



HIGHLANDS RANCH COMMUNITY ASSOCIATION

COMMUNITY SURVEY

Report of Results

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Prepared by:



NATIONAL
RESEARCH
CENTER INC.

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Executive Summary

The Highlands Ranch Community Association (HRCA) is a non-profit organization comprised of nearly 30,000 homeowners in the Highlands Ranch area. It maintains four recreation centers, in addition to an 8,200 acre conservation area known as the Backcountry Wilderness Area. In 2010 and 2011, the Backcountry Planning Areas Committee created the Community Involvement Process (CIP) to ensure that homeowners' voices are heard in the process of planning new development projects in the Backcountry.

To facilitate this goal, the HRCA contracted with National Research Center, Inc. (NRC) to design and administer the 2012 Community Survey using scientifically sound survey methods. Dovetailing with the community survey that the HRCA conducted in 2008, the 2012 Community Survey provided homeowners the opportunity to rate the quality of services and amenities currently provided by the HRCA. The survey also permitted homeowners to provide feedback to the HRCA regarding their priorities and preferences for the development of the Backcountry. The results of this investigation may help guide the HRCA and the Backcountry Planning Areas Committee in their decisions regarding future changes in the community.

Survey Methods

The mail survey was administered using scientifically sound, rigorous methods to ensure unbiased, statistically valid, representative results for the HRCA. The best survey research practices were used for the resources spent to reduce possible sources of error (e.g., sampling error and non-response error). These practices included selecting households at random to participate, contacting potential respondents multiple times and weighting the data to reflect the demographics of HRCA homeowners.

A randomly selected sample of 3,000 Highlands Ranch homeowners was mailed the 2012 Highlands Ranch Community Association Community Survey. The survey included a URL for respondents to complete the survey online if preferred. Of the 3,000 surveys mailed, 38 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,962 households that received a survey, 1,222 completed the survey via mail and 85 completed the survey via the Internet for a total for 1,307 completed surveys, providing a response rate of 44%. Responses were tracked by area of Highlands Ranch so that the responses from the homes closest to the Backcountry (Delegate Districts 111 and 114) could be compared to the homes in the rest of the community to determine whether proximity to the Backcountry made a difference in opinions. Districts 50, 70 and 79 were excluded from the sample since they do not pay for recreation amenities (and therefore cannot use the Backcountry).

Survey results were weighted so that respondent characteristics were represented in the proportions reflective of HRCA homeowners according to the 2010 Census.

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The confidence interval is no greater than or plus or minus three percentage points around any given percent for the entire sample (1,307 completed surveys) and larger for comparisons for subgroups, including plus or minus eight percentage points for comparisons by Backcountry proximity.

Survey Findings

Quality of Community

Overall, homeowners rated most aspects of the Highlands Ranch community quite favorably:

- Over 9 in 10 rated the quality of neighborhood/community parks and recreational areas and the quality of public services (e.g., library, police, fire, water and trash) as “excellent” or “good.”
- About 8 in 10 rated the overall mix of commercial, residential and recreational areas and the appropriate mix of housing choices as “excellent” or “good.”
- In contrast, half or more of homeowners felt that the quality of restaurants, the mix of restaurant choices or opportunities to work in the community were “fair” or “poor.”

Similarly, most homeowners felt positively about the performance of the HRCA:

- About 9 in 10 homeowners felt the HRCA did an “excellent” or “good” job of managing the four recreation centers and the Backcountry Wilderness Area.
- Over 8 in 10 felt the HRCA did an “excellent” or “good” job of planning and operating community events.
- However, about one-third felt the HRCA did a “fair” or “poor” job of making assessments for the HRCA services fair and reasonable, providing services that enhance property values or enforcing architectural covenants.
- Homeowners who supported development in the Backcountry, supported changes to existing recreational amenities or were familiar with HRCA Planning Areas rated the performance of the HRCA more favorably than their counterparts.

Recreation Centers

Many homeowners reported frequent participation in many of the HRCA’s recreational activities and programs:

- About one-third of homeowners reported visiting a recreation center at least once per month.
- Homeowners familiar with the HRCA Planning Areas and supportive of development in the Backcountry reported using the recreation centers more often than their counterparts.
- Community and special events such as the Rodeo, July 4th celebration and Home Town Holiday were also popular among homeowners.
- Child-related programs were used less often; just 4% to 5% of homeowners reported using child care, preschool or nursery programs in the last year.

Across all of these activities and programs, the majority of respondents gave favorable ratings of quality:

- About 9 in 10 homeowners gave a rating of “excellent” or “good” to the Southridge, Westridge and Eastridge recreation centers. About 7 in 10 gave such a rating to the Northridge recreation center.
- Nine in 10 homeowners rated the quality of the Backcountry Wilderness Area programs as “excellent” or “good.”
- In general, those programs that were less often utilized by residents, such as child-related programs, tended to receive lower quality ratings.

Although homeowners were relatively unanimous in appreciating the quality of existing recreation facilities, they differed in their views of potential improvements to these facilities:

- About 8 in 10 respondents agreed that the HRCA should maintain state of the art recreation centers that are the equal of private facilities in the area.
- Two-thirds felt that the Eastridge weight and cardio areas should be remodeled and expanded.
- Most homeowners opposed building a new outdoor pool/aquatics center, a new arts/cultural center or a new recreation center in Highlands Ranch.
- Homeowners who supported Backcountry development and changes to existing recreational amenities were more supportive of enhancements to HRCA's recreation centers, whereas homeowners who opposed such development felt the HRCA should focus on operating recreation facilities at the lowest possible cost.

When it came to funding enhancements to the existing facilities, most homeowners favored a conservative approach:

- About 6 in 10 endorsed a 10-year increase of 1-2% (\$4-9/year).
- Slightly over half of homeowners did not support any of the proposed projects and felt that there should be no assessment increase.
- All other proposed assessment increase plans received marked opposition.

The Backcountry Wilderness Area

Homeowners varied in their initial level of familiarity with the Backcountry Planning Areas:

- Most homeowners were “very” or “somewhat” familiar with the trail systems in both the Backcountry and Douglas County East/West.
- About two in five homeowners were at least somewhat familiar with the HRCA Planning Areas.
- However, just one in five homeowners was familiar with the Community Involvement Process (CIP) for Backcountry planning areas.

Likewise, homeowners varied in their level of familiarity with the many activities offered in the Backcountry Wilderness Area:

- About half of homeowners were “very” or “somewhat” familiar with the nature hikes, horseback trail rides and hay rides offered in the Backcountry.
- One-quarter were familiar with the archery range, archery lessons, elk hunting and elk bugling/photo hunts.
- In contrast, only one in five homeowners was familiar with the firearms classes offered in the Backcountry.

Currently, the use of HRCA Backcountry trails is restricted to members of the HRCA recreation centers and their guests. Homeowners voiced their opinions regarding potential changes to this policy:

- Three-quarters of homeowners felt that the trails should remain private, accessed only by members and their guests.
- Just over half felt that the trails should be open to any non-member who pays a fee.
- The majority of homeowners were strongly opposed to opening the trails to the general public for no fee.

Development in the Backcountry

Beyond the many recreational opportunities already available to residents, the HRCA is considering expanding recreational opportunities in the Backcountry. Homeowners appeared to favor certain projects over others:

- About 9 in 10 homeowners supported trails for hiking, biking, running and horseback riding.
- Three-quarters supported fishing ponds, while about two-thirds supported a ropes/challenge course or concerts, weddings and special events in the Backcountry.
- Homeowners largely opposed projects such as a golf course, an off road bike park or skate park.
- Notably, over one-third of homeowners preferred that the Backcountry be left as is, with no additional recreational amenities of any kind.

In addition to these recreational projects, a variety of non-recreation development opportunities are possible in the Backcountry Planning Areas. However, HRCA homeowner greeted these projects more cautiously:

- Just over half of homeowners supported no development of any kind, preferring that the Planning Areas be left as they are.
- Homeowners were most amenable to the prospect of a nature center, with three-quarters expressing support.
- About 6 in 10 at least “somewhat” supported an outdoor amphitheater or a tree farm.
- Most homeowners were strongly opposed to the cemetery/memorial gardens.

Any one of these development projects must adhere to HRCA zoning requirements before it is put into action. Current zoning allows for some types of uses in the HRCA Planning Areas but not others. Once again, homeowners approached new zoning options with caution:

- Just over half of homeowners at least “somewhat” supported leaving the Planning Areas as they are, with no other uses of any kind.
- Among the possible uses noted on the survey, a fire/police station was most popular, with 56% of homeowners indicating that they at least “somewhat” support this project.
- About half supported animal rescue/rehabilitation facilities, soccer fields, a library and baseball/softball fields.
- In contrast, about 7 in 10 homeowners “somewhat” or “strongly” opposed houses of worship, a college/university and private sports training facilities.

The pursuit of new development projects in the Backcountry will require additional funding from homeowner assessments. When presented with a number of funding options, homeowners appeared to prefer a conservative approach:

- Just over half preferred that there be no increase at all, indicating opposition to new development in the Planning Areas.
- Among the five possible assessment increase plans, about 6 in 10 homeowners supported a 10-year recreational assessment increase of 1-2% (\$4-\$9/year).
- All other proposed assessment plans received substantial opposition, particularly the short-term special assessments.

Whether or not the HRCA chooses to pursue new development projects, existing operations in the Backcountry must be kept afloat. Currently, Backcountry operations are supported by homeowner assessments; however, a few homeowners were open to considering new sources of funding:

- About 7 in 10 “somewhat” or “strongly” supported developing user fees and revenues from new recreation programs.
- However, most homeowners “somewhat” or “strongly” opposed selling or leasing Backcountry property to private entities for either public or private uses.
- Many prefer the system that is already in place, with 8 in 10 homeowners supporting the continued use of homeowner assessments.

Conclusion

The results of this survey provide key insights into homeowners’ opinions of and priorities for the HRCA. While most lauded the high quality of current recreational programs and facilities, many homeowners also endorsed plans for improvements and new development. As the HRCA prepares to move forward with such projects, resident opinion should be used in combination with additional data sources, so that the voice of the public can be balanced against the realities of budgeting, population demographics, politics and community resources. Survey results may answer certain questions, but they also raise new ones, motivating additional investigation as a community charts its course of action.

Survey Background

The Highlands Ranch Community Association (HRCA) contracted with National Research Center, Inc. (NRC) to conduct a survey of the homeowners in the association. The Highlands Ranch Community Association Community Survey provided homeowners the opportunity to rate the quality of the community's amenities, the services provided by HRCA and priorities and preferences for the development of the Backcountry.

The focus on the quality of service delivery helps the Board, staff and homeowners to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of the HRCA, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

Survey Methods

The 2012 Highlands Ranch Community Association Community Survey was mailed to a randomly selected sample of 3,000 homeowner members of the HRCA in September 2012. Of these, 2,962 were successfully delivered to the homeowner of record. A total of 1,307 surveys were completed, for a response rate of 44%.

Survey results were weighted so that age, gender, housing unit type (attached versus detached) and area of Highlands Ranch (adjacent to the Backcountry versus elsewhere) were represented in the proportions reflective of homeowners in Highlands Ranch according to the 2010 Census and the HRCA. More information about the survey methodology can be found in *Appendix D: Survey Methodology*.

Understanding the Results

How the Results Are Reported

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions*.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The confidence interval for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,307). For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for sample sizes of 400 to plus or minus 10% for sample sizes of 100. Comparisons by Backcountry proximity have a margin of error of plus or minus eight percentage points (for 178 respondents adjacent to the Backcountry and 1,129 in the rest of Highlands Ranch).

“Don’t Know” Responses and Rounding

On many of the questions in the survey, respondents could provide an answer of “Don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Responses to Survey Questions* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number.

Highlands Ranch and the HRCA

Founded in 1981, Highlands Ranch is a master-planned community of about 93,000 people. The Highlands Ranch Community Association (HRCA) is the master homeowner association and serves over 29,000 homeowners in 91 Delegate Districts. The HRCA provides administrative and recreational services to the Highlands Ranch Community. The HRCA provides architectural control and covenant enforcement; maintains four recreation facilities; provides youth and adult education, recreation and fitness programs; and manages the Backcountry Wilderness Area.

The Highlands Ranch Community

Respondents to the survey rated 10 aspects of the Highlands Ranch community, including the mix of housing choices, the quality and mix of business establishments and restaurants, as well as the quality of the parks and recreational areas and public services.

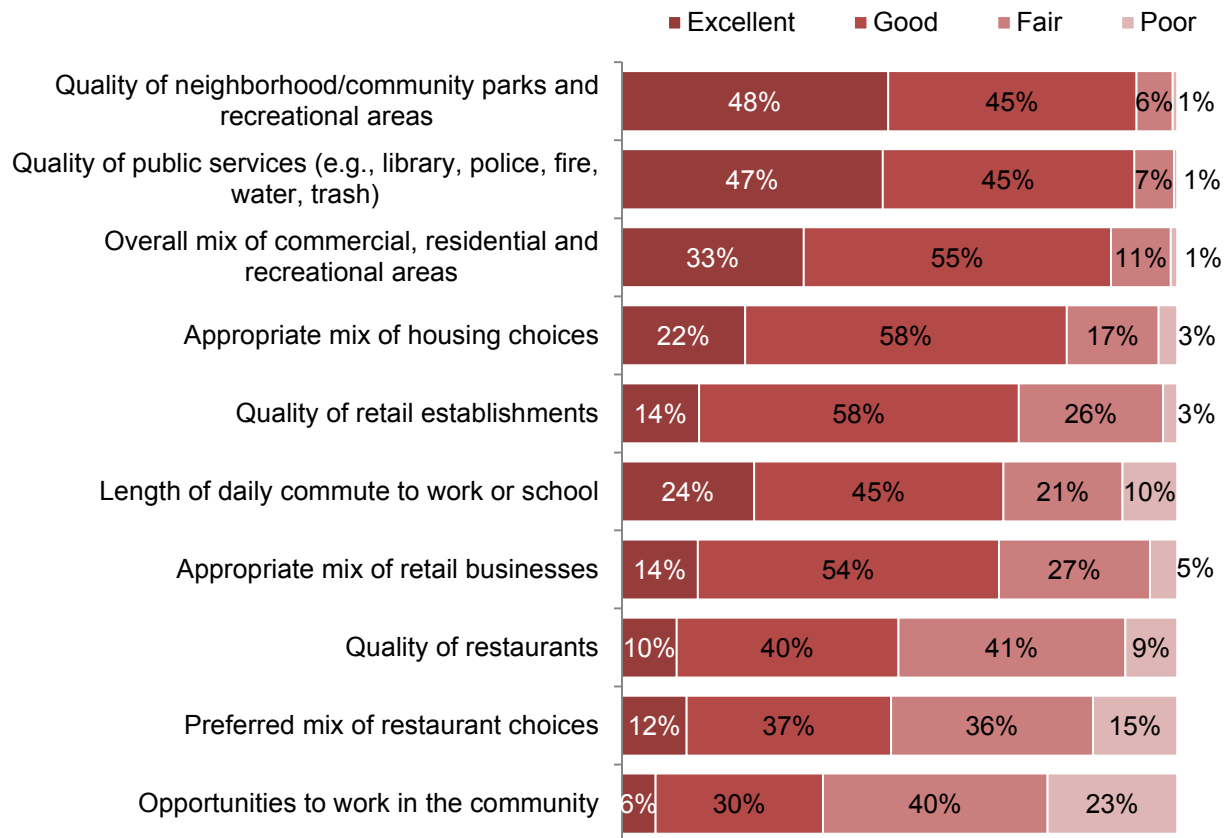
Overall, homeowners provided very favorable ratings to most aspects of Highlands Ranch (Figure 1). Over 9 in 10 rated the quality of neighborhood/community parks and recreational areas and the quality of public services (e.g., library, police, fire, water and trash) as excellent or good. Slightly fewer (about 8 in 10) rated the overall mix of commercial, residential and recreational areas and the appropriate mix of housing choices as excellent or good. Homeowners did not feel as positively about the quality of restaurants, the mix of restaurant choices or opportunities to work in the community; half or more of homeowners felt these aspects of Highland Ranch were fair or poor.

Respondents also were permitted to write in an “other” aspect of Highlands Ranch and provide a rating for it. About 100 respondents wrote in their own response. These write-in responses can be found in *Appendix A: Verbatim Responses to Open-ended Questions*.

When compared by respondent characteristics (see Table 48 in *Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*), few differences between respondent subgroups were found. Notably, respondents adjacent to the Backcountry gave less favorable ratings to the mix and quality of the restaurants in Highlands Ranch compared to those in other areas of the community.

FIGURE 1: CHARACTERISTICS OF HIGHLANDS RANCH

Please rate the quality of each of the following aspects of the Highlands Ranch community.



