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# LSMCA Community Survey

Presentation to LSMCA Members Forum

13 May 2019



# Agenda

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- Overview of Survey
- Objectives
- Results and Takeaways
- Add'l Analysis and Comments
- Major Takeaways
- Next Steps



# LSMCA Community Survey Overview

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- Developed and deployed using SurveyMonkey
- Survey Team: Della Franco, Barb Dove, Laura Lisak, Jeremy West, Murray Rowe
- Survey was distributed two ways:
  - 1,155 email invites, included LSMCA members and non-members
  - Posted on NextDoor
- Completely anonymous
- 23 questions
- Average completion time: 8 minutes
- Captured demographic data to allow analysis by groups

489 respondents!

# Objectives

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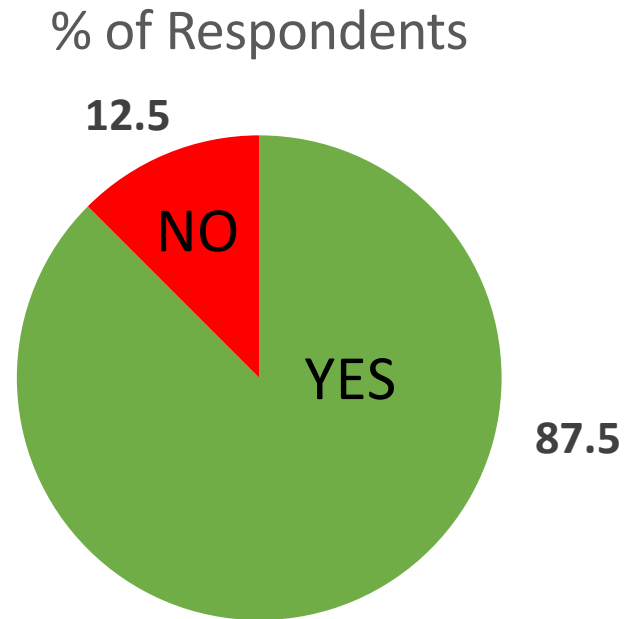


- Understand how well we're serving the LSM community and what we should do better
- Shape:
  - The roles we play in the LSM community
  - The products/services we offer
  - Our communication strategy

Hybrid customer satisfaction and marketing survey

# Q1: Are you a member of the Lake San Marcos Community Association (LSMCA)?

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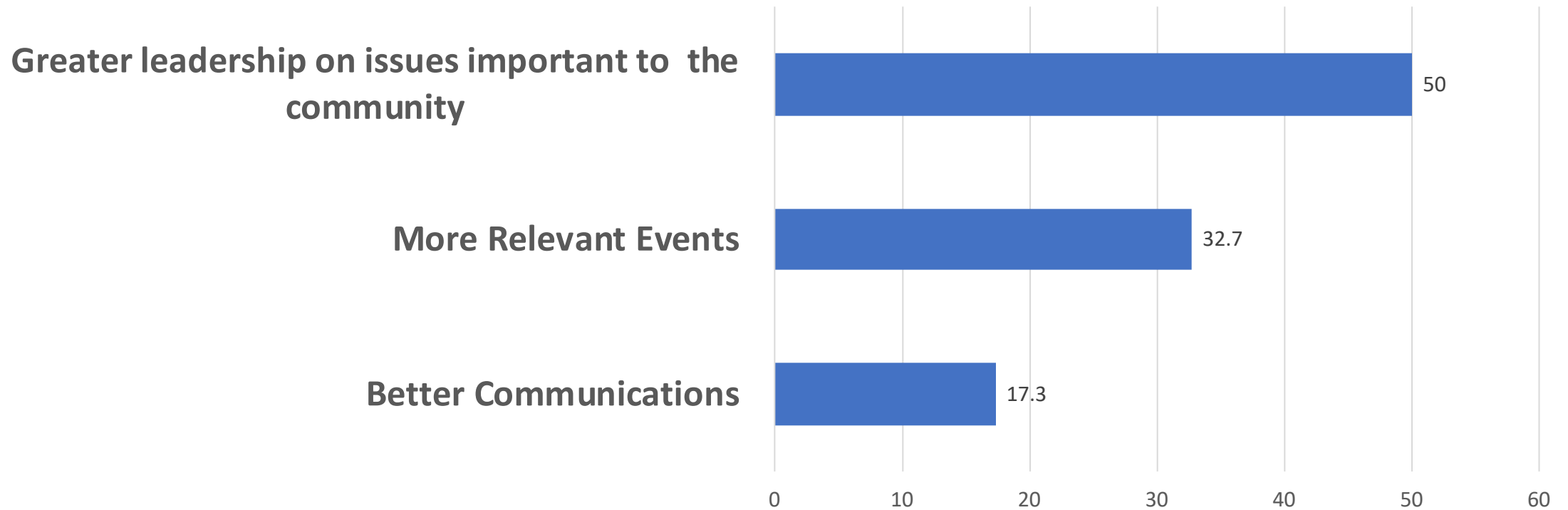


