

Lake Ridge Association

Community Survey Findings
2019

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Research Background

Research Background

In November of 2019, FieldGoals.US was commissioned by Lake Ridge Association (LRA) to conduct a community study to help frame and support the objectives of the Strategic Plan.

LRA and FieldGoals.US partnered to create a 28-question survey to be conducted with a statistically significant portion of the population. The survey addressed objectives from the draft strategic plan.

Research Background

The main objectives of the research were:

1. Amenities and common areas
 - Understand awareness and usage of current amenities and common areas
 - Determine additions or changes desired to meet community needs
2. Programs
 - Gauge community participation in current programs
 - Identify additions or changes desired to meet community needs
3. Explore the best methods of communication with residents

Methodology

To ensure a mix of demographics, the methodology included:

1. Online

- A link to the online survey was forwarded to LRA residents via email
- The link was also posted on the LRA website, social media pages and the community marquee

2. LRA Newsletter

- To ensure residents who were unable to access the link online had the opportunity to participate, LRA included a paper version of the survey in *Lake Ridge Today*, the monthly newsletter mailed to residents

Methodology

- All respondent addresses were screened for residency and to avoid duplicate submissions
- 812 total LRA residents completed the survey; this sample size provides results with 95% confidence and $\pm 3\%$ margin of error
 - *Please note: the number of responses varies by question. This is due to both the survey design – the questions asked depended on responses to other questions – and the fact that some respondents did not answer every question on the paper version of the survey or answered in a way that could not be tallied. The number of responses to each question is indicated at the bottom of the page.*
- The 10-minute survey was fielded from October 16th, 2019 through December 4th, 2019



Executive Summary

Executive Summary: Demographic Snapshot

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- Over half (57%) of survey respondents have lived in LRA for more than 10 years
- 38% of respondents live with only one other individual in their household
- 54% of respondents have individuals older than 55 in their household
- 54% of respondents have individuals younger than 18 living in their household
- Of those surveyed 58% own a single-family dwelling in LRA
- Value for price is the reason 37% chose to live in LRA
- 70% are employed either full- or part-time
- 74% are married or cohabitating

Executive Summary: Community Amenities

Recreational Facilities and Amenities

- Community awareness of Lake Ridge amenities is high – 60% or more of all surveyed residents were aware of every amenity listed. Almost every resident surveyed (98%) was aware of the pools and 89% were aware of the playgrounds.
- Although awareness was high, use of the amenities varied greatly. LRA preschool (3%), picnic pavilions (10%), tennis courts (11%) and boat ramp (14%) were the least frequently used amenities, although most residents were aware of them. Additionally, although 83% of residents were aware of the community center, only 19% of surveyed residents had used it in the past 12 months.
- On the other hand, 64% of surveyed residents indicated they use the pool and almost half (47%) indicated they use LRA trails – even though only about 3/4 of residents were aware of the trails.
- When asked, unaided, the top three most important changes or additions residents would like to see at LRA, many residents mentioned aesthetic improvements such as landscaping and cleaning up common areas and maintenance. Others mentioned the enforcement of covenants.

Executive Summary: Community Amenities

Recreational Facilities and Amenities

- The pools are an important amenity for residents. They had the highest awareness (98%) and usage (64%) of all amenities and Renovated/Upgraded Pool Houses was the third most requested change or addition to amenities (32%).
 - 35% of those who indicated they desired Renovated/Upgraded Pool Houses would be willing to fund the changes with an increased assessment or financial assessment.
 - When asked, unprompted, the three most important changes or additions to LRA, many residents mentioned suggestions relating to the pool, including expanding the hours and upgrading it.
- Trails and outdoor activities are also important to residents. The top two most requested amenities were Expanded Trails (44%) and a Community Garden (33%).
 - Those who indicated they would like to see expanded trails in LRA, 34% would be willing to pay an increased assessment or financial assessment.
 - Trails were also frequently mentioned in the open-ended responses. Many residents indicated increasing trails, updating them and keeping them clear, and adding maps and markers was in the top three most important additions or changes to LRA

Executive Summary: Community Amenities

Trash services

- Most residents surveyed are satisfied with the current trash collection services; only 16% indicated they were not very satisfied or not at all satisfied.
- 62% of those who were not satisfied with the trash collection service indicated they would NOT be willing to pay more for a different trash collection service.
 - Most (66%) of those who ARE willing to pay more would pay an additional \$10 or more per month.
- Additionally, when asked what changes and improvements surveyed residents would like to see take place at LRA, 27% indicated they would like to see improved trash collection. And of those who indicated they would like to see improved trash collection, over half ranked it as their #1 most important change.
 - Of those who indicated they would like to see improved trash collection, 47% would pay an increased assessment or financial assessment. More respondents indicated they would pay an increased assessment for this amenity than any other amenity listed.

Executive Summary: Programs

Programs

- Enthusiasm for any individual programs or events at Lake Ridge was relatively low – only 1/3 of residents indicated they were very likely or likely to attend most events listed.
- Events that could involve the whole family such as Community Day (35%), Outdoor Adventure Programs (35%) and Exercise Classes (32%) were the events the most residents were likely to attend; Preschool Programs (9%), Day Camps (9%), and Teen Programs (11%) were the events the fewest residents were likely to attend.

Executive Summary: Fees and Leadership

Fees and Leadership

- Over half of surveyed residents (53%) feel LRA assessments are a “good value” for the services and amenities provided.
- Most residents feel 1% or 2% is a reasonable assessment
- Overall satisfaction with leadership and staff is also very high. Over 80% of residents were satisfied with every administrative category, including staff (90%), leadership (87%), financial management (85%), responsiveness (86%), and communication (91%).

Executive Summary: Communication

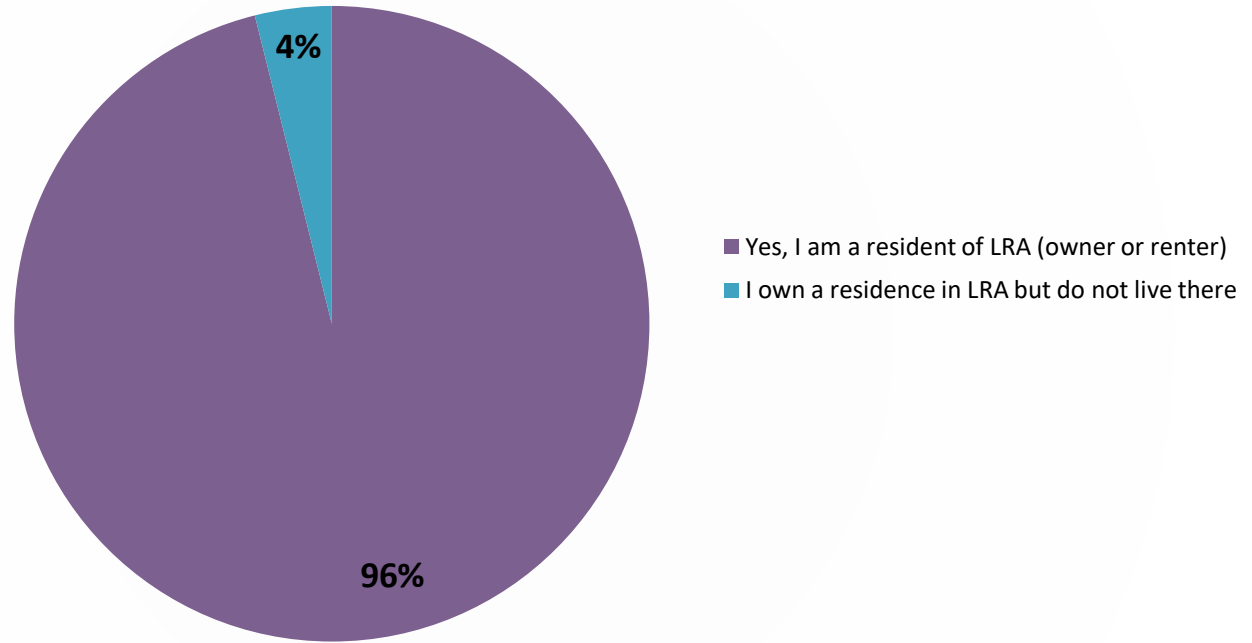
Communication

- Over 90% of surveyed residents are satisfied and about half of surveyed residents (48%) are extremely satisfied or very satisfied with communication from LRA.
- Only 9% were not very satisfied or not at all satisfied.
- The top ways residents find out about LRA facilities and programs were emails from LRA (80%) and the LRA Newsletter (60%).
- Residents found out about any local events through Local Publications (53%) and Social Media (46%).
- There is an opportunity for LRA to advertise on social media. While 46% of surveyed residents indicated they find out about local events on social media, only 20% said they find out about LRA facilities and programs on the LRA Facebook page.

