



Spring Valley Lake Association

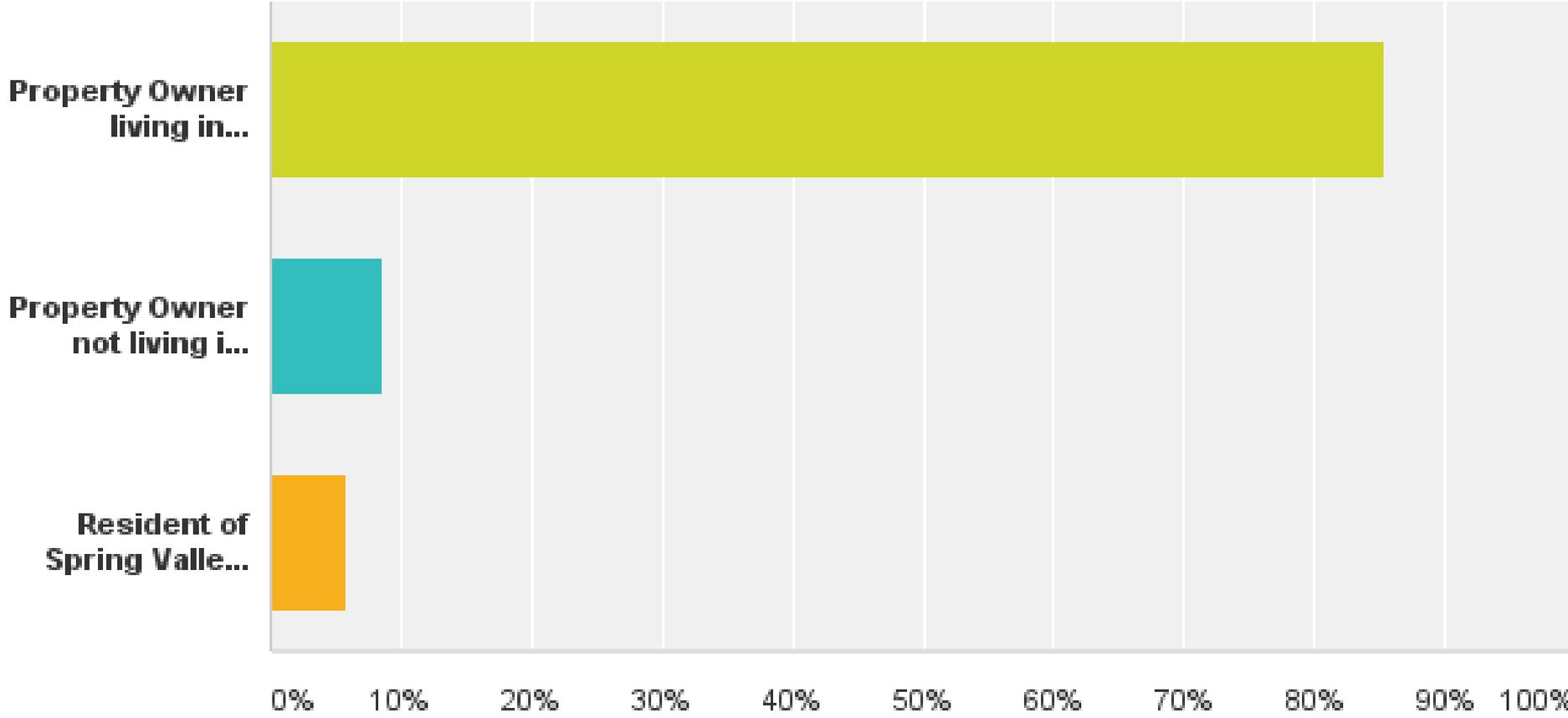
2015 Survey

405 Total Responses

Survey dates:

Friday, February 20, 2015—Friday, February 27, 2015

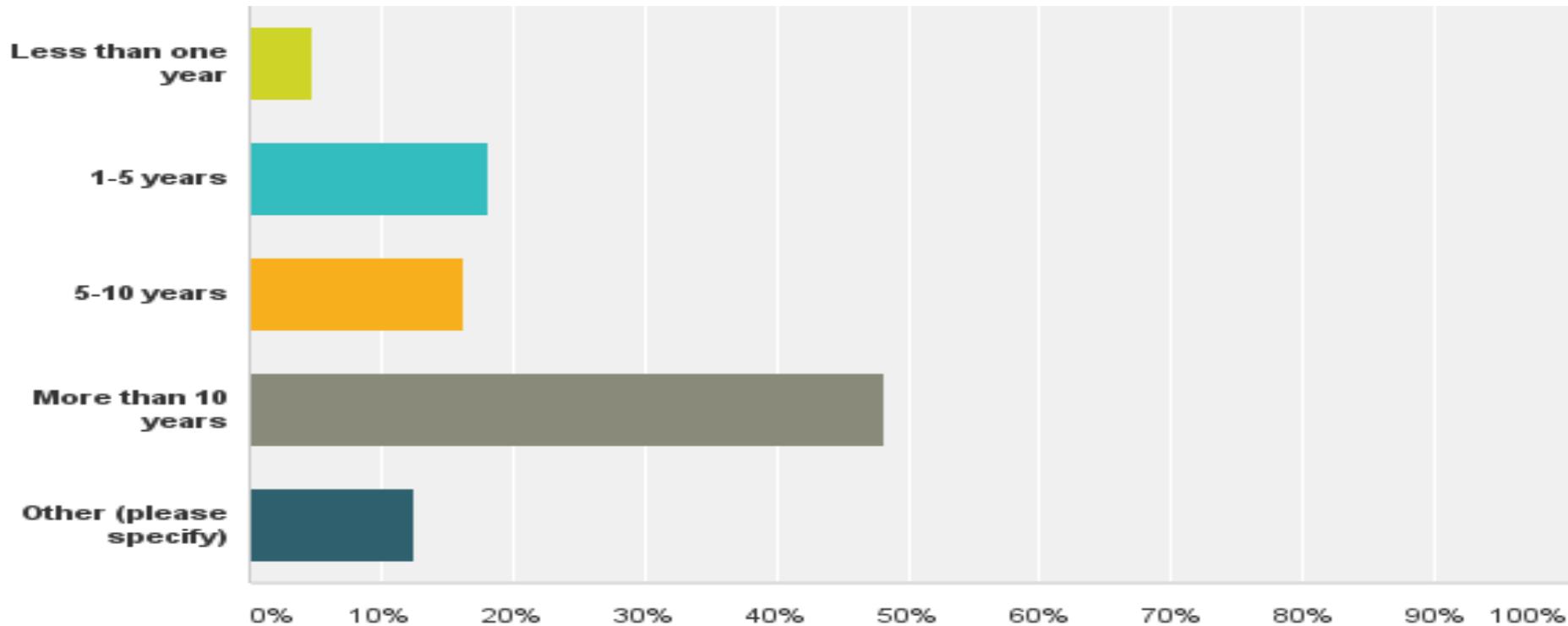
Q1: You are a:



Q1: You are a:

Answer Choices	Responses	
Property Owner living in Spring Valley Lake	85.43%	346
Property Owner not living in Spring Valley Lake	8.64%	35
Resident of Spring Valley Lake but not a property owner	5.93%	24
Total	405	

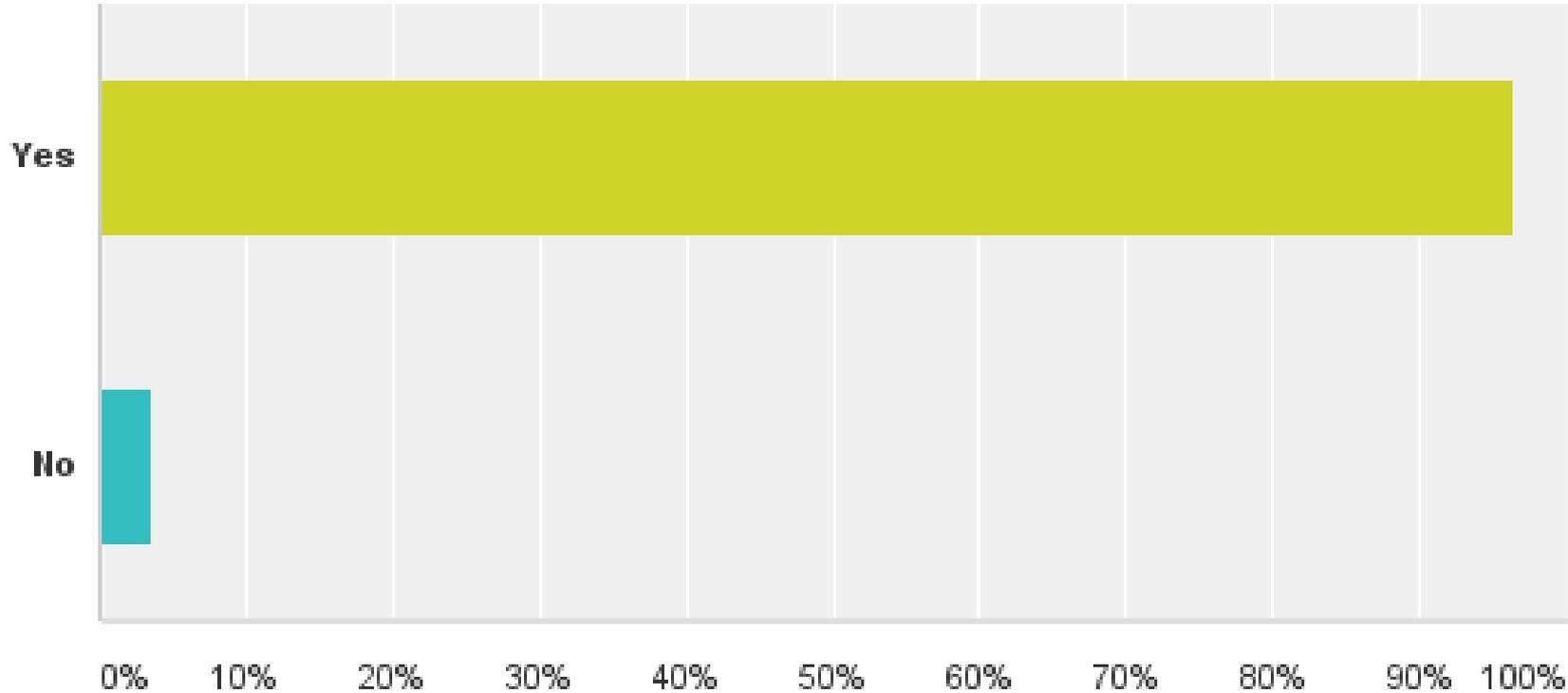
Q2: How long have you resided in Spring Valley Lake?



Q2: How long have you resided in Spring Valley Lake?

