



KEN-CARYL RANCH EQUESTRIAN CENTER

Ken-Caryl Ranch Equestrian Center Community Survey Analysis

Overview/Goals

In late October 2023, The Ken-Caryl Ranch Master Association conducted a community survey to gather resident feedback on the direction of the Ken-Caryl Ranch Equestrian Center. The goal was to better understand how important this neighborhood amenity is to our community in terms of aesthetics, cost and identity, and how our rich and diverse community can enjoy more engagement and connection to this facility. The survey opened on Oct. 30 at 9 a.m. and ran for three weeks, closing on Nov. 17 at 5 p.m.

Survey Method and Promotions

The community survey was designed and implemented using Survey Monkey and consisted of 11 questions, which included multiple choice and concluded with an open-ended question where resident respondents were able to submit written comments to provide additional feedback.

The survey ran for three weeks and was promoted across Ken-Caryl's communications channels, including the Oct. 30, Nov. 6 and Nov. 11, 2023, issues of the e-News, the Nov. 8, 2023 edition of *Life at Ken-Caryl* and on Ken-Caryl's Facebook page on Oct. 30, Nov. 10 and Nov. 16 in 2023. The survey was also posted to the Equestrian Center page of the Ken-Caryl Ranch website with a direct link to the survey.

The Master Association also tapped the expertise of community survey company Corona Insights, who provided review, logic and wording suggestions, which were incorporated into the survey, to garner the most engagement, response accuracy and a clear understanding of the survey.

A total of 560 participants took part in the survey.

Survey Result Analysis

Reception / Questions

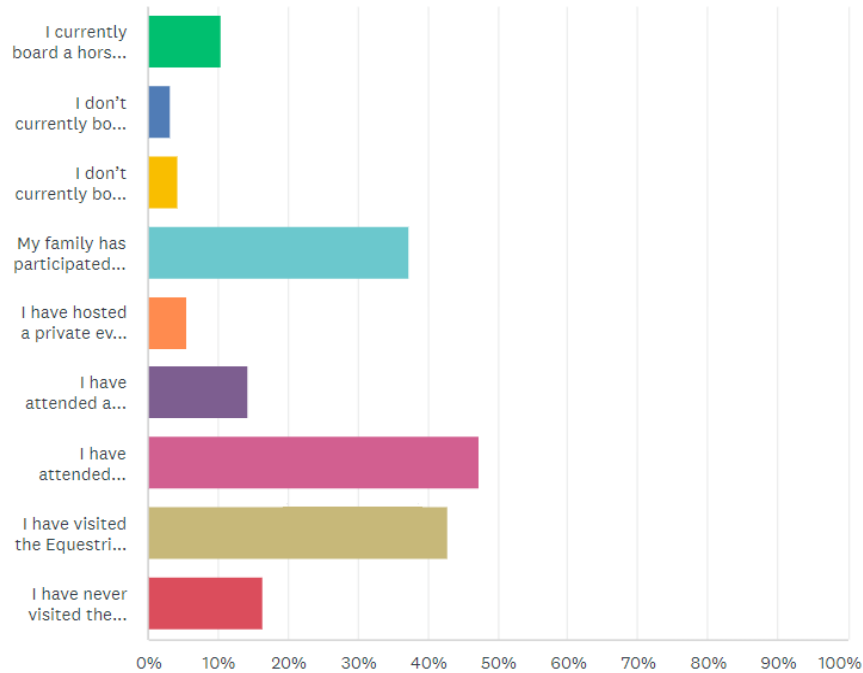
Question #1: What is your experience with the Equestrian Center? Please answer for all members of your household. Check all that apply.

A total of 558 out of 560 participants responded to this question. To summarize, the majority of participants had directly engaged with the Equestrian Center. A whopping combined total of 147.32% of respondents either participated in classes, events, parties or visited the Equestrian Center for recreation and or/enjoyment. A total of 17.82% of respondents had either current or previous experience as boarders at the facility. Conversely, only 16.49% of respondents reported not having any direct

experience or engagement with the Equestrian Center and/or had not visited the facility. Please see chart below.