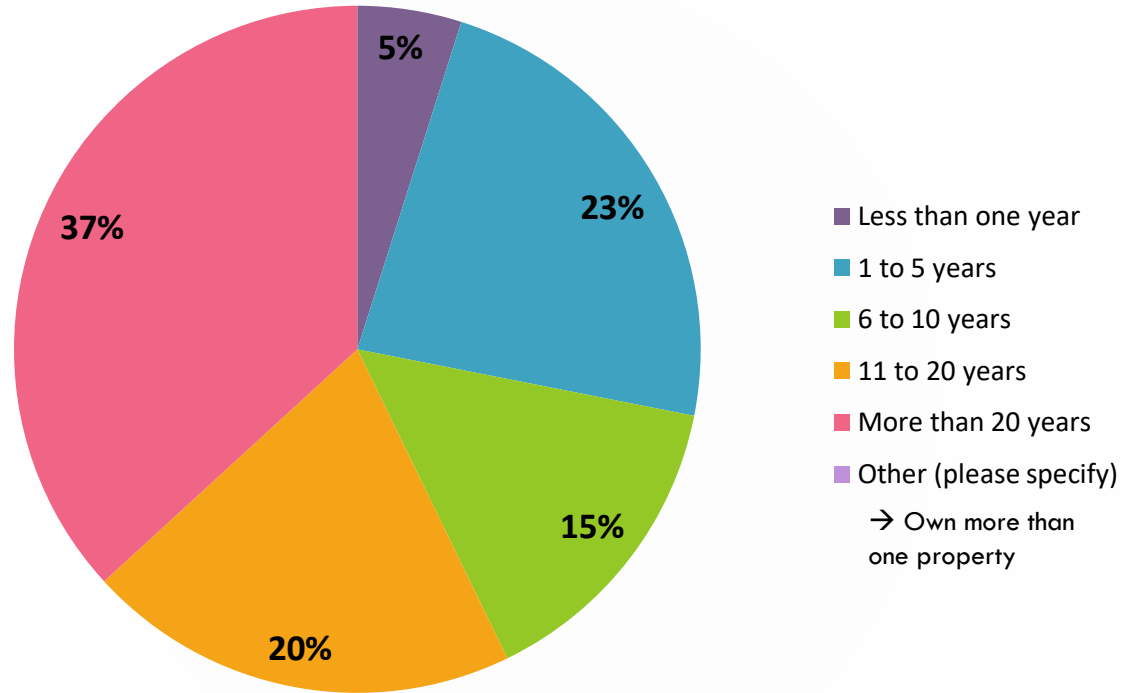


Survey Results

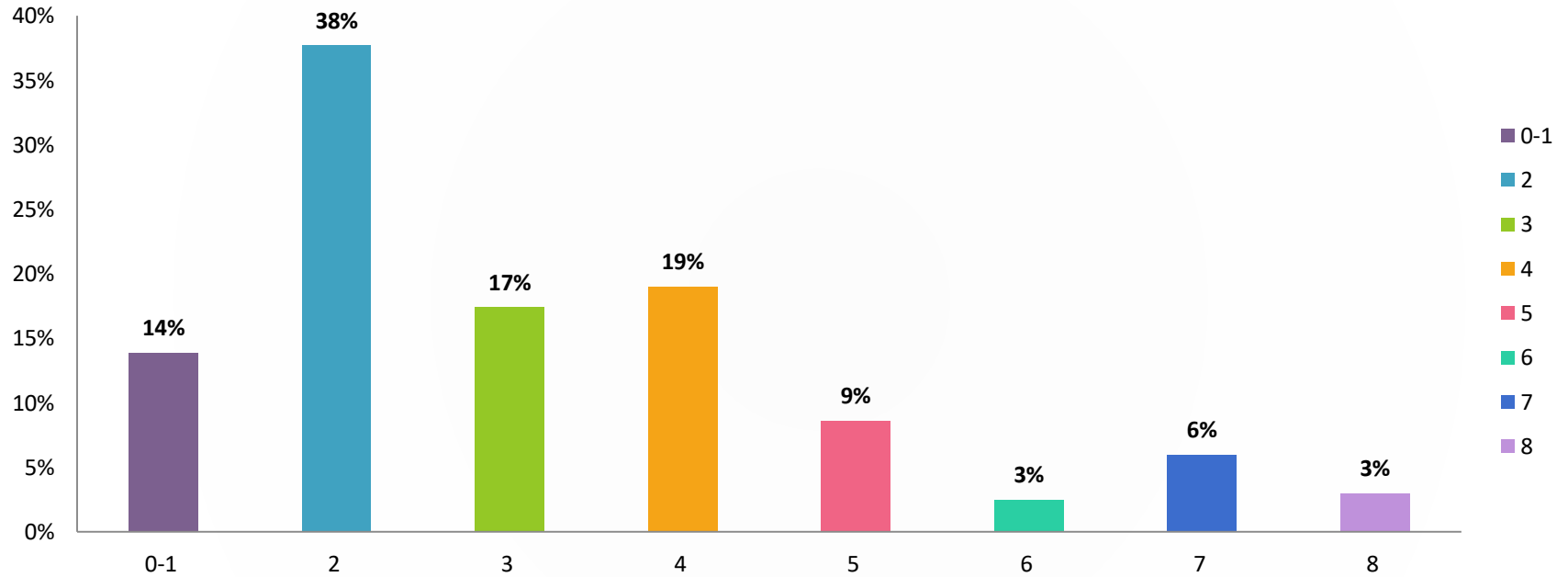
Q1. Are you a resident of Lake Ridge Association (LRA) and/or a member of the Lake Ridge Homeowners Association (HOA)?



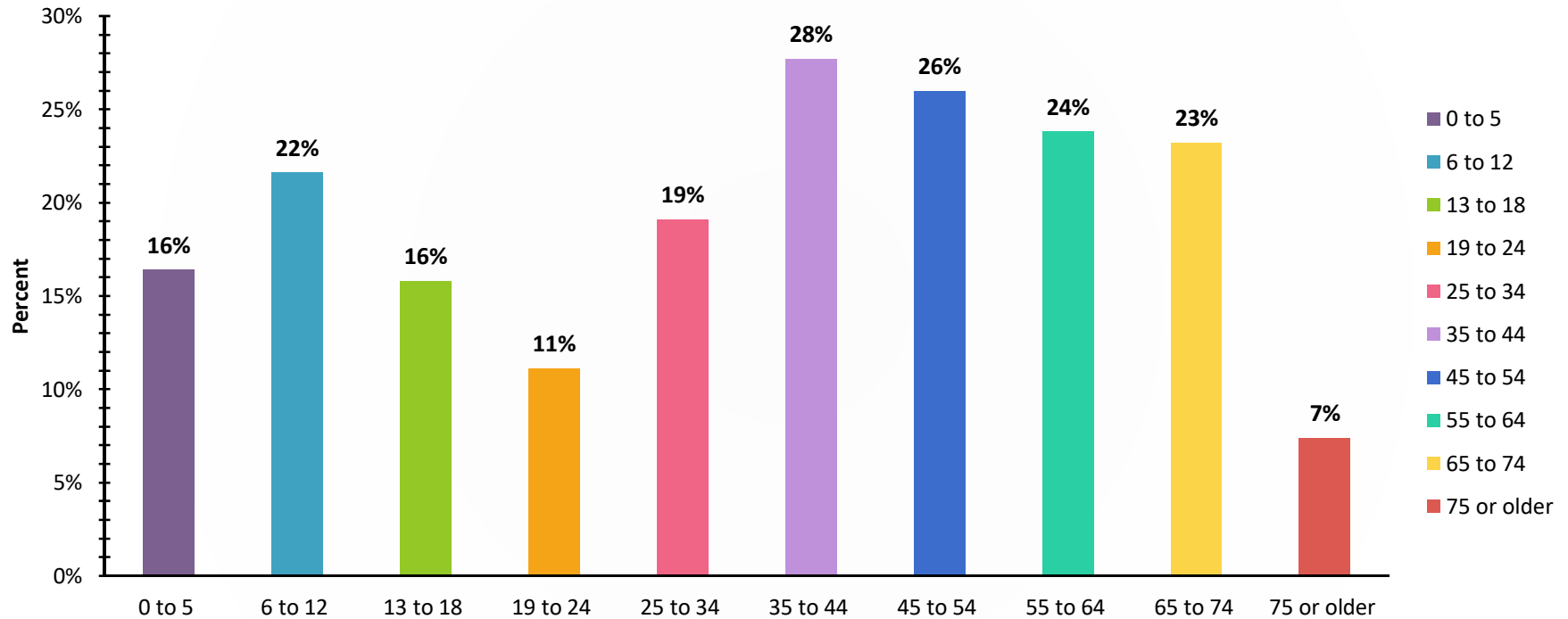
Q3. How many years have you owned property or lived in LRA?



Q4. How many people currently live in your household, including yourself?

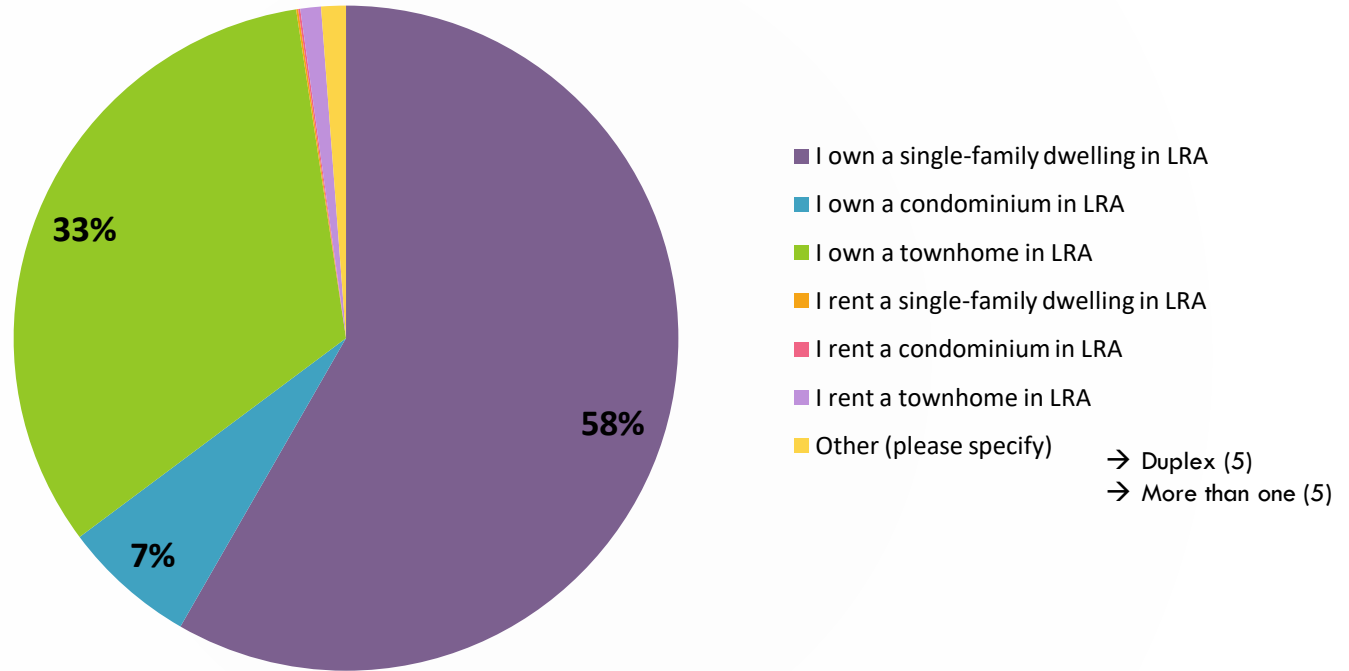


Q5. Please select the age category for each member of your household.



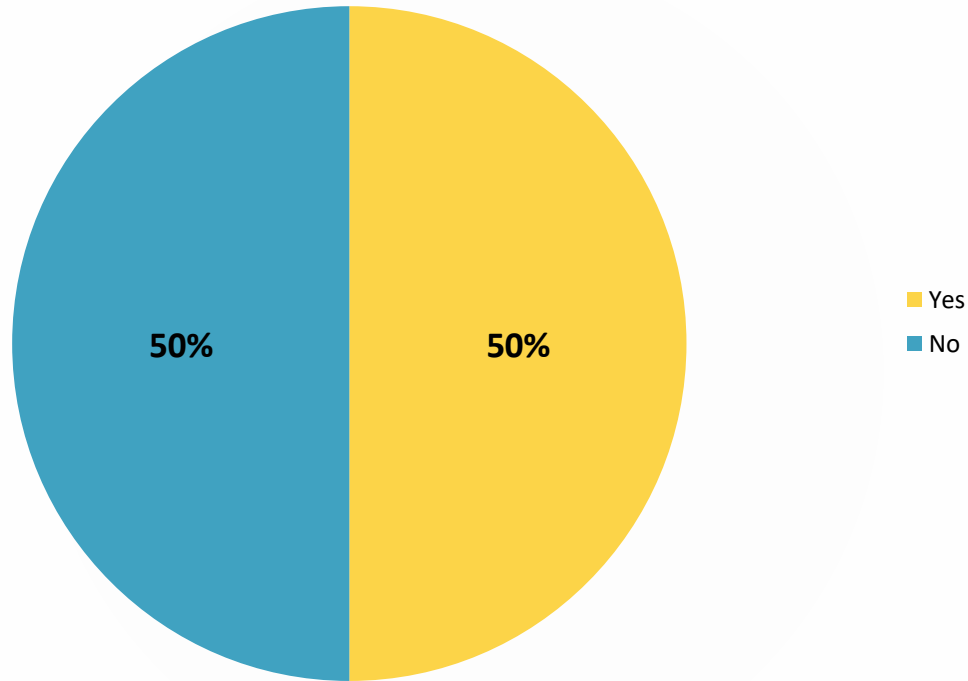
Q6. Do you own or rent your residence in LRA?

21



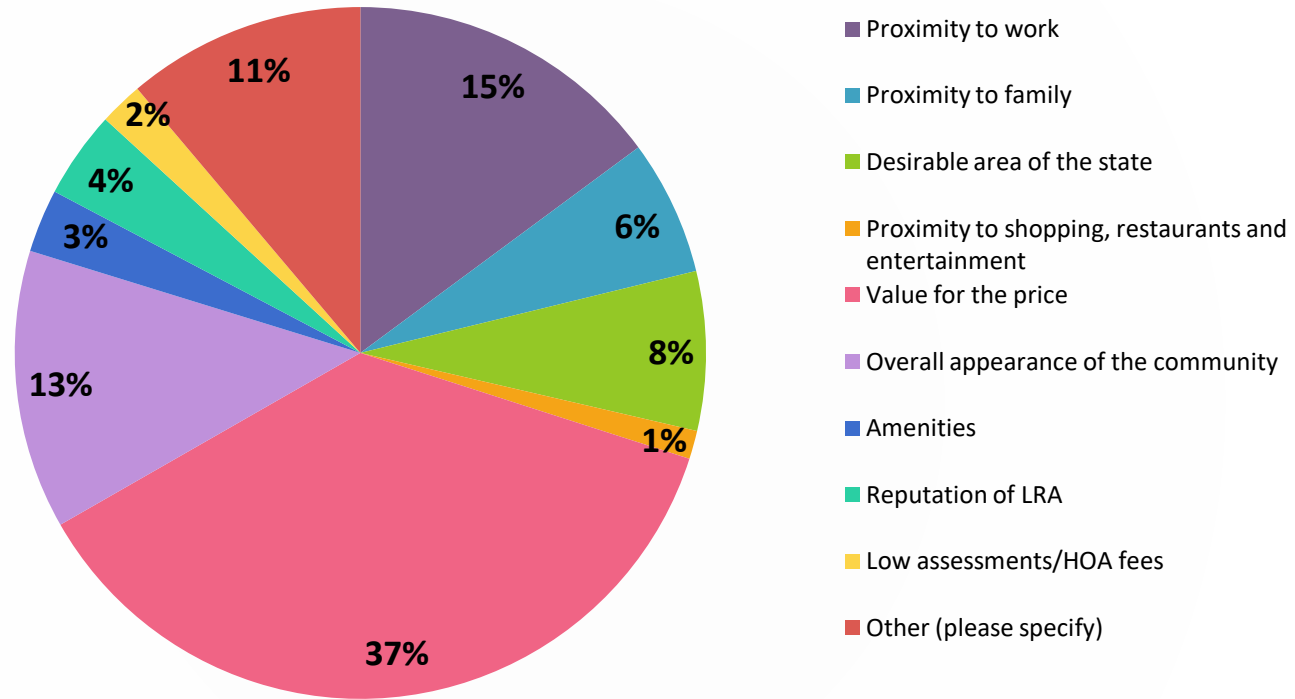
Q7. [If Q6=Rent] Would you consider purchasing property in LRA?

