

Preliminary Findings of Suncadia Owners Survey-2021

The Suncadia Residential Owners Advisory Committee (SROAC) of the Suncadia Residential Owners Association (SROA) committed to developing, administering, and analyzing an owners' survey in 2021. A previous owners survey was conducted in 2014 (reported in early-2015) and provided a snapshot of owners' interests, characteristics, and concerns. In recognition of the substantial growth and change in Suncadia over the past seven years (2014-2021) we believe this update is important and timely. Our objectives for the new survey were:

1. *Compare 2014 survey responses with 2021 responses.*
2. *Provide a current and more comprehensive snapshot of current owners' interests.*
3. *Identify discussion topics and action items based upon...*
 - a. *Owners' priorities for Short Term action (12 months or less)*
 - b. *Owners' priorities for Longer Term action (1 year or more)*
 - c. *Need for future regular and special owner surveys*

Using Monkey-Survey software an instrument was developed and emailed in October, 2021 to approximately 1,500 owners registered with SROAA. A total of 602 responses were received before the November cutoff date, for a response rate of 40%. Not all owners responded to every question, and the survey included a mix of categorical (agree/disagree, rating scales, etc.) and open-ended items. This is a preliminary analysis of responses; we anticipate more detailed analyses will be conducted and reported by SROAC during 2022.

Objective 1: Comparison of 2014 Survey Responses with 2021 Responses.

The highlighted totals in Table 1 (below) show a striking change in the nature of Suncadia ownership from 2014-2021. In 2014, a minority (36%) of owners were full-time Suncadia residents, while they now represent a majority (52%), **assuming that in both surveys, full-time and other residents had comparable response rates.**" The increase in full-time residency appears to be a result of 2nd home owners converting to full-time residency. (Full-time residency increased from 36% to 52%, while 2nd home residency dropped a similar amount, from 38% to 23%.) It is striking that this is the opposite of what was projected by management in 2014, when growth projections called for a decline in full-time residency to 23%, and an increase in 2nd home residency to 40%. If our previous planning assumptions are incorrect, this raises concern that our plans for meeting critical future needs (such as infrastructure, amenities, and other services) may be inappropriate. This would be true if full-time residents have different interests and motivations than part-time residents, and there is evidence to support this view. The 2014 survey found "Households who spend more time at Suncadia are less satisfied with available amenities and services." If we are trending toward more full-time vs. part-time residences, this dissatisfaction can only increase. Covid-19 may also be a factor in this transition. Our committee will look at parsing the responses of full-time vs. part-time residents to identify and explain any material differences. At this point it is clear the culture of Suncadia is changing to a full-time residential community and away from a part-time vacation community. We cannot emphasize strongly enough the importance and implications of this for the future of Suncadia.

Table 1. Comparison of Full-Time vs. Part-Time Residence Status

	<u>2014</u>	<u>2019 (2014 Projection)</u>	<u>2021</u>
<u>Full-Time</u>	36%	23%	52%
<u>2nd Home</u>	38%	40%	23%
<u>Misc. Part-Time*</u>	26%	37%	26%

*Includes “seasonal”, “rental/investment”, and “infrequent”

The ownership categories “seasonal” (also known as “snow birds”), “rental/investment”, and “infrequent” remained essentially unchanged from 2014 to 2021. These are all variations of part-time residency that totaled 26% in 2014 and 28% in 2021, essentially the same. It is interesting to note that management projections again overstated the growth in these part-time categories, calling for an increase to 37%.

Objective 2: Provide a more comprehensive snapshot of current owners’ interests.

The 2021 survey collected extensive, detailed information on the demographics of owners (e.g., number of persons in household), transportation (e.g., perception of speeding/parking hazards), communications (e.g., familiarity with CC&R’s, safety and security (e.g., fire risk mitigation), natural resource management (e.g., wildlife).

We want to emphasize this is a preliminary analysis of the 2021 survey; we have not analyzed the response data in depth and are committed to doing that during 2022. However we believe several themes are emerging as owner priorities, including:

A perception that speed limits, parking, and noise violation rules are not obeyed and not enforced.

