

Westpark HOA Homeowner's Survey

Summary of Results September 2025

157 out of 320 homes (49%) responded to the survey



Background

- A confidential web-based survey was administered to Westpark residents in September 2025, with fieldwork ending October 8.
 - Each household was given a unique code to control for respondent qualification and allow for de-duplication.
 - Out of 320 total homes in Westpark, valid emails were available for 302 households; unique codes were generated to represent each one.
 - Questions covered topics such as general satisfaction, fence guidelines, safety, amenities, dues, communication, and other areas.
 - After deduplication, a total of 157 responses were received (52% response of those invited), 147 of which completed the entire survey (49%).
 - This number of completes implies a maximum sampling variation rate of up to +/- 8.1%.
 - The response rate achieved is well above average (between 10%-30%) and should be considered as a very strong representation.
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Data Cleaning and Processing

- No invalid codes were used by respondents (other than the intentional test case to validate QA test, which was deleted).
 - Six codes were manually validated (used lower case, entered zero instead of capital O, letter I vs. number 1 or lower case l, etc.).
 - Eight duplicate codes... only the first entry was kept for reporting (responses tended to be somewhat different... likely different household members); responses kept but filtered out of analyses.
 - Other/specify responses were back-coded into similar responses when obvious and appropriate.
 - Example: “We don’t want fences here” would be coded as “don’t allow”; “either material is fine” coded into new response category.
 - Missing responses removed from the base for each question (people who didn’t go through the entire survey, optional questions).
 - Open-ended questions were broadly categorized using Python and R based natural language processing algorithms.
 - Data analyzed and processed using SPSS software.
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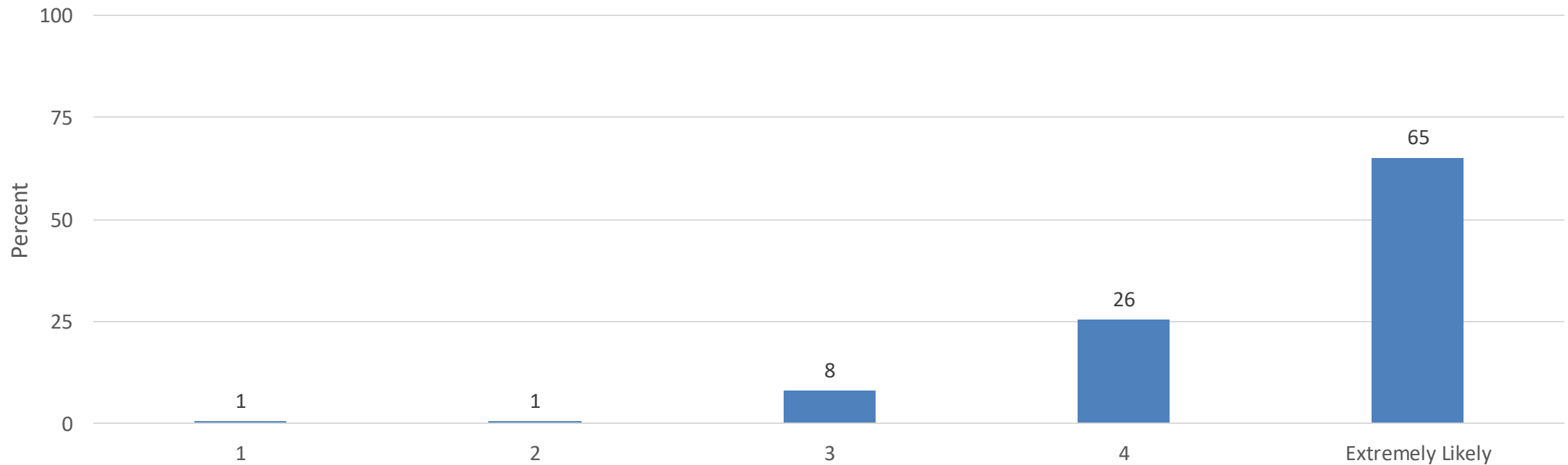
Data Privacy

- Data storage and analysis standards follow established data privacy protocols (GDPR, CCPA, CASRO).
 - Analyst certified annually in data privacy laws and practices.
 - Conducted/led survey efforts since 1986.
 - Trained others in data privacy and research/analysis techniques.
 - No results for subgroups under n=10 reported.
 - Personally identifiable information (PII) scrubbed from data file including name, address, email, and IP address before release to analyst... data file included a few IP addresses which were promptly deleted.
 - Survey codes were disassociated from email addresses.
 - Demographics or other identifying information are not releasable except in aggregate summary form.
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General Questions

Likelihood to Recommend

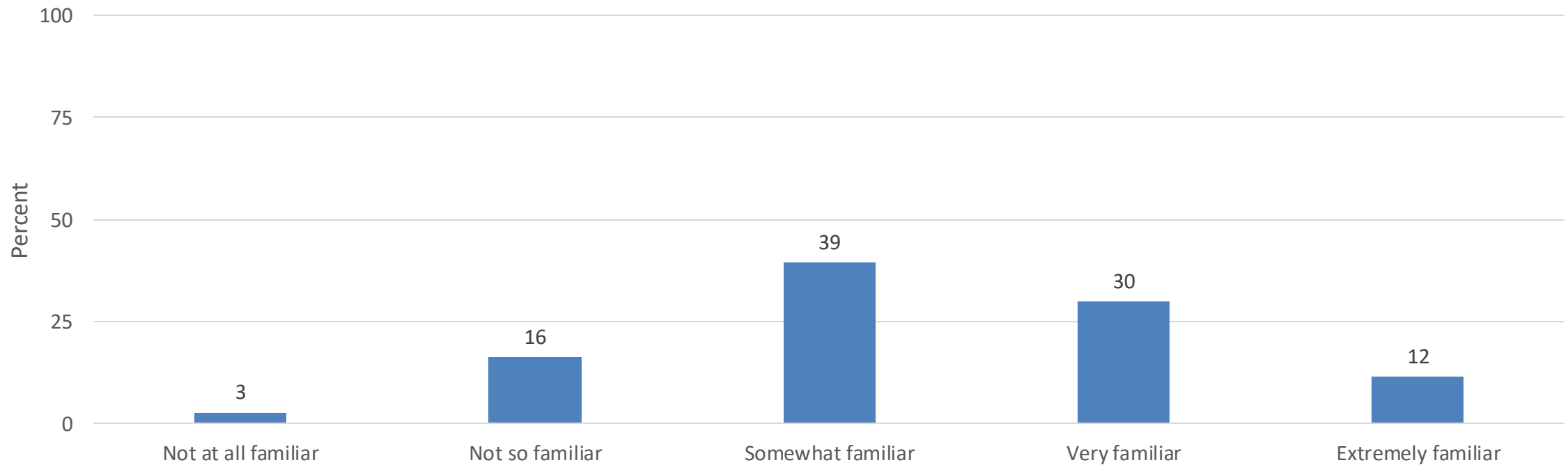
❖ Likelihood to recommend (often a proxy for satisfaction), is at a very strong level.



n=147

Familiarity With Guidelines

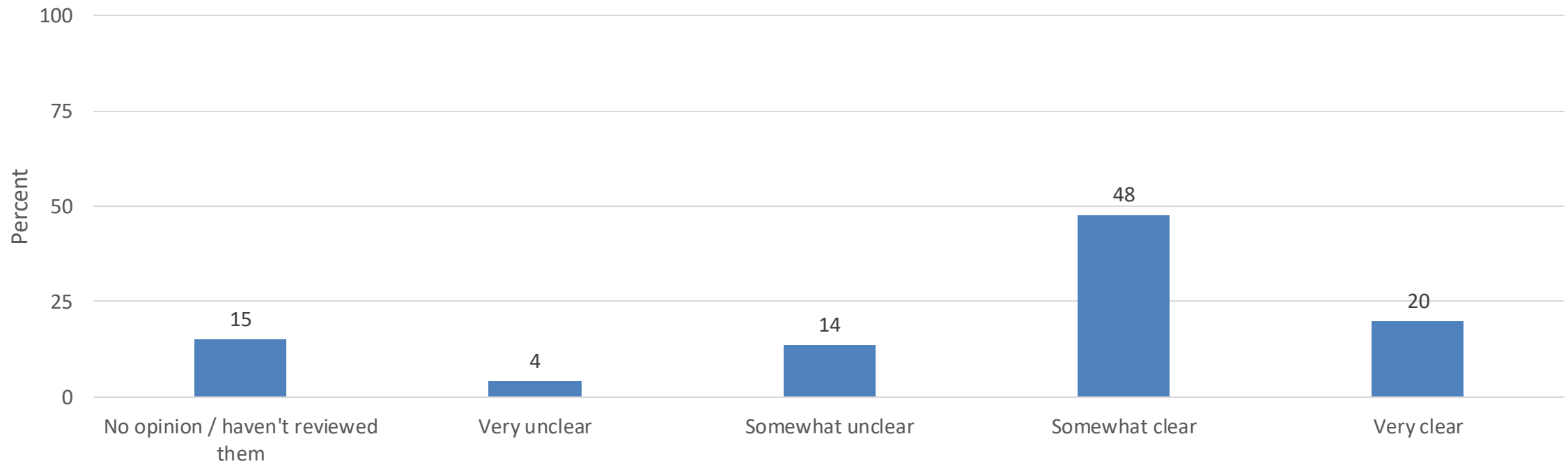
❖ Familiarity with ARC guidelines is at a moderate level overall but shows a wide range across residents.



n=147

Clarity of Guidelines

❖ ARC guidelines are viewed by most as either very or somewhat clear.

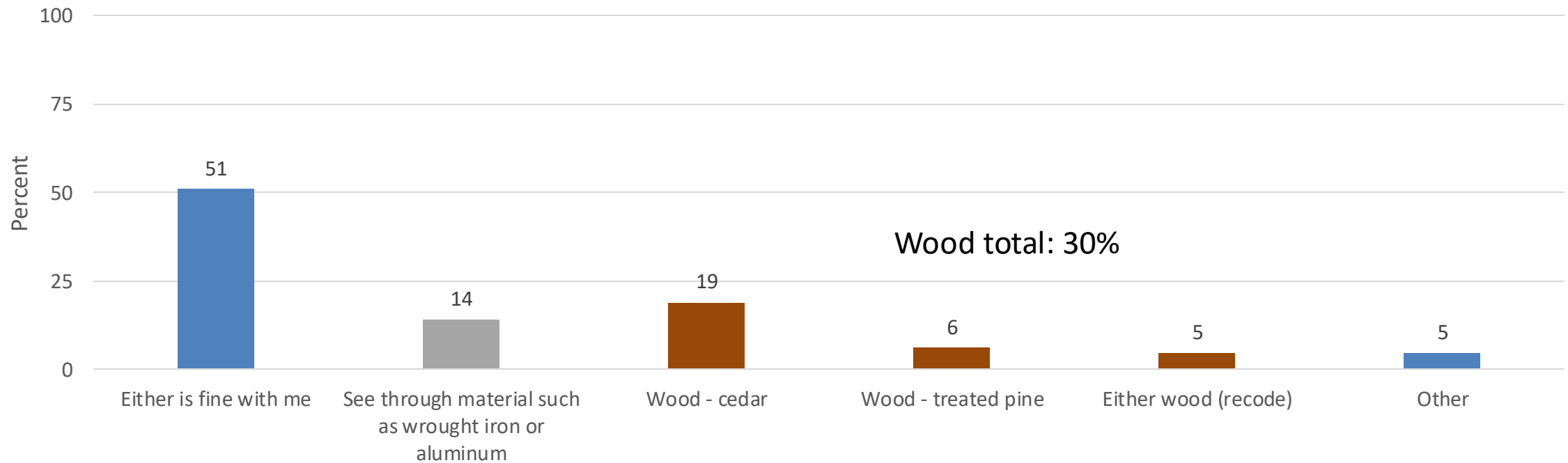


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Fences and RVs

Preferred Fence Material (in General)

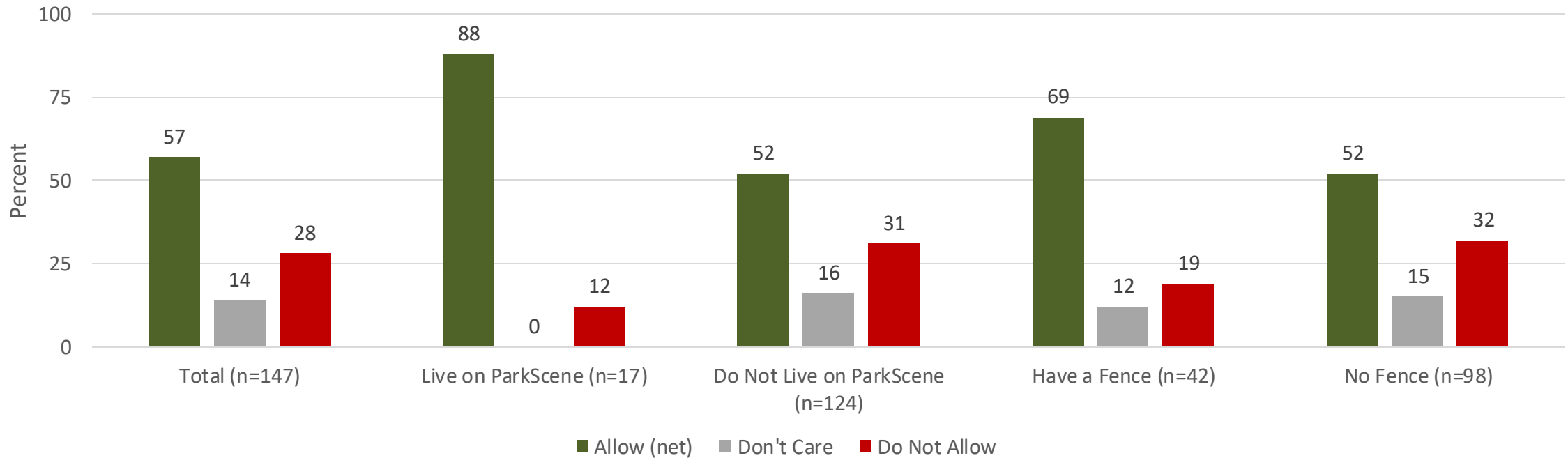
- ❖ In general, the majority of residents are in favor of allowing either wood or a see-through metal material for fencing.
- ❖ For those who have a specific preference, wood is preferred at a higher rate.