22



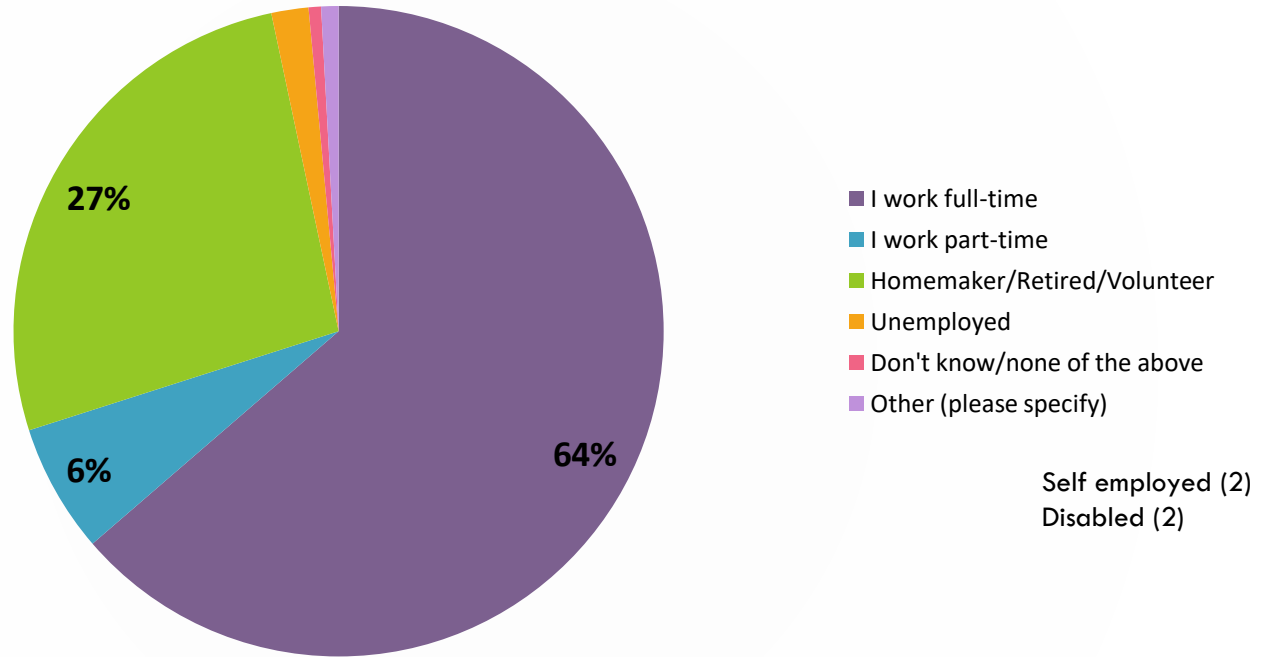
Q8. [If Q6=Own] What was the primary reason you purchased your property in LRA?

23

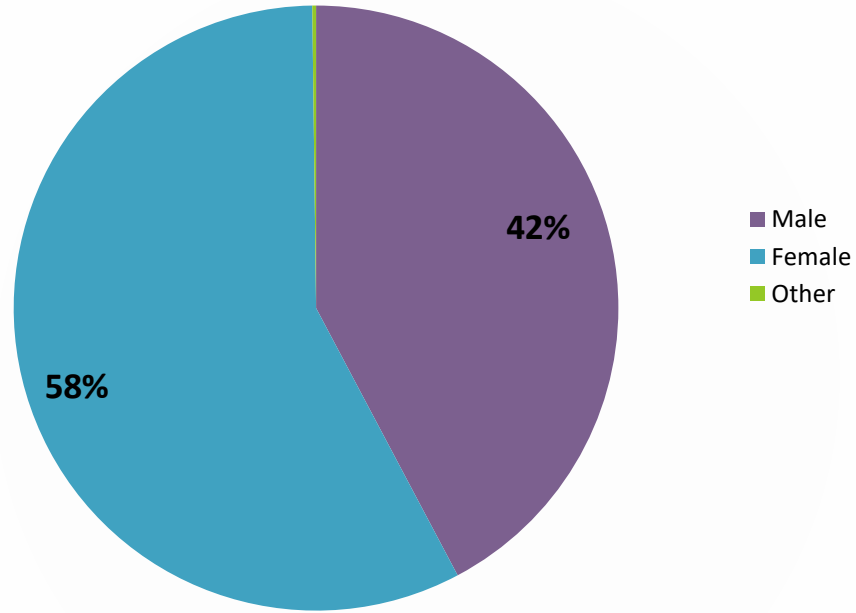


Q9. What is your employment status?

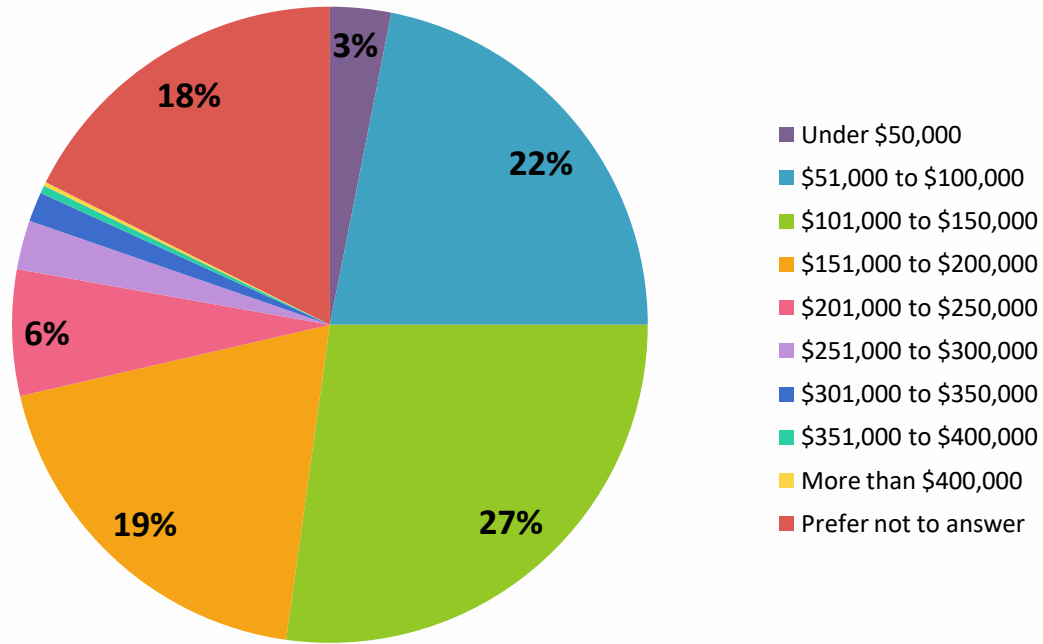
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Q10. What is your gender?

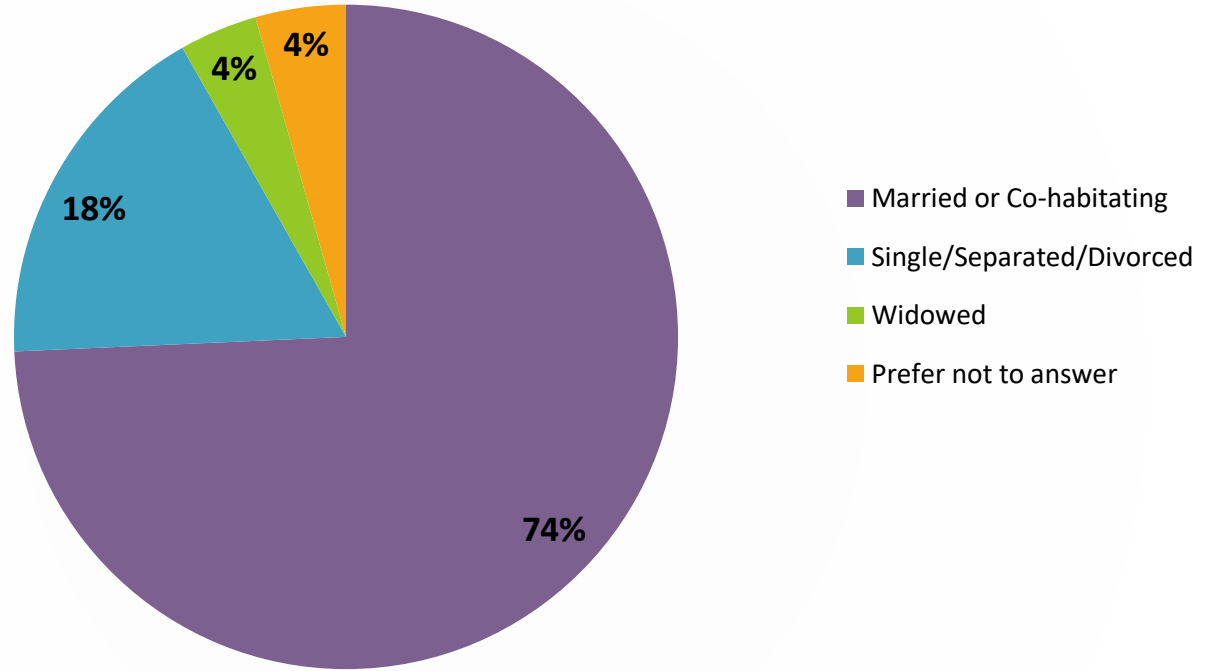


Q11. What is your total household income before taxes?



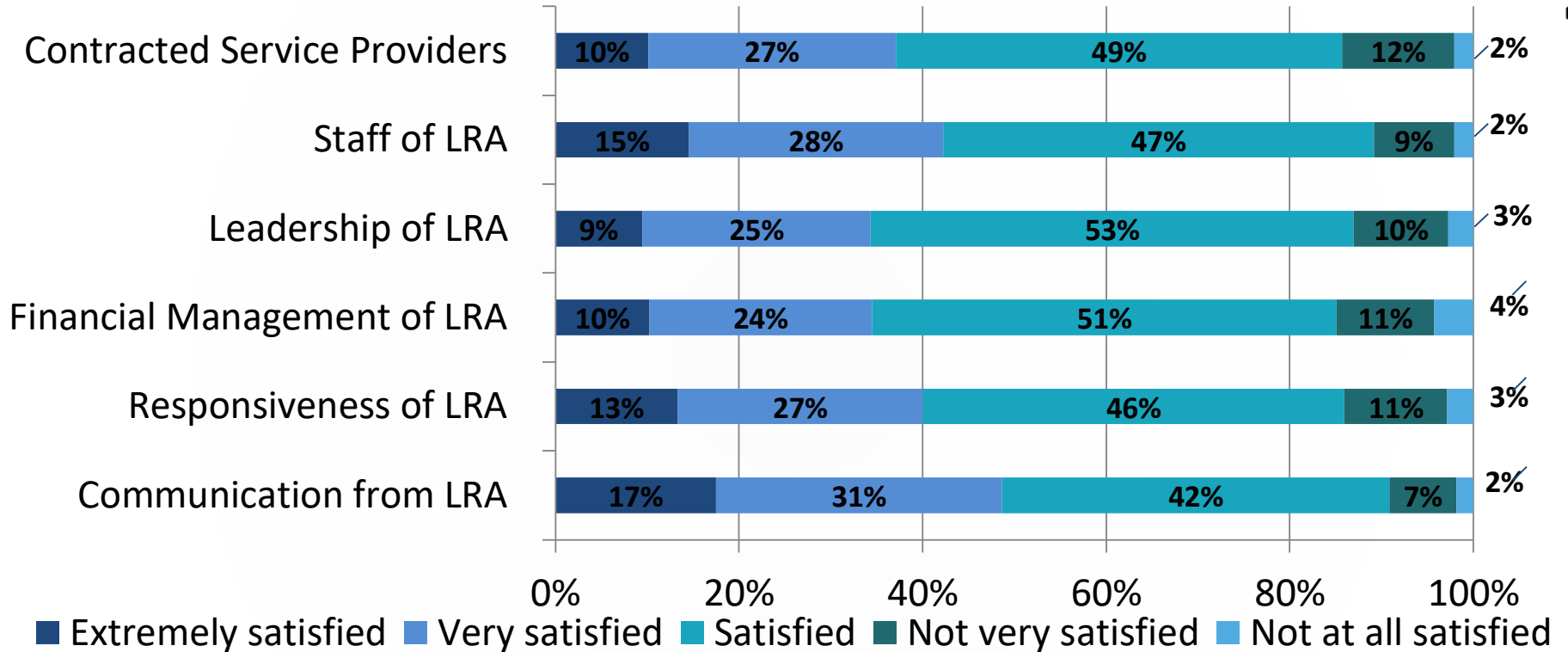
Q12. What is your marital status?

