



SUDDEN VALLEY

Results of the 2026
Community Survey

*Community
Feedback*



SUDDEN
VALLEY

Sponsored by LRPC

- The Long-Range Planning Committee (LRPC) began planning the 2026 Community Survey at the end of 2025, eventually collaborating with Catapult Insights, an independent research company, and the General Manager to create a new feedback mechanism for SVCA.
- The goals for the 2026 survey were:
 - ✓ Measure the overall satisfaction of members
 - ✓ Measure member satisfaction with specific elements of the Association
 - ✓ Learn which SVCA amenities are most important to members
 - ✓ Understand member attitudes toward assessments
 - ✓ Learn where members would like the Association to invest



How can we reach these goals?

01

Collect
RELIABLE
results, that the
community can
trust

02

Create a
PLATFORM
for future
research

03

Give **EVERY**
MEMBER the
opportunity to
participate

04

Keep **COSTS**
LOW

Steps taken to ensure . . .

Reliability

- Completed project under the direction of *Catapult Insights*, an independent research company.
- *Catapult's* statistician used proven techniques to weight the data to ensure that the results are representative of the entire community, not just those who participated in the survey.
- Analysis and reporting were completed by *Catapult*, to eliminate bias.

Participation

- Every member of the Association was invited, by letter, to participate in the survey.
- Computers were made available at the Welcome Center.
- Email invitations were sent to members with a valid address.
- An article in the Sudden Valley Views explained the survey and told members how they could participate.
- Reminders were included in the weekly eBlast.

Platform

- SVCA staff programmed the survey, using Survey Monkey, a tool that is accessible and cost-effective.
- Members were routed to the survey using a dedicated page on SuddenValley.com – this capability can be re-used in future surveys

Low Cost

- Instead of outsourcing to Catapult, we collaborated, using SVCA staff to complete the most expensive elements of the project: survey design and data collection.

Reliability

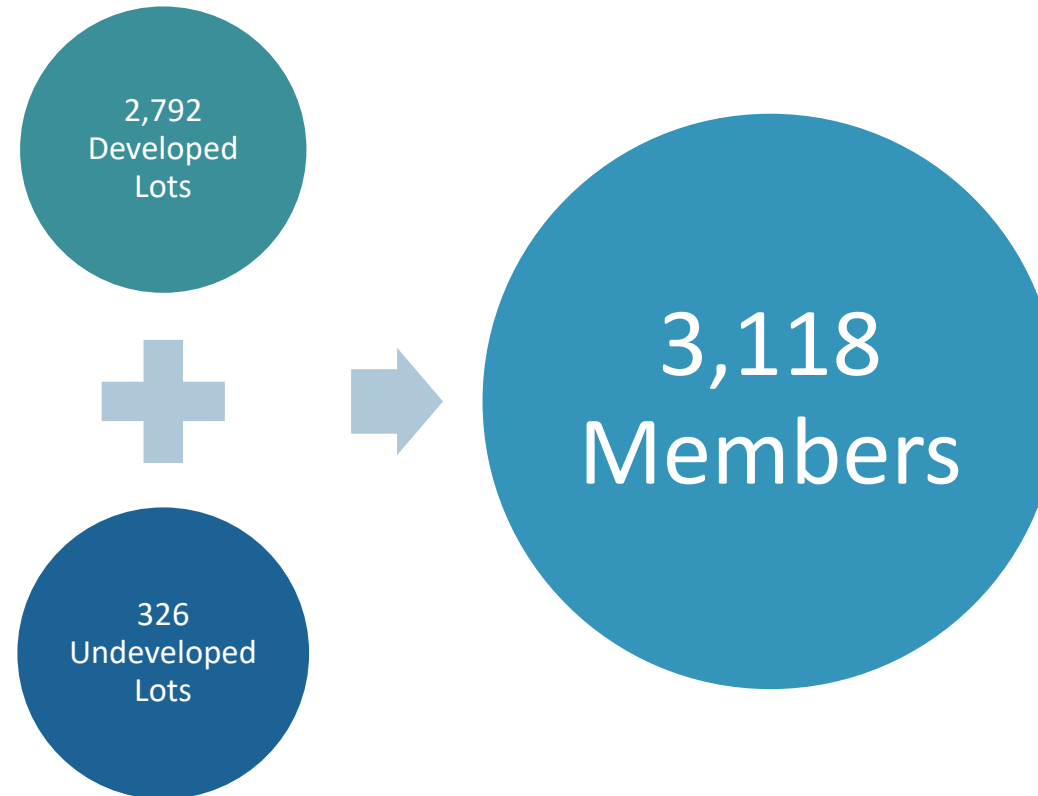
To ensure that survey results were representative of the entire community, we first identified three pieces of information that were available for every property in the Association:

- Location
- Assessed Value
- Length of Ownership

Next, we created a baseline for understanding the Association through these three data points.



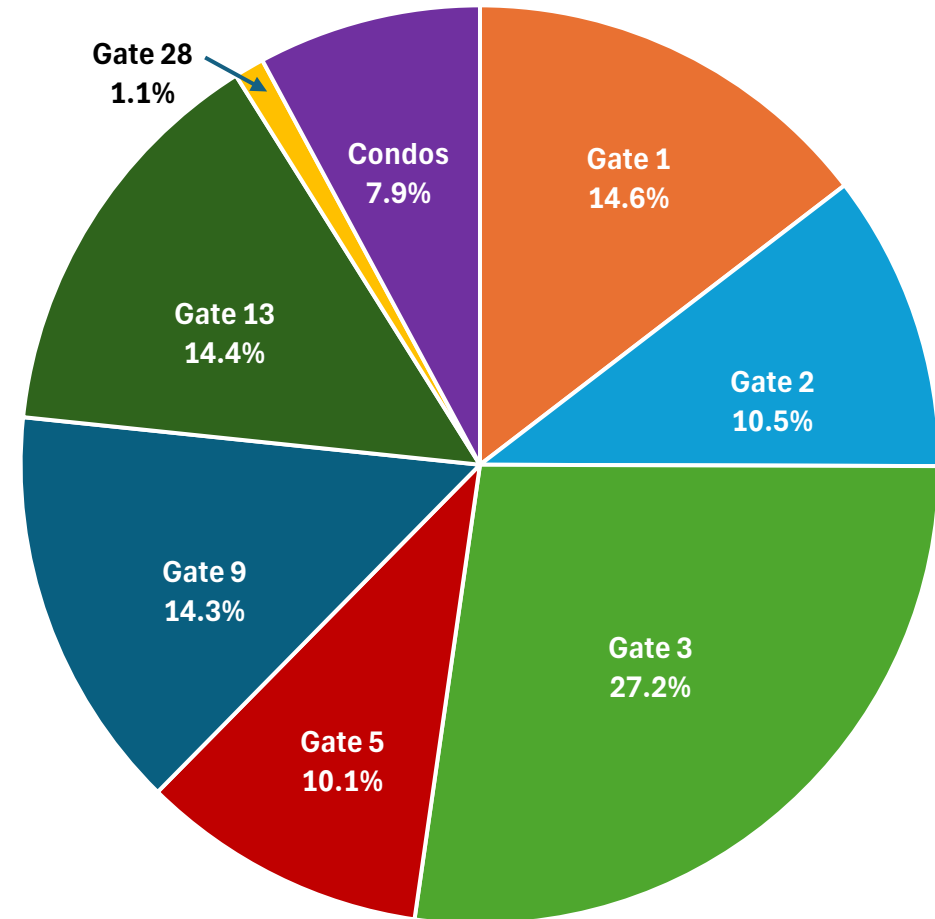
What makes up Sudden Valley?