n=147

Views on Maintaining Prohibition of Fences along ParkScene Drive by Subgroup

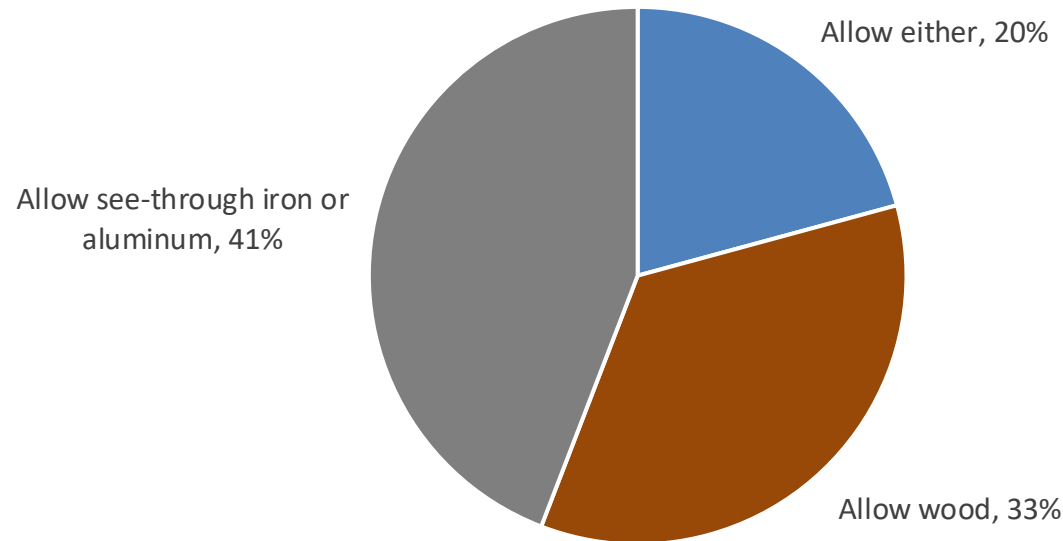
- ❖ Among all subgroups, a majority are explicitly in favor of allowing fences on ParkScene. When adding in the “don’t care” responses, a supermajority of all groups do not prefer continuing to prohibit.
- ❖ Less than one out of three homes within every subgroup are opposed.



Preferred Material Among Those Who Are in Favor of Allowing Fences Along ParkScene

- ❖ For lots on ParkScene, see-through iron or aluminum is favored slightly higher than wood, but when including the “allow either” responses, both options have majority support.

Preferred Material for ParkScene Lots

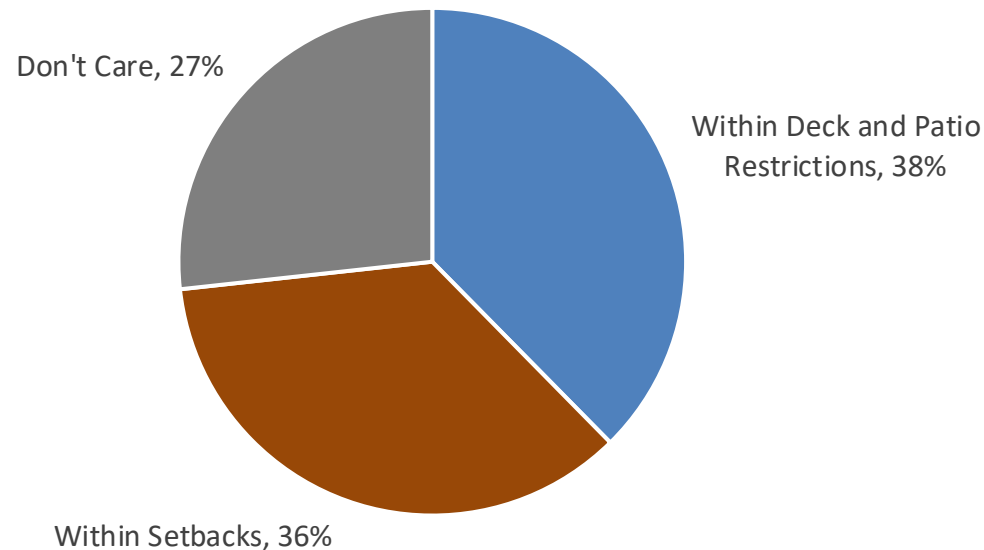


n=82 (those expressing material preference; excludes one “other” – bushes/landscape barrier preference)

Preferred Restrictions Among Those Who Are in Favor of Allowing Fences Along ParkScene

- ❖ Residents are evenly split on whether to allow fences within setbacks, or only within limitations set for decks and patios (e.g., cannot extend past edge of house).
- ❖ When considering responses of those who do not care, either option would be acceptable to a majority of residents.

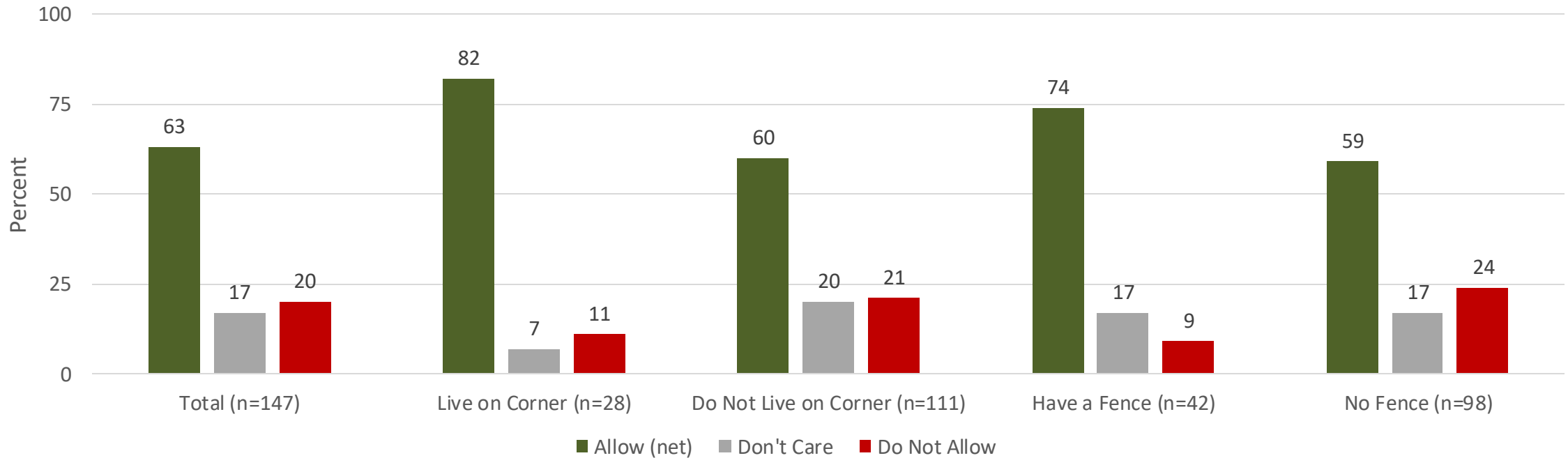
Preferred Fence Restrictions for ParkScene Lots



n=98 (expressed preference for limitations or didn't care)

Views on Maintaining Prohibition of Fences For Corner Lots Not on ParkScene Drive by Subgroup

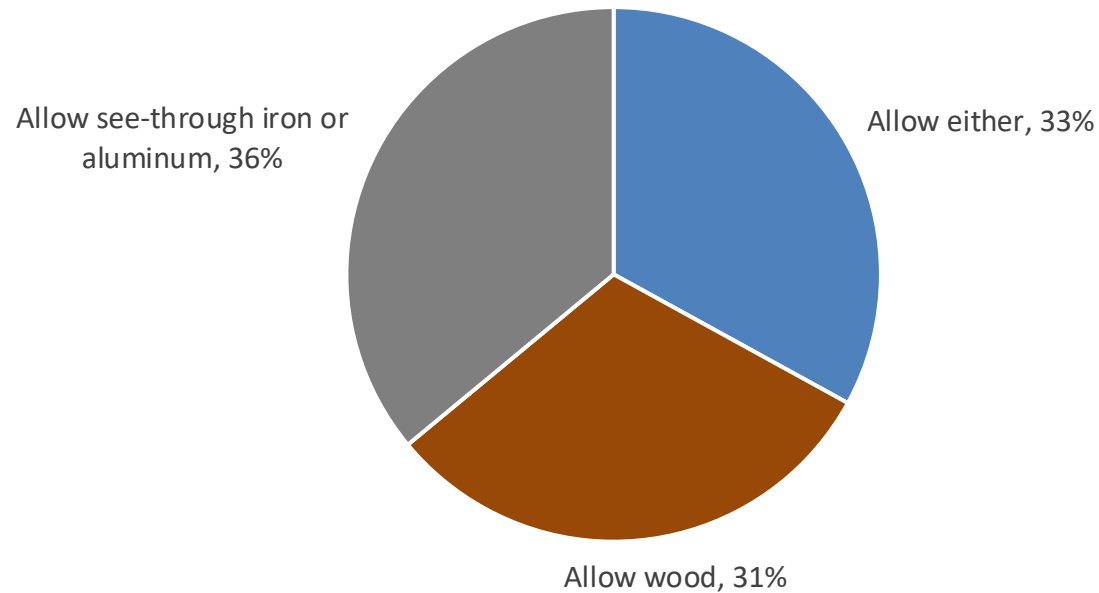
- ❖ Among all subgroups, a majority are explicitly in favor of allowing fences on corner lots. When adding in the “don’t care” responses, a supermajority of all groups do not prefer continuing to prohibit.
- ❖ Less than one out of four homes within every subgroup are opposed.



Preferred Material Among Those Who Are in Favor of Allowing Fences for Corner Lots Not on ParkScene Drive

- ❖ For corner lots (not on ParkScene), there is no notable difference in preference for wood versus metal (not statistically significant at 95% CL).
- ❖ A majority of residents would be ok with either option when considering the “allow either” responses.

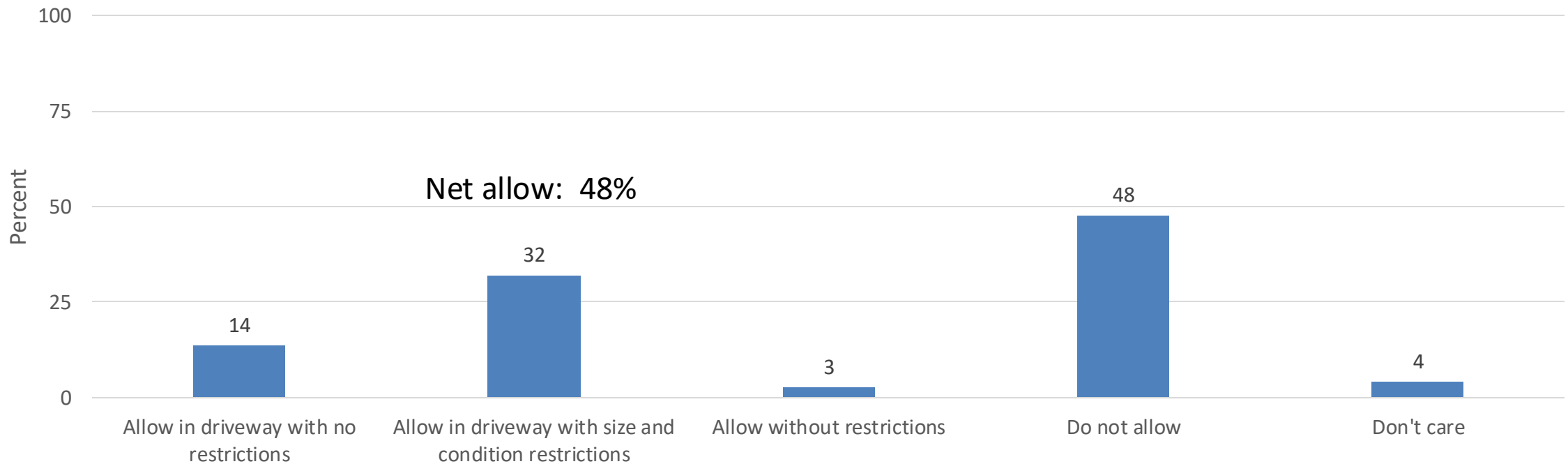
Preferred Material for Corner Lots



n=112 (those expressing material preference or don't care, ok with either)

Recreational Vehicle Rule Preference

❖ Overall, considering all response categories, residents are split down the middle on whether or not to allow recreational vehicle parking.