27

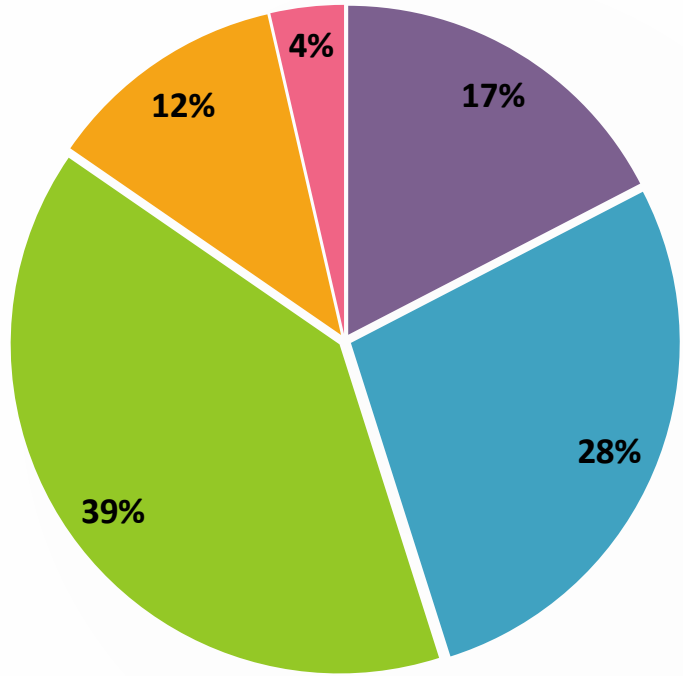


Q13. How satisfied are you with the following attributes related to LRA?

28



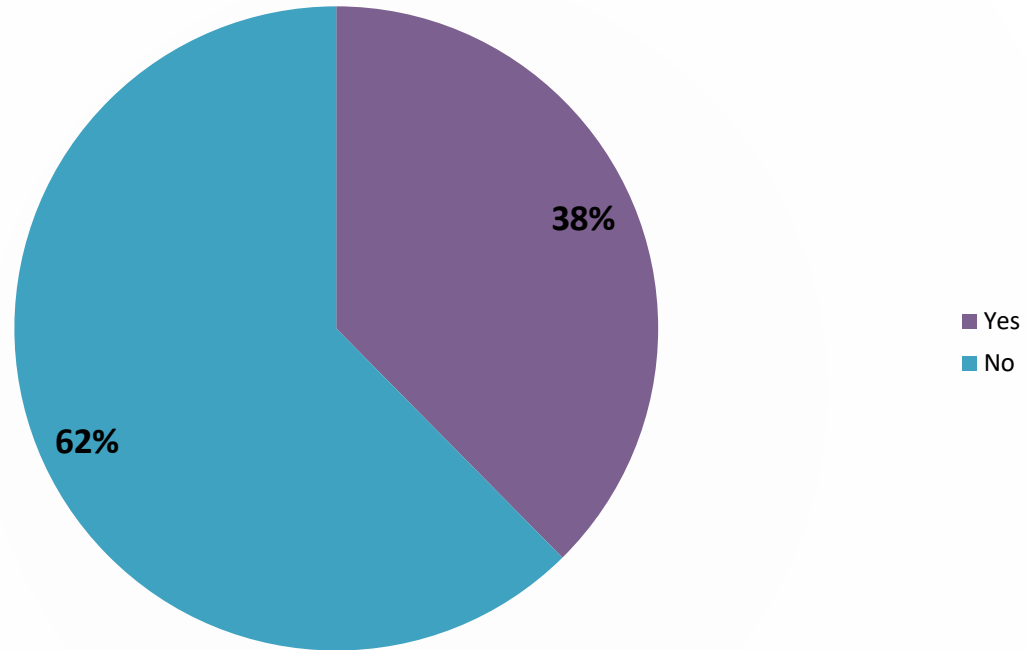
Q14. How satisfied are you with the current trash collection service contracted by LRA?



- Extremely satisfied
- Very satisfied
- Satisfied
- Not very satisfied
- Not at all satisfied

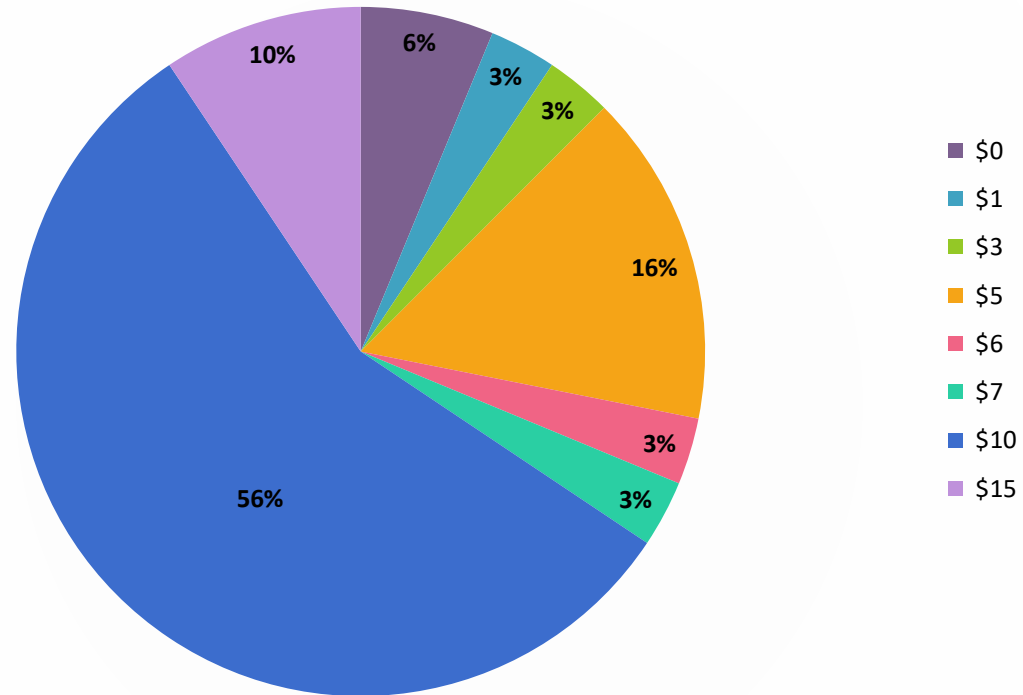
Q15. [If Q14=No] Would you be willing to pay more for a different trash collection service?

30

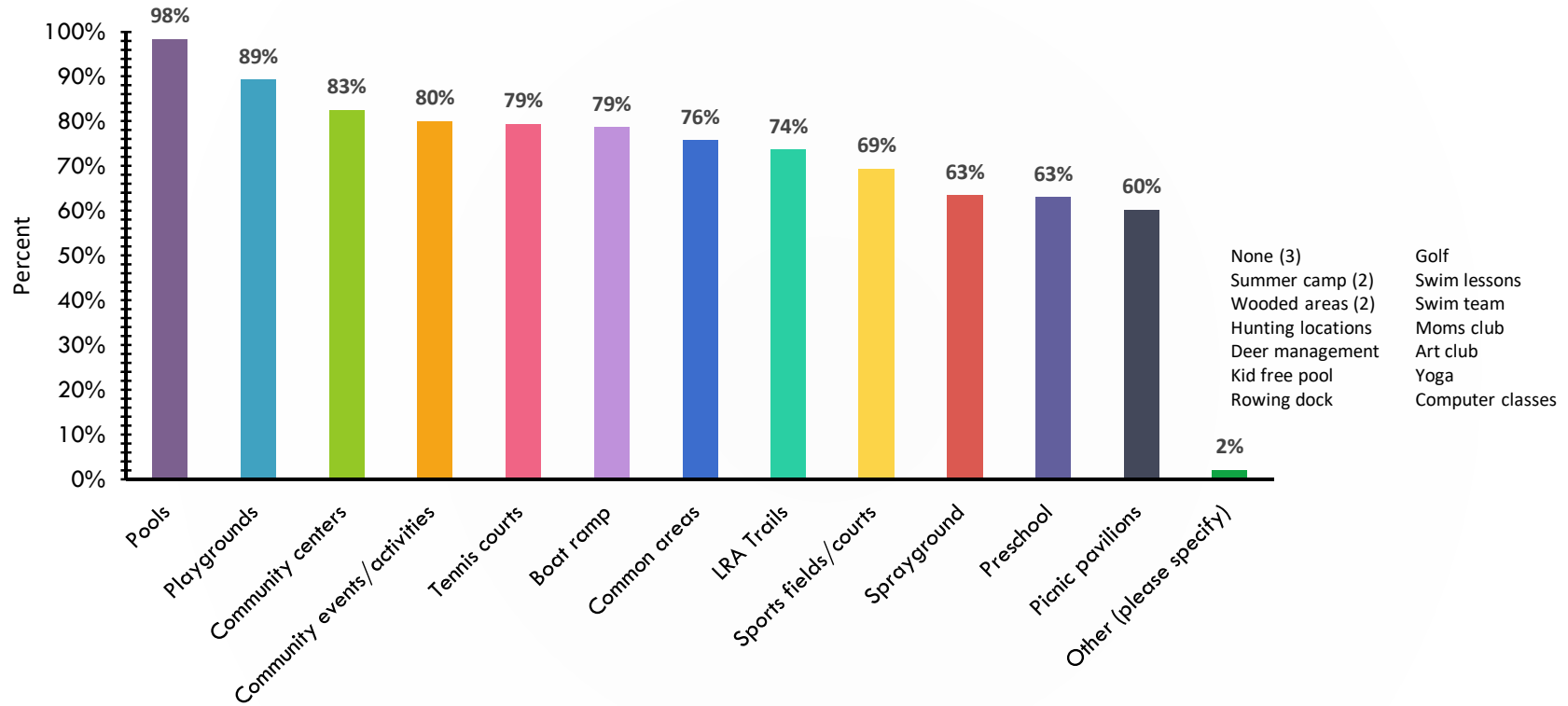


[If Q15=Yes] How much per month?

