

Highlands Ranch Community Association

2018 Community Survey

Report of Results DRAFT

November 2018



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Executive Summary

Survey Background and Methods

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 an effort to determine citizen attitudes about services and amenities offered by HRCA and pending local policy decisions, Association leaders conduct a follow-up survey to one conducted previously in 2012. HRCA contracted with National Research Center, Inc. (NRC) to implement this survey with a representative sample of its residents to monitor community sentiment about local service delivery. The 2018 survey was the second iteration.

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 2018 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, 36 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,964 households that received a survey, 855 completed the survey via mail and 91 completed the survey via the Internet for a total for 946 completed surveys, providing a response rate of 32%.

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 four percentage points around any given percent for all respondents (946 completed surveys).

Key Findings

Highlands Ranch is a desirable place to live and residents enjoy the community events.

- Highlands Ranch residents boast a high quality of life, with 95% awarding excellent or good marks, 4% felt it was fair and only 1% rating it as poor.
- At least 9 in 10 HRCA respondents praised the community as a place to raise children and as a place to live.
- Overall, at least three-quarters of residents rated every community event as excellent or good, with Beverage Tastings (92% excellent or good) and Computer and Paper recycling events (90%) topping the list.
- Additionally, more than half of residents had visited the Farmers Market at least once in the last year and 3 in 10 had participated in recycling events and craft shows and fairs.
- Community members in Highlands Ranch reported high rates of neighborliness and efforts to make their homes more energy efficient.

- More than 4 in 10 individuals had attended the Highlands Ranch Cultural Affairs Association's Summer Concert Series and about one-quarter had participated in the Culture on the Green performances and Oktoberfest.

Residents think highly of HRCA performance.

- More than 9 in 10 residents were appreciative of the management of the recreation centers and the Backcountry wilderness and at least 8 in 10 lauded HRCA's ability to plan and operate community events (a rating that increased since 2012). A similar proportion also thought highly of the value of services for the assessments paid, HRCA acting in the best interest of the community and providing services that enhance property values (another rating that increased in 2018).

HRCA website and mailed guides are where HRCA members go for information about their community, but most are not familiar with a number of services available.

- HRCA residents most commonly turned to the Association's website, with over 9 in 10 reporting they use it as a major or minor source. About 8 in 10 respondents utilized the Activity Guide or monthly mailed newsletter.
- Roughly 3 in 10 respondents had never heard of the Winter Cultural Series or Jazz at the Mansion community events put on by the CAA.
- While 1 in 10 residents reported having a household member with special needs or a disability, between 25% and 50% had not heard of the Therapeutic Recreation programs available. For example, half were not aware of Lego Camps as a program and around one-third had never heard of the Tennis Team, dance or yoga for individuals with special needs.
- The HRCA offers a scholarship fund of \$2,500 to more than 20 Highlands Ranch students every year; however, approximately three-quarters of residents were not familiar with this scholarship.

Residents praise the recreation services provided to them, but participation tends to be infrequent.

- At least three-quarters of all residents were pleased with recreation programs related to sports, fitness and aquatics; however, the highest attendance rates were for children's swim classes, cardio/strength, HRCA Race Series and private swim lessons, with about 2 in 10 indicated they had participated one or more times in the last year.
- More than 8 in 10 also gave positive marks to cotillion, art and pottery, Camp HRCA and youth and adult education; yet, 1 in 10 or less of HRCA residents had participated in any of the educational programs in the last year.
- Residents' opinions of existing Backcountry programs were favorable, with about two-thirds of all respondents rating horseback rides, youth camps and horse camps as excellent or good, and at least 8 in 10 thought highly of the Backcountry trails and archery programs. Over 4 in 10 respondents reported they had used the trails in the Backcountry Area at least once in a year's time, while 1 in 10 or fewer had participated in other programs.

Recreation centers in HRCA are a highlight for the community, but respondents were not supportive of funding improvements.

- Nearly all residents awarded excellent or good assessments to the Southridge recreation center and around 9 in 10 positively rated the swimming pool, Westridge, Eastridge and Northridge recreation centers. At least half of community members used each of these facilities one or more times a year. Respondents' opinions on HRCA facilities have remained stable since 2012.

- At least 9 in 10 participants agreed that the HRCA should maintain updated centers that are comparable to private facilities nearby and around 7 in 10 strongly or somewhat agreed that the Southridge pool should be remodeled and expanded.
- Respondents were presented with a number of funding options for potential enhancements to the recreation centers. Overall, a majority of residents opposed most funding options. Highlands Ranch residents were most likely to support an increase of 1-2% over the next 10 years. Predictably, respondents tended to be more adamant against raising assessment fees as the total fee amount increased.

Survey Background

Survey Purposes

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.

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 those local agencies 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 Administration

The 2018 Highlands Ranch Community Association Community Survey was mailed to a randomly selected sample of 3,000 homeowner members of the HRCA on August 20, 2018. Of these, 2,964 were successfully delivered to the homeowner of record. A total of 946 surveys were completed, for a response rate of 32%.

Survey results were weighted so that age, gender, housing tenure (rent or own) and housing unit type (attached or detached) 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 F: Survey Methodology*.

How the Results are Reported

For the most part, frequency distributions and the "percent positive" are presented in the body of the report. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "strongly agree" and "somewhat agree").

On many of the questions in the survey, respondents gave 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: Complete Set of Survey Responses* 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 figures in the body of the report display the responses from respondents who had an opinion about a specific item.

When a figure for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

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 95 percent confidence interval for this survey is generally no greater than plus or minus 4% around any given percent reported for all survey respondents (946). For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for subgroups of 400 to plus or minus 10% for subgroups of 100.

Comparing Survey Results by Respondent Subgroups

Select survey results were compared by demographic characteristics of survey respondents, as well as a select set of questions. The full set of results by demographic characteristics area can be found in *Appendix D: Comparisons of Select Questions by Respondent Characteristics*.

Comparing Survey Results over Time

Though this survey is the second in a series of citizen surveys conducted by HRCA, many of the questions on the 2018 survey were asked for the first time. When past ratings from 2012 were available, these results are presented along with 2018 ratings. Differences between years can be considered “statistically significant” if they are more than four percentage points different around any given percent.

Survey Results

Quality of Life and Community

Highlands Ranch residents boast a high quality of life, with 95% awarding excellent or good marks, 4% felt it was fair and only 1% rating it as poor. For aspects that enhance quality of life, respondents were equally appreciative (see Figure 2 below). At least 9 in 10 HRCA respondents praised the community as a place to raise children and as a place to live. Survey participants were also pleased with their neighborhoods as places to live and about 7 in 10 felt positively about Highlands Ranch as a place to work and to visit.

Figure 1: Overall Quality of Life

Please rate each of the following aspects of quality of life in Highlands Ranch:

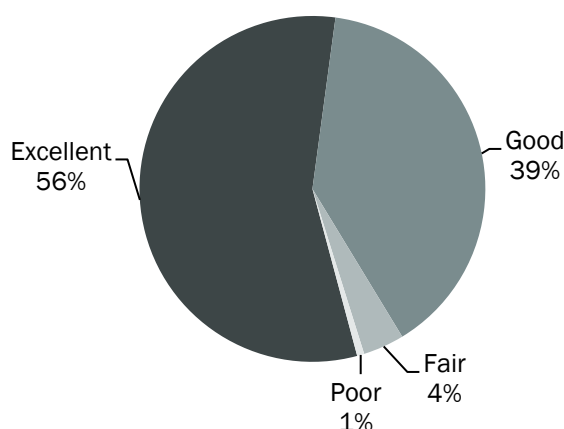
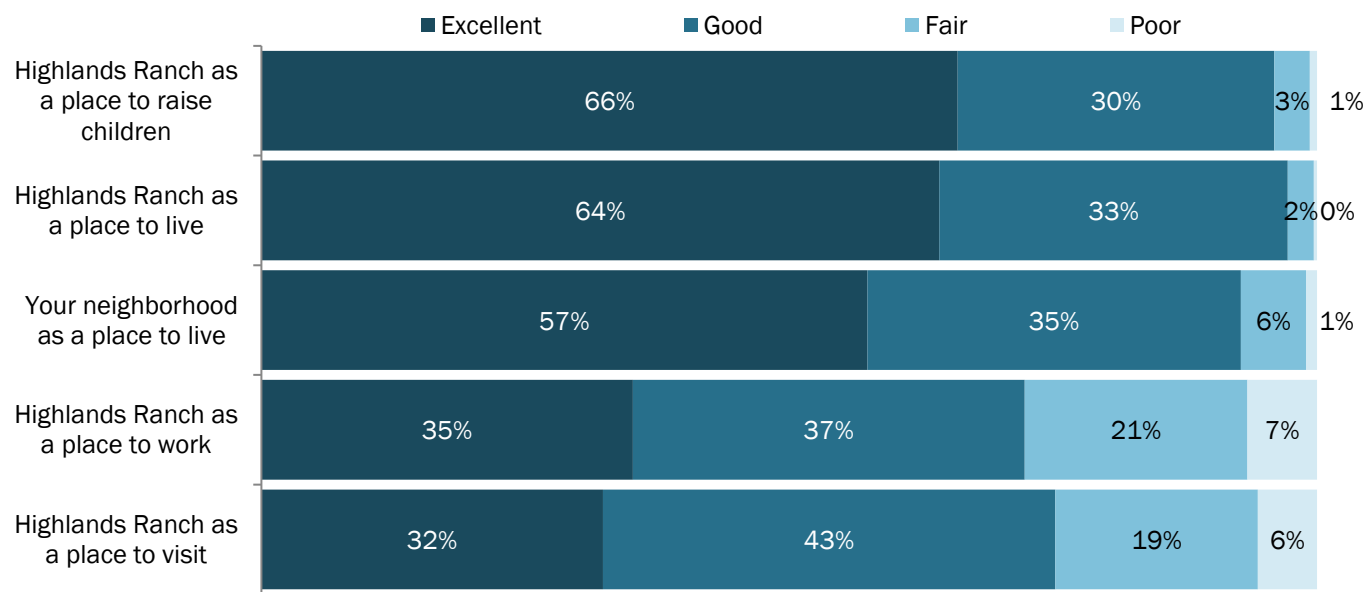


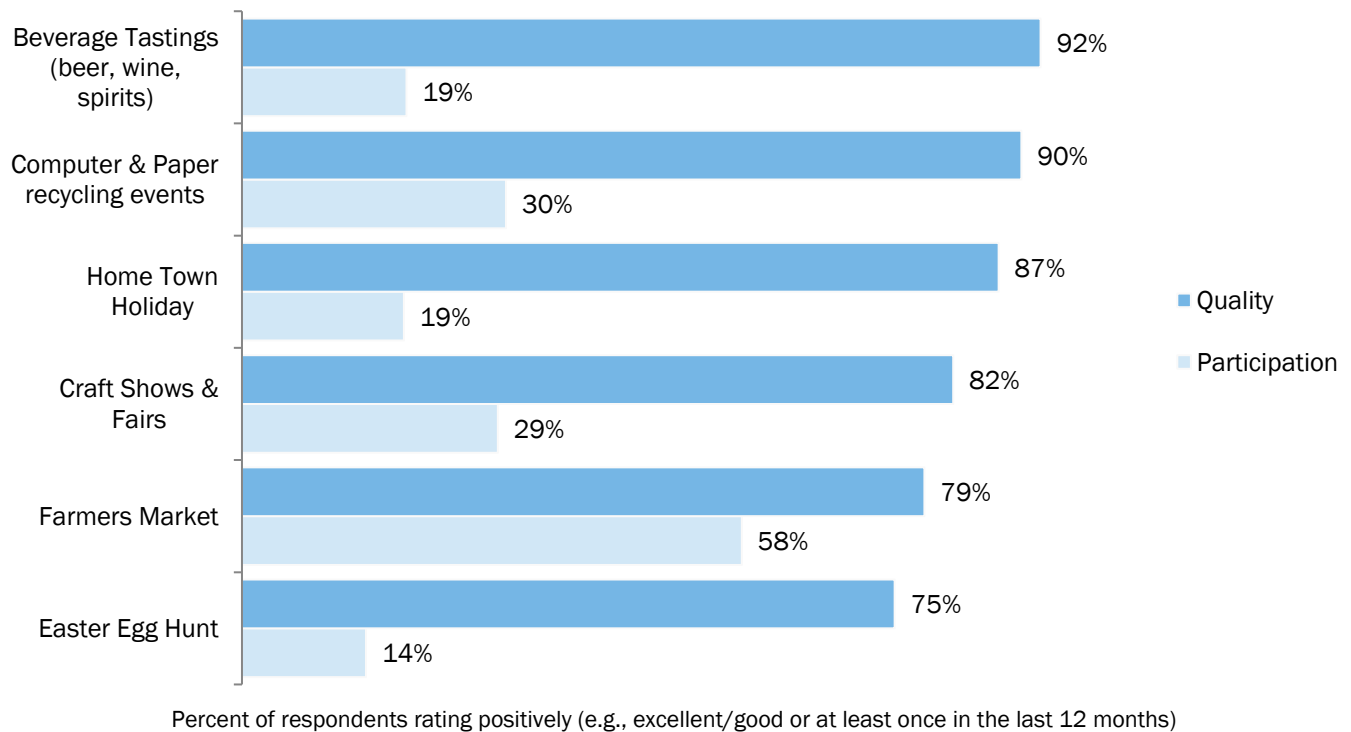
Figure 2: Community Aspects



Forty-seven percent of respondents said "don't know" when rating Highlands Ranch as a place to work (see *Appendix B: Complete Set of Survey Responses* for all responses including "don't know").

Respondents to the survey rated the quality of six HRCA events, including Beverage Tastings, Home Town Holiday and the Easter Egg Hunt, as well as their participation in these offerings. Overall, at least three-quarters of residents rated each event as excellent or good, with Beverage Tastings and Computer and Paper recycling events topping the list. Additionally, more than half of residents had visited the Farmers Market at least once in the last year and 3 in 10 had participated in recycling events and craft shows and fairs. Highlands Ranch participants were less likely to go to the Easter Egg Hunt.

Figure 3: Quality of and Participation in Community Events

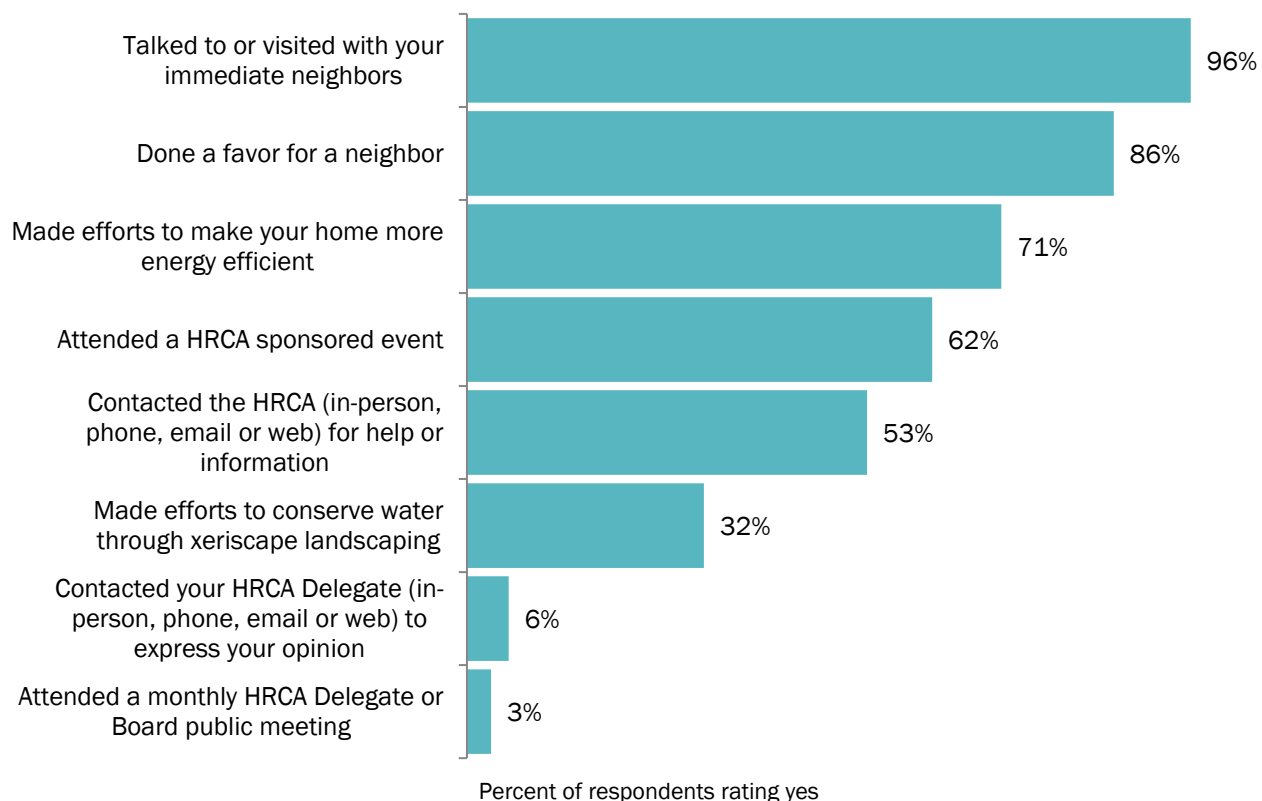


Ratings of quality were asked of all survey respondents, not just users. Quality ratings by user vs non-user can be found in *Appendix B: Complete Set of Survey Responses*.

Between 38%-78% of respondents said "don't know" when rating the Farmers Market, Easter Egg Hunt, Craft Shows & Fairs, Beverage Tastings, Computer & Paper recycling events and Home Town Holiday (see *Appendix B: Complete Set of Survey Responses* for all responses including "don't know").

Residents were also highly engaged in their community: members in Highlands Ranch reported high rates of neighborliness and efforts to make their homes more energy efficient. At least half of residents also indicated they had contacted the HRCA and attended an Association-sponsored event. Respondents were less likely to have contacted their HRCA Delegates or attended Delegate or Board public meetings.

Figure 4: Community Engagement



Residents were asked a series of questions about their familiarity with the Highlands Ranch Cultural Affairs Association (CAA). Around half of respondents were very or somewhat familiar with the CAA and its offerings. More than 4 in 10 individuals had attended the Summer Concert Series (Figure 6) and about one-quarter had participated in the Culture on the Green performances and Oktoberfest. Roughly 3 in 10 respondents had never heard of the Winter Cultural Series or Jazz at the Mansion.

Figure 5: Familiarity with Highlands Ranch Cultural Affairs Association

How familiar are you, if at all, with the Highlands Ranch Cultural Affairs Association (CAA), a 501(c) 3 non-profit that produces over 40 cultural events and programs annually in Highlands Ranch?

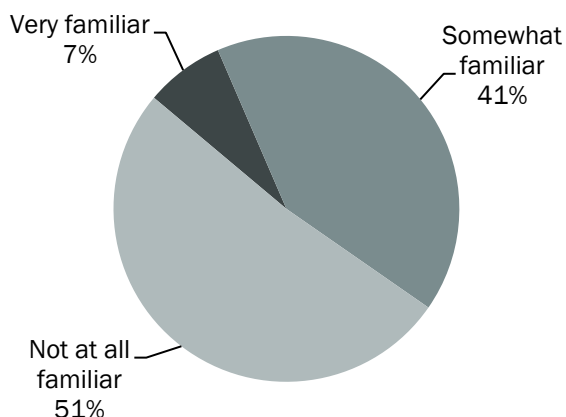
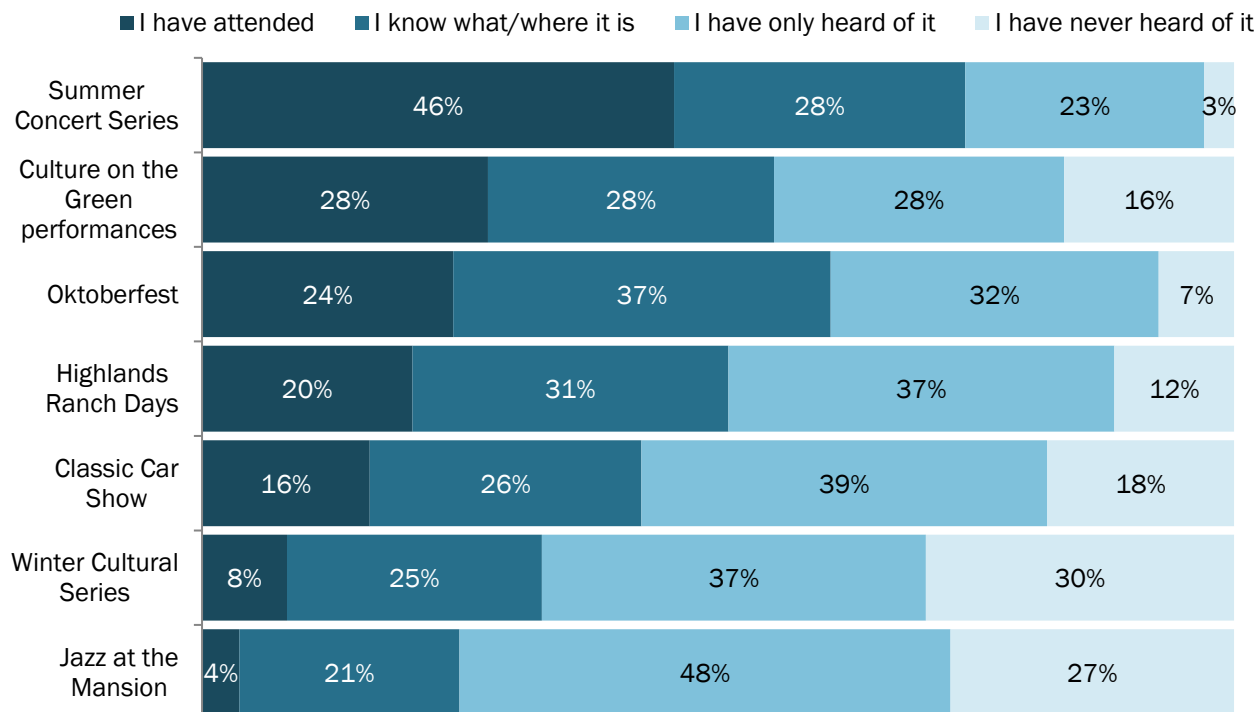


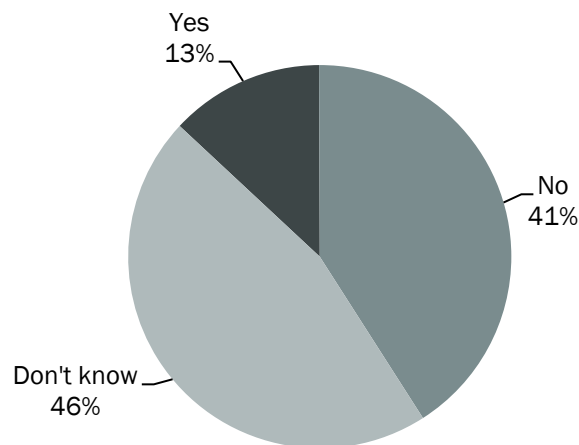
Figure 6: Familiarity with CAA Community Events



In terms of financing these events, 13% of all residents stated they would consider donating to the CAA to help fund new programming or maintain the programs currently offered and 41% said they would not. About 4 in 10 residents selected “don’t know” when considering whether they would donate.