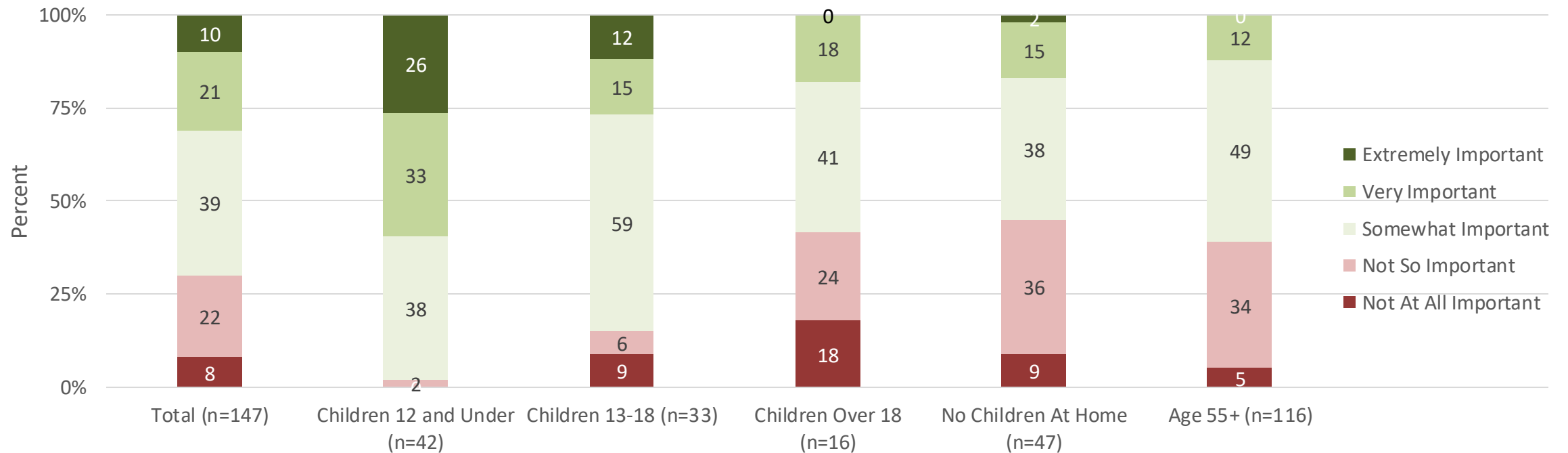


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Community Social Events

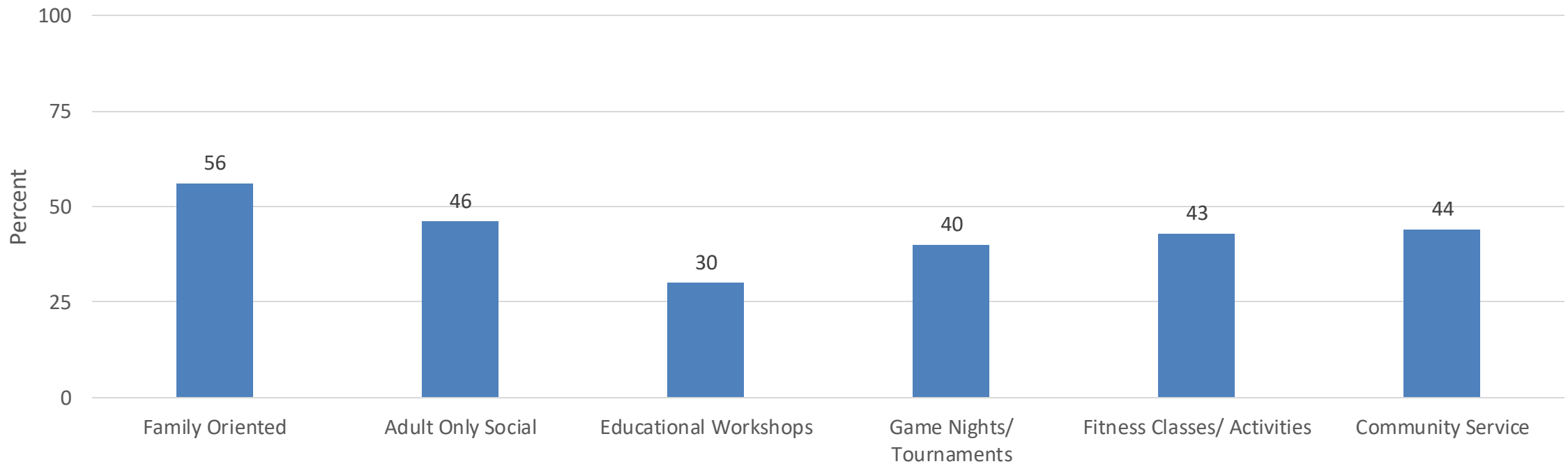
Importance of Community Social Events

- ❖ Community social events are viewed as being at least somewhat important by most residents.
- ❖ Community events are most important to families with younger children, compared to other demographic groups.



Types of Events Would Be Interested In

- ❖ Residents indicate a wide range of events that would be of interest.
- ❖ Family oriented events as well as adult only social events top the list.

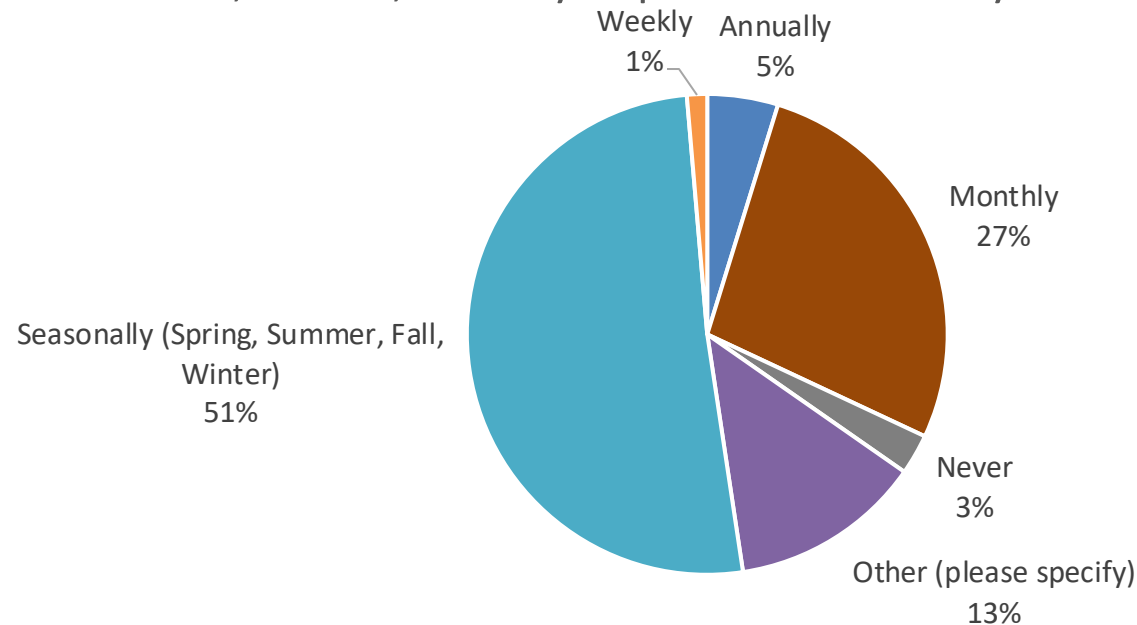


n=147

Preferred Frequency of Community Events

❖ Most residents would prefer seasonal events.

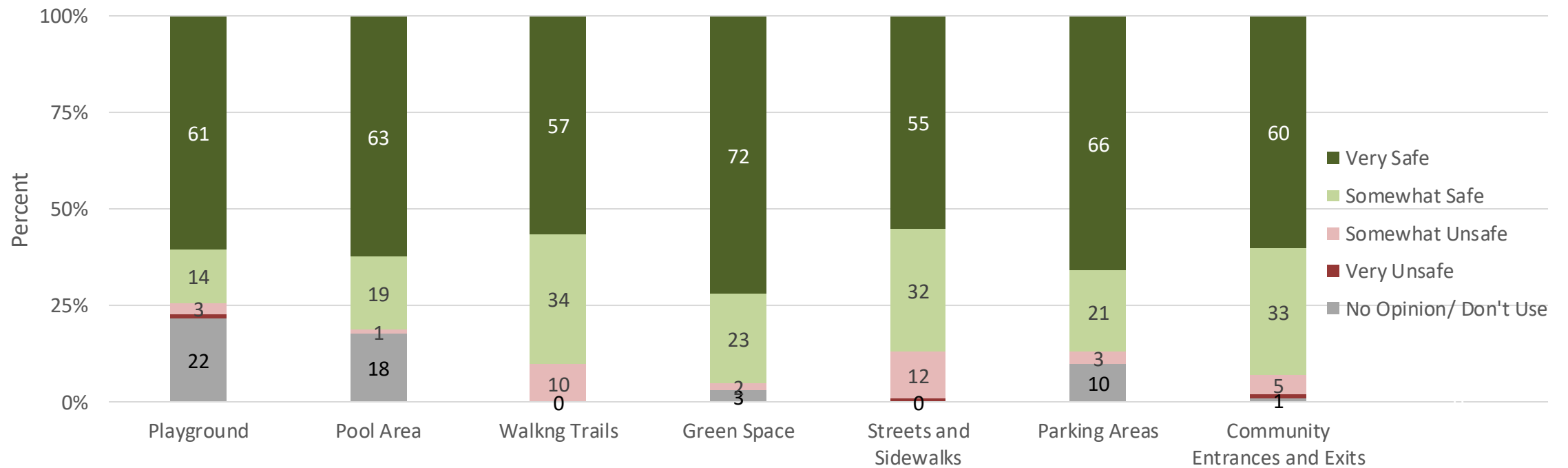
How often, if at all, would you prefer community events to be held?



Safety

Perceived Safety

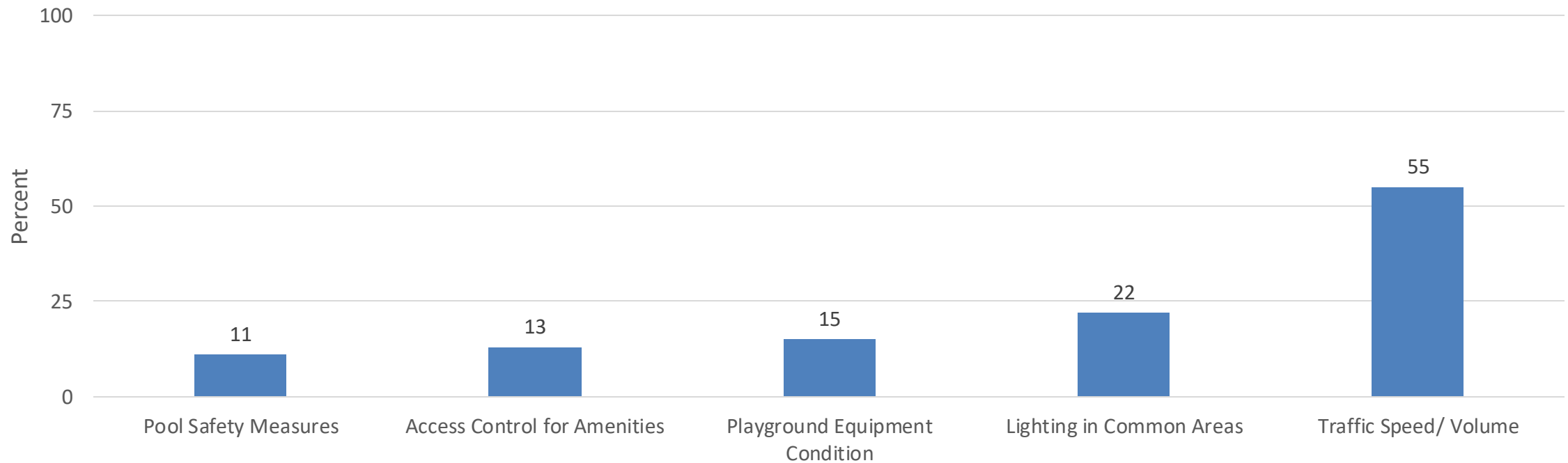
❖ In general, residents perceive Westpark to be very safe.



n=147

Safety Concerns

❖ The safety concerns that are expressed by residents focus mostly on traffic speed and volume, followed by lighting in common areas.

