



Rancho Santa Fe Association Member Satisfaction and Priorities

Highlights of a Member Survey



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

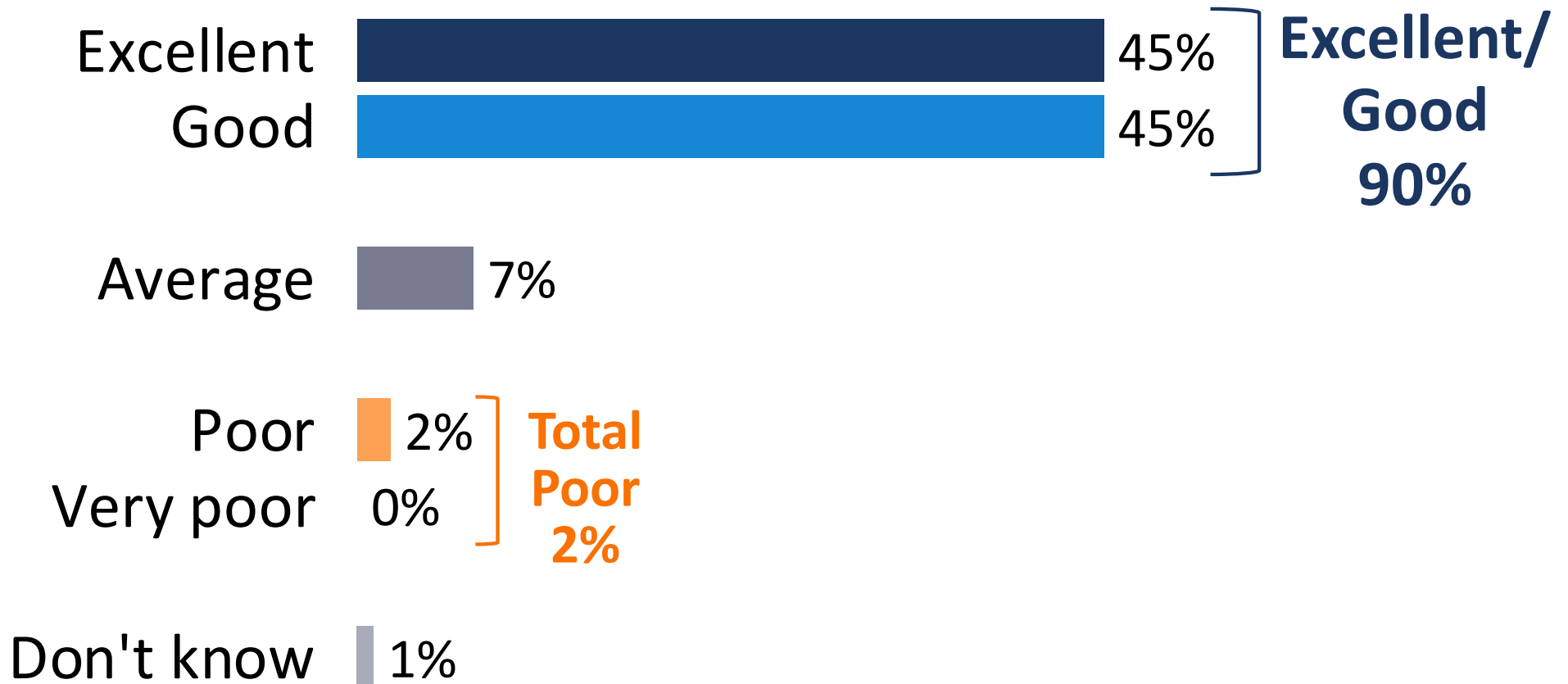
Dates	May 16 th – July 1 st , 2022
Survey Type	Online survey with respondents contacted by email
Research Population	Members of the Rancho Santa Fe Association
Total Interviews	499 Member Households Golf Club: 135 Tennis Club: 70 Osuna: 5 No Club: 319
Additional Notes	Multiple individuals per member household were allowed to participate, but one completed survey per member household was randomly selected for analysis.

(Note: Not All Results Will Sum to 100% Due to Rounding)



General Opinions about Rancho Santa Fe Community and the Association

The vast majority of members rate Rancho Santa Fe as either an excellent or good community.



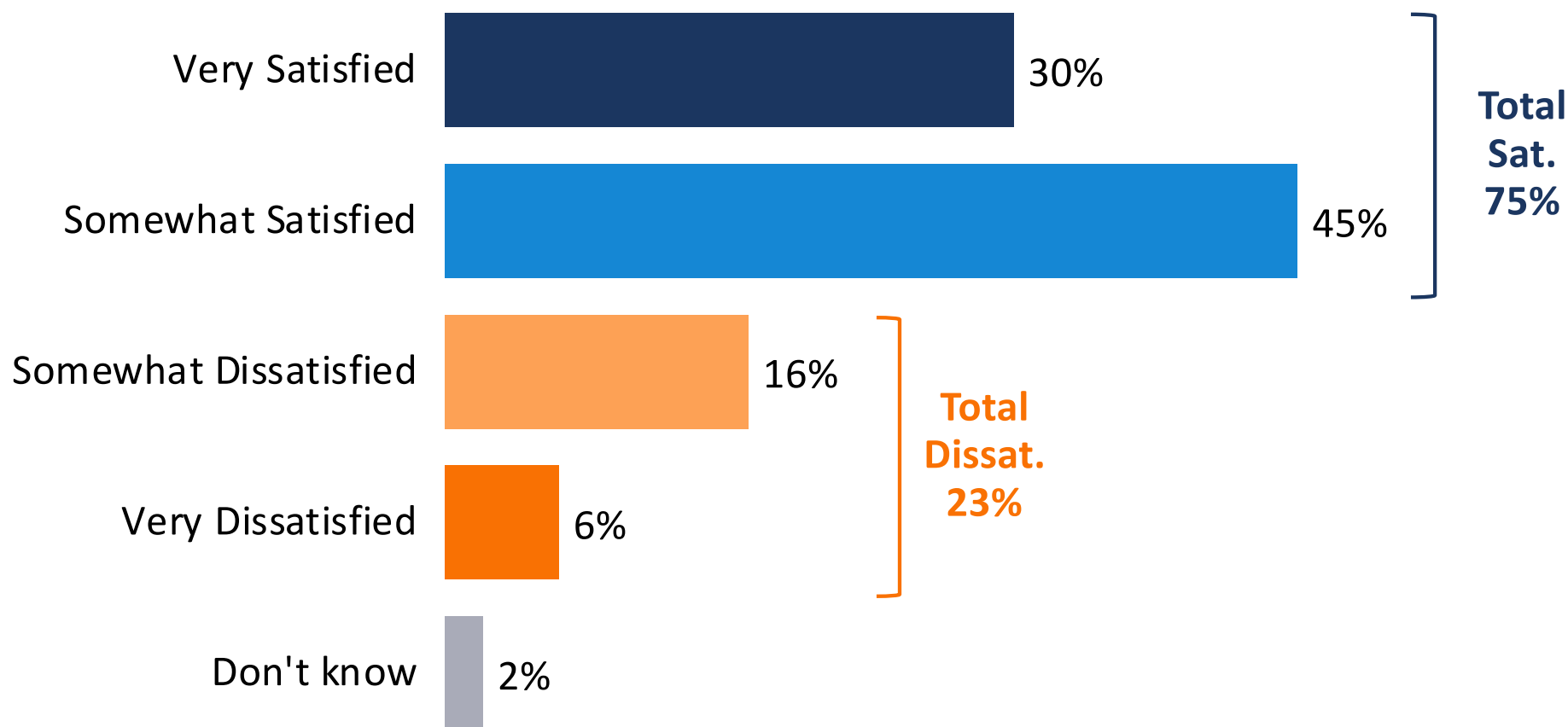
More than half of members say they moved to RSF because it is a quiet, private and rural community, with a sizeable percentage attracted to its large lots.