What is your experience with the Equestrian Center? Please answer for all members of your household. Check all that apply.

Answered: 558 Skipped: 2



ANSWER CHOICES	RESPONSES
▼ I currently board a horse here.	10.39% 58
▼ I don't currently board a horse here, but have done so within the past five years.	3.23% 18
▼ I don't currently board a horse here, but did so more than five years ago.	4.30% 24
▼ My family has participated in classes or lessons at the Equestrian Center.	37.28% 208
▼ I have hosted a private event at the Equestrian Center (birthday party, pony rides, etc.)	5.56% 31
▼ I have attended a private event at the Equestrian Center (birthday party, pony rides, etc.) that another person hosted.	14.34% 80
▼ I have attended community events at the Equestrian Center.	47.31% 264
▼ I have visited the Equestrian Center for a reason not mentioned above.	42.83% 239
▼ I have never visited the Equestrian Center.	16.49% 92
Total Respondents: 558	

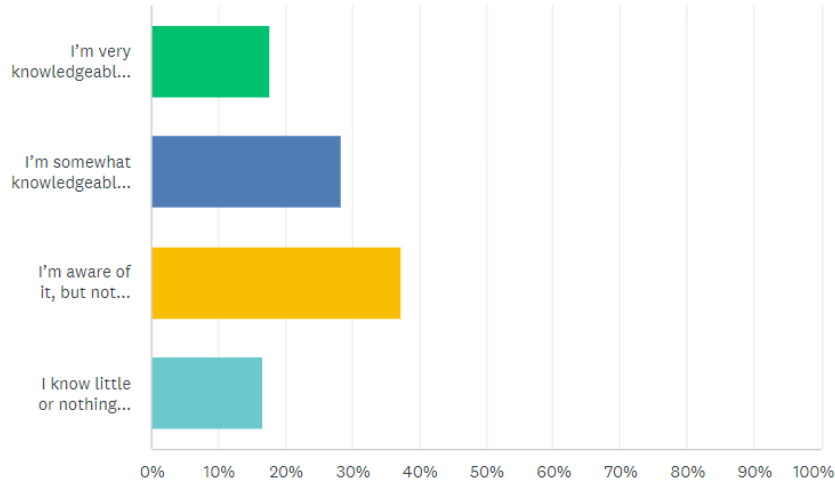
Question #2: How knowledgeable are you about the Equestrian Center and its services?

A total of 559 out of 560 participants responded to this question. Based on responses, participants were nearly split down the middle regarding their knowledge and experience of the Equestrian Center. A

combined 46.15% of respondents indicated that they were “knowledgeable” or “somewhat knowledgeable” about the facility. A total of 53.85% of respondents reported that they were aware of the facility, but had little to no knowledge about it. Please refer to chart below.

How knowledgeable are you about the Equestrian Center and its services?

Answered: 559 Skipped: 1



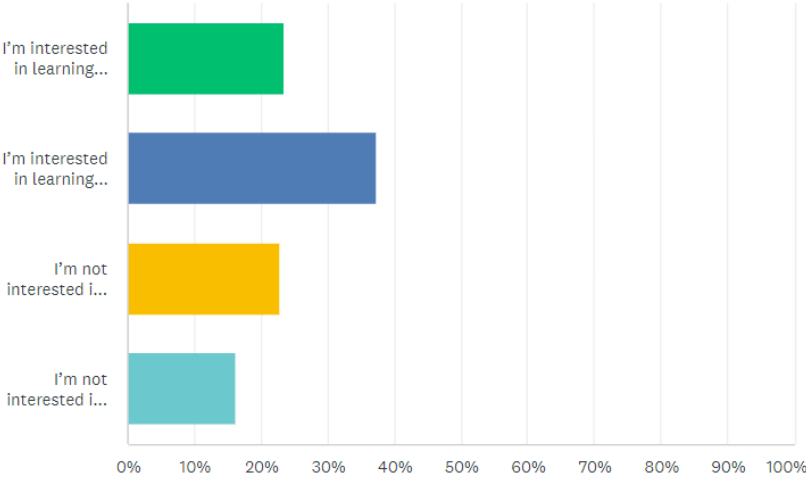
ANSWER CHOICES	RESPONSES
▼ I'm very knowledgeable about it.	17.71% 99
▼ I'm somewhat knowledgeable about it.	28.44% 159
▼ I'm aware of it, but not very knowledgeable about it.	37.21% 208
▼ I know little or nothing about it.	16.64% 93
TOTAL	559