Figure 7: Donating to CAA

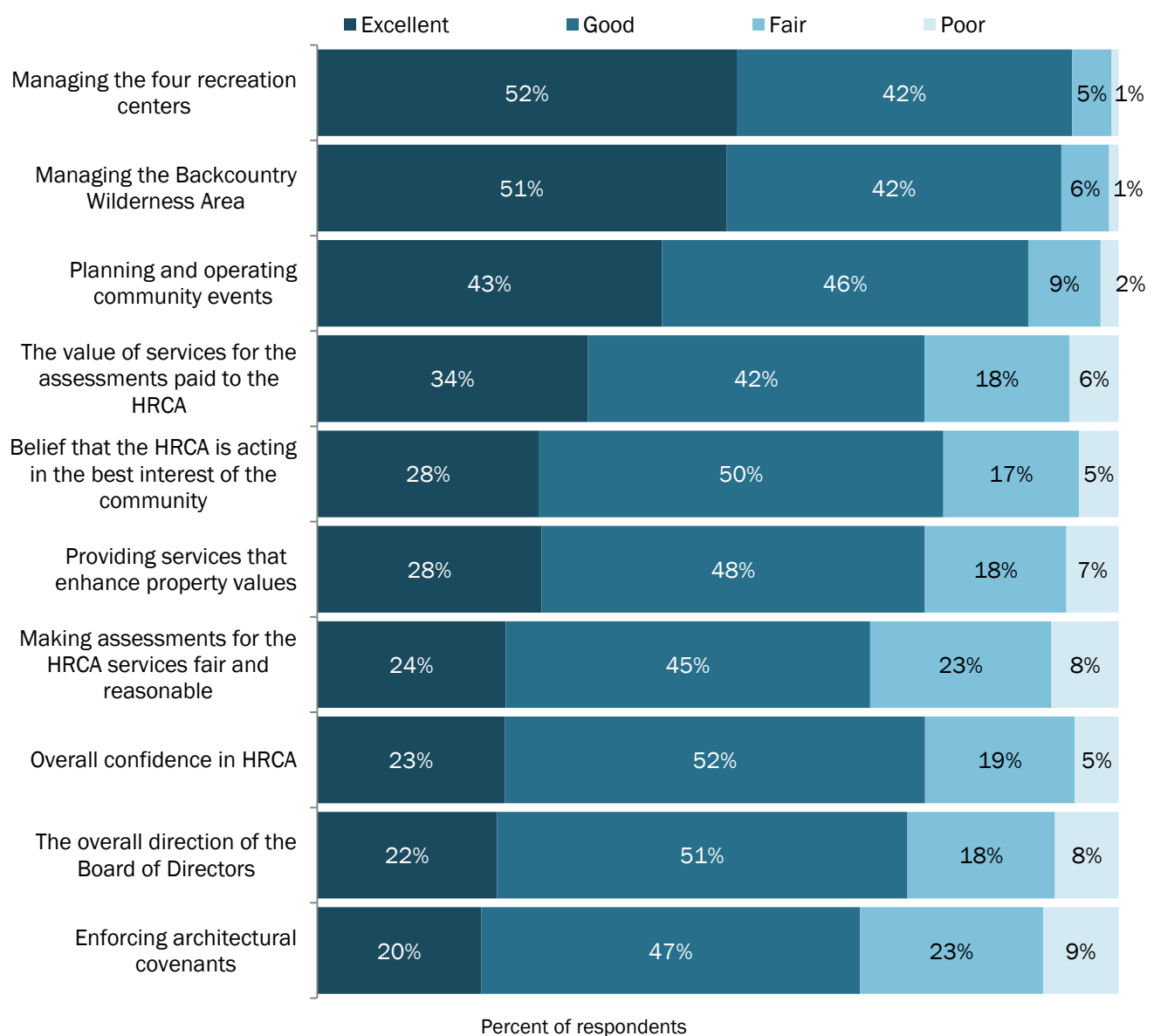
Would you ever consider donating to the Cultural Affairs Association to help bring new programming or to continue the cultural programs listed to Highlands Ranch?



HRCA Performance

As in 2012, the 2018 survey included several questions about aspects of HRCA performance and leadership, such as managing centers and areas, planning and operating community events and providing services that enhance property values in Highlands Ranch. The 2018 survey expanded on these aspects further, and added ratings for the overall direction of the Board of Directors, HRCA acting in the best interest of the community, overall confidence in HRCA and the value of services for assessments paid. More than 9 in 10 residents were appreciative of the management of the recreation centers and the Backcountry wilderness and at least 8 in 10 lauded HRCA's ability to plan and operate community events (a rating that increased since 2012; see Figure 9 below), the value of services, HRCA acting in the best interest of the community and providing services that enhance property values (another rating that increased in 2018).

Figure 8: HRCA Performance



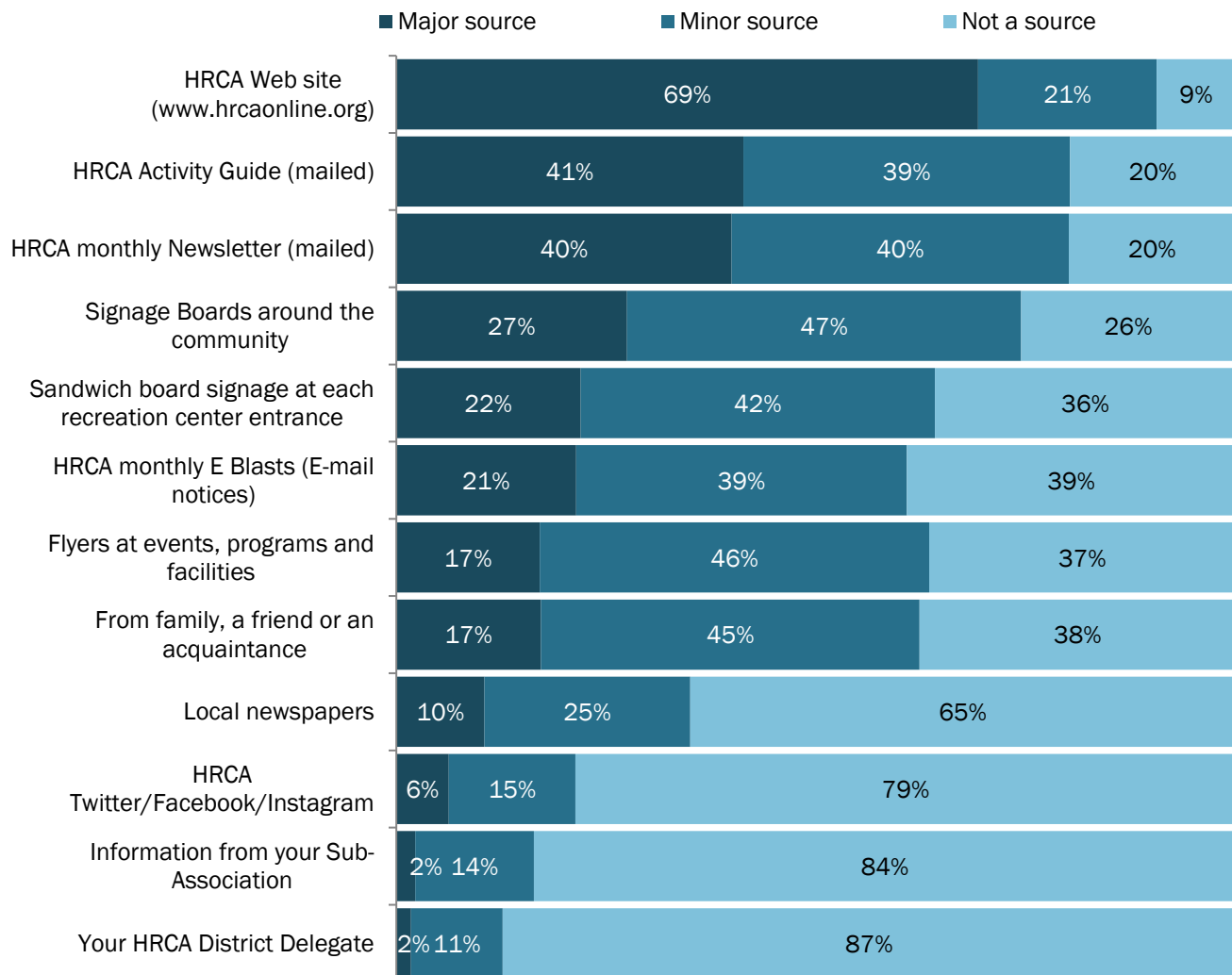
Approximately 39% of respondents said “don’t know” when rating managing the Backcountry Wilderness Area and the overall direction of the Board of Directors (see *Appendix B: Complete Set of Survey Responses*).

Figure 9: HRCA Performance by Year

Please rate the job the HRCA does at each of the following. (Percent rating excellent/good)	2018	2012
Managing the four recreation centers	94%	94%
Managing the Backcountry Wilderness Area	93%	89%
Planning and operating community events	89%	82%
Belief that the HRCA is acting in the best interest of the community	78%	NA
Overall confidence in HRCA	76%	NA
Providing services that enhance property values	76%	65%
The value of services for the assessments paid to the HRCA	76%	NA
The overall direction of the Board of Directors	74%	NA
Making assessments for the HRCA services fair and reasonable	69%	68%
Enforcing architectural covenants	68%	64%

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 residents most commonly turned to the Association's website, with over 9 in 10 reporting they use it as a major or minor source (7 in 10 used this as a major source of information). About 8 in 10 respondents utilized the Activity Guide or monthly mailed newsletter. Community members were the less likely to seek out information via social media (Twitter, Facebook or Instagram), Sub-associations or from their District Delegates, with at least 8 in 10 residents saying these were not sources of information.

Figure 10: Sources of Information

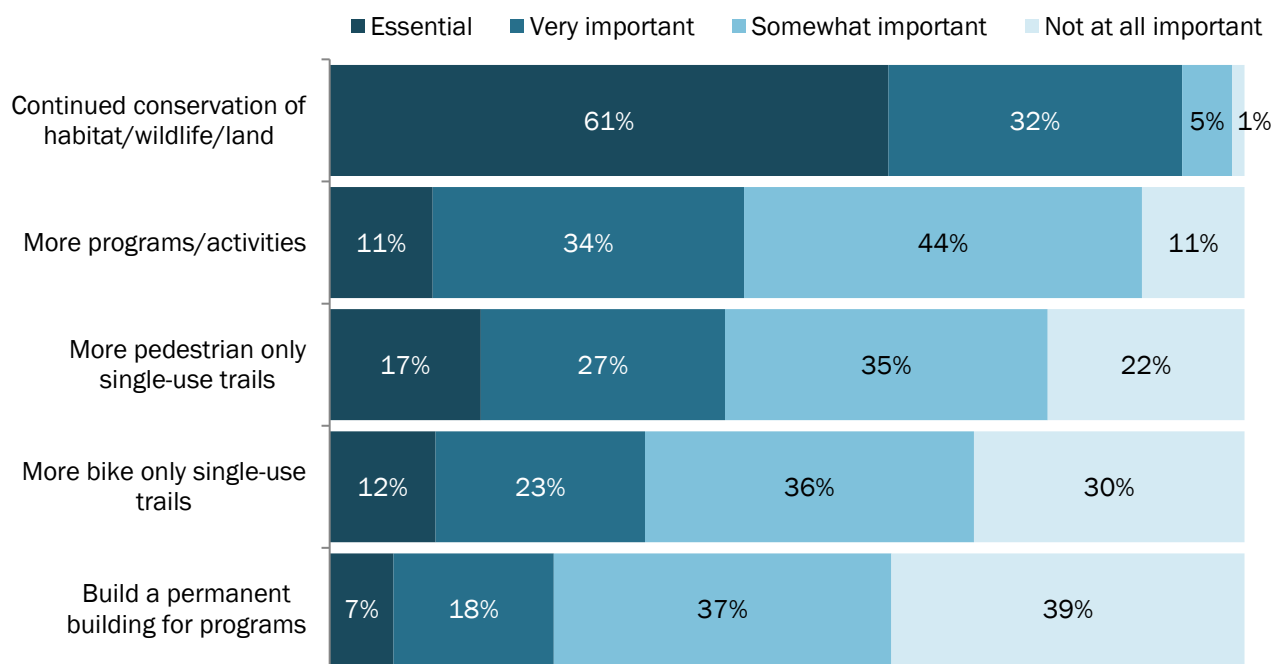


Backcountry

To assist the HRCA Board of Directors with long-term planning decisions, survey recipients rated the importance of Backcountry Wilderness improvements, their perceptions on the quality of Backcountry programs, participation in those programs and their support for policy decisions.

At least 9 in 10 HRCA residents felt that the continued conservation of habitat, wildlife and land in the Backcountry Wilderness was essential or very important. Other programs were not a priority for most respondents; about 4 in 10 indicated that more programs or activities and pedestrian-only single-use trails were at least very important, and even fewer placed high importance on bike only single-use trails or building permanent buildings for programs.

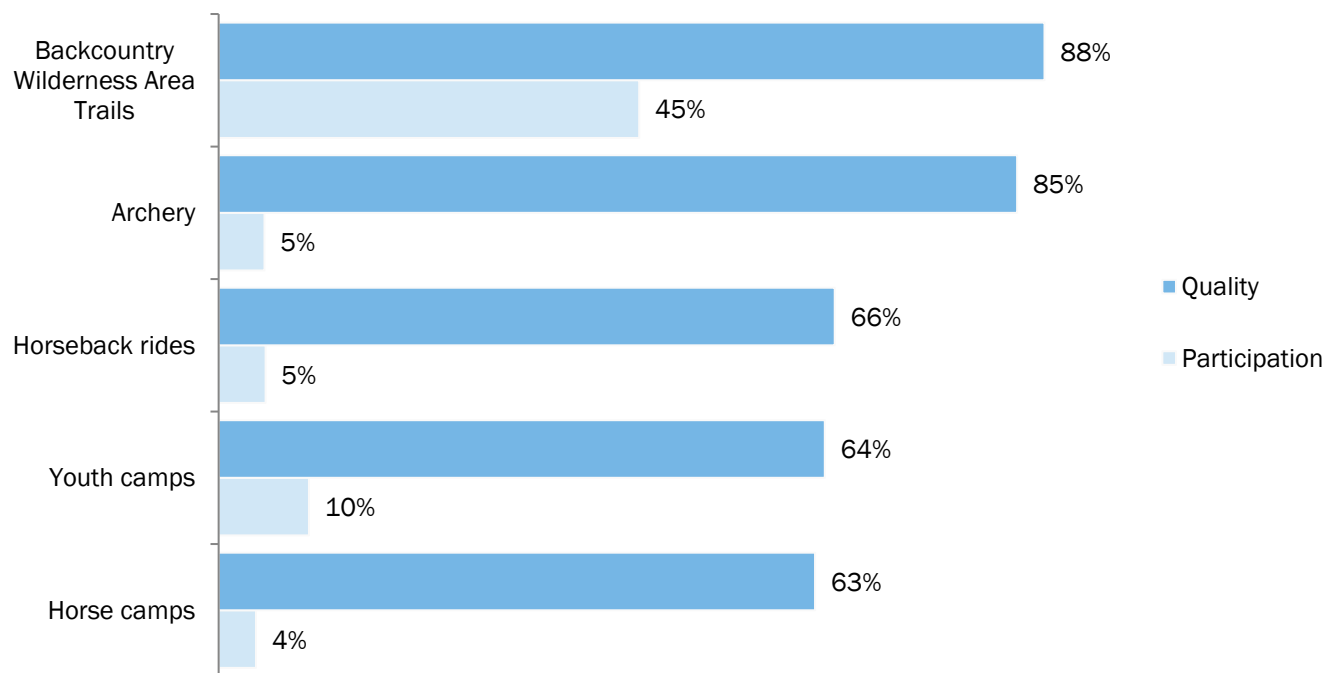
Figure 11: Importance of Backcountry Wilderness Improvements



About 23% of respondents selected “don’t know” when rating the importance of building a permanent building for programs (see Appendix B: Complete Set of Survey Responses).

Residents' opinions of existing Backcountry programs were positive, with about two-thirds rating horseback rides, youth camps and horse camps as excellent or good, and at least 8 in 10 thought highly of the Backcountry trails and archery programs. Over 4 in 10 respondents reported they had used the trails in the Backcountry Area at least once in a year's time, while 1 in 10 or fewer had participated in other programs.

Figure 12: Quality of and Participation in Backcountry Programs



Percent of respondents rating positively (e.g., excellent/good or at least once in the last 12 months)

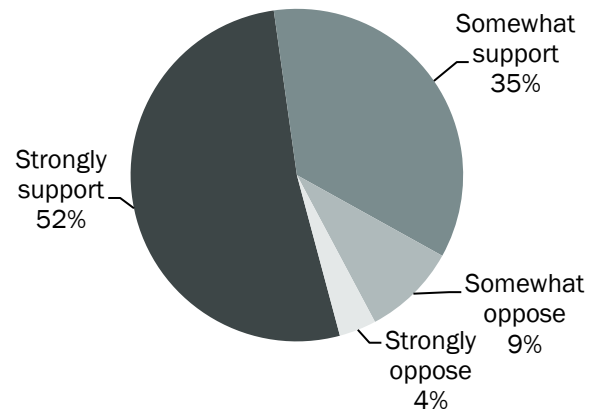
Ratings of quality were asked of all survey respondents, not just users. Quality ratings by user vs non-user can be found in *Appendix B: Complete Set of Survey Responses*.

Between 45% and 88% of respondents said "don't know" when rating Backcountry Wilderness Area Trails, Youth Camps, Horse Camps, Horseback rides and Archery programs (see *Appendix B: Complete Set of Survey Responses* for all responses including "don't know").

Not surprisingly, a vast majority of HRCA community members supported keeping the HRCA Backcountry trails private while only 4% strongly opposed maintaining exclusive use of these areas.

Figure 13: Support for Private Backcountry Trails

Currently only HRCA members are allowed on the Backcountry trails. Do you support or oppose continuing to keep the HRCA trails private?



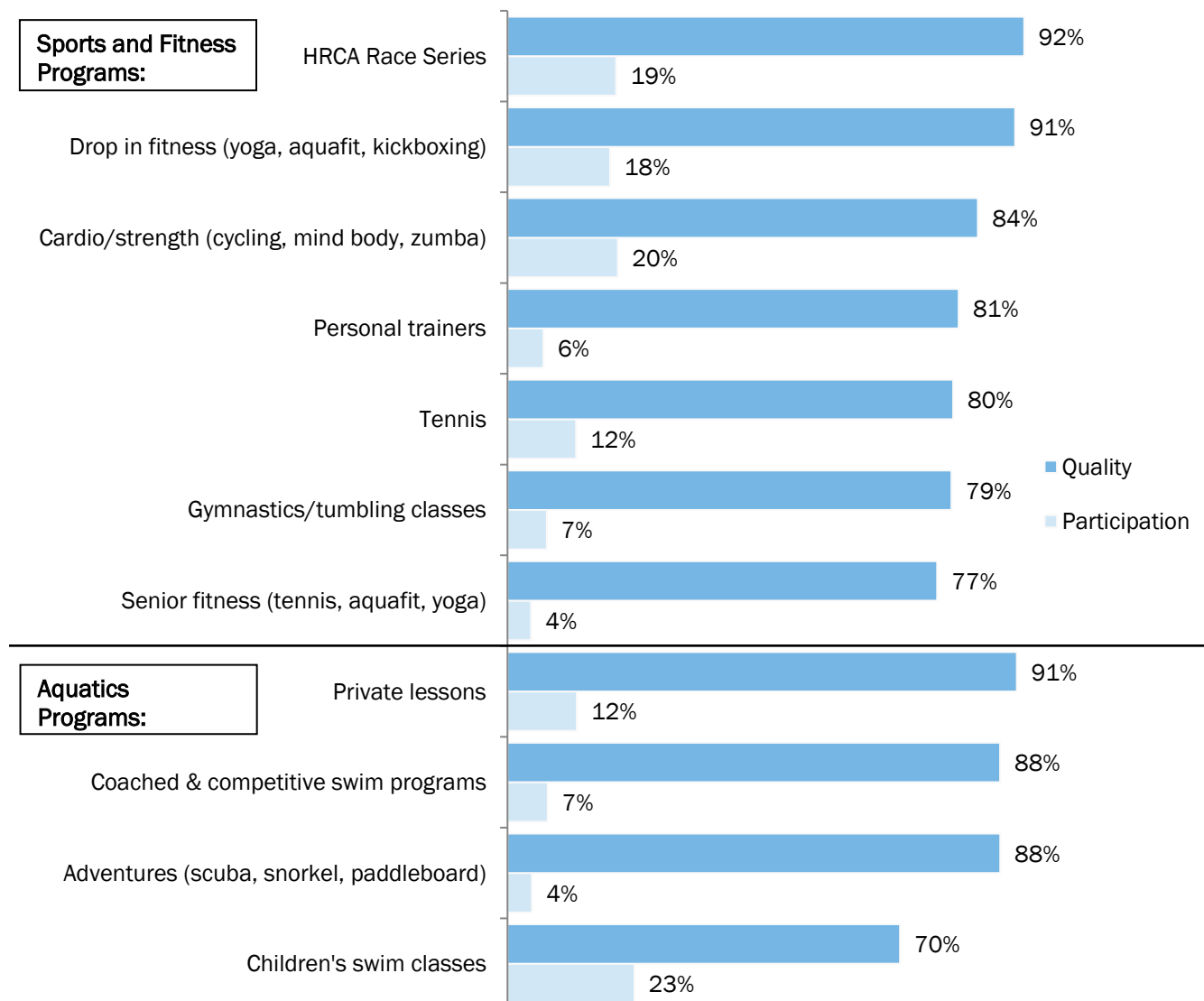
Recreation Programs and Centers

The HRCOA offers a variety of recreation opportunities for residents, who take advantage of such opportunities to varying degrees.

Fitness and Recreation

When asked about recreation program offerings related to sports, fitness and aquatics, the most highly rated programs included the HRCOA Race Series, private swim lessons and drop in fitness (92%, 91% and 91% excellent or good, respectively). About three-quarters of residents were pleased with most of the remaining programs. The recreation activities with the highest attendance were children's swim classes, cardio/strength, HRCOA Race Series and private swim lessons, with about 2 in 10 indicated they had participated one or more times in the last year.