(Open-ended Grouped Responses; Multiple Responses Accepted)

Reason for Move to Rancho Santa Fe	%
Quiet/private, rural community	53%
Large lots/land size	39%
School district/Roger Rowe School	27%
Climate/environment	24%
Golf club/course	14%
Horse facility/trails	12%
Location	10%
Closer to family/friends	9%
Ocean/beach	6%
Community clubs/restaurants	5%
Property value	4%
Low density housing	3%
House size	3%
Other	8%
Confused	2%

Three-quarters of members are satisfied with the job being done by the Association.

■ Very Satisfied ■ Somewhat Satisfied ■ Somewhat Dissatisfied ■ Very Dissatisfied ■ Don't know



No single issue dominates as members' top priority for the Association.

(Open-ended Grouped Responses; Multiple Responses Accepted; Responses 2% and Above Shown)

Project/Service/Issue	%
Village revitalization, retail/shops, market, restaurants, grocery store	22%
Road and sign quality/traffic and speeding reduction/pedestrian safety/the round about	21%
Art Jury/regulations too strict	15%
Safety/security/police, crime reduction	9%
Emphasizing/preserving historic nature of the Ranch	9%
Maintaining peaceful state/quiet/rural feel	9%
Golf Club/dining redecoration/expansion	8%
More regulation enforcement, prevent growth/change	8%
Trees/water/natural beauty	7%
More/stronger community, family focus	7%
Fire risk/dead trees/insurance	6%
Fitness center/pool/sports facilities	5%
General rules/regulation enforcement	5%
Preserve trails/horse trails/bike paths	5%
General accessibility/services	5%
Underground utilities	4%
Board/Association reform	3%
Budget efficiently/fiscal responsibility	2%
Oppose Dark Skies rules	2%



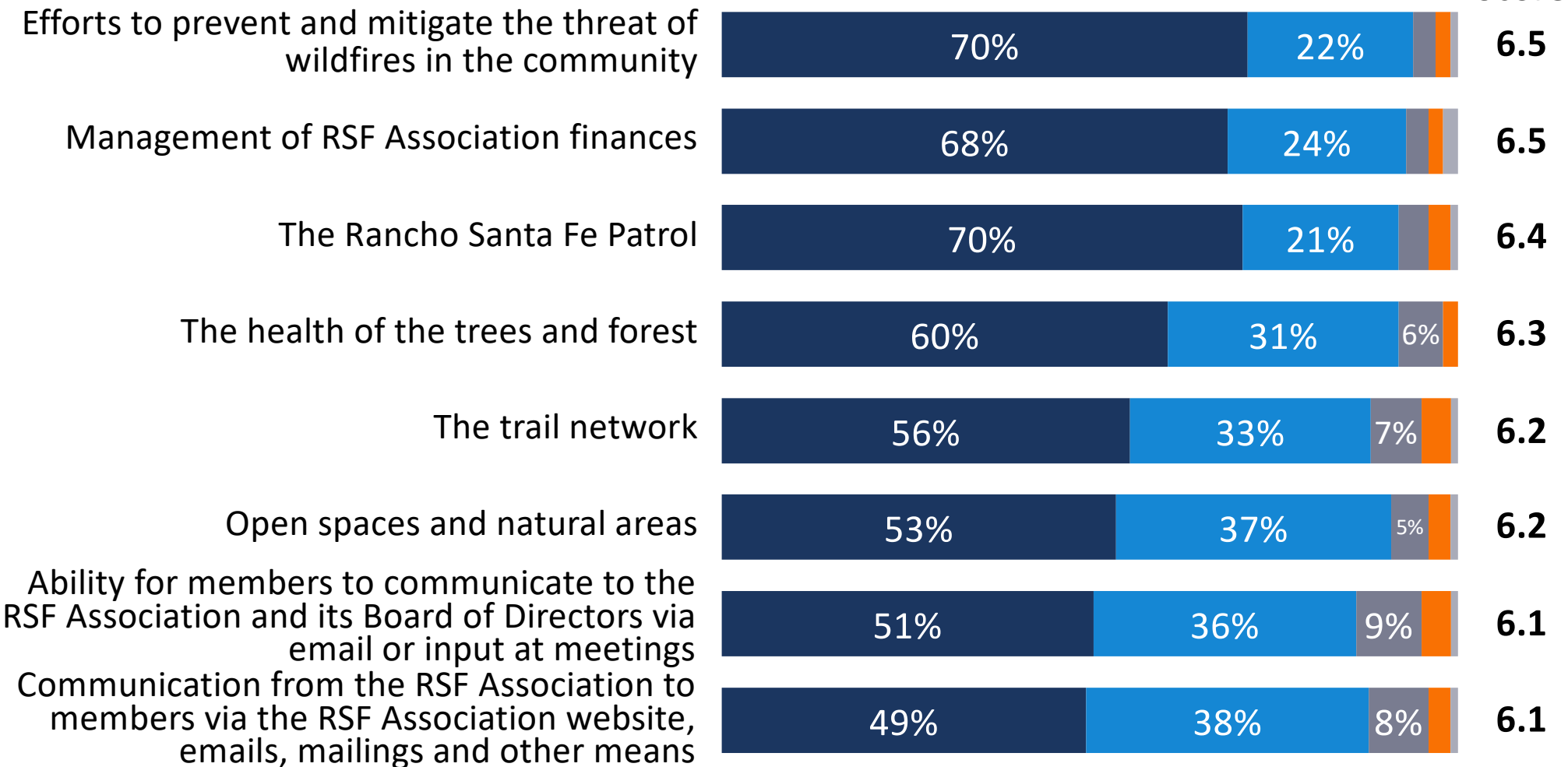
Community Services and Features

The most important services to residents are wildfire prevention, financial management and the RSF Patrol.