Question #3: Would you like to learn more about the Equestrian Center and its services?

A total of 552 out of 560 participants responded to this question. A combined 60.87% of respondents indicated that they were “very knowledgeable” or “somewhat knowledgeable” about the Ken-Caryl Ranch Equestrian Center and its services. A combined 39.12% of respondents indicated that they were aware of the facility, but either did not possess much knowledge of the Equestrian Center or did not care to know more as it was not relevant to them. See chart below.

Would you like to learn more about the Equestrian Center and its services?

Answered: 552 Skipped: 8



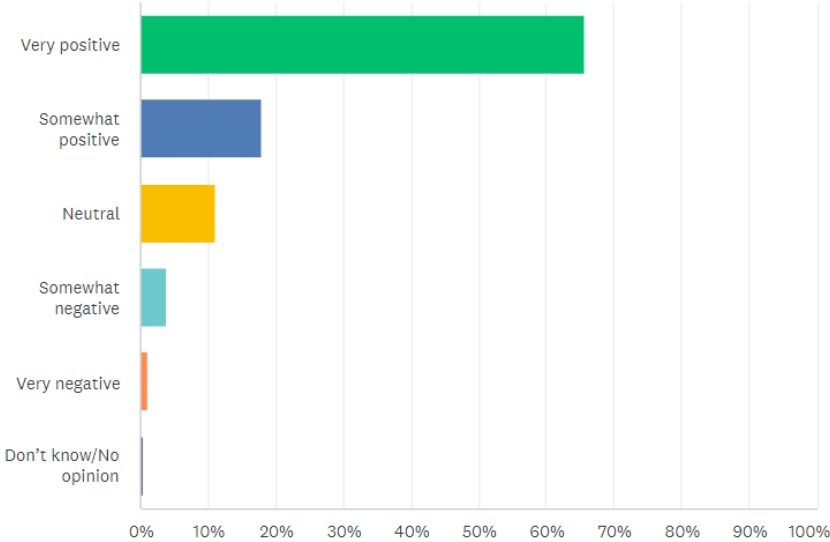
ANSWER CHOICES	RESPONSES	
▼ I'm interested in learning more and would be enthusiastic about it.	23.55%	130
▼ I'm interested in learning more, but I'm not in any hurry about it.	37.32%	206
▼ I'm not interested in learning more because I don't think it's relevant to me.	22.83%	126
▼ I'm not interested in learning more because I already know all that I need to know.	16.30%	90
TOTAL		552

Questions #4: Do you feel that the Equestrian Center is a positive feature or negative feature of Ken-Caryl Ranch?

A total of 558 out of 560 respondents participated in this question. An overwhelming majority of participants indicated that the Ken-Caryl Ranch Equestrian Center was a valued and positive community amenity. A combined total of 83.60% of respondents indicated that the Equestrian Center was a “positive” or “somewhat positive” feature of the Ken-Caryl Ranch Community. A combined total of just 4.84% of participants felt that the facility was either a “somewhat” or “very negative” feature. Only a fraction of participants, at 1.08%, felt the Equestrian Center was a “very negative” community feature. Please refer to chart below.

Do you feel that the Equestrian Center is a positive feature or negative feature of Ken-Caryl Ranch?