Figure 14: Quality of and Participation in Sports, Fitness and Aquatics Programs



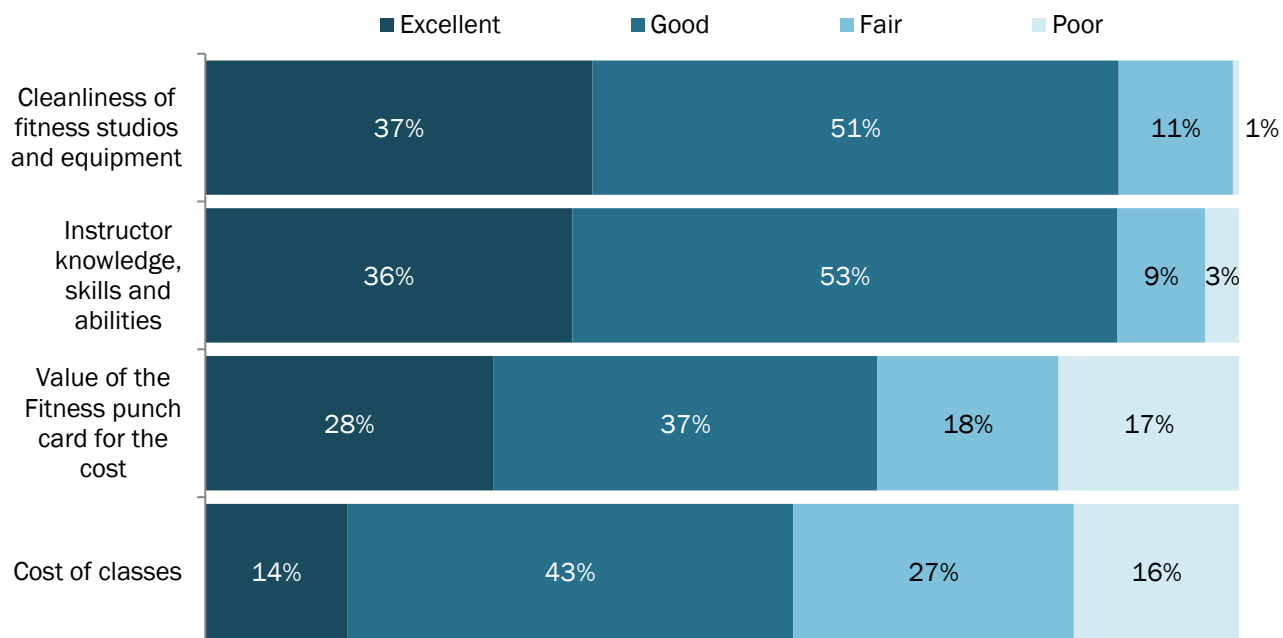
Percent of respondents rating positively (e.g., excellent/good or at least once in the last 12 months)

Ratings of quality were asked of all survey respondents, not just users. Quality ratings by user vs non-user can be found in *Appendix B: Complete Set of Survey Responses*.

Between 70% and 90% of respondents said "don't know" when rating a number of sports, fitness and aquatics programs (see *Appendix B: Complete Set of Survey Responses* for all responses including "don't know").

While roughly one-quarter of respondents felt they could assess various aspects of HRCA fitness programs, ratings generally were favorable. Of those who had an opinion, at least 8 in 10 respondents awarded high marks to the cleanliness of studios and equipment and to the instructors. Around two-thirds of community members also felt the Fitness punch card was of good or excellent value. About 6 in 10 respondents felt the cost of classes were at least good.

Figure 15: Aspects of HRCA Fitness Programs



Between 77% and 89% of respondents said “don’t know” when answering these questions (see *Appendix B: Complete Set of Survey Responses*).

To understand more about participation and programming needs, HRCa asked residents if one or more members of their household had a disability or special need and if they were familiar with Therapeutic Recreation Programs designed for these individuals. While about 1 in 10 residents reported they had a household member with special needs or a disability, 16% or less of all respondents reported that someone in their household currently participates in one of the five programs offered or has in the past. The highest participation within these offerings was for swim lessons, with less than 2 in 10 indicating they currently were or had participated in the past. Between 25% and 50% of all respondents had not heard of the programs available for people with disabilities and special needs.

Figure 16: Household Member with a Disability or Special Needs

Do you or anyone in your household have a disability or special needs?

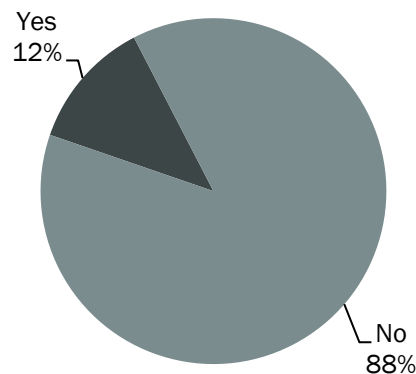
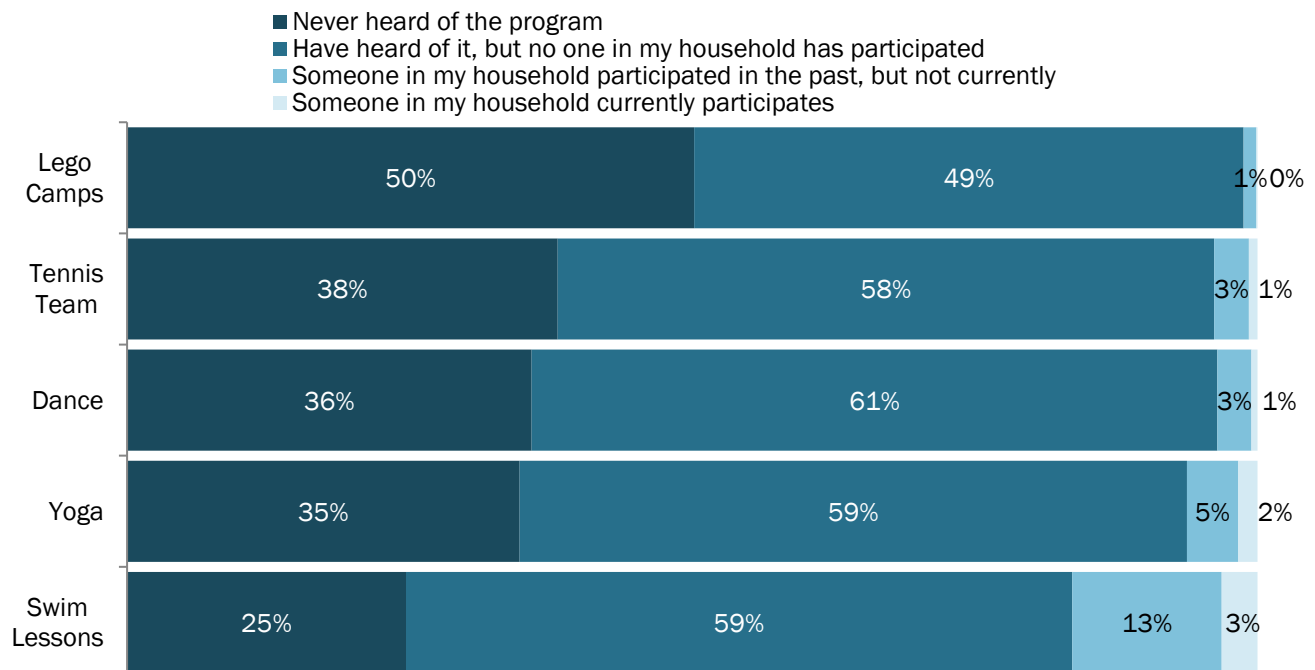


Figure 17: Familiarity with Therapeutic Recreation Programs

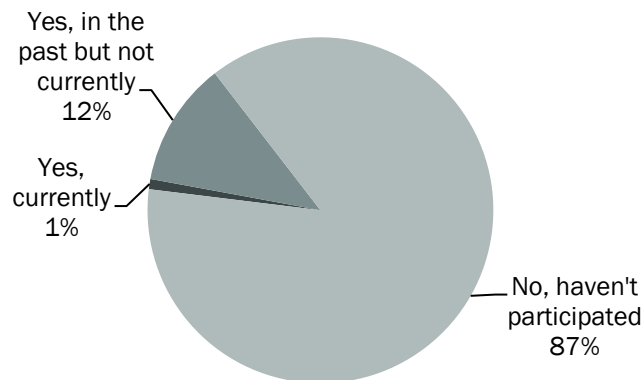


Educational Programs

HRCA also offers several educational programs to community members, including preschool programs at both the Eastridge and Westridge recreation centers. Only 1% of residents reported they currently participate in the preschool program, but about 1 in 10 indicated they had participated in the past.

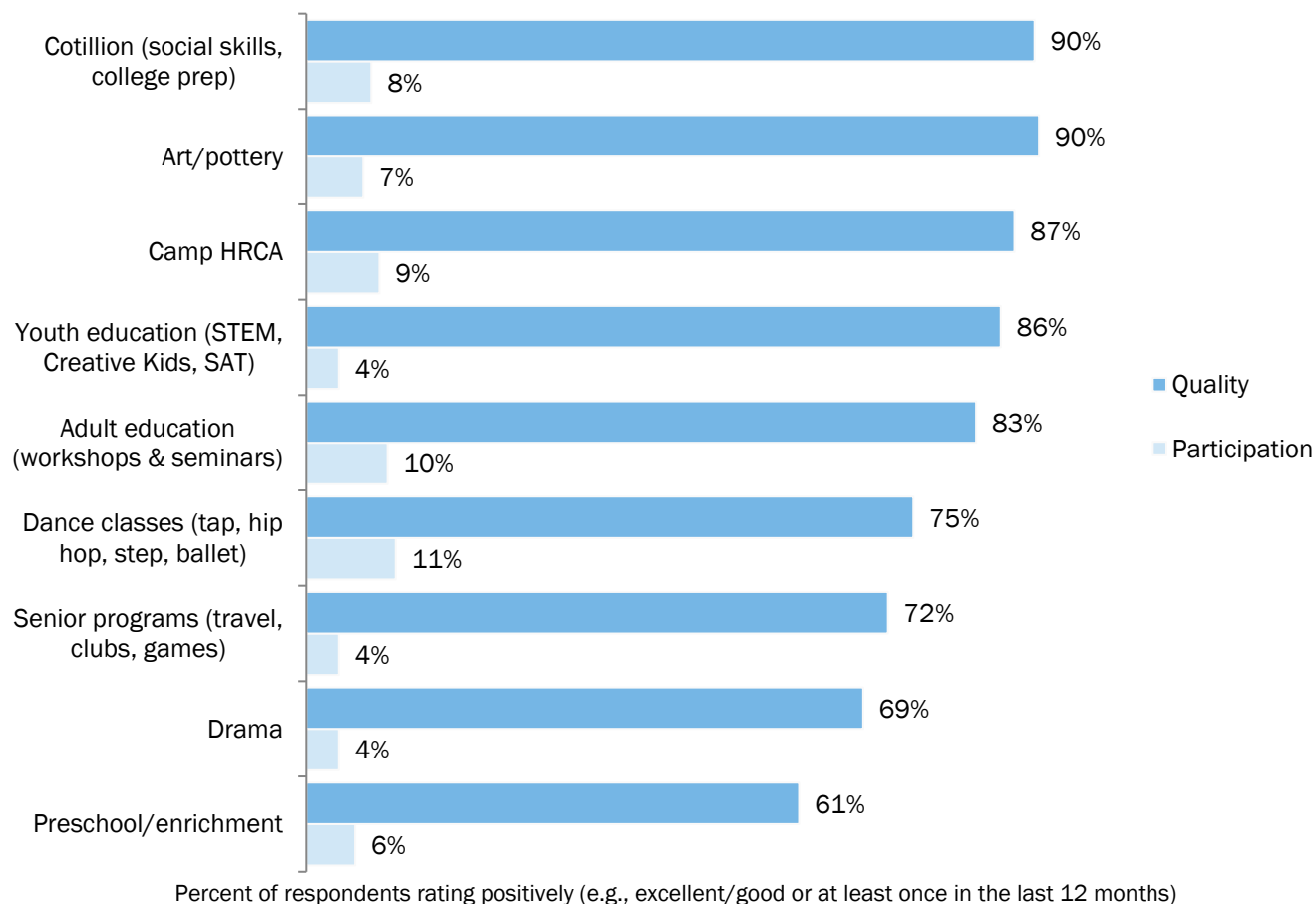
Figure 18: Participation in Preschool Program

Has a child in your household ever participated in the HRCA pre-school program at Eastridge and Westridge Recreation centers?



Regardless of the lack participation in preschool programs, about 6 in 10 of all survey respondents still thought highly of preschool programs offered; however, the ratings for the quality of this offering decreased from 2012 to 2018 (see Figure 20 below). For other educational programs, at least 8 in 10 gave top marks to cotillion, art and pottery, Camp HRCA and youth and adult education. One in 10 or less of HRCA residents had participated in any of the educational programs in the last year.

Figure 19: Quality of and Participation in Arts and Education Programs



Ratings of quality were asked of all survey respondents, not just users. Quality ratings by user vs non-user can be found in *Appendix B: Complete Set of Survey Responses*.

Between 80% and 91% of respondents said “don’t know” when rating many of these programs (see *Appendix B: Complete Set of Survey Responses* for all responses including “don’t know”).

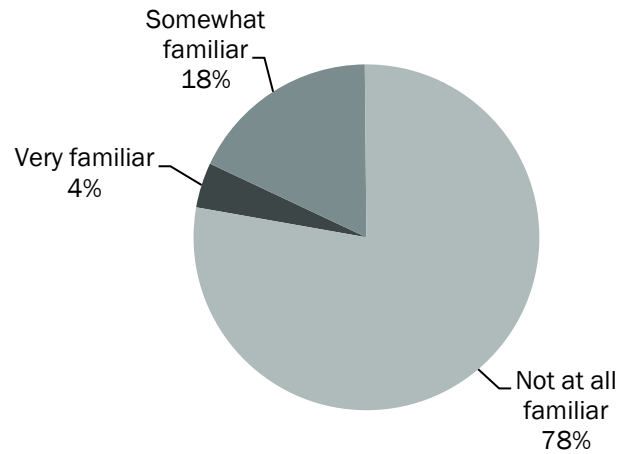
Figure 20: Quality of Preschool by Year

Rate the quality of the following. (Percent rating excellent/good)	2018	2012
Preschool/enrichment	61%	77%

The HRCA also offers a scholarship fund of \$2,500 to more than 20 Highlands Ranch students every year; however, approximately three-quarters of residents were not familiar with this scholarship.

Figure 21: Familiarity with Highlands Ranch Community Scholarship Fund

How familiar are you, if at all, with the Highlands Ranch Community Scholarship Fund, a 501(c)3 non-profit that provides \$2,500 scholarships to over 20 Highlands Ranch students annually?



HRCA Facilities

Highlands Ranch residents also weighed in on existing HRCA facilities and improvements. While most respondents indicated they did not have a gym membership at all, about 1 in 10 individuals currently have a membership through HRCA and around one-quarter have a membership outside of the Association. Respondents with memberships outside of the HRCA were asked why they sought memberships elsewhere. The most commonly cited reason for having a membership outside of HRCA was the lack of desired classes or equipment, while 27% stated that classes do not fit into their schedules. Less than 1 in 10 community members attributed their lack of HRCA membership to the availability or cost of childcare. In fact, 80% of residents were familiar with the child care services for fitness classes, but three-quarters chose not to use it (Figure 24).

Figure 22: Gym/Fitness Center Membership

Do you or anyone in your household currently pay for a gym/fitness center membership? (Select all that apply.)

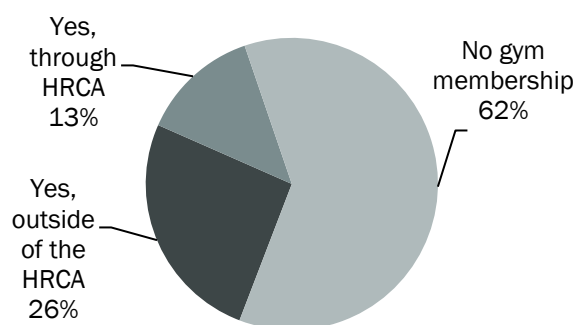


Figure 23: Reasons for Gym/Fitness Center Membership Outside HRCA

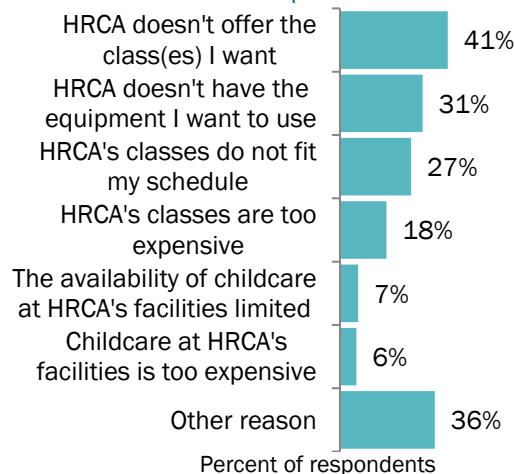
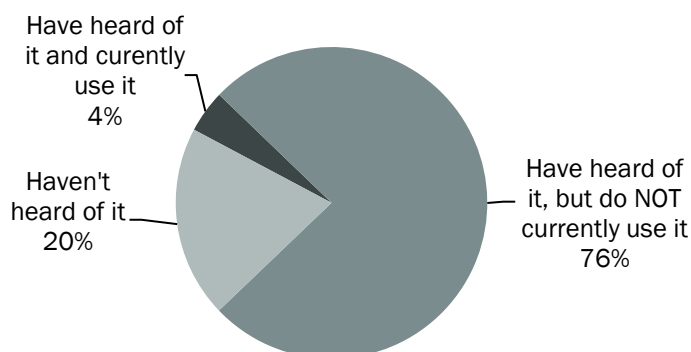


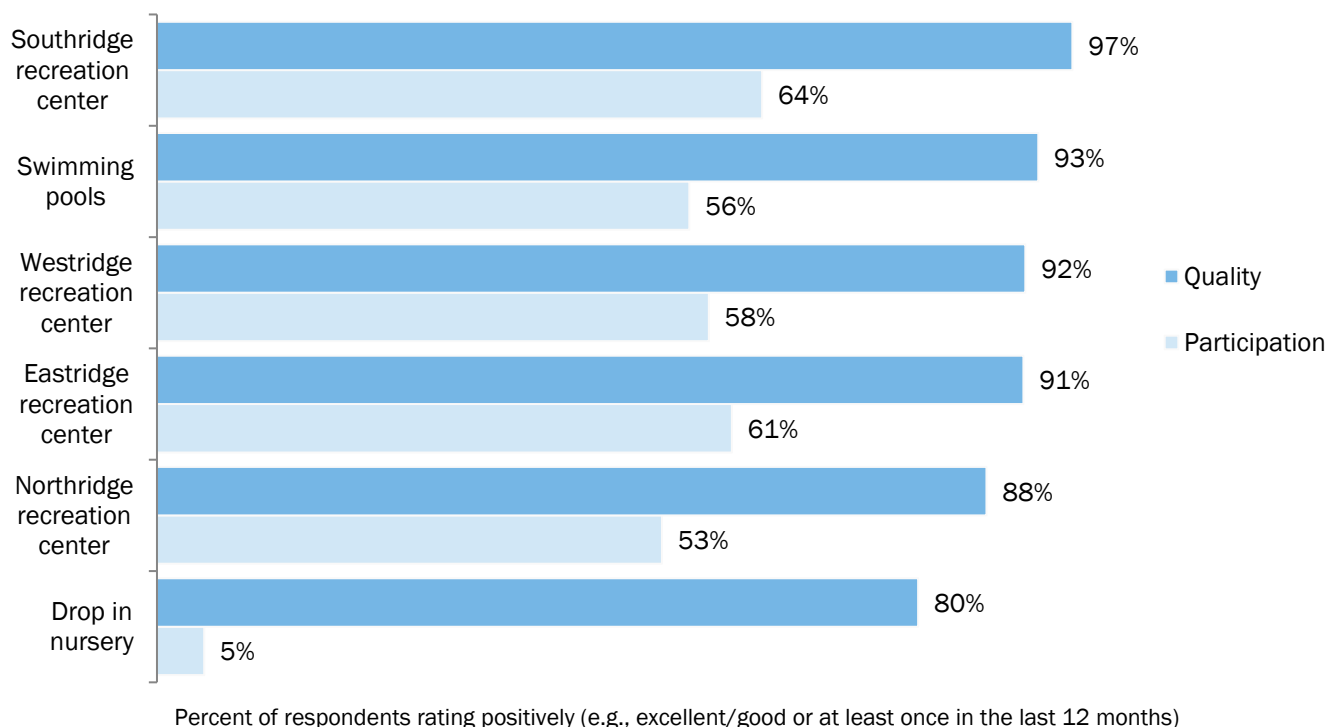
Figure 24: Familiarity with Child Care Services

How familiar are you, if at all, with child care services for HRCA fitness classes?



Overall, residents' reviews for the quality of HRCA facilities were glowing; nearly all residents awarded excellent or good assessments to the Southridge recreation center and around 9 in 10 positively rated the swimming pools, Westridge, Eastridge and Northridge recreation centers. At least half of community members used each of these facilities one or more times a year. While about 8 in 10 praised the drop-in nursery facility, only about five percent of respondents used it in the past year. Respondents' opinions of HRCA facilities have remained stable since 2012 (Figure 26).

Figure 25: Quality of and Participation in HRCA Facilities



Ratings of quality were asked of all survey respondents, not just users. Quality ratings by user vs non-user can be found in *Appendix B: Complete Set of Survey Responses*.

Between 33% and 88% of respondents said "don't know" when rating the Northridge and Westridge recreation centers and the drop in nursery (see *Appendix B: Complete Set of Survey Responses* for all responses including "don't know").

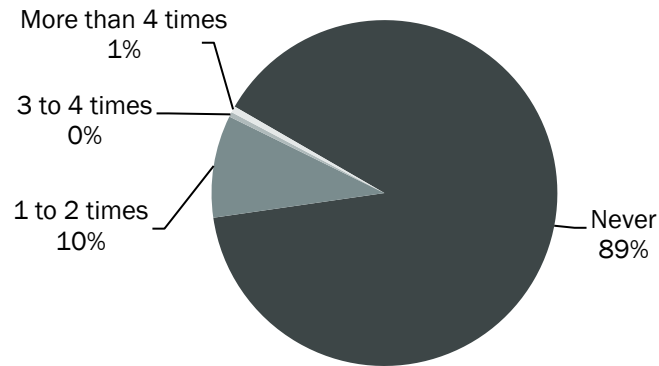
Figure 26: Quality of HRCA Facilities by Year

Rate the quality of the following. (Percent rating excellent/good)	2018	2012
Southridge recreation center	97%	95%
Swimming pools	93%	NA
Westridge recreation center	92%	92%
Eastridge recreation center	91%	86%
Northridge recreation center	88%	72%
Drop in nursery	80%	77%

Most residents had never rented a HRCA facility room or space for an event or program, but 11% of individuals had rented such a space at least once in the 12 months prior to the survey.