Answer Choices	Responses	
Less than one year	4.77%	19
1-5 years	18.09%	72
5-10 years	16.33%	65
More than 10 years	48.24%	192
Other (please specify)	12.56%	50
Total	398	

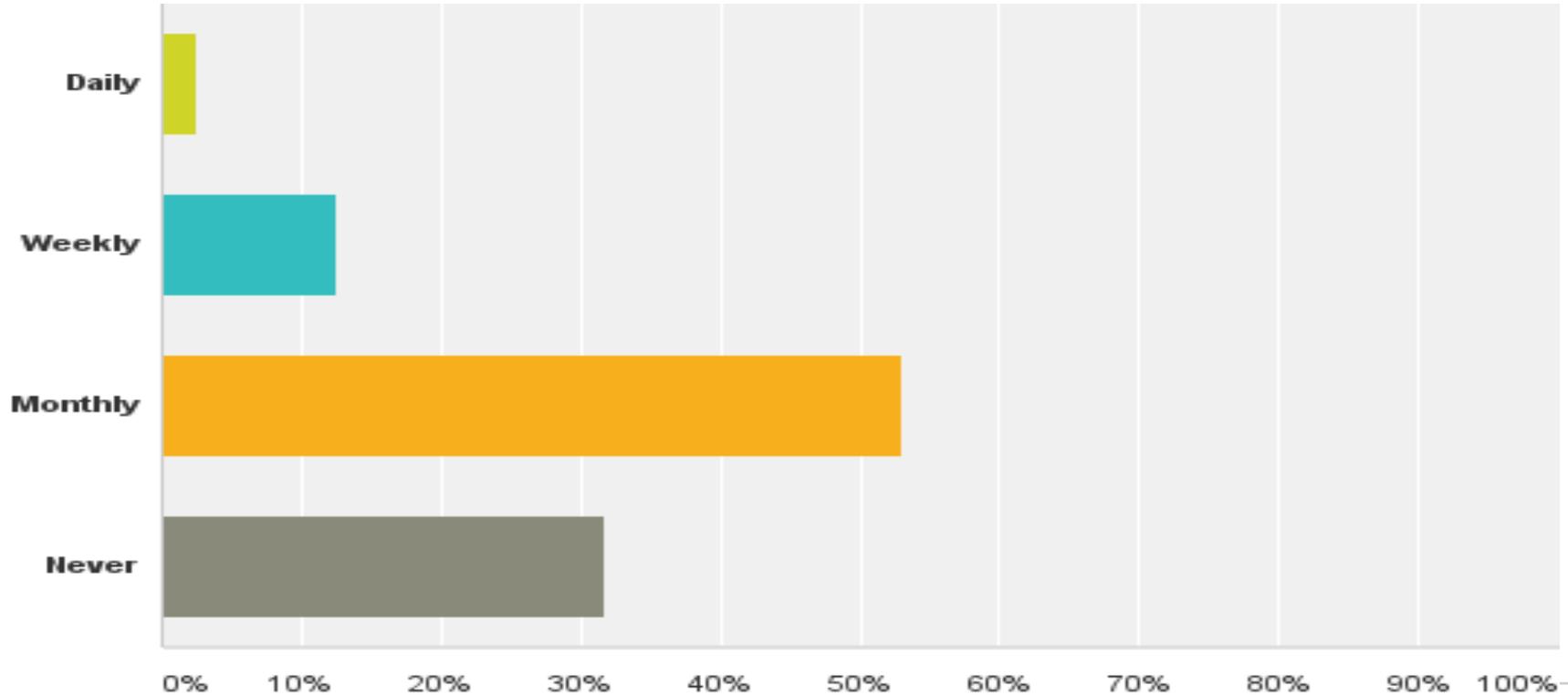
Q3: Are you aware that SVLA has a website?



Q3: Are you aware that SVLA has a website?

Answer Choices	Responses
Yes	96.50% 386
No	3.50% 14
Total	400

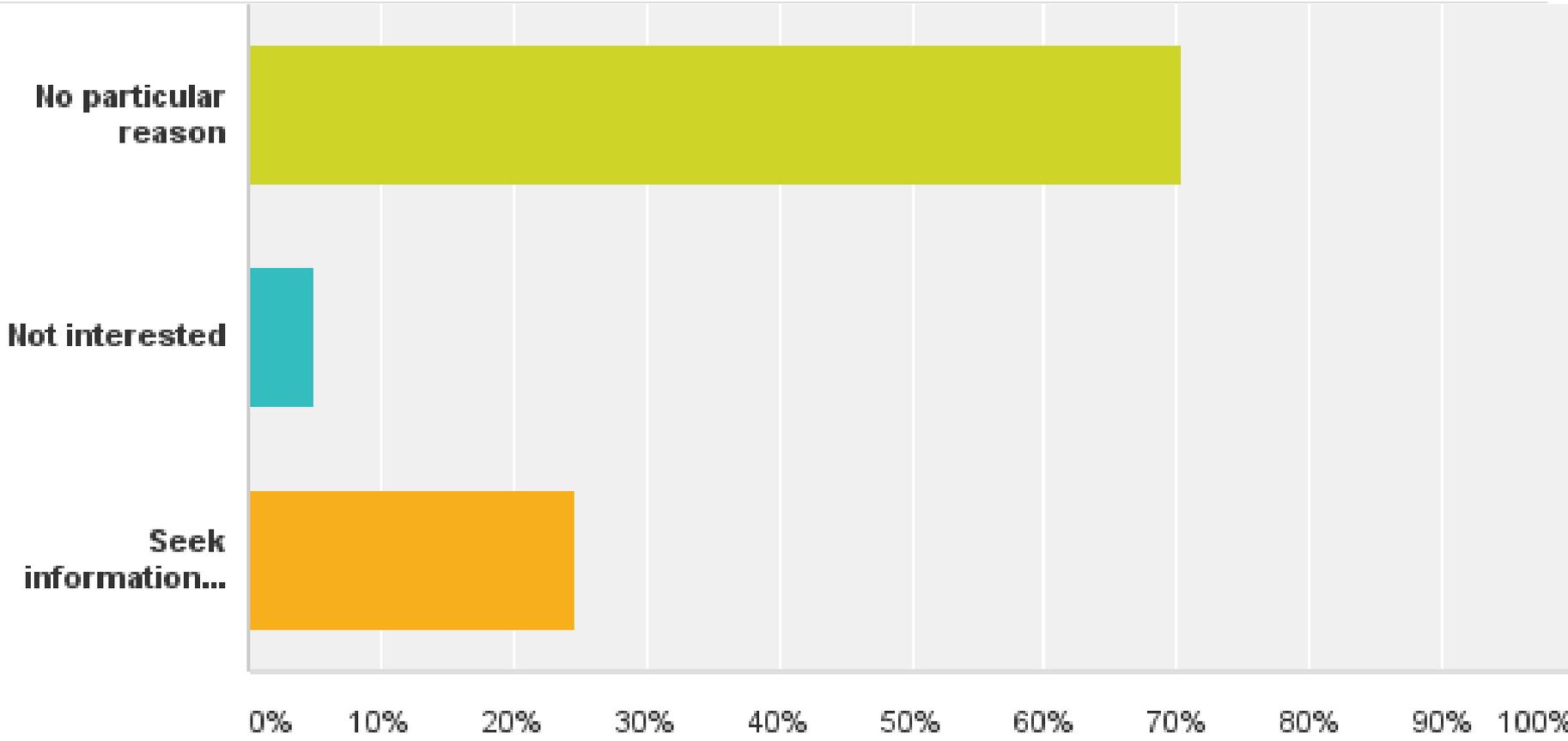
Q4: How often have you visited the website?



Q4: How often have you visited the website?

Answer Choices	Responses
Daily	2.53% 10
Weekly	12.63% 50
Monthly	53.03% 210
Never	31.82% 126
Total	396

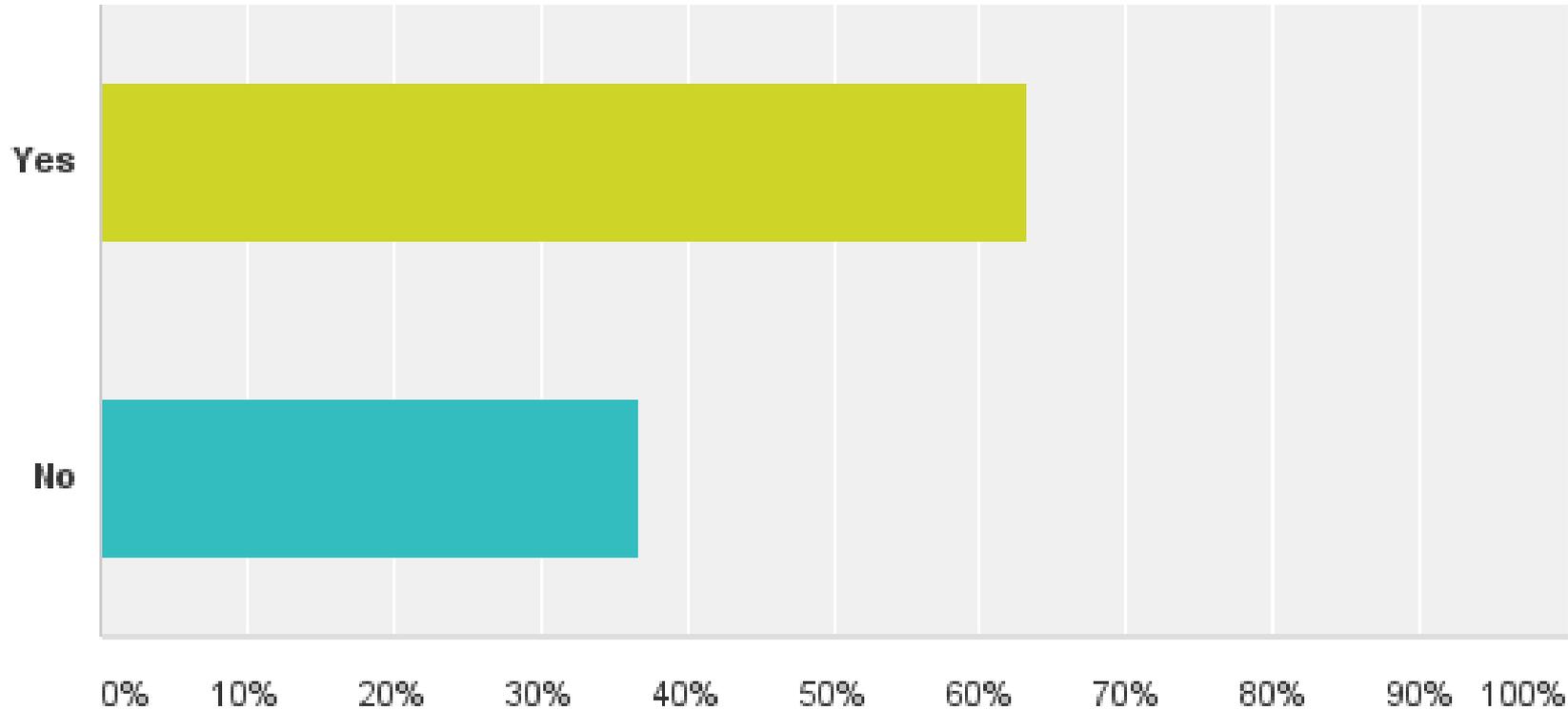
Q5: Reason for not visiting the website:



Q5: Reason for not visiting the website:

Answer Choices	Responses	
No particular reason	70.36%	197
Not interested	5.00%	14
Seek information from other sources	24.64%	69
Total	280	