One Lot = One Survey Response

*Where are the
lots located?*

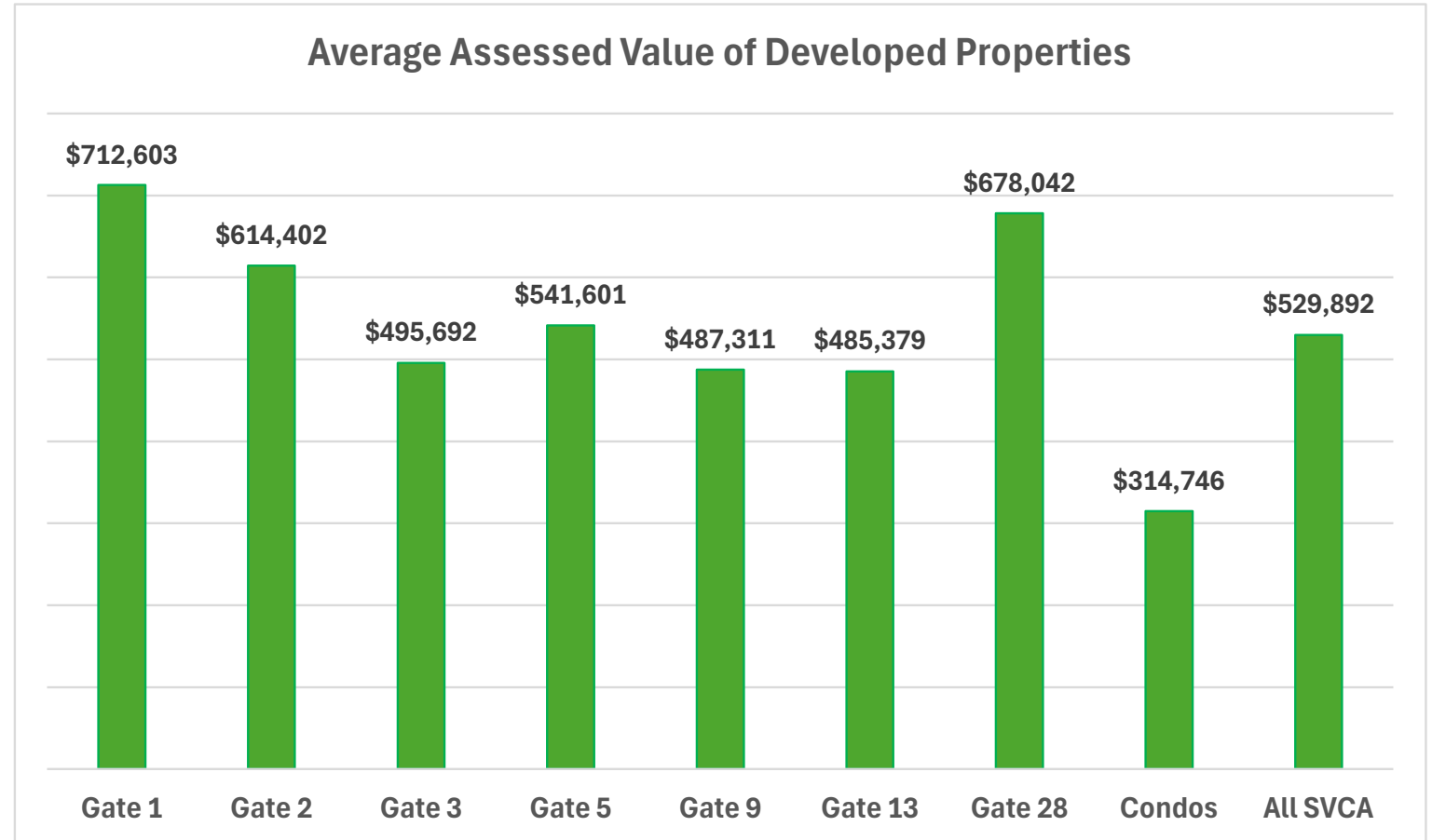
Lots by Gate



Gate 1	Gate 2	Gate 3	Gate 5	Gate 9	Gate 13	Gate 28	Condos	Total
455	326	849	315	445	450	33	245	3,118
14.6%	10.5%	27.2%	10.1%	14.3%	14.4%	1.1%	7.9%	
429 Developed	290 Developed	752 Developed	251 Developed	409 Developed	394 Developed	22 Developed	245 Developed	
26 Undeveloped	36 Undeveloped	97 Undeveloped	64 Undeveloped	36 Undeveloped	56 Undeveloped	11 Undeveloped	0 Undeveloped	

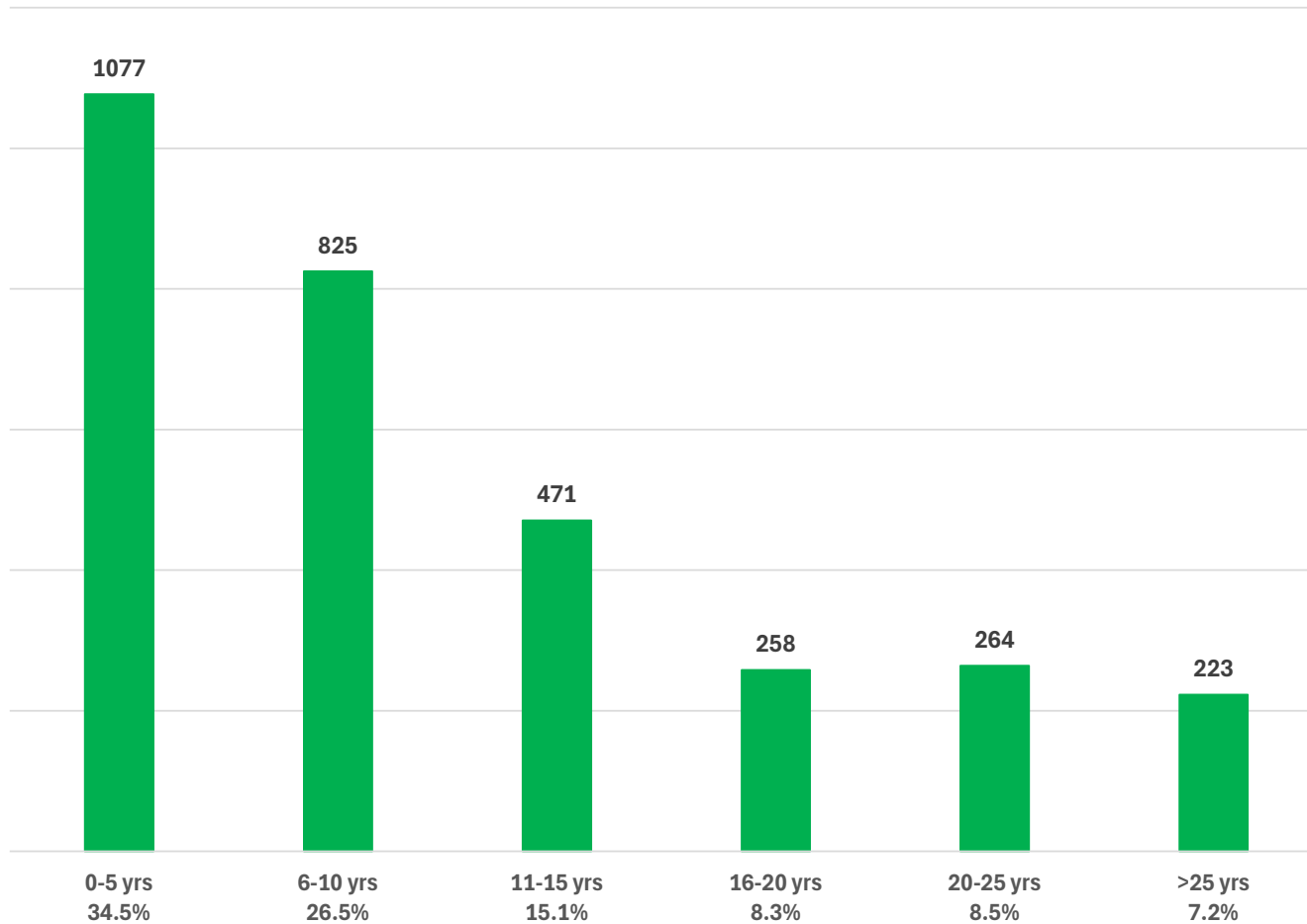
* Derived from analysis of SVCA's database of member properties.

What is the average assessed value?



* Derived from analysis of SVCA's database of member properties.

Length of Ownership



*How long
have people
owned their
properties?*

* Derived from analysis of SVCA's database of member properties.

Weighting the responses

Catapult Insights compared the survey responses we received with our understanding of the total Association using these three data points. They stated:

“The 2026 SVCA final data was weighted to reflect the actual community proportions on gate, settle date, and lot assessed value. This allows the data to more accurately reflect the community it represents.”





