



Communications Committee Review
By Nina Munson
SRCA Communications Committee Chair

Keeping our residents informed of important issues in and around Scottsdale Ranch is a paramount goal established by the SRCA Administration and Board of Directors. The primary vehicles used to share information include our website www.scottsdaleranch.org, mobile app, email blasts, periodic postcard mailings, and bi-monthly magazines. If you are missing out on any of these, please inform the SRCA administration, and they will determine the best solution for remediation.

It is also essential for the SRCA Administration and Board of Directors to understand the needs of our Ranch residents. By seeking and receiving your feedback, we are able to determine appropriate areas to focus on, allowing us to enrich the value and quality of life on the Ranch. In 2005, Scottsdale Ranch invested in a full-scale survey of all our residents with the intent of identifying issues of importance to them. From this information, we determined appropriate actions that could and should be taken. Recently, the Board of Directors reviewed this information, and upon reflection we saw how much change has occurred, which was driven by the residents' ideas and input. We thought it would be informative and valuable to share with you that survey, the resident feedback, and the resulting actions/changes that were implemented. Log onto our website and you will find a summary of the survey, or if you are so inclined, you can review the entirety of the survey questions, results and actions. I know the Board members found this information very helpful, and I hope you find the same.

After perusing the information, please advise the SRCA Administration of any questions you may have or let us know of any new ideas or suggestions that would benefit or enhance our community. We hope it inspires you to identify thoughts of how we can continue to maintain Scottsdale Ranch as the premier community in which to live.

2006 Survey Conclusions and End Results

What residents asked for:

▶ Improved Landscaping

▶ **What SRCA has done to improve:**

Performed costs analysis on outside landscape services vs. in-house employees. In 2010, outsourced landscape services. This was not only a cost savings but provided for greater coverage and expertise.

Began removal of large eucalyptus and olive trees that were encroaching on sidewalks and damaging walls. These are being replaced with more desert-friendly trees.

Removed existing over pruned shrubs and replaced with more appropriately scaled plant material, also providing more seasonal color.

▷ Entrance to neighborhoods needs improvement

▶ **What SRCA has done to improve:**

Changed from wall mounted subdivision name signs to in-ground monument signs with lighting.

▷ Traffic Enforcement

▶ **What SRCA has done to improve:**

Continually, address homeowner concerns with Scottsdale Police Dept. as issues arise.

▷ Approve appearance of main entrance to SR

▶ **What SRCA has done to improve:**

Upgraded signs in 2009. New signs and entrance enhancements underway for 7 major entrances.

▷ Deed restrictions – Not properly enforced

▶ **What SRCA has done to improve:**

Reorganized office staff to have full-time dedicated Homeowner Liaison to address CC&R issues.

▷ Respond/follow up inquiries/complaints

▶ **What SRCA has done to improve:**

Performed time management studies which resulted in reorganization of administration staff and hired additional part-time employees.

▷ More social events

▶ **What SRCA has done to improve:**

Have added more events over the years, with many being held at the SR Park.

Began the implementation of various clubs and groups with the help of many residents that meet regularly such as Wine Club, RAMCO, bunco, Storytime, Jazz Night, Yacht Club, etc.

Recently added Food Truck Fridays once a month.

▷ More street lights

▶ **What SRCA has done to improve:**

Board looked at adding bollard pathway lighting along main thoroughfares such as Mountain View Road but determined it was not effective.

▷ Community pool

▶ **What SRCA has done to improve:**

There is no land owned by SRCA that is large enough for a community pool.

▷ Improve cell phone service

▶ **What SRCA has done to improve:**

Over the years, worked with cell providers. Now have 6 different sites located in SR.

▷ Need better community center

▶ **What SRCA has done to improve:**

Did a complete remodel of the Community Center (interior and exterior) in 2010 – 2012.

▷ Improved communication regarding important/urgent issues, recent/future projects, and reminders for community events.

▶ **What SRCA has done to improve:**

- Implemented weekly email blasts
- Distributes a full-color 26 page bi-magazine providing more content.
- Redesigned the website to include more information and to be more user-friendly.
- Added a Homeowners' portal
- Now have a CommunityLink mobile app

▷ Better access to other lake areas and add additional boat slips

▶ **What SRCA has done to improve:**

Added walking path located along Shea northside of common area; otherwise, landlocked.

Enhanced lake cove area with dock and BBQ area.

Additional boat slips along Shea Blvd. were not considered feasible due to access and security issues.

2006 Survey Conclusions and End Results

Conclusion

- The majority of residents were satisfied with their neighborhood. (78%)
- The most often mentioned way to improve SR – the community center, landscaping, and social events.
- Common area revitalization projects and improved street lighting were rated the most important improvements in SR.
- 93% of respondents think SRCA is doing good, excellent, or outstanding job in communication with them.

- Via Linda Senior Center and the SR Park and Tennis Center received the highest satisfaction ratings for amenities on SR.
- 92% of the respondents rated current property value as an 8, 9 or 10 with 10 being excellent.
- Respondents enjoy the SRCA amenities but feel they are under-utilized due to up-keep of facility.

What residents like most about living in SR

- Convenient location shopping/amenities/hospitals (33%)

Most important issues facing SR community

- Appearance/updating and maintaining the community (25%)
- Increase in traffic/speeding/speed related issues (33%)

Miscellaneous

- 94% are likely to recommend Scottsdale Ranch to someone else
- 84% said they were likely to still be living in Scottsdale Ranch in 10 years

SRCA wants to hear from you!

Rather than spend thousands on a mailed, full-scale survey; we thought we would solicit input and feedback through our website. Let us know what you'd like to see improved upon in Scottsdale Ranch. Please click [HERE](#) to submit your suggestions/comments.