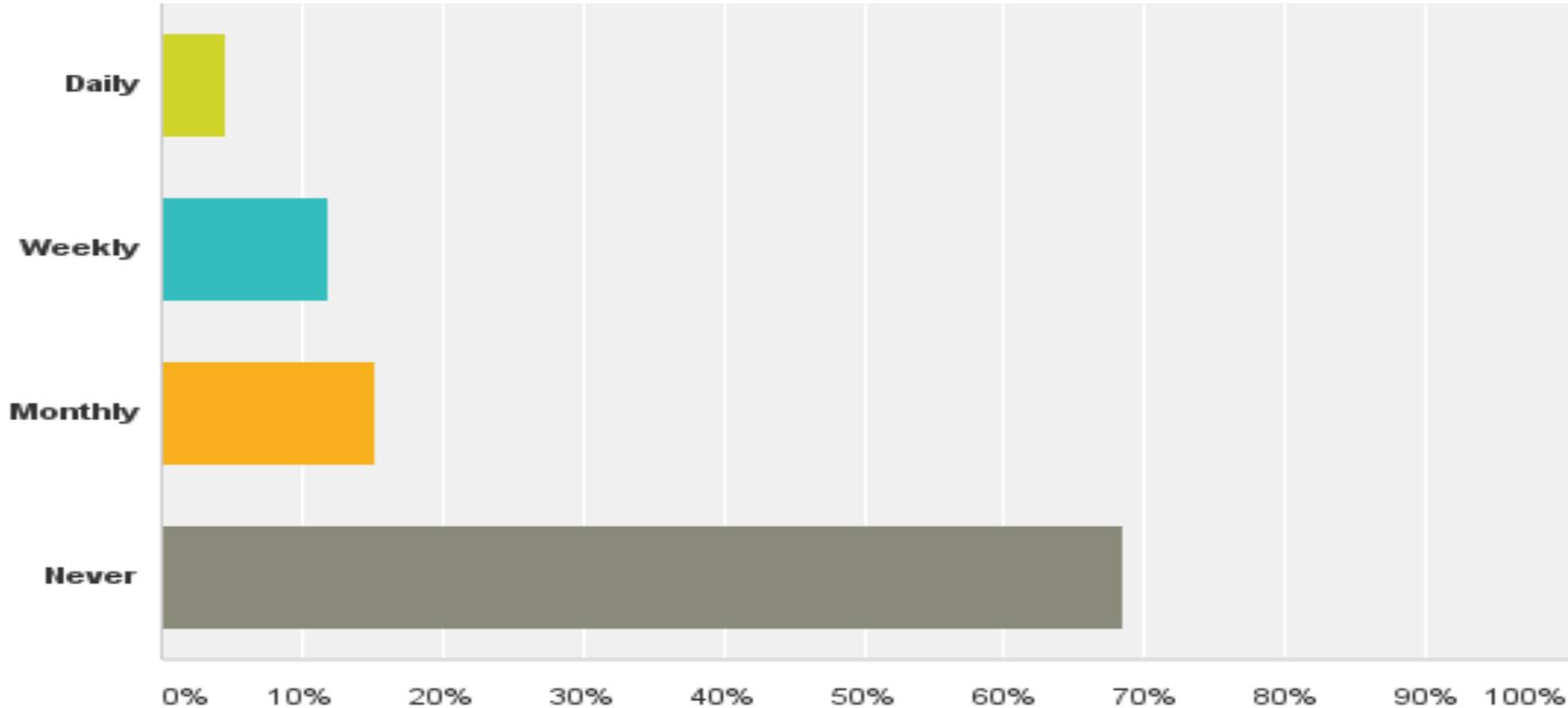
Q6: Are you aware that SVLA has a Facebook page?



Q6: Are you aware that SVLA has a Facebook page?

Answer Choices	Responses	
Yes	63.16%	252
No	36.84%	147
Total		399

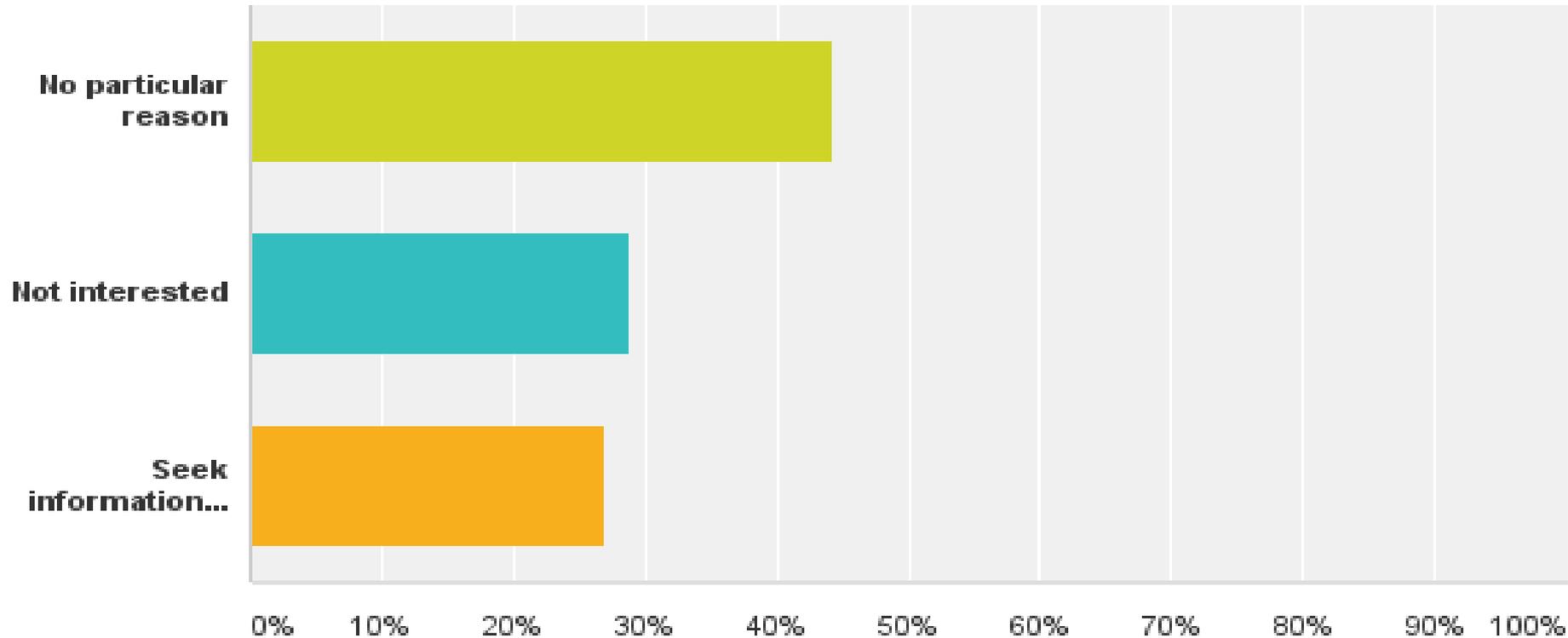
Q7: How often do you visit the Facebook page?



Q7: How often do you visit the Facebook page?

Answer Choices	Responses
Daily	4.63% 18
Weekly	11.83% 46
Monthly	15.17% 59
Never	68.38% 266
Total	389

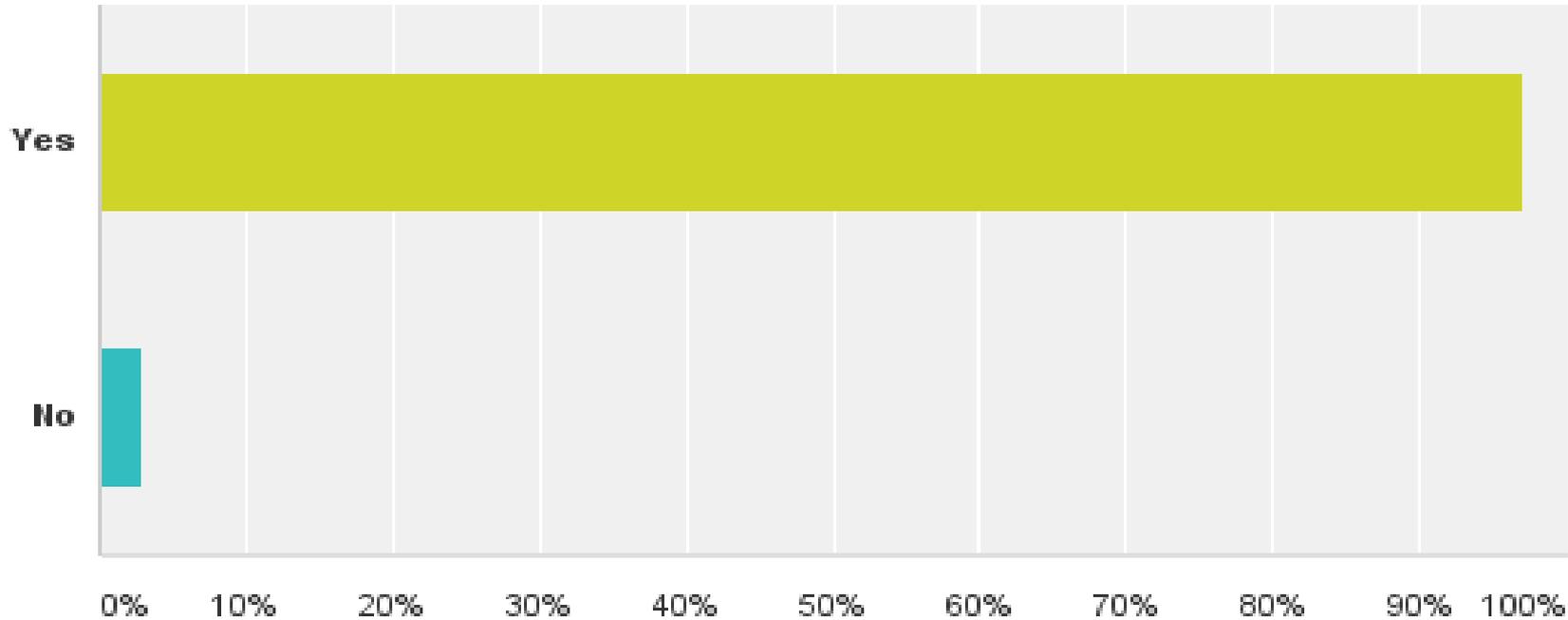
Q8: Is there a reason you haven't visited the Facebook page?



Q8: Is there a reason you haven't visited the Facebook page?