Participation

To encourage strong participation, steps were taken to make members aware of the Community Survey:

- An article describing the survey appeared in the May 2026 edition of the *Sudden Valley Views*
- Letters were sent to every member via USPS
- Email invitations were mailed to every member for whom SVCA had a valid email address on file.
- A survey announcement was included in the weekly eBlast

Additionally, members could call Administration for help to access the online survey and members without a computer were given access to a computer at the Welcome Center.



SUDDEN VALLEY HOA 2026 COMMUNITY RESEARCH

JULY 10, 2026

PREPARED FOR:
SUDDEN VALLEY
COMMUNITY ASSOCIATION



METHODOLOGY

Sudden Valley Community Association partnered with Catapult Insights to develop a research methodology to address the objectives at hand and to maximize participation rates across homeowners in the Sudden Valley community.

QUANTITATIVE ONLINE SURVEY

- Questionnaire was drafted by the SVCA and Catapult Insights provided feedback and suggestions
- The survey was programmed on the Survey Monkey platform
- The online survey was conducted May 9th – June 8th with Sudden Valley's homeowners
- n=1,135 Homeowners replied to the survey
- A total of n=1,091 Homeowners were included in the analysis
 - Data cleaning removed 44 entries due to excessive incomplete data or spending less than a minute on the survey

DATA WEIGHTING

- Data weighting is the process of readjusting selected proportions within a dataset. For example, if too many Males were collected that can potentially throw off the balance of results, then it would be prudent to weight the data to balance males and females more equally for more accurate data.
- The 2026 SVCA final data was weighted to reflect the actual community proportions on gate, settle date, and lot assessed value. This allows the data to more accurately reflect the community it represents.
 - The weights used for this dataset are well balanced and minimal.



KEY LEARNINGS & RECOMMENDATIONS



Members are satisfied overall.

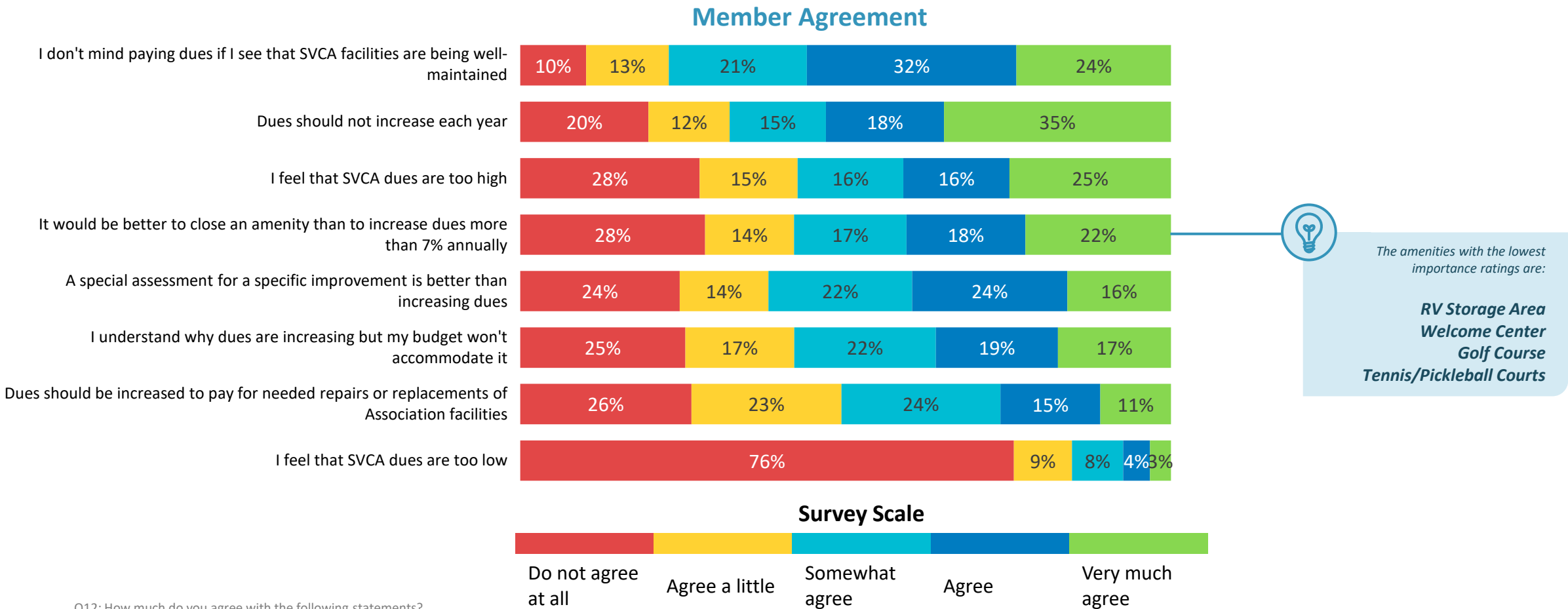
Most like living in Sudden Valley and would recommend it to friends/family, however, there’s room for improvement in the upkeep of the facilities and dissemination of information about Association activities.

	% Top 2 Box on a 5-pt. Scale	
Overall Satisfaction	70%	<i>I love living in sudden Valley, and I love the fact that our community is well cared for and maintained.</i> – 11-year resident, Gate 3
Road Upkeep	58%	
Likelihood to Recommend	54%	<i>Communication between the board and residents is an area that needs improvement. When information isn’t shared clearly or consistently, it often leads to speculation, gossip, and unnecessary division within the community... Strengthening transparency, providing timely updates, and creating more opportunities for open dialogue would go a long way in building trust and bringing the community together rather than unintentionally dividing it.</i> – 7-year resident, Gate 3
Staff Operations	53%	
Informed on Activities / Projects	43%	
Facility Upkeep	42%	
Board of Directors Leadership	27%	

Each question is asked on 5pt scale, with top 2 box scores reported.
Base: Total Residents (n=1091)
Q1: Overall, how satisfied are you with Sudden Valley as a place to live?
Q2: If someone you know outside of the community was in the market for a new home, how likely are you to recommend Sudden Valley as a place to live?
Q3: How well do you feel the Board of Directors is doing at leading the Sudden Valley Community Association?
Q4: How well do you feel staff are doing at managing the daily operations of the Sudden Valley Community Association?
Q6: How satisfied are you with the upkeep of Sudden Valley's facilities in general?
Q8: How satisfied are you with the upkeep of Sudden Valley's roads? (n=1043)
Q10: How informed do you feel about Association activities and projects? (n=1035)

Members are okay with dues if they're used to create value.

Few members believe that dues are too low or that they should be increased, but if they must increase, residents would rather close an amenity or opt for an ala carte approach to funding improvements.



Q12: How much do you agree with the following statements?
Base: Total Answering Residents (n=1024)

KEY LEARNINGS & RECOMMENDATIONS

KEY LEARNING

RECOMMENDATION

Members are content overall with their community; however, they are comparatively **less satisfied when it comes being informed of community projects, the upkeep of facilities, and SVCA leadership.**

Members prefer more direct and consistent communication and updates regarding community projects and how money is spent. A communication campaign around the SVCA leadership hearing the community's concerns and trying to do right may help in repairing leadership perceptions.

Members have a variety of strong opinions regarding their dues. Dues are mainly tolerated if they are used for facility maintenance, but residents also believe dues should not increase each year. **Residents would rather close an amenity or have a dedicated assessment instead of blanket yearly increases.** There are also concerns that the dues themselves **will price out existing homeowners** from the SVC.

Keep members informed and involved when it comes to due increases – frequent touchpoints via The Sudden Valley Views and continuing to hold town hall meetings will go a long way in supporting transparency and **building support and tolerance for needed due increases.** Also consider alternative payment plans or household assessments to relieve the financial pressure on homeowners.