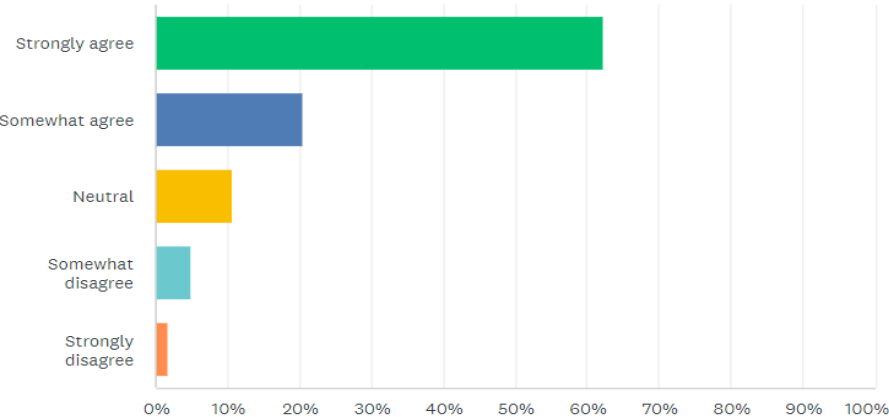
Answered: 558 Skipped: 2



Questions #5: Do you agree or disagree that the Equestrian Center is a valued community amenity?

Do you agree or disagree that the Equestrian Center is a valued community amenity?

Answered: 558 Skipped: 2



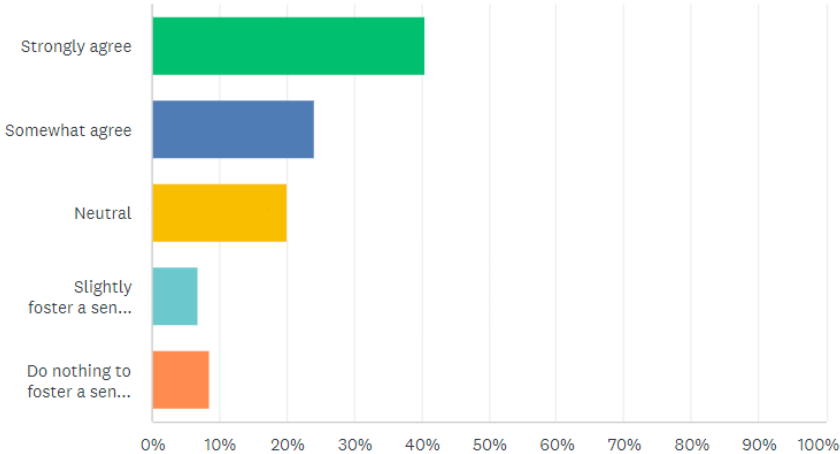
A total of 558 out of 560 participants responded to this question. Results to Question #5 mirror those of Question #4, demonstrating response consistency/accuracy. An overwhelming majority of participants indicated that the Ken-Caryl Ranch Equestrian Center is a valued community amenity. A combined total of 82.62% of respondents agreed that the Equestrian Center was a “positive” or “somewhat positive” community amenity of the Ken-Caryl Ranch Community. Only a combined total of just 6.63% of participants felt that the Equestrian Center was not of value to the community. Only a fraction of participants, at 1.79% reported they disagreed that the facility was a positive community amenity. Please refer to chart above.

Question #6: Do you agree or disagree that the Equestrian Center contributes to community connectedness?

A total of 558 out of 560 respondents participated in this question. Similar to the preceding two questions, the majority of respondents reported that the Ken-Caryl Ranch Equestrian Center contributed to a feeling of community connectedness. A combined total of 64.51% of respondents “agreed” or “somewhat agreed” that the Equestrian Center contributed to a feeling of community connectedness. However, 15.41% of participants disagreed, feeling that the facility either “slightly fostered” or “did nothing” to foster a sense of feeling connected to the Ken-Caryl community. See chart below.

Do you agree or disagree that the Equestrian Center contributes to community connectedness?

Answered: 558 Skipped: 2



Question #7: What does your household value most about the Equestrian Center? Please choose up to 3 options.

