

Bixby Village April 2009 Homeowner Satisfaction Survey Results

Purpose

The primary purpose of the survey was to provide the Board of Directors of BVHOA with information which would assist in establishing major initiatives for both the board and committees. The study was designed for establishing a baseline of homeowner satisfaction regarding the overall management of Bixby Village at a particular point in time. December 2008 was selected for this particular point of reference. Secondary purposes included the collection of demographic information as well as some opinions on topics related to day-to-day operations of the association. Additionally, this study was planned as a method for establishing benchmarks which could be used in future years for constructing evaluation instruments of homeowner satisfaction for the purpose of improving the quality of service provided.

Method

The survey was constructed during October 2008 and approved by the new board in January 2009. The volunteer committee was comprised of one BVHOA board member, two homeowners with professional experience and expertise in survey research and one homeowner with a background in research methods (in the same order: Steven Gratch, Bev Chasse, Patrick McDonough, and Edgar Williams). The committee consulted with two evaluation specialists who conduct survey research who helped establish some measurement criteria. The volunteer committee met weekly during October and adopted survey items by consensus. Consultation with survey research specialists led us to establish a return rate of 30% of all homeowners. The BOD and survey committee decided to conduct the survey in person rather than by mail since there was an opportunity to do this when gate keys were being distributed during April. The survey was conducted at the Clubhouse by committee members on April 4-5 and April 11. The Board president stored the sealed box of completed questionnaires until they were tabulated by the committee on April 23. Two teams of committee volunteers tabulated the numerical data. Written comments were neither read nor analyzed by the committee but were returned to the Board president for review. It should be noted that this research was completed with all volunteer time and donated materials and was of no expense to the Bixby Village Homeowners Association and required no services from PCM.

Discussion of Results

The homeowner satisfaction was designed to establish a beginning benchmark at December 2008; however the instrument was not administered until April 2009. There are cognitive factors which influence outcomes when a questionnaire asks for opinions based on recollection and these have to be given some consideration in viewing these results. These factors could have effected the first section on homeowner satisfaction of most of the groups making decisions and providing services. We had planned to get a snapshot of the view of homeowners' opinions within a certain timeframe; what we probably got instead of a snapshot was a composite drawing which blended perceptions of the past and current board and all other groups being evaluated. Since we did not elect to use structured interviews, it was almost impossible to control for these factors even with the timeframe printed in red on the instrument. While not designed, this could be a serendipitous outcome considering the

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current board announced at their first meeting in December that they would be focused on the future rather than the past.

In our early discussions the decision was made to accept a return rate of 30% if surveys were mailed to 374 homeowners. We consulted with evaluation specialists for homeowner associations and found that most accepted 20-30% return as a valid sample of the population studied. Since we had the opportunity to see homeowners in person we expected a much larger return. We had 315 homeowners appear at the clubhouse and were able to obtain 238 completed surveys. For the sake of fairness and other concerns the committee decided to allow two homeowners from one residence to complete surveys if requested. There were 19 such cases which reduced the return rate to 70% - an unusually high rate of return for survey research. The sample size was also reduced by a greater degree on the section asking for rank order of priorities for Bixby Village. Only 53% of the surveys or 37% of our sampled population (315) completed useable surveys. While this was an adequate sample size to establish trends, there were other statistical characteristics related to variance which could present difficulties in drawing conclusions from the rank order established; e.g. the two top priorities regarding landscape are probably valid while the five items clustered around the mean with close proximity to the other measures of central tendencies could be considered statistically all within one rank. With the exception of this one section, the survey provides a great deal of data which will be useful to the board of directors in several areas. For example, the Homeowners Satisfaction section gives fairly high positive ratings across all the groups being evaluated. The board may want to look for signs of agreement between these ratings and written comments. If there is fairly common agreement, the reliability of the instrument increases.

It may be important to emphasize that this study was designed purely as a homeowner satisfaction survey much like businesses and corporations use to gauge customer satisfaction of services. These most often use simple descriptive statistics for reporting results much like this study employed. This is in contrast to other research done at labs and universities where a statistical design for this study would probably have included analysis of variance, multiple regression techniques and correlation studies or in other words the study of groups within the group. It would be hard to justify the expense for that type of analysis when the results would be difficult to convert into board initiatives.

Some summary points from the attached detailed results:

In general, all groups providing services (volunteer and paid) received overall positive ratings. Specific questions related to satisfaction with Board activities in several areas also received positive responses.