Highlights of additional key learnings are as follows: The Sudden Valley Views is the most used source of neighborhood information; the community strongly values the community's nature offerings (parks, trails, etc.) over amenities like the welcome center or RV storage; **members express a deficiency in the upkeep of the community center.**

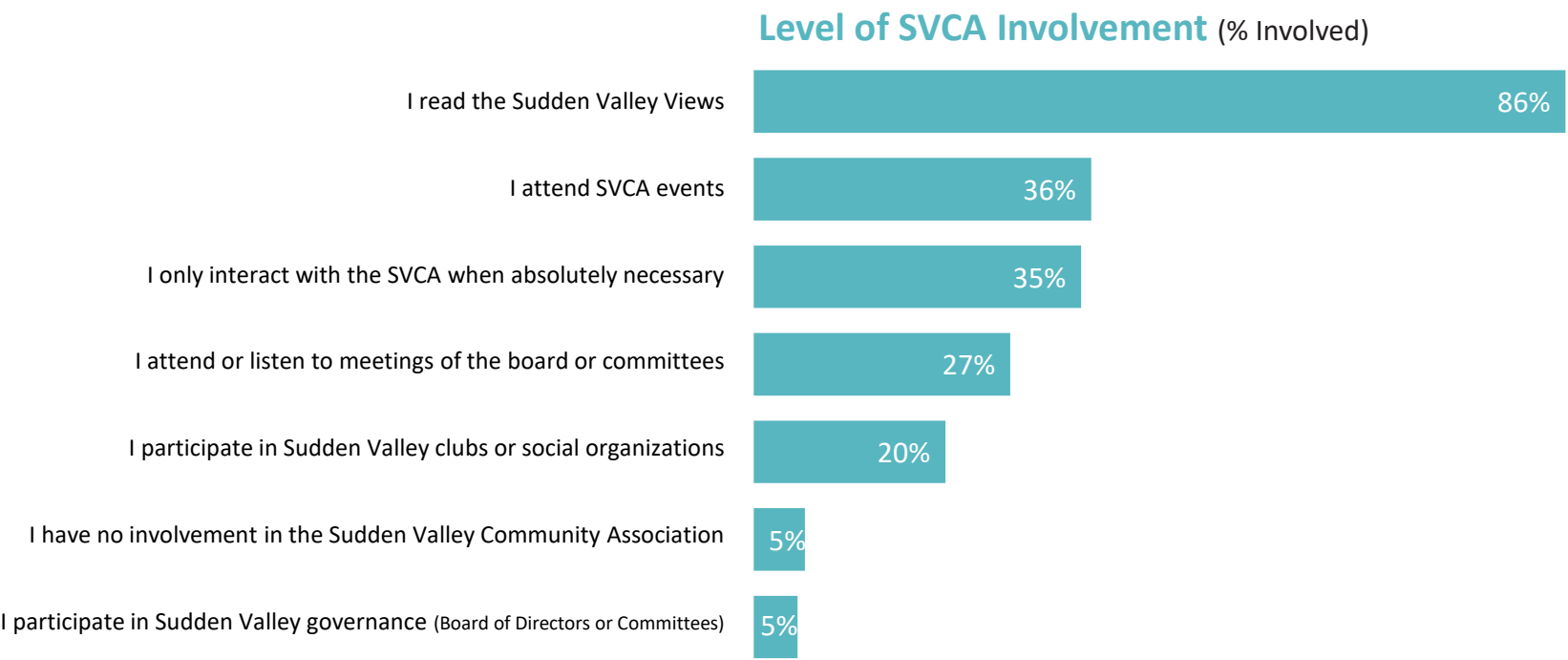
The majority of members view **The Sudden Valley Views**, and that is **where updates and information should be shared.** Members are comparatively less satisfied with the community center but see it as an important amenity – **while there is limited information to guide what should be specifically updated, it appears updates are needed.**



ADDITIONAL FINDINGS

Most members read the Sudden Valley Views, but further community involvement is lacking in comparison.

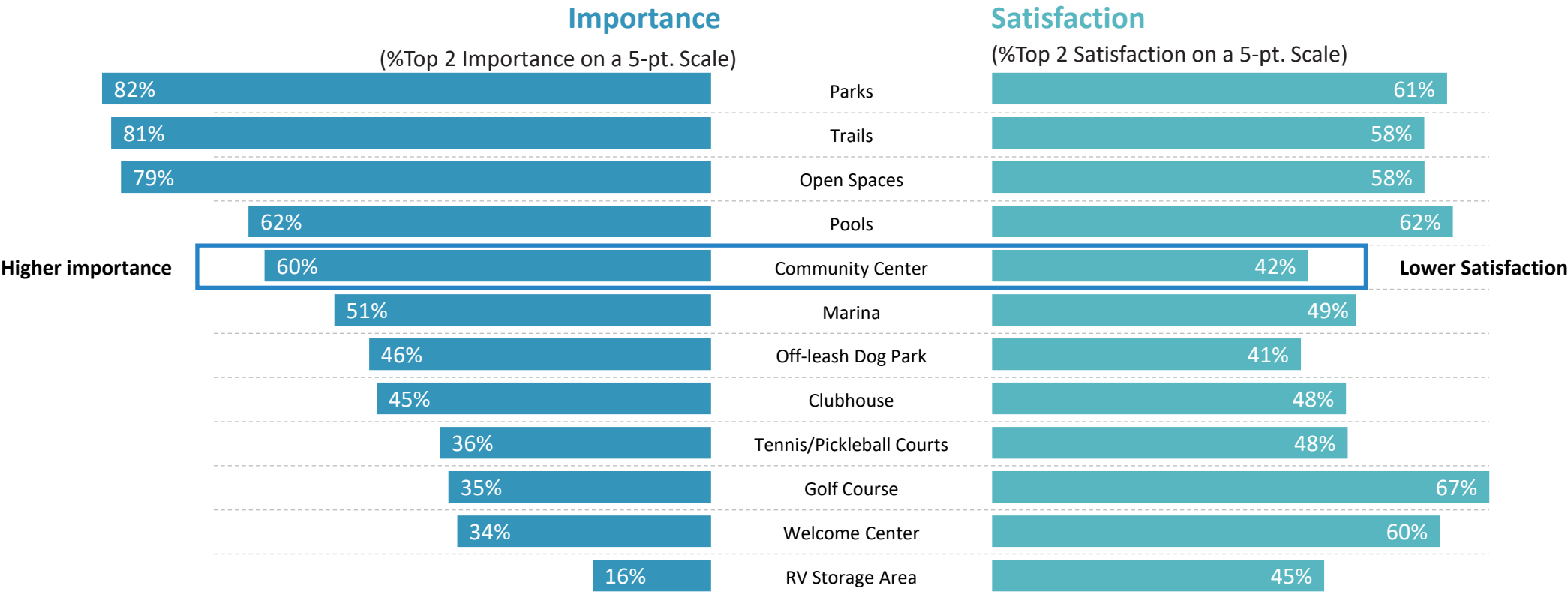
Only about a third attend SVCA events, and about that many also say they only interact with the association when it’s absolutely necessary.



Q5: What is your level of involvement in the Sudden Valley Community Association?
Base: Total Answering Residents (n=1091)

Members rate their natural spaces—parks, trails, and open spaces—as most important, followed by pools and the community center.

The community center is of note because of the mismatch between member importance and satisfaction with the space. Amenities lower on the list can be deprioritized in favor of supporting the ones with higher importance.