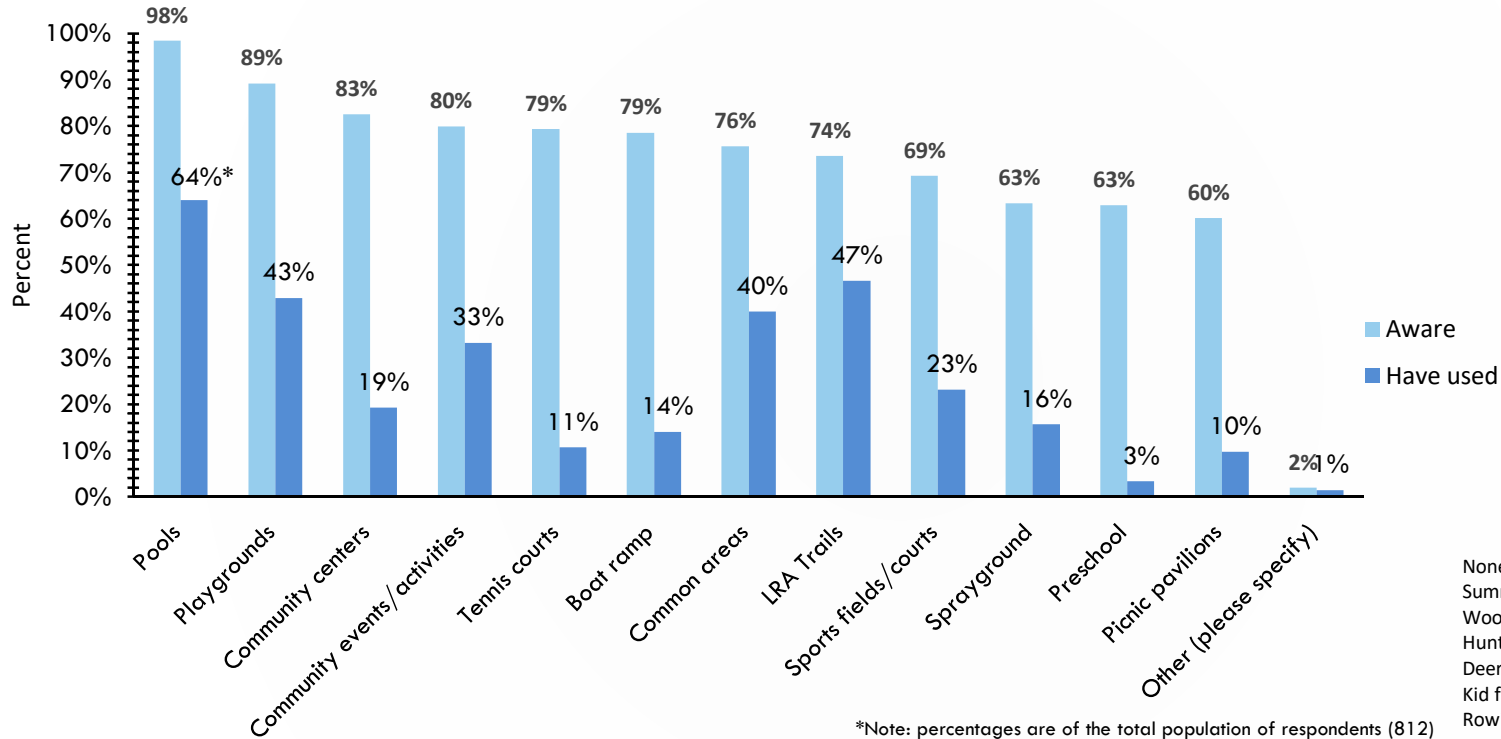
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Q16. Which of the following recreational facilities and amenities offered by LRA are you aware of?



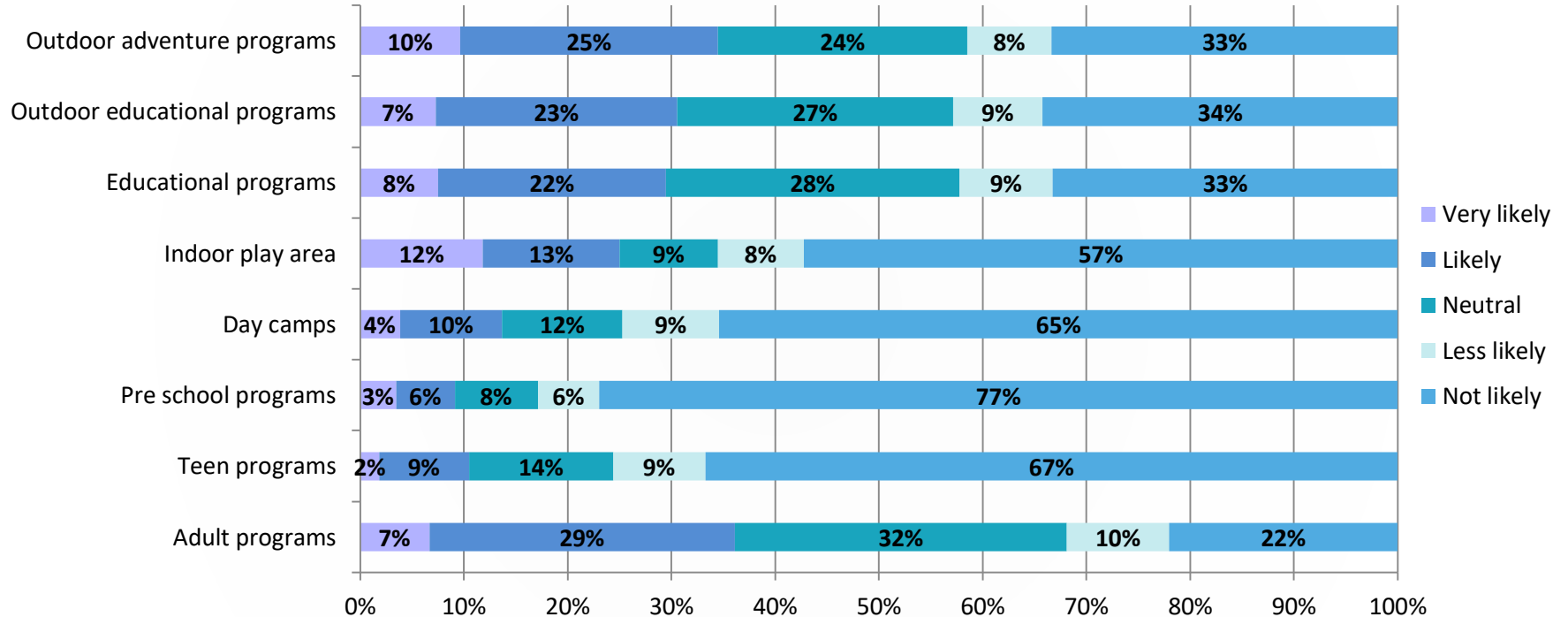
Q16. Which of the following recreational facilities and amenities offered by LRA are you aware of?



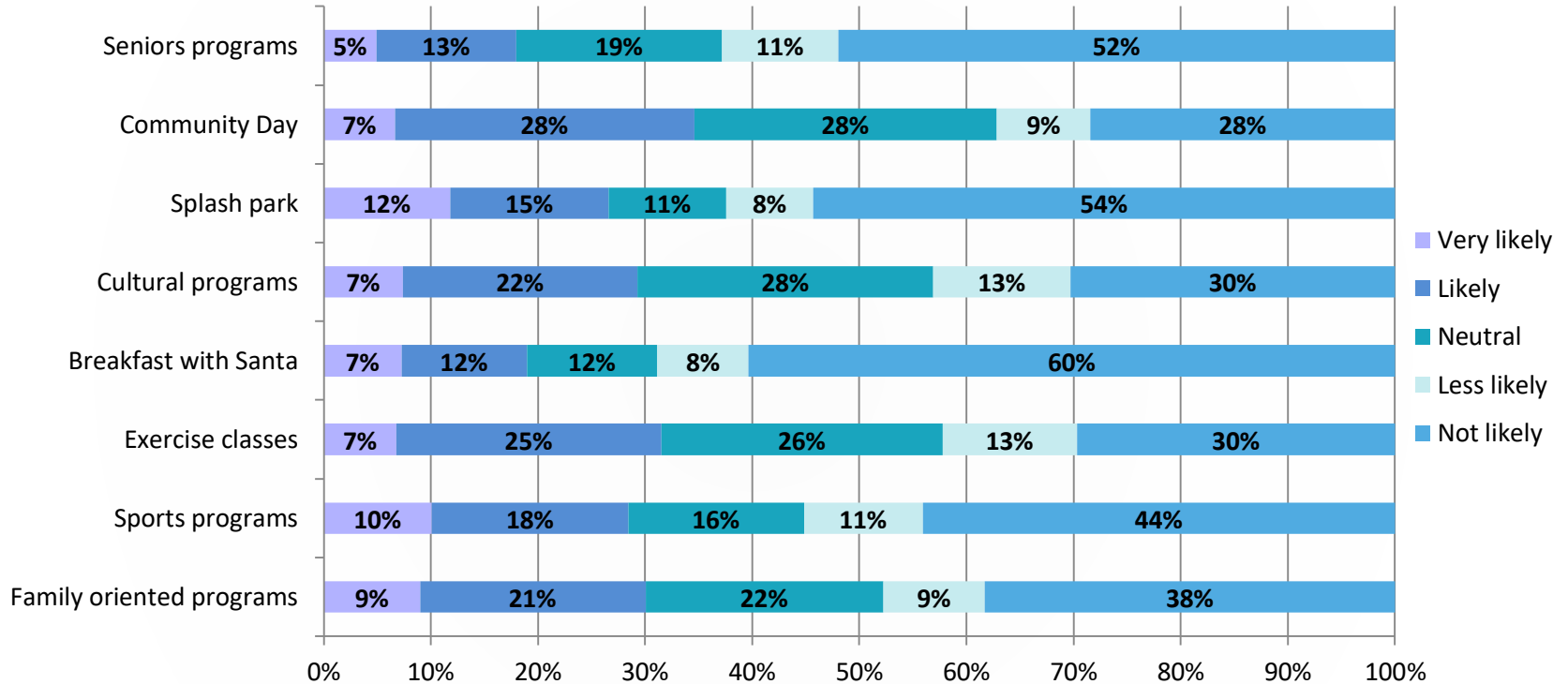
- None (3)
- Summer camp (2)
- Wooded areas (2)
- Hunting locations
- Deer management
- Kid free pool
- Rowing dock
- Golf
- Swim lessons
- Swim team
- Moms club
- Art club
- Yoga
- Computer classes

*Note: percentages are of the total population of respondents (812)

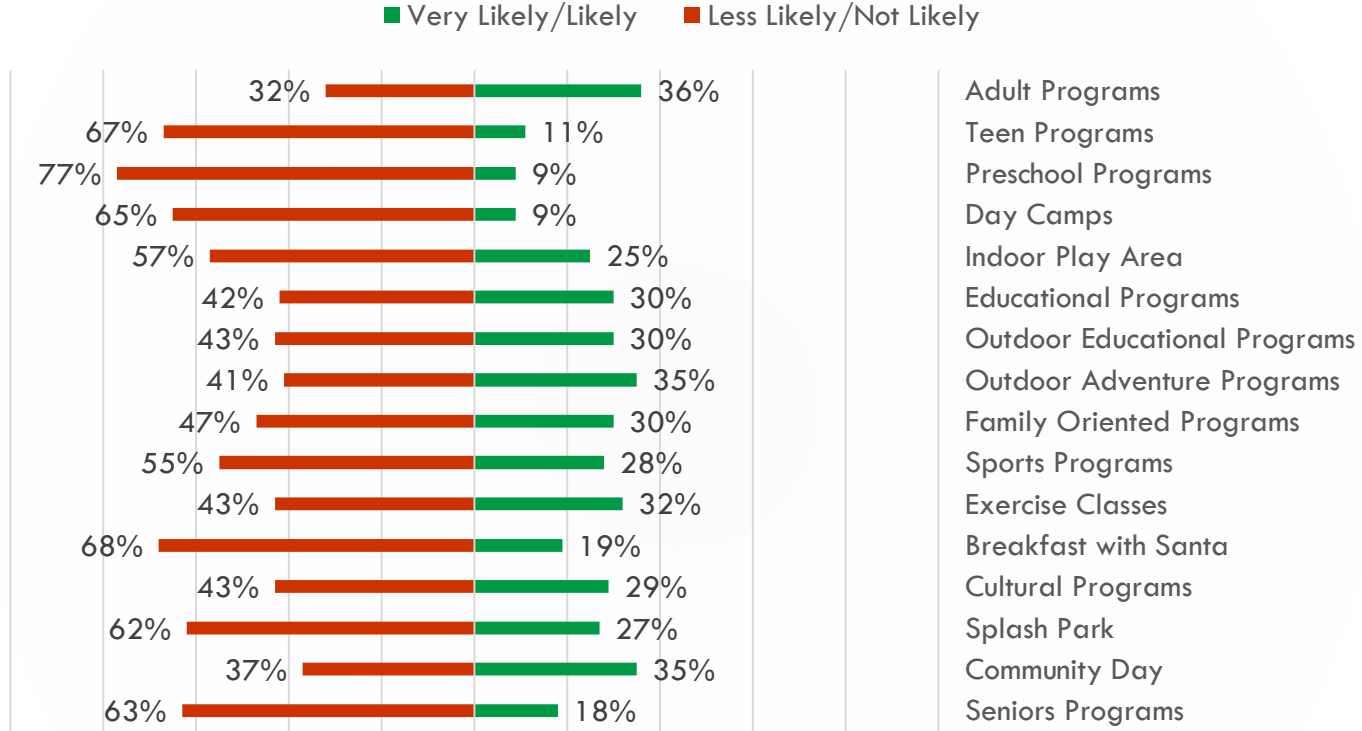
Q17. How likely are you or members of your household to participate in any of the following?