Nearly 9 in 10 respondents are LSMCA members

# Q2: Which of the following would MOST encourage you to join LSMCA?



Percent of Respondents

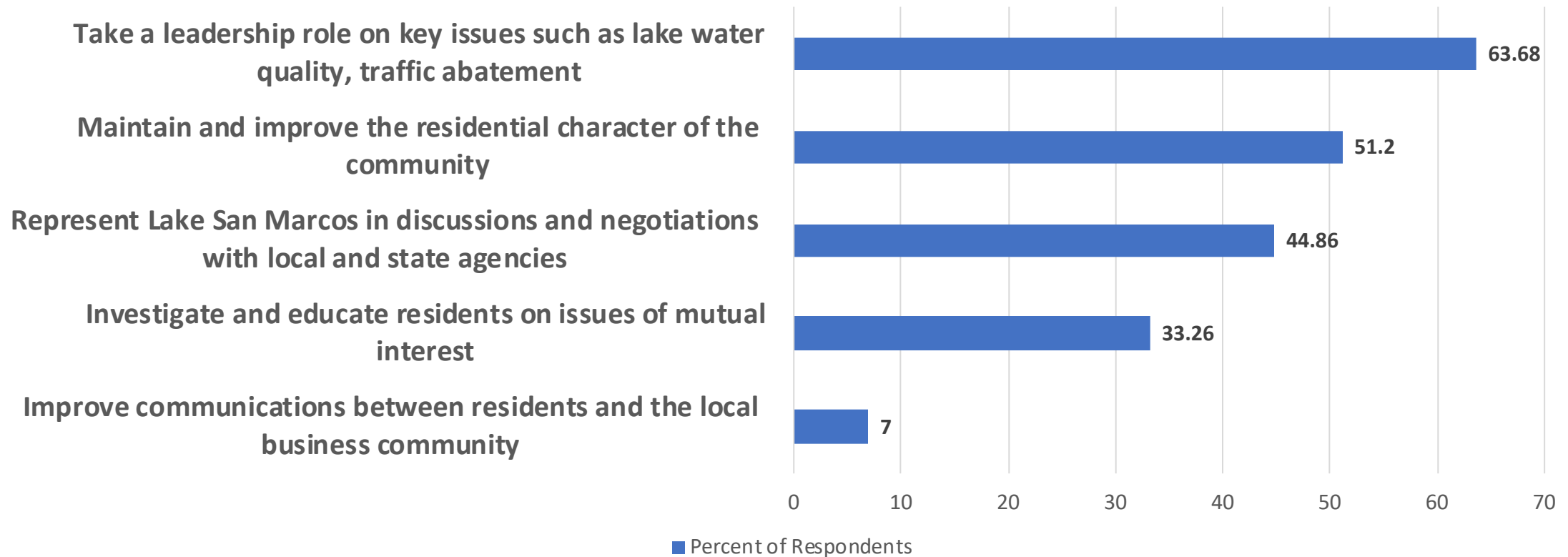


Non-members would be encouraged to join LSMCA if it took a more active leadership role on key issues

# Q3: From the following list of potential LSMCA missions, select the TWO that you believe are most important.



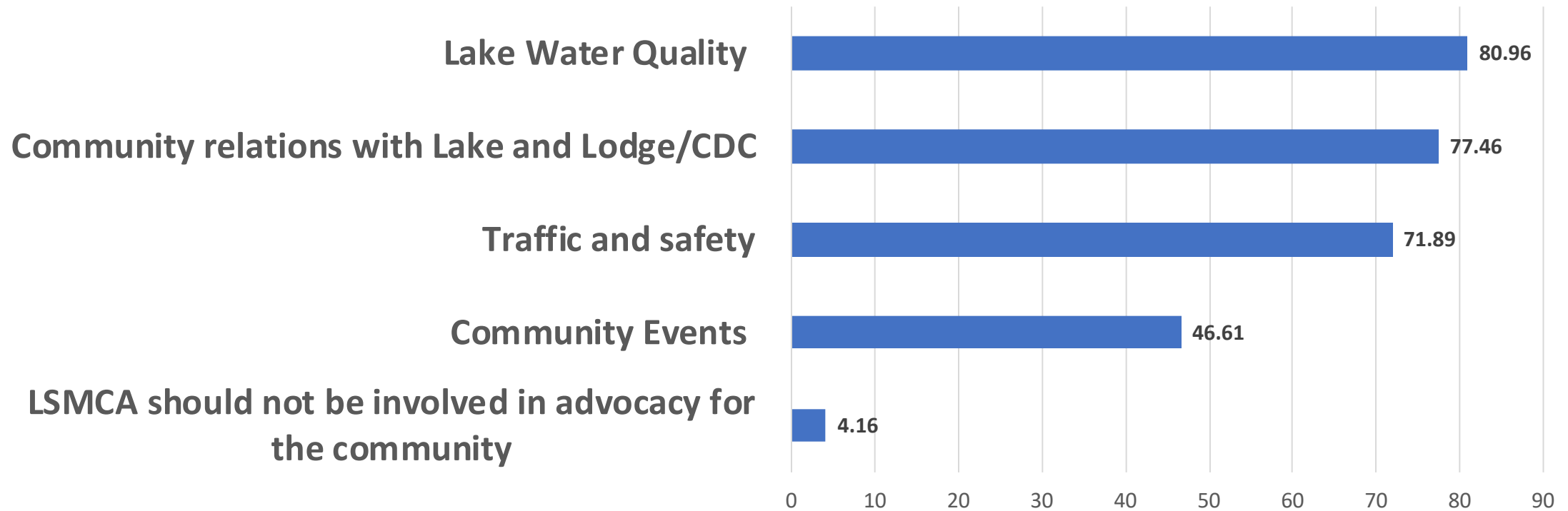
Percent of Respondents



Q4: LSMCA's current mission calls for it to be a community advocate. In which of the following should LSMCA take a leadership role? Check all that apply.