About the HRCA

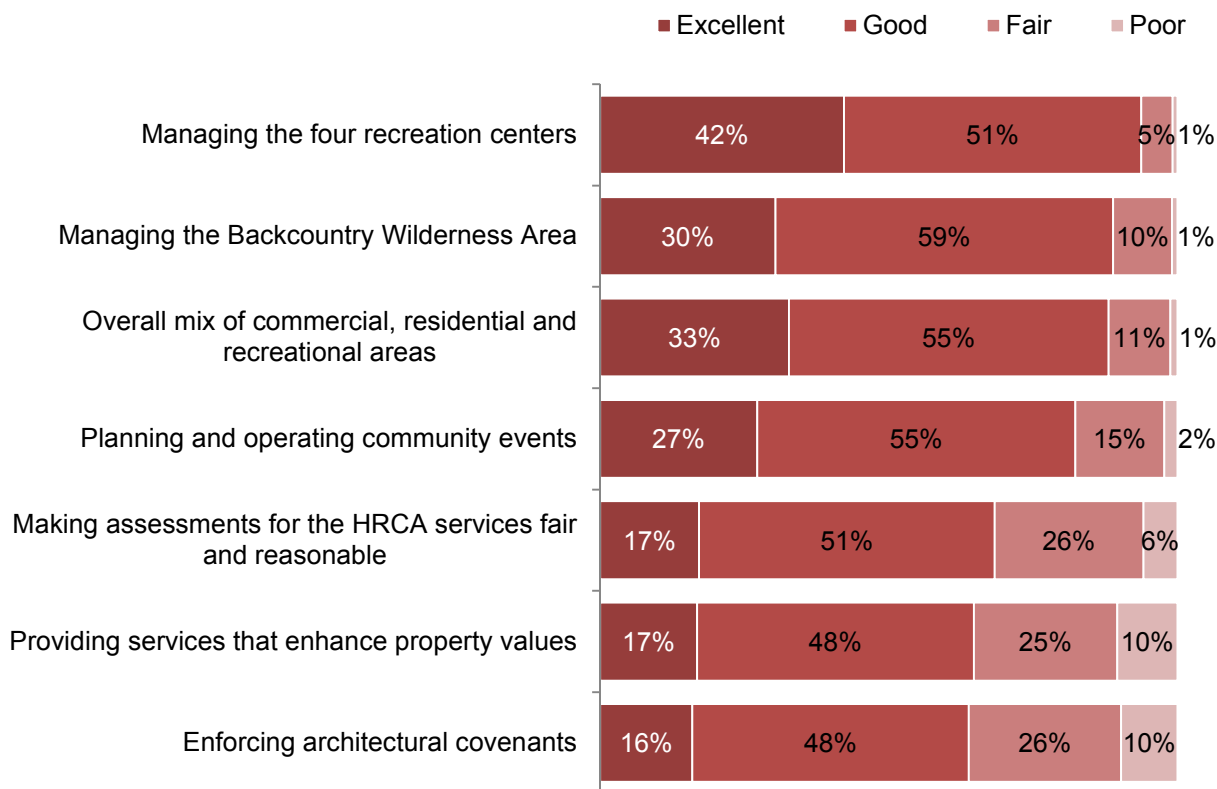
In addition to rating aspects of the Highlands Ranch community, homeowners rated six areas related to the performance of the HRCA. Across all aspects of performance, the majority of survey respondents felt positively about the job done by the HRCA. About 9 in 10 homeowners felt the HRCA did an “excellent” or “good” job of managing the four recreation centers and the Backcountry Wilderness Area. However, about one-third felt the HRCA did a “fair” or “poor” job of making assessments for the HRCA services fair and reasonable, providing services that enhance property values or enforcing architectural covenants.

Responses shown are out of those who had an opinion about each dimension; about one-third of respondents responded “don’t know” to HRCA’s managing of the Backcountry; see *Appendix B: Responses to Survey Questions*.

When compared by respondent characteristics (see Table 49 in *Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*), respondents who supported development in the Backcountry, supported changes to existing recreational amenities or were familiar with HRCA Planning Areas tended to rate the performance of the HRCA more favorably than their counterparts. Few differences were found in the opinions of residents by area of residence, although residents adjacent to the Backcountry felt more positively about HRCA making assessments for services fair and reasonable than those in other areas of Highlands Ranch.

FIGURE 2: PERFORMANCE OF THE HRCA

Please rate the job the HRCA does at each of the following.

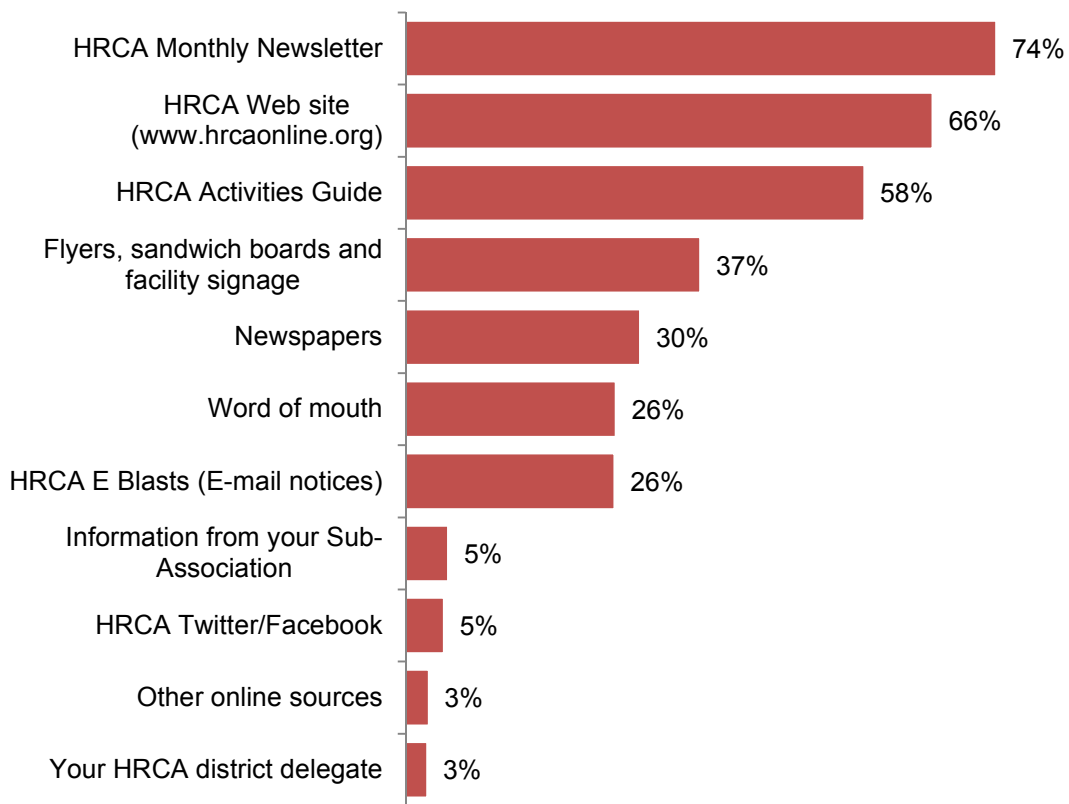


Prepared by National Research Center, Inc.

The quality of a community is reflected not only in residents' perceptions of service performance, but also in residents' views of the resources available to stay informed about community news and events. HRCA homeowners reported using a variety of resources to access information about their community. About three in four homeowners reported that they depend on the HRCA Monthly Newsletter for HRCA news and events, while two in three homeowners reported that they depended on the HRCA Web site. In contrast, few homeowners reported relying on information from social media sources (such as Twitter and Facebook), their Sub-Association or their HRCA District Delegate. Anecdotally, supporters of development in the Backcountry more commonly cited using HRCA E Blasts and the HRCA Activities Guide, as shown in *Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*.

FIGURE 3: SOURCES OF INFORMATION

Thinking about various sources of information about the HRCA, please indicate which you depend on for HRCA news and events.



Total may exceed 100% as respondents could selection more than one answer.

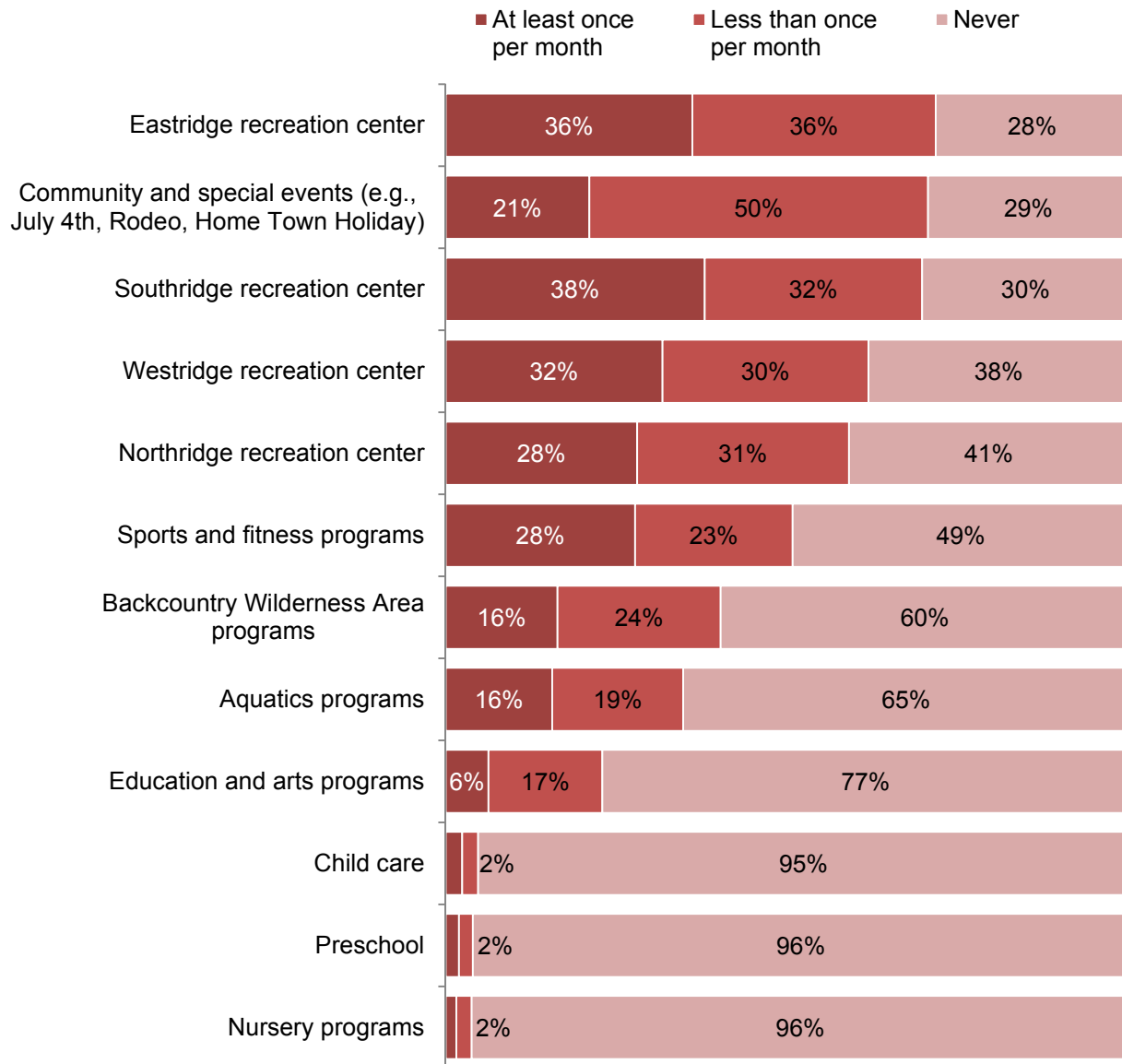
Recreation Centers

The HRCA offers a variety of recreation opportunities for residents, who take advantage of such opportunities to varying degrees. All four of the HRCA's recreation centers had been visited by a majority of homeowners in the past 12 months (Figure 4). Approximately one in three homeowners reported visiting a recreation center at least once per month. Also popular were community and special events such as the Rodeo, July 4th celebration, and Home Town Holiday. Child-related programs were least often utilized, with just 4% to 5% of homeowners using child care, preschool or nursery programs in the last year.

When compared by respondent characteristics (see Table 51 in *Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*), homeowners who were familiar with HRCA Planning Areas or who supported development in the Backcountry tended to use HRCA's recreation centers and programs more often than their counterparts. In addition, homeowners who lived adjacent to the Backcountry tended to participate in certain recreational activities more often than those in other areas of Highlands Ranch; these activities include using the Southridge recreation center, Backcountry Wilderness Area programs, aquatics programs, education and arts programs and child care.

FIGURE 4: PARTICIPATION IN ACTIVITIES AND PROGRAMS

Please first indicate how many times, if at all, in the past 12 months you or another household member have used or participated in each of the following in Highlands Ranch.



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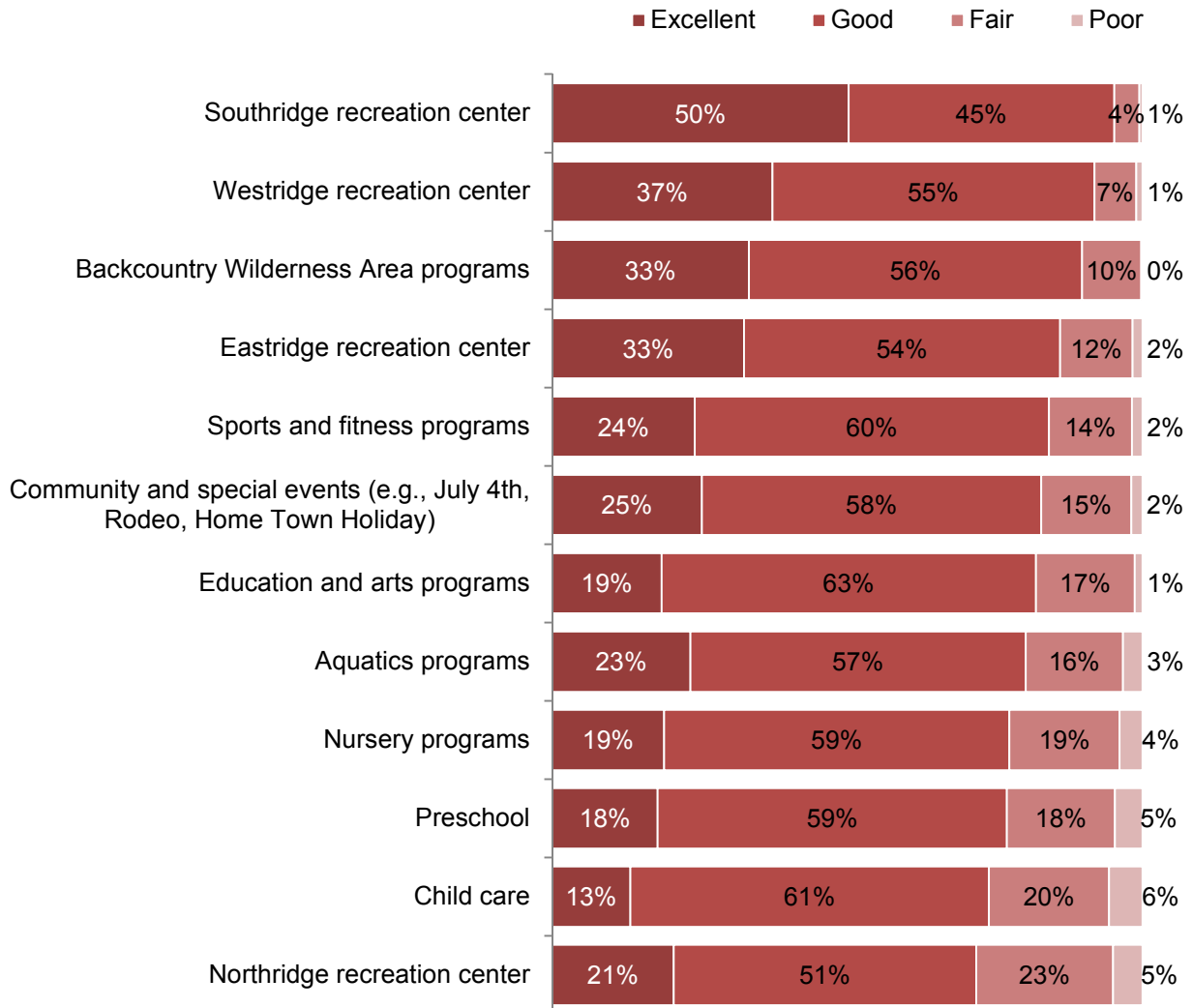
Regardless of whether residents had participated in HRCA's recreational programs, most respondents rated the quality of these programs as "excellent" or "good" (see Figure 5). About 9 in 10 homeowners rated three of HRCA's four recreation centers as "excellent" or "good," with the Northridge recreation center as the notable exception (72% "excellent" or "good"). In general, those programs that were more often utilized by residents also tended to receive higher quality ratings. Child-related programs, for example, received the lowest ratings, along with the Northridge recreation center. Even so, these programs were still viewed favorably overall, with about three in four residents giving ratings of "excellent" or "good" to child care, preschool and nursery programs.

Between 27% and 95% of respondents answered "don't know" when asked to rate the quality of these programs (see *Appendix B: Responses to Survey Questions*). Generally, if a respondent had "never" used the program or facility, they did not provide a quality rating. About one in three respondents did not provide a quality rating to each of the four recreation centers, while 9 in 10 could not provide a quality rating for preschool, child care or nursery programs.

There were few differences in opinion when ratings were compared by respondent characteristics (see Table 52 in *Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*), although residents living adjacent to the Backcountry tended to rate the quality of Backcountry Wilderness Area programs, as well as sports and fitness programs, as slightly higher than their counterparts. Those who opposed Backcountry development rated the quality of nursery programs more favorably than those who supported such development, while the reverse was true for community and special events. Finally, residents in support of changes to existing recreational amenities tended to rate the quality of community and special events somewhat higher than their counterparts.

FIGURE 5: QUALITY OF ACTIVITIES AND PROGRAMS

Rate the quality of each, whether or not you have participated.