Q17. How likely are you or members of your household to participate in any of the following? (cont'd)



Q17. How likely are you or members of your household to participate in any of the following?



Q17. [Other] Are there any other programs or activities in which you or members of your household are likely to participate?

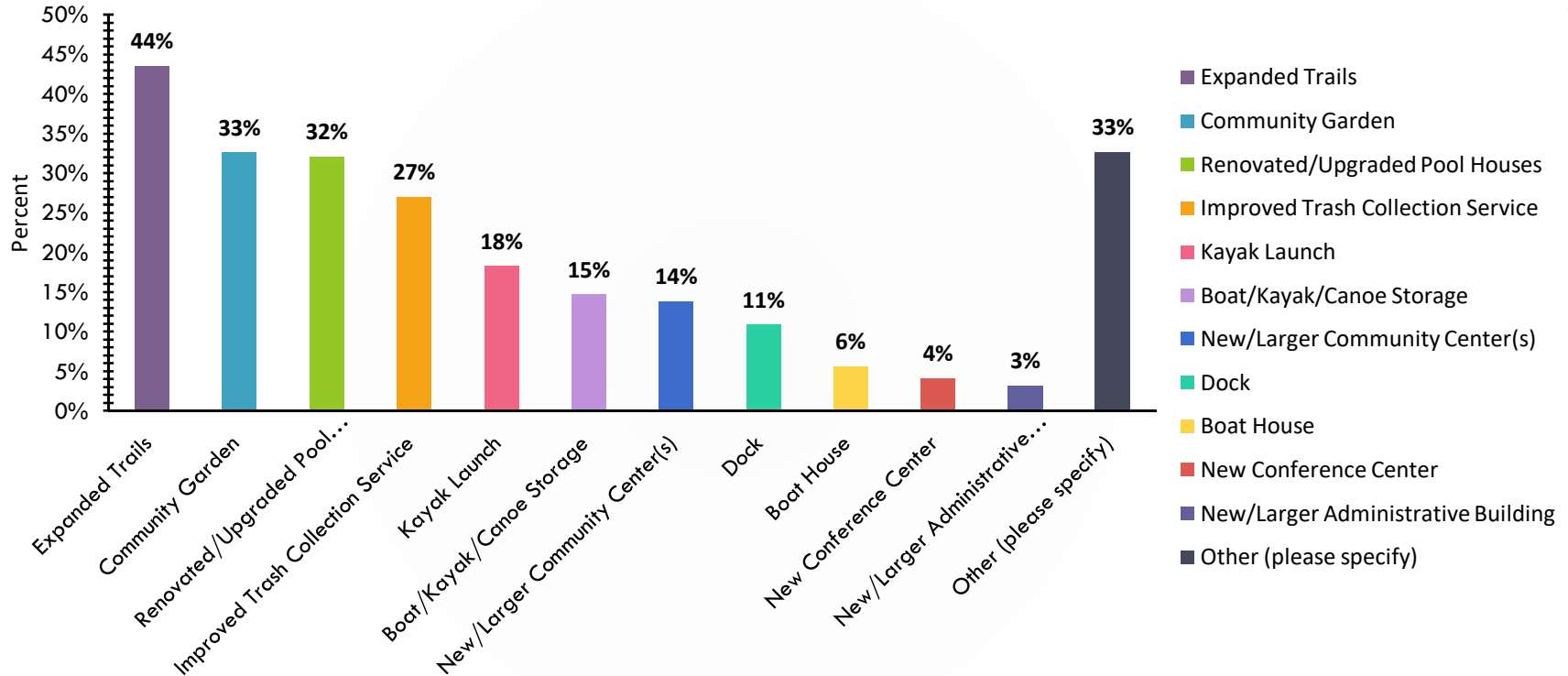


Top 10 Answers



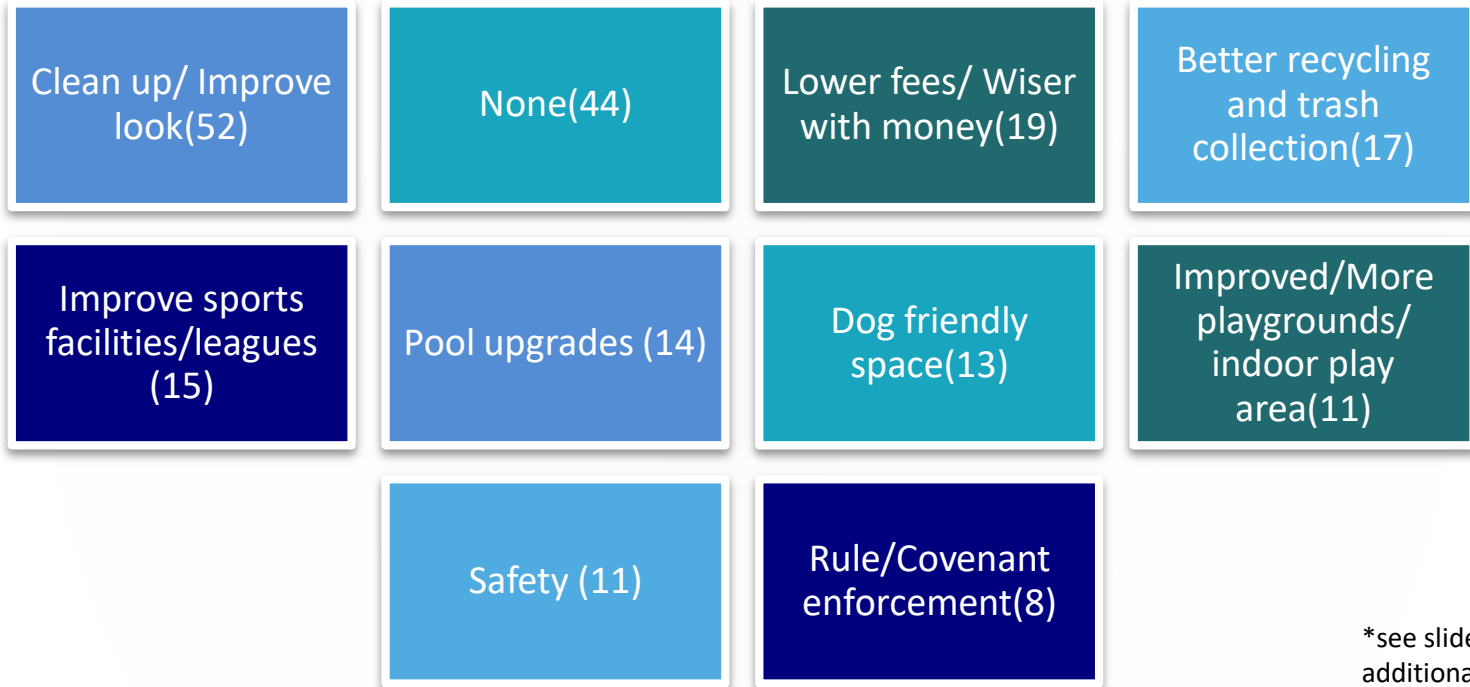
*see slides [50-51](#) for additional answers

Q18. What changes and improvements would you like to see take place in LRA?