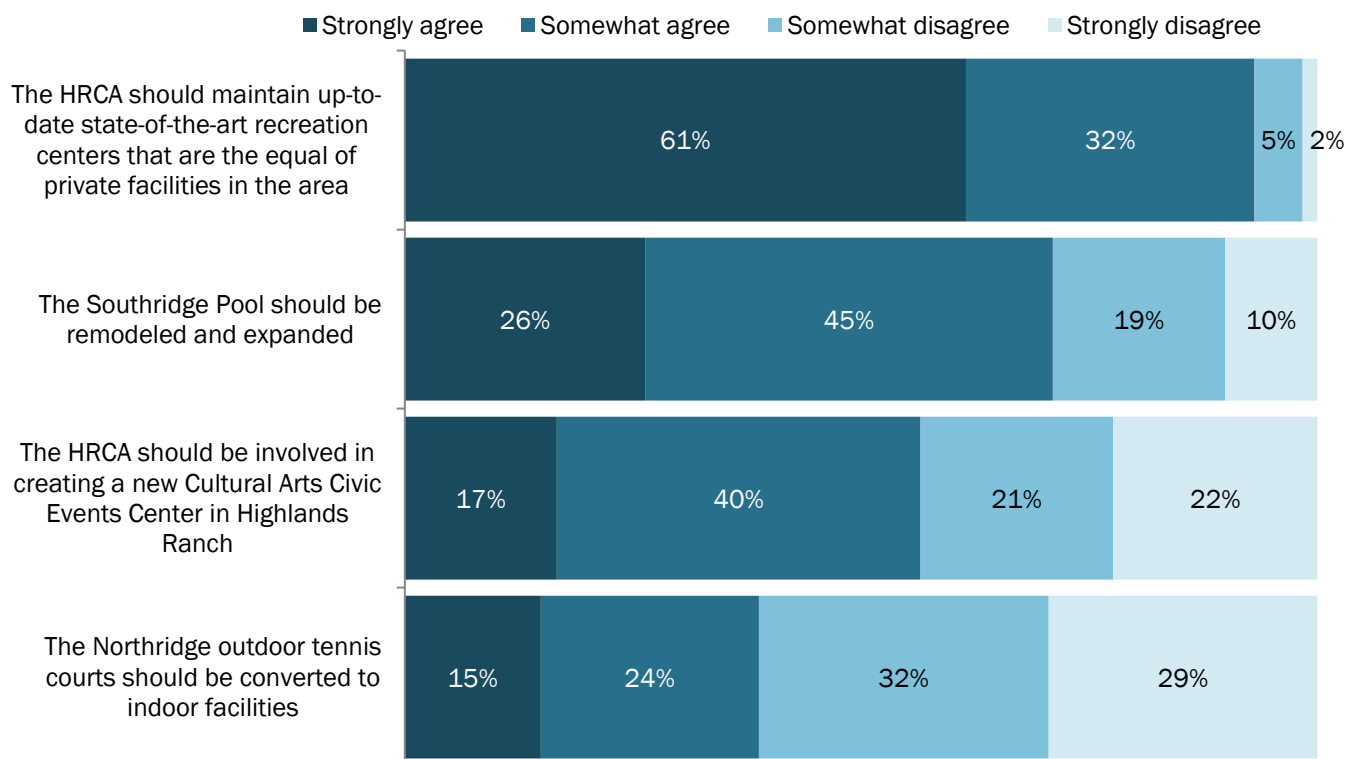
Figure 27: Rental of HRCA Facilities

In the last 12 months, how often, if ever, have you ever rented a HRCA facility room or space for a personal event or program?



Even though many residents were pleased with current HRCA facilities and a majority visited these centers one or more times a year, their views on improvements of the recreation centers tended to vary. At least 9 in 10 participants agreed that the HRCA should maintain updated centers that are comparable to private facilities nearby and around 7 in 10 strongly or somewhat agreed that the Southridge pool should be remodeled and expanded. However, residents were less supportive of creating a new cultural arts event center or converting the Northridge outdoor tennis courts into indoor facilities.

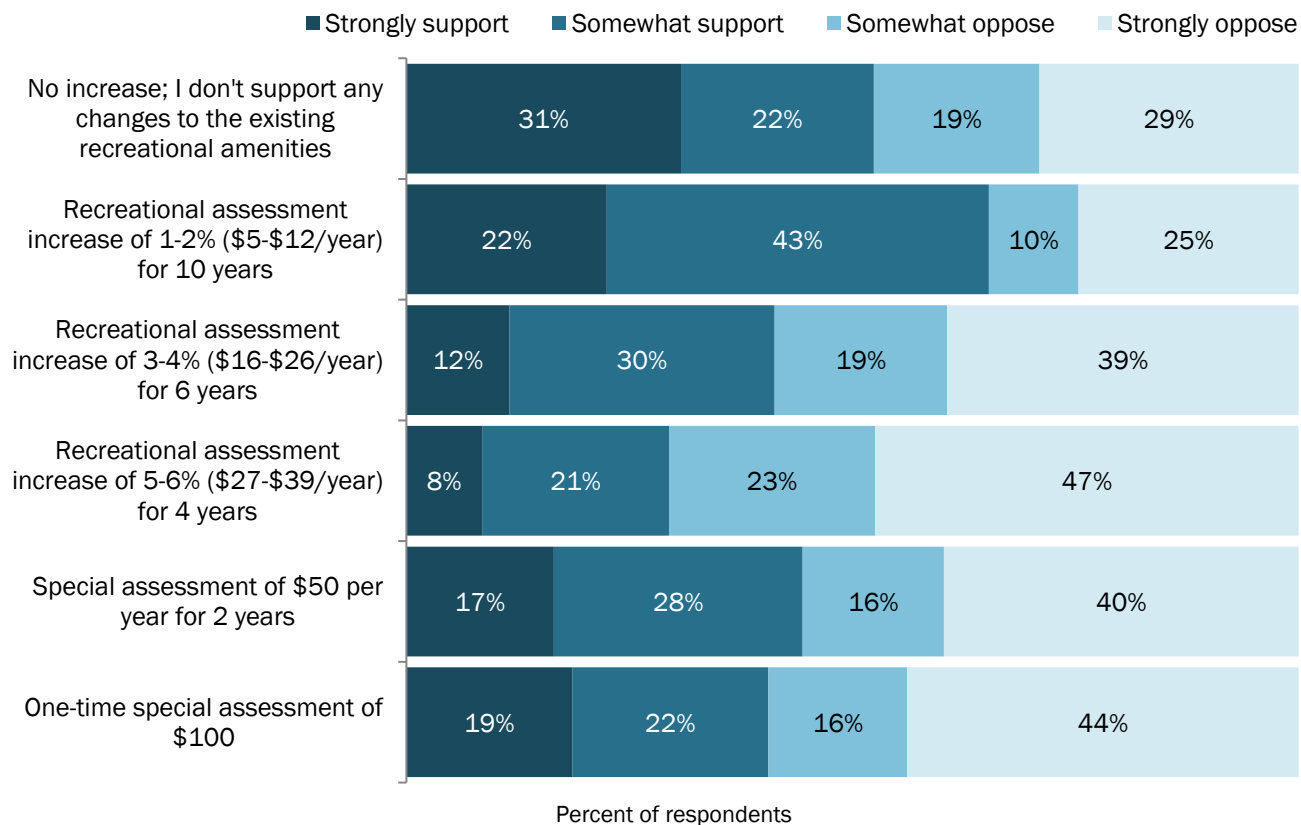
Figure 28: Support for HRCA Recreation Center Improvements



Between 31% and 55% of respondents said “don’t know” for the Northridge outdoor tennis courts being converted to indoor facilities, remodeling Southridge Pool and HRCA being involved in creating a new Cultural Arts Civic Center (see *Appendix B: Complete Set of Survey Responses* for all responses including “don’t know”).

To finance these previously mentioned projects, the HRCA would need to increase the recreational assessments paid by homeowners. Overall, a majority of residents opposed most funding options. Highlands Ranch residents were most likely to support an increase of 1-2% over the next 10 years. Predictably, respondents tended to be more adamant against raising assessment fees as the total fee amount increased.

Figure 29: Support for Construction Financing



Appendix A: Respondent Characteristics

The following tables display the weighted demographic characteristics of those responding to the 2018 Community Survey including frequency of responses and the number of respondents.

Table 1: Question D1

How many years have you lived in Highlands Ranch?	Percent	Number
Less than 2 years	11%	N=105
2-5 years	21%	N=199
6-10 years	16%	N=151
11-20 years	34%	N=324
More than 20 years	18%	N=166
Total	100%	N=945

Table 2: Question D2

Which best describes your home?	Percent	Number
Single family detached home	85%	N=797
Attached home (duplex or townhome)	8%	N=74
Apartment or condo	8%	N=71
Total	100%	N=942

Table 3: Question D3

Do you rent or own your residence?	Percent	Number
Rent	11%	N=107
Own	89%	N=835
Total	100%	N=942

Table 4: Question D4

How do you pay your HOA dues?	Percent	Number
Via mail	29%	N=263
In person	5%	N=50
Online	66%	N=610
Total	100%	N=923

Table 5: Question D5

Are you or any other members of your household aged 65 or older?	Percent	Number
Yes	17%	N=154
No	83%	N=777
Total	100%	N=932

Table 6: Question D6

Are there any children 17 or younger in your household?	Yes		No		Total	
0 to 5 years old	23%	N=165	77%	N=546	100%	N=711
6 to 12 years old	32%	N=243	68%	N=506	100%	N=749
13 to 17 years old	31%	N=237	69%	N=523	100%	N=760

Table 7: Question d7

In which category is your age?	Percent	Number
18-24 years	1%	N=11
25-34 years	18%	N=171
35-44 years	22%	N=203
45-54 years	34%	N=315
55-64 years	12%	N=110
65-74 years	10%	N=94
75 years or older	3%	N=32
Total	100%	N=936

Table 8: Question D8

What is your gender?	Percent	Number
Female	53%	N=498
Male	47%	N=438
Total	100%	N=936

Appendix B: Complete Set of Survey Responses

Complete Set of Frequencies 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 9: Question 1

Please rate each of the following aspects of quality of life in Highlands Ranch:	Excellent		Good		Fair		Poor		Total	
Highlands Ranch as a place to live	64%	N=605	33%	N=311	2%	N=23	0%	N=3	100%	N=941
Your neighborhood as a place to live	57%	N=540	35%	N=333	6%	N=58	1%	N=10	100%	N=940
Highlands Ranch as a place to raise children	66%	N=553	30%	N=251	3%	N=28	1%	N=6	100%	N=838
Highlands Ranch as a place to work	35%	N=193	37%	N=204	21%	N=116	7%	N=36	100%	N=549
Highlands Ranch as a place to visit	32%	N=274	43%	N=363	19%	N=163	6%	N=47	100%	N=847
The overall quality of life in Highlands Ranch	56%	N=528	39%	N=367	4%	N=36	1%	N=6	100%	N=938

Table 10: Question 2

Please rate the job the HRCA does at each of the following.	Excellent		Good		Fair		Poor		Total	
Managing the four recreation centers	52%	N=449	42%	N=359	5%	N=42	1%	N=7	100%	N=858
Managing the Backcountry Wilderness Area	51%	N=295	42%	N=241	6%	N=34	1%	N=7	100%	N=577
Enforcing architectural covenants	20%	N=157	47%	N=362	23%	N=175	9%	N=72	100%	N=766
Providing services that enhance property values	28%	N=224	48%	N=383	18%	N=141	7%	N=52	100%	N=800
Making assessments for the HRCA services fair and reasonable	24%	N=194	45%	N=375	23%	N=186	8%	N=69	100%	N=824
Planning and operating community events	43%	N=359	46%	N=382	9%	N=75	2%	N=19	100%	N=836
The value of services for the assessments paid to the HRCA	34%	N=292	42%	N=362	18%	N=156	6%	N=53	100%	N=863
The overall direction of the Board of Directors	22%	N=127	51%	N=290	18%	N=104	8%	N=45	100%	N=566
Overall confidence in HRCA	23%	N=202	52%	N=453	19%	N=161	5%	N=47	100%	N=863
Belief that the HRCA is acting in the best interest of the community	28%	N=241	50%	N=439	17%	N=147	5%	N=43	100%	N=870

Table 11: Question 3

Please indicate whether or not you have done each of the following in the last 12 months.	Yes		No		Total	
Contacted the HRCA (in-person, phone, email or web) for help or information	53%	N=502	47%	N=439	100%	N=940
Contacted your HRCA Delegate (in-person, phone, email or web) to express your opinion	6%	N=52	94%	N=890	100%	N=942
Attended a monthly HRCA Delegate or Board public meeting	3%	N=30	97%	N=911	100%	N=941
Attended a HRCA sponsored event	62%	N=582	38%	N=356	100%	N=939
Talked to or visited with your immediate neighbors	96%	N=907	4%	N=33	100%	N=939
Done a favor for a neighbor	86%	N=809	14%	N=129	100%	N=938
Made efforts to conserve water through xeriscape landscaping	32%	N=295	68%	N=639	100%	N=934
Made efforts to make your home more energy efficient	71%	N=668	29%	N=270	100%	N=938

Table 12: Question 4

How important, if at all, are each of the following in the Backcountry Wilderness Area?	Essential		Very important		Somewhat important		Not at all important		Total	
Continued conservation of habitat/wildlife/land	61%	N=511	32%	N=269	5%	N=46	1%	N=11	100%	N=838
More programs/activities	11%	N=86	34%	N=260	44%	N=332	11%	N=85	100%	N=763
Build a permanent building for programs	7%	N=50	18%	N=127	37%	N=267	39%	N=279	100%	N=723
More pedestrian only single-use trails	17%	N=128	27%	N=207	35%	N=274	22%	N=167	100%	N=776
More bike only single-use trails	12%	N=88	23%	N=174	36%	N=273	30%	N=224	100%	N=758

Table 13: Question 5

Currently only HRCA members are allowed on the Backcountry trails. Do you support or oppose continuing to keep the HRCA trails private?	Percent	Number
Strongly support	52%	N=458
Somewhat support	35%	N=311
Somewhat oppose	9%	N=81
Strongly oppose	4%	N=32
Total	100%	N=882

Table 14: Question 6

Do you or anyone in your household have a disability or special needs?	Percent	Number
Yes	12%	N=113
No	88%	N=819
Total	100%	N=932

Table 15: Question 7

How familiar are you, if at all, with each of the following Therapeutic Recreation programs and services provided by the HRCA for members with disabilities and special needs?	Never heard of the program		Have heard of it, but no one in my household has participated		Someone in my household participated in the past, but not currently		Someone in my household currently participates		Total	
Swim Lessons	25%	N=228	59%	N=546	13%	N=122	3%	N=29	100%	N=926
Tennis Team	38%	N=352	58%	N=537	3%	N=28	1%	N=7	100%	N=925
Yoga	35%	N=321	59%	N=546	5%	N=42	2%	N=16	100%	N=925
Dance	36%	N=330	61%	N=559	3%	N=28	1%	N=5	100%	N=922
Lego Camps	50%	N=463	49%	N=449	1%	N=10	0%	N=1	100%	N=923

Table 16: Question 8

How familiar are you, if at all, with the Highlands Ranch Cultural Affairs Association (CAA), a 501(c) 3 non-profit that produces over 40 cultural events and programs annually in Highlands Ranch?	Percent	Number
Very familiar	7%	N=68
Somewhat familiar	41%	N=378
Not at all familiar	51%	N=473
Total	100%	N=919

Table 17: Question 9

How familiar are you, if at all, with each of the following CAA community events?	I have attended		I know what/where it is		I have only heard of it		I have never heard of it		Total	
Jazz at the Mansion	4%	N=34	21%	N=199	48%	N=444	27%	N=256	100%	N=933
Highlands Ranch Days	20%	N=191	31%	N=287	37%	N=350	12%	N=109	100%	N=937
Oktoberfest	24%	N=228	37%	N=343	32%	N=298	7%	N=69	100%	N=938
Culture on the Green performances	28%	N=259	28%	N=259	28%	N=263	16%	N=154	100%	N=935
Summer Concert Series	46%	N=428	28%	N=265	23%	N=217	3%	N=27	100%	N=937
Classic Car Show	16%	N=152	26%	N=247	39%	N=369	18%	N=170	100%	N=938
Winter Cultural Series	8%	N=77	25%	N=231	37%	N=348	30%	N=279	100%	N=936

Table 18: Question 10

Would you ever consider donating to the Cultural Affairs Association to help bring new programming or to continue the cultural programs listed above in question 9 to Highlands Ranch?	Percent	Number
Yes	23%	N=118
No	77%	N=385
Total	100%	N=503

Table 19: Question 11

How familiar are you, if at all, with the Highlands Ranch Community Scholarship Fund, a 501(c)3 non-profit that provides \$2,500 scholarships to over 20 Highlands Ranch students annually?	Percent	Number
Very familiar	4%	N=40
Somewhat familiar	18%	N=167
Not at all familiar	78%	N=731
Total	100%	N=938

Table 20: Question 12

In the last 12 months, how often, if ever, have you ever rented a HRCA facility room or space for a personal event or program?	Percent	Number
Never	89%	N=837
1 to 2 times	10%	N=90
3 to 4 times	0%	N=4
More than 4 times	1%	N=6
Total	100%	N=936

Table 21: Question 13

Has a child in your household ever participated in the HRCA pre-school program at Eastridge and Westridge Recreation centers?	Percent	Number
Yes, currently	1%	N=9
Yes, in the past but not currently	12%	N=106
No, haven't participated	87%	N=793
Total	100%	N=907

Table 22: Question 14: Overall Quality

Rate the quality of each of the following HRCA programs, services or events, whether or not you have participated.	Excellent		Good		Fair		Poor		Total	
Northridge recreation center	34%	N=200	54%	N=318	11%	N=65	1%	N=9	100%	N=592
Southridge recreation center	57%	N=387	40%	N=269	3%	N=22	0%	N=1	100%	N=679
Eastridge recreation center	38%	N=256	54%	N=362	8%	N=51	1%	N=7	100%	N=677
Westridge recreation center	42%	N=252	50%	N=304	8%	N=48	1%	N=3	100%	N=606
Drop in nursery	30%	N=27	50%	N=45	11%	N=10	9%	N=8	100%	N=89
Swimming pools	43%	N=278	50%	N=328	7%	N=44	0%	N=2	100%	N=652
Backcountry Wilderness Area Trails	45%	N=219	43%	N=212	8%	N=40	4%	N=20	100%	N=491
Youth camps	28%	N=54	36%	N=70	31%	N=59	5%	N=9	100%	N=191
Horse camps	34%	N=50	29%	N=43	28%	N=41	8%	N=12	100%	N=147

Rate the quality of each of the following HRCA programs, services or events, whether or not you have participated.	Excellent		Good		Fair		Poor		Total	
Horseback rides	35%	N=49	31%	N=44	23%	N=33	11%	N=16	100%	N=142
Archery	49%	N=42	36%	N=30	13%	N=11	2%	N=2	100%	N=85
Preschool/enrichment	24%	N=40	36%	N=59	30%	N=48	9%	N=15	100%	N=163
Camp HRCA	37%	N=43	51%	N=60	13%	N=15	0%	N=0	100%	N=118
Youth education (STEM, Creative Kids, SAT)	28%	N=19	58%	N=40	14%	N=10	0%	N=0	100%	N=69
Adult education (workshops & seminars)	18%	N=16	65%	N=58	15%	N=14	2%	N=2	100%	N=89
Art/pottery	36%	N=29	54%	N=43	8%	N=7	1%	N=1	100%	N=80
Cotillion (social skills, college prep)	29%	N=18	61%	N=39	9%	N=6	1%	N=1	100%	N=63
Drama	23%	N=24	46%	N=49	24%	N=25	7%	N=7	100%	N=105
Dance classes (tap, hip hop, step, ballet)	24%	N=24	51%	N=53	18%	N=18	7%	N=8	100%	N=102
Senior programs (travel, clubs, games)	20%	N=11	52%	N=30	14%	N=8	14%	N=8	100%	N=58
Children's swim classes	25%	N=65	45%	N=114	20%	N=51	10%	N=26	100%	N=256
Coached & competitive swim programs	38%	N=36	50%	N=48	7%	N=7	5%	N=5	100%	N=96
Private lessons	32%	N=36	59%	N=67	5%	N=6	4%	N=4	100%	N=113
Adventures (scuba, snorkel, paddleboard)	28%	N=12	60%	N=25	8%	N=3	4%	N=2	100%	N=42
Home Town Holiday	29%	N=55	58%	N=112	12%	N=22	1%	N=2	100%	N=193
Computer & Paper recycling events	32%	N=104	58%	N=186	9%	N=29	1%	N=4	100%	N=322
Beverage Tastings (beer, wine, spirits)	39%	N=87	53%	N=118	7%	N=15	1%	N=3	100%	N=223
Craft Shows & Fairs	24%	N=72	58%	N=171	17%	N=51	1%	N=3	100%	N=297
Easter Egg Hunt	24%	N=44	51%	N=95	18%	N=34	6%	N=12	100%	N=185
Farmers Market	30%	N=165	49%	N=274	18%	N=98	4%	N=21	100%	N=559
HRCA Race Series	37%	N=80	55%	N=120	7%	N=16	0%	N=1	100%	N=216
Cardio/strength (cycling, mind body, zumba)	34%	N=69	50%	N=100	12%	N=25	4%	N=7	100%	N=201
Drop in fitness (yoga, aquafit, kickboxing)	36%	N=68	54%	N=102	7%	N=13	2%	N=4	100%	N=188
Personal trainers	36%	N=39	45%	N=50	12%	N=14	7%	N=8	100%	N=110
Tennis	29%	N=42	50%	N=72	12%	N=17	8%	N=12	100%	N=144
Senior fitness (tennis, aquafit, yoga)	30%	N=23	47%	N=36	12%	N=9	11%	N=9	100%	N=77
Gymnastics/tumbling classes	27%	N=28	52%	N=53	10%	N=11	10%	N=11	100%	N=103