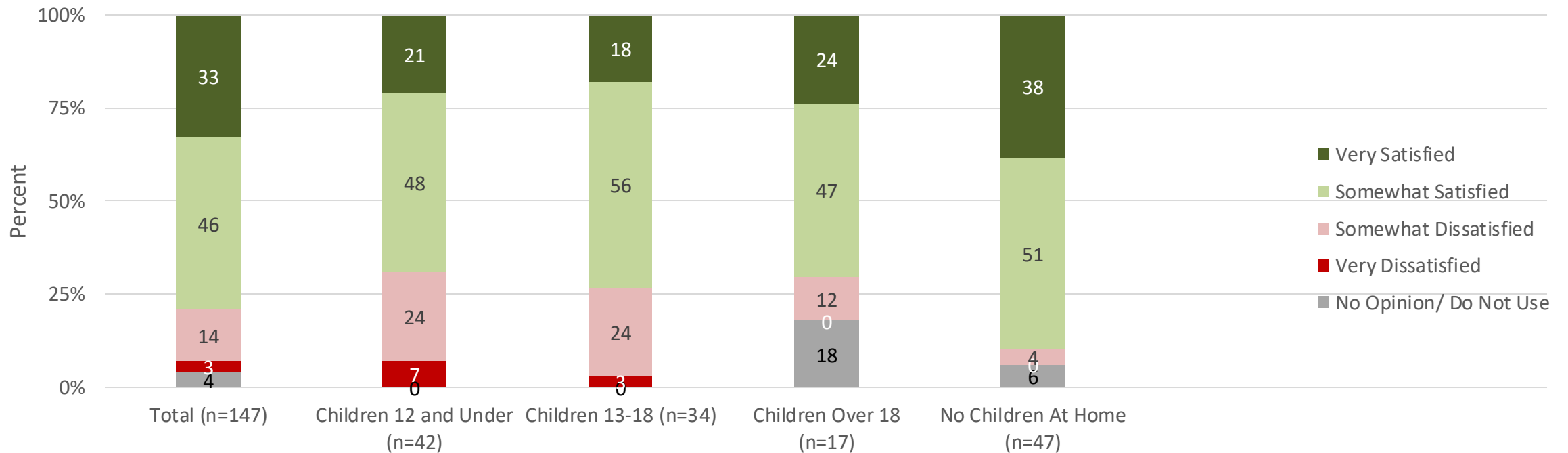


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Current Amenities

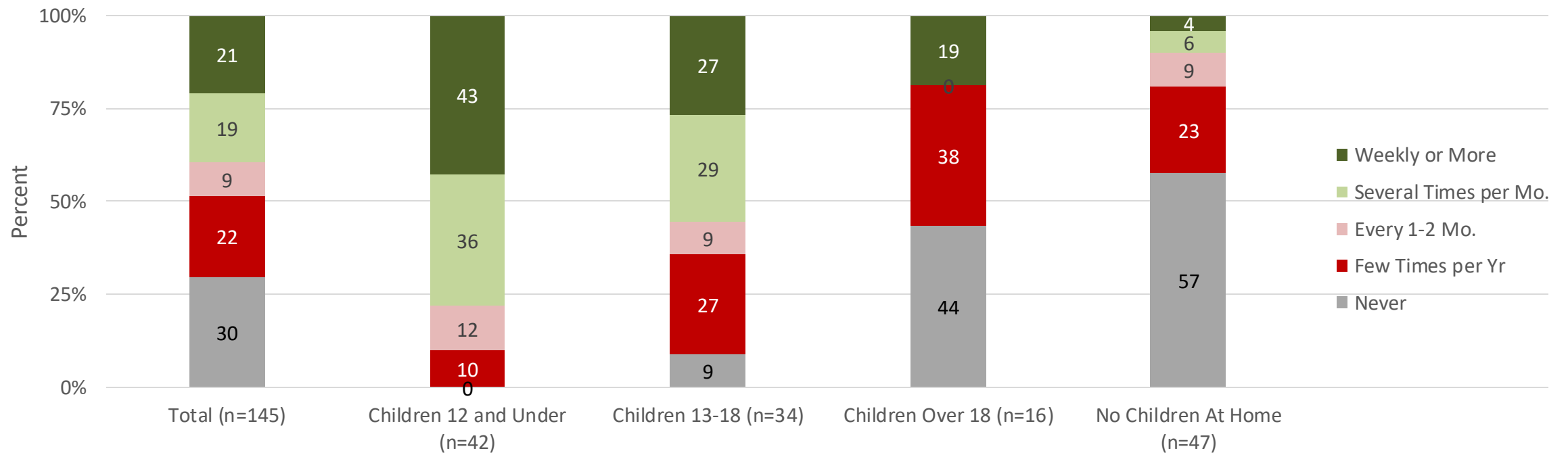
Satisfaction With Current Amenities

❖ While a majority of residents are satisfied with amenities overall, families with children are more likely to express concerns.



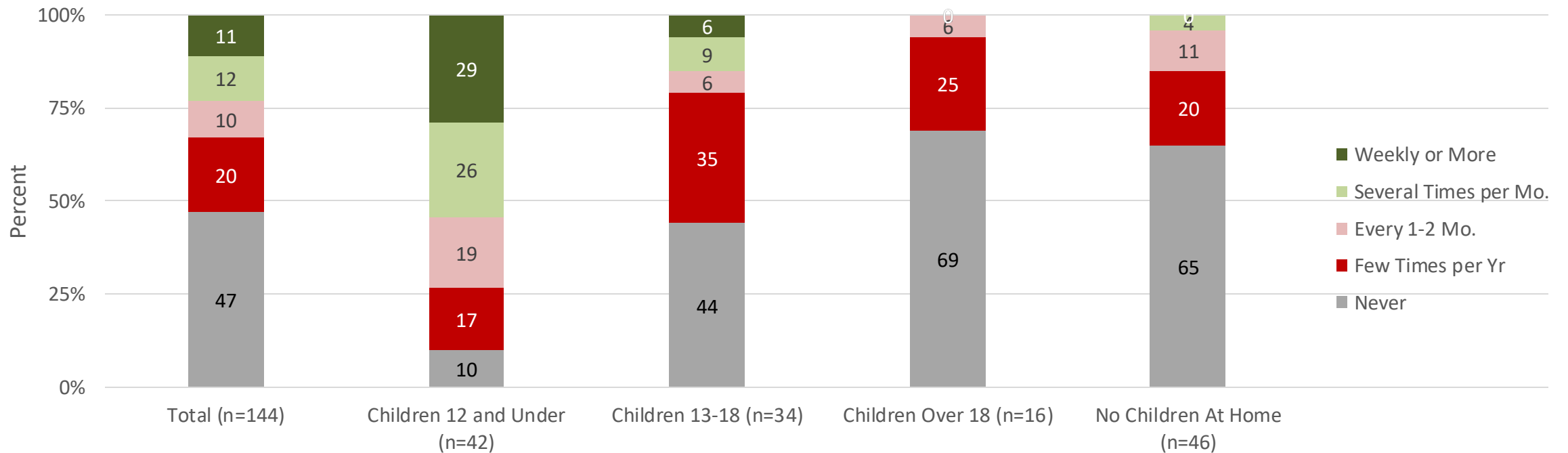
Usage of Current Amenities: Pool

❖ Pool usage is much higher for households with younger children, versus those with older children or no children living at home.



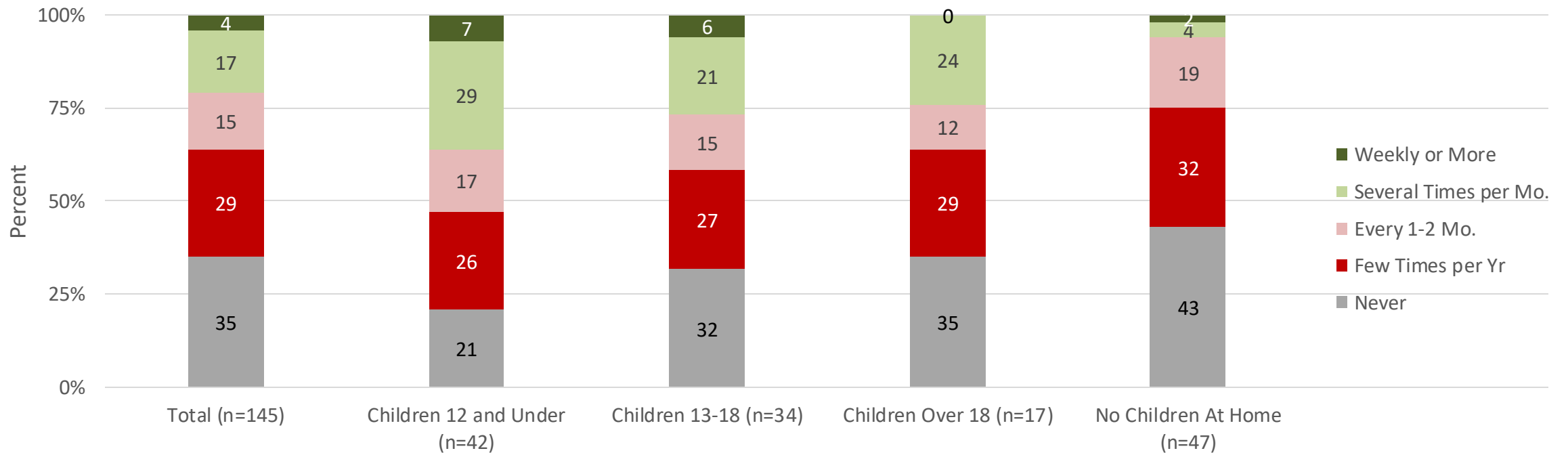
Usage of Current Amenities: Playground

❖ Not surprisingly, playground usage is highest among families with younger children, where a majority use the playground at least several times per month.



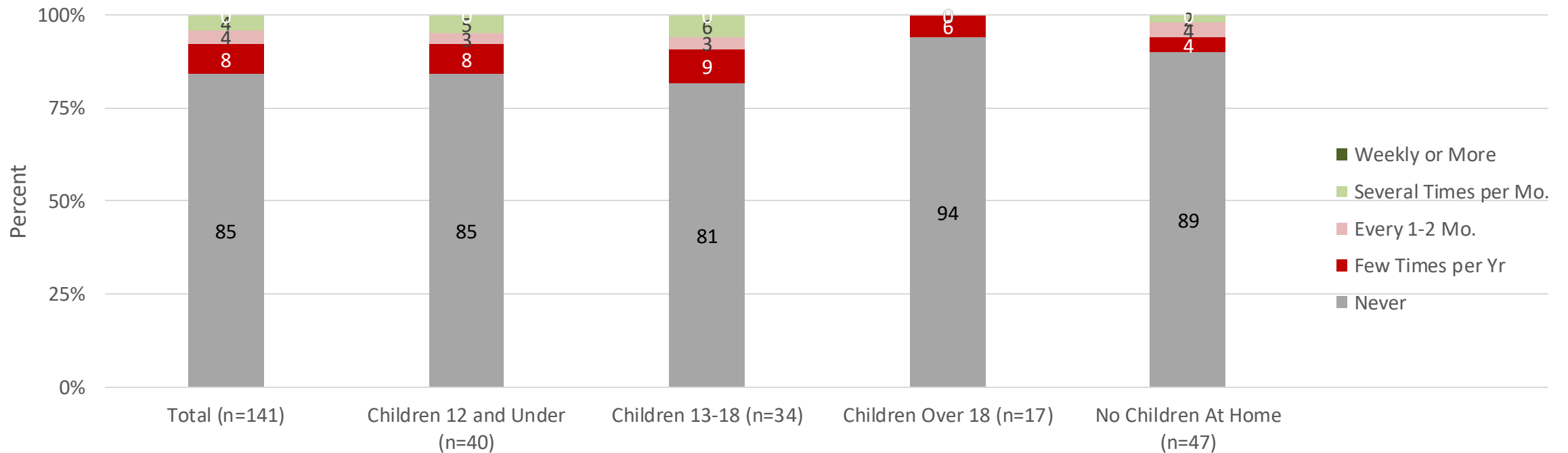
Usage of Current Amenities: Tennis and Pickleball Court

❖ Tennis and pickleball court usage is moderate, skewing toward households with children (of any age).



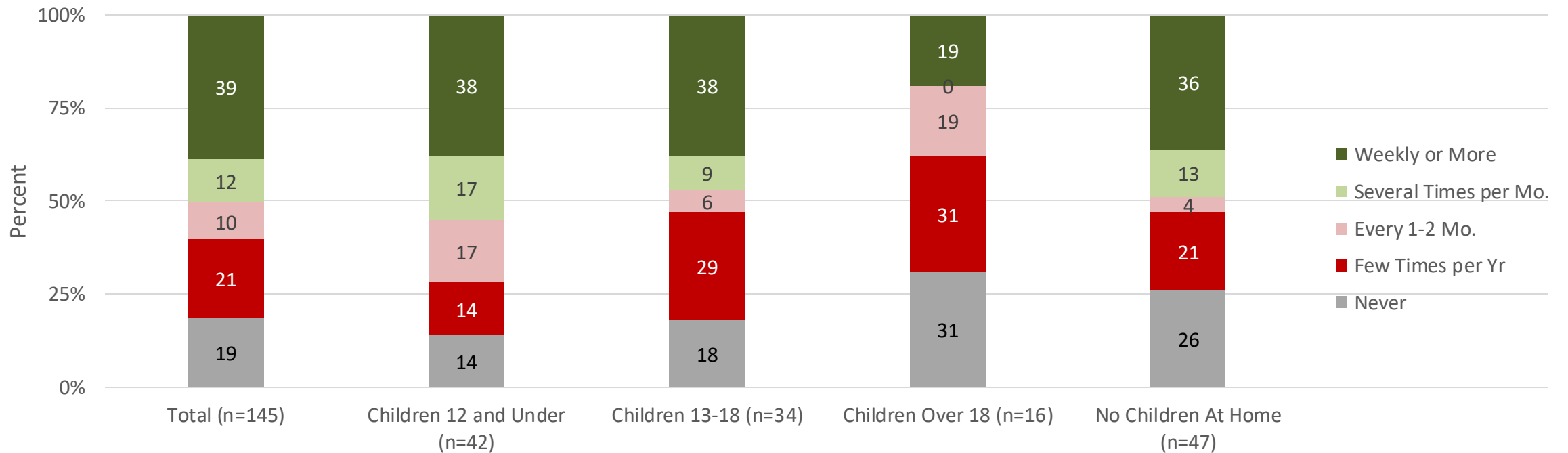
Usage of Current Amenities: Basketball Court

❖ The basketball court is currently not used very much by any demographic group.