(Ranked by Mean Score)

■ 7 (Ext. Impt.) ■ 5-6 (Very Impt.) ■ 4 (Neutral) ■ 1-3 (Not Impt.) ■ Don't Know

Mean Score

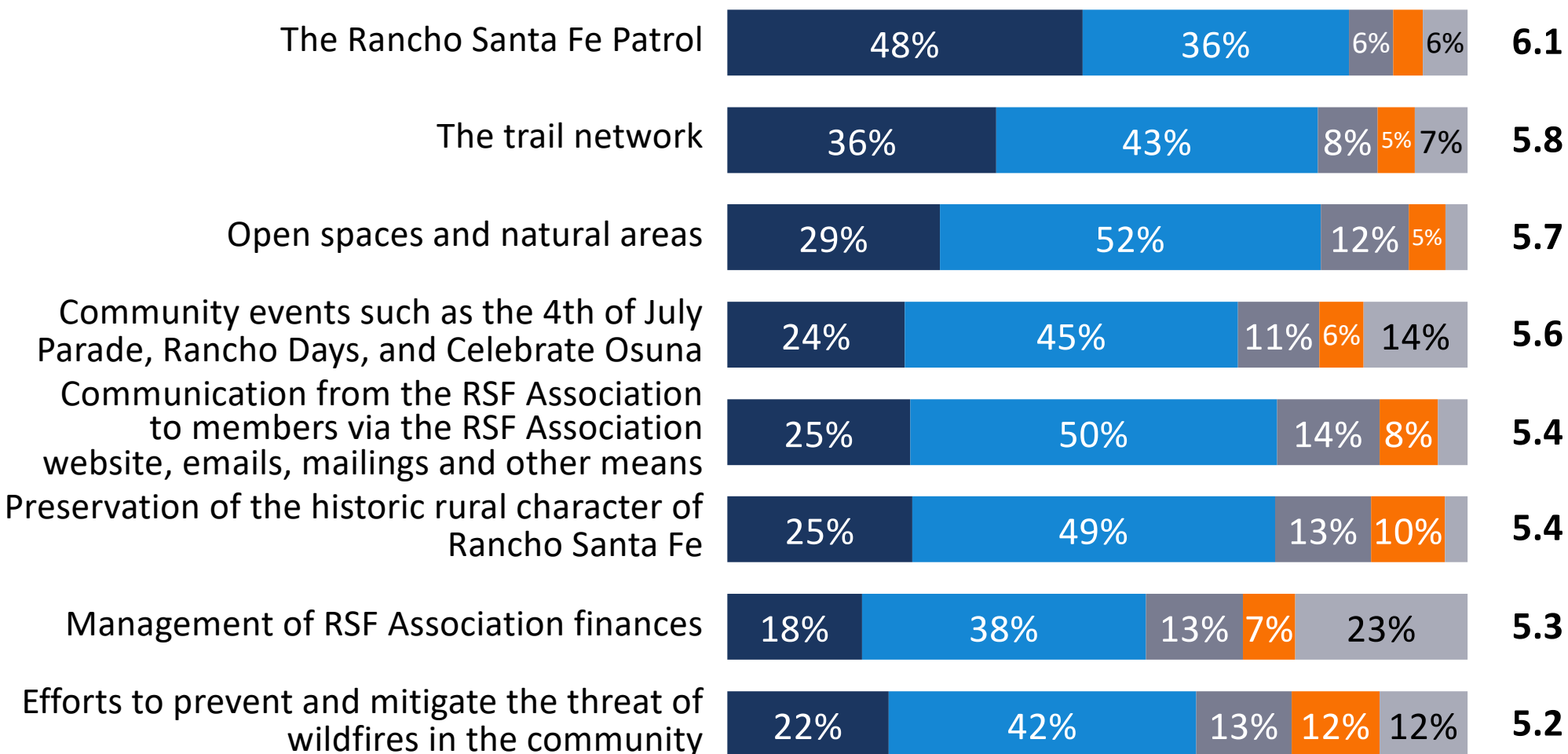


Members are satisfied with many services/features, with the RSF Patrol and the trail network leading the way.

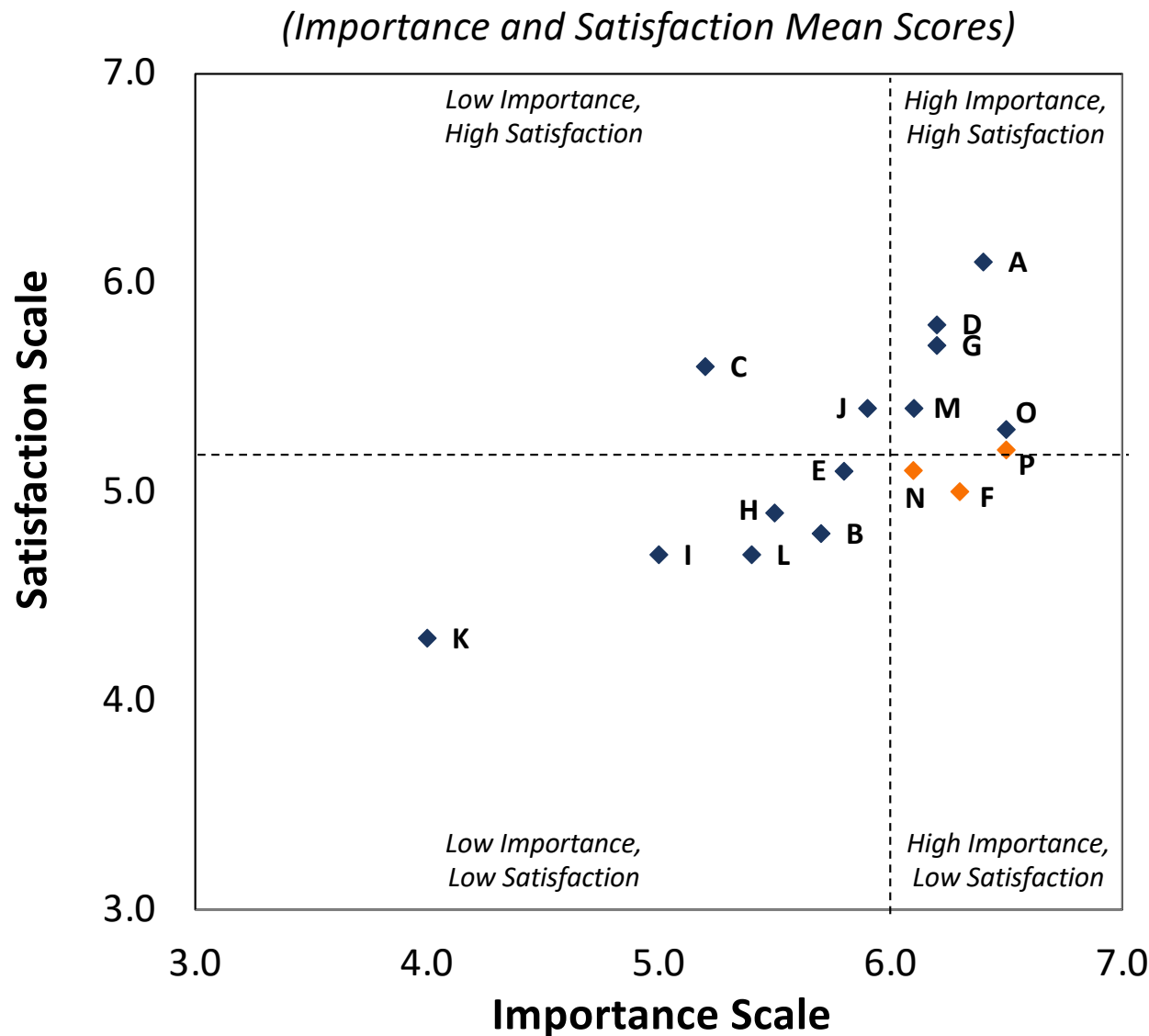
(Ranked by Mean Score)