Answer Choices	Responses
No particular reason	44.23% 138
Not interested	28.85% 90
Seek information from other sources	26.92% 84
Total	312

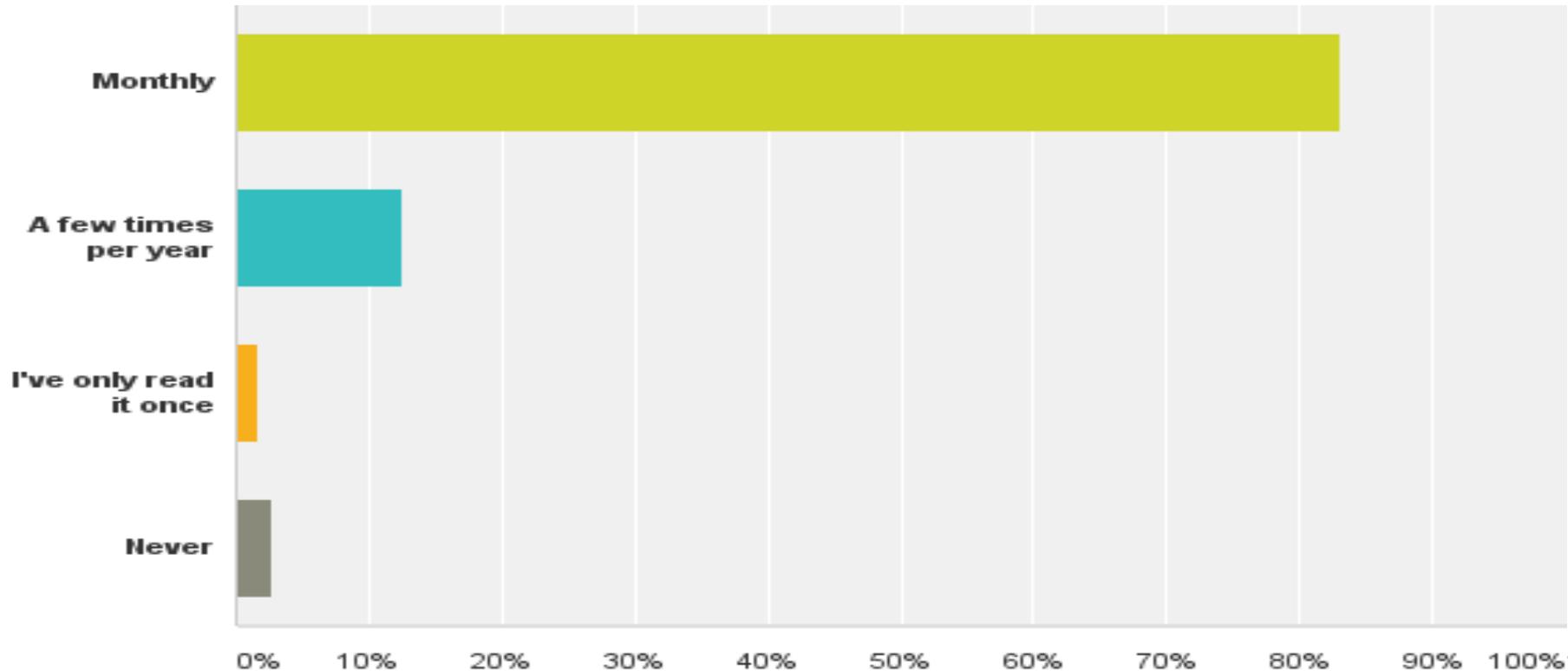
Q9: Are you aware that SVLA has a monthly printed & electronic newsletter called "the SVLA Breeze?"



Q9: Are you aware that SVLA has a monthly printed & electronic newsletter called "the SVLA Breeze?"

Answer Choices	Responses	
Yes	96.98%	386
No	3.02%	12
Total		398

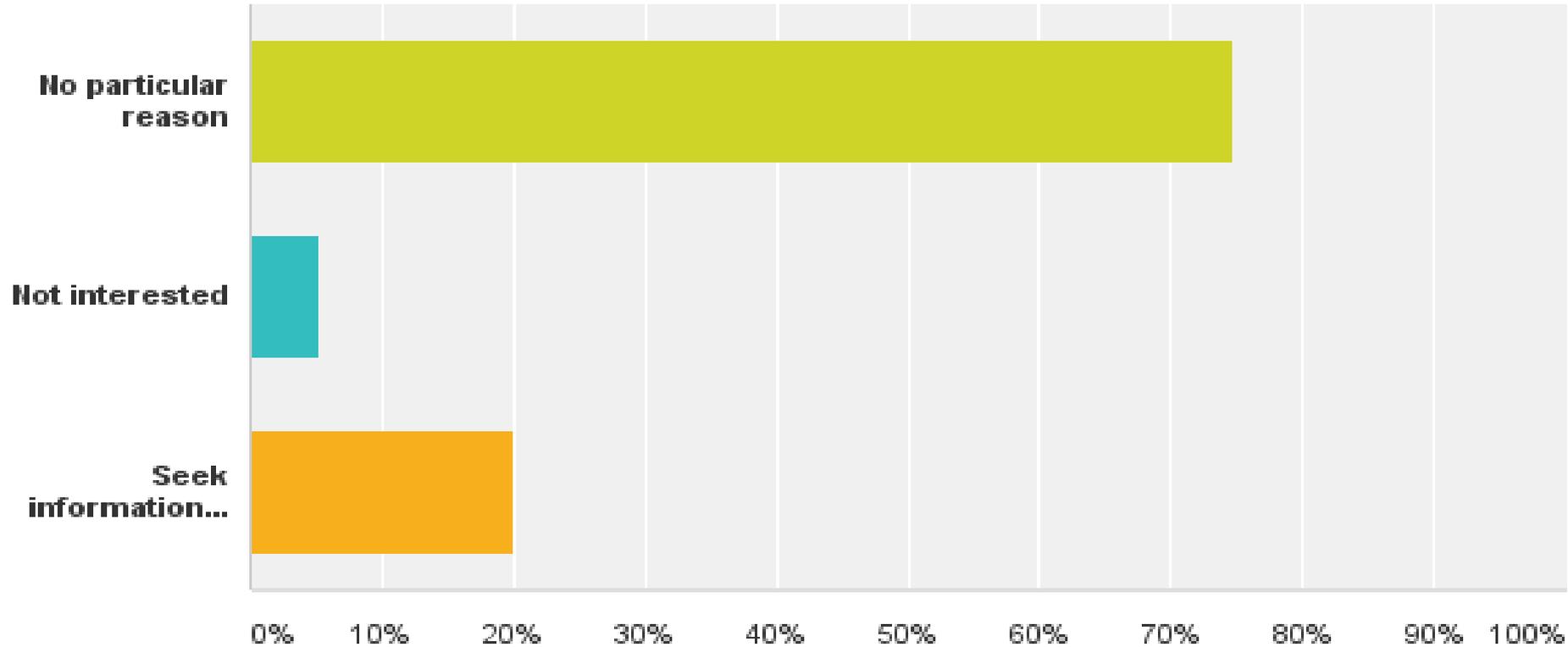
Q10: How often have you read the SVLA Breeze?



Q10: How often have you read the SVLA Breeze?

Answer Choices	Responses	
Monthly	83.04%	333
A few times per year	12.47%	50
I've only read it once	1.75%	7
Never	2.74%	11
Total		401

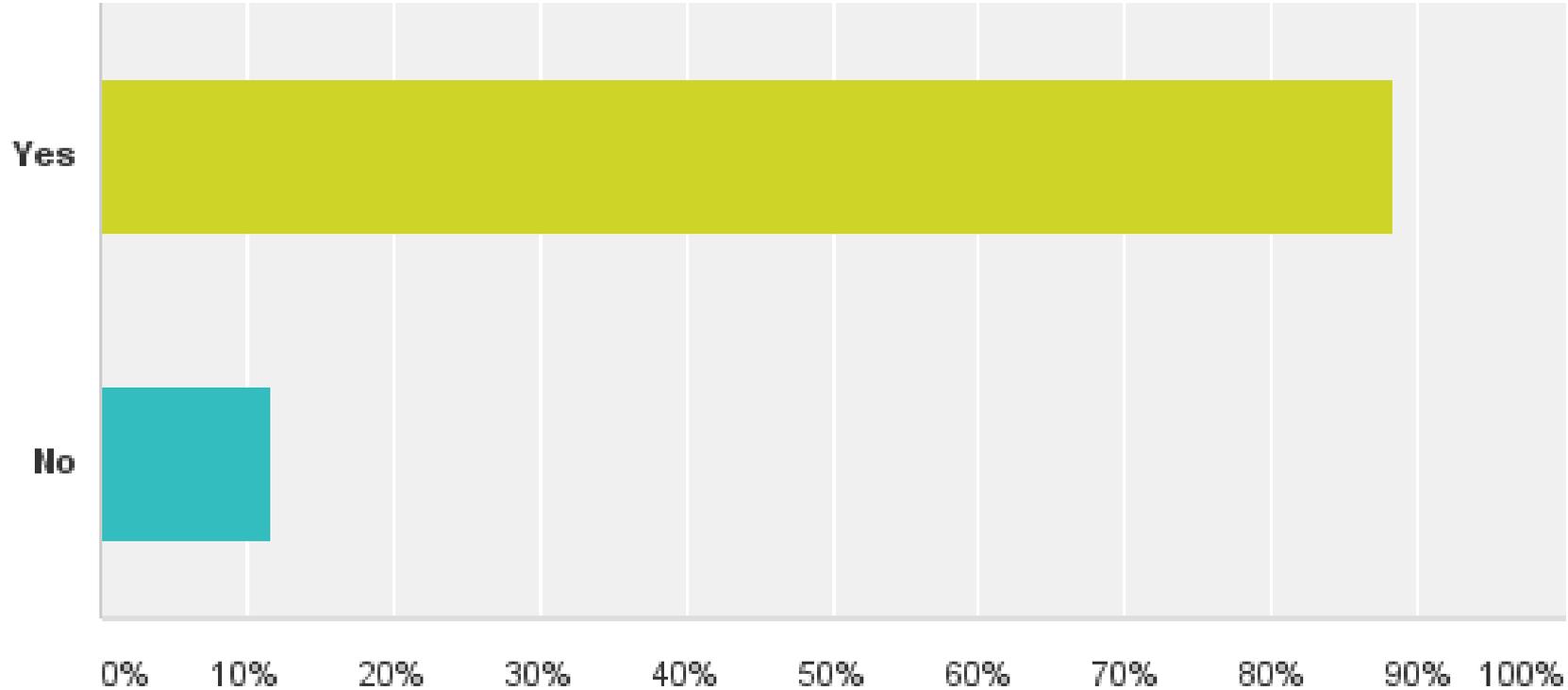
Q11: You have not read the SVLA Breeze because:



Q11: You have not read the SVLA Breeze because:

Answer Choices	Responses
No particular reason	74.74% 71
Not interested	5.26% 5
Seek information from other sources	20.00% 19
Total	95