Percent of Respondents



Advocacy for lake, traffic & safety and CDC were most important





# Q4: Relevant Comments

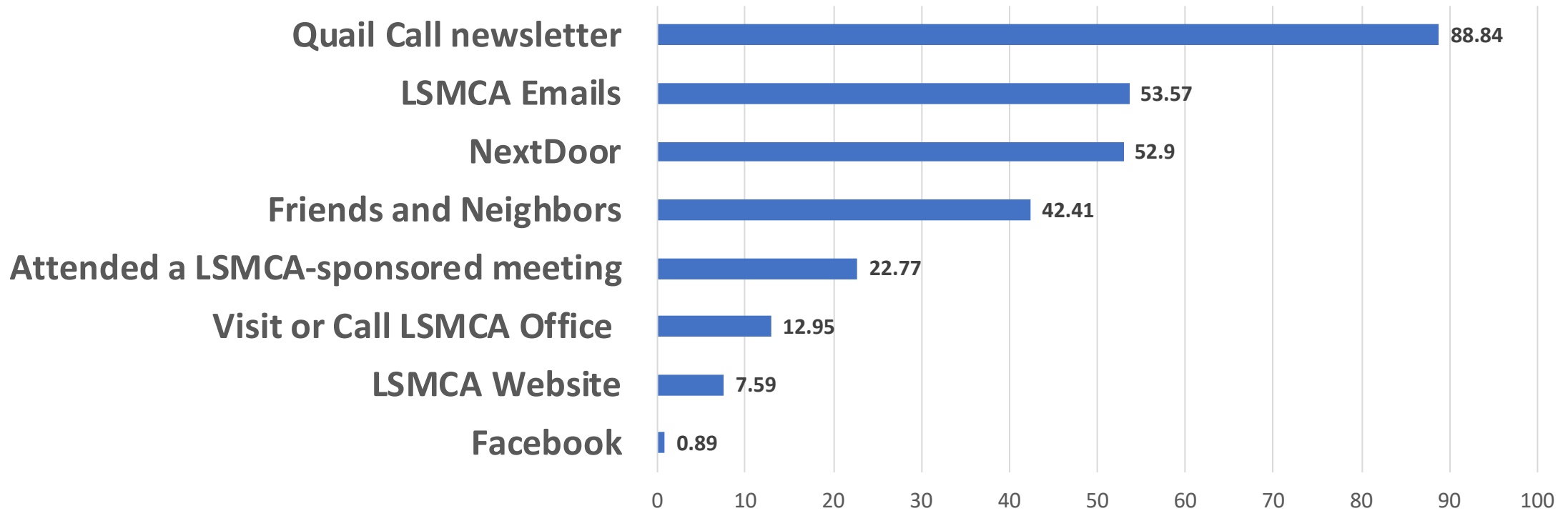
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- Investigate and educate first, then follow community consensus in any advocacy
- While I am concerned about lake water quality, the association needs to avoid any action that would expose it and members to any liability related to the condition of the lake and its cleanup.
- Architectural control to retain the character of the community