■ 7 (Ext. Sat.) ■ 5-6 (Very Sat.) ■ 4 (Neutral) ■ 1-3 (Not Sat.) ■ Don't Know

Mean Score

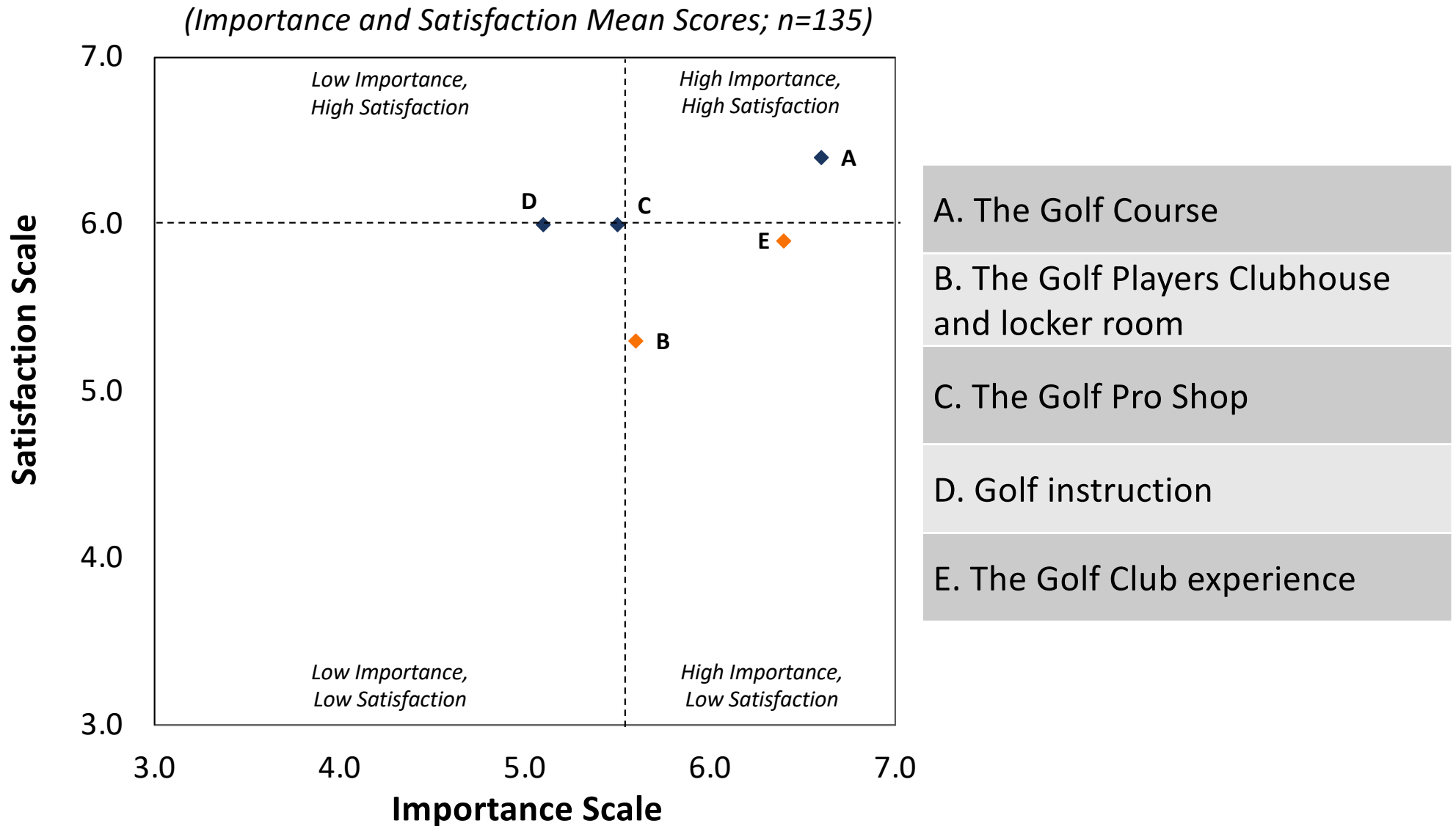


Comparison of Importance of and Satisfaction with Services/Features

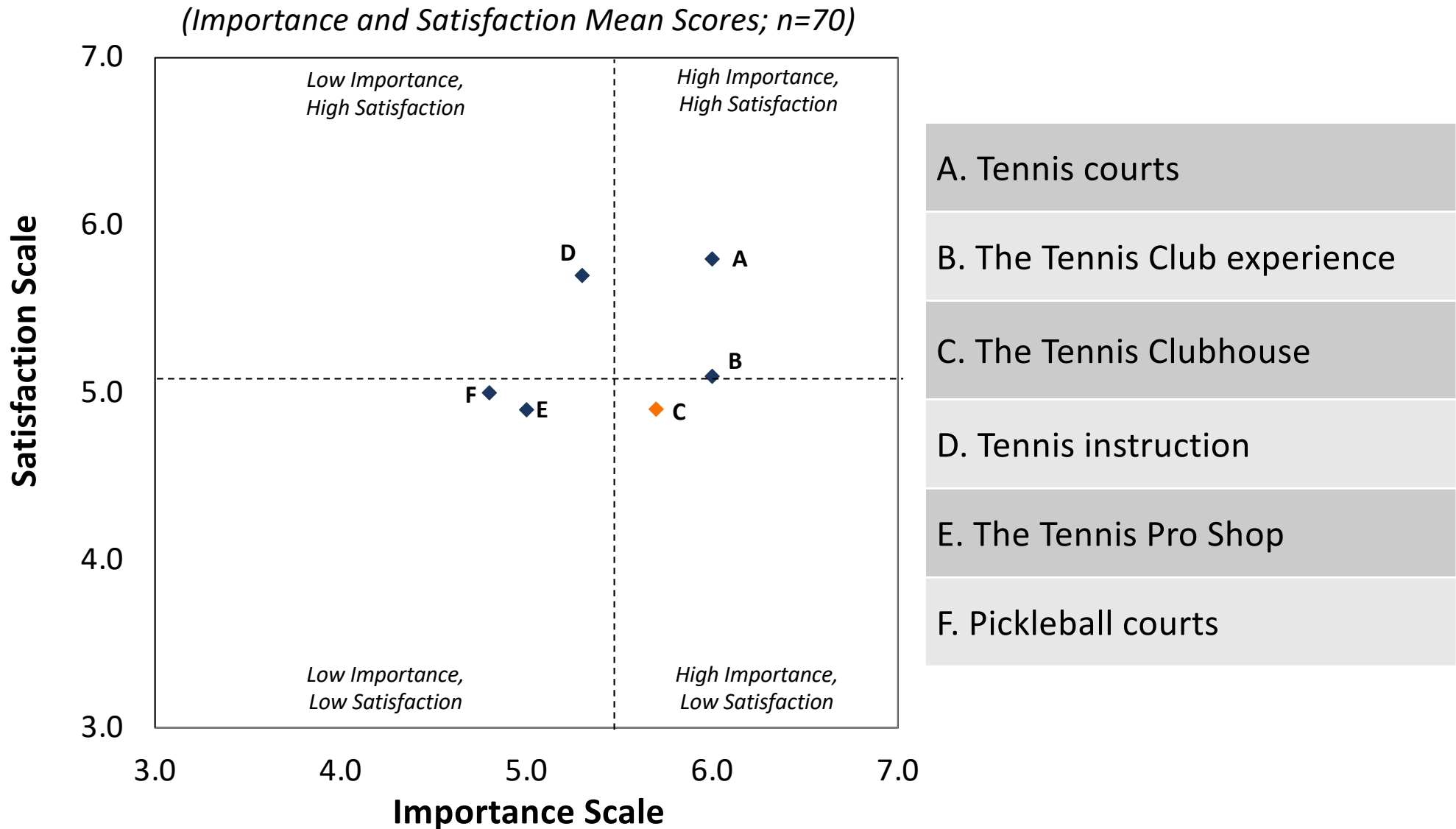


- A. The Rancho Santa Fe Patrol
- B. The Ranch Clubhouse Restaurant
- C. Community events such as the 4th of July Parade, Rancho Days, and Celebrate Osuna
- D. The trail network
- E. Landscaping along roadsides
- F. The health of the trees and forest
- G. Open spaces and natural areas
- H. Home sizes in appropriate scale to lot sizes
- I. Requirements to adhere to traditional Rancho Santa Fe architecture
- J. Preservation of the historic rural character of Rancho Santa Fe