Lack of familiarity with governing documents (CC&R’s, Master Plan), coupled with less-than-satisfactory utility of FRONTSTEPS and Suncadia Newsletter for communicating to owners.

Fire risk, noise nuisance, vehicle speed, control of access to Suncadia, and effectiveness of community services patrol are urgent concerns that require management action.

86% of owners either support or are undecided about implementing carbon footprint mitigation initiatives, only 14% oppose. Numerous initiatives were suggested in the open-ended comments

We want to emphasize the connection between our findings for Objective #1 and Objective #2. It seems obvious that as Suncadia transitions from a part-time, vacation community to a full-time residential community, there will be a change in owner interests. A family living year-round at Suncadia will likely have different concerns than a weekend owner enjoying golf

outings. Issues of traffic, noise, security, parking, social activities, schools, community involvement, environmental quality, and a host of other issues will rise in importance. It is imperative that we take into account not just the quantitative change taking place in Suncadia, but the qualitative change. To put it more bluntly, we believe there is a high likelihood that the emerging interests and concerns of owners are either inadequately understood, or underestimated...or both...which leads to our third objective.

Objective 3: Identify discussion topics and action items. We believe the 2021 Owners' Survey represents an opportunity for constructive engagement by owners with Suncadia management and ownership. Through the Suncadia Residential Owners' Advisory Committee we hope to provide data-driven recommendations that will serve the interests of all parties. As a starting point, we offer the following:

Short-term Owner Priorities (urgent, requires immediate attention and remediation).

- a. Review, Rationalize, Enforce Speed Limit(s)
- b. Effective Enforcement of Parking Rules
- c. Effective Enforcement of Noise Nuisance violations
- d. Review, Revise, and Effectively Communicate CC&R's, Forest Management Plan, and DRC guidelines.
- e. Review the Need for, and Develop Plans to, Conduct Regular and ad-hoc Owners' Surveys to inform long term investments in the Suncadia community.

Long-range Owner Priorities (address at Board level and develop mitigation strategies)

- a. Improve Roads and Access Points to Suncadia, Explore Alternatives to Personal Vehicles
- b. Expand Amenities to Match Changing Size and Culture of Suncadia (e.g., Gathering Spaces, Village, Store, Post Office, Pool Facilities, Healthy Environment Initiatives).
- c. Develop Mutual Social and Education Programs through Community Alliances such as Central Washington University, University of Washington, Washington State University, District 7 Fire and Rescue (and mutual aid partners) Kittitas Valley Healthcare, Cle Elum/Roslyn School District, Cle Elum Downtown Business Association and others.

Summary: There are many positive take-aways from the 2021 Owners' Survey. Owners place great value on the natural beauty and outdoor recreational opportunities in our area, and appreciate the events and amenities that are offered at Suncadia. At the same time, there is a strong undercurrent of dissatisfaction with violations of community rules (parking, noise, traffic, etc.), and lack of specific amenities (post-office, market, gathering place, etc.). Many suggestions were offered in the open-ended comments, but a dominant theme was that we should aggressively seek creative ways to build community. The need for new spaces and programs is obvious and we believe this should be explored through collaboration with the Suncadia Community Enhancement Fund.

As Suncadia evolves we must address the natural tensions that exist between part-time and residential ownership, and accommodate the interests of both groups. Timely and clear communication must become a higher priority, along with developing pathways for owner representation and participation. Many suggestions for building community were offered in the Survey and we look forward to bringing these forward in greater detail. The 2021 Owners' Survey should not be viewed as a point of conflict, but as an opportunity to forge a new collaboration for the benefit of everyone.

Thank you for this opportunity to contribute to a better Suncadia. We ask that this Preliminary Report of Findings from the 2021 Owners' Survey be added to the January 28, 2022 agenda of the SROA Board of Directors, and we begin a dialog addressing these issues.

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