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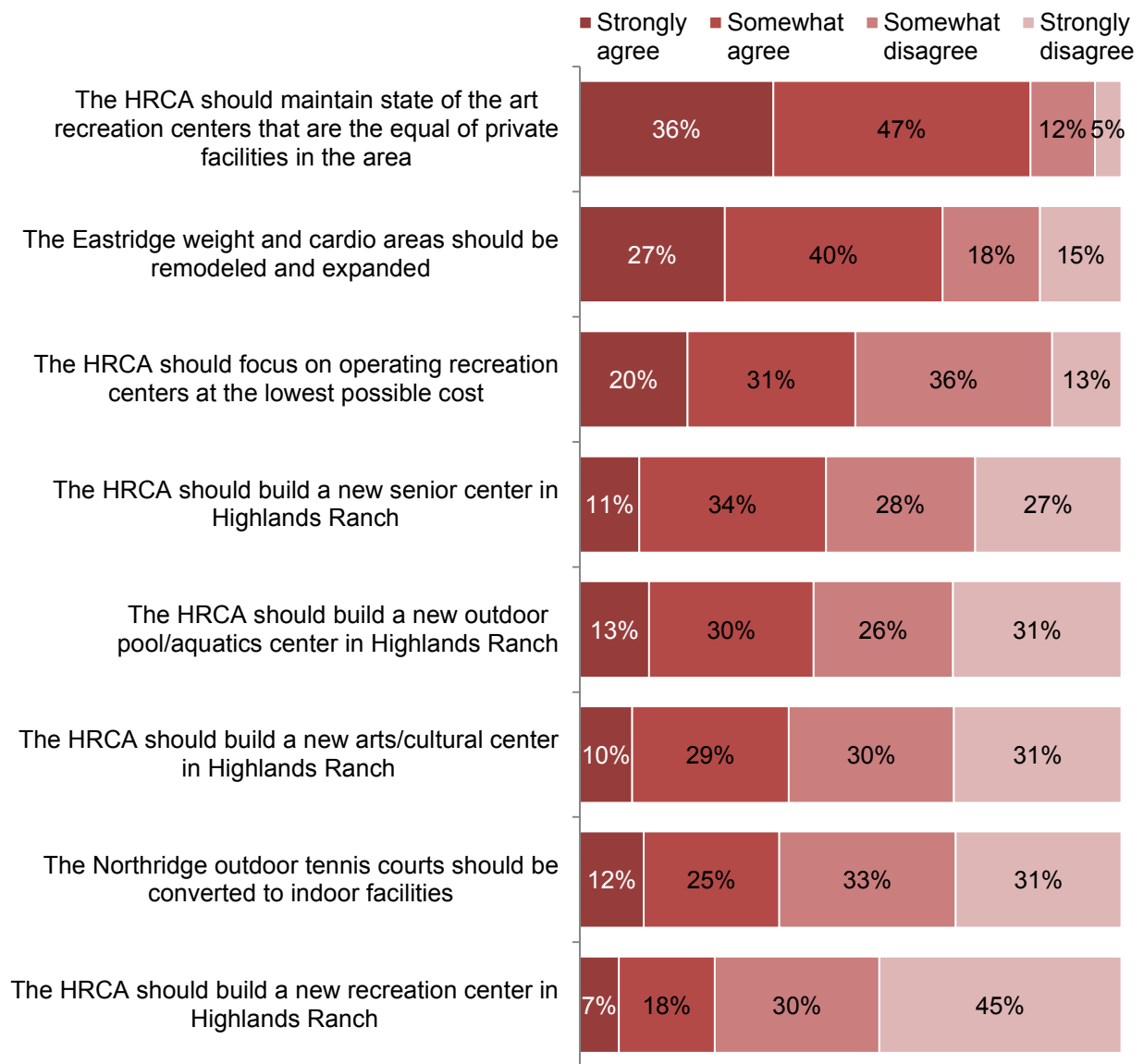
Although the HRCA's existing recreation facilities were viewed favorably by most residents, respondents expressed differences of opinion regarding the potential improvements that could be made to these facilities (Figure 6). About 8 in 10 respondents agreed that the HRCA should maintain state of the art recreation centers that are the equal of private facilities in the area. Two-thirds of respondents felt that the Eastridge weight and cardio areas should be remodeled and expanded, while residents were evenly split when it came to whether the HRCA should focus on minimizing the cost of recreation center operations. Most homeowners opposed building a new outdoor pool/aquatics center or a new arts/cultural center. Three in four residents opposed building a new recreation center in Highlands Ranch. Similarly, a slight majority opposed building a new senior center, outdoor pool/aquatics center or arts/cultural center.

A high proportion of survey respondents answered "don't know" when rating whether the Eastridge weight and cardio areas should be remodeled or expanded and whether the Northridge outdoor tennis courts should be converted to indoor facilities (see *Appendix B: Responses to Survey Questions*).

The diversity of opinions in this area became apparent when opinions were compared by respondent characteristics (see Table 53 in *Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*). For example, residents living adjacent to the Backcountry tended to support building a new outdoor pool/aquatics center and converting Northridge's outdoor tennis courts to indoor courts more so than residents in other areas of Highlands Ranch, while the reverse was true for building a new arts/cultural center. Not surprisingly, new enhancements to HRCA's recreation centers generally received greater support from residents who supported Backcountry development and changes to existing recreational amenities. In contrast, residents who opposed such development tended to agree that the HRCA should focus on operating recreation facilities at the lowest possible cost.

FIGURE 6: ENHANCEMENTS TO RECREATION CENTERS

Thinking about the four existing recreation centers, please indicate your level of agreement with the following statements.



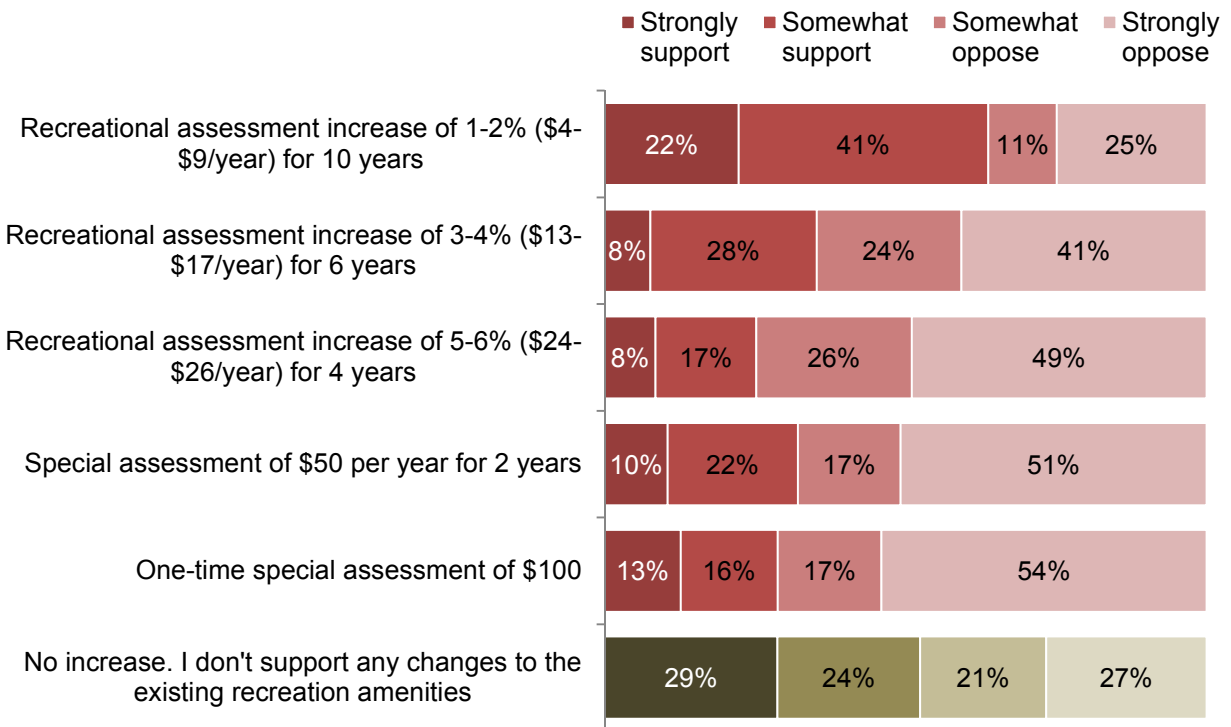
Prepared by National Research Center, Inc.

Should the HRCA elect to move forward with the enhancements its residents endorse, the question becomes, “How should we fund these projects?” While 53% of respondents supported a statement on the survey that suggested no increases and no changes to recreation amenities, 63% favored another survey statement regarding a long-term, conservative assessment increase of 1-2% (\$4-9/year) for 10 years. A one-time \$100 assessment found the greatest opposition (71%).

When the options were compared by respondent characteristics (see Table 54 in *Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*), homeowners who were unfamiliar with HRCA Planning Areas were more likely to endorse a “no increase” plan than were their counterparts. Predictably, residents supportive of development in the Backcountry or supportive of changes to existing recreational amenities were more likely to support each of the five possible assessment increase plans compared to those generally less supportive of recreational improvements.

FIGURE 7: FUNDING FOR RECREATIONAL ENHANCEMENTS

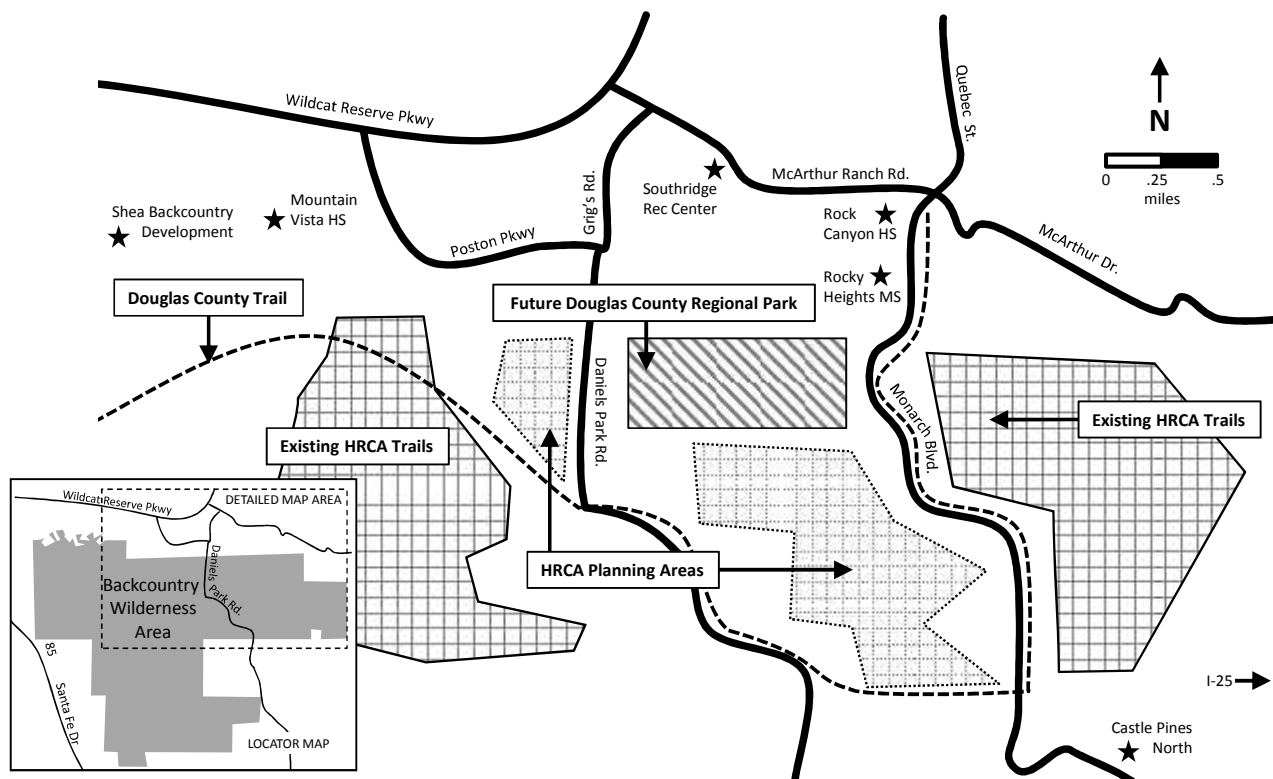
Any new recreational amenities will require funding sources for construction financing. Thinking about those amenities, please indicate your level of support for the following funding approaches.



HRCA Planning Areas and the Backcountry

To assist the HRCA Board of Directors with long-term planning decisions, survey recipients rated a number potential recreational and development opportunities in the HRCA Planning Areas of the Backcountry. The survey included a map (Figure 8) of the Backcountry to help orient respondents to the Planning Areas. Respondents indicated their level of support or opposition to various opportunities as well as funding preferences.

FIGURE 8: HRCA COMMUNITY SURVEY STUDY AREA

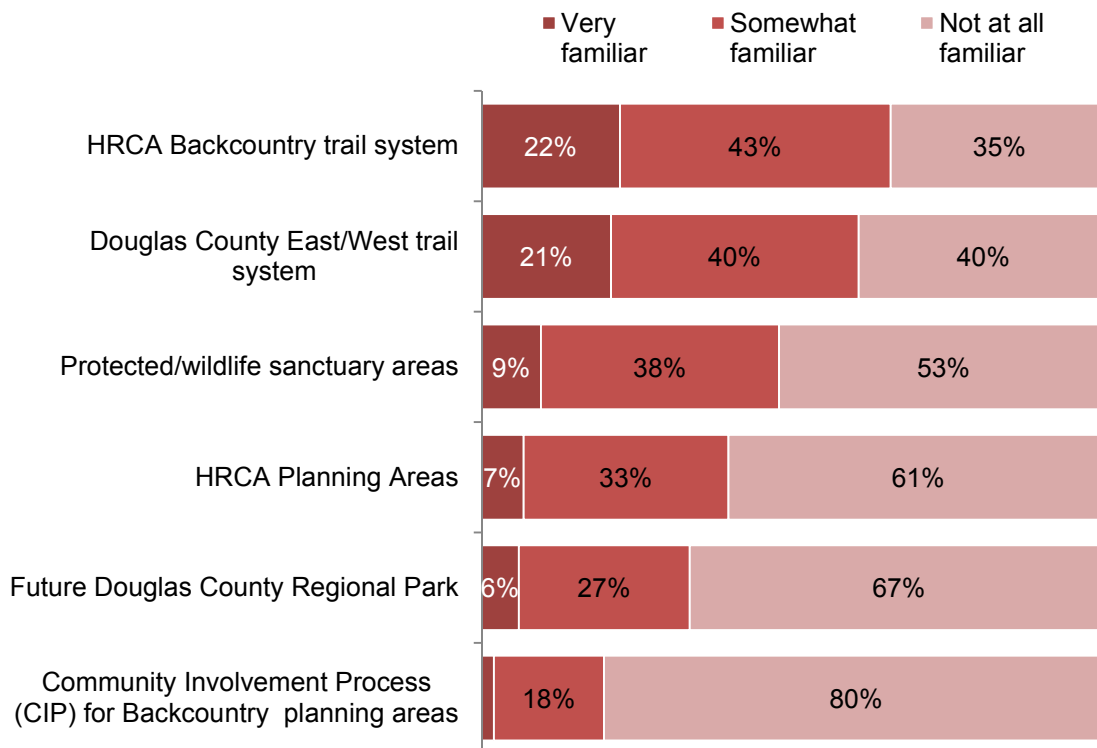


The Backcountry Wilderness Area

Homeowners' opinions regarding the HRCA Planning Areas may be best understood against the backdrop of their level of familiarity with existing Backcountry features and activities. Respondents to the survey indicated varying levels of familiarity with Backcountry features, with local trail systems at the top of the list. Nearly two-thirds of homeowners reported that they were "very" or "somewhat" familiar with the HRCA Backcountry trail system, while three in five reported that they were "very" or "somewhat" familiar with the Douglas County East/West trail system. In contrast, 80% of respondents reported that they were "not at all" familiar with the Community Involvement Process (CIP) for Backcountry Planning Areas.

FIGURE 9: FAMILIARITY WITH BACKCOUNTRY FEATURES

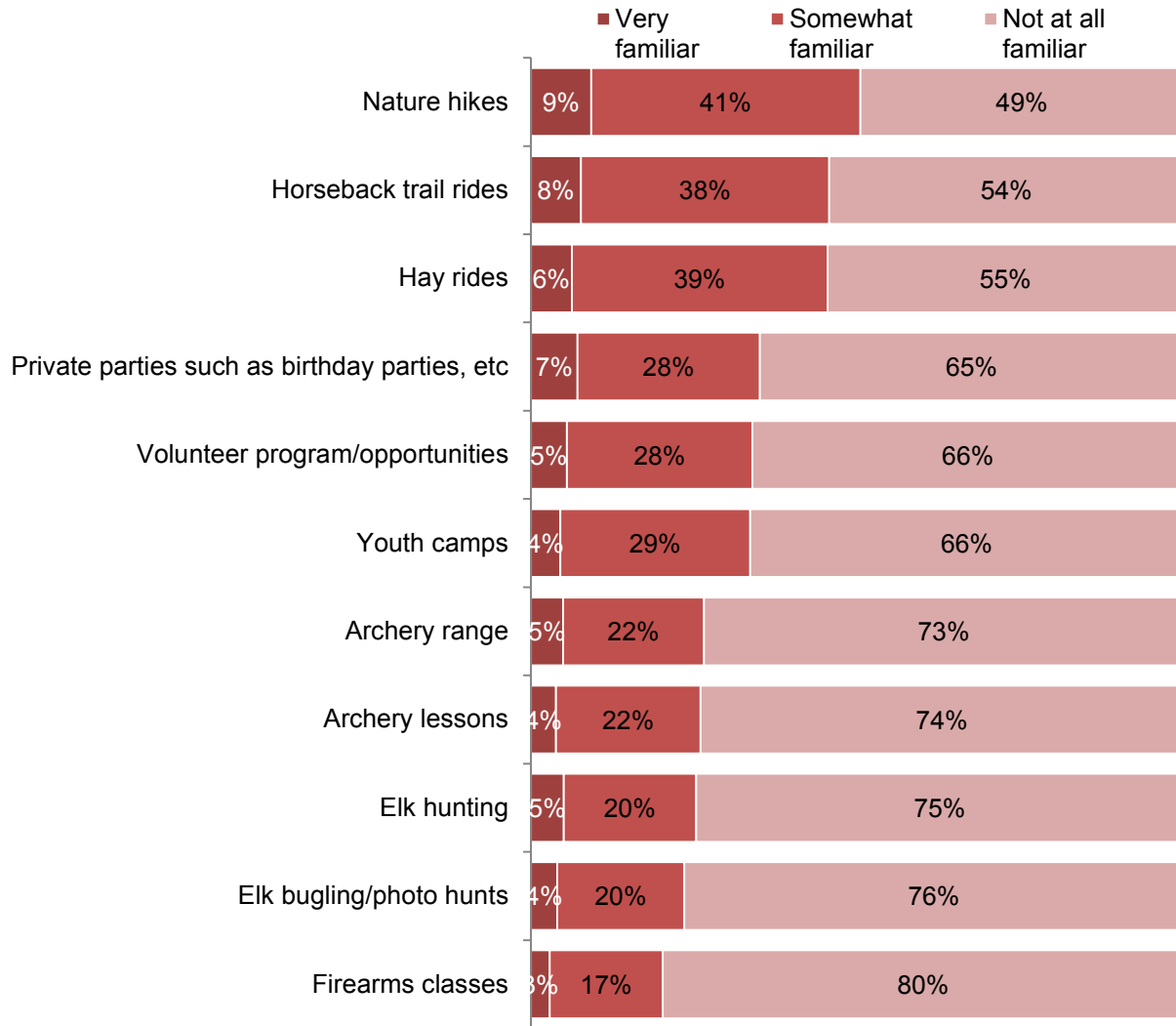
Please indicate your level of familiarity with the following Backcountry features.