- K. Requirement of limiting outdoor lighting, also known as "dark skies"
- L. Enforcement of community rules and regulations
- M. Communication from the RSF Association to members via the RSF Association website, emails, mailings and other means
- N. Ability for members to communicate to the RSF Association and its Board of Directors via email or input at meetings
- O. Management of RSF Association finances
- P. Efforts to prevent and mitigate the threat of wildfires in the community

GOLF CLUB MEMBERS ONLY: Comparison of Golf Club Importance of and Satisfaction with Services/ Features



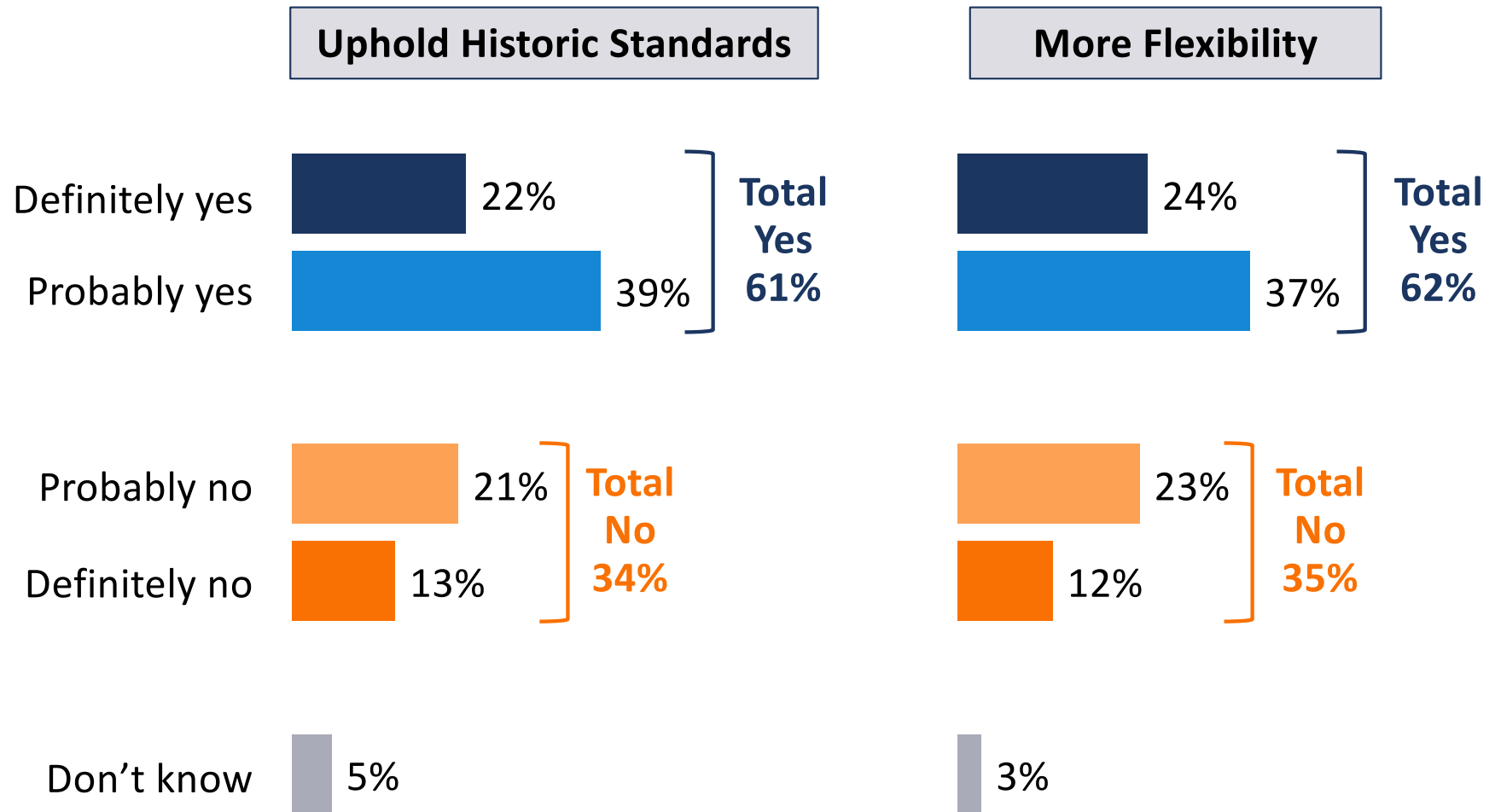
TENNIS CLUB MEMBERS: Comparison of Tennis Club Importance of and Satisfaction with Services/Features





