

## Braun Station West Summer 2022 Community Survey Summary Report

In May 2022, the Braun Station West (BSW) Home Owner Association (HOA) Board launched a community survey in order to gather information to inform future communications, feedback on ways to improve, and ultimately understand homeowner satisfaction. Below is a summary of the responses from survey respondents. Recommendations based on the trends and themes from these responses will be indicated in *italics*.

### Demographics

Over the course of the month, 156 surveys were submitted, with the majority of submissions completed online. The plurality of survey respondents have lived in BSW for more than 20 years. The largest age groups represented were the 65-74 year and 55 to 64 year brackets. The majority of respondents do not have children in the household.



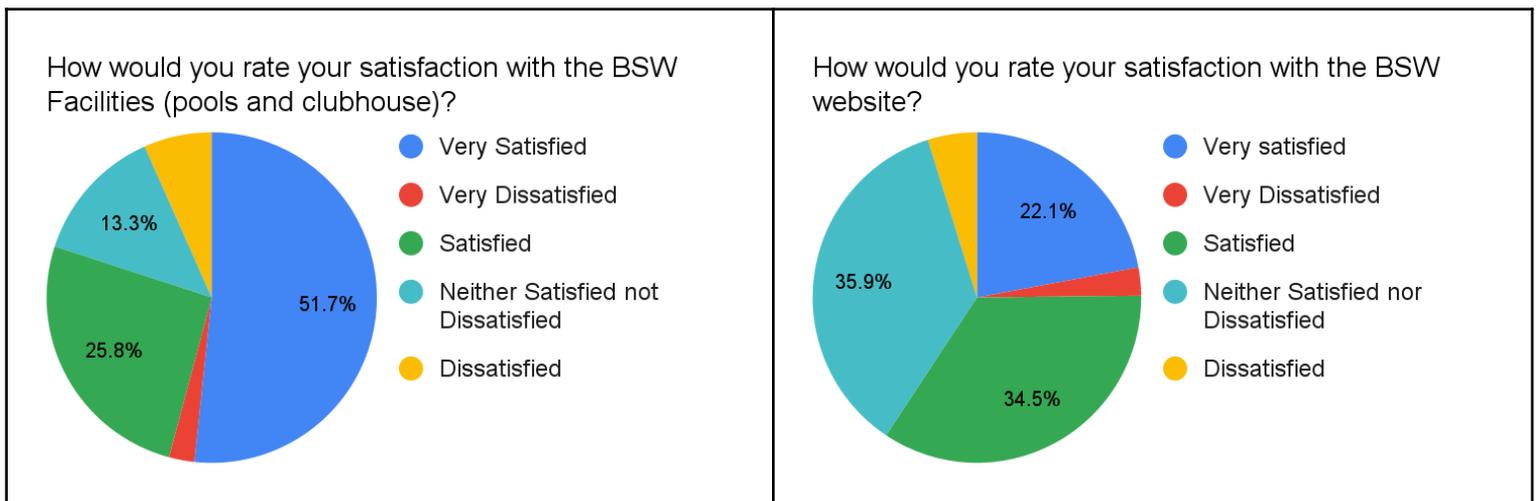
*While 14% of the total homes in the neighborhood are represented by survey respondents, the Communications Committee recommends a more strategic effort with timing and block captain support to increase the submission rate for the next survey.*

## Braun Station West Summer 2022 Community Survey Summary Report

### Satisfaction

The survey focused on determining the level of satisfaction across several elements of the neighborhood. First, we see an average of **7.81 on a satisfaction scale of 0-10 with the HOA Board**, with comments ranging in satisfaction and focusing on board member unity, community support, regulating community standards and spending. Next, we see an average score of **8.49 on the same satisfaction scale with the BSW Office**, with generally positive comments complementing office staff and appreciation for their work.