A total of 552 out of 560 participants responded to this question. See chart below for individual breakdown. To summarize, the highest recorded numbers were 57.97% of participants who reported the Equestrian Center contributed to the desirability of living in Ken-Caryl Ranch, followed by 49.82% of respondents who felt that the facility contributed to the reputation and identity of Ken-Caryl Ranch. The second highest grouping of numbers was related to programming, events or recreation, including

riding school class offerings, special events and horseback riding in Ken-Caryl’s open space. Conversely, the lowest recorded numbers were in relation to staffing and quality of care for horses, and pricing for boarding and activities. Please refer to chart below more a more detailed breakdown.

ANSWER CHOICES	RESPONSES	
▼ Amenities within the facility	14.49%	80
▼ Riding School classes offered	29.89%	165
▼ Competency of staff	5.80%	32
▼ Contributing to the desirability of living in Ken-Caryl Ranch	57.97%	320
▼ Contributing to the reputation and identity of Ken-Caryl Ranch	49.82%	275
▼ Events offered	19.02%	105
▼ Horseback riding on Ken-Caryl’s trails	24.28%	134
▼ Location	19.38%	107
▼ Presence as a center for bringing the community together	26.45%	146
▼ Price for equestrian boarding and activities	4.35%	24
▼ Quality of care for horses	8.15%	45
▼ My household doesn’t value anything about the Equestrian Center.	11.96%	66
Total Respondents: 552		

Question #8: How can the Equestrian Center better foster a sense of community? Click all that apply to you or members or your household.

A total of 517 out of 560 participants answered this question. The majority of respondents indicated that they would be in favor of expanding programs, recreation, services and special events to better connect with the Equestrian Center. Feedback was positive in better utilizing the facility to foster a stronger sense of community. Nearly 60% (57.97%) of participants indicated that they would be in favor of introducing new programs like guided horseback riding tours through Ken-Caryl Ranch, followed by special events. Nearly 30% (29.40%) of participants were in favor of introducing a trails course for riders. Special events also received positive feedback. A total of 36.56% supported the idea of using the facility to host community gatherings like BBQs or potlucks, 29.79% of respondents supported bringing back Buffalo Days and a whopping 45.16% were in favor of offering a horse “meet and greet” for residents of all ages to interact with Ken-Caryl’s program horses. Feedback was generally positive in using the Equestrian Center as a place to gather, encourage and grow community in order to make the most out facility use. Please refer to the table below.

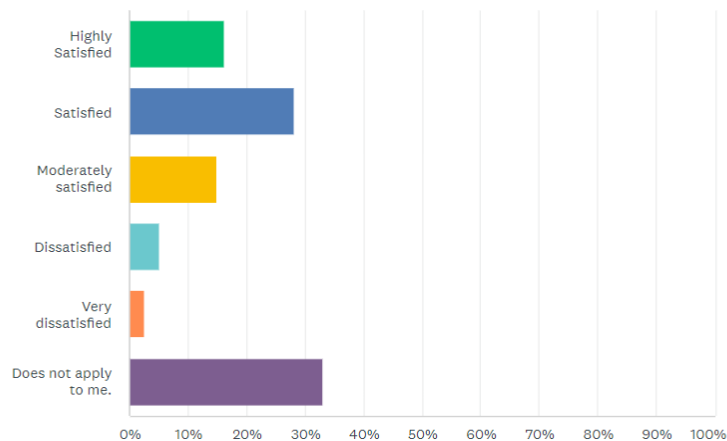
ANSWER CHOICES	RESPONSES
Bring back Buffalo Days	29.79% 154
Create a small event area to host events like small-scale rodeos/competitions or group practices	22.44% 116
Host more on-site community events that involve horses	40.04% 207
New programs like guided horse-back riding tours though Ken-Caryl's open space	57.83% 299
Offer a trails course for riders	29.40% 152
Offer additional Riding School lessons/horse care clinics for all ages	34.04% 176
Offer an annual community BBQ/potluck	36.56% 189
Offer a horse "meet and greet" for residents of all ages to interact with Ken-Caryl's Program Horses	48.16% 249
Offer more equestrian classes	18.18% 94
Offer more horse/rider days (holiday-themed events featuring boarders/riders and their horses that are open to the public.)	21.66% 112
Other	10.64% 55
Total Respondents: 517	

Question #9: Overall, what is your satisfaction with how the Equestrian Center is run?