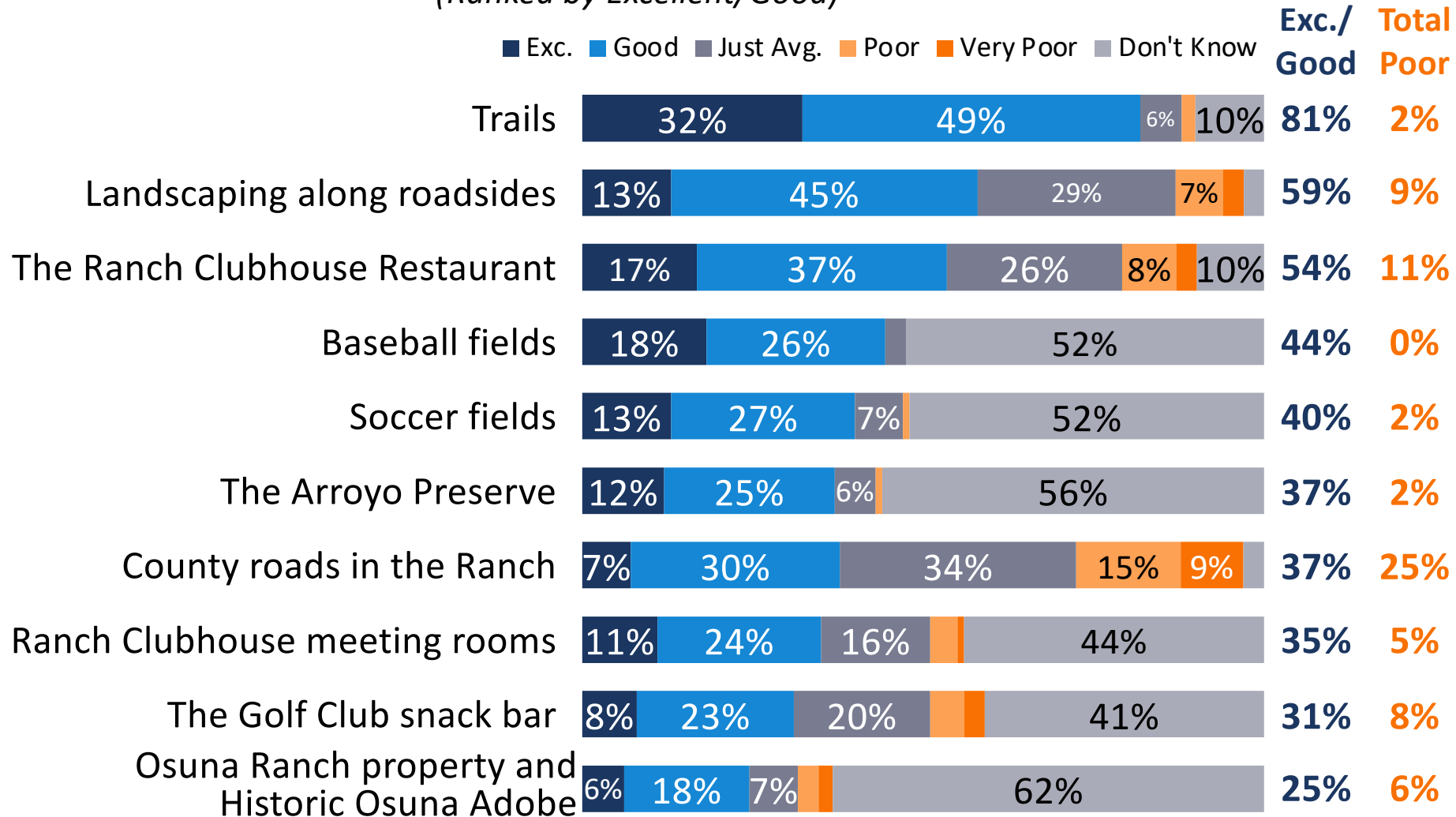
Community Attributes

Six-in-ten members think the Art Jury process should uphold historic standards, but also be more flexible.