Homeowners also indicated their level of familiarity with specific Backcountry activities. Approximately half of all respondents indicated that they were “very” or “somewhat” familiar with the nature hikes, horseback trail rides and hay rides offered in the Backcountry, while one-quarter of respondents indicated such familiarity with the archery range, archery lessons, elk hunting and elk bugling/photo hunts. Few respondents (20%) were familiar with the firearms classes offered in the Backcountry.

FIGURE 10: FAMILIARITY WITH BACKCOUNTRY ACTIVITIES

Please indicate your level of familiarity with the following Backcountry activities.

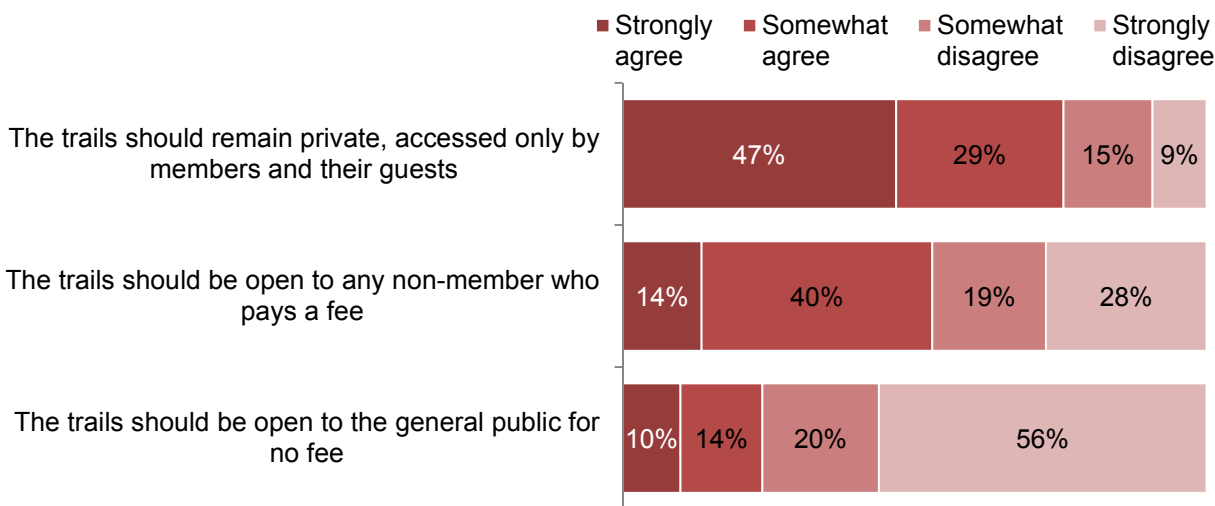


Prepared by National Research Center, Inc.

The survey informed residents that the use of HRCA Backcountry trails was restricted to members of the HRCA recreation centers and their guests; respondents indicated their level of agreement with a series of statements regarding permission options for non-members to access the Backcountry. Three quarters of residents agreed that the “trails should remain private, accessed only by members and their guests.” Just over half agreed that the “trails should be open to any non-member who pays a fee.” The least popular scenario was allowing trails to be open to the general public at no cost, with limited strong agreement (10%) and 56% in strong disagreement.

FIGURE 11: ACCESS TO BACKCOUNTRY TRAILS

Today the HRCA Backcountry trails (not including the Douglas County East/West Regional Trail) are owned by HRCA members, and usage is restricted to members who are allowed to use the HRCA recreation centers and their guests. Please indicate your level of agreement with the following statements.



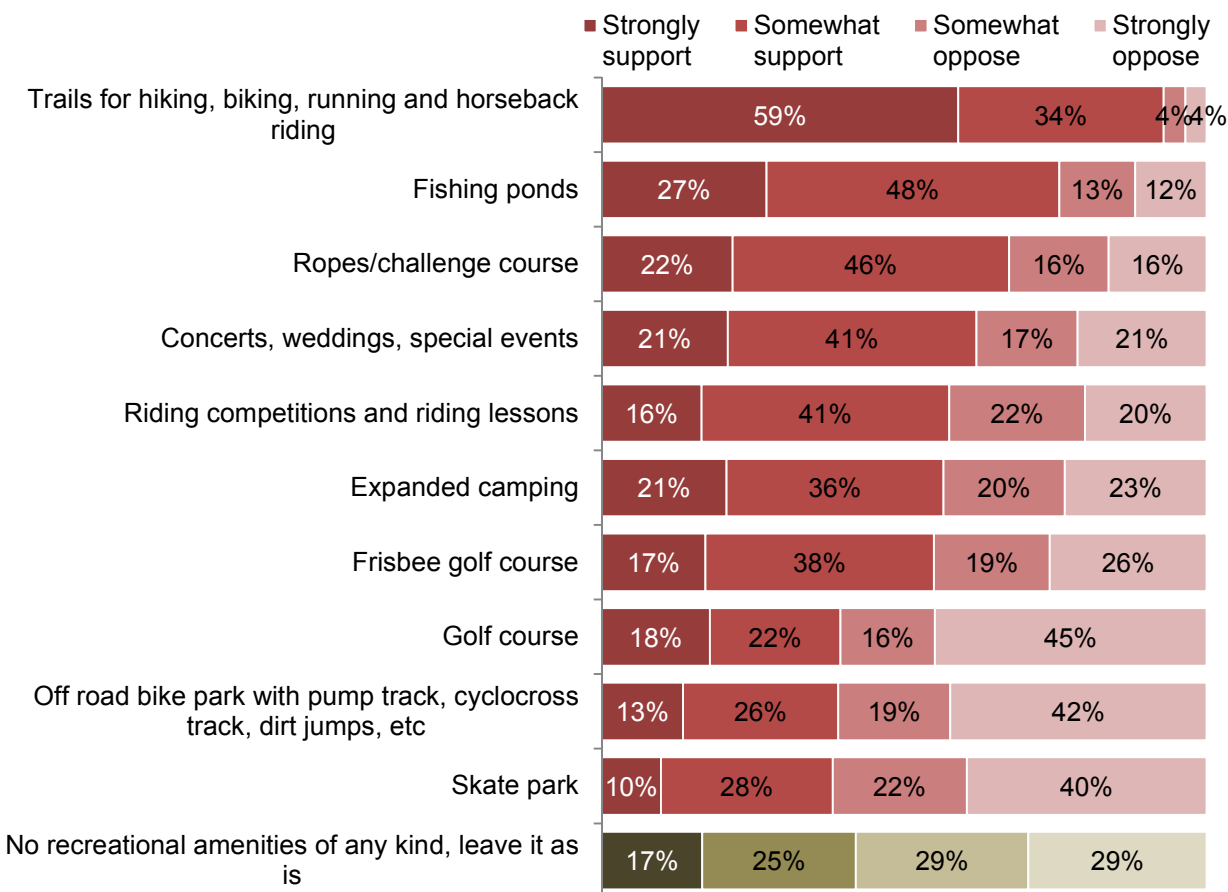
Development in the Backcountry

While the HRCA already offers varied recreational opportunities for its residents, the Backcountry offerings could be expanded. The survey asked homeowners to rate their level of support for a variety of potential pursuits related to the HRCA Planning Areas. Although 42% of residents advocated for no additional recreational amenities of any kind, most of the new amenities were favored by a majority. Most strikingly, 9 in 10 residents indicated their support for hiking, biking, running and horseback riding trails, with 6 in 10 indicating strong support. Three-quarters supported fishing ponds and two-thirds supported a ropes/challenge course. Recreational opportunities receiving the least support included a golf course, an off road bike park and a skate park, with around 4 in 10 residents indicating strong opposition to these pursuits.

Respondents were also permitted to write in an “other” potential recreational opportunity in the HRCA Planning Areas and provide a rating for it. About 60 respondents wrote in their own response. These write-in responses can be found in *Appendix A: Verbatim Responses to Open-ended Questions*.

FIGURE 12: POTENTIAL RECREATIONAL OPPORTUNITIES IN HRCA PLANNING AREAS

Thinking about potential recreational opportunities in HRCA Planning Areas, please indicate your level of support for the following pursuits.



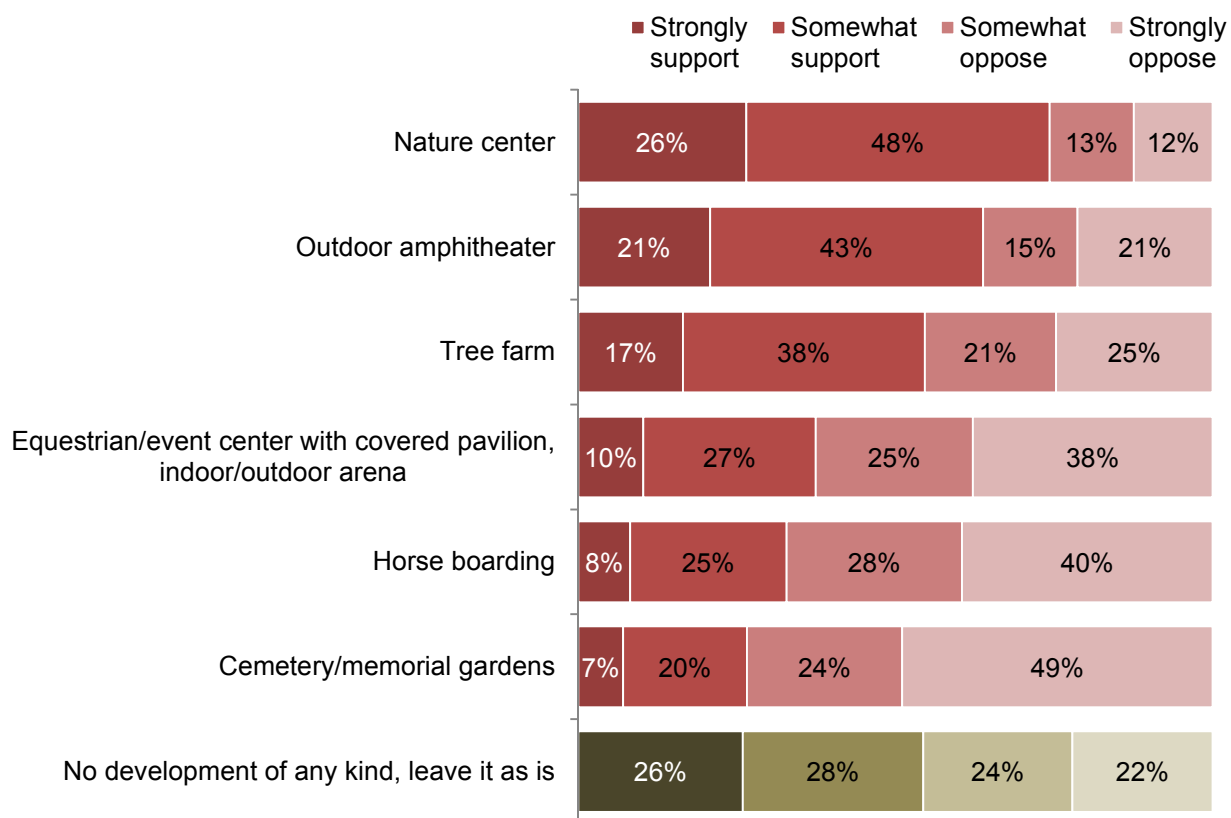
Prepared by National Research Center, Inc.

In addition to possible new recreational amenities, the Backcountry presents opportunities for new non-recreation development in the Planning Areas. In general, HRCA members greeted these development options more cautiously than the recreation possibilities and 54% supported no development of any kind, advocating that the Planning Areas be left as they are. Homeowners expressed the greatest support for a nature center, with three-quarters of homeowners indicating support. Approximately 6 in 10 residents at least “somewhat” supported an outdoor amphitheater and a tree farm. The least popular development opportunity was the cemetery/memorial gardens; half of residents indicated strong opposition to this pursuit.

In addition to rating the list of development opportunities, respondents were permitted to write in and rate an “other” development opportunity in the HRCA Planning Areas. About 45 respondents wrote in their own response. These write-in responses can be found in *Appendix A: Verbatim Responses to Open-ended Questions*.

FIGURE 13: POTENTIAL DEVELOPMENT OPPORTUNITIES IN HRCA PLANNING AREAS

Thinking about potential development opportunities in HRCA Planning Areas, please indicate your level of support for the following pursuits.



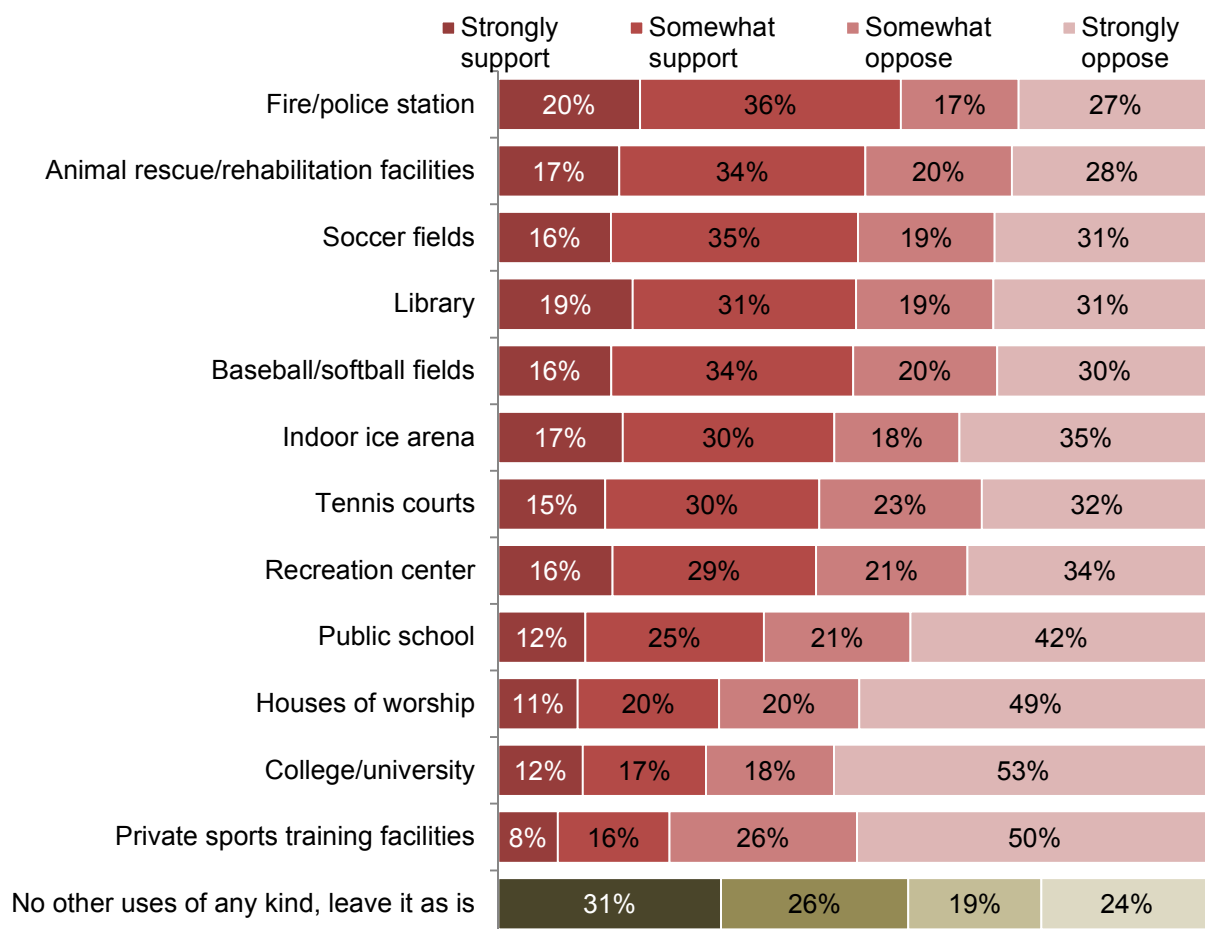
Prepared by National Research Center, Inc.

Any additional development in the Backcountry must adhere to HRCA zoning requirements. Current zoning allows for several types of uses in the HRCA Planning Areas. The survey asked homeowners to consider these uses and to indicate their level of support for 12 potential new projects. Fifty-seven percent of homeowners at least “somewhat” supported leaving the Planning Areas as they are, with no other uses of any kind. Among the possible uses noted on the survey, 56% “somewhat” or “strongly” supported a fire/police station and about half expressed support for animal rescue/rehabilitation facilities, soccer fields, a library and baseball/softball fields. Homeowners voiced the strongest opposition toward uses for houses of worship, a college/university and for private sports training facilities; about 7 in 10 residents opposed these pursuits with roughly half in strong opposition.

Respondents were also permitted to write in and rate an “other” use in the HRCA Planning Areas. About 30 respondents wrote in their own response. These write-in responses can be found in *Appendix A: Verbatim Responses to Open-ended Questions*.

FIGURE 14: POTENTIAL USES IN HRCA PLANNING AREAS

Current zoning allows several other types of uses in HRCA Planning Areas. Thinking about those uses, please indicate your level of support for the following pursuits.

