

## Strategic Plan 2013 Survey Results Highlights

278 Responses

### 1. Outstanding Issues

- |  |                     |
|--|---------------------|
| a. Facilities                                      | 34 votes/12% of 278 |
| b. Recreation Services                             | 28/10%              |
| c. Operational policies                            | 12/4%               |
| d. GVR board of directors                          | 10/3.5%             |
| e. Clubs   | 9/3.2%              |
| f. Performances                                    | 9/3.2%              |
| g. GVR administration and staffing                 | 9/3.2%              |
| h. Fees: Recreation Program / Clubs - See comments |                     |
| i. Comment highlights                              |                     |
- Maintenance of existing facilities should be a top priority; facility planning and maintenance funding/capital reserve funds
  - Improve/upgrade existing equipment to current standards or better, such as at Desert Hills
  - Additional Pickleball courts are needed
  - Facilities operation should be evaluated to ensure it meets current user/customer needs
  - Consider needs of new and younger GVR members
  - Board of directors need to function more professionally
  - Fees and fee structure evaluation
    - Consider overall member fees and club fees, as they relate to facility needs
    - GVR members who do not use the facilities or services should be able to opt out or pay reduced fees
  - Meet GVR facility needs and maintenance before considering expansion
  - Cost / benefit analysis of facilities and programs - make decisions about what to continue / expand / discontinue based on actual use, costs, sustainability, etc.

### 2. Future Trends

Increased or decreased demand	Increase	Decrease
a. Recreation services and facilities	120 votes/43% of 278	20 votes/7%
b. Active programs, such as sports, aquatics, etc.	94/33%	19/7%
c. Education classes	84/30%	15/5.3%
d. Performing arts, music and cultural performances	69/24%	20/7%
e. Passive recreation	44/15.8%	27/10.3%
f. Ability to pay	43/15.7%	60/21.5%
g. Participant mobility	29/10.4%	38/13.6%
h. Comment highlights		

- More boomers will likely come to GVR
- More active GVR population in the future from new GVR residents
- Decreased future mobility for current members
- Continued concern for GVR to maintain affordable fees
- Meet GVR member needs first, before considering visitors
- Increasing need for transportation support

### 3. Focus Area Priorities

- |   |                |
|---|----------------|
| a. Facility maintenance                   | 47 votes/16.9% |
| b. Facility enhancements                  | 31/11.1%       |
| c. Recreation services                    | 28/10%         |
| d. Expanded GVR boundaries                | 13/4.6%        |
| e. Program user fees                      | 12/4.5%        |
| f. Support services; transportation, etc. | 8/2.8%         |
| g. Expanded partnerships                  | 7/2.7%         |
| h. Comment highlights                     |                |
- Facility maintenance; top priority to "take care of what we have" and keep in optimum condition
  - Facility enhancement; if affordable, if needed to meet member needs, not just to entice new members
  - Recreation services; as needed to support "real" member needs and demands
  - Support services; increasing interest and need for transportation, as members age and mobility decreases

### 4. Other comments

- Fees: consider sliding scale for GVR dues and fees for those who use services and facilities less
- Boundaries: If considering boundary expansion to generate revenue, continue to meet existing resident needs
- Maintenance is the most imperative issue
- Fees: Keep costs down; utilize data to decide where to spend funding - offer what is demanded by numbers sufficient to make it worth the expenditure; cost/benefit
- Optimize use of facilities; scheduling, multiple use, etc.
- Resolve ongoing legal battle - be professional and proactive to avoid in future legal issues
- Manage, maintain and plan for new facilities only if participation and financial evaluation justify

### Strategic Plan 2013: Preliminary Focus Group Input – Issues / trends

- Baby boomers needs will increase
- New classes / parking may be needed to meet new resident needs
- Consider options to meet transportation needs; shuttle service / Car pool lot / Handicap access
- Evaluate the need for children's activities
- Evaluate GVR's future role in the community / Future outreach
- Be mindful of expanding GVR boundaries at the expense of current member needs
- Limited space and enrollment should be evaluated to identify needs / expansion, etc.
- Evaluate possible GVR subsidy of performances
- Untapped local resources could assist GVR in programs and services