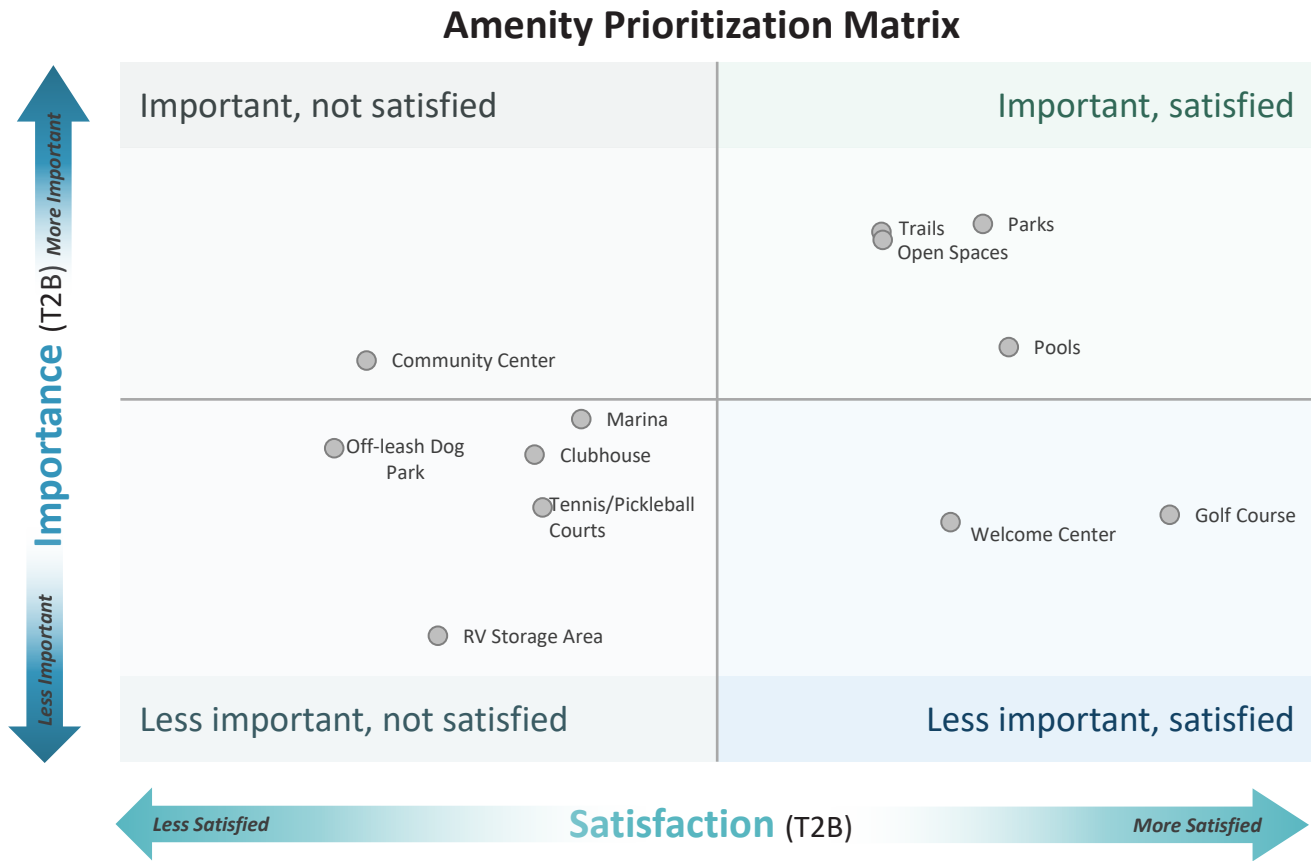


Q7: How satisfied are you with the upkeep of each of the following amenities? 5 Base: Total Answering Residents (n=1044)
Q9: How important to you are each of the following amenities? Base: Total Answering Residents (n=1035)
Both questions asked on a 5pt scale, with top 2 box scores reported.
Note: Q7 did not include a "Not applicable" option, so results should be interpreted with caution, as some residents may not have sufficient experience for a reliable response.

! ~5% of people dropped at this question, while it does not impact the overall results, it signifies a need for a 'Not Applicable' option for the scale to include more homeowners

Based on comparing member satisfaction with the importance they place on each amenity, the Community Center should be prioritized for improvement.

Outdoor/natural spaces are also important and should be well-maintained to keep residents happy.

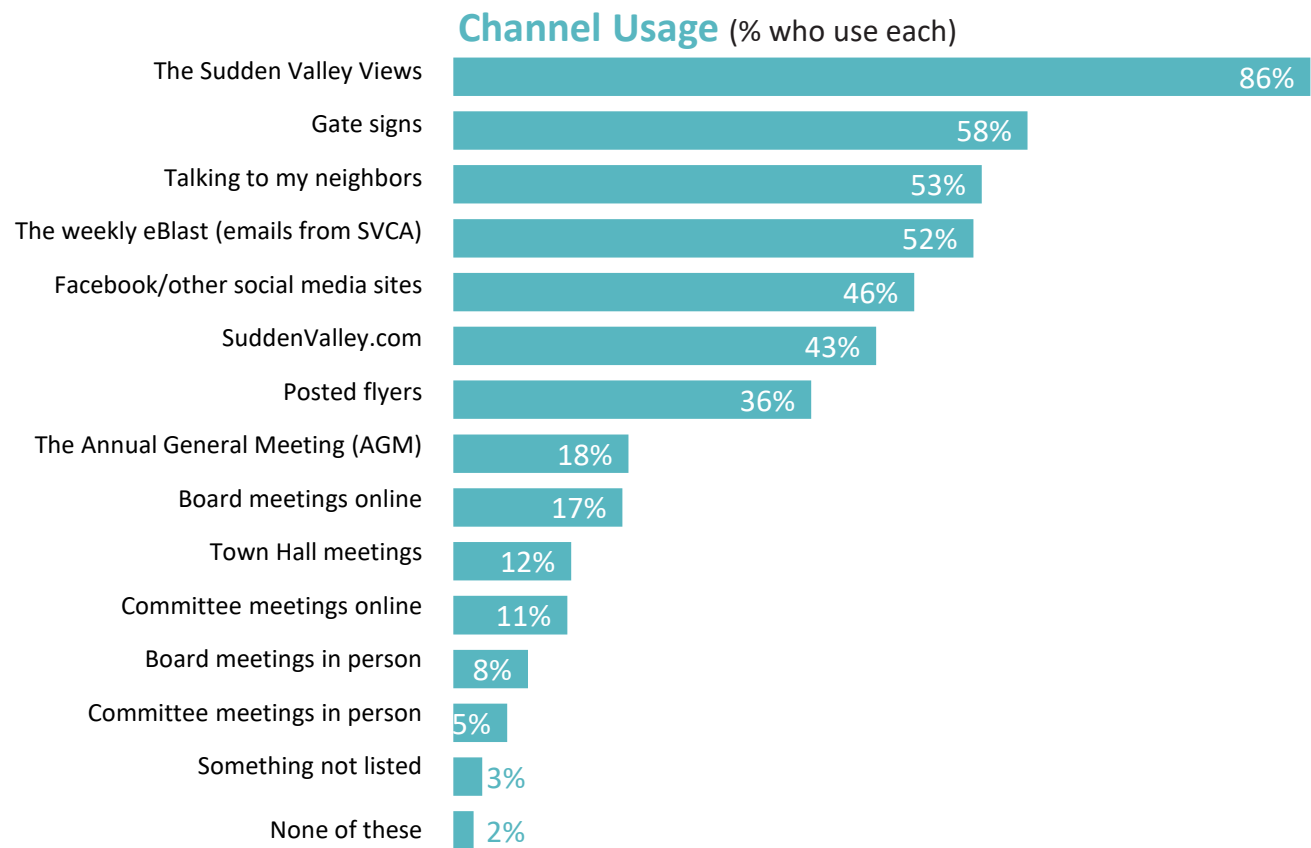


Important, not satisfied	
Community Center	<i>These amenities are important, but needs aren't being met. This is where SVCA should give the most attention.</i>
Important, satisfied	
Parks	<i>These amenities matter to residents and are already performing well. The SVCA should continue to maintain these crucial amenities.</i>
Trails	
Open Spaces	
Pools	
Less important, not satisfied	
Marina	<i>Although residents are less satisfied with these amenities, they don't need to be prioritized.</i>
Off-leash Dog Park	
Clubhouse	
Tennis/Pickleball Courts	
RV Storage Area	
Less important, satisfied	
Golf Course	<i>Residents are happy with these, but they aren't very important to them, so priority is low.</i>
Welcome Center	

Q7: How satisfied are you with the upkeep of each of the following amenities? 5 Base: Total Answering Residents (n=1044)
Q9: How important to you are each of the following amenities? Base: Total Answering Residents (n=1035)
Both questions asked on a 5pt scale, with top 2 box scores reported. Matrix divisions based on mean score.
Note: Q7 did not include a "Not applicable" option, so results should be interpreted with caution, as some residents may not sufficient experience for a reliable response.

Sudden Valley Views is the primary channel for SVCA news.