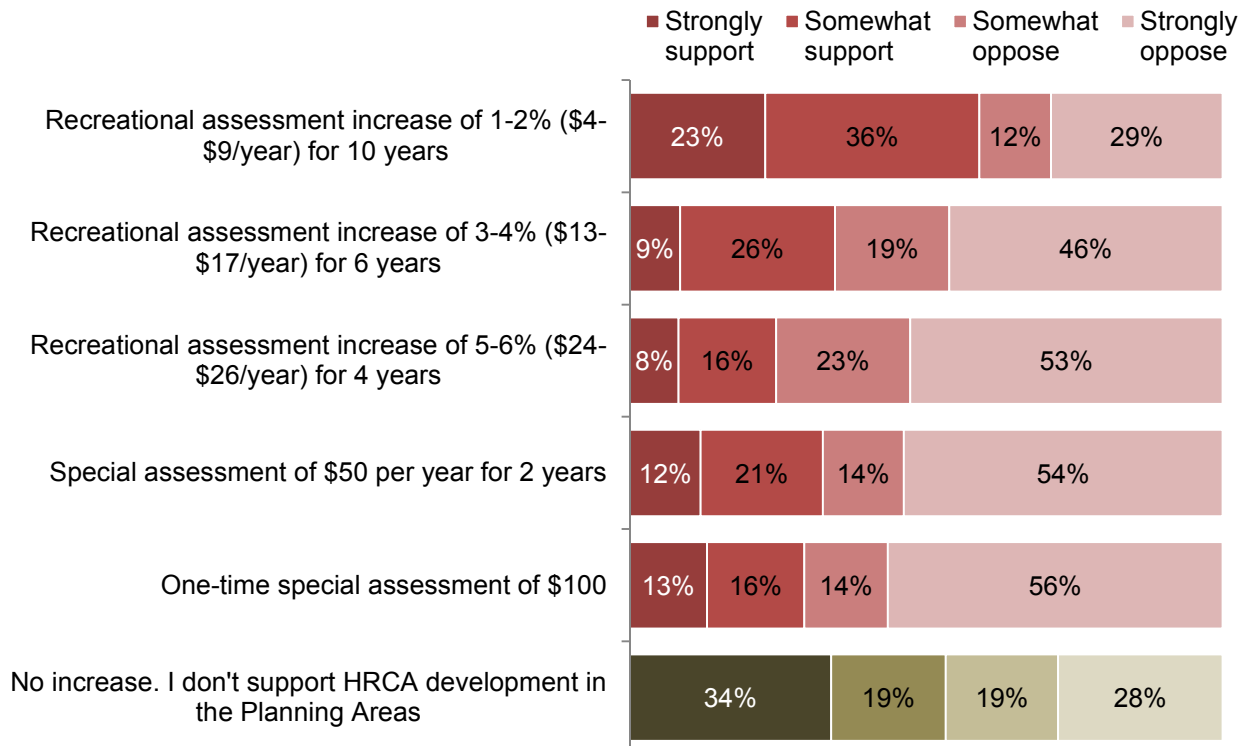


Prepared by National Research Center, Inc.

New Backcountry amenities would require funding through homeowner assessments. Survey respondents were asked how they would prefer to generate the increased funding. Overall, homeowners preferred an increase of 1-2% (\$4-\$9/year) for 10 years (59% “strongly” or “somewhat” supporting) or no increase (54% “strongly” or “somewhat” supporting). The remaining funding proposals garnered less support from HRCA members, with about half of all residents expressing strong opposition to these plans.

FIGURE 15: FUNDING FOR BACKCOUNTRY AMENITIES

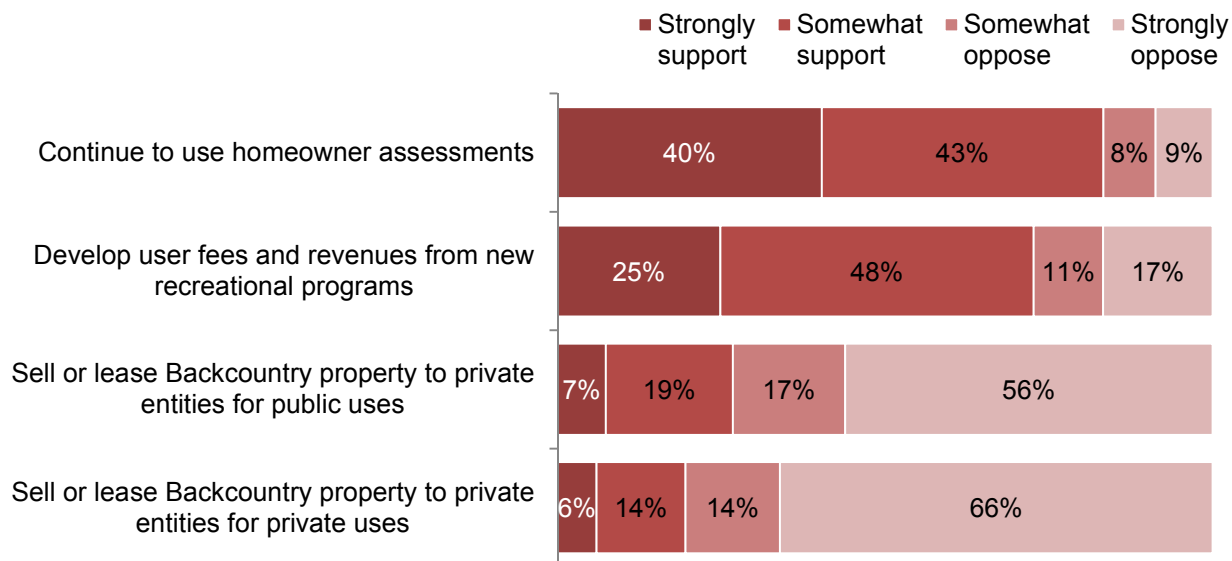
New Backcountry amenities could be funded in a number of ways. Thinking about any new amenities in the Backcountry, please indicate your level of support for the following funding approaches.



Regardless of where residents stand on issues of new development in the Backcountry, existing operations must be kept afloat. Currently, the cost of Backcountry operations is funded by homeowner assessments; however, program and user fees and/or revenue from the sale of land could at least partially fund Backcountry expenses. Residents were asked to weigh in on how the HRCA should proceed with funding Backcountry operations. Most residents (83%) supported the continued use of homeowner assessments, while nearly as many (73%) also supported the development of user fees and revenues from new recreation programs. In contrast, the majority of residents expressed strong opposition to the sale or lease of Backcountry property to private entities for either public or private uses.

FIGURE 16: FUNDING FOR BACKCOUNTRY OPERATIONS

Currently, the cost of Backcountry operations is funded by homeowner assessments. Program and user fees and/or revenue from the sale of land could partially or fully fund the operations expenses for the Backcountry. Thinking about operations expenses for the Backcountry, please indicate your level of support for the following funding approaches.



Appendix A: Verbatim Responses to Open-ended Questions

Following are verbatim responses to the open-ended question on the survey, sorted alphabetically. The verbatim responses were not edited for spelling, grammar or punctuation. For questions in which respondents could rate (e.g., “excellent,” “good,” “fair,” “poor,” etc.) their “other” response, the rating has also been provided.

Question 4: Thinking about potential recreational opportunities in HRCA Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits. Responses to “other.”

- Additional tennis courts (Strongly support)
- Additional tennis courts (Strongly support)
- Another lap pool (Strongly support)
- Aquatics - 50 meter pool (Strongly support)
- Astronomy observatory concerts/special events: movie screenings/open air performance stan vp/mc (Strongly support)
- Bad economy! (Strongly oppose)
- Buffalo range (Strongly support)
- Climbing walls (Strongly support)
- Community garden/farm (Strongly support)
- Day use picnic/day camp. Area (Strongly support)
- Dog parks (Strongly support)
- Dogpark; picnic/family area (Somewhat support)
- Enough already exist
- Fire arms range/broadhead archery. (Strongly support)
- Fire arms training/use/ gun range (Strongly support)
- Firearms range (Strongly support)
- Giant play structure-see Chuters and Ladders in Bloomington. MN or a big splash pad (Strongly support)
- H.R. Man gon open for more often tours (Strongly support)
- Hiking trail from the E/W Douglas trail and Daniels Park Rd. across HRCA planning area near the Future Douglas County Regional Park and connecting to the trail off of Monarch Blvd. This would allow for a loop to be run on mostly dirt from Southridge Rec. (Strongly support)
- HRCA fees (Strongly oppose)
- Hunter (Strongly support)
- Hunting (Strongly support)
- Ice hockey rink (Strongly support)
- Ice rink
- Ice skating rink (Strongly support)
- If there is another activity that is nature related I would be willing to consider, but only if it is nature related such as the camping and fishing ideas. (Somewhat oppose)
- Increase use of water (Strongly oppose)
- Indoor pistol range (Strongly support)
- Indoor roll on hockey (Strongly support)
- Larger outdoor pools

- Make wild life park
- More fields for kids little league (i.e. baseball, soccer, football, etc.) (Strongly support)
- More soccer fields - too many kids play soccer in this country and there arent enough fields. (Strongly support)
- Motocross track
- Motorized dirt bike activities (Strongly oppose)
- Nature center / walk park (Strongly support)
- Obstacle course/racing series
- Pick nick areas (Strongly support)
- Picnic areas (Strongly support)
- picnic areas (Strongly support)
- Picnic tables & areas (Strongly support)
- Play structure in backcountry assoc. (Strongly support)
- Please inform one more of what you are planing the map on the front not very accurate.
- Ponds are breeding areas for west nile
- Pool for adults only (Strongly support)
- Putting course and driving range (Somewhat oppose)
- Rifle - shotguns - Randolph target areas (Strongly support)
- Rifle range (Strongly support)
- Shooting range (Strongly support)
- Shooting range (Strongly support)
- Shooting range (Strongly support)
- Shooting range (Strongly support)
- Small arms fire arms range (Strongly support)
- Sports fields ice rinks (Strongly oppose)
- Strongly opposed to any building of structures, motorized activity, any camping, horses, anywhere (Strongly oppose)
- Tennis (Somewhat support)
- Tennis (Strongly support)
- Tennis complex (Strongly support)
- Tennis courts!!
- Too many Golf courses now
- Update weight training areas @rc 1 (Strongly support)
- Use should respect wildlife (Strongly support)
- Wants that impart nature the East (Strongly support)
- Wildlife and flora heritage site (Strongly support)
- Worry about parks of small children
- Youth hunting opportunities (Strongly support)
- Zip lines, boulderings rock (Strongly support)

Question 5: Thinking about potential development opportunities in HRCA Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits. Responses to "other."

- Additional tennis courts
- Adult only swimming pool/bar.vegas style please! Thomeis alaca of those! (Strongly support)
- Ample parking for nature center and put health
- an olympic size lap pool (Strongly support)
- Animal shelter (Strongly support)

- Any school, especially university level schools/large scale/private schools! (Strongly oppose)
- Auto racing course classic car club support. Racing, Teen/Adult safe Driving/Winter Driving
- Because of hi density housing throughout HR keep back country back to nature
- Biodiversity genesis zone (Strongly support)
- children's farmstead (see Deanna Rose Farmstead Overland Park, KS) (Somewhat support)
- Community gardens
- Cutting edge rec center (Strongly support)
- Fence in wild life from major roads (hit a deer on University and Quebec last Saturday night) (Strongly support)
- Frisbee golf course (Strongly support)
- Golf course (Strongly support)
- Horses smell for miles sometimes
- HRCA fees and that stupid truck that drives around (Strongly oppose)
- ice hockey rink
- Increase use of water. (Strongly oppose)
- Indoor children facility-play structure (Strongly support)
- Indoor/outdoor shooting range (Strongly support)
- Is it Native American land?
- Its too much. All for much
- Just don't want over development love the green belts (Strongly support)
- Leave it alone (Strongly support)
- Leave it alone!
- Leave it as is
- LEAVE IT AS IS (Strongly oppose)
- More parks (Strongly support)
- More soccer fields! (Strongly support)
- no commercial/residential development (Strongly oppose)
- Playing fields (Strongly oppose)
- Pool that excludes children empty nesters pool & hot tub - no kids (Strongly support)
- Same as previous answer, if something would be related to nature I could support it. (Somewhat oppose)
- Shooting range (Strongly support)
- Shooting range (Strongly support)
- Shooting range (Strongly support)
- Skate (Somewhat oppose)
- Soft ball fields
- Sports fields ice ricks lights (Strongly oppose)
- Tennis
- Tennis (Strongly support)
- Trails and biking (Strongly support)
- With the economy the way it is? (Strongly oppose)

Question 6: Current zoning allows several other types of uses in HRCA Planning Areas (see map on the cover letter). Thinking about those uses, please indicate your level of support for the following pursuits. Responses to "other."

- 50 Meter aquatics center could build a locality similar to E P I C in FT Collins (Strongly support)
- Adult only Vegas style pool/ bar. See above (Strongly support)
- Allow for 10-6 privacy fences (Strongly support)
- Anything
- Around highlands ranch for schools never built.
- Community gardens/nursery. I like to see French/Italian European inspired city center occupants artisan bakeries, pastery local produce - small business center
- Competition swim pool (Strongly support)
- Covered tennis courts
- Feel like we have high schools & churches & rec. Center (Somewhat oppose)
- Hiking trails (Strongly support)
- HRCA resident shooting ranges (Strongly support)
- HRCA should strongly consider more covered/indoor tennis, courts. Possibly covering the outside courts Northridge
- I would like another library (Strongly support)
- If it would get rid of tall bull memorial park-leave it alone!!!
- Indoor aquatics center
- Indoor swimming pool-10 lanes for competative swimming events with sufficient spectator seating (Strongly support)
- Keep all activities nature oriented (Strongly support)
- Leave it alone
- Leave it as it is (Strongly support)
- Multi-use fields/indoor training field (Somewhat support)
- NA
- Olympic size pool like veterans in Thornton (Strongly support)
- Only things that can make money (Strongly support)
- Outdoor wildlife recreation center (Somewhat support)
- Senior center (Somewhat support)
- Shooting range (Strongly support)
- Water park (Strongly support)
- Wildlands education center (Strongly support)
- Would like more of chapel for weddings-indoor & out area flower gardens w/ walking paths (Strongly support)

Question 10: Please rate the quality of each of the following aspects of the Highlands Ranch community. Responses to "other."

- (Houses are too dense-too close to each other) most one of poor quality building materials.
- (Increase) n-s/e-w traffic capacity (Fair)
- 1 Open space trails & maintenace including bike paths 2 Traffic lights on Broadway, timing off (Excellent)
- 1) To retain older indiviauals a more road style (I story) home office would seem ideal.
- Access lightrail and airport bus (Poor)
- Appropriate mix of activities for families, seniors or singles (Poor)

- Architectural control committee doesn't enforce rules.
- Architected control isn't attentive and quality of some homes is deteriorating
- Better services offered for recycling paper, computers, medications, etc. (Poor)
- Clean up some of the older areas & don't allow pastel painted houses they look awful
- Colorado blvd needs access to c-470. This will buler our traffics in our streets during rush hours. (Excellent)
- Commute is grocering (Excellent)
- Disband HRCA (Poor)
- Diversity of residents (Poor)
- Except for "spaces" at hr Pkwy Fairview head many negative comments about the design color
- Friendliness (Excellent)
- Hate driving to Sedalia, parker, castle rock & frank town for equestrian pursuits! Would love to board closer and have many. Equestrian firends in H.R. That feel the same way.
- Health care (Good)
- HRCA property/land scaping by townhomes (Poor)
- I find all the strip malls to be an eye sore. Wish you would have planned it more like wash park.
- I m almost 96 years old, dont take part in any of this. Health issues sorry.
- Lack of independent restaurants/pubs all chains!
- Lack of senior facilities / programs (Poor)
- Land scaping & care of public areas (Excellent)
- Length of daily commute to work (Fair)
- Light rail service (Poor)
- Lot sizes We consider our home a starter home & would love to stay in HR but think we will eventually more to get more outdoor space. We can't see spending \$500,800 on a home where you have a tiny backyard & your neighbors window in 5ft. Away from yours. You should easily consider bigger lots in future neighborhood developments. (Poor)
- Maintanance of community parks & space (Excellent)
- More "mom & pop" retail and dining less "chain" stoics - dining
- More mom & pop restaurants
- Need a new community for baby boomers ranches age 50+with low maintenance fees-boch country hoa too expensive-prices high 300 to high 500's bis-need-loke Glewengles
- Need an affordable golf course HR you club is local but too expensive
- Need more "untouched" natural areas highlands ranch is over developed
- Need more decent restaurants not more fast food chains. We hope there are plans for something in the new development across from town center. We don't need more "wings" and "burger" places!
- Need more office and commercial developement (Poor)
- Need more ranch-style houses and patio homes with sensible HOA fees
- Need more small business vs lg. Companies and "chain" restaurants!
- Need more town homes at a reasonable price for retirees!
- Need more unique retail & restaurants-too many chains
- Need professional opportunities
- Need to fix roads - sounds like we drive in horse carriage
- Need to home development for down sizing for older residents (Poor)
- Need trees in open space
- No more high density developments !
- Opportunities for church growth (Poor)

- Overall cleanliness of rec centers attitude of employees and management of rec centers too many closures of rec centers annual closures are a joke nothing gets (Poor)
- Pay too much for fees already (Fair)
- Pools are much too crowded. There should be an adult pool. I say this even though I have 2 children age, 9, and 11
- Pools for older children & adults (Poor)
- Poor choice of family restaurants
- Ps. Need restaurants like - black eye pea all home cooking & good prices - red lobster - cracker barrel (a most) all fresh food & a great fam. Rest. & seniors.
- Public transportation please ask for more (Poor)
- Quality of d.c public schools 2 Declining rapidly due to school board. Not your job, I understand. But use may move out of Douglas County due to school board actions.
- Quality of new housing - I. E. Spaces The new spaces development is a huge eye sore in highlands. Ranch, It is hideous! (Poor)
- Restaurants you sit and eat in (Poor)
- Retirement homes-affordable! (Excellent)
- Road conditions (Poor)
- Road home options (Poor)
- Roads !!! especially wildcat reserve pkwy. (Poor)
- Roads & scenery seem worse today than say 10 years ago (Poor)
- RTD service to airport (DJA) (Poor)
- School commute (Excellent)
- Senior citizen services (Poor)
- Shame air town center is such a dud, when it could have been developed like the streets of Southglenn. Such a waste. (Poor)
- Side walk concrete cracks in open space keep the track off of them and save alot of money. (Poor)
- Small independent (non-chain owned)businesses (Poor)
- Snow removal (Poor)
- Spaces development (Poor)
- Tennis bubble & NR needs facts of repair.
- Tennis bubble is no longer in good repair on rainy/snowy days. It leaks ! Also, light bolts are not replaced so it is difficult to enjoy the facility when playing tennis!
- Tennis facilities (Poor)
- Terrible - could we possible have any more fast food joints?
- The area around lucent and HRP is becoming congested.Need to maintain the balance for the safety of those who job, run/walk. (Good)
- The mew housing development "Spaces" off of H.R. Parkway by valor H.S. Degrads & lowers the standard of our whole community. It looks cheap and doesnt fit in with the best of H.R. I'm shocked it was approved to be built-it looks awful!
- Timed traffic lights & smooth roads (Poor)
- Timing of traffic signals adds extra time to commute. (Poor)
- Too many churches/private schools do they pay tax?
- Too many fast foods popping up that are not healthy need more with salads!
- Town center (Good)
- Town ctr was not done right-sad to fill the area with big chains in the middle of parking lots. Should be more community "friendly-more street appeal (like southerlands) sad it was done this way.
- Traffic (Poor)