**Seventy-eight percent of survey respondents report being satisfied or very satisfied with the BSW Facilities**, including the pool and clubhouse. There are many positive comments regarding the pool and clubhouse with recognition of the need for an update, but that they are well maintained. Lastly, **57% of survey respondents report being satisfied or very satisfied with the BSW Website**, with comments trending that while it contains a lot of information, there is a need to increase user-friendliness and update the look.

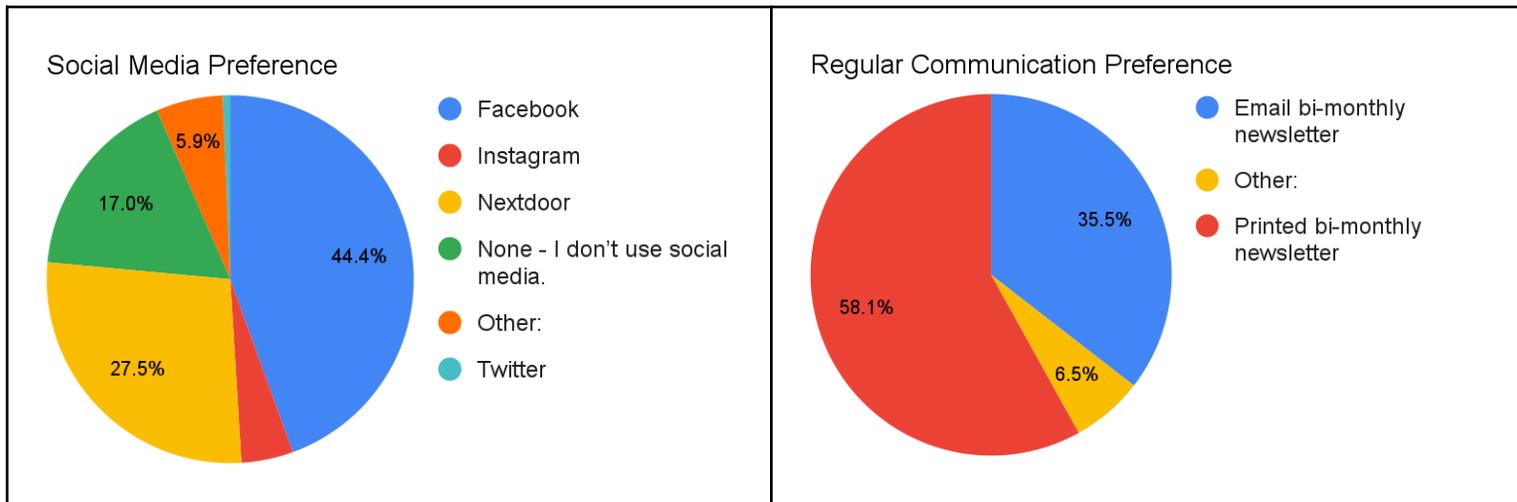


*Based on the satisfaction reported for across the multiple aspects of the community, there is opportunity to tighten the Board operations and relationships in order to represent the community's best interest and increase transparency. Overall, the community is satisfied with office staff and their maintenance of the facilities. The Board could explore updates to facilities, but should keep in mind that budget and assessments are of great concern to the members of the community. Lastly, the Board and Staff can explore updating the website to increase ease of use while maintaining the level of information.*

### Communications

In order to determine the best way to communicate with members of the BSW community, the survey asked two questions regarding platform and modality. A **plurality of survey respondents at 44% would prefer Facebook** if an official BSW social media presence was to be established. There were significant groups of respondents who expressed a preference for the Nextdoor app at 27%, while 17% reported not using social media at all. When it comes to regular communication, a **majority at 58% prefer the bi-monthly printed newsletter**, though 35% would prefer an email version of the newsletter.

