



2026 Community Survey

Description of the Background and Methodology

Background

The Long Range Planning Committee developed an updated Community Survey to be conducted in the spring of 2026. The purpose of this survey was to provide a baseline understanding of the attitudes and priorities of members to be used in support of decision making during SVCA's planning and budgetary processes.

The last Community Survey was conducted in 2020. While comprehensive in scope, the 2020 survey employed a unique sample design which made it difficult to understand how representative, if at all, the results were of the entire community. Specifically, the 2020 survey allowed anyone to respond online to the survey, then eliminated returns that were sent from identical IP addresses. This sample was then supplemented by sending paper copies of the survey via USPS mail to a subset (n=1,000) of the total community. These efforts resulted in 1,173 total completed online responses, of which 944 were considered "valid." The paper survey resulted in 226 responses. These two samples were analyzed separately.

2026 Survey Design

A sampling approach that is both simpler and more robust analytically was used for the 2026 survey. At the time of the survey, there were 3,118 properties in the Association. Each property was allowed one survey response. If an individual owned multiple properties, they had the opportunity to respond multiple times. This design mirrored how dues are assessed and how votes are counted at SVCA's Annual General Meeting (AGM).

The survey was conducted online. Each property owner/member was mailed a letter via USPS that invited them to complete the survey and included a unique identifier for their property. If a member misplaced their survey ID, they were able to call Administration to obtain their code. Using a unique identifier allowed survey respondents to leave the survey in the middle and return at a later time to where they left off. It also prevented members from responding more than once per property. Anonymity was maintained by recording the survey ID in the data file, and then appending ancillary information such as the Division, length of ownership, assessed value of the property, etc. to the survey responses. In this way, we the quality and projectability of the data was improved while ensuring that no response could be traced back to an individual property.

In addition to sending letters, an article explaining the survey was published in the Views, along with instructions for how to access the survey. Two weeks after the initial invitation letters were

sent, members who did not respond received a reminder postcard. General reminders were also included in the electronic newsletter sent each week by the Association.

Email messages that mirrored the mailed invitations were sent to property owners for whom a valid email address was on file. Analysis of the Association's database indicated that email addresses were on file for just under 80% of SVCA properties.

The online survey was designed to be accessible using either a computer or a mobile device such as a cell phone or tablet. If, however, a property owner was not able to access the survey, they had the opportunity to come to the Welcome Center and use one of two laptops that were made available for this purpose. Staff assisted members to access the survey and ensured they were comfortable with the interface.

The 2026 Community Survey had 20 questions and could be completed in less than eight (8) minutes. Because it was manageable in length, we expected that there would be fewer incomplete surveys and that more people would respond than in previous years. These expectations were met.

In addition to questions about member involvement, attitudes towards assessments, and priorities for maintaining facilities and amenities, the survey also included simple demographic questions that improve SVCA's understanding of the size and composition of responding households.

Third-Party Support

While the proposed survey design was simpler for respondents, it was more complex to operationalize. For this reason, third-party support of the analytics phase of the project was obtained from a well-regarded, regionally-located company, Catapult Insights. Catapult specializes in custom research and was available to partner with staff to conduct the survey. Specifically, Catapult provided the following services:

- Questionnaire review
- Consulting on sampling and weighting plan
- Data cleaning, weighting, and tabulation
- Preparation of a summary report

By partnering with a respected third-party, SVCA provided assurance to the community that the analysis would be conducted and reported without bias.