- Traffic (Poor)
- Traffic lights should be re-programmed to have longer "green" for north bound & Eastbound traffic in the morning & vice-versa in the afternoon. Suggestions: Sidewalk snow removal from HRCA funds for 71 "snowface (less than half of our neighbors remove snow) solar powered lamps @ mall kiosks will add safety-especially in winter when dark & i. (Poor)
- Trails are amazing ! mtn biking
- Trees lining trails (Poor)
- Very accessible
- Walkability (Fair)
- We are over built. As it is. Leave something with nature in mind
- We could like a few more upscale dining choices and fewer fast food restaurants
- We have may too many fast food restaurants the walking & biking trails are kept up great thanks to the rangers. Too many cars are parked on residential streets.
- We need 100% better covenant patrol of neighborhoods. We shouldn't have to call or write for problem areas. Ref-too many rental houses where upkeep on exterior whether painting, dead trees, no upkeep on lawns-more notices should be sent out.
- With cost of water and frequent drought conditions, HRCA should consider eliminating some of the grassy areas (turf) in open space (that requires: moving, watering - cost of both.)
- Would like more natural areas

Appendix B: Responses to Survey Questions

Responses Excluding “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

TABLE 1: QUESTION 1

Please indicate your level of familiarity with the following Backcountry features.	Very familiar	Somewhat familiar	Not at all familiar	Total
HRCA Backcountry trail system	22%	43%	35%	100%
Douglas County East/West trail system	21%	40%	40%	100%
Protected/wildlife sanctuary areas	9%	38%	53%	100%
HRCA Planning Areas	7%	33%	61%	100%
Future Douglas County Regional Park	6%	27%	67%	100%
Community Involvement Process (CIP) for Backcountry planning areas	2%	18%	80%	100%

TABLE 2: QUESTION 2

Please indicate your level of familiarity with the following Backcountry activities.	Very familiar	Somewhat familiar	Not at all familiar	Total
Youth camps	4%	29%	66%	100%
Hay rides	6%	39%	55%	100%
Horseback trail rides	8%	38%	54%	100%
Elk hunting	5%	20%	75%	100%
Elk bugling/photo hunts	4%	20%	76%	100%
Archery lessons	4%	22%	74%	100%
Archery range	5%	22%	73%	100%
Firearms classes	3%	17%	80%	100%
Nature hikes	9%	41%	49%	100%
Private parties such as birthday parties, etc.	7%	28%	65%	100%
Volunteer program/opportunities	5%	28%	66%	100%

TABLE 3: QUESTION 3

Today the HRCA Backcountry trails (not including the Douglas County East/West Regional Trail) are owned by HRCA members, and usage is restricted to members who are allowed to use the HRCA recreation centers and their guests. Please indicate your level of agreement with the following statements.	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
The trails should remain private, accessed only by members and their guests	47%	29%	15%	9%	100%
The trails should be open to the general public for no fee	10%	14%	20%	56%	100%
The trails should be open to any non-member who pays a fee	14%	40%	19%	28%	100%

TABLE 4: QUESTION 4

Thinking about potential recreational opportunities in HRCA Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
No recreational amenities of any kind, leave it as is	17%	25%	29%	29%	100%
Trails for hiking, biking, running and horseback riding	59%	34%	4%	4%	100%
Expanded camping	21%	36%	20%	23%	100%
Riding competitions and riding lessons	16%	41%	22%	20%	100%
Golf course	18%	22%	16%	45%	100%
Ropes/challenge course	22%	46%	16%	16%	100%
Concerts, weddings, special events	21%	41%	17%	21%	100%
Skate park	10%	28%	22%	40%	100%
Off road bike park with pump track, cyclocross track, dirt jumps, etc.	13%	26%	19%	42%	100%
Frisbee golf course	17%	38%	19%	26%	100%
Fishing ponds	27%	48%	13%	12%	100%
Other	84%	3%	4%	9%	100%

TABLE 5: QUESTION 5

Thinking about potential development opportunities in HRCA Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
No development of any kind, leave it as is	26%	28%	24%	22%	100%
Outdoor amphitheater	21%	43%	15%	21%	100%
Nature center	26%	48%	13%	12%	100%
Cemetery/memorial gardens	7%	20%	24%	49%	100%
Equestrian/event center with covered pavilion, indoor/outdoor arena	10%	27%	25%	38%	100%
Tree farm	17%	38%	21%	25%	100%
Horse boarding	8%	25%	28%	40%	100%
Other	63%	3%	12%	22%	100%

TABLE 6: QUESTION 6

Current zoning allows several other types of uses in HRCA Planning Areas (see map on the cover letter).Thinking about those uses, please indicate your level of support for the following pursuits.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
No other uses of any kind, leave it as is	31%	26%	19%	24%	100%
Recreation center	16%	29%	21%	34%	100%
Indoor ice arena	17%	30%	18%	35%	100%
Baseball/softball fields	16%	34%	20%	30%	100%
Soccer fields	16%	35%	19%	31%	100%
Tennis courts	15%	30%	23%	32%	100%
Private sports training facilities	8%	16%	26%	50%	100%
Animal rescue/rehabilitation facilities	17%	34%	20%	28%	100%
Houses of worship	11%	20%	20%	49%	100%
Fire/police station	20%	36%	17%	27%	100%
Library	19%	31%	19%	31%	100%
College/university	12%	17%	18%	53%	100%
Public school	12%	25%	21%	42%	100%
Other	78%	16%	6%	0%	100%

TABLE 7: QUESTION 7

New Backcountry amenities could be funded in a number of ways. Thinking about any new amenities in the Backcountry, please indicate your level of support for the following funding approaches.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
No increase. I don't support HRCA development in the Planning Areas	34%	19%	19%	28%	100%
Recreational assessment increase of 1-2% (\$4-\$9/year) for 10 years	23%	36%	12%	29%	100%
Recreational assessment increase of 3-4% (\$13-\$17/year) for 6 years	9%	26%	19%	46%	100%
Recreational assessment increase of 5-6% (\$24-\$26/year) for 4 years	8%	16%	23%	53%	100%
Special assessment of \$50 per year for 2 years	12%	21%	14%	54%	100%
One-time special assessment of \$100	13%	16%	14%	56%	100%

TABLE 8: QUESTION 8

Currently, the cost of Backcountry operations is funded by homeowner assessments, program and user fees and/or revenue from the sale of land could partially or fully fund the operations expenses for the Backcountry. Thinking about operations expenses for the Backcountry, please indicate your level of support for the following funding approaches.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Continue to use homeowner assessments	40%	43%	8%	9%	100%
Develop user fees and revenues from new recreational programs	25%	48%	11%	17%	100%
Sell or lease Backcountry property to private entities for public uses	7%	19%	17%	56%	100%
Sell or lease Backcountry property to private entities for private uses	6%	14%	14%	66%	100%

TABLE 9: QUESTION 9

The programs and activities currently offered in the Backcountry cover their expenses in full and produce a small amount of additional revenue. Please indicate which of the following statements best describes your view of activities and programs in the Backcountry.	Percent of Respondents
The amount of activities and programs is just right	60%
The amount of activities and programs should decrease	5%
The amount of activities and programs should increase	35%
Total	100%

TABLE 10: QUESTION 10

Please rate the quality of each of the following aspects of the Highlands Ranch community.	Excellent	Good	Fair	Poor	Total
Overall mix of commercial, residential and recreational areas	33%	55%	11%	1%	100%
Preferred mix of restaurant choices	12%	37%	36%	15%	100%
Quality of restaurants	10%	40%	41%	9%	100%
Appropriate mix of retail businesses	14%	54%	27%	5%	100%
Quality of retail establishments	14%	58%	26%	3%	100%
Appropriate mix of housing choices	22%	58%	17%	3%	100%
Opportunities to work in the community	6%	30%	40%	23%	100%
Quality of neighborhood/community parks and recreational areas	48%	45%	6%	1%	100%
Quality of public services (e.g., library, police, fire, water, trash)	47%	45%	7%	1%	100%
Length of daily commute to work or school	24%	45%	21%	10%	100%
Other	14%	8%	7%	71%	100%

TABLE 11: QUESTION 11

Please rate the job the HRCA does at each of the following.	Excellent	Good	Fair	Poor	Total
Managing the four recreation centers	42%	51%	5%	1%	100%
Managing the Backcountry Wilderness Area	30%	59%	10%	1%	100%
Enforcing architectural covenants	16%	48%	26%	10%	100%
Providing services that enhance property values	17%	48%	25%	10%	100%
Making assessments for the HRCA services fair and reasonable	17%	51%	26%	6%	100%
Planning and operating community events	27%	55%	15%	2%	100%

TABLE 12: QUESTION 12

Thinking about various sources of information about the HRCA, please indicate which you depend on for HRCA news and events. Please mark all that apply.	Percent of respondents
HRCA Web site (www.hrcaonline.org)	66%
HRCA E Blasts (E-mail notices)	26%
HRCA Monthly Newsletter	74%
HRCA Twitter/Facebook	5%
HRCA Activities Guide	58%
Your HRCA district delegate	3%
Newspapers	30%
Other online sources	3%
Word of mouth	26%

Prepared by National Research Center, Inc.

Thinking about various sources of information about the HRCA, please indicate which you depend on for HRCA news and events. Please mark all that apply.	Percent of respondents
Flyers, sandwich boards and facility signage	37%
Information from your Sub-Association	5%

Total may exceed 100% as respondents could select more than one option.

TABLE 13: QUESTION 13 PARTICIPATION

Please first indicate how many times, if at all, in the past 12 months you or another household member have used or participated in each of the following in Highlands Ranch.	Daily	1-6 times per week	1-3 times per month	Less than once per month	Never	Total
Northridge recreation center	1%	13%	14%	31%	41%	100%
Southridge recreation center	1%	13%	24%	32%	30%	100%
Eastridge recreation center	1%	11%	24%	36%	28%	100%
Westridge recreation center	2%	13%	17%	30%	38%	100%
Backcountry Wilderness Area programs	0%	6%	10%	24%	60%	100%
Sports and fitness programs	1%	12%	15%	23%	49%	100%
Aquatics programs	0%	6%	9%	19%	65%	100%
Education and arts programs	0%	1%	5%	17%	77%	100%
Preschool	0%	1%	0%	2%	96%	100%
Child care	1%	1%	1%	2%	95%	100%
Nursery programs	0%	0%	1%	2%	96%	100%
Community and special events (e.g., July 4th, Rodeo, Home Town Holiday)	1%	2%	18%	50%	29%	100%

TABLE 14: QUESTION 13 QUALITY

Rate the quality of each, whether or not you have participated.	Excellent	Good	Fair	Poor	Total
Northridge recreation center	21%	51%	23%	5%	100%
Southridge recreation center	50%	45%	4%	1%	100%
Eastridge recreation center	33%	54%	12%	2%	100%
Westridge recreation center	37%	55%	7%	1%	100%
Backcountry Wilderness Area programs	33%	56%	10%	0%	100%
Sports and fitness programs	24%	60%	14%	2%	100%
Aquatics programs	23%	57%	16%	3%	100%
Education and arts programs	19%	63%	17%	1%	100%
Preschool	18%	59%	18%	5%	100%
Child care	13%	61%	20%	6%	100%
Nursery programs	19%	59%	19%	4%	100%

Highlands Ranch Community Association Community Survey

Rate the quality of each, whether or not you have participated.	Excellent	Good	Fair	Poor	Total
Community and special events (e.g., July 4th, Rodeo, Home Town Holiday)	25%	58%	15%	2%	100%

TABLE 15: QUESTION 14

Thinking about the four existing recreation centers, please indicate your level of agreement with the following statements.	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
The HRCA should focus on operating recreation centers at the lowest possible cost	20%	31%	36%	13%	100%
The HRCA should maintain state of the art recreation centers that are the equal of private facilities in the area	36%	47%	12%	5%	100%
The HRCA should build a new recreation center in Highlands Ranch	7%	18%	30%	45%	100%
The HRCA should build a new outdoor pool/aquatics center in Highlands Ranch	13%	30%	26%	31%	100%
The HRCA should build a new senior center in Highlands Ranch	11%	34%	28%	27%	100%
The HRCA should build a new arts/cultural center in Highlands Ranch	10%	29%	30%	31%	100%
The Eastridge weight and cardio areas should be remodeled and expanded	27%	40%	18%	15%	100%
The Northridge outdoor tennis courts should be converted to indoor facilities	12%	25%	33%	31%	100%

TABLE 16: QUESTION 15

Any new recreational amenities will require funding sources for construction financing. Thinking about those amenities, please indicate your level of support for the following funding approaches.	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
No increase. I don't support any changes to the existing recreation amenities	29%	24%	21%	27%	100%
Recreational assessment increase of 1-2% (\$4-\$9/year) for 10 years	22%	41%	11%	25%	100%
Recreational assessment increase of 3-4% (\$13-\$17/year) for 6 years	8%	28%	24%	41%	100%
Recreational assessment increase of 5-6% (\$24-\$26/year) for 4 years	8%	17%	26%	49%	100%
Special assessment of \$50 per year for 2 years	10%	22%	17%	51%	100%
One-time special assessment of \$100	13%	16%	17%	54%	100%

Responses Including “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents and the number of respondents for each response option for each question are included in each table.

TABLE 17: QUESTION 1

Please indicate your level of familiarity with the following Backcountry features.	Very familiar		Somewhat familiar		Not at all familiar		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
HRCA Backcountry trail system	22%	287	43%	562	35%	452	100%	1,302
Douglas County East/West trail system	21%	267	40%	511	40%	515	100%	1,292
Protected/wildlife sanctuary areas	9%	123	38%	493	53%	682	100%	1,298
HRCA Planning Areas	7%	86	33%	420	61%	779	100%	1,285
Future Douglas County Regional Park	6%	77	27%	352	67%	862	100%	1,290
Community Involvement Process (CIP) for Backcountry planning areas	2%	25	18%	226	80%	1,034	100%	1,285

TABLE 18: QUESTION 2

Please indicate your level of familiarity with the following Backcountry activities.	Very familiar		Somewhat familiar		Not at all familiar		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Youth camps	4%	58	29%	377	66%	860	100%	1,295
Hay rides	6%	81	39%	508	55%	707	100%	1,296
Horseback trail rides	8%	99	38%	495	54%	706	100%	1,300
Elk hunting	5%	65	20%	263	75%	968	100%	1,297
Elk bugling/photo hunts	4%	52	20%	253	76%	991	100%	1,296
Archery lessons	4%	50	22%	288	74%	962	100%	1,300
Archery range	5%	64	22%	281	73%	954	100%	1,299
Firearms classes	3%	37	17%	224	80%	1,028	100%	1,288
Nature hikes	9%	119	41%	535	49%	641	100%	1,295
Private parties such as birthday parties, etc.	7%	92	28%	363	65%	841	100%	1,296
Volunteer program/opportunities	5%	71	28%	368	66%	853	100%	1,292

TABLE 19: QUESTION 3

Today the HRCA Backcountry trails (not including the Douglas County East/West Regional Trail) are owned by HRCA members, and usage is restricted to members who are allowed to use the HRCA recreation centers and their guests. Please indicate your level of agreement with the following statements.	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
The trails should remain private, accessed only by members and their guests	45%	579	28%	355	15%	188	9%	114	3%	39	100%	1,276
The trails should be open to the general public for	9%	118	13%	167	19%	237	53%	668	5%	64	100%	1,254

Today the HRCA Backcountry trails (not including the Douglas County East/West Regional Trail) are owned by HRCA members, and usage is restricted to members who are allowed to use the HRCA recreation centers and their guests. Please indicate your level of agreement with the following statements.	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
no fee												
The trails should be open to any non-member who pays a fee	13%	160	37%	467	18%	230	26%	326	6%	81	100%	1,264

TABLE 20: QUESTION 4

Thinking about potential recreational opportunities in HRCA Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
No recreational amenities of any kind, leave it as is	15%	179	22%	274	25%	308	26%	318	12%	147	100%	1,225
Trails for hiking, biking, running and horseback riding	57%	723	33%	417	3%	44	3%	43	4%	51	100%	1,279
Expanded camping	19%	240	33%	419	18%	234	22%	274	8%	103	100%	1,270
Riding competitions and riding lessons	14%	182	36%	453	20%	248	18%	222	13%	160	100%	1,266
Golf course	17%	216	20%	261	15%	189	42%	543	5%	70	100%	1,278
Ropes/challenge course	20%	251	42%	530	15%	190	15%	188	9%	115	100%	1,274
Concerts, weddings, special events	19%	247	38%	488	16%	199	20%	253	7%	86	100%	1,273
Skate park	9%	114	26%	333	20%	260	37%	465	8%	101	100%	1,273
Off road bike park with pump track, cyclocross track, dirt jumps, etc.	12%	158	24%	302	17%	218	39%	499	8%	101	100%	1,277
Frisbee golf course	16%	203	35%	449	18%	228	24%	308	7%	88	100%	1,276

Thinking about potential recreational opportunities in HRCA Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Fishing ponds	26%	329	46%	584	12%	152	11%	143	6%	71	100%	1,278
Other	84%	48	3%	2	4%	2	9%	5	0%	0	100%	57

TABLE 21: QUESTION 5

Thinking about potential development opportunities in HRCA Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
No development of any kind, leave it as is	23%	276	25%	302	21%	250	20%	235	11%	132	100%	1,194
Outdoor amphitheater	20%	249	41%	516	14%	179	20%	255	5%	59	100%	1,258
Nature center	25%	315	45%	568	12%	158	12%	148	6%	79	100%	1,268
Cemetery/memorial gardens	6%	81	18%	225	22%	282	45%	564	9%	111	100%	1,264
Equestrian/event center with covered pavilion, indoor/outdoor arena	9%	119	25%	315	23%	287	35%	439	9%	109	100%	1,269
Tree farm	15%	188	34%	434	19%	236	22%	281	10%	129	100%	1,268
Horse boarding	7%	93	22%	279	25%	314	35%	448	10%	132	100%	1,267
Other	63%	20	3%	1	12%	4	22%	7	0%	0	100%	32