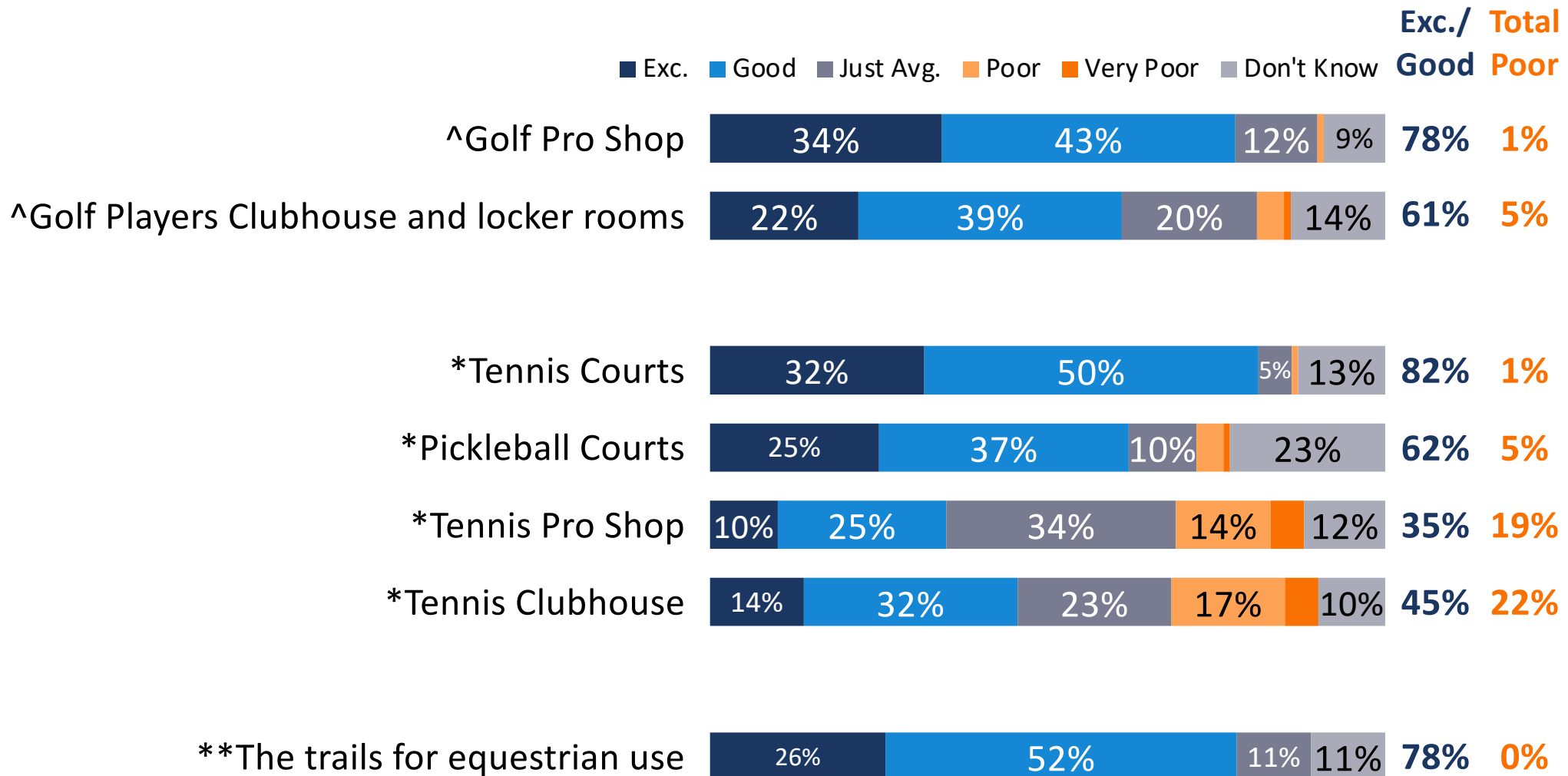
Trails are overwhelmingly considered to be in at least good shape; few properties/facilities are considered to be in poor condition by substantial numbers of members.

(Ranked by Excellent/Good)



Golf and tennis facilities are largely considered to be in at least "good" condition.

(Ranked by Excellent/Good)



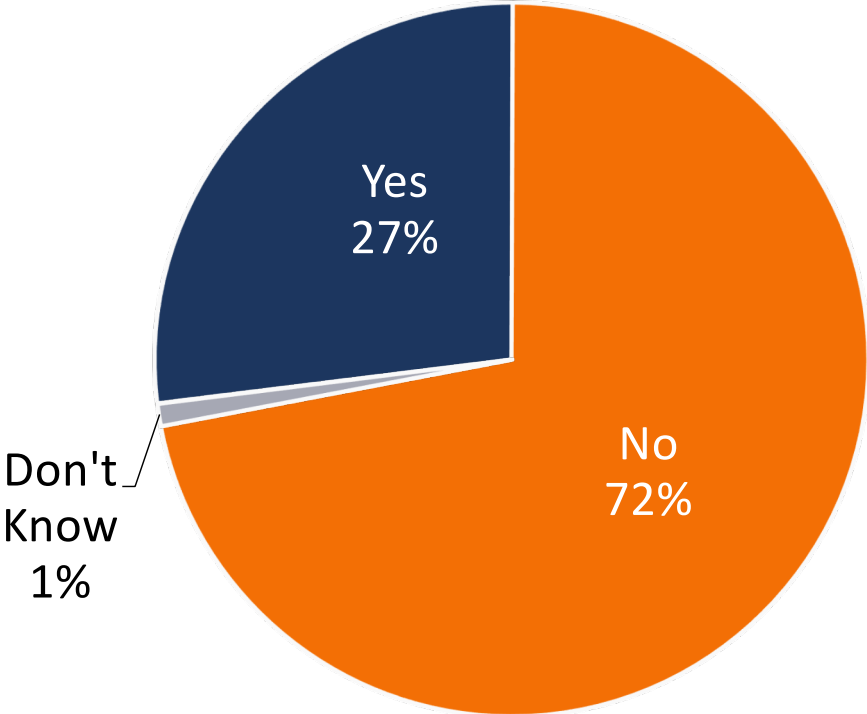
Q10. The following are some properties and facilities within the Rancho Santa Fe community. Please rank the physical condition of that area: excellent, good, just average, poor, or very poor. ^Asked of Golf Club Members Only, n=135; *Asked of Tennis Club Members Only, n=70; **Asked of Equestrian Members Only, n=5



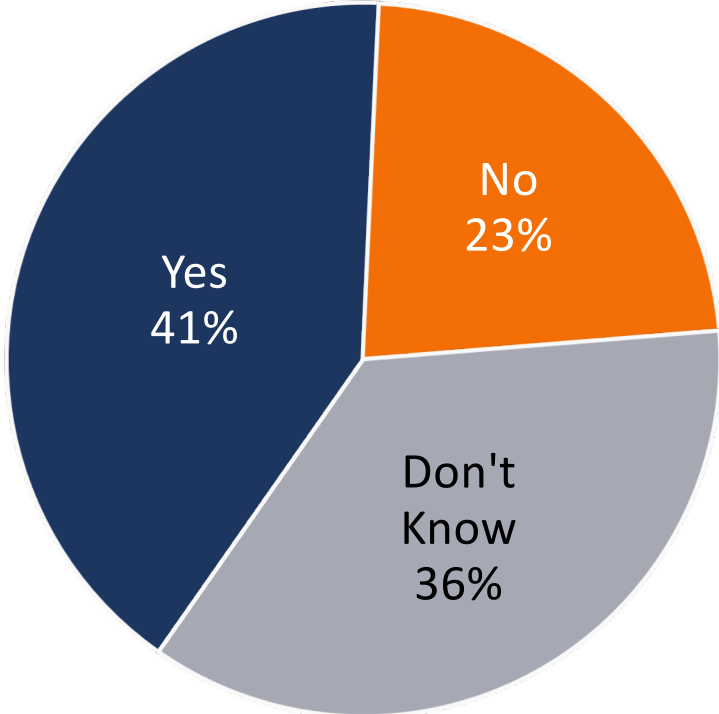
Community Events

About a quarter of members have attended events at Osuna Ranch, and four-in-ten would like more events, programming or additional activities there and at other open spaces.