# Q5: How do you currently get information about the Lake San Marcos community? Select all that apply.

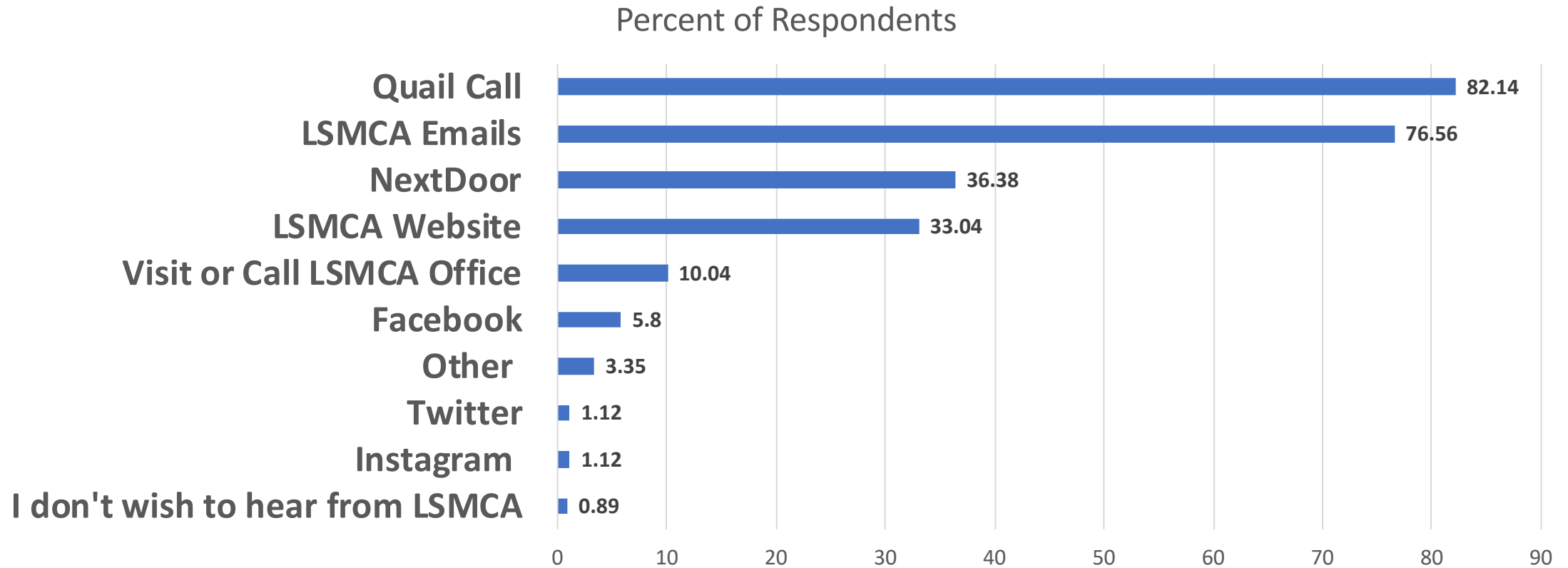


Percent of Respondents



Respondents get LSM community info primarily from the Quail Call

# Q6: How would you like to receive information from LSMCA? Select all that apply.

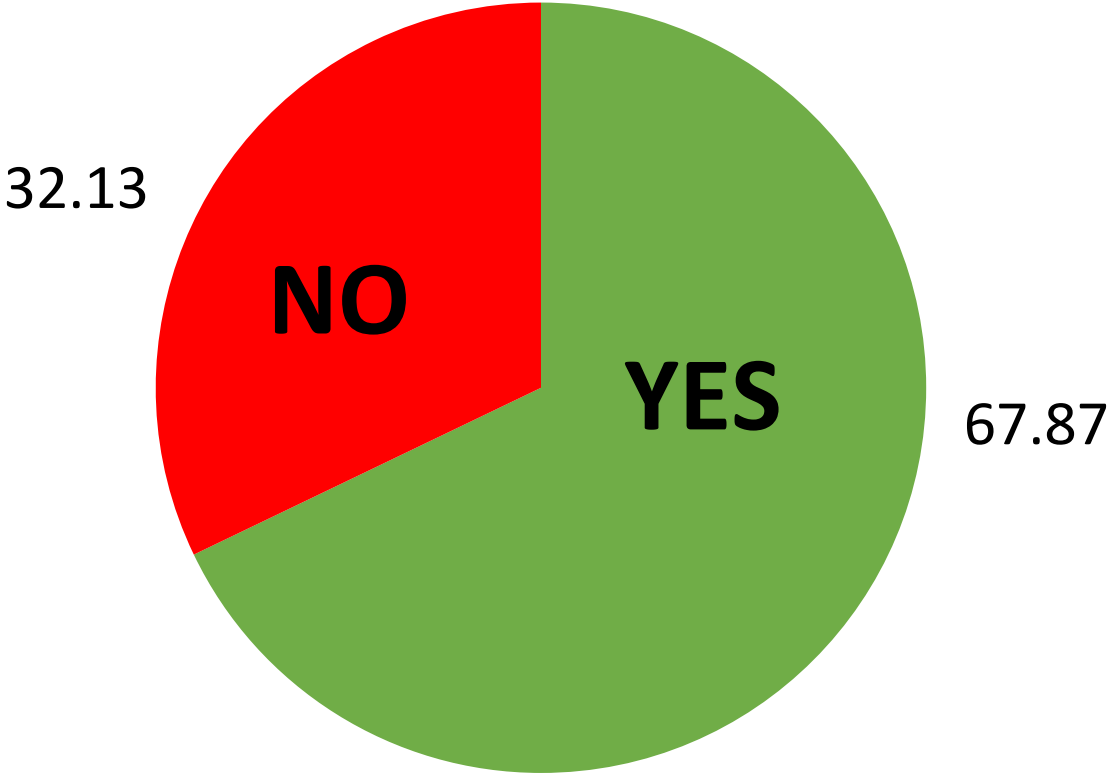


Respondents prefer QC and Emails for LSMCA communications

# Q7: Would you support us delivering the Quail Call newsletter electronically (via email) rather than printing and mailing copies?



Percent of Respondents



Majority of respondents favor electronic Quail Call



# LSMCA Information (Q8/9)

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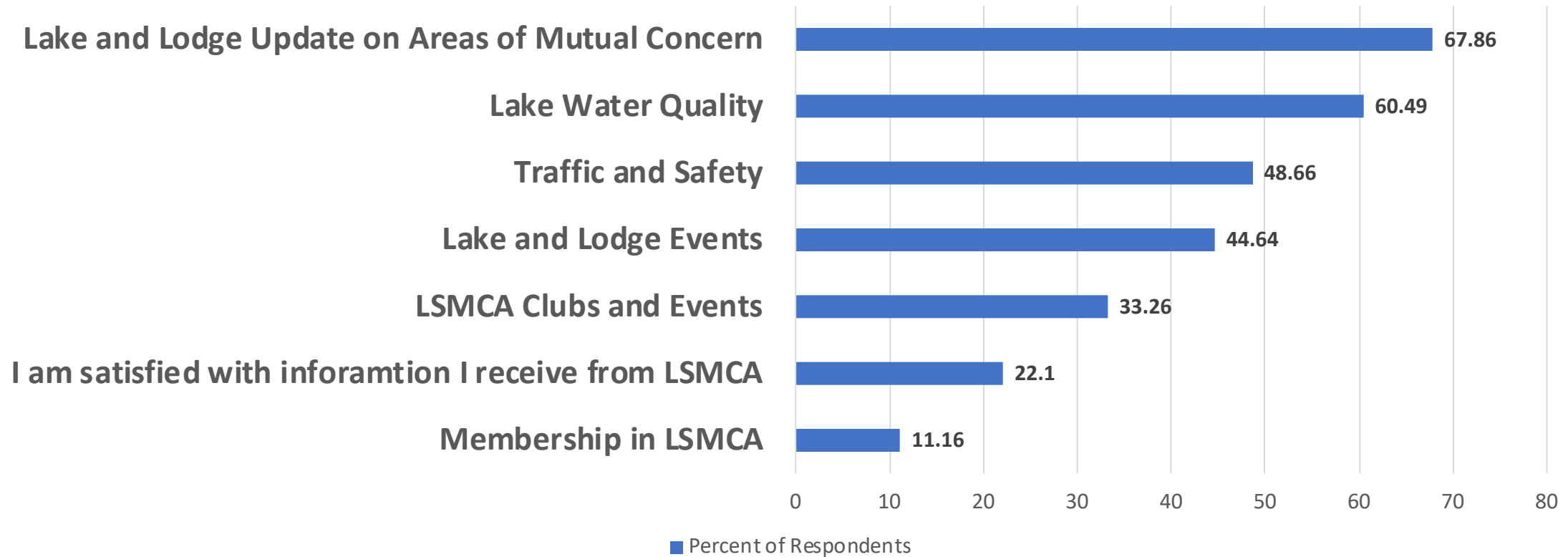
- Respondents found LSMCA information to be:
  - “Somewhat useful” (64 on a scale of 100)
  - “Generally timely” (57 on a scale of 100)