TABLE 22: QUESTION 6

Current zoning allows several other types of uses in HRCA Planning Areas (see map on the cover letter).Thinking about those uses, please indicate your level of support for the following pursuits.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
No other uses of any kind, leave it as is	27%	305	23%	257	16%	182	21%	235	13%	145	100%	1,124
Recreation center	15%	193	27%	344	20%	255	33%	414	4%	51	100%	1,256
Indoor ice arena	17%	209	28%	355	17%	210	34%	425	5%	68	100%	1,268
Baseball/softball fields	15%	189	32%	403	19%	240	28%	360	6%	72	100%	1,263
Soccer fields	15%	189	33%	413	18%	229	29%	365	5%	65	100%	1,260
Tennis courts	14%	180	28%	360	22%	273	31%	388	5%	66	100%	1,267
Private sports training facilities	8%	98	14%	182	24%	306	46%	581	7%	93	100%	1,259
Animal rescue/rehabilitation facilities	16%	196	32%	398	19%	237	26%	325	8%	97	100%	1,254
Houses of worship	10%	132	19%	234	18%	232	47%	586	6%	74	100%	1,259
Fire/police station	19%	234	34%	430	15%	194	25%	320	7%	86	100%	1,264
Library	18%	224	29%	371	18%	228	29%	364	6%	74	100%	1,260
College/university	11%	141	16%	206	17%	214	50%	634	6%	70	100%	1,265
Public school	11%	143	23%	293	19%	240	39%	495	7%	93	100%	1,264
Other	78%	15	16%	3	6%	1	0%	0	0%	0	100%	19

TABLE 23: QUESTION 7

New Backcountry amenities could be funded in a number of ways. Thinking about any new amenities in the Backcountry, please indicate your level of support for the following funding approaches.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
No increase. I don't support HRCA development in the Planning Areas	31%	346	17%	197	17%	193	25%	283	10%	115	100%	1,134
Recreational assessment increase of 1-2% (\$4-\$9/year) for 10 years	22%	257	35%	407	12%	136	28%	326	4%	52	100%	1,178
Recreational assessment increase of 3-4% (\$13-\$17/year) for 6 years	8%	94	25%	287	18%	212	44%	507	5%	60	100%	1,160
Recreational assessment increase of 5-6% (\$24-\$26/year) for 4 years	8%	91	16%	180	21%	248	50%	578	5%	62	100%	1,159
Special assessment of \$50 per year for 2 years	11%	133	19%	228	13%	151	51%	596	5%	64	100%	1,173
One-time special assessment of \$100	12%	143	15%	180	13%	154	53%	619	6%	70	100%	1,166

TABLE 24: QUESTION 8

Currently, the cost of Backcountry operations is funded by homeowner assessments. Program and user fees and/or revenue from the sale of land could partially or fully fund the operations expenses for the Backcountry. Thinking about operations expenses for the Backcountry, please indicate your level of support for the following funding approaches.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Continue to use homeowner assessments	38%	473	41%	504	8%	94	8%	102	5%	65	100%	1,237
Develop user fees and revenues from new recreational programs	23%	289	45%	556	10%	123	16%	194	7%	82	100%	1,244
Sell or lease Backcountry property to private entities for public uses	7%	84	18%	221	16%	196	52%	641	8%	93	100%	1,236
Sell or lease Backcountry property to private entities for private uses	6%	68	13%	155	13%	164	61%	753	7%	89	100%	1,229

TABLE 25: QUESTION 9

The programs and activities currently offered in the Backcountry cover their expenses in full and produce a small amount of additional revenue. Please indicate which of the following statements best describes your view of activities and programs in the Backcountry.	Percent	Number
The amount of activities and programs is just right	38%	462
The amount of activities and programs should decrease	3%	41
The amount of activities and programs should increase	22%	270
Don't know	37%	450
Total	100%	1,223

TABLE 26: QUESTION 10

Please rate the quality of each of the following aspects of the Highlands Ranch community.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Overall mix of commercial, residential and recreational areas	32%	409	55%	692	11%	134	1%	15	1%	15	100%	1,266
Preferred mix of restaurant choices	11%	146	36%	460	36%	454	15%	190	2%	20	100%	1,270
Quality of restaurants	10%	124	39%	503	40%	515	9%	118	1%	17	100%	1,277
Appropriate mix of retail businesses	13%	171	53%	681	27%	341	5%	62	1%	19	100%	1,273
Quality of retail establishments	14%	174	57%	724	26%	326	3%	32	2%	21	100%	1,277
Appropriate mix of housing choices	22%	277	57%	724	16%	206	3%	42	2%	28	100%	1,278
Opportunities to work in the community	5%	64	25%	317	33%	426	19%	246	17%	223	100%	1,275
Quality of neighborhood/community parks and recreational areas	47%	598	44%	558	6%	81	1%	10	2%	22	100%	1,270
Quality of public services (e.g., library, police, fire, water, trash)	46%	588	45%	567	7%	90	1%	7	2%	22	100%	1,274
Length of daily commute to work or school	22%	275	41%	518	20%	247	9%	114	9%	110	100%	1,263
Other	14%	7	8%	4	7%	4	71%	35	0%	0	100%	50

TABLE 27: QUESTION 11

Please rate the job the HRCA does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Managing the four recreation centers	40%	522	49%	636	5%	67	1%	10	5%	62	100%	1,298
Managing the Backcountry Wilderness Area	20%	261	39%	502	7%	87	1%	8	34%	438	100%	1,296
Enforcing architectural covenants	14%	184	42%	550	23%	303	9%	112	11%	148	100%	1,296
Providing services that enhance property values	15%	191	42%	544	22%	282	9%	118	12%	159	100%	1,294
Making assessments for the HRCA services fair and reasonable	16%	202	47%	603	23%	303	5%	69	9%	116	100%	1,294
Planning and operating community events	25%	322	51%	652	14%	182	2%	27	8%	100	100%	1,283

TABLE 28: QUESTION 12

Thinking about various sources of information about the HRCA, please indicate which you depend on for HRCA news and events. Please mark all that apply.	Percent	Number
HRCA Web site (www.hrcaonline.org)	66%	851
HRCA E Blasts (E-mail notices)	26%	337
HRCA Monthly Newsletter	74%	954
HRCA Twitter/Facebook	5%	61
HRCA Activities Guide	58%	741
Your HRCA district delegate	3%	35
Newspapers	30%	379
Other online sources	3%	37
Word of mouth	26%	339
Flyers, sandwich boards and facility signage	37%	476
Information from your Sub-Association	5%	68

Total may exceed 100% as respondents could select more than one option.

TABLE 29: QUESTION 13 PARTICIPATION

Please first indicate how many times, if at all, in the past 12 months you or another household member have used or participated in each of the following in Highlands Ranch.	Daily		1-6 times per week		1-3 times per month		Less than once per month		Never		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Northridge recreation center	1%	13	13%	160	14%	175	31%	386	41%	510	100%	1,244
Southridge recreation center	1%	17	13%	161	24%	295	32%	398	30%	378	100%	1,249
Eastridge recreation center	1%	13	11%	139	24%	297	36%	442	28%	352	100%	1,243
Westridge recreation center	2%	24	13%	166	17%	207	30%	376	38%	477	100%	1,249
Backcountry Wilderness Area programs	0%	5	6%	77	10%	123	24%	299	60%	748	100%	1,251
Sports and fitness programs	1%	9	12%	156	15%	183	23%	289	49%	617	100%	1,252
Aquatics programs	0%	3	6%	74	9%	118	19%	240	65%	817	100%	1,252
Education and arts programs	0%	1	1%	18	5%	59	17%	207	77%	957	100%	1,241
Preschool	0%	6	1%	15	0%	3	2%	25	96%	1,194	100%	1,244
Child care	1%	6	1%	9	1%	14	2%	29	95%	1,187	100%	1,246
Nursery programs	0%	4	0%	6	1%	9	2%	28	96%	1,195	100%	1,242
Community and special events (e.g., July 4th, Rodeo, Home Town Holiday)	1%	12	2%	20	18%	226	50%	610	29%	362	100%	1,230

TABLE 30: QUESTION 13 QUALITY

Rate the quality of each, whether or not you have participated.	Excellent		Good		Fair		Poor		Don't know		No response		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Northridge recreation center	13%	155	31%	386	14%	175	3%	38	26%	321	12%	151	100%	1,226
Southridge recreation center	35%	431	32%	386	3%	36	0%	5	21%	252	9%	110	100%	1,220
Eastridge recreation center	24%	291	39%	480	9%	110	1%	15	17%	202	10%	122	100%	1,220
Westridge recreation center	24%	290	35%	424	4%	55	1%	8	26%	319	11%	133	100%	1,229
Backcountry Wilderness Area programs	12%	150	21%	254	4%	45	0%	1	48%	581	15%	182	100%	1,213
Sports and fitness programs	12%	144	29%	358	7%	84	1%	11	37%	452	14%	167	100%	1,216
Aquatics programs	8%	98	19%	238	6%	69	1%	14	48%	590	18%	218	100%	1,227
Education and arts programs	4%	52	15%	179	4%	47	0%	4	57%	701	20%	247	100%	1,231
Preschool	1%	15	4%	49	1%	15	0%	4	70%	873	23%	292	100%	1,247
Child care	1%	11	4%	52	1%	18	0%	5	70%	870	23%	291	100%	1,247
Nursery programs	1%	13	3%	39	1%	12	0%	3	71%	889	23%	292	100%	1,248
Community and special events (e.g., July 4th, Rodeo, Home Town Holiday)	17%	205	40%	465	10%	123	1%	16	22%	253	10%	115	100%	1,175

TABLE 31: QUESTION 14

Thinking about the four existing recreation centers, please indicate your level of agreement with the following statements.	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
The HRCA should focus on operating recreation centers at the lowest possible cost	19%	246	30%	383	35%	449	12%	158	3%	42	100%	1,278
The HRCA should maintain state of the art recreation centers that are the equal of private facilities in the area	35%	450	46%	597	12%	150	5%	61	3%	34	100%	1,292
The HRCA should build a new recreation center in Highlands Ranch	6%	80	16%	199	27%	340	39%	501	13%	161	100%	1,281
The HRCA should build a new outdoor pool/aquatics center in Highlands Ranch	11%	144	27%	341	23%	289	28%	349	11%	143	100%	1,266
The HRCA should build a new senior center in Highlands Ranch	9%	114	28%	360	22%	287	22%	282	19%	239	100%	1,281
The HRCA should build a new arts/cultural center in Highlands Ranch	8%	106	25%	317	26%	335	27%	340	14%	175	100%	1,272
The Eastridge weight and cardio areas should be remodeled and expanded	18%	231	27%	346	12%	155	10%	129	33%	426	100%	1,287
The Northridge outdoor tennis courts should be converted to indoor facilities	7%	90	15%	191	19%	248	18%	234	41%	526	100%	1,289

TABLE 32: QUESTION 15

Any new recreational amenities will require funding sources for construction financing. Thinking about those amenities, please indicate your level of support for the following funding approaches.	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
No increase. I don't support any changes to the existing recreation amenities	26%	302	22%	250	19%	221	24%	281	9%	107	100%	1,162
Recreational assessment increase of 1-2% (\$4-\$9/year) for 10 years	21%	250	39%	465	11%	128	23%	280	6%	70	100%	1,193
Recreational assessment increase of 3-4% (\$13-\$17/year) for 6 years	7%	81	25%	296	22%	257	37%	436	8%	96	100%	1,165
Recreational assessment increase of 5-6% (\$24-\$26/year) for 4 years	8%	89	15%	177	24%	273	45%	519	9%	99	100%	1,158
Special assessment of \$50 per year for 2 years	10%	112	20%	232	16%	183	47%	545	8%	98	100%	1,169
One-time special assessment of \$100	12%	135	15%	173	16%	185	50%	579	8%	95	100%	1,168

TABLE 33: QUESTION D1

How many years have you lived in Highlands Ranch?	Percent	Number
Less than 2 years	7%	92
2-5 years	16%	209
6-10 years	24%	318
11-20 years	41%	534
More than 20 years	11%	146
Total	100%	1,300

TABLE 34: QUESTION D2

Which best describes your home?	Percent	Number
Single family detached home	90%	1,168
Attached home (duplex or townhome)	8%	108
Apartment or condo	2%	21
Total	100%	1,297

TABLE 35: QUESTION D3

Are you or any other members of your household aged 65 or older?	Percent	Number
Yes	16%	202
No	84%	1,089
Total	100%	1,291

TABLE 36: QUESTION D4

Are there any children 17 or younger in your household?	Yes		No		Total	
	Percent	Number	Percent	Number	Percent	Number
0 to 5 years old	24%	241	76%	760	100%	1,000
6 to 12 years old	32%	346	68%	730	100%	1,076
13 to 17 years old	25%	260	75%	760	100%	1,019

TABLE 37: QUESTION D5

In which category is your age?	Percent	Number
18-24 years	0%	5
25-34 years	14%	186
35-44 years	26%	342
45-54 years	31%	405
55-64 years	15%	195
65-74 years	8%	108
75 years or older	4%	48
Total	100%	1,290

TABLE 38: QUESTION D6

What is your gender?	Percent	Number
Female	53%	678
Male	47%	604
Total	100%	1,282

Appendix C: Responses to Selected Survey Questions by Respondent Characteristics

The tables in this appendix contain comparison of results by respondent characteristics defined below. Cells shaded grey indicate statistically significant differences ($p \leq .05$) between comparison groups.

- Respondents identified as “adjacent to Backcountry” for Area of Highlands Ranch resided in Delegate Districts 111 and 114. Respondent in the “Rest of Highlands Ranch” belong to the remaining Delegate Districts. The margin of error around these comparisons is plus or minus eight percentage points.
- Respondents identified as “oppose development” for Development in Backcountry indicated that they “strongly” or “somewhat” supported all of the following: “No recreational amenities of any kind, leave it as is” in question 4; “No development of any kind, leave it as is” in question 5; and “No other uses of any kind, leave it as is” in question 6. Respondents identified as “support development” indicated that they “strongly” or “somewhat” opposed the aforementioned items. The margin of error around these comparisons is plus or minus eight percentage points.
- Familiarity with HRCA Planning Areas was based on the item of the same name in question 1. The margin of error around these comparisons is plus or minus six percentage points.
- Respondent identified as “oppose changes” for Changes to existing recreation amenities indicated they “strongly” or “somewhat” supported “No increase. I don't support any changes to the existing recreation amenities” in question 15. Respondents identified as “support changes” indicated they “strongly” or “somewhat” opposed the aforementioned item. The margin of error around these comparisons is plus or minus six percentage points.

TABLE 39: QUESTION 1 BY RESPONDENT CHARACTERISTICS

Please indicate your level of familiarity with the following Backcountry features. (Percent very or somewhat familiar.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
HRCA Backcountry trail system	80%	63%	69%	66%	89%	49%	63%	72%	65%
Douglas County East/West trail system	72%	59%	65%	61%	85%	44%	57%	67%	60%
Protected/wildlife sanctuary areas	61%	46%	53%	47%	73%	30%	45%	54%	47%
HRCA Planning Areas	54%	37%	49%	40%	100%	0%	38%	45%	39%
Future Douglas County Regional Park	48%	31%	39%	36%	77%	5%	33%	37%	33%
Community Involvement Process (CIP) for Backcountry planning areas	30%	18%	23%	21%	42%	5%	18%	22%	20%

TABLE 40: QUESTION 2 BY RESPONDENT CHARACTERISTICS

Please indicate your level of familiarity with the following Backcountry activities. (Percent very or somewhat familiar.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
Youth camps	45%	32%	37%	32%	45%	25%	30%	40%	34%
Hay rides	55%	44%	47%	48%	57%	38%	40%	54%	45%
Horseback trail rides	57%	44%	48%	47%	58%	37%	42%	52%	46%
Elk hunting	36%	24%	34%	25%	38%	17%	24%	29%	25%
Elk bugling/photo hunts	35%	22%	31%	23%	36%	15%	21%	29%	24%
Archery lessons	35%	25%	30%	28%	38%	17%	23%	31%	26%
Archery range	37%	25%	30%	28%	40%	17%	25%	31%	27%
Firearms classes	28%	19%	24%	21%	31%	13%	19%	24%	20%
Nature hikes	58%	50%	51%	55%	68%	39%	48%	58%	51%
Private parties such as birthday parties, etc.	45%	34%	36%	38%	47%	27%	33%	39%	35%
Volunteer program/opportunities	42%	33%	37%	35%	50%	23%	33%	38%	34%

TABLE 41: QUESTION 3 BY RESPONDENT CHARACTERISTICS

Today the HRCA Backcountry trails (not including the Douglas County East/West Regional Trail) are owned by HRCA members, and usage is restricted to members who are allowed to use the HRCA recreation centers and their guests. Please indicate your level of agreement with the following statements. (Percent strongly or somewhat agree.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	The trails should remain private, accessed only by members and their guests	82%	75%	82%	71%	78%	74%	78%	
The trails should be open to the general public for no fee	16%	25%	19%	27%	22%	25%	22%	25%	24%
The trails should be open to any non-member who pays a fee	49%	54%	48%	58%	51%	55%	51%	55%	53%

TABLE 42: QUESTION 4 BY RESPONDENT CHARACTERISTICS

Thinking about potential recreational opportunities in HRC A Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits. (Percent strongly or somewhat support.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRC A Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
No recreational amenities of any kind, leave it as is	46%	41%	100%	0%	45%	39%	58%	27%	42%
Trails for hiking, biking, running and horseback riding	91%	93%	83%	98%	92%	93%	89%	96%	93%
Expanded camping	47%	58%	38%	70%	58%	56%	50%	60%	56%
Riding competitions and riding lessons	53%	58%	35%	71%	59%	57%	46%	65%	57%
Golf course	35%	40%	21%	55%	38%	41%	31%	45%	39%
Ropes/challenge course	63%	68%	41%	85%	67%	68%	57%	76%	67%
Concerts, weddings, special events	53%	63%	33%	83%	59%	64%	54%	65%	62%
Skate park	30%	39%	17%	50%	36%	40%	31%	43%	38%

Thinking about potential recreational opportunities in HRCRA Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits. (Percent strongly or somewhat support.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCRA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
Off road bike park with pump track, cyclocross track, dirt jumps, etc.	35%	40%	19%	56%	41%	39%	29%	49%	39%
Frisbee golf course	47%	56%	30%	70%	55%	55%	46%	62%	55%
Fishing ponds	63%	77%	58%	86%	74%	77%	71%	79%	76%