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There was a weaker response to the section on Priorities for Bixby Village; however this was the rank order of priorities:

1. Attention to detail by the Landscape Service.
2. Plant flowers and flowering bushes in selected spots along North/south Greenway to enhance color appearance.
3. Promote a more environmentally “green” BV. Plants requiring less water, solar pool heating, etc.
4. Update visual appearance and signage of existing entrances into Bixby Village.
5. Promote a Neighborhood Watch program for Bixby Village.
6. Make Bixby Village a gated entrance community.
7. Promote participation in an Emergency Readiness Program with BV,
8. Have social events (6 to 8 per year), held in the Club House sometime requiring a small fee.

The above ranked items 3-7 were statistically very close.

The statement regarding one-to-one tree replacement policy was supported by 68% of those homeowners taking this survey.

A majority of homeowners did not attend any Board meetings during 2008.

On the item regarding type of home, 59% of homeowners in patio homes responded while 56% of homeowners in town homes responded.

In terms of age and tenure of residents, 71% of those responding were over 56 years of age and 53% of respondents have lived in Bixby Village for over 10 years.

There were somewhat more homeowners who reported using the pool (56%) compared to 44% who rarely or never use the pool.

Concluding Statement

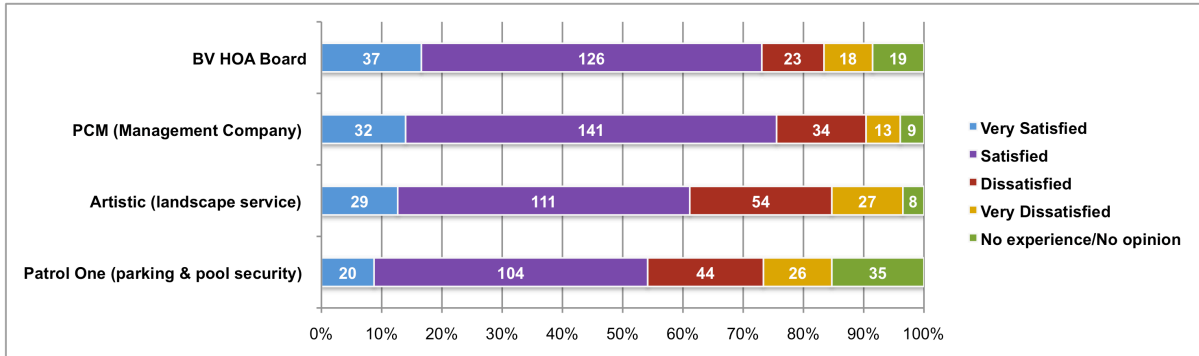
The volunteer survey committee planned this activity as a start in the formation of a systematic method for evaluating homeowner satisfaction with the quality of services provided by the Association. This first attempt provided the Board of Directors, committees, PCM, and others with a positive message in terms of the efficacy of their efforts on behalf of the homeowners. This should give the Board an opportunity to use fairly solid data from a large sample of homeowners rather than having to rely almost solely on anecdotal reports from a few individuals.

(submitted by Edgar H. Williams)

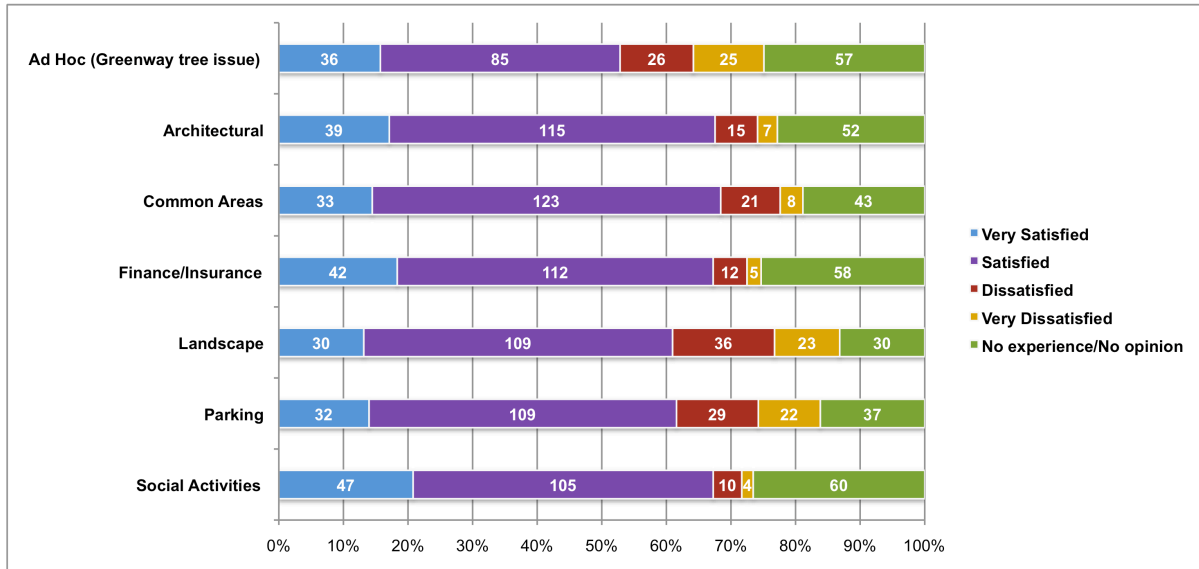
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DETAILED RESULTS