Table 23: Question 14: Quality Ratings by Users, Non-users and Overall

Percent of respondents rating the following as excellent or good	User		Non-user		Overall	
	Percent	Number	Percent	Number	Percent	Number
Northridge recreation center	87%	452	89%	128	88%	592
Southridge recreation center	97%	561	97%	106	97%	679
Eastridge recreation center	91%	532	92%	131	91%	677
Westridge recreation center	93%	504	88%	94	92%	606
Drop in nursery	84%	31	78%	56	80%	89
Swimming pools	93%	497	95%	142	93%	652
Backcountry Wilderness Area Trails	97%	391	47%	92	88%	491
Youth camps	70%	84	59%	104	64%	191
Horse camps	93%	35	54%	110	63%	147
Horseback rides	91%	45	53%	95	66%	142
Archery	93%	39	76%	42	85%	85
Preschool/enrichment	67%	50	56%	108	61%	163
Camp HRCA	84%	54	90%	61	87%	118
Youth education (STEM, Creative Kids, SAT)	76%	24	90%	43	86%	69
Adult education (workshops & seminars)	81%	52	87%	34	83%	89
Art/pottery	89%	46	92%	31	90%	80
Cotillion (social skills, college prep)	89%	22	90%	39	90%	63
Drama	61%	22	70%	81	69%	105
Dance classes (tap, hip hop, step, ballet)	79%	52	69%	46	75%	102
Senior programs (travel, clubs, games)	60%	20	77%	36	72%	58
Children's swim classes	68%	166	73%	81	70%	256
Coached & competitive swim programs	91%	45	85%	46	88%	96
Private lessons	95%	60	89%	49	91%	113
Adventures (scuba, snorkel, paddleboard)	100%	12	85%	27	88%	42
Home Town Holiday	90%	143	82%	44	87%	193
Computer & Paper recycling events	90%	253	92%	63	90%	322
Beverage Tastings (beer, wine, spirits)	92%	163	93%	55	92%	223
Craft Shows & Fairs	82%	243	83%	50	82%	297
Easter Egg Hunt	74%	124	78%	58	75%	185
Farmers Market	79%	506	81%	42	79%	559
HRCA Race Series	95%	148	86%	61	92%	216
Cardio/strength (cycling, mind body, zumba)	83%	155	89%	38	84%	201
Drop in fitness (yoga, aquafit, kickboxing)	92%	144	88%	40	91%	188
Personal trainers	83%	49	77%	58	81%	110

Percent of respondents rating the following as excellent or good	User		Non-user		Overall	
	Percent	Number	Percent	Number	Percent	Number
Tennis	80%	85	78%	53	80%	144
Senior fitness (tennis, aquafit, yoga)	81%	31	73%	43	77%	77
Gymnastics/tumbling classes	81%	44	77%	57	79%	103

Table 24: Question 14: Overall Participation Rates

Tell us 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 programs, services or events.	1-7 times a week		1-3 times a month		2-11 times a year		Once a year		Never		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Northridge recreation center	9%	N=78	9%	N=80	22%	N=200	14%	N=128	47%	N=426	100%	N=912
Southridge recreation center	13%	N=118	15%	N=138	27%	N=247	9%	N=78	36%	N=330	100%	N=912
Eastridge recreation center	10%	N=92	15%	N=135	24%	N=221	11%	N=105	39%	N=359	100%	N=912
Westridge recreation center	13%	N=117	9%	N=84	26%	N=233	11%	N=97	42%	N=381	100%	N=912
Drop in nursery	1%	N=8	1%	N=6	2%	N=20	1%	N=11	95%	N=866	100%	N=912
Swimming pools	10%	N=93	17%	N=153	24%	N=215	6%	N=51	44%	N=400	100%	N=912
Backcountry Wilderness Area Trails	9%	N=84	11%	N=98	18%	N=163	7%	N=63	55%	N=504	100%	N=912
Youth camps	0%	N=4	1%	N=7	3%	N=25	6%	N=52	90%	N=824	100%	N=912
Horse camps	0%	N=2	0%	N=4	0%	N=4	3%	N=28	96%	N=875	100%	N=912
Horseback rides	0%	N=0	1%	N=8	1%	N=9	3%	N=28	95%	N=866	100%	N=912
Archery	1%	N=8	1%	N=6	2%	N=18	1%	N=13	95%	N=867	100%	N=912
Preschool/enrichment	2%	N=17	3%	N=24	1%	N=8	1%	N=7	94%	N=856	100%	N=912
Camp HRCA	2%	N=15	4%	N=40	1%	N=14	1%	N=12	91%	N=832	100%	N=912
Youth education (STEM, Creative Kids, SAT)	1%	N=6	1%	N=11	2%	N=15	1%	N=7	96%	N=872	100%	N=912
Adult education (workshops & seminars)	1%	N=5	4%	N=35	3%	N=27	3%	N=26	90%	N=818	100%	N=912
Art/pottery	1%	N=8	2%	N=18	2%	N=15	2%	N=21	93%	N=850	100%	N=912
Cotillion (social skills, college prep)	2%	N=14	4%	N=33	2%	N=18	1%	N=11	92%	N=835	100%	N=912
Drama	0%	N=0	0%	N=0	1%	N=5	3%	N=27	96%	N=879	100%	N=912
Dance classes (tap, hip hop, step, ballet)	1%	N=12	0%	N=4	3%	N=23	6%	N=58	89%	N=815	100%	N=912
Senior programs (travel, clubs, games)	0%	N=2	0%	N=2	2%	N=15	2%	N=19	96%	N=874	100%	N=912
Children's swim classes	3%	N=29	4%	N=36	8%	N=70	8%	N=72	77%	N=705	100%	N=912
Coached & competitive swim programs	2%	N=18	0%	N=4	1%	N=7	4%	N=36	93%	N=846	100%	N=912
Private lessons	1%	N=7	2%	N=16	6%	N=53	4%	N=36	88%	N=799	100%	N=912
Adventures (scuba, snorkel, paddleboard)	1%	N=13	2%	N=18	0%	N=2	1%	N=7	96%	N=872	100%	N=912
Home Town Holiday	1%	N=12	2%	N=16	2%	N=14	14%	N=128	81%	N=742	100%	N=912
Computer & Paper recycling events	1%	N=11	2%	N=14	5%	N=41	23%	N=211	70%	N=634	100%	N=912

Tell us 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 programs, services or events.	1-7 times a week		1-3 times a month		2-11 times a year		Once a year		Never		Total	
Beverage Tastings (beer, wine, spirits)	0%	N=4	0%	N=3	7%	N=64	11%	N=102	81%	N=739	100%	N=912
Craft Shows & Fairs	1%	N=12	2%	N=17	8%	N=77	18%	N=163	71%	N=643	100%	N=912
Easter Egg Hunt	1%	N=5	0%	N=4	1%	N=5	13%	N=116	86%	N=781	100%	N=912
Farmers Market	3%	N=24	12%	N=112	28%	N=259	14%	N=130	42%	N=387	100%	N=912
HRCA Race Series	0%	N=2	1%	N=7	8%	N=74	10%	N=94	81%	N=735	100%	N=912
Cardio/strength (cycling, mind body, zumba)	4%	N=33	3%	N=29	9%	N=84	4%	N=34	80%	N=732	100%	N=912
Drop in fitness (yoga, aquafit, kickboxing)	3%	N=31	3%	N=32	8%	N=74	3%	N=30	82%	N=745	100%	N=912
Personal trainers	1%	N=8	1%	N=5	2%	N=15	4%	N=32	94%	N=853	100%	N=912
Tennis	2%	N=15	1%	N=13	5%	N=49	4%	N=35	88%	N=800	100%	N=912
Senior fitness (tennis, aquafit, yoga)	1%	N=6	1%	N=5	1%	N=12	2%	N=14	96%	N=873	100%	N=912
Gymnastics/tumbling classes	1%	N=9	1%	N=6	2%	N=18	3%	N=31	93%	N=848	100%	N=912

Table 25: Question 15

Please rate the quality of each of the following aspects of the HRCA fitness programs.	Excellent		Good		Fair		Poor		Total	
Instructor knowledge, skills and abilities	36%	N=111	53%	N=165	9%	N=27	3%	N=10	100%	N=313
Cost of classes	14%	N=55	43%	N=173	27%	N=109	16%	N=64	100%	N=401
Cleanliness of fitness studios and equipment	37%	N=156	51%	N=212	11%	N=46	1%	N=3	100%	N=416
Value of the Fitness punch card for the cost	28%	N=81	37%	N=108	18%	N=51	17%	N=51	100%	N=291

Table 26: Question 16

Do you or anyone in your household currently pay for a gym/fitness center membership? (Select all that apply.)	Percent	Number
Yes, outside of the HRCA	26%	N=245
Yes, through HRCA	13%	N=125
No gym membership	62%	N=581

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

Table 27: Question 17

If you or another household member have a gym/fitness membership outside of the HRCA, please tell us why? Please select all that apply.	Percent	Number
HRCA doesn't have the equipment I want to use	31%	N=74
HRCA doesn't offer the class(es) I want	41%	N=97
HRCA's classes do not fit my schedule	27%	N=64
HRCA's classes are too expensive	18%	N=42
Childcare at HRCA's facilities is too expensive	6%	N=15
The availability of childcare at HRCA's facilities limited	7%	N=16
Other reason	36%	N=85

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

Table 28: Question 18

How familiar are you, if at all, with child care services for HRCA fitness classes?	Percent	Number
Have heard of it and currently use it	4%	N=24
Have heard of it, but do NOT currently use it	76%	N=409
Haven't heard of it	20%	N=108
Total	100%	N=540

Table 29: Question 19

Thinking about the HRCA's 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 maintain up-to-date state-of-the-art recreation centers that are the equal of private facilities in the area	61%	N=545	32%	N=280	5%	N=47	2%	N=14	100%	N=886
The Northridge outdoor tennis courts should be converted to indoor facilities	15%	N=62	24%	N=99	32%	N=131	29%	N=122	100%	N=414
The Southridge Pool should be remodeled and expanded	26%	N=159	45%	N=269	19%	N=114	10%	N=61	100%	N=602
The HRCA should be involved in creating a new Cultural Arts Civic Events Center in Highlands Ranch	17%	N=107	40%	N=255	21%	N=135	22%	N=143	100%	N=639

Table 30: Question 20

Any new recreational amenities will require funding sources for construction financing. Thinking about any new or additional recreational, please indicate your level of support for the following funding approaches. (All costs listed below are per household.)	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
No increase; I don't support any changes to the existing recreational amenities	31%	N=214	22%	N=150	19%	N=129	29%	N=202	100%	N=695
Recreational assessment increase of 1-2% (\$5-\$12/year) for 10 years	22%	N=168	43%	N=321	10%	N=75	25%	N=185	100%	N=749
Recreational assessment increase of 3-4% (\$16-\$26/year) for 6 years	12%	N=84	30%	N=216	19%	N=141	39%	N=287	100%	N=728
Recreational assessment increase of 5-6% (\$27-\$39/year) for 4 years	8%	N=61	21%	N=150	23%	N=166	47%	N=341	100%	N=718
Special assessment of \$50 per year for 2 years	17%	N=123	28%	N=208	16%	N=118	40%	N=296	100%	N=745
One-time special assessment of \$100	19%	N=138	22%	N=162	16%	N=115	44%	N=324	100%	N=739

Table 31: Question 21

Please indicate whether each of the following is a major source, minor source or not a source of information when you are looking for information about the HRCA.	Major source		Minor source		Not a source		Total	
HRCA Web site (www.hrcaonline.org)	69%	N=643	21%	N=197	9%	N=87	100%	N=927
HRCA monthly E Blasts (E-mail notices)	21%	N=197	39%	N=362	39%	N=360	100%	N=919
HRCA monthly Newsletter (mailed)	40%	N=370	40%	N=372	20%	N=184	100%	N=926
HRCA Twitter/Facebook/Instagram	6%	N=57	15%	N=139	79%	N=722	100%	N=918
HRCA Activity Guide (mailed)	41%	N=383	39%	N=360	20%	N=183	100%	N=926
Your HRCA District Delegate	2%	N=16	11%	N=101	87%	N=803	100%	N=920
Local newspapers	10%	N=96	25%	N=225	65%	N=596	100%	N=918
From family, a friend or an acquaintance	17%	N=158	45%	N=415	38%	N=346	100%	N=919
Flyers at events, programs and facilities	17%	N=158	46%	N=428	37%	N=337	100%	N=922
Sandwich board signage at each recreation center entrance	22%	N=202	42%	N=389	36%	N=330	100%	N=921
Signage Boards around the community	27%	N=254	47%	N=434	26%	N=236	100%	N=925
Information from your Sub-Association	2%	N=21	14%	N=130	84%	N=767	100%	N=917

Complete Set of Frequencies 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 giving a particular response is shown followed by the number of respondents.

Table 32: Question 1

Please rate each of the following aspects of quality of life in Highlands Ranch:	Excellent		Good		Fair		Poor		Don't know		Total	
Highlands Ranch as a place to live	64%	N=605	33%	N=311	2%	N=23	0%	N=3	0%	N=0	100%	N=941
Your neighborhood as a place to live	57%	N=540	35%	N=333	6%	N=58	1%	N=10	0%	N=0	100%	N=940
Highlands Ranch as a place to raise children	59%	N=553	27%	N=251	3%	N=28	1%	N=6	11%	N=99	100%	N=937
Highlands Ranch as a place to work	21%	N=193	22%	N=204	12%	N=116	4%	N=36	41%	N=388	100%	N=937
Highlands Ranch as a place to visit	29%	N=274	39%	N=363	17%	N=163	5%	N=47	9%	N=85	100%	N=932
The overall quality of life in Highlands Ranch	56%	N=528	39%	N=367	4%	N=36	1%	N=6	0%	N=0	100%	N=938

Table 33: Question 2

Please rate the job the HRCA does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Managing the four recreation centers	48%	N=449	38%	N=359	4%	N=42	1%	N=7	9%	N=84	100%	N=942
Managing the Backcountry Wilderness Area	31%	N=295	26%	N=241	4%	N=34	1%	N=7	39%	N=363	100%	N=940
Enforcing architectural covenants	17%	N=157	39%	N=362	19%	N=175	8%	N=72	18%	N=165	100%	N=931
Providing services that enhance property values	24%	N=224	41%	N=383	15%	N=141	6%	N=52	15%	N=136	100%	N=936
Making assessments for the HRCA services fair and reasonable	21%	N=194	40%	N=375	20%	N=186	7%	N=69	12%	N=110	100%	N=933
Planning and operating community events	38%	N=359	41%	N=382	8%	N=75	2%	N=19	11%	N=100	100%	N=936
The value of services for the assessments paid to the HRCA	31%	N=292	39%	N=362	17%	N=156	6%	N=53	7%	N=69	100%	N=932
The overall direction of the Board of Directors	14%	N=127	31%	N=290	11%	N=104	5%	N=45	39%	N=368	100%	N=935
Overall confidence in HRCA	22%	N=202	48%	N=453	17%	N=161	5%	N=47	8%	N=72	100%	N=935
Belief that the HRCA is acting in the best interest of the community	26%	N=241	47%	N=439	16%	N=147	5%	N=43	7%	N=64	100%	N=934

Table 34: Question 3

Please indicate whether or not you have done each of the following in the last 12 months.	Yes		No		Total	
Contacted the HRCA (in-person, phone, email or web) for help or information	53%	N=502	47%	N=439	100%	N=940
Contacted your HRCA Delegate (in-person, phone, email or web) to express your opinion	6%	N=52	94%	N=890	100%	N=942
Attended a monthly HRCA Delegate or Board public meeting	3%	N=30	97%	N=911	100%	N=941
Attended a HRCA sponsored event	62%	N=582	38%	N=356	100%	N=939
Talked to or visited with your immediate neighbors	96%	N=907	4%	N=33	100%	N=939
Done a favor for a neighbor	86%	N=809	14%	N=129	100%	N=938
Made efforts to conserve water through xeriscape landscaping	32%	N=295	68%	N=639	100%	N=934
Made efforts to make your home more energy efficient	71%	N=668	29%	N=270	100%	N=938

Table 35: Question 4

How important, if at all, are each of the following in the Backcountry Wilderness Area?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Continued conservation of habitat/wildlife/land	54%	N=511	29%	N=269	5%	N=46	1%	N=11	11%	N=103	100%	N=940
More programs/activities	9%	N=86	28%	N=260	36%	N=332	9%	N=85	18%	N=168	100%	N=931
Build a permanent building for programs	5%	N=50	14%	N=127	29%	N=267	30%	N=279	23%	N=211	100%	N=934
More pedestrian only single-use trails	14%	N=128	22%	N=207	29%	N=274	18%	N=167	17%	N=162	100%	N=938
More bike only single-use trails	9%	N=88	19%	N=174	29%	N=273	24%	N=224	19%	N=179	100%	N=937

Table 36: Question 5

Currently only HRCA members are allowed on the Backcountry trails. Do you support or oppose continuing to keep the HRCA trails private?	Percent	Number
Strongly support	49%	N=458
Somewhat support	33%	N=311
Somewhat oppose	9%	N=81
Strongly oppose	3%	N=32
Don't know	6%	N=53
Total	100%	N=935

Table 37: Question 6

Do you or anyone in your household have a disability or special needs?	Percent	Number
Yes	12%	N=113
No	88%	N=819
Total	100%	N=932

Table 38: Question 7

How familiar are you, if at all, with each of the following Therapeutic Recreation programs and services provided by the HRCA for members with disabilities and special needs?	Never heard of the program		Have heard of it, but no one in my household has participated		Someone in my household participated in the past, but not currently		Someone in my household currently participates		Total	
Swim Lessons	25%	N=228	59%	N=546	13%	N=122	3%	N=29	100%	N=926
Tennis Team	38%	N=352	58%	N=537	3%	N=28	1%	N=7	100%	N=925
Yoga	35%	N=321	59%	N=546	5%	N=42	2%	N=16	100%	N=925
Dance	36%	N=330	61%	N=559	3%	N=28	1%	N=5	100%	N=922
Lego Camps	50%	N=463	49%	N=449	1%	N=10	0%	N=1	100%	N=923

Table 39: Question 8

How familiar are you, if at all, with the Highlands Ranch Cultural Affairs Association (CAA), a 501(c) 3 non-profit that produces over 40 cultural events and programs annually in Highlands Ranch?	Percent	Number
Very familiar	7%	N=68
Somewhat familiar	41%	N=378
Not at all familiar	51%	N=473
Total	100%	N=919

Table 40: Question 9

How familiar are you, if at all, with each of the following CAA community events?	I have attended		I know what/where it is		I have only heard of it		I have never heard of it		Total	
Jazz at the Mansion	4%	N=34	21%	N=199	48%	N=444	27%	N=256	100%	N=933
Highlands Ranch Days	20%	N=191	31%	N=287	37%	N=350	12%	N=109	100%	N=937
Oktoberfest	24%	N=228	37%	N=343	32%	N=298	7%	N=69	100%	N=938
Culture on the Green performances	28%	N=259	28%	N=259	28%	N=263	16%	N=154	100%	N=935
Summer Concert Series	46%	N=428	28%	N=265	23%	N=217	3%	N=27	100%	N=937
Classic Car Show	16%	N=152	26%	N=247	39%	N=369	18%	N=170	100%	N=938
Winter Cultural Series	8%	N=77	25%	N=231	37%	N=348	30%	N=279	100%	N=936

Table 41: Question 10

Would you ever consider donating to the Cultural Affairs Association to help bring new programming or to continue the cultural programs listed above in question 9 to Highlands Ranch?	Percent	Number
Yes	13%	N=118
No	41%	N=385
Don't know	46%	N=435
Total	100%	N=937

Table 42: Question 11

How familiar are you, if at all, with the Highlands Ranch Community Scholarship Fund, a 501(c)3 non-profit that provides \$2,500 scholarships to over 20 Highlands Ranch students annually?	Percent	Number
Very familiar	4%	N=40
Somewhat familiar	18%	N=167
Not at all familiar	78%	N=731
Total	100%	N=938

Table 43: Question 12

In the last 12 months, how often, if ever, have you ever rented a HRCA facility room or space for a personal event or program?	Percent	Number
Never	89%	N=837
1 to 2 times	10%	N=90
3 to 4 times	0%	N=4
More than 4 times	1%	N=6
Total	100%	N=936

Table 44: Question 13

Has a child in your household ever participated in the HRCA pre-school program at Eastridge and Westridge Recreation centers?	Percent	Number
Yes, currently	1%	N=9
Yes, in the past but not currently	11%	N=106
No, haven't participated	86%	N=793
Don't know	2%	N=18
Total	100%	N=925

Table 45: Question 14: Overall Quality

Rate the quality of each of the following HRCA programs, services or events, whether or not you have participated.	Excellent		Good		Fair		Poor		Don't know		No response		Total	
Northridge recreation center	21%	N=200	34%	N=318	7%	N=65	1%	N=9	35%	N=328	3%	N=26	100%	N=946
Southridge recreation center	41%	N=387	28%	N=269	2%	N=22	0%	N=1	25%	N=241	3%	N=26	100%	N=946
Eastridge recreation center	27%	N=256	38%	N=362	5%	N=51	1%	N=7	26%	N=243	3%	N=26	100%	N=946
Westridge recreation center	27%	N=252	32%	N=304	5%	N=48	0%	N=3	33%	N=314	3%	N=26	100%	N=946
Drop in nursery	3%	N=27	5%	N=45	1%	N=10	1%	N=8	88%	N=831	3%	N=26	100%	N=946
Swimming pools	29%	N=278	35%	N=328	5%	N=44	0%	N=2	28%	N=268	3%	N=26	100%	N=946
Backcountry Wilderness Area Trails	23%	N=219	22%	N=212	4%	N=40	2%	N=20	45%	N=429	3%	N=26	100%	N=946
Youth camps	6%	N=54	7%	N=70	6%	N=59	1%	N=9	77%	N=729	3%	N=26	100%	N=946
Horse camps	5%	N=50	5%	N=43	4%	N=41	1%	N=12	82%	N=773	3%	N=26	100%	N=946
Horseback rides	5%	N=49	5%	N=44	4%	N=33	2%	N=16	82%	N=778	3%	N=26	100%	N=946
Archery	4%	N=42	3%	N=30	1%	N=11	0%	N=2	88%	N=835	3%	N=26	100%	N=946
Preschool/enrichment	4%	N=40	6%	N=59	5%	N=48	2%	N=15	80%	N=757	3%	N=26	100%	N=946
Camp HRCA	5%	N=43	6%	N=60	2%	N=15	0%	N=0	85%	N=802	3%	N=26	100%	N=946
Youth education (STEM, Creative Kids, SAT)	2%	N=19	4%	N=40	1%	N=10	0%	N=0	90%	N=852	3%	N=26	100%	N=946
Adult education (workshops & seminars)	2%	N=16	6%	N=58	1%	N=14	0%	N=2	88%	N=831	3%	N=26	100%	N=946
Art/pottery	3%	N=29	5%	N=43	1%	N=7	0%	N=1	89%	N=840	3%	N=26	100%	N=946
Cotillion (social skills, college prep)	2%	N=18	4%	N=39	1%	N=6	0%	N=1	91%	N=857	3%	N=26	100%	N=946
Drama	3%	N=24	5%	N=49	3%	N=25	1%	N=7	86%	N=815	3%	N=26	100%	N=946
Dance classes (tap, hip hop, step, ballet)	3%	N=24	6%	N=53	2%	N=18	1%	N=8	86%	N=818	3%	N=26	100%	N=946
Senior programs (travel, clubs, games)	1%	N=11	3%	N=30	1%	N=8	1%	N=8	91%	N=862	3%	N=26	100%	N=946
Children's swim classes	7%	N=65	12%	N=114	5%	N=51	3%	N=26	70%	N=665	3%	N=26	100%	N=946
Coached & competitive swim programs	4%	N=36	5%	N=48	1%	N=7	0%	N=5	87%	N=825	3%	N=26	100%	N=946
Private lessons	4%	N=36	7%	N=67	1%	N=6	0%	N=4	85%	N=807	3%	N=26	100%	N=946
Adventures (scuba, snorkel, paddleboard)	1%	N=12	3%	N=25	0%	N=3	0%	N=2	93%	N=879	3%	N=26	100%	N=946
Home Town Holiday	6%	N=55	12%	N=112	2%	N=22	0%	N=2	77%	N=728	3%	N=26	100%	N=946
Computer & Paper recycling events	11%	N=104	20%	N=186	3%	N=29	0%	N=4	63%	N=598	3%	N=26	100%	N=946
Beverage Tastings (beer, wine, spirits)	9%	N=87	12%	N=118	2%	N=15	0%	N=3	74%	N=697	3%	N=26	100%	N=946
Craft Shows & Fairs	8%	N=72	18%	N=171	5%	N=51	0%	N=3	66%	N=623	3%	N=26	100%	N=946
Easter Egg Hunt	5%	N=44	10%	N=95	4%	N=34	1%	N=12	78%	N=735	3%	N=26	100%	N=946
Farmers Market	17%	N=165	29%	N=274	10%	N=98	2%	N=21	38%	N=361	3%	N=26	100%	N=946
HRCA Race Series	8%	N=80	13%	N=120	2%	N=16	0%	N=1	74%	N=704	3%	N=26	100%	N=946
Cardio/strength (cycling, mind body, zumba)	7%	N=69	11%	N=100	3%	N=25	1%	N=7	76%	N=719	3%	N=26	100%	N=946
Drop in fitness (yoga, aquafit, kickboxing)	7%	N=68	11%	N=102	1%	N=13	0%	N=4	77%	N=732	3%	N=26	100%	N=946