LSMCA information could be more useful and timely

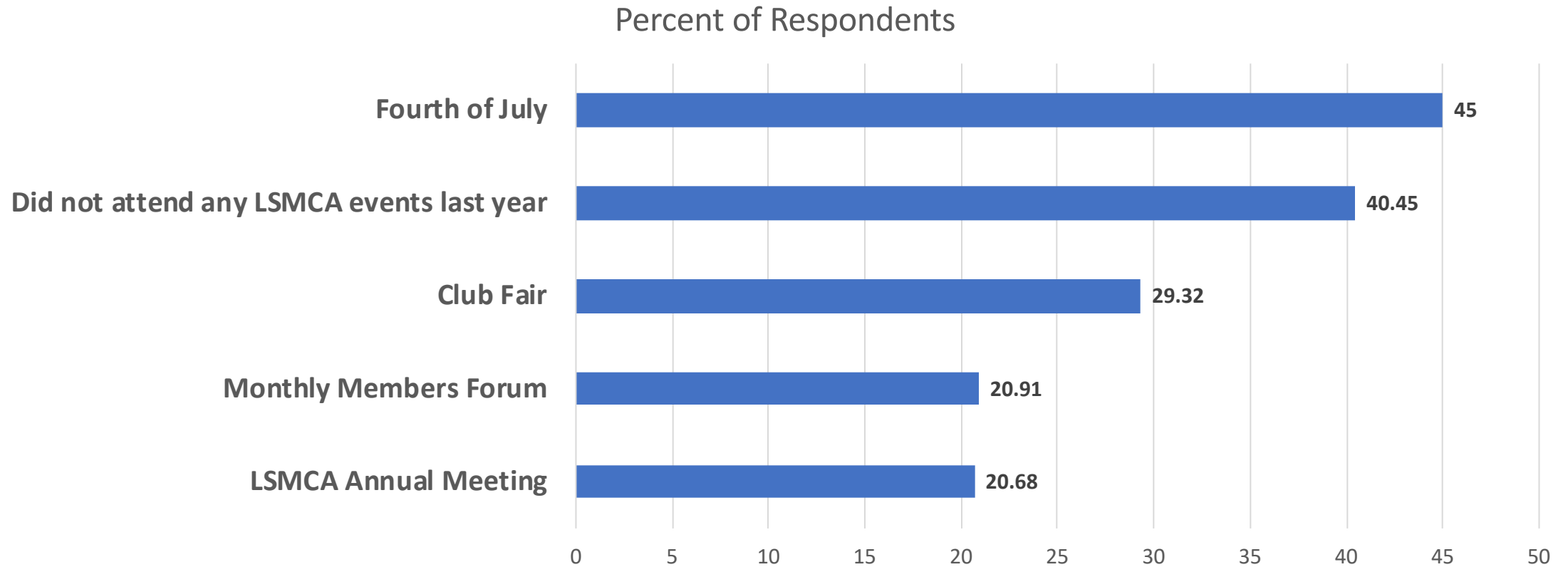
# Q10: Of the following topics, which would you like more information? Select all that apply.



Percent of Respondents



Q11: LSMCA hosts a number of events during the year.  
Which of the following did you attend in 2018?  
Select all that apply.



Over 40% of respondents did NOT attend an LSMCA event

# Q12: What prevented you from attending a LSMCA event last year? Select all that apply.



Percent of Respondents



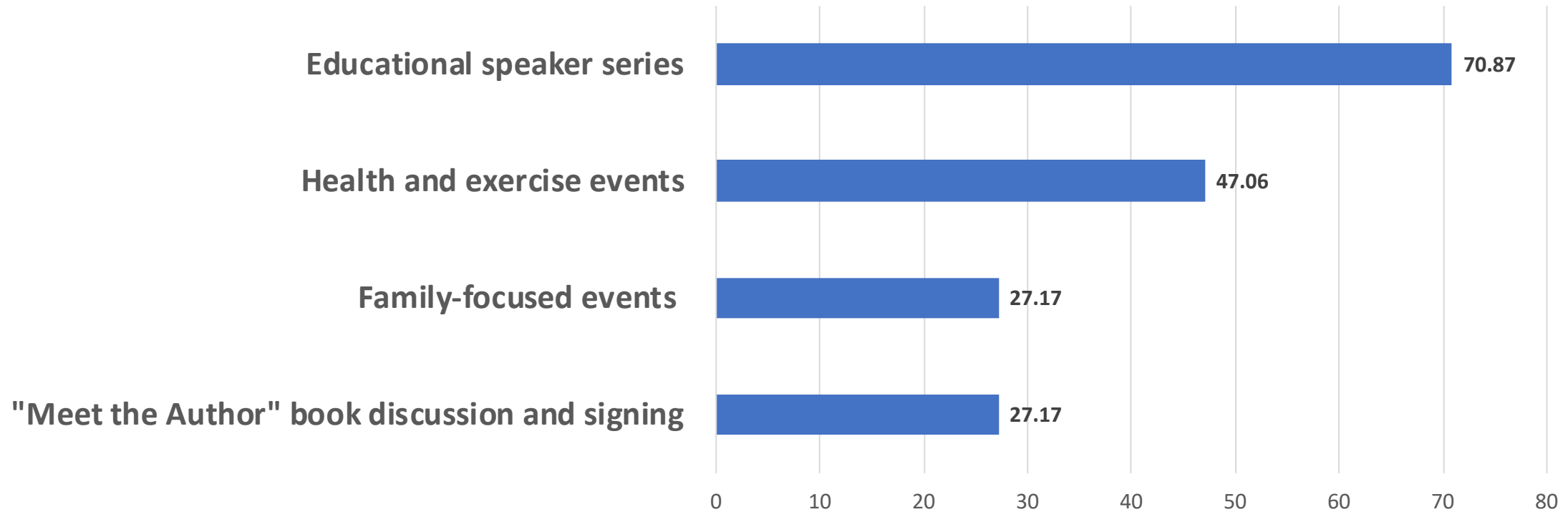
Relevance, time, and inadequate advertising hinder attendance