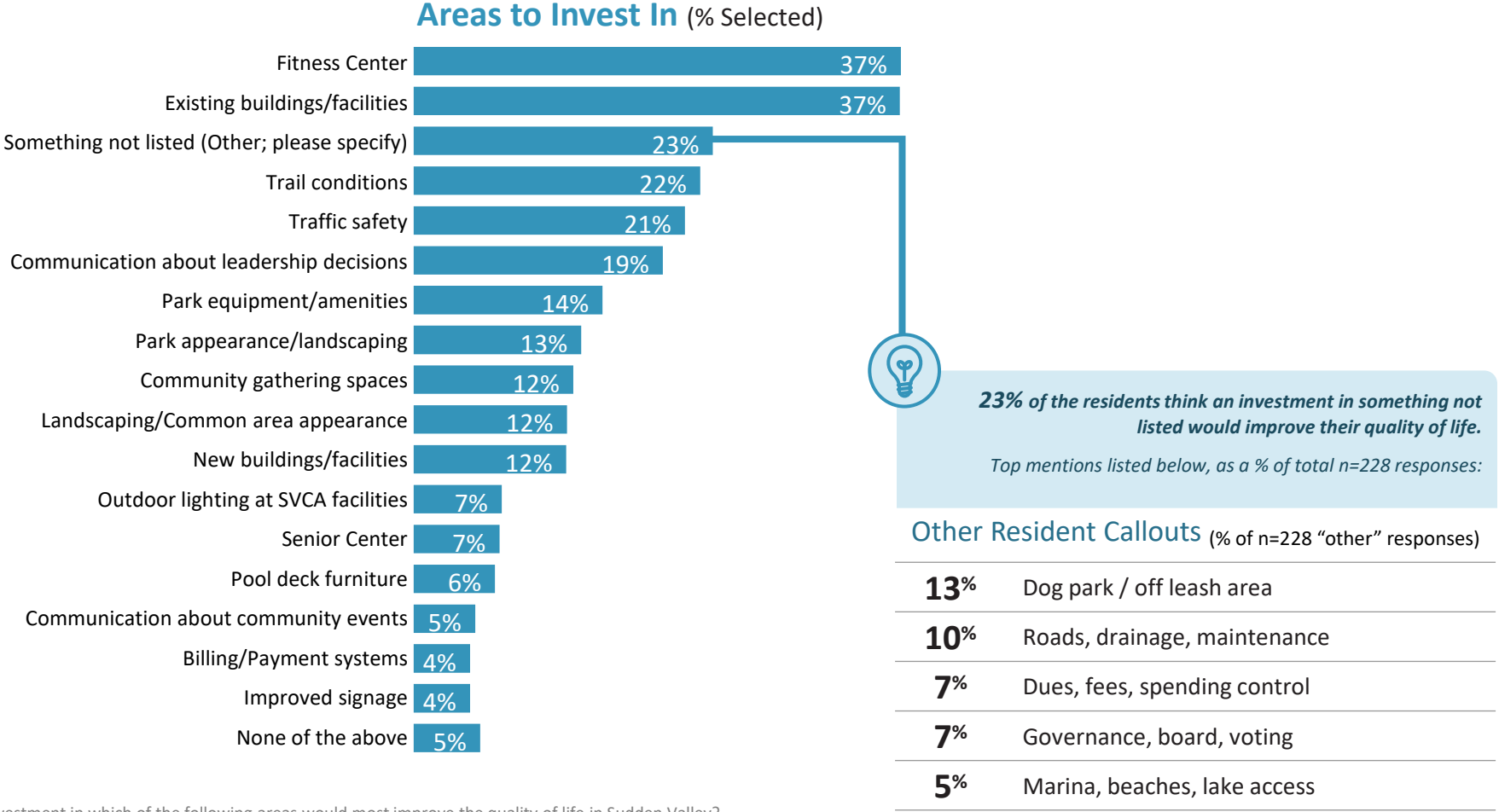
Gate signs, neighbors, and the weekly email blast also tend to reach most members, but a majority of members do not regularly attend meetings, even if online options are offered.



Q11: Which of the following communication channels do you use to learn about the Association’s activities and projects?
Base: Total Answering Residents (n=1032)

Members welcome improved facilities, especially the fitness center.

More than a third feel that investing in existing buildings would offer the most improvement. Others wrote about the dog park or roads, and only a few are interested in new facilities.

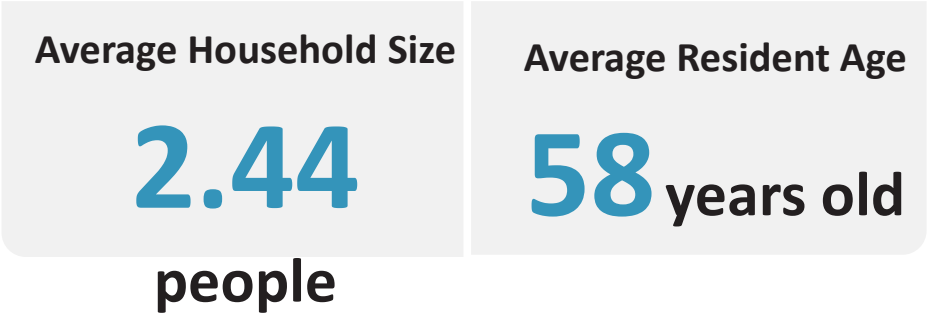
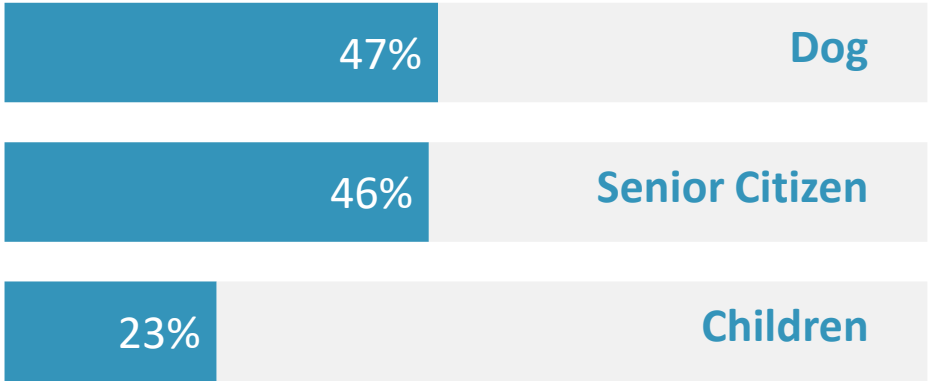


Q13: Investment in which of the following areas would most improve the quality of life in Sudden Valley?
Base: Total Answering Residents (n=1012)

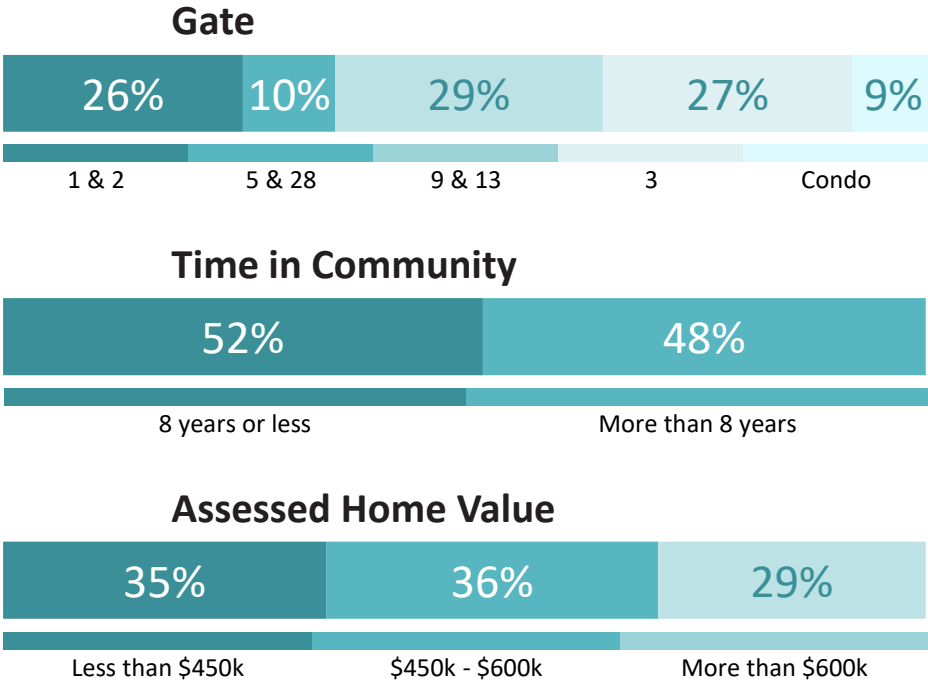
Sudden Valley is a diverse community.

Just under half of Sudden Valley’s residents have a pet dog or at least one senior citizen living in the house—about half that have a child at home.