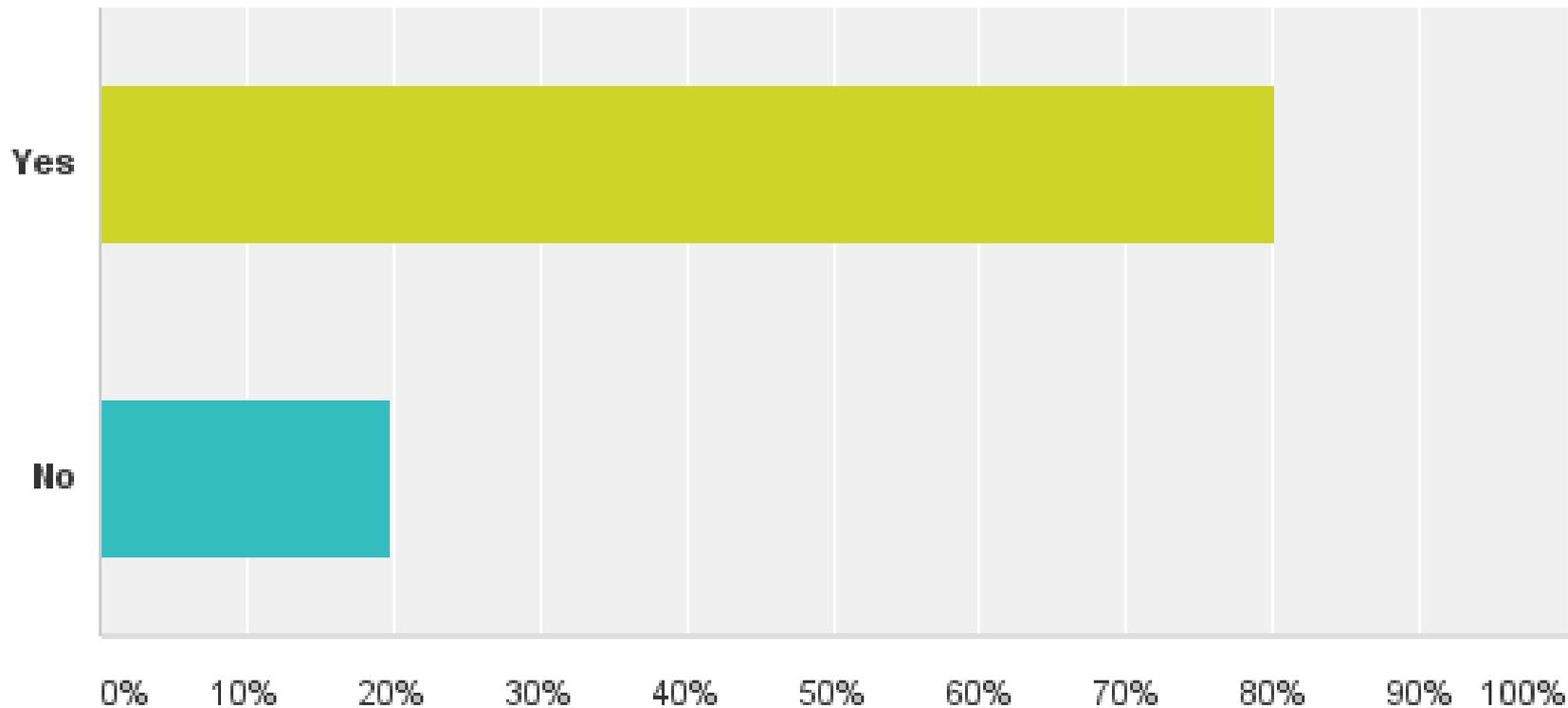
Q12: Are you aware that SVLA occasionally sends "E-Blasts" (messages sent by email)?



Q12: Are you aware that SVLA occasionally sends "E-Blasts" (messages sent by email)?

Answer Choices	Responses	
Yes	88.22%	352
No	11.78%	47
Total		399

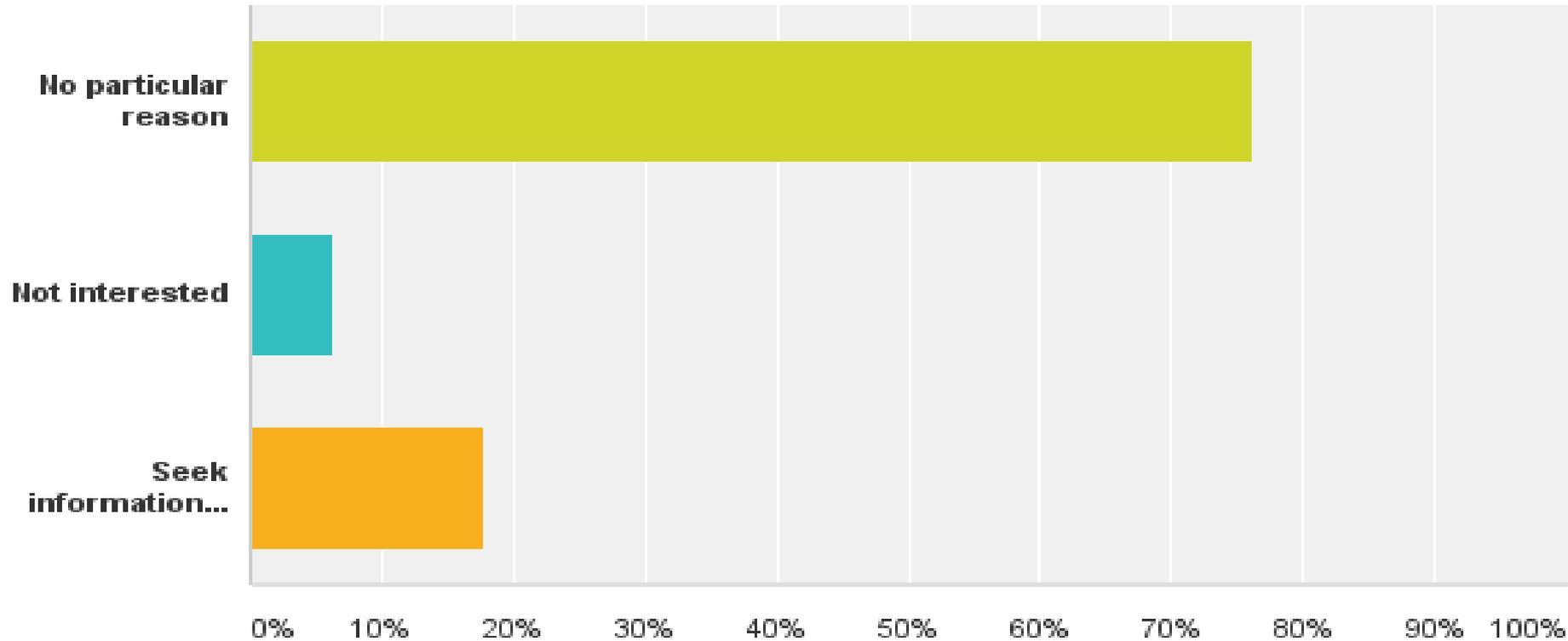
Q13: Have you signed up to receive E-Blast messages?



Q13: Have you signed up to receive E-Blast messages?

Answer Choices	Responses	
Yes	80.25%	317
No	19.75%	78
Total		395

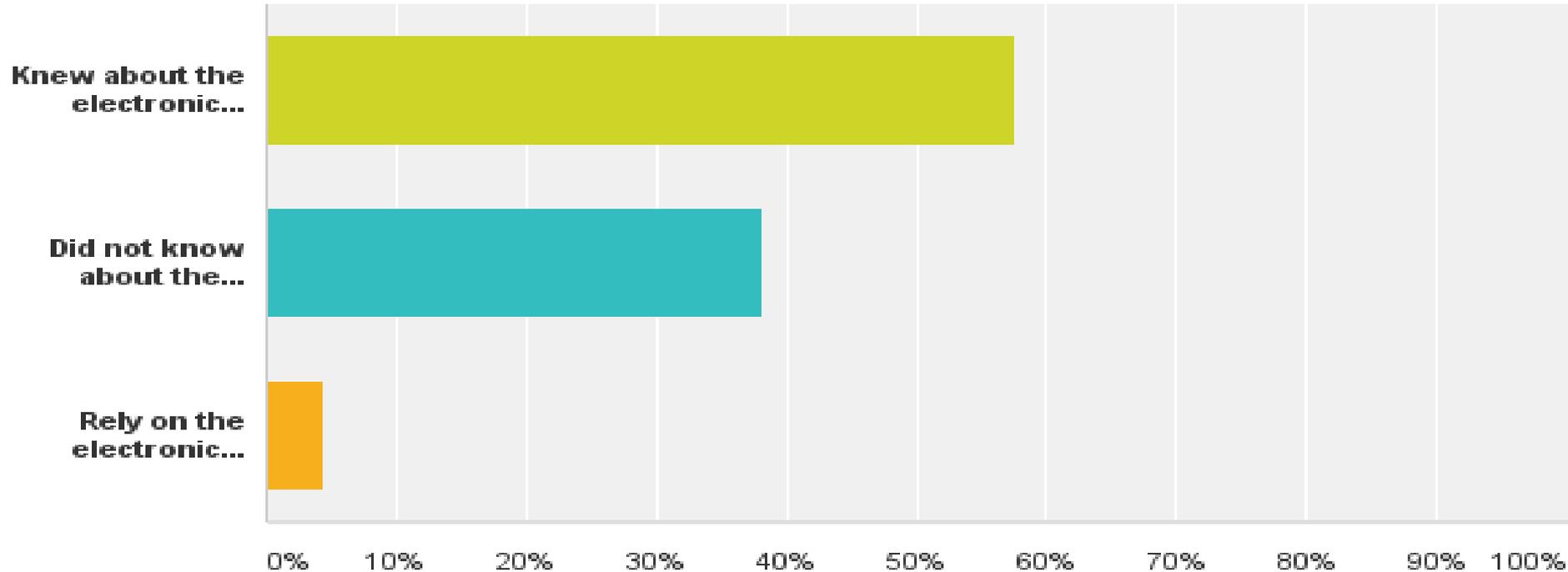
Q14: You have not signed up to receive E-Blast messages because:



Q14: You have not signed up to receive E-Blast messages because:

Answer Choices	Responses
No particular reason	76.11% 86
Not interested	6.19% 7
Seek information from other sources	17.70% 20
Total	113

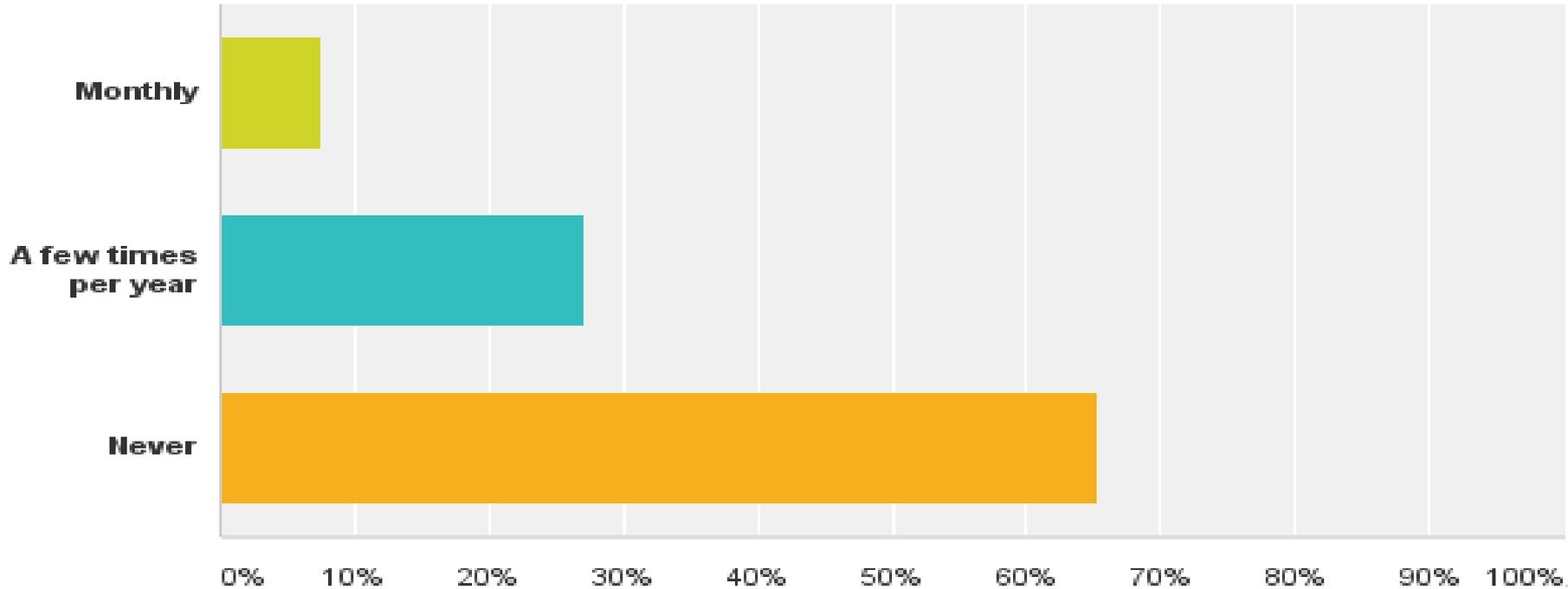
Q15: SVLA uses electronic message boards at the Community Center and the entrance at the Association office, you:



Q15: SVLA uses electronic message boards at the Community Center and the entrance at the Association office, you:

Answer Choices	Responses	
Knew about the electronic boards	57.58%	228
Did not know about the electronic boards	38.13%	151
Rely on the electronic boards for information	4.29%	17
Total		396

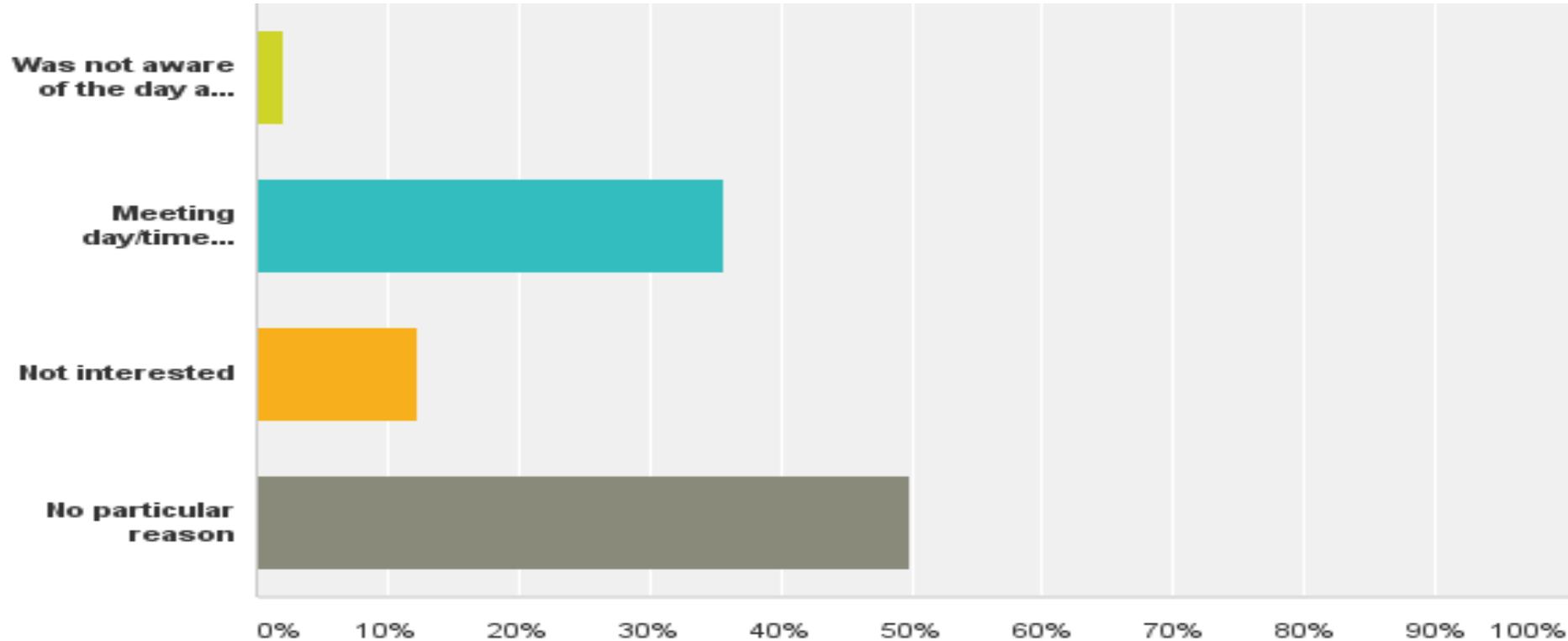
Q16: SVLA Board of Directors conducts an open board meeting the fourth Tuesday of each month, you attend:



Q16: SVLA Board of Directors conducts an open board meeting the fourth Tuesday of each month, you attend:

Answer Choices	Responses	
Monthly	7.59%	30
A few times per year	27.09%	107
Never	65.32%	258
Total		395

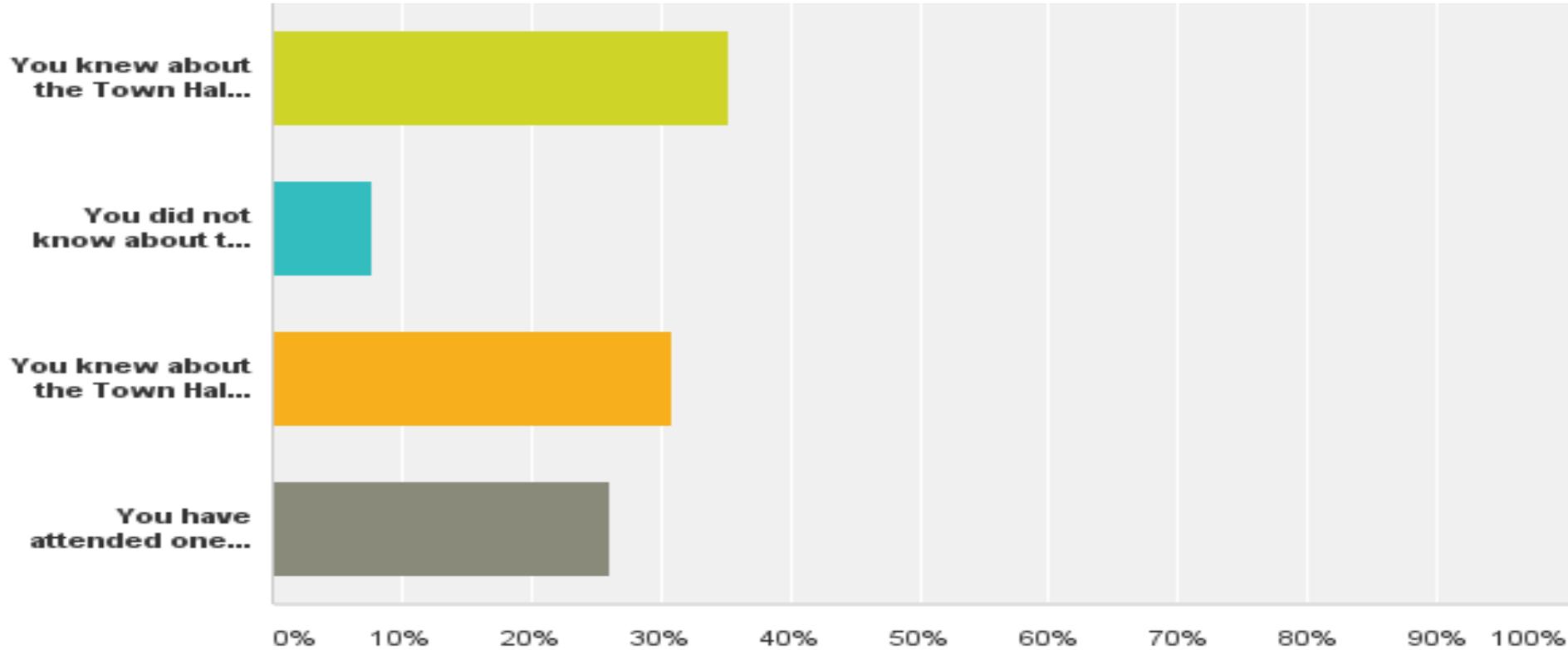
Q17: You do not attend the Board meetings because:



Q17: You do not attend the Board meetings because:

Answer Choices	Responses	
Was not aware of the day and time of the meeting	2.10%	7
Meeting day/time conflicts with your schedule	35.74%	119
Not interested	12.31%	41
No particular reason	49.85%	166
Total		333

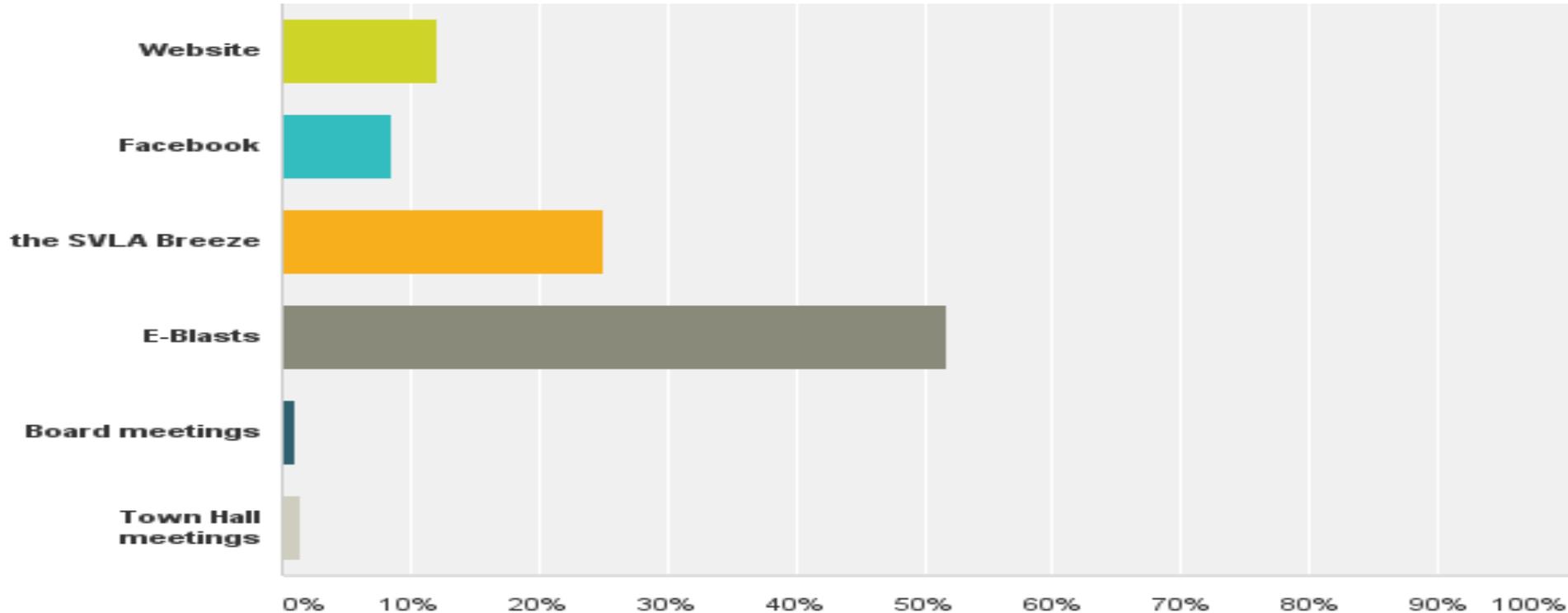
Q18: SVLA Board of Directors periodically conducts informal "Town Hall" meetings covering issues of importance to Spring Valley Lake residents:



Q18: SVLA Board of Directors periodically conducts informal "Town Hall" meetings covering issues of importance to Spring Valley Lake residents:

Answer Choices	Responses	
You knew about the Town Hall meetings	35.34%	141
You did not know about the Town Hall meetings	7.77%	31
You knew about the Town Hall meetings but never attended	30.83%	123
You have attended one or more Town Hall meetings	26.07%	104
Total		399

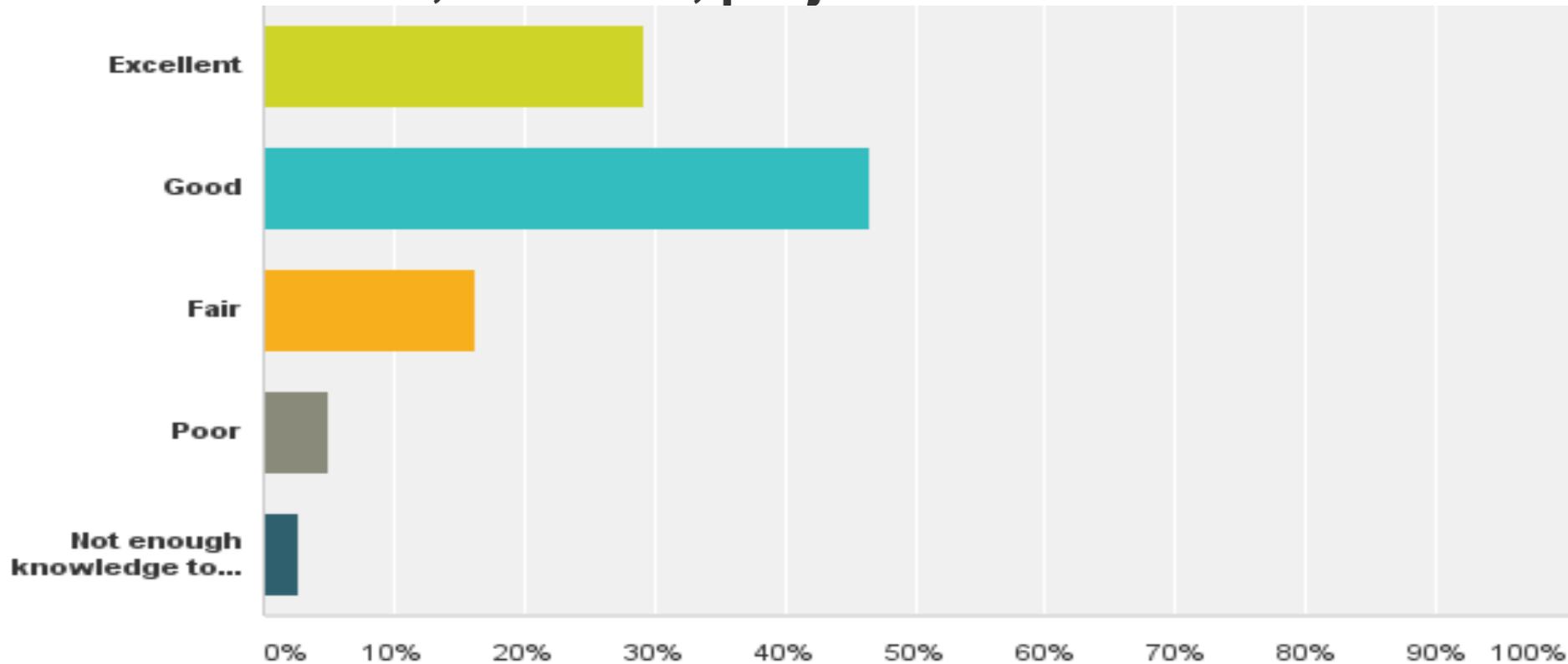
Q19: Regarding the communication methods used by SVLA to communicate with property owners and residents, which is the one you most prefer to use to receive information?



Q19: Regarding the communication methods used by SVLA to communicate with property owners and residents, which is the one you most prefer to use to receive information?

Answer Choices	Responses
Website	12.06% 48
Facebook	8.54% 34
the SVLA Breeze	25.13% 100
E-Blasts	51.76% 206
Board meetings	1.01% 4
Town Hall meetings	1.51% 6
Total	398

Q20: Overall, how would you rate the effectiveness of SVLA's efforts to inform its property owners and residents about the Association's role, activities, projects and services?

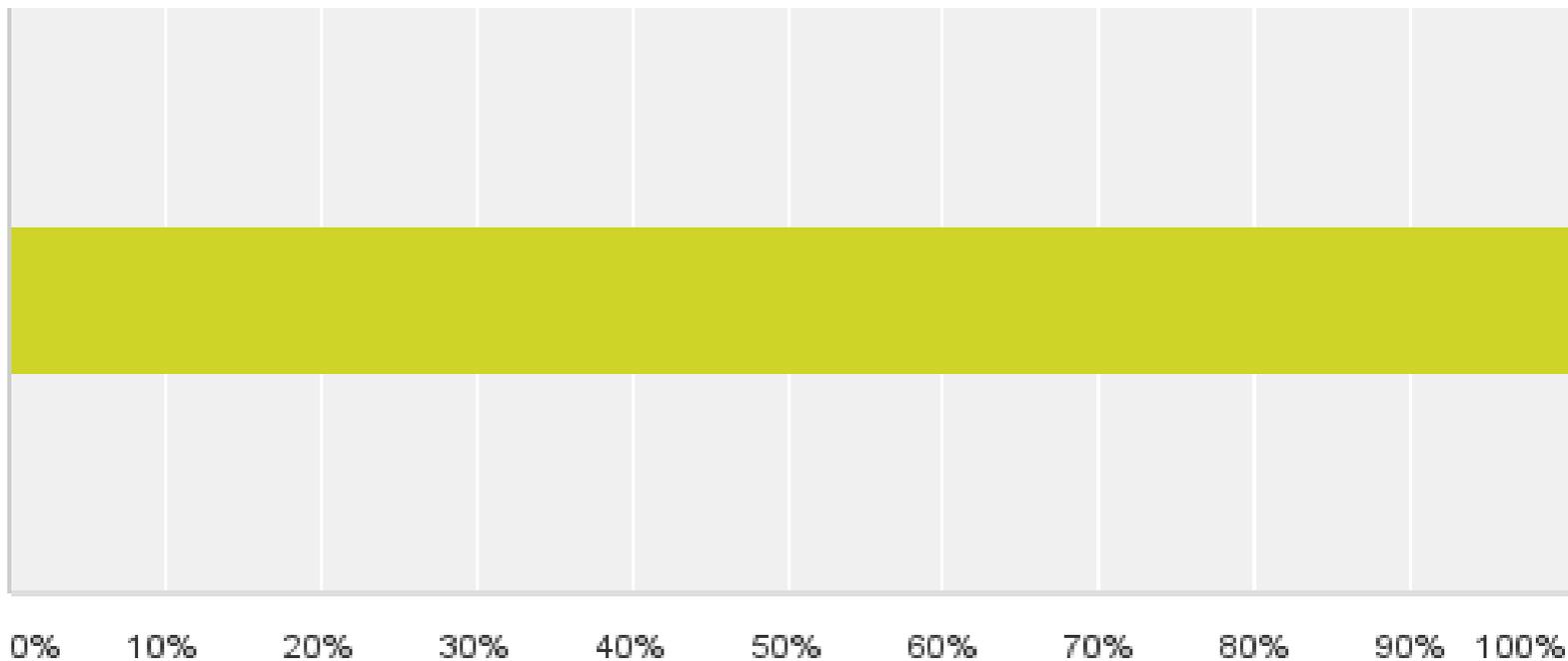


Q20: Overall, how would you rate the effectiveness of SVLA's efforts to inform its property owners and residents about the Association's role, activities, projects and services?

Answer Choices	Responses	
Excellent	29.32%	117
Good	46.62%	186
Fair	16.29%	65
Poor	5.01%	20
Not enough knowledge to rate	2.76%	11
Total		399

Q21: SVLA seeks to improve the way it communicates with property owners and residents, what suggestion(s) do you have?

Other



Q21: SVLA seeks to improve the way it communicates with property owners and residents, what suggestion(s) do you have?

Answer Choices	Responses	
Other	100.00%	78
Total Respondents: 78		

Question #21: SVLA seeks to improve the way it communicates with property owners and residents, what suggestion(s) do you have?

SVLA SURVEY COMMENTS (124)

(Copied verbatim, errors included)

Italicized responses were submitted, but are unrelated to the communications survey question.

POSITIVE (23) All related to survey	NEGATIVE (30) 8 unrelated to survey	NEUTRAL (17) 1 unrelated to survey	SUGGESTIONS (54) 3 unrelated to survey
NO SUGGESTIONS, I LIKE THE E-MAIL AND EMERGENCY NOTIFICATIONS AND THE BREEZE, THAT IS PLENTY	I feel communication is vital in a community of our size! I want to know why our elected officials for the SVLA board do not attend all or if any SVL community events. Such as tree lighting ceremony, little league opening day, our June family fun days etc..... We all need to be in touch with our community and have pride in where we live and how our community is. I'm proud to be an SVL resident and want our future in our community to improve and continue to prosper!	the web site is the only way to reach all parties, anywhere, at their convenience. It's the best you can do.	all owners should receive e-mail of all board and town meeting after they occur results of meetings.
The monthly breeze is a good source of information.	I don't use social media but find it odd you mention FACEBOOK again and again but not Twitter.	Are E-blasts the emails that we get once in a while, like the one I got about this survey?	Form a new comer committee who would contact new residence and welcome them to the community and leave a bit of information such as important phone numbers and maybe a copy of the recent Breeze.
Keep doing what your doing.	<i>SVLA should not be told what lots need weed abatement</i>	Emailed information is the best way for me	