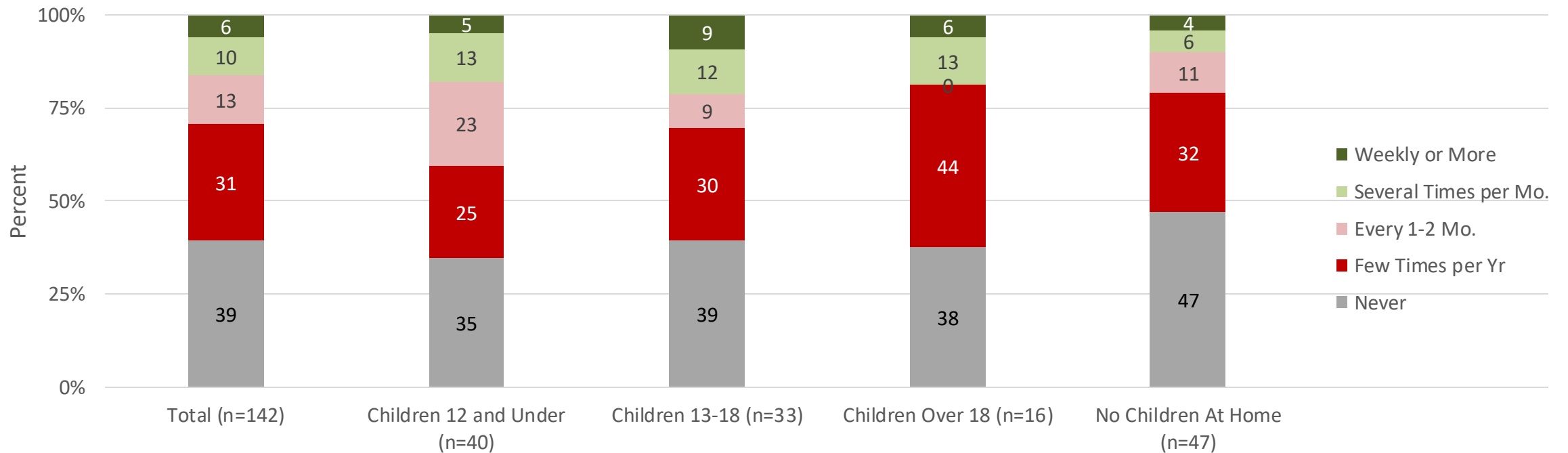
Usage of Current Amenities: Common Green Space

❖ Common green space areas are used across all demographic groups, especially those with young children or no children living at home.



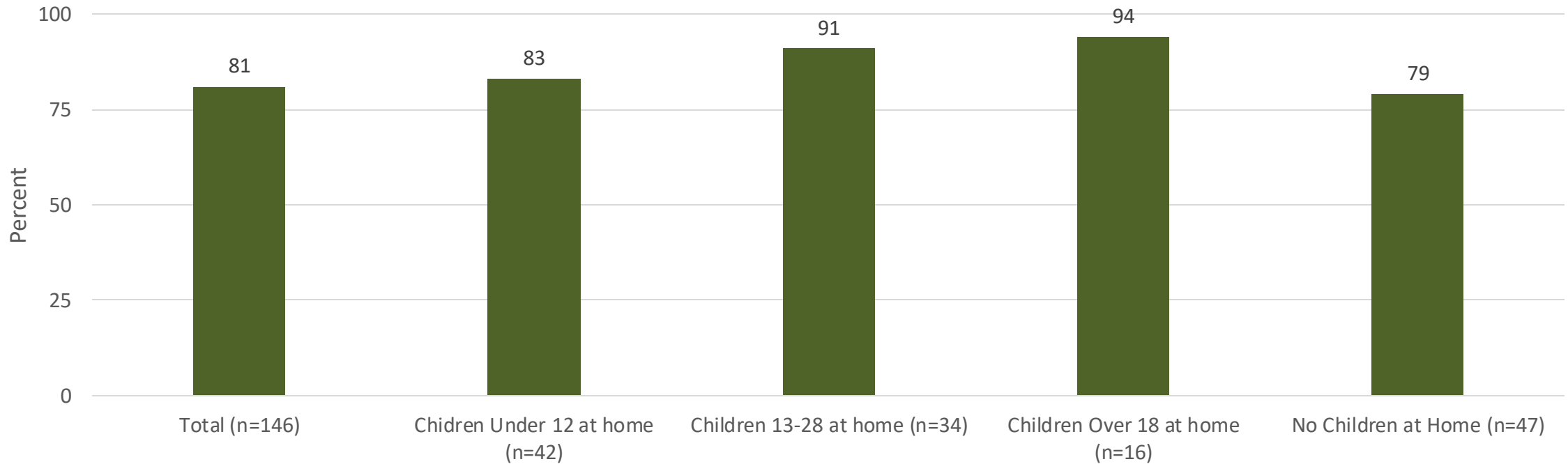
Usage of Current Amenities: Gazebo

❖ While the gazebo is not used regularly, it does get occasional use from the majority of all demographic groups.



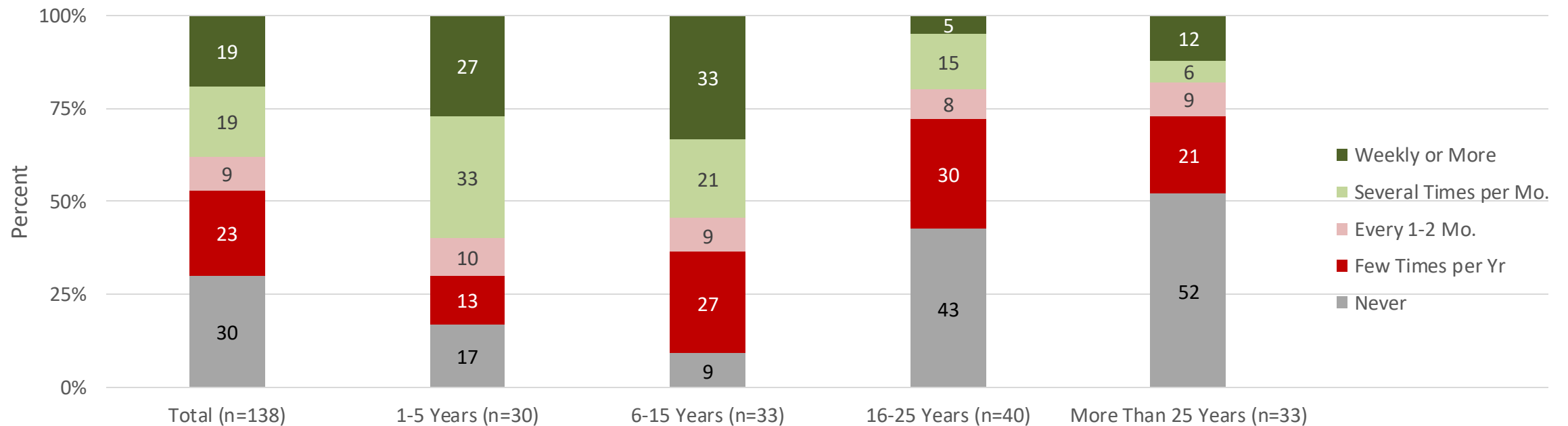
Usage of Current Amenities: Walking Trails (Weekly or More Usage)

❖ The vast majority of residents use walking trails at least weekly.



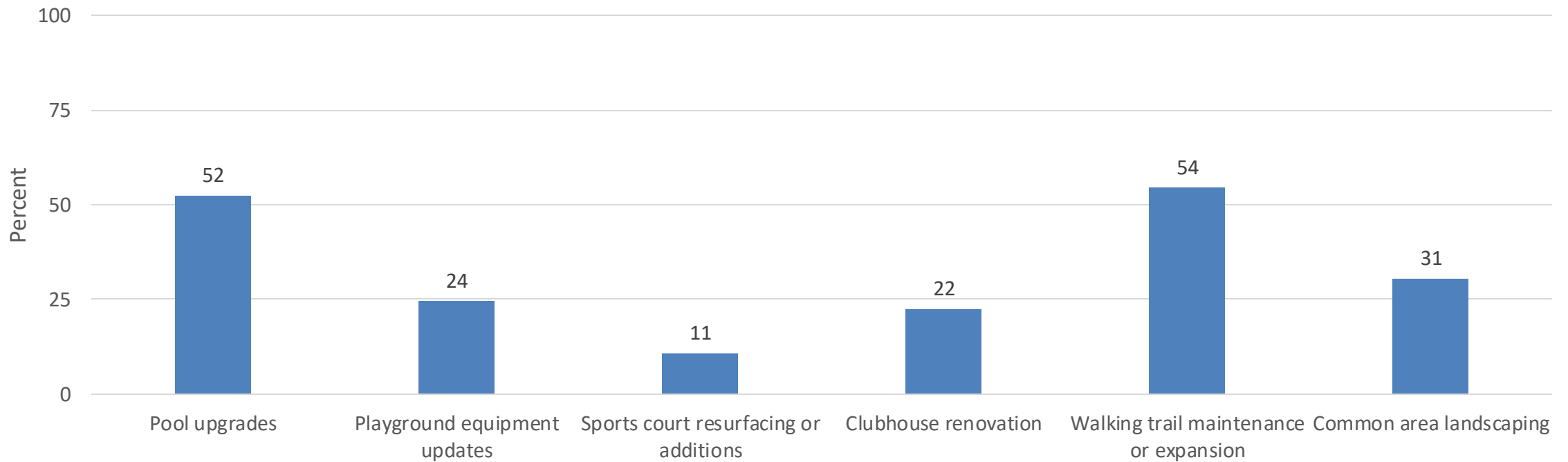
Usage of Current Amenities: Clubhouse (by Tenure)

❖ Clubhouse usage skews heavily toward newer residents, where a majority use it at least several times per month.



Desired Improvements to Existing Amenities

❖ Pool upgrades and walking trail maintenance/expansion are the primary areas that residents would like to see improved.