Please indicate your level of satisfaction with the experience you, as a BV homeowner, have had with each of the following groups. **AS IT APPLIES FOR 2008.**



Please indicate your level of satisfaction with the experience you, as a BV homeowner, have had with each of the following committees. **AS IT APPLIES FOR 2008.**



Are you aware that Bixby Village employs a fulltime maintenance man?

| Responses | Count | Percent |
|--------------|------------|---------|
| YES | 185 | 79.7% |
| NO | 47 | 20.3% |
| Total | 232 | |

How would you prefer to receive BV news; Board & Committee news; monthly statements, etc. via

| Responses | Count | Percent |
|----------------|------------|---------|
| US Mail | 135 | 58.2% |
| Email/internet | 97 | 41.8% |
| Total | 232 | |

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Do you feel that you currently receive the **desired level of advance communication** re budget expenditures by the Board; landscape actions affecting your property or, block & common area maintenance, etc.?

| Responses | Count | Percent |
|--------------|------------|---------|
| YES | 142 | 65.7% |
| NO | 74 | 34.3% |
| Total | 216 | |

With respect to **Bixby Village property values**, do you feel that the Board and Committees have:

| Responses | Count | Percent |
|---------------------------|------------|---------|
| Protected/Improved values | 136 | 61.0% |
| Harmed/lessened values | 30 | 13.5% |
| Made no difference | 57 | 25.6% |
| Total | 223 | |

During the past year (2008) I have attended Board Meetings:

| Responses | Count | Percent |
|--------------|------------|---------|
| None | 114 | 52.5% |
| 1 time | 33 | 15.2% |
| 2-3 times | 41 | 18.9% |
| 4-5 times | 20 | 9.2% |
| 6 or more | 9 | 4.1% |
| Total | 217 | |

The tree assets of BV were of significant importance to many homeowners in 2008. Would you like to see a vote of the Community to amend the CC&R's to require a **1 for 1 tree replacement policy**.

This would mean that for each tree removed in BV it would be replaced with one replanted tree, if not in the same spot, somewhere in the village.

| Responses | Count | Percent |
|--|------------|---------|
| YES, I would support 1 for 1 tree replacement | 145 | 68.4% |
| NO, I do not see the need for 1 for 1 tree replacement | 67 | 31.6% |
| Total | 212 | |

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As a homeowner of Bixby Village please rank in **order of importance** the following on a scale of 1 – 8: **1** being most important to you; **8** being least important to you:

Results notes: The total numbers of “points” for each answer were added together to produce the following composite results from the overall most important answer (lowest total points) to the overall least important answer (highest total points). The details provide the breakdown of number of votes for each priority for each answer. One hundred twenty six (126) total valid responses were obtained for this section, with many others being rejected due to not properly ranking the 8 items.

1. Pay more attention to detail by the [Landscape Service](#), cleaning flower beds, picking up leaves, sprinkler repair, etc. (395 total points)

| Responses | Count | Percent |
|---------------------|-------|---------|
| 1 - most important | 30 | 23.8% |
| 2 | 34 | 27.0% |
| 3 | 11 | 8.7% |
| 4 | 21 | 16.7% |
| 5 | 14 | 11.1% |
| 6 | 6 | 4.8% |
| 7 | 6 | 4.8% |
| 8 - least important | 4 | 3.2% |

2. Plant [flowers and flowering bushes](#) in selected spots along North/South Greenway to enhance color appearance. (468 total points)

| Responses | Count | Percent |
|---------------------|-------|---------|
| 1 - most important | 9 | 7.1% |
| 2 | 27 | 21.4% |
| 3 | 31 | 24.6% |
| 4 | 24 | 19.0% |
| 5 | 11 | 8.7% |
| 6 | 10 | 7.9% |
| 7 | 11 | 8.7% |
| 8 - least important | 3 | 2.4% |

3. Promote a more [environmentally “green”](#) BV i.e., evolve toward plants requiring less water; solar pool heating, etc. (536 total points)

| Responses | Count | Percent |
|---------------------|-------|---------|
| 1 - most important | 20 | 15.9% |
| 2 | 12 | 9.5% |
| 3 | 16 | 12.7% |
| 4 | 20 | 15.9% |
| 5 | 14 | 11.1% |
| 6 | 22 | 17.5% |
| 7 | 14 | 11.1% |
| 8 - least important | 8 | 6.3% |