			Send short weekly facebook and E-Blasts with community information and announcements. Longer facebook, E-blasts, and E-breeze monthly. Create an editorial page in the monthly E-Breeze and with all items that could be open for debated or prior to items that require elections. For instance, the buy or lease water issue. We were only provided with one viewpoint that stated what a great idea it was to buy instead of lease. It would have been nice to have the differing viewpoint as well. Also include biographies and platforms for people running for elected positions.
your doing a good job	Let property owners know immediately when crimes occur, not months or weeks later when we have to hear about it by word of mouth or in the newspaper. Security personnel are our employees and we have a right to know what's going on for our own safety.	Would like to receive everything email.	Put out more relevant and current content on ALL forms of media (i.e. website, Facebook, Breeze, etc.)
I really think things are good and have no direct issues or complaints	You never return phone calls. We have asked at least 6 times for a return call from the GM.	direct emails would be good	e blasts covering one specific issue...not just emergency or rumor control issues but as educating about CCRs and Architectural Guidelines based on the current infractions occurring.
I think you do a great job, particular under the current board. I rely on the emails from you, but also appreciate the Town Hall meetings	It would be helpful to receive notification for special meetings or concerns before the day of the event.	mail	send an email on matters of novel importance

if there's an issue al want to know more about.			
I think continuing to use many mediums to communicate with members is the way to go because people will always seek their information via whatever methods they prefer. Thank you for all you do. I know it's not easy. :)	Make sure new members are aware of all of the communications opportunities the day they walk in to receive SVL member cards. They shouldn't have to hear ot from a neighbor eventually	Where can I pick up the community news paper?	keep the long winded people to a given time and talking only about S.V.L.A. agendas
communicate daily. continue the surveys this is awesome	I do not use any "social media". The electronic sign boards are useless....Cannot read them while driving, don't go office..	direct e-mail	establish The SVLA BREEZE free of commercial advertising and in a magazine format
	Be out there. Do not sit behind a desk and wait for them to come to you. Too many residents are renters and don't have a clue what as association is and what it requires. And you currently have a Board who does not want to hear from chosen few who have opinions and concerns that they do not want to know about as if you know then they may just have to do something. You asked, I gave you my two cents. If you would like to discuss further, you may contact me at any time Deborah K. Brady	online needs/issues assessment survey	Due to our work schedule and commute we aren't able to attend board meetings/town hall meetings. It would be a great idea if the meeting could be videotaped and have it available to residents. Also, would like to see some meetings to be scheduled on a Saturday.

<p>Continue the printed copy of the Breeze. I know many who don't use computers & look forward to it. While I know most of what's going on I still enjoy my printed paper. While you are well aware of the FB site SVLCG that is were many members (renter & owners) are getting their info. Half of it wrong & often unkind. I hope should Lisa Verhagen become a SVLA BOD member she is required to change the name of her site. Many of the member do not even live in SVL. It is a poor reflection of our community. Everything is approved by Lisa or it is deleted. Several of us would make a positive post re: SVLA only to have it deleted. After awhile we were just bullied out of her FB group. A BOD member should not have that power. Her "followers" refer to her a their "leader" this site offers little help. One last thing I do think the Assoc. FB page should remind readers of the Assoc. web-site or things from the site should appear on the FB page every so often. I am so proud of how far we've come in just a short time. Better late than never & SVLA is doing a great job. Thanks!</p>			
<p>Your doing a good job. I know it is hard to get people to read their notices, etc.</p>	<p><i>get rid of RENTERS!! They are ruining SVL</i></p>	<p>Q. 19, I use all the above</p>	<p>Post BOD agendas and voting records on all media. Alert property owners of important voting matters such as walmart</p>
	<p><i>I don't believe my perspective is</i></p>	<p>As more people use social media,</p>	

Continue doing all that you have been doing. New owner/resident meeting/get together is essential. I personally take the time to seek out information, but not everyone has the desire to do so. Just keep doing your part of putting the information out there.	<i>important to anyone involved with running SVLA. As a property owner who lives on Driftwood Drive, I feel discarded and unvalued, considering what the association has allowed to happen to Mojave Narrows and Yates Road. When I sell my property in the future, I am sure I will have to take a major "hit" because of the noise and traffic in my backyard.</i>	email and Facebook will become more effective to use.	Have a welcoming committee who makes a personal visit to new residents. Let them present a paper with all the communication forms.
Happy to see SVLA with a FB site. I depend to much on others to let me know what's going on. I will always enjoy the printed copy of the breeze	You should use all possible way to get out informations before Board Meeting, as website, facebook,SVLA Breeze, E-Blast, even local Newspaper, The electronic message board is on the wrong place, just loose time and money to maintain	are E-blasts same as e-mails? if so I do get e-mails from SVLA	Believe it or not, there are still many people who do not do Facebook, Twitter, Instagram, email, etc. I am computer fluent, but many don't have a clue. So for their sake, please keep the breeze and other "by mail" communications coming. Thank you
I THINK EMAIL IS THE BEST	<i>actually involve the residents who pay the dues and stop making decisions based just on what the board wants. Seems that the board has their own agenda that doesnt involve the residents .</i>	by mail	need to advertise more, email, website, addresses. ALSO many Senior Citizen residents do not use computers and if they do, not on social media. Seniors like letters, post cards, newspapers etc.
Happy to see SVLA with a FB site. I depend to much on others to let me know what's going on. I will always enjoy the printed copy of the breeze.	Good. Current communication is key. I don't like to have to dig to find answers. Giving 2 days notice for events is unacceptable.	none	send via US Mail & important issues would be received asap!
Seems you are doing a good job. Thank you.	Update website more often	by mail to tenant and property owner	Receiving information much sooner about criminal activity affecting our areas
Nothing specific. The Breeze is a good source, so are the e-blasts.		I am not able to answer as the survey site will not allow answers to be chosen	partner with the SVL citizens group, the only way we get information and events.

	<p>Need to do a better job of explaining the Board's role according to the by-laws and state association laws. People have the opportunity here to become knowledgeable about to run an association. The advantage to that is that more people will want to run for office as they will already understand how to run an association.</p>		
<p>No suggestions. If people are not capable of reading one of the many forms of communication, adding more will not solve the communication.</p>	<p>Board members should actively participate in other unofficial forums and discussion boards. I get more information from an unofficial facebook page than the official one, but sometimes the page seems slightly one sided. It would be nice to have the official side represented in a more accurate way.</p>	<p><i>Have not moved in yet. Will participate more once we move in.</i></p>	<p>I think one thing that can be done is SVLA can be more transparent about the use of our association dues. I do not remember getting any info. about the last increase of dues. Communicating to homeowners about how our dues are used can be more specific, in my opinion.</p>
<p>You are doing a good job - keep up the good work!</p>	<p>we never attend meetings because they are all cut and dry and not a chance for people to talk and a few always want it their way so we just pay or assoc. and live a normal life without the hassle</p>		<p>Just be more open so conflicts won't happen as often as they do. Pay attention to the SLV Citizengroup FB page to see how people are feeling.</p>
<p>they are doing a good job</p>	<p>I know it is a difficult situation but somehow need to get rid of the other negative troublesome group</p>		<p>join the conversation on the community facebook page, you are a welcome participant too.</p>
<p>We are happy with emails and the Breeze</p>	<p><i>That you enforce the same rules to every home.</i></p>		<p><i>Lets Do a survey on rating the performance of its workers with Spring Valley Lake</i></p>
<p>I feel the Breeze, Facebook and E mails are the way to go.</p>	<p>Have meetings later so people who work can attend. This survey is misleading and you will not get</p>		

	the desired results.		A method should be initiated to include all members, owners and renters alike of what is happening I'm our community. Being home bound, I count on the emails to keep me informed of what is happening in our community.m I am amazed at how many people I talk to who are not on the association mailing list. also, your survey does not include "unable to attend" as would apply to some answers had I been given that opportunity.
Doing a great job!	Better communication and more information in the communications. More often then not there is a lot of confusion because there is not enough information or details. More is always better!		MARK EMAILS IN ORDER OF URGENCY: IMPORTANT, VITAL ETC
SVLA is doing a good job of communicating .	The Association does not make the effort to truly communicate. Communication needs to be a two-way street.		Maybe by text messaging technology for important stuff, utility outages, amber type alerts, not lost pets, threats to public safety. Stay in your house types of events.
	<i>Tell the truth and don't hide things.</i>		More updates for on-going projects
	Whatever you do, don't rely on the results of this survey! I was unable to provide an accurate answer on MOST of these questions!		Have the Board of Director wqalk all the homes and do a syurvey and enciurage participation by the 40 %plus per cent that are renting
	<i>There is not enough transparency. Too much non-disclosures.</i>		Keep all electronic media content current and up to date. Follow-up contact if required to update us.

	Involve us directly. Be more open to positive input from us.		<i>Decrease assessment amount!!!!!!!!!!!!</i>
	<i>Our home is on the East Side, we have a number of friends on the Lakeside and we are often left with the impression that we are of the "lesser class" home owners. We love the community but feel that we are not represented like the "Lakeside folks".</i>		Move the electric message board to the Bear Valley Road entrance so those who don't pass the office pkg lot can see it.
	SVLA needs to make a concerted effort to seek the input of property owners		use your Facebook page more to share information about what is going on.
	The Assoc doesn't effectively communicate at all and when communication is put out there it's very confusing and conflicting. Maybe more email blasts with more detailed information would be helpful		publish the minutes outlining projects that are being considered and asking for homeowner input
			continue Eblasts & e breeze
			Board members should actively participate in other unofficial forums and discussion boards. I get more information from an unofficial facebook page than the official one, but sometimes the page seems slightly one sided. It would be nice to have the official side represented in a more accurate way.
			Having a dedicated public relations person, (i.e. someone whose sole job is to monitor and post for the social media outlets) would be a great improvement in getting information and updates out to SVL residents.
			Periodic door to door from

			committee, staff and board members as a customer service campaign.
			Need to be more up front & lay out all the options on issues to the members
			More info and more timely. Website has too much info. Needs a faq section with basic association info
			Start your Town Hall meetings a little later so those of us who work can attend. These earlier meetings were fine when this was more of a retirement community but we have younger people now who work.
			E mails are best save money by distributing mailed items only to those who specifically request by signing up for them Our PO boxes are getting smaller all the time.
			I would love to attend the meetings, but the times are not for a working person. Suggest having meetings after 6:30pm
			<i>organize and hold fun events not just dinner dances (for adults)</i>
			Text Messaging. People will have to opt but it's a great way to remind people about events. We always have our phones with us.
			the Breeze is great to have in print form, but it's nice to have follow-up via our personal e-mail addresses.
			<i>Please get rid of the Bar's by thr post office</i>

			<p>I think the survey questions do not have enough choices. Example: I've visited the website 4-5 times totally over the years. That would not be daily, weekly, monthly or never.</p>
			<p>need to advertise more, email, website, addresses. ALSO many Senior Citizen residents do not use computers and if they do, not on social media. Seniors like letters, post cards, newspapers etc.</p>
			<p>mail if important.... have enough junk email....</p>
			<p>Unfortunately, many of the older residents do not have computers - perhaps a little quarterly update could be included in with the association dues invoices.</p>
			<p>Encourage residents to link with the SVLA FB page and use the page as a primary source of communication. The website can be secondary for nonFB users. Be highly proactive about communicating event / maintenance schedules, useful SVLA information, send inquiries, invite feedback, etc.</p>
			<p>more posts on Facebook</p>
			<p>The vinyl signs at high traffic areas are also effective to notify residents about special events.</p>
			<p>Have a electronic banner or sign to display information close to the mail box</p>

			Include attachments with board meeting agendas posted on the website
			you need to open the svla facebook so pple can post there and get answers. pple would like the other facebook page so much if they could have used your facebook page to share and get answers like the other page as done for us. it may be to late now for you to use facebook to the fullest you could have?
			Get the boats off the streets