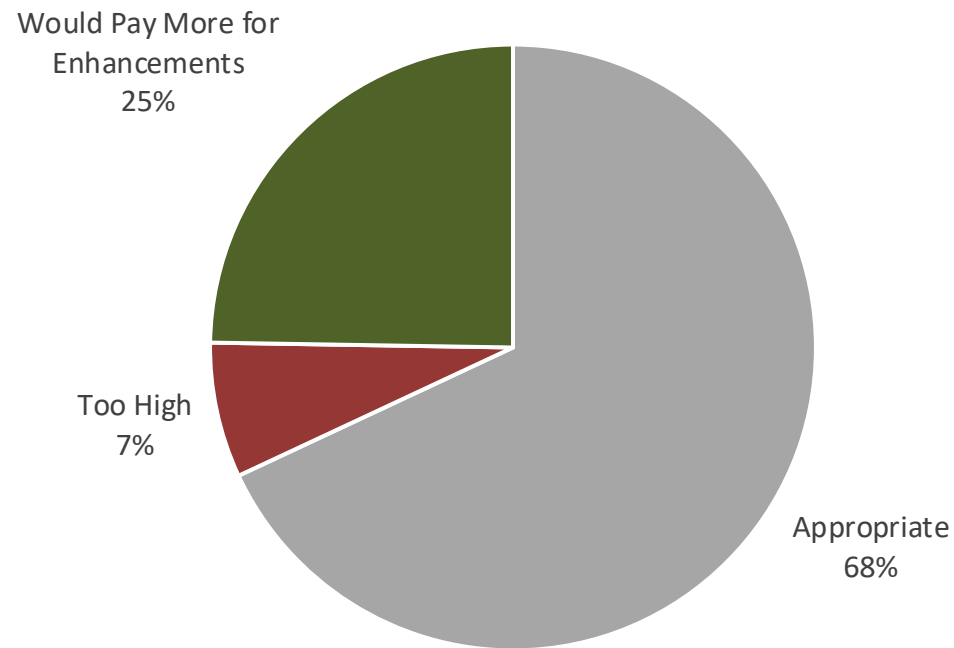


n=147; includes recoded "Other- specify" comments

Dues

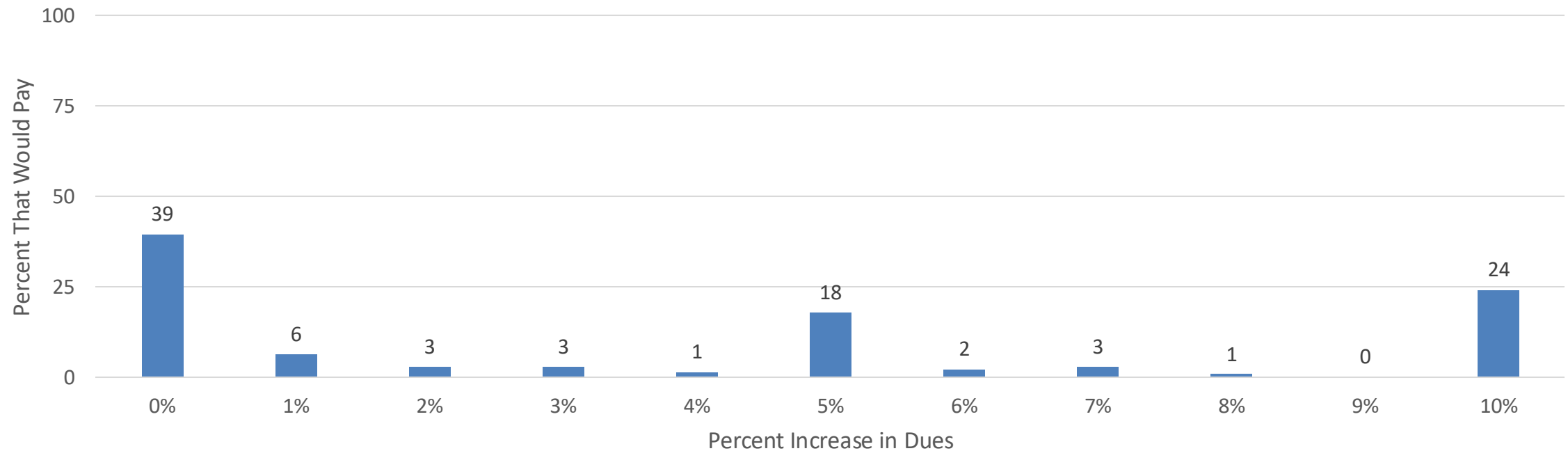
Perceptions of Dues Amount for Value Received

- ❖ While most residents view dues as being appropriate for the value received, there is a skew toward a willingness to pay more.



Percentage Increase in Dues Would Pay for Maintenance or Enhancements

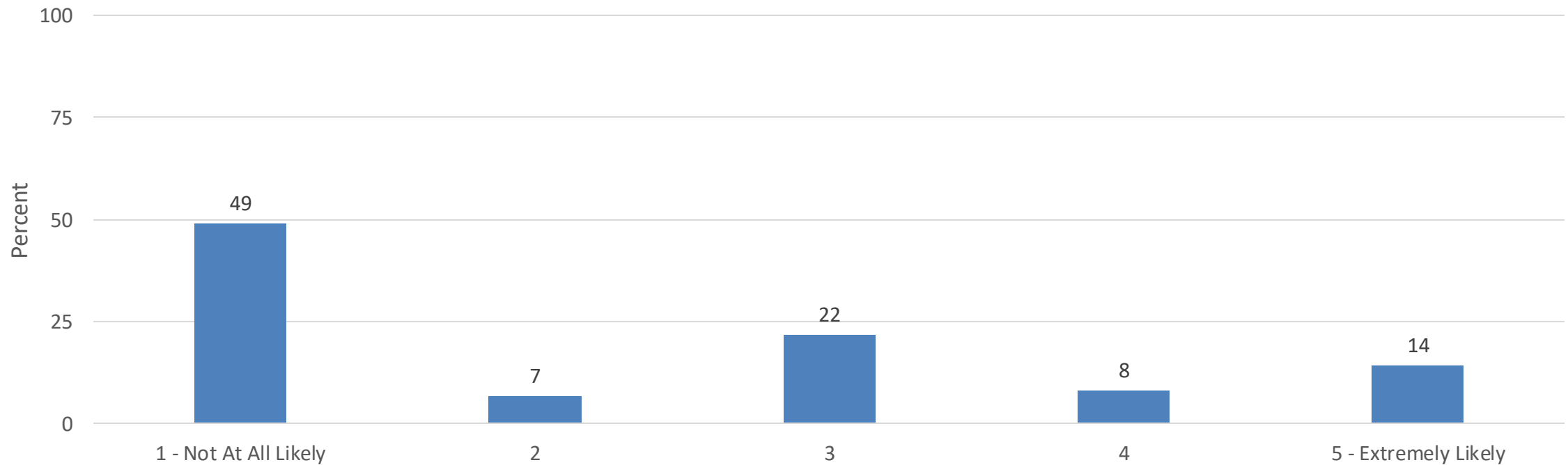
- ❖ The distribution of the increase that residents would be willing to pay is “tri-modal” with spikes at zero, 5%, and 10%.
- ❖ However, a majority would pay an increase of 3% or higher.



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Likelihood to Support a One-Time Fee for Significant New Amenity

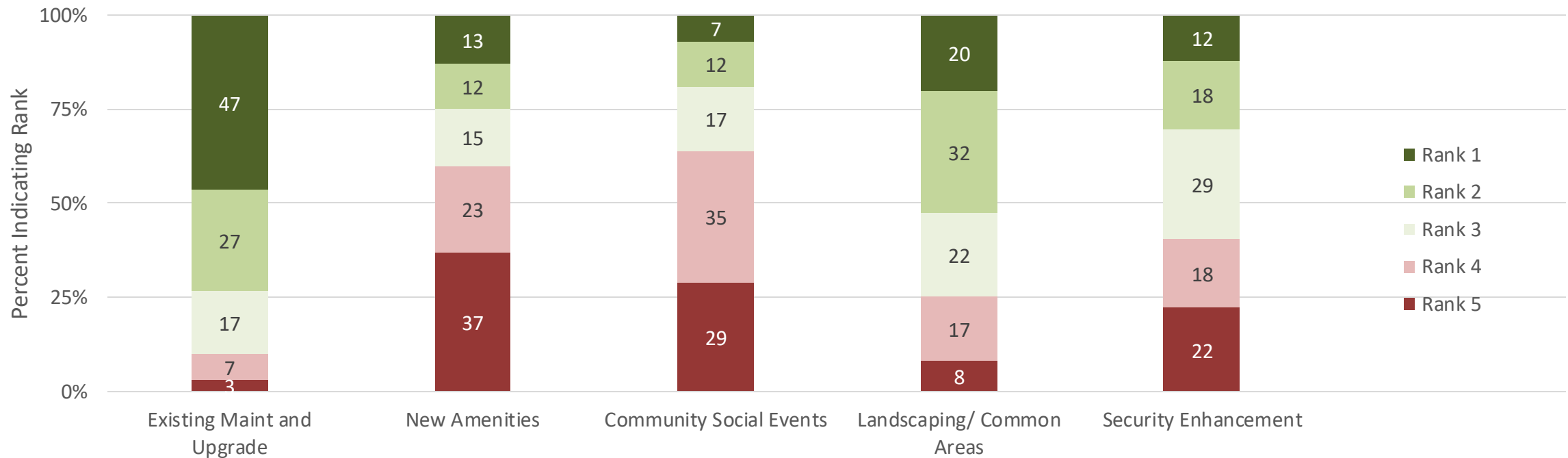
❖ Residents are not likely to support a one-time fee for a significant new amenity.



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Ranking of Improvement Possibilities

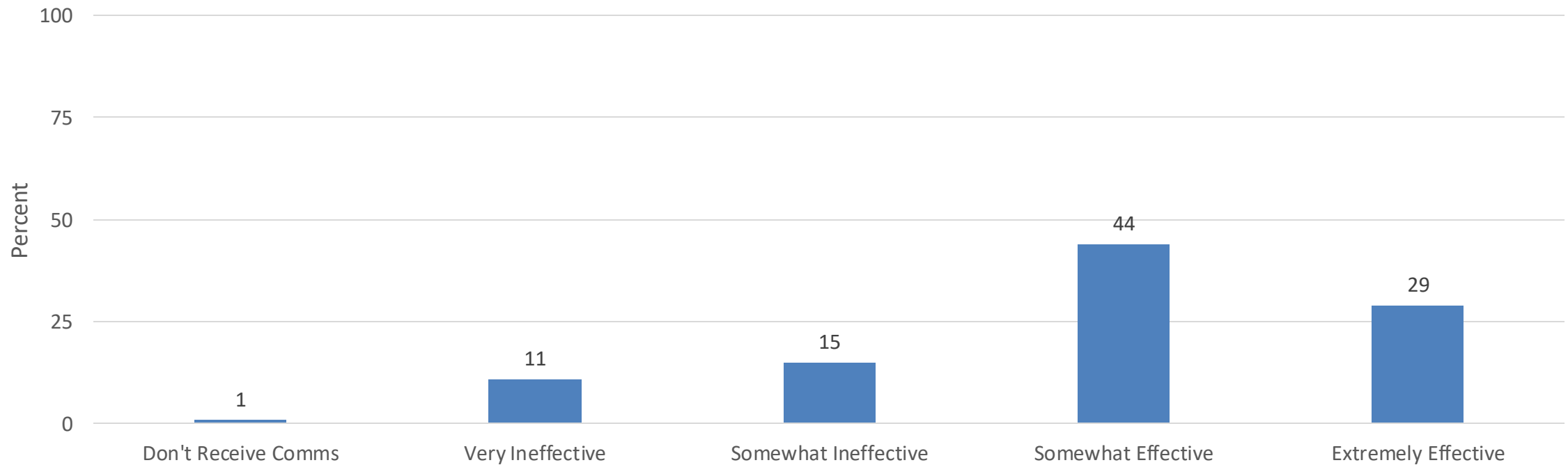
- ❖ Maintaining or upgrading existing amenities is the most preferred option among residents, followed by improvements to landscaping or common areas.
- ❖ New amenities are given lower priority.



Communications

Effectiveness of Communications from HOA Board

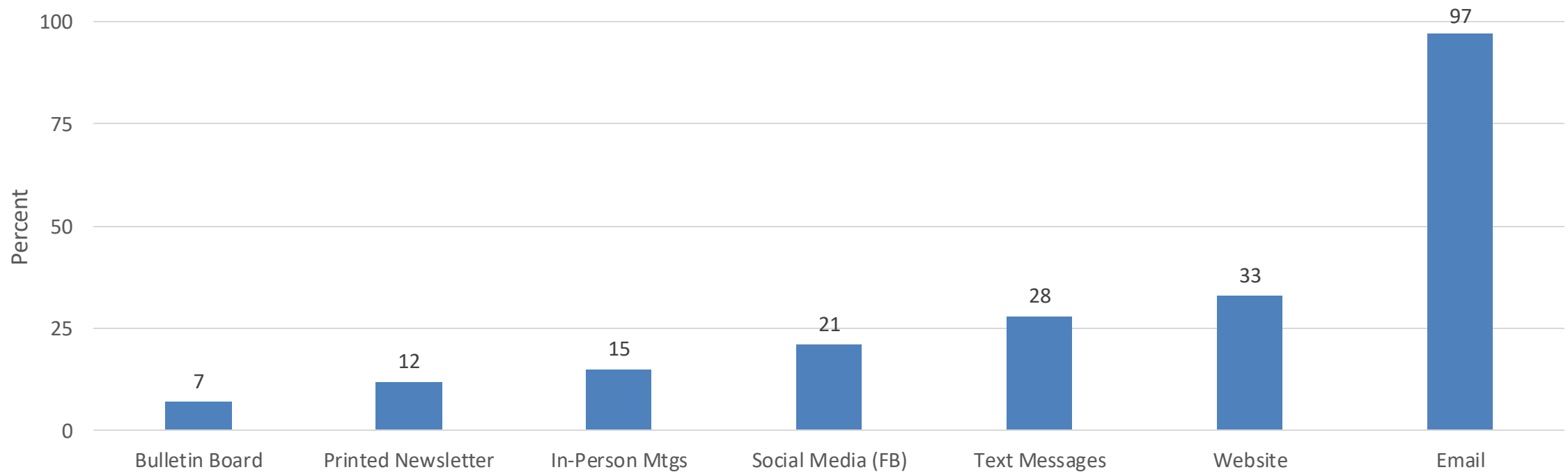
❖ Communication from the HOA board is viewed as being at least somewhat effective by a majority of residents.