4. Update visual appearance and signage of existing [“Entrances”](#) into Bixby Village at North and South Greenway. (555 total points)

| Responses | Count | Percent |
|---------------------|-------|---------|
| 1 - most important | 13 | 10.3% |
| 2 | 17 | 13.5% |
| 3 | 25 | 19.8% |
| 4 | 13 | 10.3% |
| 5 | 10 | 7.9% |
| 6 | 17 | 13.5% |
| 7 | 19 | 15.1% |
| 8 - least important | 12 | 9.5% |

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5. Promote a [Neighborhood Watch Program](#) for Bixby Village. (583 total points)

| Responses | Count | Percent |
|---------------------|-------|---------|
| 1 - most important | 7 | 5.6% |
| 2 | 15 | 11.9% |
| 3 | 13 | 10.3% |
| 4 | 19 | 15.1% |
| 5 | 30 | 23.8% |
| 6 | 21 | 16.7% |
| 7 | 13 | 10.3% |
| 8 - least important | 8 | 6.3% |

6. Make Bixby Village a [Gated Entrance](#) community. (588 total points)

| Responses | Count | Percent |
|---------------------|-------|---------|
| 1 - most important | 40 | 31.7% |
| 2 | 4 | 3.2% |
| 3 | 7 | 5.6% |
| 4 | 6 | 4.8% |
| 5 | 8 | 6.3% |
| 6 | 7 | 5.6% |
| 7 | 19 | 15.1% |
| 8 - least important | 35 | 27.8% |

7. Promote participation in an [Emergency Readiness Program](#) within BV (earthquake; disaster education). (601 total points)

| Responses | Count | Percent |
|---------------------|-------|---------|
| 1 - most important | 8 | 6.3% |
| 2 | 15 | 11.9% |
| 3 | 14 | 11.1% |
| 4 | 14 | 11.1% |
| 5 | 22 | 17.5% |
| 6 | 23 | 18.3% |
| 7 | 23 | 18.3% |
| 8 - least important | 7 | 5.6% |

8. Have [Social Events](#) (6 to 8 per year), held in the Club House/Pool Area sometimes requiring a small fee. (807 total points)

| Responses | Count | Percent |
|---------------------|-------|---------|
| 1 - most important | 0 | 0.0% |
| 2 | 2 | 1.6% |
| 3 | 9 | 7.1% |
| 4 | 8 | 6.3% |
| 5 | 17 | 13.5% |
| 6 | 20 | 15.9% |
| 7 | 21 | 16.7% |
| 8 - least important | 49 | 38.9% |

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It will be helpful to know more about the evolving demographics of BV so that the Board can be attuned to all our residents.

I/we have been a BV homeowner for:

| Responses | Count | Percent |
|-------------------|------------|---------|
| less than 5 years | 40 | 18.3% |
| 5-10 years | 64 | 29.2% |
| 11-15 years | 40 | 18.3% |
| 16-20 years | 32 | 14.6% |
| original owner | 43 | 19.6% |
| Total | 219 | |

Type of home:

| Responses | Count | Percent |
|--------------------------|------------|---------|
| Single Family/Patio Home | 38 | 17.8% |
| Townhome | 176 | 82.2% |
| Total | 214 | |

Pool usage:

| Responses | Count | Percent |
|----------------------------------|------------|---------|
| 3 or more times/month year round | 36 | 17.1% |
| 3 or more times/month in summer | 82 | 39.0% |
| rarely use | 77 | 36.7% |
| never use | 15 | 7.1% |
| Total | 210 | |

Combined AVERAGE age of homeowner(s):

| Responses | Count | Percent |
|------------------|------------|---------|
| under 35 years | 1 | 0.5% |
| 36-45 years | 15 | 7.0% |
| 46-55 years | 46 | 21.4% |
| 56-65 years | 86 | 40.0% |
| 66 or more years | 67 | 31.2% |
| Total | 215 | |

Combined AVERAGE age of children/other occupant(s):

| Responses | Count | Percent |
|---------------|-----------|---------|
| infant - 10 | 12 | 22.6% |
| 11-16 years | 8 | 15.1% |
| 17-21 years | 3 | 5.7% |
| over 21 years | 30 | 56.6% |
| Total | 53 | |

How do you want to communicate to your Board & Committees?

| Responses | Count | Percent |
|------------------|------------|---------|
| email direct | 125 | 61.3% |
| through PCM | 23 | 11.3% |
| telephone direct | 26 | 12.7% |
| US mail | 30 | 14.7% |
| Total | 204 | |

(Detailed Results presentation by John Schroeder)