Rate the quality of each of the following HRCA programs, services or events, whether or not you have participated.	Excellent		Good		Fair		Poor		Don't know		No response		Total	
Personal trainers	4%	N=39	5%	N=50	1%	N=14	1%	N=8	86%	N=810	3%	N=26	100%	N=946
Tennis	4%	N=42	8%	N=72	2%	N=17	1%	N=12	82%	N=776	3%	N=26	100%	N=946
Senior fitness (tennis, aquafit, yoga)	2%	N=23	4%	N=36	1%	N=9	1%	N=9	89%	N=843	3%	N=26	100%	N=946
Gymnastics/tumbling classes	3%	N=28	6%	N=53	1%	N=11	1%	N=11	86%	N=817	3%	N=26	100%	N=946

Table 46: Question 14: Overall Participation Rates

Tell us 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 programs, services or events.	1-7 times a week		1-3 times a month		2-11 times a year		Once a year		Never		No response		Total	
Northridge recreation center	8%	N=78	9%	N=80	21%	N=200	13%	N=128	45%	N=426	4%	N=34	100%	N=946
Southridge recreation center	13%	N=118	15%	N=138	26%	N=247	8%	N=78	35%	N=330	4%	N=34	100%	N=946
Eastridge recreation center	10%	N=92	14%	N=135	23%	N=221	11%	N=105	38%	N=359	4%	N=34	100%	N=946
Westridge recreation center	12%	N=117	9%	N=84	25%	N=233	10%	N=97	40%	N=381	4%	N=34	100%	N=946
Drop in nursery	1%	N=8	1%	N=6	2%	N=20	1%	N=11	92%	N=866	4%	N=34	100%	N=946
Swimming pools	10%	N=93	16%	N=153	23%	N=215	5%	N=51	42%	N=400	4%	N=34	100%	N=946
Backcountry Wilderness Area Trails	9%	N=84	10%	N=98	17%	N=163	7%	N=63	53%	N=504	4%	N=34	100%	N=946
Youth camps	0%	N=4	1%	N=7	3%	N=25	6%	N=52	87%	N=824	4%	N=34	100%	N=946
Horse camps	0%	N=2	0%	N=4	0%	N=4	3%	N=28	93%	N=875	4%	N=34	100%	N=946
Horseback rides	0%	N=0	1%	N=8	1%	N=9	3%	N=28	92%	N=866	4%	N=34	100%	N=946
Archery	1%	N=8	1%	N=6	2%	N=18	1%	N=13	92%	N=867	4%	N=34	100%	N=946
Preschool/enrichment	2%	N=17	3%	N=24	1%	N=8	1%	N=7	91%	N=856	4%	N=34	100%	N=946
Camp HRCA	2%	N=15	4%	N=40	1%	N=14	1%	N=12	88%	N=832	4%	N=34	100%	N=946
Youth education (STEM, Creative Kids, SAT)	1%	N=6	1%	N=11	2%	N=15	1%	N=7	92%	N=872	4%	N=34	100%	N=946
Adult education (workshops & seminars)	1%	N=5	4%	N=35	3%	N=27	3%	N=26	87%	N=818	4%	N=34	100%	N=946
Art/pottery	1%	N=8	2%	N=18	2%	N=15	2%	N=21	90%	N=850	4%	N=34	100%	N=946
Cotillion (social skills, college prep)	2%	N=14	3%	N=33	2%	N=18	1%	N=11	88%	N=835	4%	N=34	100%	N=946
Drama	0%	N=0	0%	N=0	1%	N=5	3%	N=27	93%	N=879	4%	N=34	100%	N=946
Dance classes (tap, hip hop, step, ballet)	1%	N=12	0%	N=4	2%	N=23	6%	N=58	86%	N=815	4%	N=34	100%	N=946
Senior programs (travel, clubs, games)	0%	N=2	0%	N=2	2%	N=15	2%	N=19	92%	N=874	4%	N=34	100%	N=946
Children's swim classes	3%	N=29	4%	N=36	7%	N=70	8%	N=72	75%	N=705	4%	N=34	100%	N=946

Tell us 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 programs, services or events.	1-7 times a week		1-3 times a month		2-11 times a year		Once a year		Never		No response		Total	
Coached & competitive swim programs	2%	N=18	0%	N=4	1%	N=7	4%	N=36	89%	N=846	4%	N=34	100%	N=946
Private lessons	1%	N=7	2%	N=16	6%	N=53	4%	N=36	84%	N=799	4%	N=34	100%	N=946
Adventures (scuba, snorkel, paddleboard)	1%	N=13	2%	N=18	0%	N=2	1%	N=7	92%	N=872	4%	N=34	100%	N=946
Home Town Holiday	1%	N=12	2%	N=16	1%	N=14	13%	N=128	78%	N=742	4%	N=34	100%	N=946
Computer & Paper recycling events	1%	N=11	1%	N=14	4%	N=41	22%	N=211	67%	N=634	4%	N=34	100%	N=946
Beverage Tastings (beer, wine, spirits)	0%	N=4	0%	N=3	7%	N=64	11%	N=102	78%	N=739	4%	N=34	100%	N=946
Craft Shows & Fairs	1%	N=12	2%	N=17	8%	N=77	17%	N=163	68%	N=643	4%	N=34	100%	N=946
Easter Egg Hunt	1%	N=5	0%	N=4	1%	N=5	12%	N=116	83%	N=781	4%	N=34	100%	N=946
Farmers Market	3%	N=24	12%	N=112	27%	N=259	14%	N=130	41%	N=387	4%	N=34	100%	N=946
HRCA Race Series	0%	N=2	1%	N=7	8%	N=74	10%	N=94	78%	N=735	4%	N=34	100%	N=946
Cardio/strength (cycling, mind body, zumba)	3%	N=33	3%	N=29	9%	N=84	4%	N=34	77%	N=732	4%	N=34	100%	N=946
Drop in fitness (yoga, aquafit, kickboxing)	3%	N=31	3%	N=32	8%	N=74	3%	N=30	79%	N=745	4%	N=34	100%	N=946
Personal trainers	1%	N=8	0%	N=5	2%	N=15	3%	N=32	90%	N=853	4%	N=34	100%	N=946
Tennis	2%	N=15	1%	N=13	5%	N=49	4%	N=35	85%	N=800	4%	N=34	100%	N=946
Senior fitness (tennis, aquafit, yoga)	1%	N=6	1%	N=5	1%	N=12	2%	N=14	92%	N=873	4%	N=34	100%	N=946
Gymnastics/tumbling classes	1%	N=9	1%	N=6	2%	N=18	3%	N=31	90%	N=848	4%	N=34	100%	N=946

Table 47: Question 15

Please rate the quality of each of the following aspects of the HRCA fitness programs.	Excellent		Good		Fair		Poor		Don't know		Total	
Instructor knowledge, skills and abilities	12%	N=111	18%	N=165	3%	N=27	1%	N=10	66%	N=609	100%	N=921
Cost of classes	6%	N=55	19%	N=173	12%	N=109	7%	N=64	56%	N=520	100%	N=921
Cleanliness of fitness studios and equipment	17%	N=156	23%	N=212	5%	N=46	0%	N=3	55%	N=506	100%	N=922
Value of the Fitness punch card for the cost	9%	N=81	12%	N=108	6%	N=51	6%	N=51	68%	N=626	100%	N=916

Table 48: Question 16

Do you or anyone in your household currently pay for a gym/fitness center membership? (Select all that apply.)	Percent	Number
Yes, outside of the HRCA	26%	N=245
Yes, through HRCA	13%	N=125
No gym membership	62%	N=581

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

Table 49: Question 17

If you or another household member have a gym/fitness membership outside of the HRCA, please tell us why? Please select all that apply.	Percent	Number
HRCA doesn't have the equipment I want to use	31%	N=74
HRCA doesn't offer the class(es) I want	41%	N=97
HRCA's classes do not fit my schedule	27%	N=64
HRCA's classes are too expensive	18%	N=42
Childcare at HRCA's facilities is too expensive	6%	N=15
The availability of childcare at HRCA's facilities limited	7%	N=16
Other reason	36%	N=85

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

Table 50: Question 18

How familiar are you, if at all, with child care services for HRCA fitness classes?	Percent	Number
Have heard of it and currently use it	3%	N=24
Have heard of it, but do NOT currently use it	45%	N=409
Haven't heard of it	12%	N=108
Don't know	41%	N=378
Total	100%	N=919

Table 51: Question 19

Thinking about the HRCA's 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	
The HRCA should maintain up-to-date state-of-the-art recreation centers that are the equal of private facilities in the area	59%	N=545	30%	N=280	5%	N=47	2%	N=14	4%	N=40	100%	N=927
The Northridge outdoor tennis courts should be converted to indoor facilities	7%	N=62	11%	N=99	14%	N=131	13%	N=122	55%	N=505	100%	N=919
The Southridge Pool should be remodeled and expanded	17%	N=159	29%	N=269	12%	N=114	7%	N=61	34%	N=316	100%	N=918
The HRCA should be involved in creating a new Cultural Arts Civic Events Center in Highlands Ranch	12%	N=107	28%	N=255	15%	N=135	15%	N=143	31%	N=286	100%	N=925

Table 52: Question 20

Any new recreational amenities will require funding sources for construction financing. Thinking about any new or additional recreational, please indicate your level of support for the following funding approaches. (All costs listed below are per household.)	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
No increase; I don't support any changes to the existing recreational amenities	26%	N=214	18%	N=150	16%	N=129	25%	N=202	15%	N=127	100%	N=822
Recreational assessment increase of 1-2% (\$5-\$12/year) for 10 years	20%	N=168	38%	N=321	9%	N=75	22%	N=185	12%	N=97	100%	N=846
Recreational assessment increase of 3-4% (\$16-\$26/year) for 6 years	10%	N=84	26%	N=216	17%	N=141	34%	N=287	13%	N=110	100%	N=838
Recreational assessment increase of 5-6% (\$27-\$39/year) for 4 years	7%	N=61	18%	N=150	20%	N=166	41%	N=341	13%	N=109	100%	N=827
Special assessment of \$50 per year for 2 years	15%	N=123	25%	N=208	14%	N=118	35%	N=296	11%	N=94	100%	N=839
One-time special assessment of \$100	16%	N=138	19%	N=162	14%	N=115	38%	N=324	12%	N=104	100%	N=842

Table 53: Question 21

Please indicate whether each of the following is a major source, minor source or not a source of information when you are looking for information about the HRCA.	Major source		Minor source		Not a source		Total	
HRCA Web site (www.hrcaonline.org)	69%	N=643	21%	N=197	9%	N=87	100%	N=927
HRCA monthly E Blasts (E-mail notices)	21%	N=197	39%	N=362	39%	N=360	100%	N=919
HRCA monthly Newsletter (mailed)	40%	N=370	40%	N=372	20%	N=184	100%	N=926
HRCA Twitter/Facebook/Instagram	6%	N=57	15%	N=139	79%	N=722	100%	N=918
HRCA Activity Guide (mailed)	41%	N=383	39%	N=360	20%	N=183	100%	N=926
Your HRCA District Delegate	2%	N=16	11%	N=101	87%	N=803	100%	N=920
Local newspapers	10%	N=96	25%	N=225	65%	N=596	100%	N=918
From family, a friend or an acquaintance	17%	N=158	45%	N=415	38%	N=346	100%	N=919
Flyers at events, programs and facilities	17%	N=158	46%	N=428	37%	N=337	100%	N=922
Sandwich board signage at each recreation center entrance	22%	N=202	42%	N=389	36%	N=330	100%	N=921
Signage Boards around the community	27%	N=254	47%	N=434	26%	N=236	100%	N=925
Information from your Sub-Association	2%	N=21	14%	N=130	84%	N=767	100%	N=917

Appendix C: Verbatim Responses to Specific Survey Questions

Following are verbatim responses to the open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are grouped by category and are in alphabetical order.

If you or another household member have a gym/fitness membership outside of the HRCA, please tell us why? Other reason:

- # of cardio machines, hours.
- \$50/yr. 24-hour fitness too good to let lapse.
- 24 hrs. fitness-less crowded than East Ridge.
- 30-minute limit on equipment is undesirable & is enforced even when no one else wants to use the equipment after me.
- Availability of the pool - more private.
- Better trainers/staff.
- Book county neighborhood.
- Brought from another town.
- Can be too crowded! Too many kids.
- Can't get on the equipment- guys don't believe women can weight-lift.
- Cheap legacy membership.
- Children use lifetime fitness - most of their friends use this facility.
- Classes I like are too crowded.
- Classes too crowded sometimes.
- Close to work.
- Closer to my work.
- Closer to work - Fits better with my schedule.
- Cost of membership is very low.
- Crossfit gym.
- Crowded and my gym is all inclusive, more equipment.
- Cycling/Yoga class is too long. Need some small classes - 30-45 minutes.
- Do not have membership.
- Do not want to use center with children present.
- Does not have the format I like orange theory.
- Don't have one.
- Don't like 30 minute limit on cardio equipment.
- Recreational center gyms too crowded.
- Employment.
- EQUIPMENT IS ALWAYS IN USE.
- Facilities too crowded at times up want to use them.
- Fitness center.
- Fitness classes should be included in HRCA membership
- Flexibility on time more equipment.
- Friends go to another gym and we work out together there.
- GATC.
- Gym in house.
- Gym is less expensive and offered multiple classes.
- Had membership before moving to Highlands Ranch.
- Haven't heard good things about the classes - go to manic training currently.
- Having to pre-plan and Signup for classes does not work for me.
- Home/Neighborhood facilities
- HRCA doesn't offer silver sneakers. No permanent outdoor pickleball courts.
- HRCA gyms too busy.
- HRCA spin classes are low quality for cost.
- I have an in-house gym.
- I have Silver Sneakers membership and wonder why HRCA doesn't participate.
- I prefer a coach & no there is room to do workout I prefer. People have to line the halls to stretch or use a ball, etc. Too crowded.
- I work out at home for convenience.
- Included in our HOA fees.
- Included with palomino park.
- Inconsistency of instructors and short time limit on punch cards for someone who only goes to class a few times per month.
- It seems like HRCA caters to middle-aged population.
- Job/company pays for it.
- Lifetime fitness is absolute best.
- Littleton location- 24 hr. fitness close to my workplace.
- Locker room/showers aren't as nice.
- Member of absolute fit boot camp very unhappy when contract ended. No equal level of classes in HRCA now.
- My 13 years old cannot use equipment at HRCA for strength and conditioning.
- Need free classes for those over 65 yrs.
- Need more Pilates evenings & weekend Sat/Sun!
- No adult time without kids in fitness pools. We used to use Southridge but because of this, we go

elsewhere. The pools totally cater to children. No one cares about adults or seniors.

- No interest in fraternizing w/ people in HR.
- Not applicable.
- Not as clean as I would like. Smells like a high school gym.
- Not enough equipment, areas are small and crowded.
- Now that I have 2 kids, VASA's membership & kid care costs are less expensive than HRCA if I go multiple times per week.
- Opens too late AM, restrictions on equipment time treadmills.
- Other attendees unfriendly.
- Other facilities closer to work for lunch workout purposes. Still, use HRCA when convenient.
- Our insurance pays for silver sneakers classes at other recreational centers.
- Over 65 "insurance" pays dues at facilities offering silver sneakers.
- Part of facility.
- Personal Trainer.
- Pilates.
- Pool always being used by lessons or swim team during my time to swim.
- Pool is not welcoming for casual drop-in use.
- Prefer specialised gym workouts (orange Theory).
- Provided with insurance.
- Required for sport club.
- SDCA so do must cardiologist associates.
- Senior center inadequate.
- Silver Sneakers free.
- Silver sneakers pays for gym membership, so I do not attend HRCA classes now.
- Silver sneakers.
- Silver Sneakers.
- SILVER SNEAKERS.
- Smaller site, few people.
- Spin class bikes are older.
- Steam room.
- They have some classes that fit better in my schedule and after a little more variety.
- To old anymore.
- Too busy in evening.
- Too crowded.
- Too crowded.
- Too crowded/too small.
- Too expensive for seniors.
- Too many kids of the societies when I went to train.
- Travel a lot.
- Use gym closer to work.
- Variety and availability of classes.
- Wanted to try something else.
- We have fitness center in ball county.
- We want an official CrossFit experience.
- We've gone outside in past because classes don't work for working adults well.
- With friend outside HR.
- Work convenience.
- Work out at home. No free time now.
- YMCA - belonged for years! Silver Sneakers.
- YMCA member.

Appendix D: Comparisons of Select Questions by Respondent Characteristics

The subgroup comparison tables contain the cross tabulations of selected survey questions by respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of 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.

For each pair of subgroups that has a statistically significant difference, an upper case letter denoting significance is shown in the category with the larger column proportion. The letter denotes the category with the smaller column proportion from which it is statistically different. Differences were marked as statistically significant if the probability that the differences were due to chance alone were less than 5%. Categories were not used in comparisons when a column proportion was equal to zero or one.

Items that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 54 on the following page, 78% of residents who had lived in the Highlands Ranch community for 11-20 years (C) gave excellent or good ratings to Highlands Ranch as a place to raise work. This proportion of residents (C) was statistically higher than residents who had lived in the community for five years or less (A), but were not statistically different from residents who had lived in HRCA for 6-10 years or more than 20 years. In another example in this table, respondents who did not have children under the age of 18 living in the household gave statistically higher scores to Highlands Ranch as a place to work and as a place to visit than those who did have children under 18 (A).