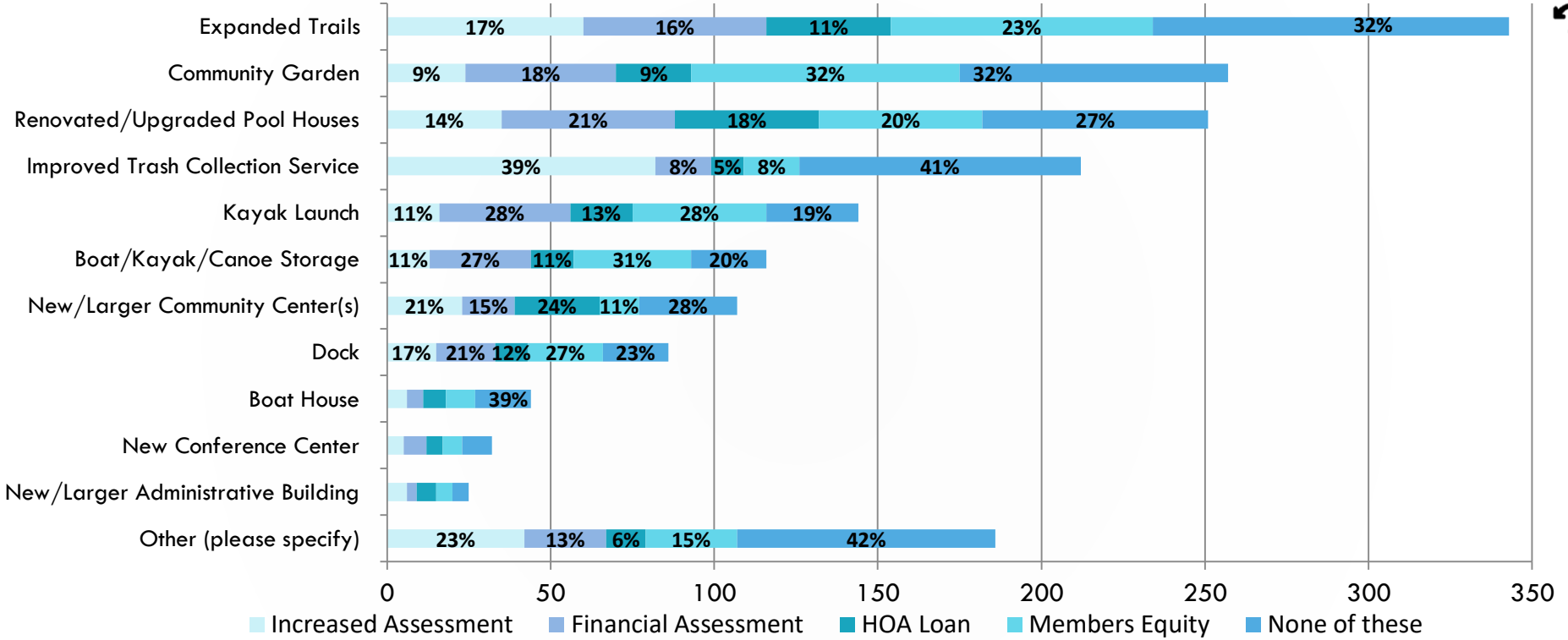


Top 10 Answers

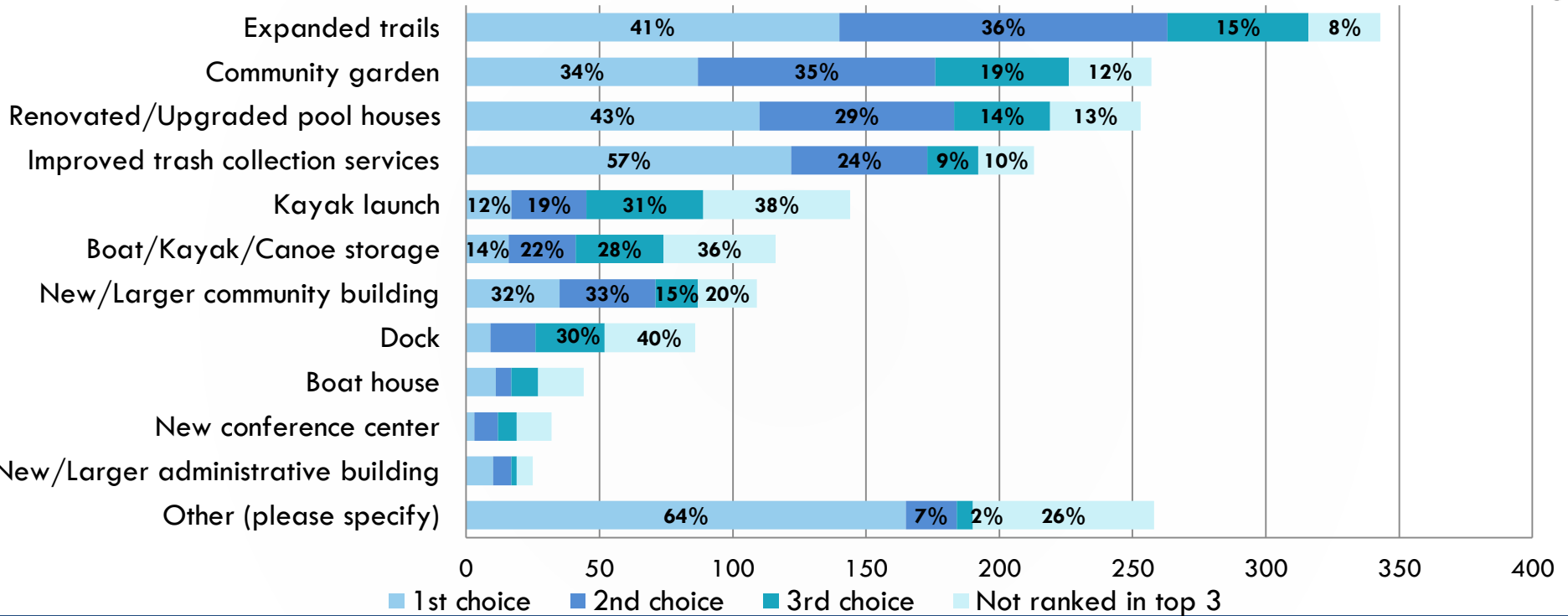


*see slides [52-53](#) for additional answers

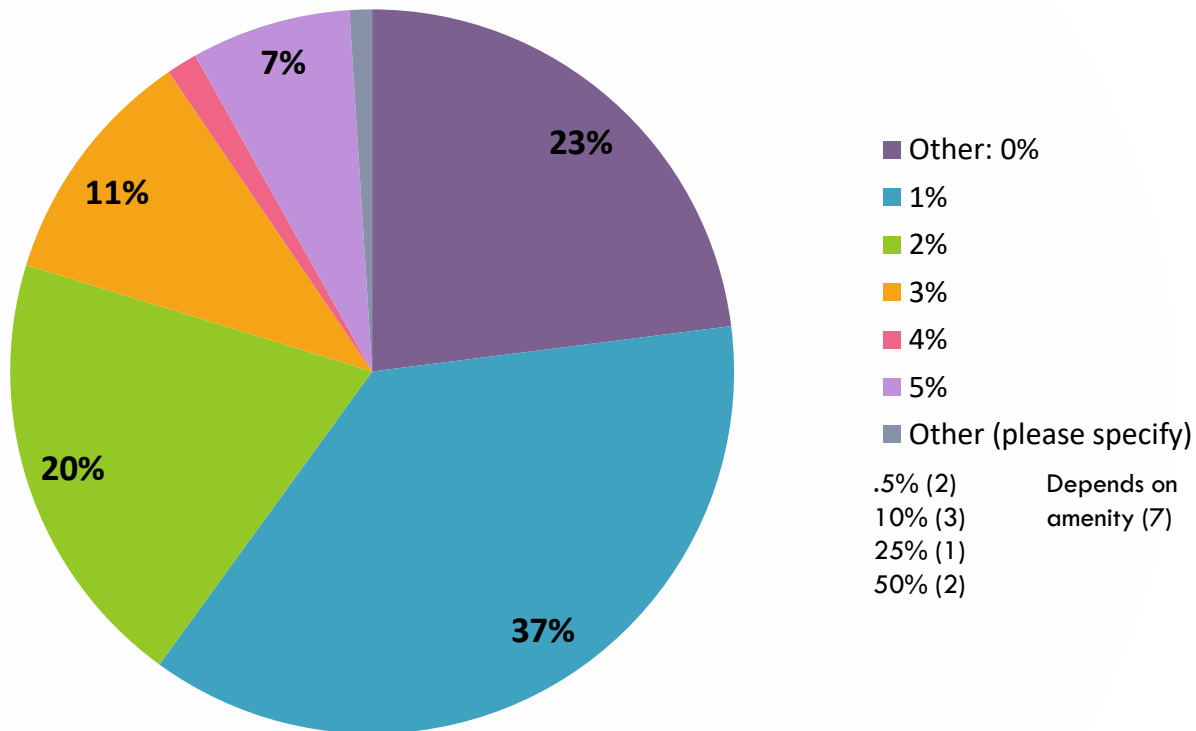
Q19. How should these changes be funded?



Q20. Of the changes and improvements you indicated you would like to see take place at LRA, please rank the most urgent or most important changes in order of importance:

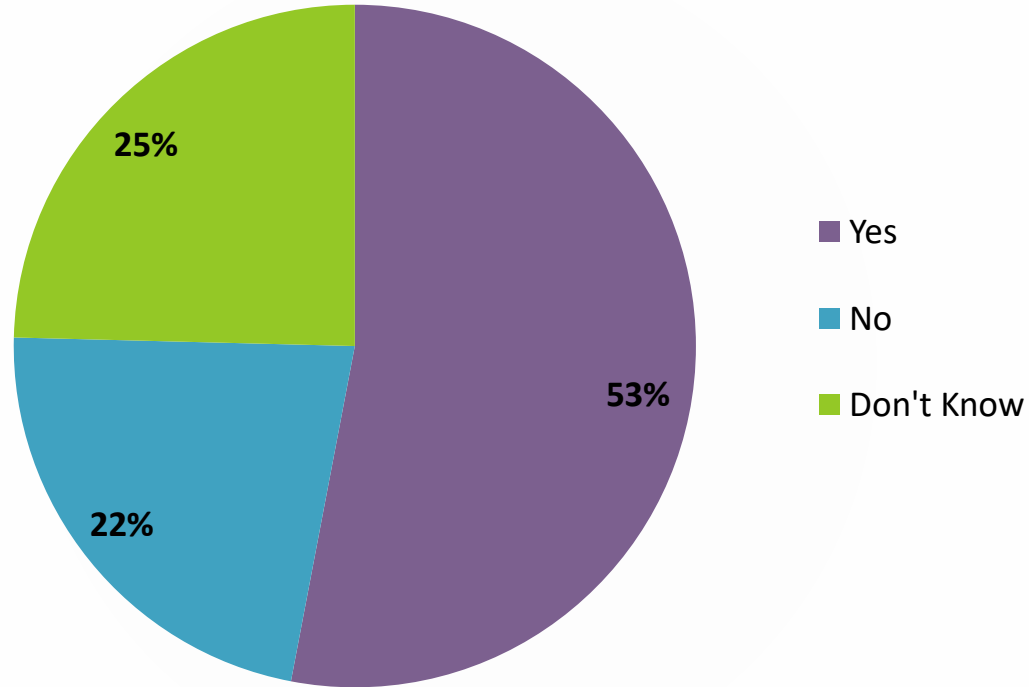


Q21. Overall, what percent additional assessment do you find reasonable or would you be willing to accept to fund improvements to the amenities in LRA?



Q22. Do you believe the assessment fees established by LRA are a "good value" for the services and amenities provided to residents?

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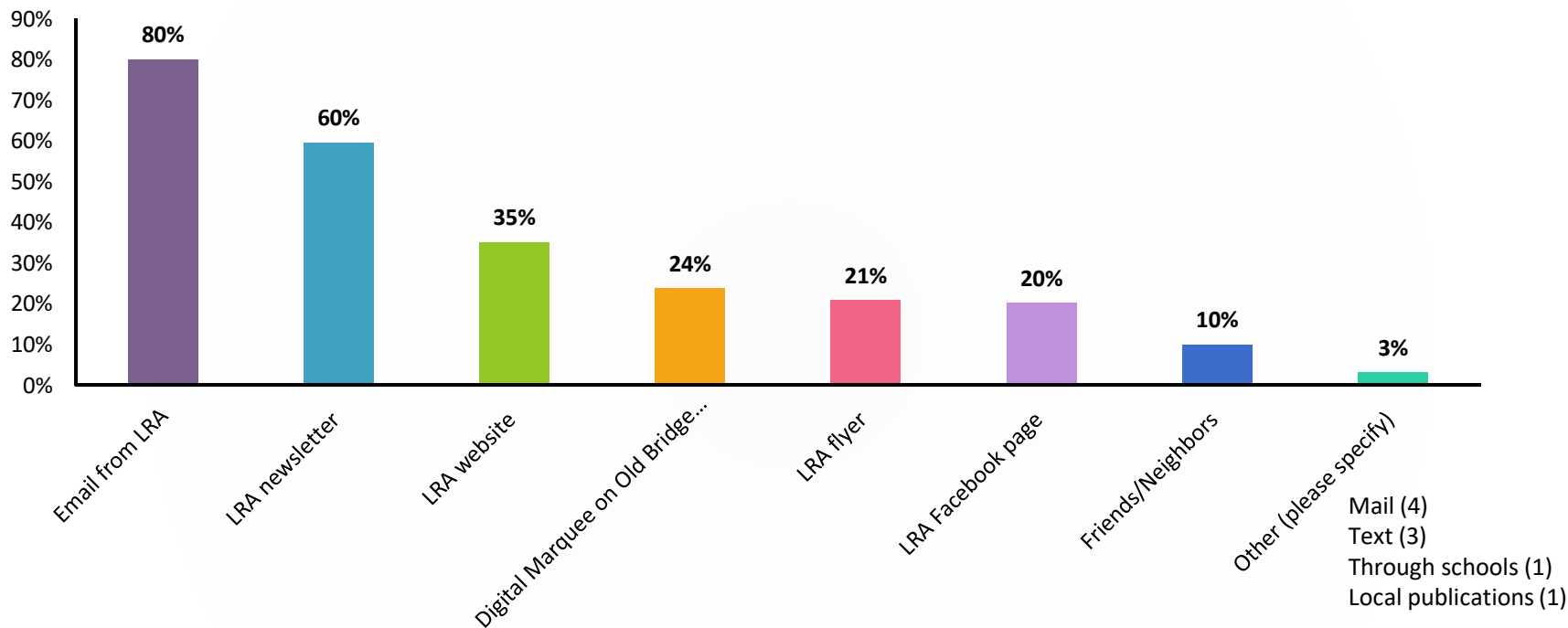


- Good value
- Low cost in comparison to other communities
- Wide range of amenities available
- Reasonable for everything offered
- Community is well cared for
- Nice facilities

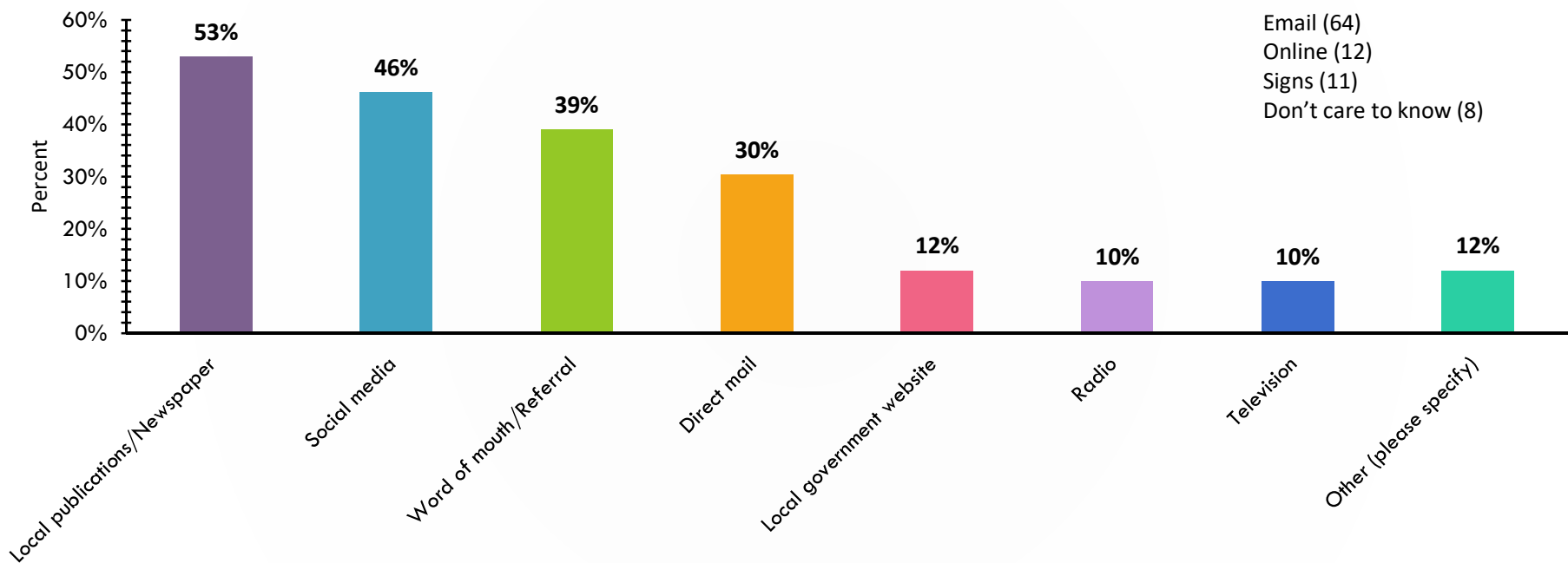
- Too many amenities
- High price for value
- Don't use amenities but still pay high fees
- Upkeep is poor
- Not a broad range of amenities offered
- Fees keep increasing with no apparent change

Q24. What method or methods do you feel are the most effective way(s) to receive information regarding association facilities and recreation programs offered in LRA?

