

Mission: Ocean Pines will provide quality governance, public services and five-star amenities necessary to keep the community an attractive, affordable, safe, sustainable and enjoyable place to live and work.

Goals:

1. Sustain strong financial position
2. Maintain and enhance infrastructure, community appearance and current amenities
3. Maintain high levels of safety
4. Foster a sustainable and engaged community, driven by our core values
5. Support leadership training and development

Core Values: Integrity, Accountability, Collaboration, Respect, Sustainability and Transparency