Table 54: Question 1

Percent rating positively (e.g., excellent/good)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Highlands Ranch as a place to live	98%	98%	97%	95%	97%	99%	96%	98%	98%	98%	96%	98%	96%	97%
Your neighborhood as a place to live	93%	93%	93%	92%	93%	92%	93%	93%	93%	93%	93%	94%	91%	93%
Highlands Ranch as a place to raise children	98% D	97%	96%	92%	96%	96%	92%	97% A	98% C	97% C	92%	98% B	94%	96%
Highlands Ranch as a place to work	65%	75%	78% A	72%	72%	74%	84% B	71%	63%	73% A	78% A	69%	77% A	72%
Highlands Ranch as a place to visit	74%	76%	76%	75%	73%	88% A	87% B	73%	77%	72%	82% B	72%	80% A	75%
The overall quality of life in Highlands Ranch	97%	94%	96%	94%	95%	97%	94%	96%	98% C	95%	94%	96%	95%	95%

Table 55: Question 2

Percent rating positively (e.g., excellent/good)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Managing the four recreation centers	95%	95%	94%	92%	94%	94%	94%	94%	92%	96% A	93%	96% B	92%	94%
Managing the Backcountry Wilderness Area	93%	96%	92%	91%	93%	92%	89%	94%	91%	95%	91%	96% B	89%	93%
Enforcing architectural covenants	77% C D	75% C D	63%	58%	66%	81% A	64%	69%	70%	70%	62%	75% B	59%	68%
Providing services that enhance property values	80% D	80% D	74%	69%	74%	85% A	78%	76%	85% B C	74%	75%	81% B	70%	76%
Making assessments for the HRCA services fair and reasonable	73%	70%	67%	66%	69%	69%	68%	70%	65%	71%	67%	77% B	60%	69%
Planning and operating community events	87%	89%	90%	89%	89%	87%	89%	89%	90%	89%	88%	91% B	86%	89%
The value of services for the assessments paid to the HRCA	77%	78%	77%	70%	77%	70%	74%	76%	77%	77%	73%	82% B	68%	76%
The overall direction of the Board of Directors	75%	82% D	72%	67%	74%	74%	71%	74%	71%	76%	72%	80% B	67%	74%
Overall confidence in HRCA	76%	83% C D	74%	72%	76%	76%	73%	77%	72%	79% A	73%	81% B	69%	76%
Belief that the HRCA is acting in the best interest of the community	83% C D	85% C D	73%	73%	78%	80%	77%	79%	80%	79%	75%	84% B	71%	78%

Table 56: Question 3

Percent rating positively (e.g., yes)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Contacted the HRCA (in-person, phone, email or web) for help or information	51%	54%	53%	57%	54%	49%	48%	54%	43%	57% A	53% A	57% B	49%	53%
Contacted your HRCA Delegate (in-person, phone, email or web) to express your opinion	5%	4%	6%	7%	6% B	2%	7%	5%	2%	6%	8% A	6%	5%	6%
Attended a monthly HRCA Delegate or Board public meeting	1%	2%	6% A B D	2%	4%	1%	4%	3%	2%	3%	4%	3%	3%	3%
Attended a HRCA sponsored event	58%	70% A	63%	62%	64% B	52%	53%	64% A	56%	67% A C	58%	67% B	57%	62%
Talked to or visited with your immediate neighbors	96%	97%	96%	98%	98% B	91%	97%	96%	93%	98% A	97% A	97%	96%	96%
Done a favor for a neighbor	75%	93% A	90% A	93% A	89% B	74%	90%	85%	74%	89% A	88% A	87%	85%	86%
Made efforts to conserve water through xeriscape landscaping	29%	34%	32%	33%	32%	29%	41% B	30%	17%	31% A	44% A B	29%	35% A	32%
Made efforts to make your home more energy efficient	69%	72%	70%	78% A C	72%	66%	81% B	70%	66%	69%	80% A B	68%	75% A	71%

Table 57: Question 4

Percent rating positively (e.g., essential/very important)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18- 34	35- 54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Continued conservation of habitat/wildlife/land	96% D	93%	93%	89%	93%	96%	88%	94% A	99% B C	92%	91%	94%	92%	93%
More programs/activities	51% D	45%	44%	37%	44%	55% A	38%	46%	49%	44%	45%	46%	45%	45%
Build a permanent building for programs	31% B C D	20%	23%	20%	23%	30%	20%	25%	29%	23%	24%	25%	24%	24%
More pedestrian only single-use trails	50% B C	32%	36%	54% B C	43%	46%	46%	43%	52% B	40%	43%	38%	50% A	43%
More bike only single-use trails	37%	31%	31%	41% C	35%	33%	40%	34%	42% B C	33%	31%	31%	39% A	34%

Table 58: Question 5

	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18- 34	35- 54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Currently only HRCA members are allowed on the Backcountry trails. Do you support or oppose continuing to keep the HRCA trails private?	87%	90%	87%	85%	89% B	76%	89%	87%	86%	87%	88%	87%	87%	87%

Table 59: Question 6

	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Do you or anyone in your household have a disability or special needs?	11%	12%	13%	11%	13%	9%	16%	12%	10%	12%	14%	14%	10%	12%

Table 60: Question 8

	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
How familiar are you, if at all, with each of the following CAA community events?	30%	57% A	59% A	57% A	49%	44%	52%	48%	28%	53% A	56% A	49%	48%	49%

Table 61: Question 10

	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Would you ever consider donating to the Cultural Affairs Association to help bring new programming or to continue the cultural programs listed above in question 9 to Highlands Ranch?	20%	26%	24%	24%	24%	20%	22%	24%	12%	27% A	23%	25%	22%	23%

Table 62: Question 11

	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
How familiar are you, if at all, with the Highlands Ranch Community Scholarship Fund, a 501(c)3 non-profit that provides \$2,500 scholarships to over 20 Highlands Ranch students annually?	7%	17% A	31% A B	37% A B	23%	20%	25%	22%	5%	25% A	29% A	20%	24%	22%

Table 63: Question 12

	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
In the last 12 months, how often, if ever, have you ever rented a HRCA facility room or space for a personal event or program?	11%	17% A C D	10%	7%	11%	9%	3%	12% A	9% C	15% A C	3%	17% B	3%	11%

Table 64: Question 13

	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Has a child in your household ever participated in the HRCA pre-school program at Eastridge and Westridge Recreation centers?	6%	14% A	18% A	13% A	14% B	5%	6%	14% A	7%	18% A C	6%	19% B	5%	13%

Table 65: Quality of Programs, Services and Events by Users

Percent rating positively (e.g., excellent/good)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Northridge recreation center	88%	82%	90%	87%	87%	94%	97% B	86%	82%	86%	93% A	86%	89%	87%
Southridge recreation center	92%	98% A	98% A	99% A	96%	100%	98%	96%	88%	98% A	98% A	98% B	94%	97%
Eastridge recreation center	91%	92%	89%	95%	92%	88%	95%	91%	85%	93% A	92%	94% B	88%	91%
Westridge recreation center	91%	94%	93%	94%	92%	99%	96%	92%	92%	92%	96%	91%	95%	93%
Drop in nursery	83%	88%	72%	100%	83%	100%	100%	83%	100%	76%	100%	83%	87%	84%
Swimming pools	94%	88%	94% B	93%	94% B	81%	97%	92%	91%	92%	96%	92%	94%	93%
Backcountry Wilderness Area Trails	97%	96%	98%	96%	97%	100%	98%	97%	97%	97%	98%	98%	97%	97%
Youth camps	56%	78%	76%	54%	65%	100% A	100%	70%	33%	73% A	78%	70%	85%	70%
Horse camps	100% B	72%	100% B	100%	92%	100%	100%	93%	.	93%	100%	93%	100%	93%
Horseback rides	93%	77%	94%	100%	89%	100%	100%	91%	.	91%	100%	89%	100%	91%
Archery	100%	100%	92%	84%	92%	100%	100%	93%	100%	91%	100%	93%	93%	93%
Preschool/enrichment	82%	82%	50%	53%	68%	44%	77%	66%	75%	69%	45%	74% B	27%	67%
Camp HRCA	75%	75%	86%	100%	83%	100%	90%	83%	58%	86%	92%	84%	85%	84%
Youth education (STEM, Creative Kids, SAT)	53%	32%	100% A B	87% B	75%	100%	100%	75%	0%	81% A	100% A	75%	81%	76%
Adult education (workshops & seminars)	66%	66%	90%	85%	83%	57%	67%	86%	.	87%	72%	94% B	71%	81%
Art/pottery	82%	87%	97% D	62%	91%	73%	62%	93% A	100% C	95% C	63%	98% B	76%	89%

Percent rating positively (e.g., excellent/good)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Cotillion (social skills, college prep)	.	100%	84%	100%	89%	100%	100%	89%	.	88%	100%	87%	100%	89%
Drama	50%	28%	77%	59%	61%	.	100%	60%	0%	69% A	100%	63%	0%	61%
Dance classes (tap, hip hop, step, ballet)	87%	85%	81%	58%	77%	100%	94%	76%	100%	74%	94%	74%	91%	79%
Senior programs (travel, clubs, games)	55%	77%	56%	63%	61%	57%	66%	38%	.	0%	68%	11%	69%	60%
Children's swim classes	70%	52%	72% B	81% B	67%	87%	96% B	66%	59%	70%	77%	67%	76%	68%
Coached & competitive swim programs	91%	100%	86%	100%	91%	100%	100%	90%	100%	88%	100%	94%	81%	91%
Private lessons	100%	92%	94%	100%	95%	100%	100%	95%	100%	94%	93%	94%	97%	95%
Adventures (scuba, snorkel, paddleboard)	100%	100%	100%	100%	100%	.	100%	100%	100%	100%	100%	100%	100%	100%
Home Town Holiday	94%	85%	92%	88%	88%	100%	94%	89%	100%	87%	91%	89%	92%	90%
Computer & Paper recycling events	95%	83%	89%	92%	89%	93%	92%	90%	100% B	87%	91%	87%	92%	90%
Beverage Tastings (beer, wine, spirits)	95% B	81%	94% B	93%	91%	93%	98%	91%	100% B	86%	97% B	88%	96%	92%
Craft Shows & Fairs	86% B	67%	86% B	88% B	83%	78%	88%	81%	100% B	74%	89% B	77%	87% A	82%
Easter Egg Hunt	89% B	60%	71%	90% B	69%	100% A	73%	74%	67%	72%	89%	70%	85%	74%
Farmers Market	78%	78%	80%	78%	79%	75%	84%	78%	88% B	73%	85% B	78%	79%	79%
HRCA Race Series	100% B	72%	97% B	97% B	94%	100%	100%	95%	93%	95%	97%	94%	96%	95%
Cardio/strength (cycling, mind body, zumba)	78%	85%	87%	81%	83%	79%	90%	81%	62%	81% A	94% A	85%	81%	83%

Percent rating positively (e.g., excellent/good)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Drop in fitness (yoga, aquafit, kickboxing)	96%	89%	94%	85%	90%	100%	93%	91%	100%	88%	97%	89%	94%	92%
Personal trainers	82%	100%	86%	68%	79%	100%	72%	85%	.	86%	77%	81%	86%	83%
Tennis	92%	62%	81%	77%	78%	100%	84%	80%	100%	78%	84%	79%	85%	80%
Senior fitness (tennis, aquafit, yoga)	83%	38%	77%	90%	86%	73%	81%	81%	.	85%	79%	81%	81%	81%
Gymnastics/tumbling classes	95% B	42%	80% B	82%	76%	100%	85%	80%	70%	82%	81%	82%	73%	81%

Table 66: Quality of Programs, Services and Events by Non-users

Percent rating positively (e.g., excellent/good)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Northridge recreation center	92%	96%	83%	95%	88%	100%	98%	86%	100% B	83%	96%	89%	89%	89%
Southridge recreation center	100%	98%	98%	92%	97%	100%	88%	100% A	100%	99%	93%	100%	94%	97%
Eastridge recreation center	74%	94% A	99% A	91% A	91%	100%	100%	91%	71%	94% A	97% A	94%	89%	92%
Westridge recreation center	82%	78%	90%	95%	87%	92%	90%	87%	82%	87%	92%	89%	87%	88%
Drop in nursery	75%	88%	70%	100%	74%	100%	100%	74%	53%	85% A	95% A	72%	97%	78%
Swimming pools	100% B	85%	96%	91%	95%	86%	89%	96%	100%	95%	90%	95%	95%	95%

Percent rating positively (e.g., excellent/good)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Backcountry Wilderness Area Trails	44%	44%	47%	61%	46%	67%	79% B	43%	51%	43%	64%	45%	51%	47%
Youth camps	68%	64%	54%	48%	56%	81%	66%	57%	33%	65% A	58%	57%	63%	59%
Horse camps	85% B C D	35%	49%	48%	52%	67%	50%	56%	39%	57%	52%	53%	55%	54%
Horseback rides	63% B	32%	55%	63%	50%	82% A	72%	53%	39%	51%	69%	57%	47%	53%
Archery	87%	48%	70%	90%	66%	93%	82%	74%	.	73%	82%	71%	85%	76%
Preschool/enrichment	52%	52%	65%	53%	53%	66%	42%	58%	0%	63% A	65% A	57%	55%	56%
Camp HRCA	84%	100%	100%	88%	87%	100%	58%	98% A	48%	98% A	100% A	97% B	80%	90%
Youth education (STEM, Creative Kids, SAT)	90%	78%	95%	93%	86%	100%	92%	90%	.	90%	92%	90%	92%	90%
Adult education (workshops & seminars)	95% C	100%	61%	100% C	78%	100%	78%	88%	.	86%	90%	85%	91%	87%
Art/pottery	92%	78%	88%	100%	85%	100%	88%	93%	.	91%	93%	89%	96%	92%
Cotillion (social skills, college prep)	95%	72%	84%	100%	84%	100%	93%	89%	.	87%	96%	88%	92%	90%
Drama	76%	47%	72%	61%	66%	87%	76%	69%	52%	74%	68%	70%	70%	70%
Dance classes (tap, hip hop, step, ballet)	65%	80%	68%	76%	58%	93% A	77%	67%	.	65%	77%	65%	76%	69%
Senior programs (travel, clubs, games)	83%	59%	67%	84%	65%	93% A	63%	80%	.	76%	79%	75%	79%	77%
Children's swim classes	85% B	46%	62%	96% B C	71%	89%	82%	71%	63%	67%	89%	65%	88% A	73%
Coached & competitive swim programs	95%	61%	73%	95%	82%	93%	82%	86%	100%	84%	83%	88%	81%	85%
Private lessons	95%	86%	83%	91%	87%	93%	71%	91%	.	90%	84%	91%	84%	89%

Percent rating positively (e.g., excellent/good)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18- 34	35- 54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Adventures (scuba, snorkel, paddleboard)	94%	61%	75%	72%	77%	93%	73%	88%	.	86%	83%	90%	76%	85%
Home Town Holiday	93%	62%	79%	85%	77%	100%	79%	82%	.	82%	81%	76%	88%	82%
Computer & Paper recycling events	100%	97%	83%	100%	91%	94%	91%	92%	100%	91%	90%	93%	90%	92%
Beverage Tastings (beer, wine, spirits)	100%	100%	89%	90%	94%	91%	78%	96% A	.	98%	86%	100% B	86%	93%
Craft Shows & Fairs	94% C	89% C	60%	100% C	82%	88%	94%	80%	100%	76%	87%	85%	79%	83%
Easter Egg Hunt	100%	66%	80%	69%	76%	92%	89%	77%	0%	82% A	80% A	73%	85%	78%
Farmers Market	92%	76%	77%	80%	79%	88%	78%	82%	100%	83%	71%	87%	74%	81%
HRCA Race Series	95%	100%	73%	89%	86%	86%	74%	89%	100%	89%	79%	89%	84%	86%
Cardio/strength (cycling, mind body, zumba)	90%	100%	84%	90%	86%	100%	83%	90%	.	89%	88%	92%	85%	89%
Drop in fitness (yoga, aquafit, kickboxing)	100%	100%	78%	95%	88%	89%	82%	90%	.	90%	86%	93%	83%	88%
Personal trainers	74%	65%	77%	92%	75%	89%	77%	77%	50%	76%	86%	76%	79%	77%
Tennis	100% B	54%	75%	84%	79%	75%	66%	82%	100%	81%	72%	85%	72%	78%
Senior fitness (tennis, aquafit, yoga)	100% C	62%	58%	79%	69%	88%	76%	71%	.	68%	79%	71%	74%	73%
Gymnastics/tumbling classes	92% C	100% C	62%	91%	77%	80%	72%	79%	100%	76%	79%	76%	80%	77%

Table 67: Participation in Programs, Services and Events

Percent rating positively (e.g., at least once)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Northridge recreation center	45%	58% A	56% A	59% A	56% B	41%	47%	55%	52%	56%	50%	58% B	48%	53%
Southridge recreation center	55%	75% A D	68% A	62%	66% B	52%	52%	67% A	58%	72% A C	53%	74% B	53%	64%
Eastridge recreation center	55%	70% A	62%	61%	62% B	51%	55%	62%	58%	65% C	53%	67% B	53%	61%
Westridge recreation center	45%	71% A D	66% A D	56% A	61% B	43%	45%	61% A	46%	69% A C	47%	67% B	49%	58%
Drop in nursery	7% C D	6%	3%	2%	6% B	1%	2%	6% A	7% C	6% C	2%	7% B	3%	5%
Swimming pools	50%	67% A D	60% A	51%	61% B	29%	38%	60% A	60% C	65% C	36%	73% B	37%	56%
Backcountry Wilderness Area Trails	36%	52% A	51% A D	41%	46% B	35%	28%	48% A	38%	53% A C	33%	51% B	38%	45%
Youth camps	6%	13% A D	13% A D	5%	10%	8%	0%	11% A	4%	16% A C	1%	18% B	1%	10%
Horse camps	4%	6% D	5% D	0%	4%	4%	1%	5% A	0%	7% A C	1%	7% B	1%	4%
Horseback rides	4%	5%	8% A D	1%	5%	6%	1%	6% A	0%	9% A C	1%	8% B	2%	5%
Archery	2%	4%	8% A D	4%	5%	5%	1%	6% A	4%	7% C	2%	6% B	3%	5%
Preschool/enrichment	6%	8%	7%	4%	7% B	1%	3%	7%	6%	7% C	3%	10% B	2%	6%
Camp HRCA	5%	10%	12% A	8%	9%	5%	4%	9% A	5%	12% A C	5%	11% B	6%	9%
Youth education (STEM, Creative Kids, SAT)	2%	6%	4%	8% A C	5%	1%	3%	5%	2%	6%	3%	6%	3%	4%
Adult education (workshops & seminars)	4%	15% A	11% A	16% A	11%	7%	13%	9%	3%	11% A	14% A	9%	12%	10%

Percent rating positively (e.g., at least once)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Art/pottery	2%	8% A	11% A	6%	7% B	3%	5%	7%	4%	9%	5%	8%	5%	7%
Cotillion (social skills, college prep)	3%	11% A	12% A	8%	9% B	3%	3%	10% A	1%	13% A C	5%	11% B	5%	8%
Drama	1%	6% A	5% A	3%	4% B	1%	1%	4%	2%	5% A C	2%	6% B	1%	4%
Dance classes (tap, hip hop, step, ballet)	4%	12% A	16% A D	10%	11%	6%	8%	11%	7%	14% A C	7%	13% B	8%	11%
Senior programs (travel, clubs, games)	2%	4%	4%	8% A	4%	4%	13% B	2%	1%	2%	11% A B	2%	6% A	4%
Children's swim classes	17%	35% A C D	25% A	18%	25% B	12%	10%	25% A	21% C	29% A C	10%	34% B	10%	23%
Coached & competitive swim programs	4%	12% A D	9% A	5%	8% B	1%	3%	8% A	6%	10% C	2%	11% B	3%	7%
Private lessons	6%	24% A C D	15% A	9%	14% B	3%	6%	14% A	8%	17% A C	7%	17% B	7%	12%
Adventures (scuba, snorkel, paddleboard)	2%	7% A	6% A	4%	5%	1%	3%	5%	2%	6% A C	2%	6% B	3%	4%
Home Town Holiday	8%	35% A C D	23% A D	14%	19%	15%	16%	19%	14%	22% A	16%	23% B	13%	19%
Computer & Paper recycling events	18%	28% A	36% A	46% A B C	30%	32%	39% B	29%	20%	30% A	39% A B	27%	34% A	30%
Beverage Tastings (beer, wine, spirits)	15%	21%	19%	24% A	18%	21%	14%	20%	24%	18%	17%	18%	20%	19%
Craft Shows & Fairs	24%	40% A C	27%	34% A	28%	34%	36%	28%	22%	29%	36% A	27%	32%	29%
Easter Egg Hunt	8%	29% A C D	14%	13%	14%	14%	10%	15%	18% C	15%	10%	19% B	9%	14%
Farmers Market	45%	68% A	63% A	62% A	59% B	47%	55%	58%	49%	59% A	60% A	57%	58%	58%
HRCA Race Series	23% D	19%	20% D	11%	21% B	9%	5%	22% A	16%	25% A C	9%	24% B	14%	19%

Percent rating positively (e.g., at least once)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Cardio/strength (cycling, mind body, zumba)	16%	17%	22%	25% A	20%	19%	16%	20%	12%	22% A	20% A	20%	20%	20%
Drop in fitness (yoga, aquafit, kickboxing)	15%	16%	21%	22%	19%	13%	13%	19%	10%	21% A	18% A	19%	18%	18%
Personal trainers	3%	6%	9% A	9% A	6%	7%	6%	7%	0%	9% A	7% A	7%	5%	6%
Tennis	11%	9%	16% B	10%	13% B	6%	7%	13% A	10% C	17% A C	4%	18% B	6%	12%
Senior fitness (tennis, aquafit, yoga)	4%	1%	4%	7% B	3%	9% A	13% B	3%	2%	2%	10% A B	3%	6%	4%
Gymnastics/tumbling classes	8%	9%	6%	5%	7%	5%	2%	8% A	8% C	9% C	2%	11% B	2%	7%

Table 68: Aspects of HRCA Fitness Programs

Percent rating positively (e.g., excellent/good)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Instructor knowledge, skills and abilities	83%	86%	91%	92%	89%	81%	90%	88%	76%	90% A	91% A	90%	86%	88%
Cost of classes	52%	59%	57%	65%	59% B	46%	70% B	54%	39%	59% A	64% A	62% B	50%	57%
Cleanliness of fitness studios and equipment	87%	83%	92%	88%	90% B	80%	88%	88%	80%	92% A	86%	91%	85%	88%
Value of the Fitness punch card for the cost	62%	54%	69%	70%	68% B	51%	77%	63%	47%	68% A	71% A	72% B	57%	65%

Table 69: Support for HRCA improvements

Percent rating positively (e.g., strongly/somewhat agree)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
The HRCA should maintain up-to-date state-of-the-art recreation centers that are the equal of private facilities in the area	94%	93%	94%	91%	93%	94%	93%	93%	95%	93%	93%	94%	92%	93%
The Northridge outdoor tennis courts should be converted to indoor facilities	41%	53% C D	37%	28%	36%	55% A	44%	38%	48%	36%	39%	39%	39%	39%
The Southridge Pool should be remodeled and expanded	75% D	73% D	72% D	59%	71%	67%	63%	72%	73%	73% C	60%	77% B	61%	71%
The HRCA should be involved in creating a new Cultural Arts Civic Events Center in Highlands Ranch	60%	51%	55%	58%	56%	58%	65%	55%	45%	58% A	60% A	58%	55%	57%

Table 70: Support for Financing Construction

Percent rating positively (e.g., strongly/somewhat support)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18- 34	35- 54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
No increase; I don't support any changes to the existing recreational amenities	50%	55%	52%	55%	53%	50%	58%	51%	61% B	46%	59% B	47%	58% A	52%
Recreational assessment increase of 1-2% (\$5- \$12/year) for 10 years	70% D	67% D	67% D	52%	67% B	54%	50%	68% A	65% C	70% C	54%	73% B	57%	65%
Recreational assessment increase of 3-4% (\$16- \$26/year) for 6 years	41%	43%	44%	35%	43% B	26%	28%	44% A	37%	47% A C	32%	48% B	33%	41%
Recreational assessment increase of 5-6% (\$27- \$39/year) for 4 years	24%	37% A	31%	29%	31% B	17%	22%	31%	23%	35% A C	22%	33% B	25%	29%
Special assessment of \$50 per year for 2 years	44%	49%	46%	38%	45%	40%	42%	45%	35%	50% A C	39%	49% B	39%	44%
One-time special assessment of \$100	49% C D	43%	36%	32%	42%	34%	33%	42%	41%	43% C	33%	44%	37%	41%

Table 71: Sources of Information

Percent rating positively (e.g., major/minor source)	Length of residency				Detached or attached		Are you or any other members of your household aged 65 or older?		Age			Has children under 18		Overall
	5 years or less	6-10 years	11-20 years	20+ years	Detached	Attached	Yes	No	18-34	35-54	55+	Yes	No	(A)
	(A)	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
HRCA Web site (www.hrcaonline.org)	88%	93%	93% A	89%	93% B	79%	81%	93% A	87%	96% A C	82%	94% B	86%	91%
HRCA monthly E Blasts (E-mail notices)	59%	62%	64%	57%	62% B	52%	51%	63% A	48%	68% A C	55%	68% B	53%	61%
HRCA monthly Newsletter (mailed)	78%	77%	82%	82%	80%	79%	84%	79%	71%	81% A	84% A	82%	78%	80%
HRCA Twitter/Facebook/Instagram	29% C D	21%	18%	14%	21%	22%	12%	23% A	26% C	25% C	11%	25% B	18%	21%
HRCA Activity Guide (mailed)	74%	82% A	85% A	79%	82% B	70%	81%	80%	73%	82% A	82% A	85% B	75%	80%
Your HRCA District Delegate	13%	10%	12%	15%	12%	17%	18%	12%	8%	12%	17% A	11%	15%	13%
Local newspapers	26%	30%	38% A	48% A B C	38% B	21%	46% B	33%	24%	34% A	46% A B	33%	38%	35%
From family, a friend or an acquaintance	61%	62%	62%	65%	63%	59%	57%	64%	65% C	65% C	54%	68% B	56%	62%
Flyers at events, programs and facilities	62%	65%	63%	65%	65% B	53%	50%	66% A	61%	69% A C	53%	72% B	54%	63%
Sandwich board signage at each recreation center entrance	62%	62%	67%	65%	67% B	48%	60%	65%	55%	70% A C	59%	69% B	58%	64%
Signage Boards around the community	71%	73%	77%	76%	77% B	62%	66%	76% A	72%	79% A C	67%	78% B	70%	74%
Information from your Sub-Association	18%	16%	13%	20%	15%	23% A	16%	17%	19%	15%	17%	16%	17%	16%