A total of 558 out of 560 residents participated in this question. A combined total of 44.45% of respondents were "highly satisfied" or "satisfied" with how the Equestrian Center was being managed. Conversely, a combined total of 7.71% of participants were "highly dissatisfied" or "dissatisfied" with how the Equestrian Center is being run. A total of 32.97% of participants responded that this question was not applicable, indicating that a significant number of respondents are not directly affiliated with the Equestrian Center on a daily and/or frequent basis, i.e., they are not boarders. This is indicative of a larger demographic of participants. Please refer to the chart below.

Overall, what is your satisfaction with how the Equestrian Center is run?

Answered: 558 Skipped: 2

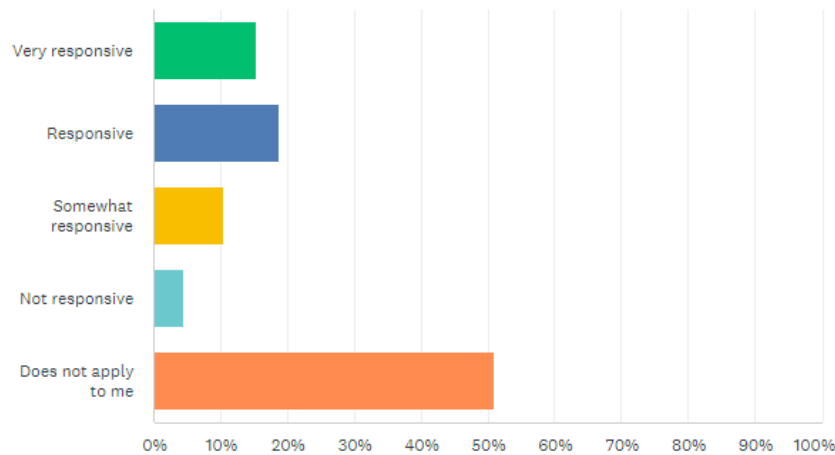


Question #10: Do you feel that the Equestrian Center staff is responsive to community feedback?

A total of 552 out of 560 participants addressed this question. The majority of participants indicated a favorable response, with a combined total of 34.06% of respondents indicating that the Equestrian Center staff are either “very responsive” or “responsive” to community feedback. Conversely, only 15.04% of participants indicated that that staff were either “somewhat responsive” or “not responsive” to community feedback. A recorded 50.91% of participants indicated that this question did not apply to them, revealing that the majority of respondents are not directly affiliated with the Equestrian Center, management or operations on a daily and/or regular basis. Please refer to the chart below.

Do you feel that the Equestrian Center staff is responsive to community feedback?

Answered: 552 Skipped: 8



ANSWER CHOICES	RESPONSES
Very responsive	15.40% 85
Responsive	18.66% 103
Somewhat responsive	10.51% 58
Not responsive	4.53% 25
Does not apply to me	50.91% 281
TOTAL	552

Question #11: Please share any thoughts, ideas, concerns, suggestions, or improvements for the Equestrian Center.