# Q13: What type of events would you like to see LSMCA sponsor or host? Select all that apply.



Percent of Respondents



Respondents strong favor an educational speaker series

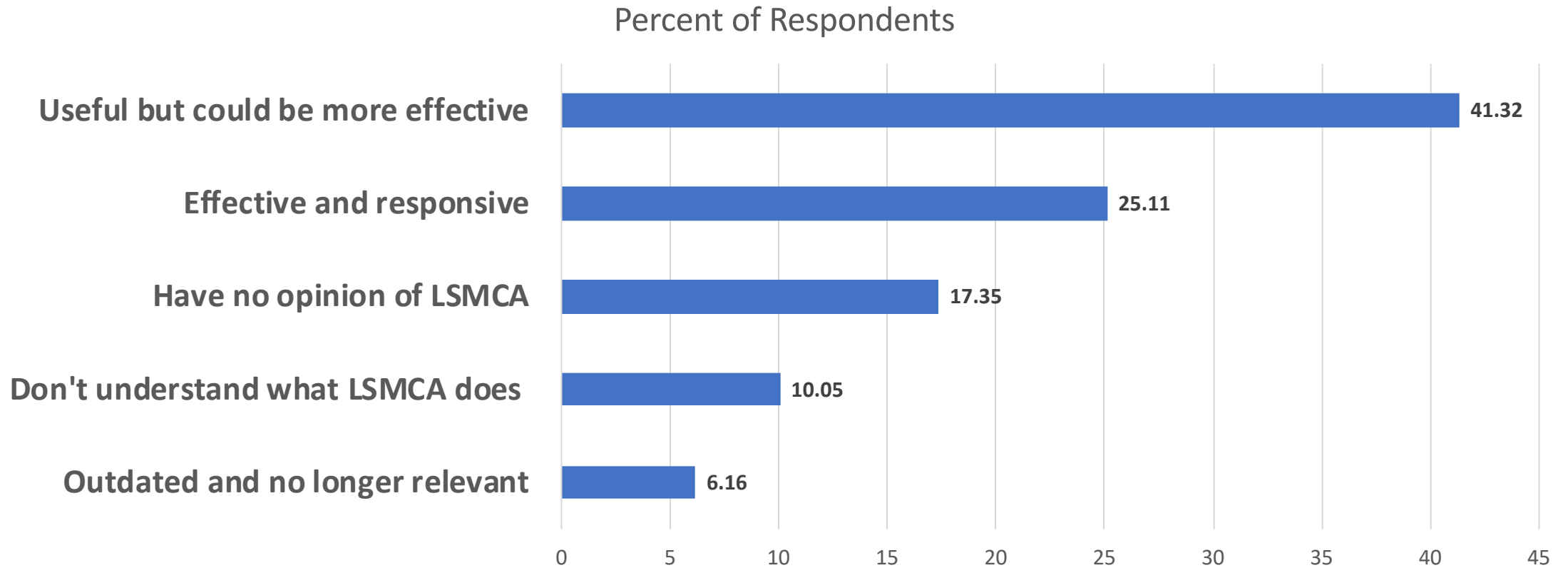
# Q13 Comments

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- History and evolution of LSM, organizational structure of LSM (HOAs, individual homes, rec facilities)
- More things for families, help kids get to know each other
- Food truck event
- Have more special meetings like ACC event
- TED-type talks that focus on helping folks adapt to changing culture , i.e., AI, internet/smartphone/texting, self-driving cars, global warming
- How to be good neighbors