TABLE 43: QUESTION 5 BY RESPONDENT CHARACTERISTICS

Thinking about potential development opportunities in HRC A Planning Areas (see map on the cover letter), please indicate your level of support for the following pursuits. (Percent strongly or somewhat support.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRC A Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
No development of any kind, leave it as is	61%	53%	100%	0%	56%	53%	72%	38%	54%
Outdoor amphitheater	50%	66%	40%	84%	61%	66%	52%	71%	64%
Nature center	65%	76%	57%	86%	72%	76%	66%	77%	74%
Cemetery/memorial gardens	15%	28%	17%	35%	26%	27%	20%	30%	27%
Equestrian/event center with covered pavilion, indoor/outdoor arena	30%	39%	16%	58%	37%	38%	25%	46%	37%
Tree farm	47%	56%	37%	70%	54%	55%	50%	58%	55%
Horse boarding	24%	34%	20%	46%	31%	34%	25%	38%	33%

TABLE 44: QUESTION 6 BY RESPONDENT CHARACTERISTICS

Current zoning allows several other types of uses in HRCAs Planning Areas (see map on the cover letter).Thinking about those uses, please indicate your level of support for the following pursuits. (Percent strongly or somewhat support.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCAs Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
No other uses of any kind, leave it as is	66%	56%	100%	0%	61%	55%	75%	40%	57%
Recreation center	39%	45%	19%	66%	43%	45%	31%	54%	45%
Indoor ice arena	38%	48%	22%	66%	46%	48%	35%	55%	47%
Baseball/softball fields	40%	51%	24%	73%	49%	50%	37%	58%	50%
Soccer fields	43%	51%	24%	74%	49%	51%	39%	58%	50%
Tennis courts	36%	46%	18%	68%	44%	46%	33%	53%	45%
Private sports training facilities	22%	24%	10%	38%	23%	25%	18%	29%	24%
Animal rescue/rehabilitation facilities	42%	53%	34%	60%	49%	53%	46%	57%	51%
Houses of worship	18%	33%	18%	42%	27%	34%	26%	33%	31%
Fire/police station	45%	58%	37%	73%	54%	58%	48%	60%	56%
Library	45%	51%	31%	67%	47%	53%	42%	55%	50%
College/university	19%	31%	13%	42%	25%	32%	23%	32%	29%
Public school	30%	38%	20%	50%	34%	40%	30%	42%	37%

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TABLE 45: QUESTION 7 BY RESPONDENT CHARACTERISTICS

New Backcountry amenities could be funded in a number of ways. Thinking about any new amenities in the Backcountry, please indicate your level of support for the following funding approaches.	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	No increase. I don't support HRCA development in the Planning Areas	58%	53%	85%	21%	50%	56%	78%	
Recreational assessment increase of 1-2% (\$4-\$9/year) for 10 years	59%	59%	36%	79%	57%	60%	43%	70%	59%
Recreational assessment increase of 3-4% (\$13-\$17/year) for 6 years	40%	34%	21%	51%	39%	32%	20%	49%	35%

New Backcountry amenities could be funded in a number of ways. Thinking about any new amenities in the Backcountry, please indicate your level of support for the following funding approaches.	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	Recreational assessment increase of 5-6% (\$24-\$26/year) for 4 years	29%	24%	15%	37%	28%	22%	12%	
Special assessment of \$50 per year for 2 years	38%	32%	17%	46%	34%	31%	19%	45%	33%
One-time special assessment of \$100	36%	28%	19%	41%	31%	29%	17%	40%	29%

TABLE 46: QUESTION 8 BY RESPONDENT CHARACTERISTICS

Currently, the cost of Backcountry operations is funded by homeowner assessments. Program and user fees and/or revenue from the sale of land could partially or fully fund the operations expenses for the Backcountry. Thinking about operations expenses for the Backcountry, please indicate your level of support for the following funding approaches.	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	Continue to use homeowner assessments	89%	83%	83%	89%	88%	80%	76%	
Develop user fees and revenues from new recreational programs	68%	73%	58%	83%	70%	75%	68%	74%	73%

Prepared by National Research Center, Inc.

Currently, the cost of Backcountry operations is funded by homeowner assessments. Program and user fees and/or revenue from the sale of land could partially or fully fund the operations expenses for the Backcountry. Thinking about operations expenses for the Backcountry, please indicate your level of support for the following funding approaches.	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
Sell or lease Backcountry property to private entities for public uses	20%	28%	17%	37%	23%	30%	26%	26%	27%
Sell or lease Backcountry property to private entities for private uses	15%	20%	13%	25%	16%	22%	22%	17%	20%

TABLE 47: QUESTION 9 BY RESPONDENT CHARACTERISTICS

The programs and activities currently offered in the Backcountry cover their expenses in full and produce a small amount of additional revenue. Please indicate which of the following statements best describes your view of activities and programs in the Backcountry.	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
The amount of activities and programs is just right	74%	58%	82%	42%	58%	61%	74%	48%	60%
The amount of activities and programs should decrease	2%	6%	7%	2%	5%	6%	8%	3%	5%
The amount of activities and programs should increase	25%	36%	10%	56%	37%	33%	18%	50%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 48: QUESTION 10 BY RESPONDENT CHARACTERISTICS

Please rate the quality of each of the following aspects of the Highlands Ranch community.	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
Overall mix of commercial, residential and recreational areas	90%	88%	86%	89%	90%	87%	88%	88%	88%
Preferred mix of restaurant choices	36%	50%	49%	48%	46%	50%	50%	46%	48%
Quality of restaurants	41%	51%	42%	51%	48%	50%	50%	48%	50%
Appropriate mix of retail businesses	68%	68%	67%	67%	68%	68%	69%	67%	68%
Quality of retail establishments	71%	71%	71%	73%	73%	71%	71%	72%	71%
Appropriate mix of housing choices	80%	80%	74%	86%	82%	79%	77%	82%	80%
Opportunities to work in the community	40%	36%	34%	40%	40%	34%	32%	37%	36%
Quality of neighborhood/community parks and recreational areas	92%	93%	92%	95%	93%	93%	93%	93%	93%
Quality of public services (e.g., library, police, fire, water, trash)	89%	93%	91%	94%	93%	92%	91%	94%	92%
Length of daily commute to work or school	65%	69%	67%	69%	69%	68%	66%	70%	69%

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TABLE 49: QUESTION 11 BY RESPONDENT CHARACTERISTICS

Please rate the job the HRCA does at each of the following.	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
Managing the four recreation centers	94%	94%	93%	96%	94%	94%	92%	94%	94%
Managing the Backcountry Wilderness Area	89%	89%	88%	90%	90%	88%	87%	89%	89%
Enforcing architectural covenants	66%	64%	63%	67%	66%	62%	62%	64%	64%
Providing services that enhance property values	67%	64%	65%	69%	69%	62%	60%	68%	65%
Making assessments for the HRCA services fair and reasonable	76%	67%	63%	75%	74%	65%	58%	76%	68%
Planning and operating community events	86%	82%	78%	87%	87%	80%	80%	84%	82%

TABLE 50: QUESTION 12 BY RESPONDENT CHARACTERISTICS

Thinking about various sources of information about the HRCA, please indicate which you depend on for HRCA news and events. Please mark all that apply.	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
HRCA Web site (www.hrcaonline.org)	70%	66%	70%	72%	73%	62%	61%	74%	66%
HRCA E Blasts (E-mail notices)	33%	25%	23%	38%	27%	26%	22%	32%	26%
HRCA Monthly Newsletter	71%	75%	74%	78%	74%	74%	74%	76%	74%
HRCA Twitter/Facebook	9%	4%	5%	7%	5%	5%	3%	5%	5%
HRCA Activities Guide	59%	58%	50%	66%	60%	57%	52%	64%	58%
Your HRCA district delegate	3%	3%	2%	2%	3%	2%	1%	4%	3%
Newspapers	19%	31%	30%	31%	34%	27%	28%	32%	30%
Other online sources	2%	3%	4%	3%	5%	2%	3%	3%	3%
Word of mouth	30%	26%	27%	27%	31%	23%	23%	30%	26%
Flyers, sandwich boards and facility signage	33%	38%	34%	43%	40%	36%	35%	39%	37%
Information from your Sub-Association	10%	5%	5%	7%	7%	4%	5%	5%	5%

Total may exceed 100% as respondents could select more than one option; statistical significance not tested.

TABLE 51: QUESTION 13 PARTICIPATION BY RESPONDENT CHARACTERISTICS

Please first indicate how many times, if at all, in the past 12 months you or another household member have used or participated in each of the following in Highlands Ranch. (Percent at least once in past 12 months.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	Northridge recreation center	54%	60%	59%	63%	66%	55%	53%	
Southridge recreation center	93%	66%	69%	74%	77%	65%	65%	74%	70%
Eastridge recreation center	75%	71%	70%	73%	76%	69%	67%	77%	72%
Westridge recreation center	56%	63%	56%	67%	68%	57%	53%	69%	62%
Backcountry Wilderness Area programs	49%	39%	42%	41%	56%	29%	38%	44%	40%
Sports and fitness programs	54%	50%	51%	55%	57%	47%	47%	55%	51%

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Please first indicate how many times, if at all, in the past 12 months you or another household member have used or participated in each of the following in Highlands Ranch. (Percent at least once in past 12 months.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
Aquatics programs	44%	33%	34%	39%	40%	31%	31%	38%	35%
Education and arts programs	31%	22%	23%	24%	28%	19%	21%	25%	23%
Preschool	6%	4%	1%	5%	6%	3%	2%	6%	4%
Child care	12%	4%	4%	5%	7%	4%	3%	7%	5%
Nursery programs	6%	4%	2%	4%	5%	3%	3%	5%	4%
Community and special events (e.g., July 4th, Rodeo, Home Town Holiday)	72%	70%	68%	78%	77%	66%	65%	77%	71%

TABLE 52: QUESTION 13 QUALITY BY RESPONDENT CHARACTERISTICS

Rate the quality of each, whether or not you have participated. (Percent excellent or good.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
Northridge recreation center	68%	72%	68%	70%	69%	74%	74%	69%	72%
Southridge recreation center	95%	95%	96%	95%	95%	96%	96%	94%	95%
Eastridge recreation center	87%	86%	82%	88%	87%	86%	88%	83%	86%
Westridge recreation center	95%	91%	90%	92%	93%	92%	92%	90%	92%
Backcountry Wilderness Area programs	97%	88%	87%	92%	91%	88%	89%	90%	90%
Sports and fitness programs	92%	83%	84%	87%	87%	83%	82%	85%	84%
Aquatics programs	87%	79%	78%	88%	81%	79%	78%	80%	80%
Education and arts programs	90%	80%	83%	84%	83%	81%	80%	83%	82%
Preschool	70%	78%	69%	87%	77%	78%	68%	86%	77%
Child care	60%	78%	68%	85%	79%	69%	68%	73%	74%

Rate the quality of each, whether or not you have participated. (Percent excellent or good.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
Nursery programs	54%	81%	81%	79%	82%	73%	70%	82%	77%
Community and special events (e.g., July 4th, Rodeo, Home Town Holiday)	82%	83%	77%	85%	85%	81%	78%	86%	83%

TABLE 53: QUESTION 14 BY RESPONDENT CHARACTERISTICS

Thinking about the four existing recreation centers, please indicate your level of agreement with the following statements. (Percent strongly or somewhat agree.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	The HRCA should focus on operating recreation centers at the lowest possible cost	46%	52%	58%	46%	48%	52%	70%	
The HRCA should maintain state of the art recreation centers that are the equal of private facilities in the area	87%	83%	77%	88%	85%	82%	75%	89%	83%
The HRCA should build a new recreation center in Highlands Ranch	26%	25%	12%	36%	27%	24%	9%	39%	25%

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Thinking about the four existing recreation centers, please indicate your level of agreement with the following statements. (Percent strongly or somewhat agree.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	The HRCA should build a new outdoor pool/aquatics center in Highlands Ranch	51%	42%	31%	55%	43%	44%	28%	
The HRCA should build a new senior center in Highlands Ranch	41%	46%	36%	50%	44%	47%	37%	51%	45%
The HRCA should build a new arts/cultural center in Highlands Ranch	29%	40%	29%	47%	37%	40%	26%	46%	39%

Thinking about the four existing recreation centers, please indicate your level of agreement with the following statements. (Percent strongly or somewhat agree.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	The Eastridge weight and cardio areas should be remodeled and expanded	72%	66%	50%	75%	67%	67%	49%	
The Northridge outdoor tennis courts should be converted to indoor facilities	47%	36%	32%	44%	37%	37%	22%	47%	37%

TABLE 54: QUESTION 15 BY RESPONDENT CHARACTERISTICS

Any new recreational amenities will require funding sources for construction financing. Thinking about those amenities, please indicate your level of support for the following funding approaches. (Percent strongly or somewhat support.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	No increase. I don't support any changes to the existing recreation amenities	55%	52%	71%	29%	48%	56%	100%	
Recreational assessment increase of 1-2% (\$4-\$9/year) for 10 years	68%	63%	49%	78%	67%	62%	45%	74%	64%
Recreational assessment increase of 3-4% (\$13-\$17/year) for 6 years	44%	34%	28%	46%	40%	32%	15%	52%	35%

Any new recreational amenities will require funding sources for construction financing. Thinking about those amenities, please indicate your level of support for the following funding approaches. (Percent strongly or somewhat support.)	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
	Recreational assessment increase of 5-6% (\$24-\$26/year) for 4 years	33%	24%	21%	34%	27%	23%	8%	
Special assessment of \$50 per year for 2 years	37%	31%	24%	43%	32%	32%	16%	44%	32%
One-time special assessment of \$100	35%	28%	24%	37%	29%	29%	15%	38%	29%

TABLE 55: RESPONDENT GENDER AND AGE

	Area of Highlands Ranch		Development in Backcountry		Familiarity with HRCA Planning Areas		Changes to existing recreation amenities		Overall
	Adjacent to Backcountry	Rest of Highlands Ranch	Oppose development	Support development	Very or somewhat familiar	Not at all familiar	Oppose changes	Support changes	
Female	57%	52%	51%	47%	47%	57%	51%	50%	53%
Male	43%	48%	49%	53%	53%	43%	49%	50%	47%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-34	17%	15%	13%	17%	17%	14%	15%	16%	15%
35-54	71%	56%	59%	59%	59%	57%	56%	61%	58%
55+	12%	29%	28%	24%	23%	29%	29%	23%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Appendix D: Survey Methodology

Developing the Questionnaire

The Highlands Ranch Community Association Community Survey provided homeowners the opportunity to rate the quality of the community's amenities, the services provided by HRCA and priorities and preferences for the development of the Backcountry. The focus on the quality of service delivery helps the Board, staff and homeowners to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of the HRCA. The survey instrument for the HRCA Community Survey was developed through an iterative process by starting with a list of topics of interest, generating questions and refining them until a final five-page questionnaire was created.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All homeowner members of the HRCA were eligible for the survey. Addresses were tracked by area of Highlands Ranch so that the responses from the homes closest to the Backcountry (Delegate Districts 111 and 114) could be compared to the homes in the rest of the community. Districts 50, 70 and 79 were excluded from the sample since they do not pay for recreation amenities (and therefore cannot use the Backcountry).

Survey Administration and Response

The selected homeowners were contacted three times. First, a prenotification announcement informing the homeowners that they had been selected to participate in the HRCA Community Survey was sent. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the Director of the HRCA Board enlisting participation. The packet also contained a postage paid return envelope in which the survey recipients could return the completed questionnaire to NRC. A reminder letter and survey, scheduled to arrive one week after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters included a URL for respondents to complete the survey online if they preferred.

A randomly selected sample of 3,000 Highlands Ranch homeowners was mailed the 2012 Highlands Ranch Community Association Community Survey in August and September 2012. Of the 3,000 surveys mailed, 38 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,962 households that received a survey, 1,222 completed the survey via mail and 85 completed the survey via the Internet for a total of 1,307 completed surveys, providing a response rate of 44%.

95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. The confidence interval is no greater than or plus or minus three percentage points around any given percent for the entire sample (1,307 completed surveys). A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within plus or minus three percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any community survey may introduce

other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the 95 percent confidence interval for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. For comparisons by area of Highlands Ranch, the margin of error rises to as much as plus or minus eight percentage points for a sample size of 178 for respondents adjacent to the Backcountry and 1,129 respondents in the rest of Highlands Ranch).

Survey Processing (Data Entry)

Mailed surveys were returned to NRC via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys had been assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Survey Analysis

Weighting the Data

Weighting survey results attempts to correct for non-response bias (i.e., the variation in the participation rates to surveys like this by population subgroups) and provides a more accurate snapshot of the perceptions and opinions of community resident than would be provided by the unweighted (“raw”) data. The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates for homeowners in Highlands Ranch and weighted using these population norms to reflect the appropriate percent of homeowners in Highlands Ranch. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, housing unit type and area of Highlands Ranch. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a community feels that accurate race

representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to five demographic variables. Several different weighting “schemes” are tested to ensure the best fit for the data. The results of the weighting scheme are presented in Table 56.

TABLE 56: HRCA 2012 WEIGHTING TABLE

Characteristic	Homeowner Population Norm	Unweighted	Weighted
Housing¹			
Detached unit	90%	94%	90%
Attached unit	10%	6%	10%
Sex²			
Female	53%	53%	53%
Male	47%	47%	47%
Age³			
18-34 years of age	15%	8%	15%
35-54 years of age	58%	54%	58%
55+ years of age	27%	37%	27%
Area⁴			
Adjacent to Backcountry	12%	14%	12%
Rest of Highlands Ranch	88%	86%	88%

Analyzing the Data

The electronic dataset was analyzed by National Research Center, Inc. staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions*.

Also included are results by respondent characteristics (*Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendix.

¹ Source: U.S. Census Bureau, 2011 American Community Survey, Table B25032 Tenure by Units in Structure

² Source: U.S. Census Bureau, 2010 Census Summary File 1, Table QT-H3 Household Population and Household Type by Tenure: 2010

³ Source: U.S. Census Bureau, 2011 American Community Survey, B25007 Tenure by Age of Householder; includes householders age 15 and over

⁴ Source: HRCA property address list; “Adjacent to Backcountry” includes respondents in Delegate Districts 111 and 114.

Appendix E: Survey Materials

The following pages contain a copy of the questionnaire that survey participants were asked to complete.