The RSF Association hosts events at Osuna Ranch, such as Celebrate Osuna and Adobe tours, for all members. Have you been to an event at Osuna Ranch in the last 5 years?

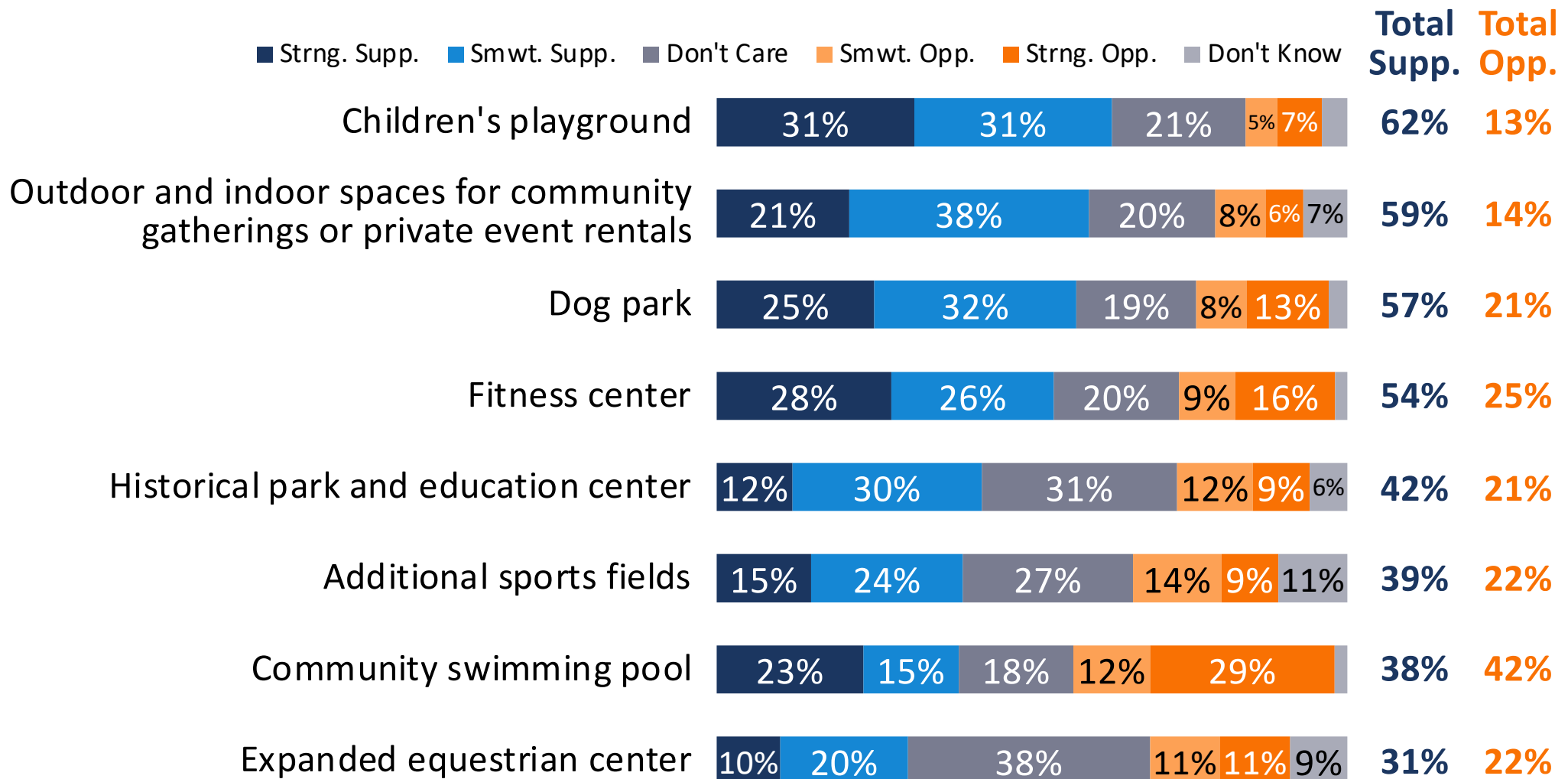


Would you like more events, programming or additional activities for all members at Osuna Ranch, the Arroyo Preserve or other open spaces?



There is more support than opposition for nearly all of the proposed new community features.

(Ranked by Total Support)





Conclusions

Conclusions

- Rancho Santa Fe members generally rate the community as either “excellent” or “good,” with very few who would describe it as “poor.”
- Similarly, three-quarters of members are satisfied with the job being done by the Association.
- Repairing roads and development of more shopping/markets in the Village are high priorities for the Association’s focus.

Conclusions; Continued

- The most important services to residents are wildfire prevention, financial management and the RSF Patrol.
- Members are satisfied with many services/features, with the RSF Patrol and the trail network leading the way.
- There is a general trend of services/features that are more important also being the ones with the higher satisfaction levels
 - The Patrol is one of the higher priorities and also has the highest satisfaction level.
 - Wildfire prevention, the health of trees and the forest, and member communication are considered to be more important, but have satisfaction at or below the median level.
 - Protection of traditional RSF architecture and the dark skies requirements are lower priorities and also the areas with the least satisfaction.

Conclusions; Continued

- For golf members, the golf course and pro shop are rated highly, while the clubhouse and locker room receive softer ratings.
- Among tennis members, the courts and club experience are rated highly, while the ratings of the pro shop and pickleball courts are more mixed.

Conclusions; Continued

- Members have mixed attitudes on the need to uphold historic architectural standards. About six-in-ten think the Art Jury should stringently uphold those standards, but only two-in-ten “definitely” think so. At the same time, a nearly equal number think the Art Jury process should be more flexible in considering designs requested by members.
- There are not significant concerns about the condition of the properties and facilities within RSF except for the Tennis Clubhouse and County roads.
- About four-in-ten are interested in more events at Osuna Ranch, Arroyo Preserve or other open spaces, compared to about a quarter who are not.

Conclusions, Continued

- There is majority support for and limited opposition to the development of a children's playground and spaces for community gatherings/private events.
- Majorities also support development of a dog park and fitness center, but more than two-in-ten oppose them.
- There is more opposition than support for a community swimming pool.



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