n=147

Preferred Method of Communication

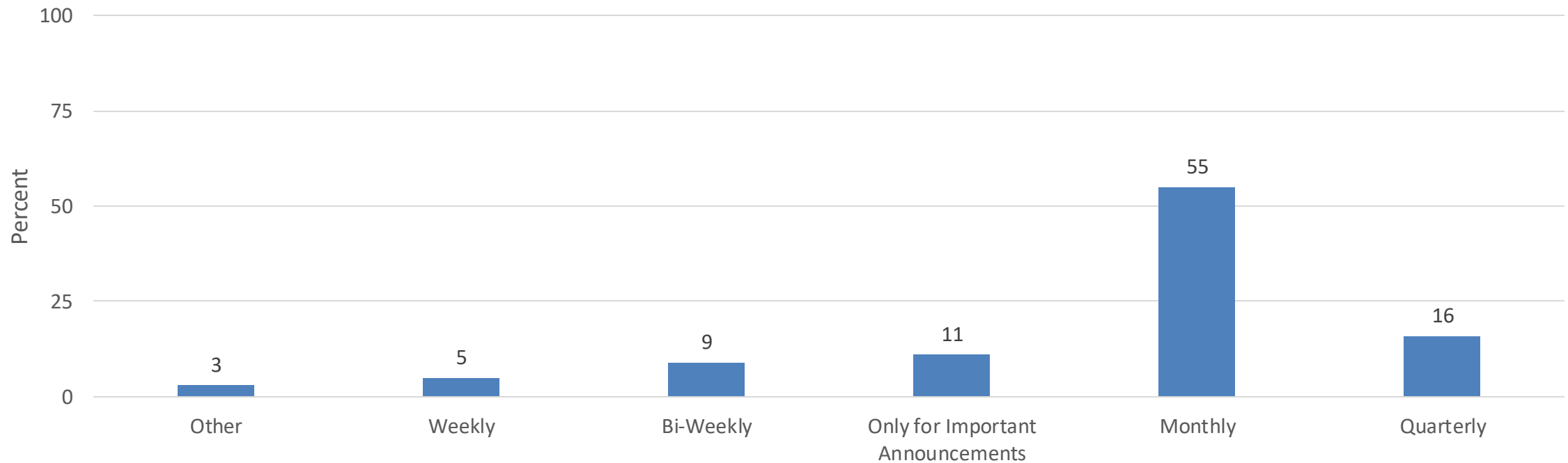
❖ Email is the most preferred method of communication, followed by a website and text messages.



n=147

Preferred Frequency of Communication

❖ Monthly communication is viewed as the most preferred cadence by residents.



n=147

Summary of Key Findings

- Willingness to recommend is at a high level, reflecting strong overall satisfaction.
 - Residents are somewhat familiar with guidelines; while the guidelines are somewhat clear to residents, there is room for improvement.
 - Overall, most residents are open to either wrought iron/aluminum or wood fencing.
 - A supermajority (greater than 2/3) of residents are open to allowing fences for ParkScene and corner lots.
 - Only 31% of residents who do not live on ParkScene are opposed.
 - There is a slight skew toward favoring wrought iron or aluminum fencing.
 - Residents are evenly split on allowing within setbacks or within deck/patio guidelines.
 - There is no consensus on whether or not to allow RV parking.
-

Summary of Key Findings - Continued

- Community social events are important to residents, especially households with children.
 - Family activities and adult-themed social events are preferred, on a seasonal cadence.
 - Overall, residents believe the neighborhood is very safe.
 - However, traffic/speed and to a lesser extent lighting are concerns.
 - Satisfaction with amenities is universally at a strong level.
 - The trails are used extensively across demographic groups.
 - The pool and playground are heavily used by families with younger children.
 - Newer residents tend to use the clubhouse more, compared to usage among more tenured households.
 - The basketball court is rarely used.
 - The most desired upgrades are walking trail expansion/maintenance and pool upgrades.
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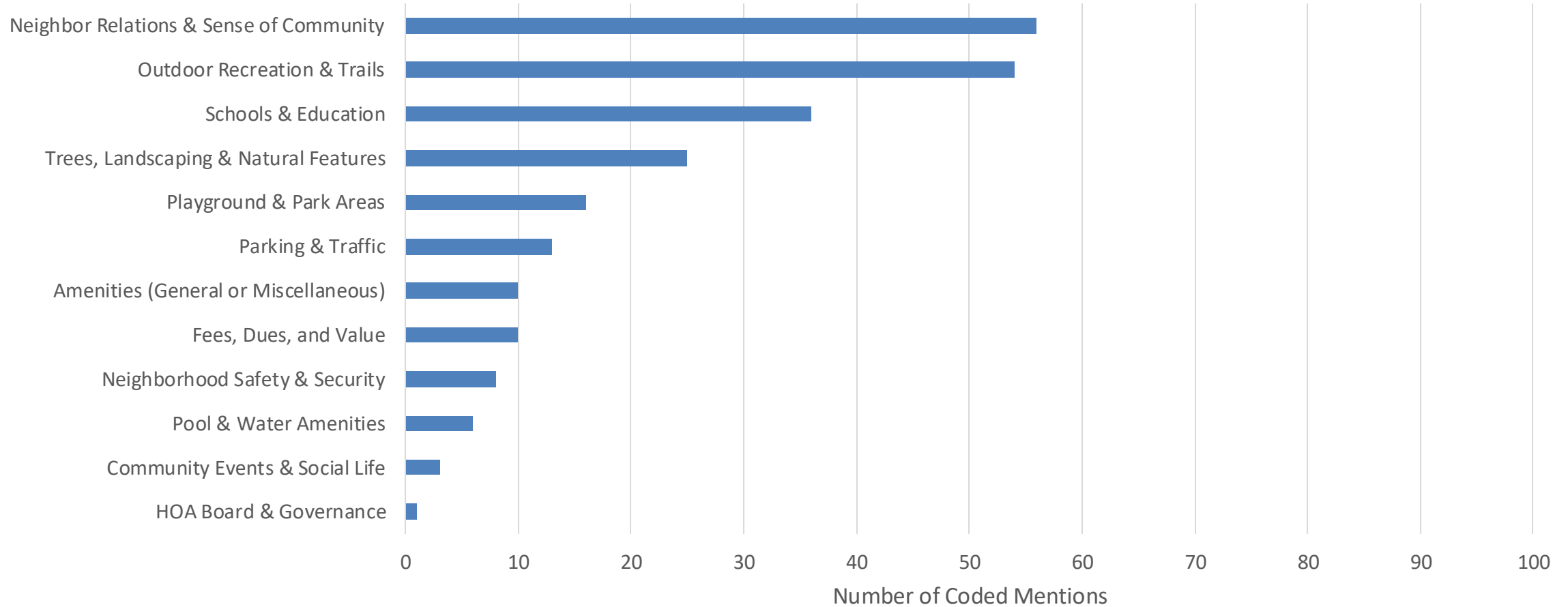
Summary of Key Findings - Continued

- While most residents are comfortable with current dues versus value received, there is a skew toward willingness to pay more vs. believing they are too high.
 - A slight majority are in favor of a dues increase of 5% (including those who would pay more).
 - Residents are less likely to support a one-time assessment for a significant new amenity, and prefer that any increase go toward maintaining and improving existing services and infrastructure.
 - Communication is viewed to be somewhat effective, but there is room for improvement.
 - Email, text, and a community website are preferred methods.
 - Most residents prefer monthly communication.
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Back-Up

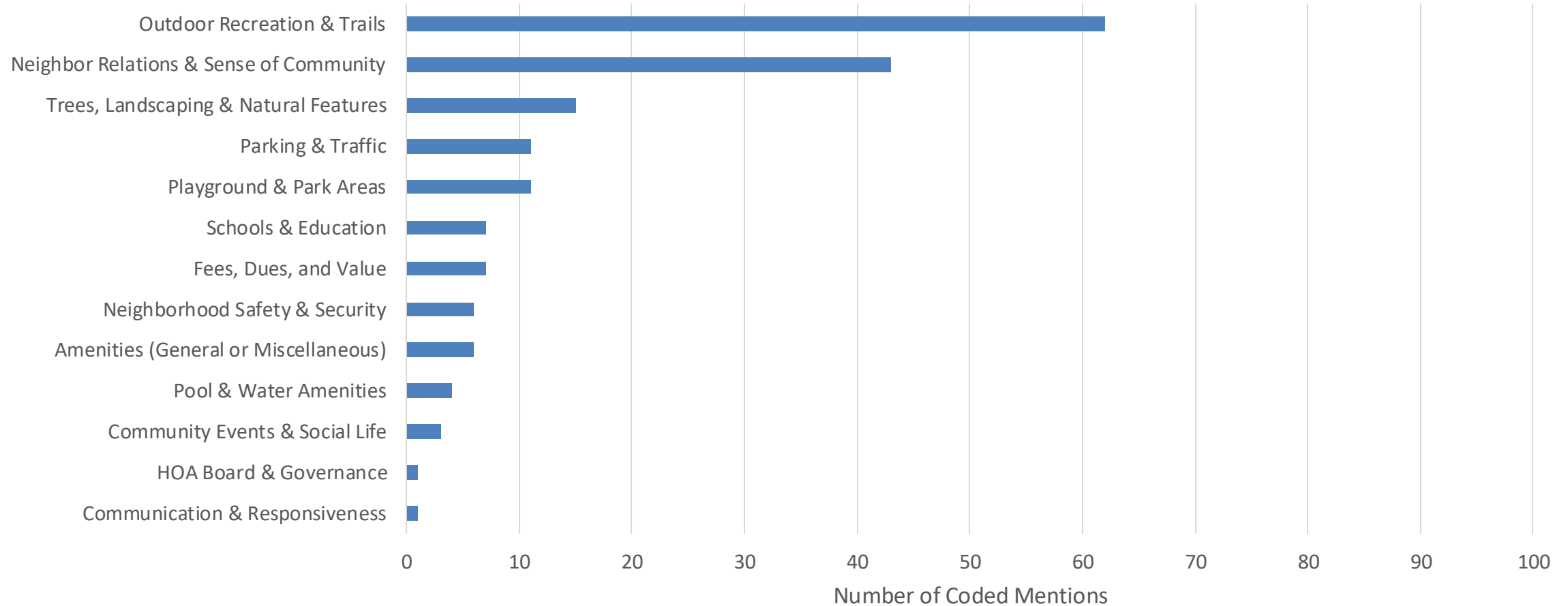
Open Ended Question Coded Responses:

Primary Reason for Recommendation Score



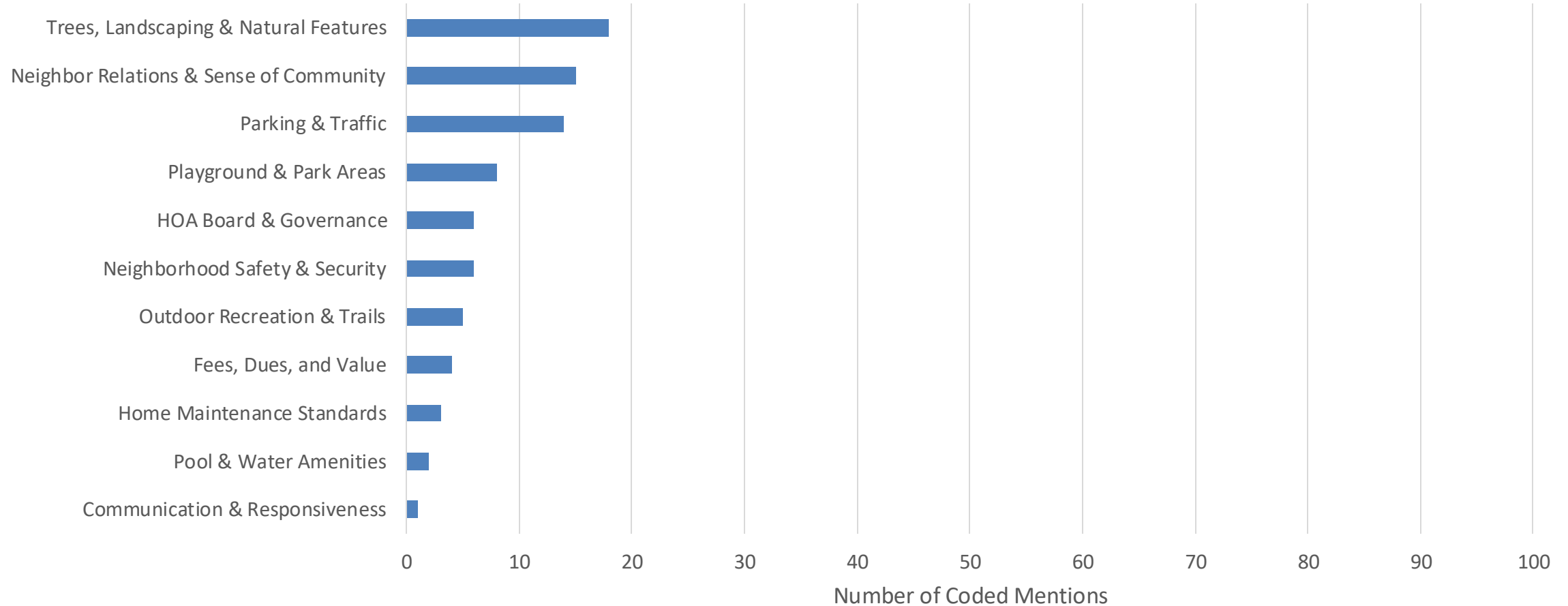
Open Ended Question Coded Responses:

What do you love most about living in Westpark?



