

CRE Communication Surveys were sent out on February 9<sup>th</sup> via U.S. Mail from Guardian Management to all 99 homeowners – including the four currently in process of building. As of March 18, 2022, we are pleased to announce the results are as follows:

1. Out of 99 homeowners, 38 (a little less than 38%) responded to the survey. Only one of the homeowners currently building responded. However, if the homeowners who are currently building and didn't respond are taken out of the equation, that provides an approximate 40% return of homeowner surveys. For a comparison purposes on whether or not that is an acceptable rate of return, consider the following: Rockwall County experienced, in total, that only 21.5% of its registered voters actually voted either in person, by early voting or via mail-in ballot in the recent primary. While not optimal, our homeowners are more engaged than the county voters at large were in the last election.
2. All 38 respondents identified a primary email for future online voting purposes.
3. Regarding email: Out of 99 homeowners, we do have email addresses for 87 homeowners in total (from prior communication) and some households do have more than one email address.
4. Regarding text messaging: Thirty-five homeowners supplied one or more phone numbers to be used for text communications. Three homeowners specifically asked NOT to be contacted via text communications.
5. Regarding Facebook, out of 99 homeowners, **15 (a little more than 15%) do NOT use Facebook at all**. This points to a need for alternative means of communication.
6. Out of 99 homeowner residences 51 (a little more than 51%) have more than one user on the **CRE Social Facebook** page and 34 (a little more than 34%) have only one user monitoring that page. For example, a wife may be on the Social FB page while the husband is not. Kids and other household members are also on the social page, which accounts for the higher membership on that page.
7. Out of 99 homeowners, 13 (a little more than 13%) have more than one user on the **CRE HOA Facebook** page, 33 (a little more than 13%) have a single member monitoring this page, while 8 respondents didn't know the HOA page even existed. However, since the survey all 8 respondents, who didn't know the page existed, are now members of the page. Additionally, 9 other homeowners who didn't even respond to the survey asked to become members of the page.

8. Of the survey respondents regarding Communication Preferences:
  - a. The #1 preference was Email (21) followed by Phone/Text (14) then FB/Messenger (2). No respondent chose U.S. Mail as a #1 preference.
  - b. The #2 preference was Phone/Text (12) followed closely by FB/Messenger (11) and then by Email (8) and U.S. Mail (1)
  - c. One respondent failed to give a communication preference.
  - d. Five respondents only identified a #1 preference.
  - e. Again, there are at least 3 homeowners that **do not** want to be texted.
  - f. Not a single respondent chose U.S. mail as a #1 communication preference.
  
9. Reasons homeowners gave for not attending HOA meetings--
  - a. By far the greatest reason for not attending are conflicts with a weekday evening schedule of kids (extracurricular activities and dinner) and/or work. Several suggested that there be a switch to possibly a Sunday afternoon – before dinner but late enough in the afternoon that it gives people time to get all their weekend things done.
  
  - b. Previously, poorly run meetings where homeowner engagement was discouraged has led respondents to believe that CRE HOA meetings are a “waste of time,” which has led to a lack of interest and/or faith that their voices would be heard.
  
  - c. A fair number of respondents aren’t seeing enough reminders about the meetings and they simply forget. Those people suggested text reminders.
  
  - d. Several indicated that they really liked the virtual Zoom option and said it had facilitated their attendance when they otherwise would not have attended.
  
10. The most important issues facing our community according to survey respondents:
  - a. Overwhelmingly, respondents were concerned about the TXDOT 205/548 Expansion and how that would impact the safety and security of our neighborhood. Several mentioned the possibility of getting gates and/or speed bumps.
  
  - b. The second most important issue to respondents was the perception that our CCR’s were not being adhered to and/or they were not being equally applied to homeowners either in terms of additional new building projects on existing properties or violations they see in the neighborhood.
  
  - c. Four respondents mentioned curb appeal, the lack of cleanup on the part of construction crews, as well as general maintenance and the appearance of existing properties.