# Q14: What image most comes to mind when you think about LSMCA? Pick the best answer.



Respondents generally find LSMCA useful but could be more effective



# Q14 Comments

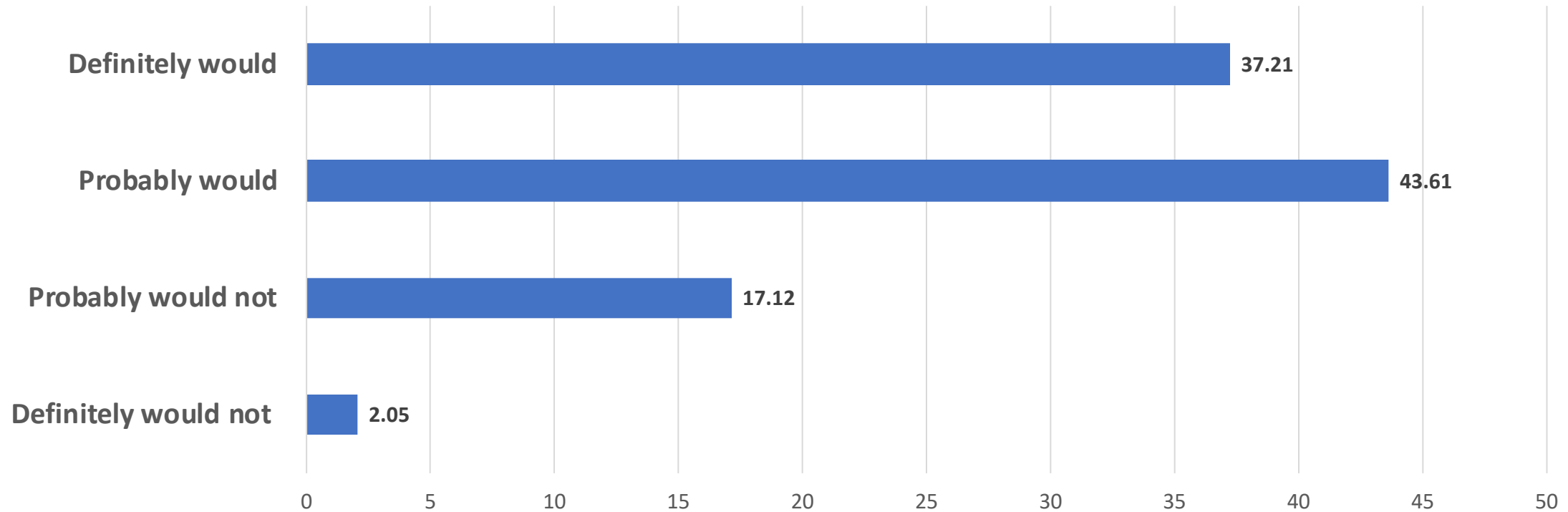
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- Should be a friendly neighborhood resource and not a governing body
- Communication forms are outdated, such bulky quail call newsletters. Need to use online and social media
- My answer might also be outdated & no longer relevant, but I probably need to better understand what it does
- Confusion between LSMCA and CDC
- Less time on CCR and neighbor to neighbor issues and more time on community enhancement. Less policing and more promoting.