Open Ended Question Coded Responses:

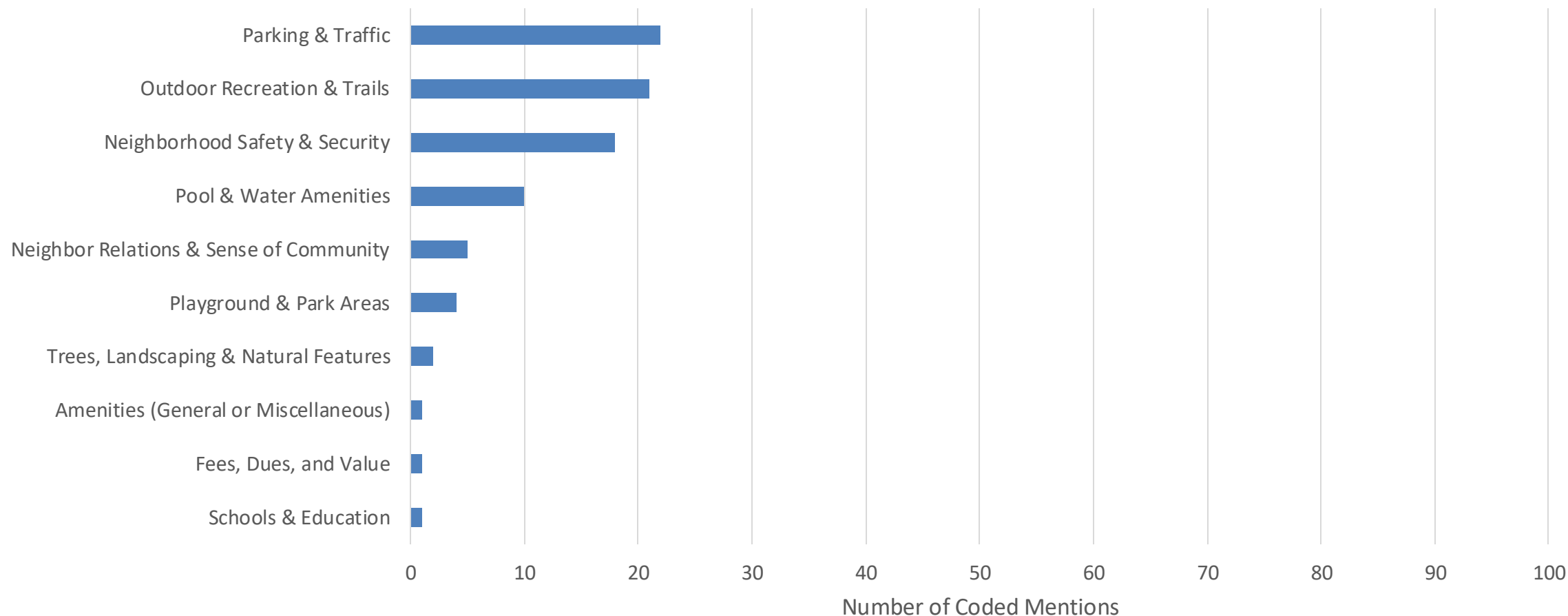
What additional architectural guidelines, if any, would you like the board to review or reconsider?



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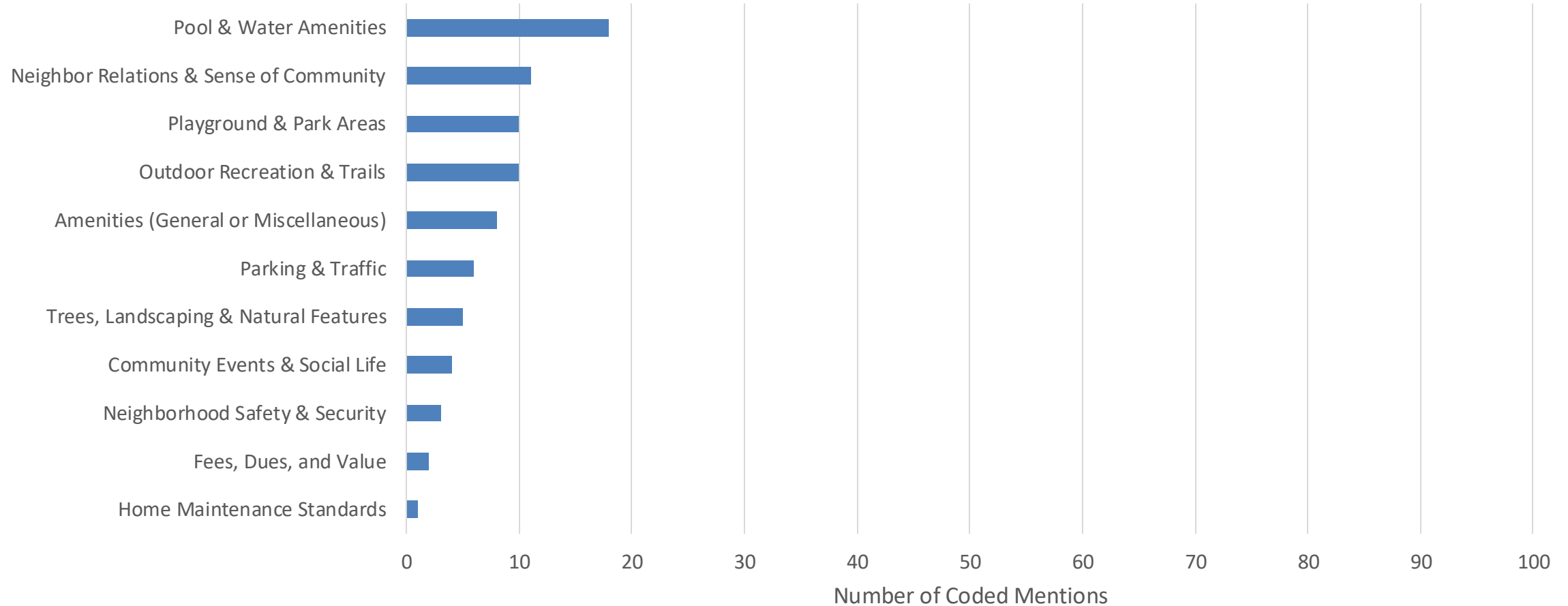
Open Ended Question Coded Responses:

What other specific safety improvements, if any, would you suggest for our community?



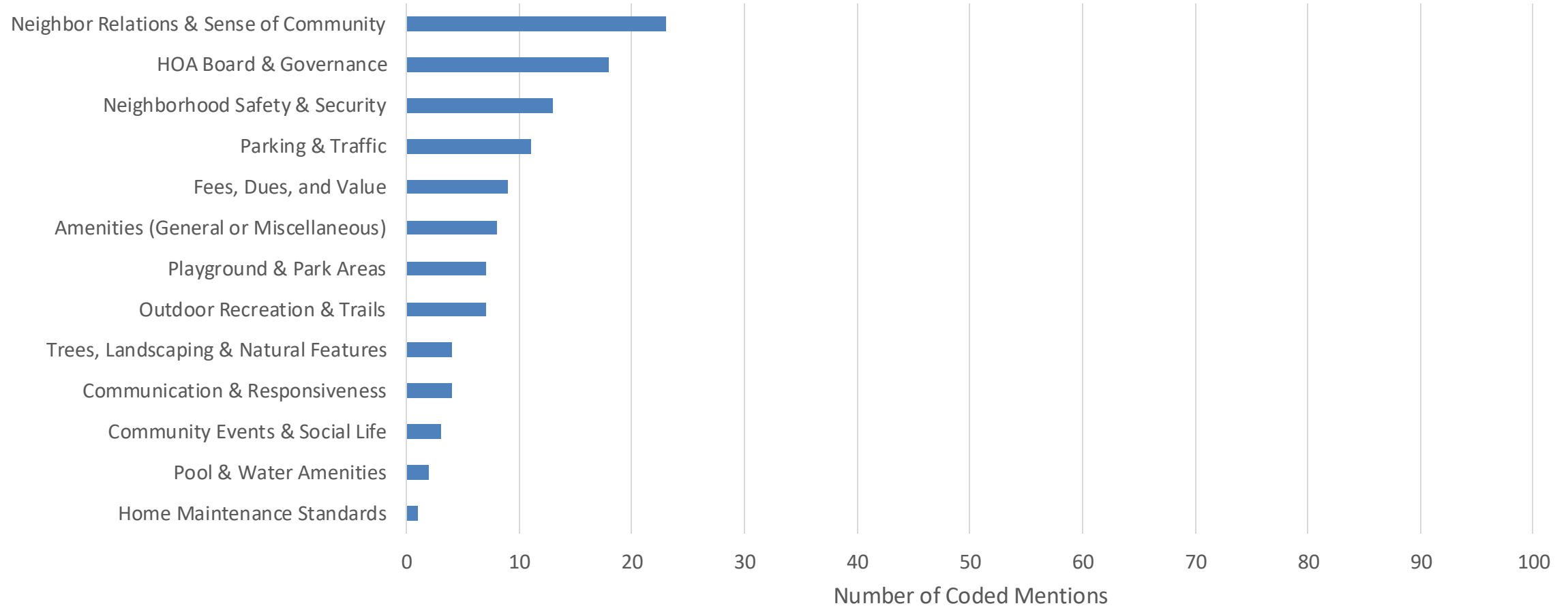
Open Ended Question Coded Responses:

What additional new amenities, if any, would you like to see added to our community?



Open Ended Question Coded Responses:

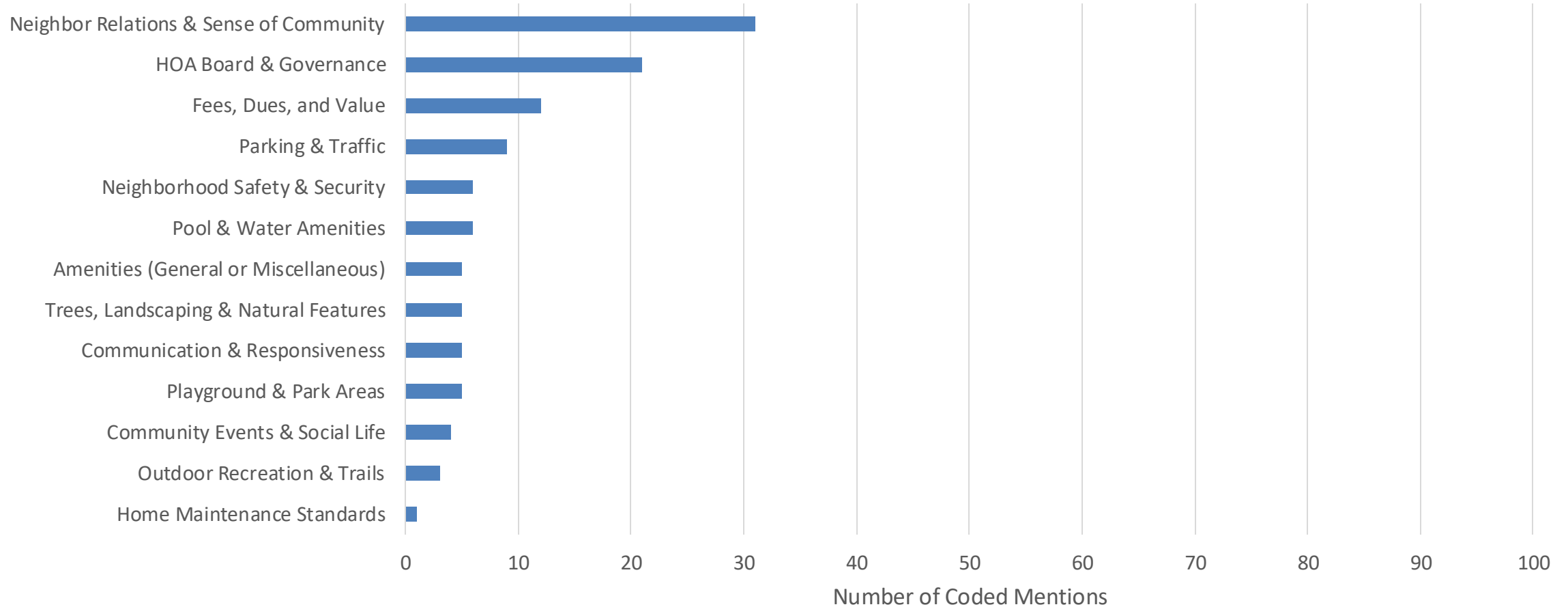
What are your top concerns about the community that haven't been addressed in this survey?



n=147

Open Ended Question Coded Responses:

Is there anything else you'd like the HOA board to know?



Note on Preferred Material Question

- Question concluded with “only wood fences are currently allowed.”
- While accurate, and arguably important for context, the results may be influenced toward wood fences due to recency effects, injunctive social norms, and social desirability.
 - Example: Are you in favor of allowing people to wear purple shirts on Tuesday?
 - vs.
 - Are you in favor of allowing people to wear purple shirts on Tuesday, even though it is currently prohibited?
- ***However, despite that, a majority are in favor of either material type.***
- This effect also applies to the ParkScene and Corner Lot fence questions.
- Sources:
 - Krupka, E. L., & Weber, R. A. (2013). *Identifying social norms using coordination games: Why does dictator game sharing vary?* Journal of the European Economic Association, 11(3), 495–524. <https://doi.org/10.1111/jeea.12006>
 - Gavrillets, S. (2020). *The dynamics of injunctive social norms*. Evolutionary Human Sciences, 2, Article e60. <https://doi.org/10.1017/ehs.2020.58>
 - Lois, G., & Wessa, M. (2021). *Honest mistake or perhaps not: The role of descriptive and injunctive norms on the magnitude of dishonesty*. Journal of Behavioral Decision Making. <https://doi.org/10.1002/bdm.2196>
 - Connors, E. C., Krupnikov, Y., & Ryan, J. B. (2019). *How transparency affects survey responses*. Public Opinion Quarterly, 83(S1), 185–209.