Home Makeup (% with each in the household)



Neighborhood Makeup* (% of homes)



*These neighborhood makeup proportions have been weighted to mirror the actual universe of Sudden Valley’s homeowners and properties

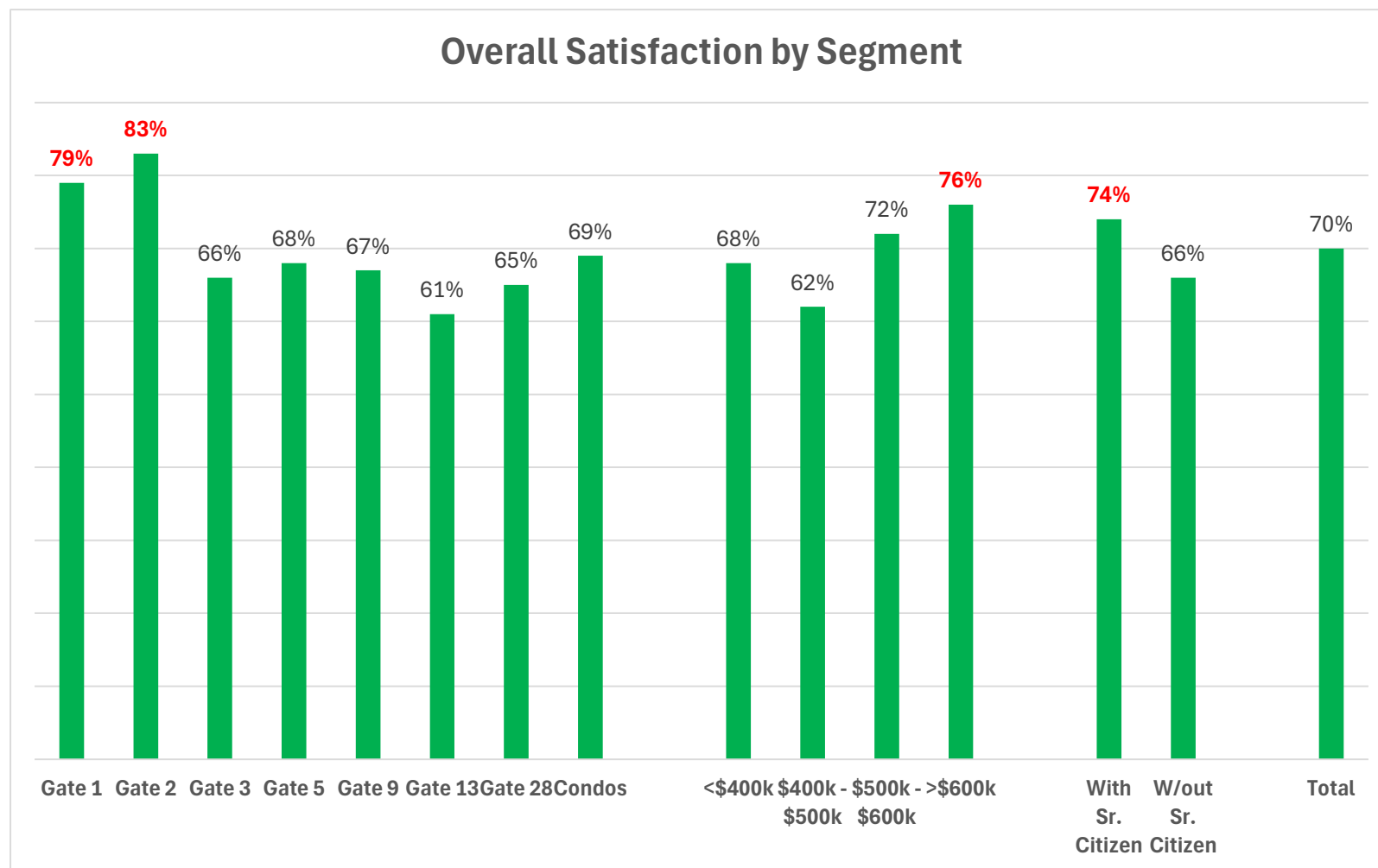
Q15: How many people live in your household? Base: Total Answering Residents (n=974)
Q16: Does your household include children (<18 yrs)? Base: Total Answering Residents (n=1002)
Q17: Does your household include a senior citizen (65+)? Base: Total Answering Residents (n=1000)
Q18: Does your household include a dog or dogs? Base: Total Answering Residents (n=999)
Q19: How old are you? Base: Total Answering Residents (n=898)

The background features a pattern of overlapping silhouettes of human heads in profile, facing right. Some heads contain a large black question mark, while one central head contains a blue line-art lightbulb. The overall color palette is a mix of dark grey, teal, and light grey.

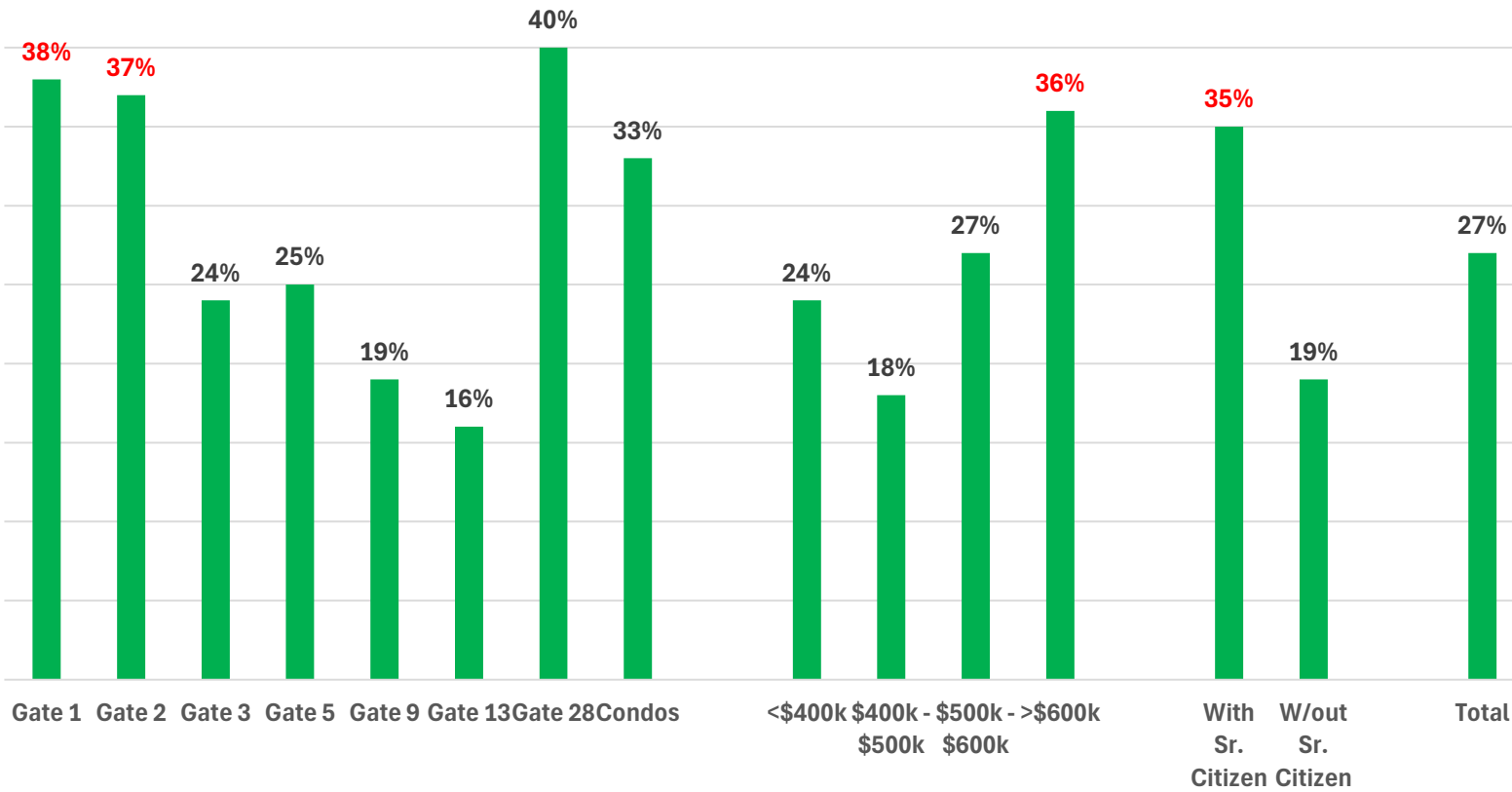
*Understanding how opinions
differ by segment*

Satisfaction

While overall satisfaction is high, at 70%, older residents, Gates 1 & 2, and those who live in higher-priced homes are significantly more satisfied than others in the community.