# Q15: How likely is it that you would recommend LSMCA to a friend or neighbor?

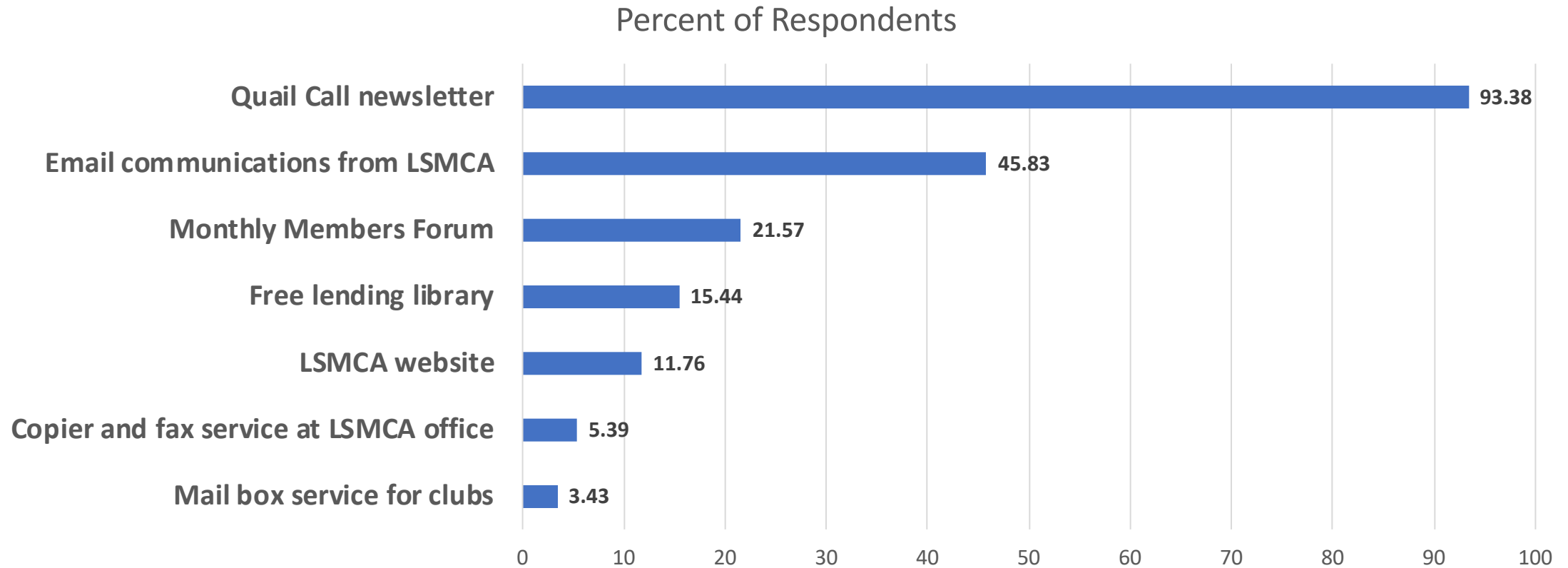


Percent of Respondents



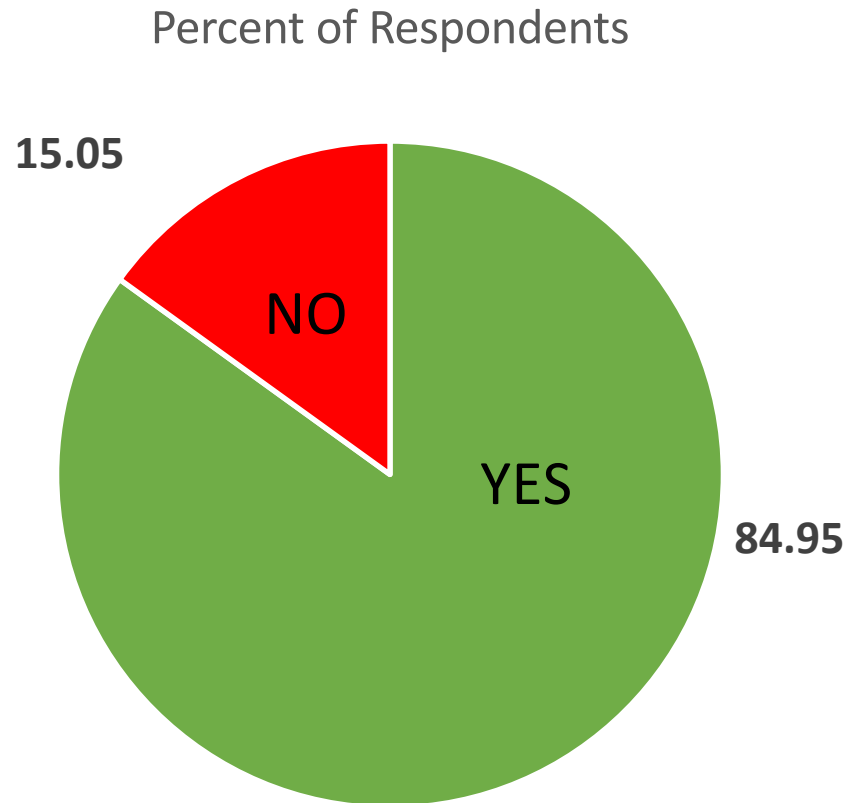
Over 80% of respondents would recommend LSMCA

# Q16: Which of the following LSMCA BENEFITS and SERVICES do you use? Select all that apply.



Respondents value LSMCA communication services the most

Q17: LSMCA covers all of its operating costs from members dues of \$48/year per member. Do you believe LSMCA is a good value at \$48/year?

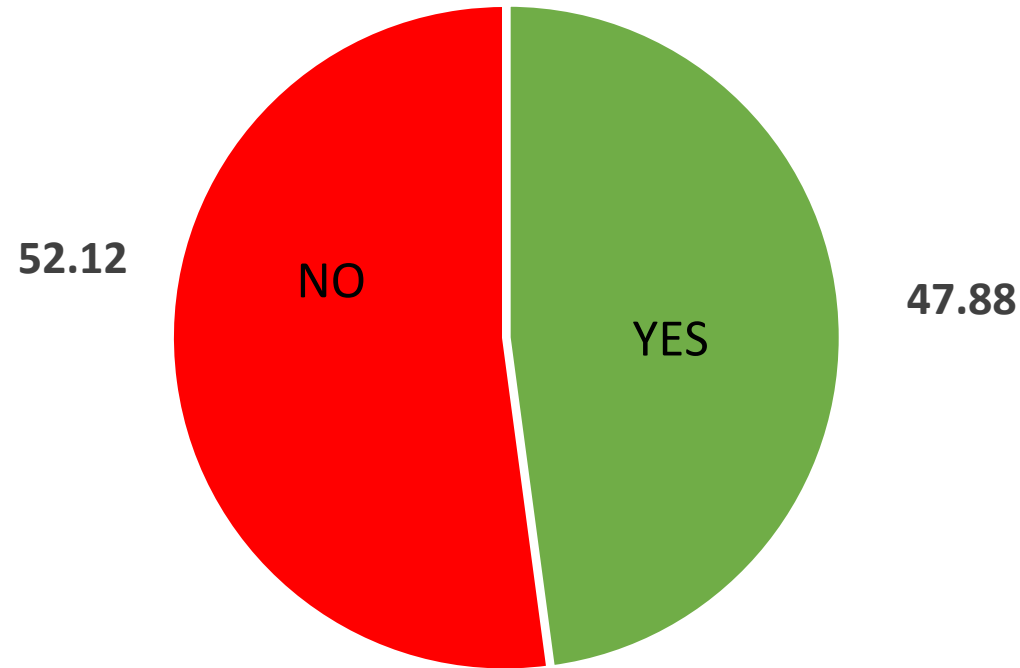


Nearly 85% of respondents believe LSMCA is good value

# Q18: Would you be willing to pay more dues if additional services were offered?



Percent of Respondents



Majority of respondents do NOT want to pay more for LSMCA



# Q19: What additional services would you be willing to pay for?

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- Serve as community advocate with CDC/Lake & Lodge
- More speakers and educational series
- Architectural control
- Lake water quality advocacy



# Demographics Summary (Q20-23)

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- Over 87% of respondents own their home and reside at LSM
- Over 62% of respondents have lived at LSM for over 6 years
- 90% of respondents are 55 years of age and above
- The majority of respondents in all adult age groups live alone

# Key Takeaways

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- Respondents strongly favor an LSMCA mission that includes leadership on key community issues
- Respondents would like to stronger advocacy for the community with CDC
- Non-members more likely to join if we took stronger leadership role on key issues
- Over 70 percent prefer QC and LSMCA emails for communications, but younger groups prefer social media (e.g., NextDoor)
- Significant majority would be willing to receive QC via email
- LSMCA information not as useful or timely as it needs to be