



IronOaks Policy on conducting survey of homeowners

Surveys provide an important means of gathering homeowner input and opinion. Use of surveys and opinion polls is encouraged as a means to measure the pulse of the community. Findings of a survey and how those findings are being used to improve the community, should be communicated to the homeowners to assure them that their opinions are being heard.

The Board, HOA committees and staff may use HOA resources to survey the community on topics that will assist them to make decisions that are in the best interest of the community. The responsibilities for community surveys are:

1. The Board will review survey requests. Approval of the board is required before proceeding.
2. The Community Feedback Subcommittee of the Communications Committee will, working with the requestor of the survey, design and implement the survey; will provide a summary report of the results to the requestor; and will archive the survey, summary report and raw data in HOA archives.
3. The requestor of the survey is responsible for communicating the survey findings and the implications of the findings to the community in a timely manner.

Costs associated with conducting the survey are the responsibility of the requestor and come out of the requestor's budget.

Information Document - [Link to SurveyRequest Info document](#)
Survey Request Form - [Link to RequestForm](#)



Request for a Survey Background Information

Who can request a survey?

HOA committees or departments; General Manager; Board of Directors

Does a request need any approval?

The request must have the approval of the Board of Directors. A request for survey form is completed and submitted to the Board by the General Manager or a Committee's Board Liaison.

Who actually prepares the questions and collects the data?

The preparation of the survey, implementation and development of a summary report is done by members of the Communication Committee working with a representative of the requesting committee or department.

How long does it take to do a survey and get results?

It typically takes from 5 - 9 weeks from the start of development to have results. The time depends on the length and complexity of the survey. The steps involved are:

1. Development of questions and format (1-2 weeks)
2. Programming and testing of the questionnaire (1-2 weeks)
3. Responses from homeowners
 - If web based only - 2 weeks
 - If mailed - 3 - 4 weeks
4. Raw data prepared in summary report form (1 week)

How much does it cost to do a survey?

Fortunately, the work done to design, implement and summarize data is done by homeowner volunteers who have backgrounds in survey design. Their time is not charged. If any materials must be mailed, there are printing and mailing costs and possibly return postage costs. Below is a breakdown of approximate costs by target audience. These costs are the responsibility of the requestor.

Homeowners who are on the HOA e-mail list (70% of homes) email blast and web based survey	\$0
Homeowners who are on the Stay in the Loop (paper newsletter) mailing list (12% of homes) If survey is mailed with an existing monthly newsletter mailing	\$0 - \$500
If survey takes a special mailing to those on the Stay in the Loop mailing list because waiting for the monthly newsletter is too slow	\$500 - \$1000
All Homeowners (mailing to 4019 households)	\$5000 - \$15000

What are the responsibilities of the requestor?

1. Have a clear idea of the purpose of the survey, the type of questions to be asked, and how the information will be used.
2. Work with the Communication Committee to develop wording and format and participate in beta testing of the web survey (and paper survey if paper version is used).
3. Provide a summary to the community - detailing the findings and how they were or will be used by your committee/department.



Request for a survey of homeowners

To request a survey, complete the questions below. Committees should forward one copy of this request to the Board via the Board Liaison, who will work with the General Manager to take it to the Board for approval. A second copy should be sent to the Chair of the Communications Committee to give the committee some advance notice and chance for input. The GM will communicate the Board decision to the Communication Committee Chair.

What committee or department is requesting this survey? _____

Who is the point person/contact person to assist with design and implementation?

Name _____ Title/position _____

Phone _____ Email _____

What issue is the survey addressing? _____

How will the information gathered from the survey be used? Summarize what decision is to be made and how and why this survey will help in your decision process.

Who will the survey be directed to? All homeowners
 Other (specify) _____

How will the survey be distributed? email blast/web survey
(check all that apply) paper copies picked up in HOA facility(ies)
 paper copies sent by mail to newsletter mailing list
 paper copies sent by mail to all homeowners

Costs will be covered by what source of funds? _____

How will the findings/implications be shared with the community? (check as many as apply)

Article in Stay in the Loop/In the Loop Newsletter
 Meeting of Homeowners (give details) _____

Other: (please specify) _____

What is your target date for having the results (summary report) ? _____

(You will need to allow at least 5-9 weeks from Board approval of your survey request until data and a summary report are available.)