A total of 249 residents responded to this question, out of the 560 participants, or approximately 44% of respondents who took the time to provide feedback. Comments were generally supportive of the Equestrian Center’s value to the community. Most respondents were supportive of building up the facility’s programs, services and offerings, which mainly included guided trail rides in Ken-Caryl’s open space and to feature additional events, lessons and rides for different ages. Many participants noted a

lack in programs for very young children, under the age of 6 as well as programs for older children, adults and seniors. In addition, many respondents felt supportive of keeping and maintaining the Equestrian Center as long as it was a financially self-sufficient entity of Ken-Caryl Ranch. Respondents were generally opposed to offsetting operational costs with HOA dues, with many commenting that raising boarder rates and fees would be an acceptable way of sustaining the facility's operational costs. Several comments were related to the condition of the facility and the staff. Common themes emerged from this survey and include:

- 1.) *Offer fee-based guided trail rides for all ages, including adults and seniors, to better integrate the community as a whole and make the facility more accessible for non-boarders. The only consistent concerns over trail rides was in proper waste management or disposal of horse excrement on the trails, especially on paved areas, and non-resident access/use of Ken-Caryl open space.*
- 2.) *Build out special events, programs, and services for all ages to better engage with the community and to foster a stronger sense of community and connection to the Equestrian Center.*
- 3.) *Supportive of keeping and maintaining the facility as a financially self-sustaining entity. Suggestions to raise boarder rates and fees to offset facility operational costs. Many respondents reported that they did not wish to financially support the Equestrian Center via HOA dues.*
- 4.) *Volunteer programs and opportunities for all ages to help with clean-up, programs, education and services.*
- 5.) *The Ken-Caryl Ranch Equestrian Center is a beloved community amenity, many residents moved here because of the Equestrian Center. Respondents felt it was a valued asset and contributed to the ambiance and overall aesthetic of the community.*
- 6.) *Increase programs and events to appeal to all ages, not just children, that include riding lessons.*
- 7.) *Respondents were supportive of previous aesthetic and quality improvements, but felt more needs to be done in regard to improvements, upgrades and repairs. Several comments included concerns about the quality and cleanliness of the facility, pen and barn condition, quality of the care for the horses, concerns over water conditions and overall safety conditions and hay quality.*
- 8.) *Several comments were focused on staffing issues, including the need for quality staff, concerns regarding staff turnaround and the need for managerial improvements; however, there were also complementary comments in support of current management.*

Sample response: "It would be nice to include the entire community in the Equestrian Center. After seeing how much the entire community attributes to the center financially we should include more events there and it would be great to include more options for younger kids to be involved and begin learning about horses. Our family would love to have more opportunities to ride and take care of the horses, however there is not a lot offered for younger children to start learning and developing that passion for horses."

******Please see addendum to read all comments.***

Analysis / Variants

Analysis of the Equestrian Center Community Survey results yielded overall support for keeping and maintaining the facility. Major concerns regarding the Equestrian Center were focused on making the facility financially self-sufficient without any additional funding from the MA and/or community dues to

financially support the facility. Many respondents felt that an increase in boarder fees and rates would help to offset operational costs. Boarders who participated in the survey were generally supportive of a rate increase; however, were disappointed in communications regarding the increase, including the timing of the notification, which several reported did not allow enough time to budget for 2024.

Residents and boarders seems to agree that the facility is in need of upgrades and repairs and expressed concerns regarding staffing shortages, staff quality and turnaround.

An overwhelming majority of respondents felt that there was a need to feel more connected to the facility via an increase in the number and quality and frequency of courses, special events and programs offerings for non-boarders/equestrians. Additional education and communication of the facility is encouraged to foster more community engagement. Most comments regarding programs and offerings included the need for fee-based guided trail rides/tours throughout Ken-Caryl's open space to help not only offset costs, but to make the facility more accessible to all community members.

Reponses, especially to more boarder-focused questions, yielded a wider range and demographic of respondents, as evidenced by those who reported that they were not directly affiliated with the Equestrian Center and/or had no previous or current connection to the facility on a regular or ongoing basis. This indicates that respondents were varied and represent the community as a whole and not part of a unique sub-set.

These results indicate that there may be more of an opportunity to educate residents on the facility's value in the community. More attention to building out and/or adding additional special events, courses, programs and services, that appeal to all ages, will help foster a better connection between residents and the Equestrian Center.

Of note, the average abandon rate of survey participation was less than 1%.