Appendix E: Comparisons of Select Questions

Table 72: Use of Swim Therapeutic Programs Compared by Presence of Household Members with a Disability/Special Needs

Percent indicating a member of the household has a disability or special needs	Swim Lessons				Overall
	Never heard of the program	Have heard of it, but no one in my household has participated	Someone in my household participated in the past, but not currently	Someone in my household currently participates	(A)
	(A)	(B)	(C)	(D)	
Do you or anyone in your household have a disability or special needs?	4%	11% A	13% A	100% A B C	12%

Table 73: Use of Tennis Team Therapeutic Programs Compared by Presence of Household Members with a Disability/Special Needs

Percent indicating a member of the household has a disability or special needs	Tennis Team				Overall
	Never heard of the program	Have heard of it, but no one in my household has participated	Someone in my household participated in the past, but not currently	Someone in my household currently participates	(A)
	(A)	(B)	(C)	(D)	
Do you or anyone in your household have a disability or special needs?	6%	15% A	12%	100% A B C	12%

Table 74: Use of Yoga Therapeutic Programs Compared by Presence of Household Members with a Disability/Special Needs

Percent indicating a member of the household has a disability or special needs	Yoga				Overall
	Never heard of the program	Have heard of it, but no one in my household has participated	Someone in my household participated in the past, but not currently	Someone in my household currently participates	(A)
	(A)	(B)	(C)	(D)	
Do you or anyone in your household have a disability or special needs?	6%	13% A	14%	100% A B C	12%

Table 75: Use of Dance Therapeutic Programs Compared by Presence of Household Members with a Disability/Special Needs

Percent indicating a member of the household has a disability or special needs	Dance				Overall
	Never heard of the program	Have heard of it, but no one in my household has participated	Someone in my household participated in the past, but not currently	Someone in my household currently participates	(A)
	(A)	(B)	(C)	(D)	
Do you or anyone in your household have a disability or special needs?	8%	14% A	6%	100% A B C	12%

Table 76: Use of Lego Camps Therapeutic Programs Compared by Presence of Household Members with a Disability/Special Needs

Percent indicating a member of the household has a disability or special needs	Lego Camps				Overall
	Never heard of the program	Have heard of it, but no one in my household has participated	Someone in my household participated in the past, but not currently	Someone in my household currently participates	(A)
	(A)	(B)	(C)	(D)	
Do you or anyone in your household have a disability or special needs?	11%	13%	48% A B	100%	12%

Table 77: Participation in HRCS Preschool Program compared by Age of Children in Household

Percent rating positively (e.g., are currently or have participated)	0 to 5 years old		6 to 12 years old		13 to 17 years old		Overall
	Yes	No	Yes	No	Yes	No	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	
Has a child in your household ever participated in the HRCA pre-school program at Eastridge and Westridge Recreation centers?	17% B	9%	20% B	7%	19% B	7%	13%

Table 78: Participation in HRCS Preschool Program compared by Presence of Children in Household

Percent rating positively (e.g., are currently or have participated)	Has children under 18		Overall
	Yes	No	(A)
	(A)	(B)	
Has a child in your household ever participated in the HRCA pre-school program at Eastridge and Westridge Recreation centers?	19% B	5%	13%

Table 79: Agreement with HRCA Improvements Compared by Gym Membership

	Yes, outside of the HRCA	Yes, through HRCA	No gym membership	Overall
Percent rating positively (e.g., strongly/somewhat support)	(A)	(A)	(A)	
The HRCA should maintain up-to-date state-of-the-art recreation centers that are the equal of private facilities in the area	90%	99%	94%	93%
The Northridge outdoor tennis courts should be converted to indoor facilities	35%	49%	39%	39%
The Southridge Pool should be remodeled and expanded	69%	77%	71%	71%
The HRCA should be involved in creating a new Cultural Arts Civic Events Center in Highlands Ranch	54%	62%	57%	57%

Appendix F: 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. 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. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2018 questionnaire. In an iterative process between City and NRC staff, a final five-page questionnaire was created. The HRCA funded this research. Please contact Jamie Noebel of the HRCA at Jamie.Noebel@hrcaonline.org if you have any questions about the survey.

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. Ideally, the chosen survey recipients should be representative of all eligible survey recipients. Randomly selecting survey recipients ensures that this will occur. Selecting survey recipients in this way is part of what makes this type of survey process a scientific one.

All homeowner members of the HRCA were eligible for the survey; however, districts 50, 70 and 79 were excluded from the sample since they do not pay for recreation amenities (and therefore cannot use the Backcountry). A list of addresses was provided by the HRCA and used for this selection. Three thousand households within the HRCA community were randomly selected to receive the survey. An individual within each household was selected using the birthday method. (The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.)

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the HRCA website as well as the Association's social media sites. This opt-in survey was identical to the scientific survey and open to all HRCA residents. The data presented in this report exclude the opt-in survey data. The opt-in data can be found in the *Supplemental Online Survey Results* provided under separate cover.

Survey Administration and Response

The database of selected household addresses was processed for certification and verification using CASS™/NCOA software that relies on the USPS National Directory information to verify and standardize the address elements and assign each a complete, nine-digit zip code where possible.

Each of the survey recipients were contacted by mail a total of three times, starting on August 20, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. About a week after the prenotification postcard was mailed the first wave of the survey was sent. This packet included the questionnaire with a cover letter signed by the CEO and Manager of HRCA. Included in the packet was a pre-addressed, postage-paid return envelope. A week later a second survey was mailed, with instructions to recycle the survey if the household had already responded to the first survey. The survey was available in English. Both survey packets included a web address where the survey could be completed online, if preferred. A copy of the survey materials can be found in *Appendix G: Survey*.

Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents in mid-September and remained open for more than three weeks.

Of the 3,000 addresses selected to receive the survey, 36 were identified by the post office as vacant or undeliverable. A total of 946 completed surveys were returned, for a response rate of 32%. Of these 946 surveys, 91 were completed online and the remaining surveys were mailed hard copies. The response rate was calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 2,912 opt-in residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 80: Survey Response Rate

	Overall
Total sample used	3,000
I=Complete Interviews	918
P=Partial Interviews	28
R=Refusal and break off	1
NC=Non Contact	0
O=Other	0
UH=Unknown household	0
UO=Unknown other	2,018
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	32%

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. 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 a certain range if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite the 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). Coverage error is very low for this survey, as the USPS delivery sequence file is used to select addresses, which has nearly complete coverage of all households.

For this survey, with 946 responses, the 95% confidence interval is about plus or minus four percentage points. For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for subgroups of 400 to plus or minus 10% for subgroups of 100.

Survey Processing (Data Entry)

Mailed surveys were returned to NRC directly 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.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Analyzing the Data

One of the first steps in the data analysis was to statistically adjust the survey results so that the demographic profile of the respondents mirrors that of the population as a whole. This process is known as “weighting” the data. 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 sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the known demographic profile and yield the most different results are the best candidates for data weighting.

The socioeconomic profile of survey respondents was compared to estimates provided by the 2010 U.S. Census for adults in Highlands Ranch. The variables used for weighting were respondent age, gender, housing tenure (rent or own) and housing unit type (attached or detached). This decision was based on the disparity between the survey respondent characteristics and the population norms for these variables and the saliency of these variables in differences of opinion among subgroups.

The results of the weighting scheme are presented in the following table.

Table 81: HRCA Weighting Table 2018

Characteristic	American Community Survey 2014 5-year Estimates	Unweighted Data	Weighted Data
Housing			12%
Rent home	18%	3%	11%
Own home	82%	97%	89%
Detached unit	80%	89%	85%
Attached unit	20%	11%	15%
Sex and Age			
Female	52%	60%	53%
Male	48%	40%	47%
18-34 years of age	23%	7%	19%
35-54 years of age	53%	44%	55%
55+ years of age	23%	50%	25%
Females 18-34	12%	4%	11%
Females 35-54	27%	28%	29%
Females 55+	12%	28%	13%
Males 18-34	11%	3%	9%
Males 35-54	26%	16%	26%
Males 55+	11%	22%	12%

The electronic dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Complete Set of Survey Responses*. Also included are results by selected respondent characteristics, found in *Appendix D: Comparisons of Select Questions by Respondent Characteristics*.

Appendix G: Survey Materials

The 2018 survey materials appears on the following pages.

Dear Highlands Ranch Community Association Homeowner,

You have been selected at random to participate in an anonymous survey about the Highlands Ranch Community Association. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important study!

Sincerely,

A handwritten signature in cursive script that reads "Gerald M. Flannery".

Gerald M. Flannery, CEO & General Manager

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You have been selected at random to participate in an anonymous survey about the Highlands Ranch Community Association. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important study!

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HIGHLANDS RANCH
COMMUNITY ASSOCIATION

Administration Office
9568 University Blvd.
Highlands Ranch, CO 80126

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



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Boulder, CO
Permit NO. 94



HIGHLANDS RANCH

COMMUNITY ASSOCIATION

August 2018

Dear Highlands Ranch Community Association Homeowner:

The Highlands Ranch Community Association (HRCA) wants to know what you think! You have been randomly selected to participate in HRCA's 2018 Community Survey.

Please take a few minutes to fill out the enclosed survey regarding the programs and services provided by HRCA. Your participation in this survey is very important – especially since your household is one of only a small number of households chosen to be surveyed. Your feedback will help our Board of Directors make long-term planning decisions that affect our community.

A few things to remember:

- **Your responses will remain completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you may complete the survey online if you would prefer, at (please type the link exactly as it appears below):**

www.bit.ly/HRCAsurvey2018

If you have any questions about the survey please call Jamie Noebel at (303) 471-8807. Results will be available later this year. Please help us shape the future of the HRCA. Thank you for your time and participation.

Sincerely,

Gerald M. Flannery, CEO & General Manager



HIGHLANDS RANCH

COMMUNITY ASSOCIATION

September 2018

Dear Highlands Ranch Community Association Homeowner:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The Highlands Ranch Community Association (HRCA) wants to know what you think about the Backcountry Wilderness Area, Planning Areas and other programs and services provided by HRCA.

You have been randomly selected to participate in HRCA's 2018 Community Survey. Your feedback will help the Board of Directors make long-term planning decisions that affect our community.

A few things to remember:

- **Your responses will remain completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you may complete the survey online if you would prefer, at (please type the link exactly as it appears below):**

www.bit.ly/HRCAsurvey2018

Your participation in this survey is very important – especially since your household is one of only a small number of households chosen to be surveyed. If you have any questions about the survey please call Jamie Noebel at (303) 471-8807. Results will be available later this year. Please help us shape the future of the HRCA. Thank you for your time and participation.

Sincerely,

Gerald M. Flannery, CEO & General Manager

HRCA Community Survey 2018

Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Highlands Ranch:

	Excellent	Good	Fair	Poor	Don't know
Highlands Ranch as a place to live	2	3	4	5	
Your neighborhood as a place to live	2	3	4	5	
Highlands Ranch as a place to raise children	2	3	4	5	
Highlands Ranch as a place to work	2	3	4	5	
Highlands Ranch as a place to visit	2	3	4	5	
The overall quality of life in Highlands Ranch	2	3	4	5	

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

	Excellent	Good	Fair	Poor	Don't know
Managing the four recreation centers	2	3	4	5	
Managing the Backcountry Wilderness Area	2	3	4	5	
Enforcing architectural covenants	2	3	4	5	
Providing services that enhance property values	2	3	4	5	
Making assessments for the HRCA services fair and reasonable	2	3	4	5	
Planning and operating community events	2	3	4	5	
The value of services for the assessments paid to the HRCA	2	3	4	5	
The overall direction of the Board of Directors	2	3	4	5	
Overall confidence in HRCA	2	3	4	5	
Belief that the HRCA is acting in the best interest of the community ...	2	3	4	5	

3. Please indicate whether or not you have done each of the following in the last 12 months.

	Yes	No
Contacted the HRCA (in-person, phone, email or web) for help or information	2	
Contacted your HRCA Delegate (in-person, phone, email or web) to express your opinion	2	
Attended a monthly HRCA Delegate or Board public meeting	2	
Attended a HRCA sponsored event	2	
Talked to or visited with your immediate neighbors	2	
Done a favor for a neighbor	2	
Made efforts to conserve water through xeriscape landscaping	2	
Made efforts to make your home more energy efficient	2	

4. How important, if at all, are each of the following in the Backcountry Wilderness Area?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Continued conservation of habitat/wildlife/land	2	3	4	5	
More programs/activities	2	3	4	5	
Build a permanent building for programs	2	3	4	5	
More pedestrian only single-use trails	2	3	4	5	
More bike only single-use trails	2	3	4	5	

5. Currently only HRCA members are allowed on the Backcountry trails. Do you support or oppose continuing to keep the HRCA trails private?

☐ Strongly support
 ☐ Somewhat support
 ☐ Somewhat oppose
 ☐ Strongly oppose
 ☐ Don't know

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6. Do you or anyone in your household have a disability or special needs?

- ☐ Yes ☐ No

7. How familiar are you, if at all, with each of the following Therapeutic Recreation programs and services provided by the HRCA for members with disabilities and special needs?

	Never heard of the program	Have heard of it but no one in my household has participated	Someone in my household participated in the past but not currently	Someone in my household currently participates
Swim Lessons.....	1	2	3	4
Tennis Team	1	2	3	4
Yoga	1	2	3	4
Dance.....	1	2	3	4
Lego Camps.....	1	2	3	4

8. How familiar are you, if at all, with the Highlands Ranch Cultural Affairs Association (CAA), a 501(c) 3 non-profit that produces over 40 cultural events and programs annually in Highlands Ranch?

- ☐ Very familiar ☐ Somewhat familiar ☐ Not at all familiar

9. How familiar are you, if at all, with each of the following CAA community events?

	I have attended	I know what/ when it is	I have only heard of it	I have never heard of it
Jazz at the Mansion.....	1	2	3	4
Highlands Ranch Days.....	1	2	3	4
Oktoberfest.....	1	2	3	4
Culture on the Green performances.....	1	2	3	4
Summer Concert Series.....	1	2	3	4
Classic Car Show	1	2	3	4
Winter Cultural Series	1	2	3	4

10. Would you ever consider donating to the Cultural Affairs Association to help bring new programming or to continue the cultural programs listed above in question 9 to Highlands Ranch?

- ☐ Yes ☐ No ☐ Don't know

11. How familiar are you, if at all, with the Highlands Ranch Community Scholarship Fund, a 501(c)3 non-profit that provides \$2,500 scholarships to over 20 Highlands Ranch students annually?

- ☐ Very familiar ☐ Somewhat familiar ☐ Not at all familiar

12. In the last 12 months, how often, if ever, have you ever rented a HRCA facility room or space for a personal event or program?

- ☐ Never ☐ 1 to 2 times ☐ 3 to 4 times ☐ More than 4 times

13. Has a child in your household ever participated in the HRCA pre-school program at Eastridge and Westridge Recreation centers?

- ☐ Yes, currently ☐ Yes, in the past but not currently ☐ No, haven't participated ☐ Don't know

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14. First, rate the quality of each of the following HRCA programs, services or events, whether or not you have participated. Then, tell us 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 programs, services or events.

	<u>Rating of quality</u>					<u>Used or participated in</u>				
	Excellent	Good	Fair	Poor	Don't know	1-7 times a week	1-3 times a month	2-11 times a year	Once a year	Never
Facilities:										
Northridge recreation center.....		2	3	4	5		2	3	4	5
Southridge recreation center.....		2	3	4	5		2	3	4	5
Eastridge recreation center.....		2	3	4	5		2	3	4	5
Westridge recreation center.....		2	3	4	5		2	3	4	5
Drop in nursery		2	3	4	5		2	3	4	5
Swimming pools		2	3	4	5		2	3	4	5
Backcountry programs:										
Backcountry Wilderness Area Trails		2	3	4	5		2	3	4	5
Youth camps		2	3	4	5		2	3	4	5
Horse camps		2	3	4	5		2	3	4	5
Horseback rides		2	3	4	5		2	3	4	5
Archery		2	3	4	5		2	3	4	5
Arts and Education Programs:										
Preschool/enrichment.....		2	3	4	5		2	3	4	5
Camp HRCA.....		2	3	4	5		2	3	4	5
Youth education (STEM, Creative Kids, SAT) ..		2	3	4	5		2	3	4	5
Adult education (workshops & seminars).....		2	3	4	5		2	3	4	5
Art/pottery		2	3	4	5		2	3	4	5
Cotillion (social skills, college prep)		2	3	4	5		2	3	4	5
Drama.....		2	3	4	5		2	3	4	5
Dance classes (tap, hip hop, step, ballet).....		2	3	4	5		2	3	4	5
Senior programs (travel, clubs, games).....		2	3	4	5		2	3	4	5
Aquatics Programs:										
Children's swim classes.....		2	3	4	5		2	3	4	5
Coached & competitive swim programs.....		2	3	4	5		2	3	4	5
Private lessons		2	3	4	5		2	3	4	5
Adventures (scuba, snorkel, paddleboard)		2	3	4	5		2	3	4	5
Community Events:										
Home Town Holiday		2	3	4	5		2	3	4	5
Computer & Paper recycling events		2	3	4	5		2	3	4	5
Beverage Tastings (beer, wine, spirits).....		2	3	4	5		2	3	4	5
Craft Shows & Fairs		2	3	4	5		2	3	4	5
Easter Egg Hunt.....		2	3	4	5		2	3	4	5
Farmers Market.....		2	3	4	5		2	3	4	5
Sports and Fitness Programs:										
HRCA Race Series.....		2	3	4	5		2	3	4	5
Cardio/strength (cycling, mind body, zumba)...		2	3	4	5		2	3	4	5
Drop in fitness (yoga, aquafit, kickboxing)		2	3	4	5		2	3	4	5
Personal trainers.....		2	3	4	5		2	3	4	5
Tennis		2	3	4	5		2	3	4	5
Senior fitness (tennis, aquafit, yoga).....		2	3	4	5		2	3	4	5
Gymnastics/tumbling classes		2	3	4	5		2	3	4	5

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15. Please rate the quality of each of the following aspects of the HRCA fitness programs.

	Excellent	Good	Fair	Poor	Don't know
Instructor knowledge, skills and abilities.....	1	2	3	4	5
Cost of classes.....	1	2	3	4	5
Cleanliness of fitness studios and equipment.....	1	2	3	4	5
Value of the Fitness punch card for the cost.....	1	2	3	4	5

16. Do you or anyone in your household currently pay for a gym/fitness center membership? (Select all that apply.)

- ☐ Yes, outside of the HRCA (go to question 17)
- ☐ Yes, through HRCA (go to question 18)
- ☐ No gym membership (go to question 18)

17. If you or another household member have a gym/fitness membership outside of the HRCA, please tell us why? Please select all that apply.

- ☐ HRCA doesn't have the equipment I want to use
- ☐ HRCA doesn't offer the class(es) I want
- ☐ HRCA's classes do not fit my schedule
- ☐ HRCA's classes are too expensive
- ☐ Childcare at HRCA's facilities is too expensive
- ☐ The availability of childcare at HRCA's facilities is limited
- ☐ Other reason: _____

18. How familiar are you, if at all, with child care services for HRCA fitness classes?

- ☐ Have heard of it and currently use it
- ☐ Have heard of it but do NOT currently use it
- ☐ Haven't heard of it
- ☐ Don't know

19. Thinking about the HRCA's 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
The HRCA should maintain up-to-date state-of-the-art recreation centers that are the equal of private facilities in the area.....	1	2	3	4	5
The Northridge outdoor tennis courts should be converted to indoor facilities.....	1	2	3	4	5
The Southridge Pool should be remodeled and expanded.....	1	2	3	4	5
The HRCA should be involved in creating a new Cultural Arts Civic Events Center in Highlands Ranch	1	2	3	4	5

20. Any new recreational amenities will require funding sources for construction financing. Thinking about any new or additional recreational amenities, please indicate your level of support for the following funding approaches. (All costs listed below are per household.)

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
No increase; I don't support any changes to the existing recreational amenities.....	1	2	3	4	5
Recreational assessment increase of 1-2% (\$5-\$12/year) for 10 years	1	2	3	4	5
Recreational assessment increase of 3-4% (\$16-\$26/year) for 6 years	1	2	3	4	5
Recreational assessment increase of 5-6% (\$27-\$39/year) for 4 years	1	2	3	4	5
Special assessment of \$50 per year for 2 years	1	2	3	4	5
One-time special assessment of \$100	1	2	3	4	5

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21. Please indicate whether each of the following is a major source, minor source or not a source of information when you are looking for information about the HRCA.

	Major source	Minor source	Not a source
HRCA Web site (www.hrcaonline.org)	1	2	3
HRCA monthly E Blasts (E-mail notices)	1	2	3
HRCA monthly Newsletter (mailed)	1	2	3
HRCA Twitter/Facebook/Instagram	1	2	3
HRCA Activity Guide (mailed)	1	2	3
Your HRCA District Delegate	1	2	3
Local newspapers.....	1	2	3
From family, a friend or an acquaintance	1	2	3
Flyers at events, programs and facilities	1	2	3
Sandwich board signage at each recreation center entrance.....	1	2	3
Signage Boards around the community	1	2	3
Information from your Sub-Association.....	1	2	3

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Highlands Ranch?

- ☐ Less than 2 years
- ☐ 2-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ More than 20 years

D2. Which best describes your home?

- ☐ Single family detached home
- ☐ Attached home (duplex or townhome)
- ☐ Apartment or condo

D3. Do you rent or own your residence?

- ☐ Rent
- ☐ Own

D4. How do you pay your HOA dues?

- ☐ Via mail
- ☐ In person
- ☐ Online

D5. Are you or any other members of your household aged 65 or older?

- ☐ Yes
- ☐ No

D6. Are there any children 17 or younger in your household?

	Yes	No
0 to 5 years old.....	☐	☐
6 to 12 years old	☐	☐
13 to 17 years old.....	☐	☐

D7. In which category is your age?

- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

D8. What is your gender?

- ☐ Female
- ☐ Male

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502