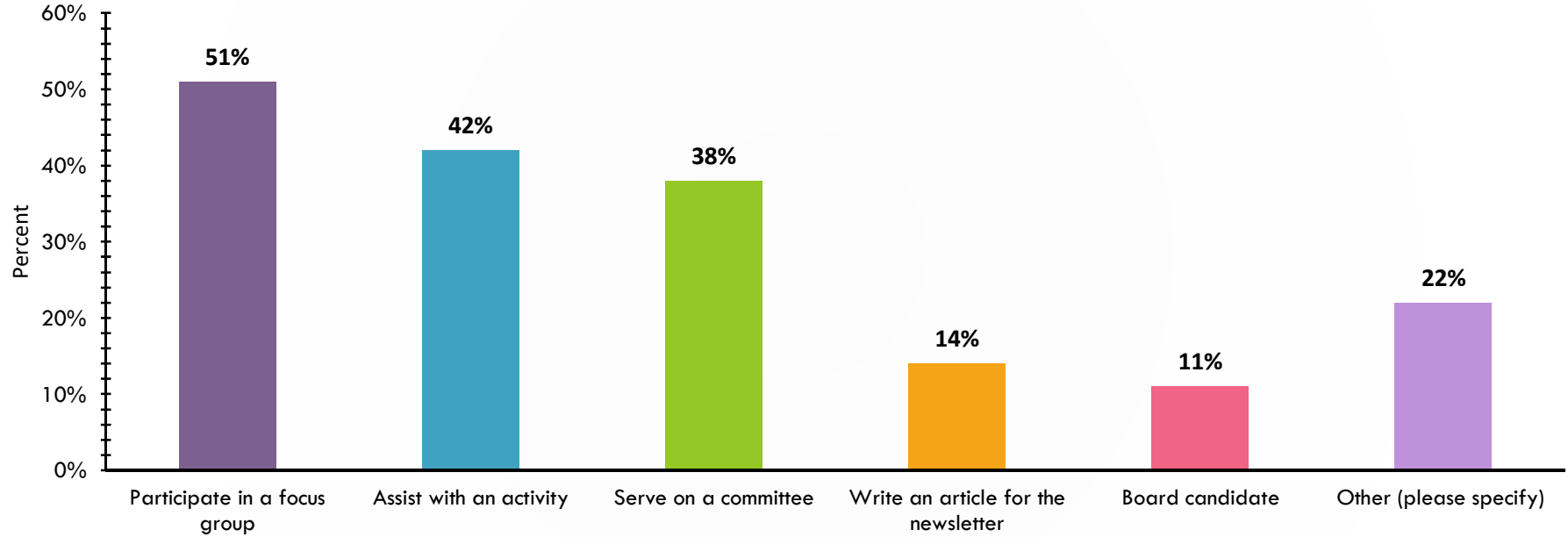
45



Q26. How do you currently find out about any LOCAL events and activities?



Q27. Would you consider volunteering with LRA for any of the following?



Total responses: 574
*multiple selections allowed



Q29. What would you consider to be the THREE most important additions or changes to the amenities or offerings at LRA?

48

Top 10 Responses

Curb Appeal (105)

- Clean up common areas
- Maintenance
- Landscaping/groundworks

Pool (85)

- Upgrade, build indoor pool
- Expand hours
- Use local guards

Trails (68)

- Increase trails
- Update, keep clear
- Maps and markers

Trash collection (66)

Keep fees low (57)

- Pro-rate for seniors on limited income
- Only charge the individuals who use the amenities

Social activities (46)

- Adult only activities
- Things for groups of kids of all ages

Safety (44)

- Traffic control, stop signs
- Streetlights and sidewalks additions
- Police officer presence and field offices

Parking Issues (29)

- Limit commercial vehicles
- Visitor & townhome parking

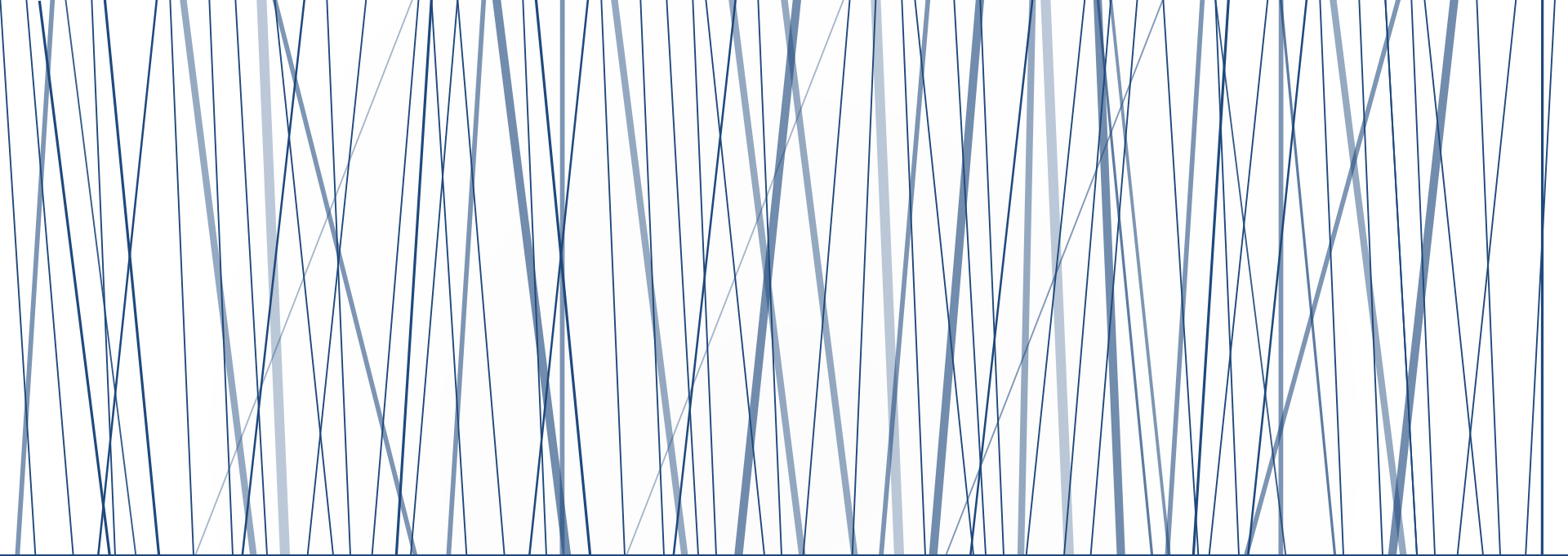
Communication (26)

- Update website/App/Social media
- Alert about assessment dues
- Newsletter online

Rule enforcements (25)

- House overcrowding
- Penalties for not abiding by rules

*see slides [54-58](#) for additional answers



Addendum: “Other” Responses

OTHER: Q17. Are there any other programs or activities in which you or members of your household are likely to participate? 50

Clubs (book, bridge, barbecue, charcuterie, home maintenance, gardening, auto maintenance) (4)
Indoor pool/pool activities (3)
Swim lessons/team (3)
Golf Club (3)
Boating/fishing program (2)
Classes (computer & dance) (2)
CPR lessons/certification (2)
Local runs/5Ks (2)

Moms club(2)
Owners can use amenities, even if they rent (2)
Pet events (2)
Tennis lessons (2)
Yard Sale (2)
Free boot camp
Full-day care
HOA swap
Local tours

OTHER: Q17. Are there any other programs or activities in which you or members of your household are likely to participate? (cont'd) 51



Make and take events
Medical/Health seminars
More local coffee shops in the area
Neighborhood watch
Place to play floor or roller hockey
Reading programs
Shred day
Soccer
Summer camp

Tai chi
Trips/excursions
Tutoring programs
Urban hunting
Volunteer, community service
water park



Leaf pick up (6)

Fix parking issues (6)

Better communication/ more effective (5)

Community events/location for meetings (3)

Reduce pool numbers (2)

Picnic areas (2)

Less police

Allow owners access to amenities

Community shuttle services

Clubs for men

Disband

Expanded water aerobics offerings

Library stands & art parks

Guided hikes for Seniors

Handicap Assistance

HOA membership exchange

OTHER: Q18. What changes and improvements would you like to see take place in LRA?
(cont'd)



Bike rental program
Butterfly garden
Less interference from the ARB
Maintain sewage drains
Technological conveniences
More local coffee shops
Outdoor events for adults
Boat ramp upgrades

Interior carpet of building replaced and outside touch up painting
Water service, lawn-mowing service
Year-round hot tub and sauna facility
Replace the entire association staff
Senior programs and activities
Stripping on Cavalier Drive
Trailer/RV/Boat storage lot for residents

OTHER: Q29. What would you consider to be the THREE most important additions or changes to the amenities or offerings at LRA?

54



Community center (lower rental charge)

Snow removal

Community garden

Improvement of staff

Improve recycling

Sports courts (basketball, soccer, tennis, tetherball, racquetball, pickleball, fences, renovation, indoor)

No improvements

Better playgrounds

Audit money received and how its spent

Indoor play/Rec center

Dog park/Clean up stations

OTHER: Q29. What would you consider to be the THREE most important additions or changes to the amenities or offerings at LRA? (cont'd)



Boat storage/ramp
Architectural Committee (clear rules, increased response, uniformity with rules across all homes)
Sports leagues (adults & kids
Dock
Senior activities
Transportation services (especially for elders)
Continue preschool
Day camps/Snow day/No school daycare
Lawn service availability
Annex Landings into LRA
Reduce pool number

OTHER: Q29. What would you consider to be the THREE most important additions or changes to the amenities or offerings at LRA? (cont'd)



Skate park
Picnic areas
Renter accountability/vetting
Michelle McQuigg Park
Not everything kid-centered
Amenities which improve quality of life for the residents
An R/C friendly area for flying toys would be neat
Camps
Coffee shops
Collective water service
Community donation drives
Condo association should not have to pay LRA HOA

OTHER: Q29. What would you consider to be the THREE most important additions or changes to the amenities or offerings at LRA? (cont'd)



Confined to LRA members
Create an HOA exchange
Cut unused services
Debris thrown into wooded areas behind homes
Do not allow section 8 housing in Lake Ridge
I love the digital signboard
I think that a garage type area, with lifts and tool rentals for a "you fix it" style area
Improve tot lots
Increase the hunting program and awareness
Keep business off Old Bridge Road
Paved path from townhomes to get trash bins to the front

OTHER: Q29. What would you consider to be the THREE most important additions or changes to the amenities or offerings at LRA? (cont'd)

Porta-potty at boat ramp
Reduce wasted time with home letters in winter
Remover of large household items
Separate road to maintenance shed
Shooting range
Spray ground
Stripping of Cavalier Dr.
Support of swim team
Upgraded and Increased Park tables and grills in the woods
Usefulness
Vehicle noise ordinance
Year-round Hot Tub and Sauna Facility