## Braun Station West Summer 2022 Community Survey Summary Report



*The Board could explore publishing an official Facebook page, but because only a plurality prefer this platform, they may struggle with engagement. Instead, the Board should maintain the bi-monthly printed newsletter and explore sending the newsletter via email and potentially increasing communications to be monthly, splitting between printed and email.*

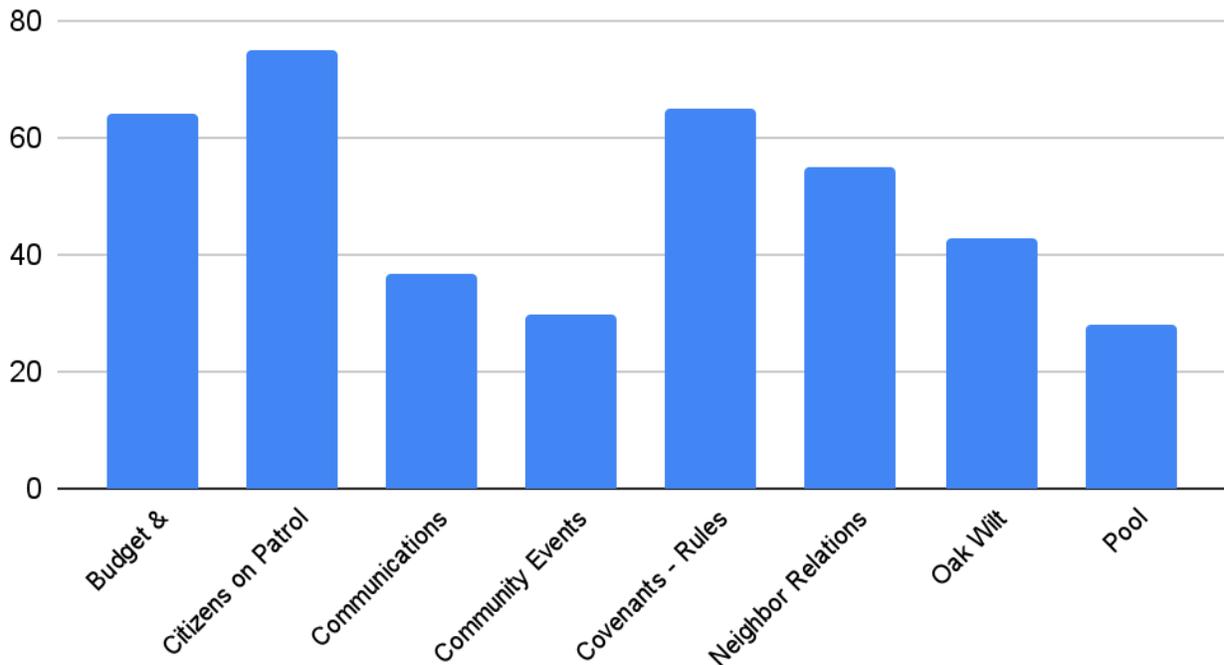
### Board Agenda

Members of the community were asked to share their top three concerns they would like to see the Board address. **The most reported concern was Citizens on Patrol and Safety, while the Budget & Assessment Fee and Covenants (Rules of the BSW Community) were tied for second, and Neighbor Relations & Community Support came in third.**

Several survey respondents have called out the upkeep of the neighborhood and the responsibility of the Board to ensure homeowners are keeping their homes and yards to meet the expectations of the community. Homeowners are also hoping to see community events and also looking for a focus on safety.

## Braun Station West Summer 2022 Community Survey Summary Report

### Top Concerns for the Board Agenda



*Research shows that the more connected neighbors are to each other, the safer the community will be. Many of the survey respondents who commented on satisfaction or Board Agenda concerns shared their names and contact information. Board members should divide the list and email homeowners, thanking them for their feedback, and embark on a listening tour over the next two months to increase engagement and volunteers, determine the direction of the committees, and make recommendations for various actions based on larger community input.*

#### **Conclusion**

While survey responses could have been higher, members of the community are open and honest with their feedback. There are great opportunities to engage homeowners, increase their volunteerism, and ensure the community is safe, maintained, and continues to be a positive place to live.