Leadership

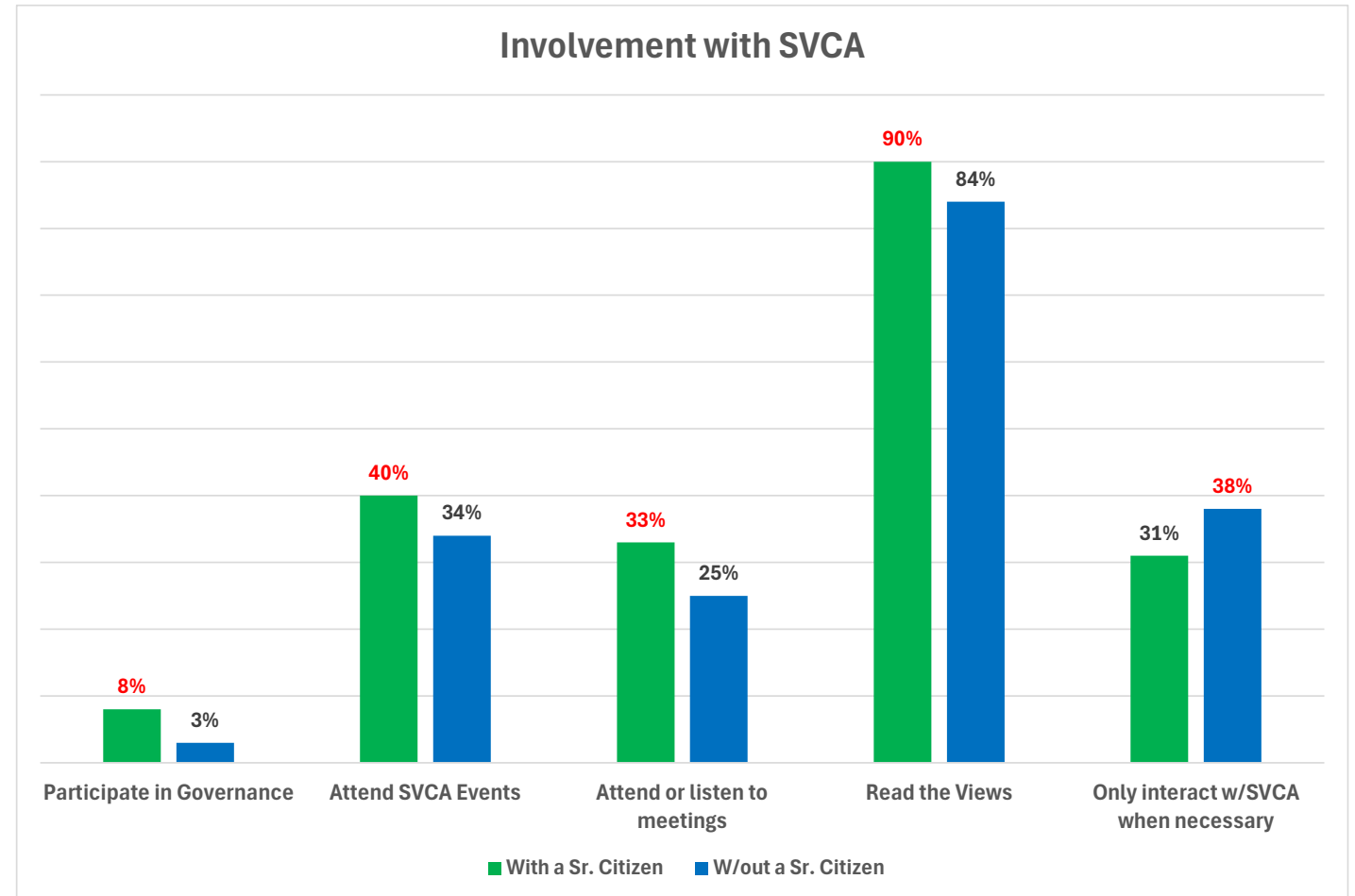


Leadership

Ratings of how well SVCA leadership is doing also vary among segments.

Involvement

Households that include a Sr. Citizen are more likely to participate in governance, attend SVCA events, attend/listen to meetings, and read the Views. Households that do NOT include a SR. Citizen are more likely to say that they interact with SVCA only when necessary.



Importance of Amenities

The importance of amenities to members varies by location and property value.

Importance of Amenities by Segment													
		Parks	Trails	Open Spaces	Pools	Community Center	Marina	Off-Leash Dog Park	Clubhouse	Tennis/Pickle-ball Courts	Golf Course	Welcome Center	RV Storage Area
Location	Gate 1	87%	73%	78%	64%	64%	74%	48%	57%	50%	67%	36%	17%
	Gate 2	87%	88%	87%	72%	69%	56%	49%	57%	53%	44%	42%	18%
	Gate 3	82%	78%	79%	61%	63%	49%	48%	44%	32%	28%	36%	18%
	Gate 5	78%	87%	84%	55%	51%	42%	44%	34%	33%	18%	30%	14%
	Gate 9	79%	84%	77%	54%	50%	40%	45%	33%	26%	20%	26%	11%
	Gate 13	81%	81%	76%	67%	58%	41%	46%	37%	34%	23%	37%	14%
	Gate 28	71%	59%	46%	59%	65%	56%	28%	65%	46%	56%	37%	41%
	Condos	78%	84%	84%	67%	66%	47%	40%	55%	32%	52%	33%	14%
Value	<\$400k	76%	79%	79%	53%	54%	46%	44%	40%	28%	29%	33%	15%
	\$400k - \$500k	79%	82%	78%	64%	59%	41%	47%	38%	34%	26%	30%	13%
	\$500k - \$600k	87%	83%	82%	68%	64%	54%	48%	50%	39%	33%	36%	20%
	>\$600k	86%	79%	78%	66%	64%	60%	46%	52%	46%	51%	37%	15%
	Total	82%	81%	79%	62%	60%	51%	46%	45%	36%	35%	34%	16%

Importance of Amenities

The importance of amenities to members also varies by length of ownership and household composition.

Importance of Amenities by Segment

		Parks	Trails	Open Spaces	Pools	Community Center	Marina	Off-Leash Dog Park	Clubhouse	Tennis/Pickle-ball Courts	Golf Course	Welcome Center	RV Storage Area
Length of Ownership	5 yrs or less	87%	88%	86%	66%	65%	50%	51%	43%	39%	32%	31%	15%
	6 - 11 yrs	84%	80%	78%	68%	63%	55%	46%	47%	36%	36%	32%	20%
	12+ yrs	75%	73%	74%	54%	53%	47%	41%	45%	34%	38%	39%	13%
Hshld w/ Child	Child - Yes	90%	83%	76%	83%	67%	52%	41%	42%	36%	28%	21%	12%
	Child - No	80%	79%	80%	55%	57%	50%	47%	45%	36%	37%	38%	17%
Hshld w/Sr Citizen	With Sr. Citizen	77%	76%	80%	56%	56%	49%	40%	47%	35%	43%	41%	16%
	W/out Sr. Citizen	86%	84%	79%	67%	63%	51%	49%	42%	37%	28%	28%	15%
	Total	82%	81%	79%	62%	60%	51%	46%	45%	36%	35%	34%	16%

Assessments

Attitudes toward assessments vary by location.

- Members in gates 1 and 2 are more likely to agree that “dues should be increased to pay for needed repairs” and “I don’t mind paying dues if I see that facilities are being maintained” than members in other locations
- Members in gates 3, 5, 9, and 13 are more likely to agree that “dues should not increase each year” and “it would be better to close an amenity than to increase dues more than 7% annually.”

Assessments

Attitudes toward assessments vary by property value.

- Members whose properties are valued at more than \$600k are more likely to agree that “dues should be increased to pay for needed repairs,” “I don’t mind paying dues if I see that facilities are being maintained,” and “I feel that SVCA dues are too low” than other members.
- Members whose properties are valued at less than \$500k are more likely to agree that “dues should not increase each year,” “it would be better to close an amenity than to increase dues more than 7% annually,” and “I feel that SVCA dues are too high.”

Questions

