

2012 Resident Survey
Woodlake Community Association
Long Range Planning Committee

**“The future depends on what
you do today.”**

— **Mahatma Gandhi**

- 18 questions
- Issued June 1, closed July 2
- 1,058 responses
- 952 completed survey
- Respondents from all 54 neighborhoods

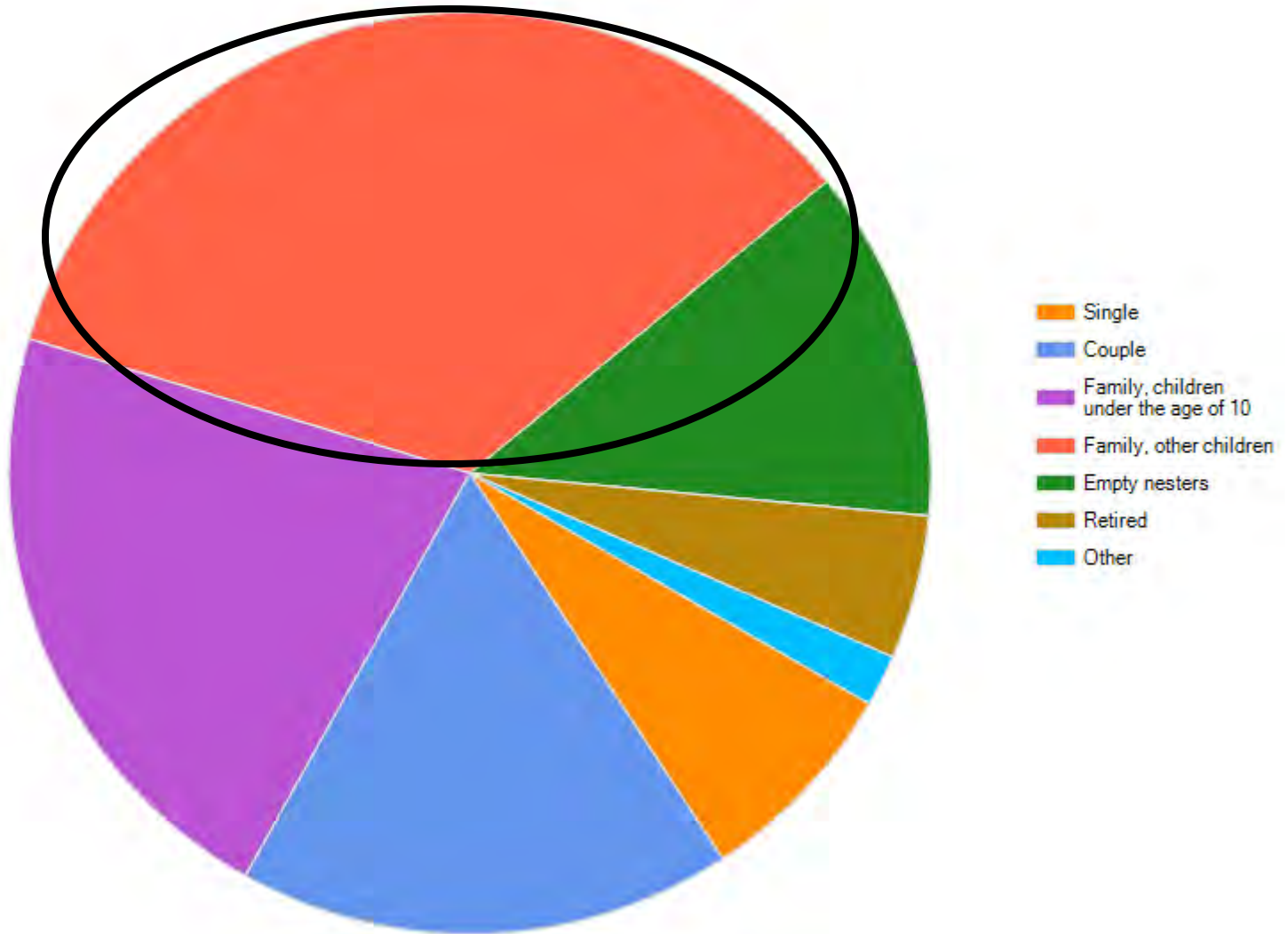
Highest % Response Rate

- Powell Grove
- Fiddlers Ridge

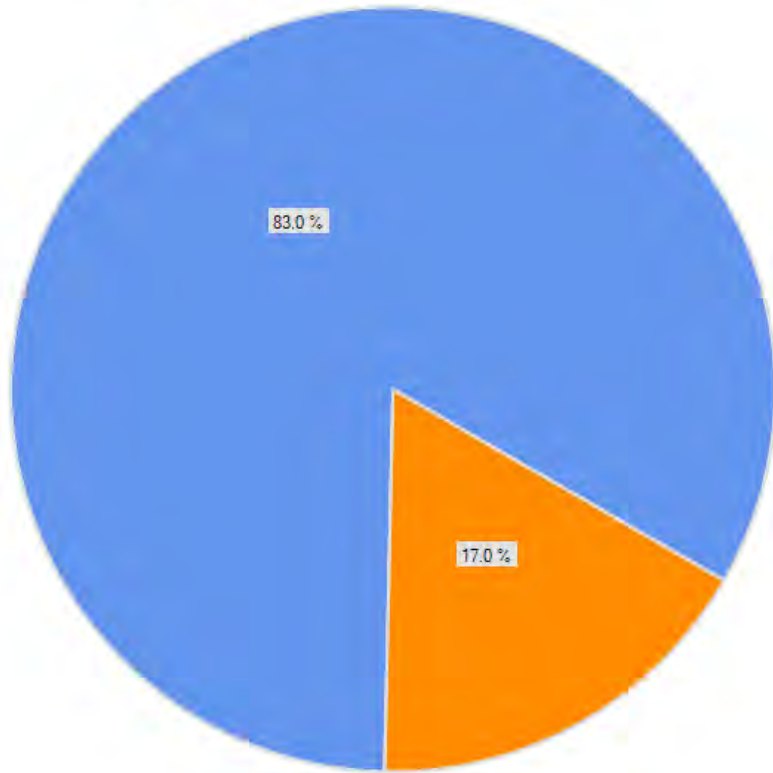
Lowest % Response Rate

- Apartments (Waterpointe, Woodlake Village)

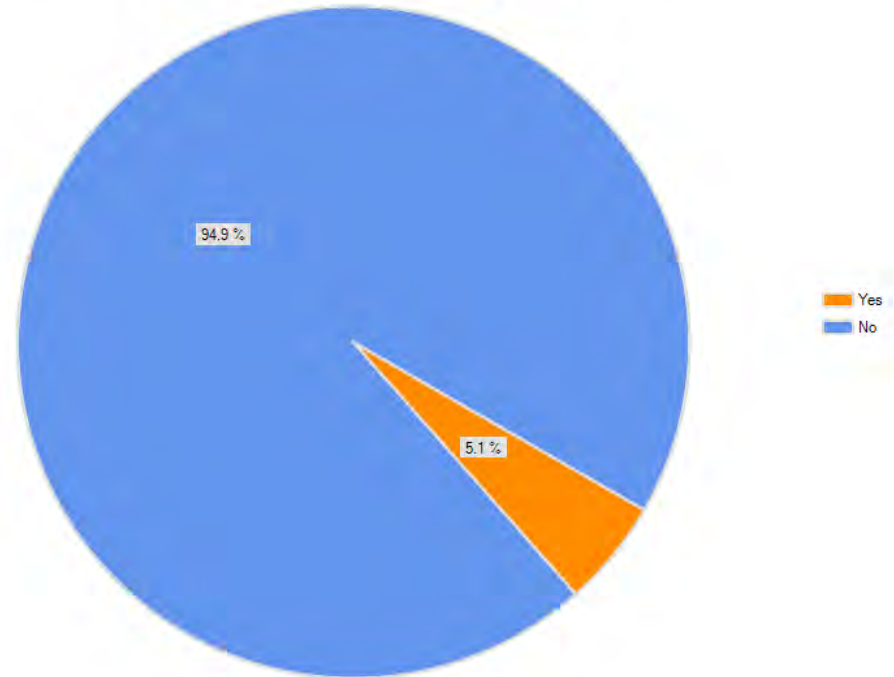
Family Status



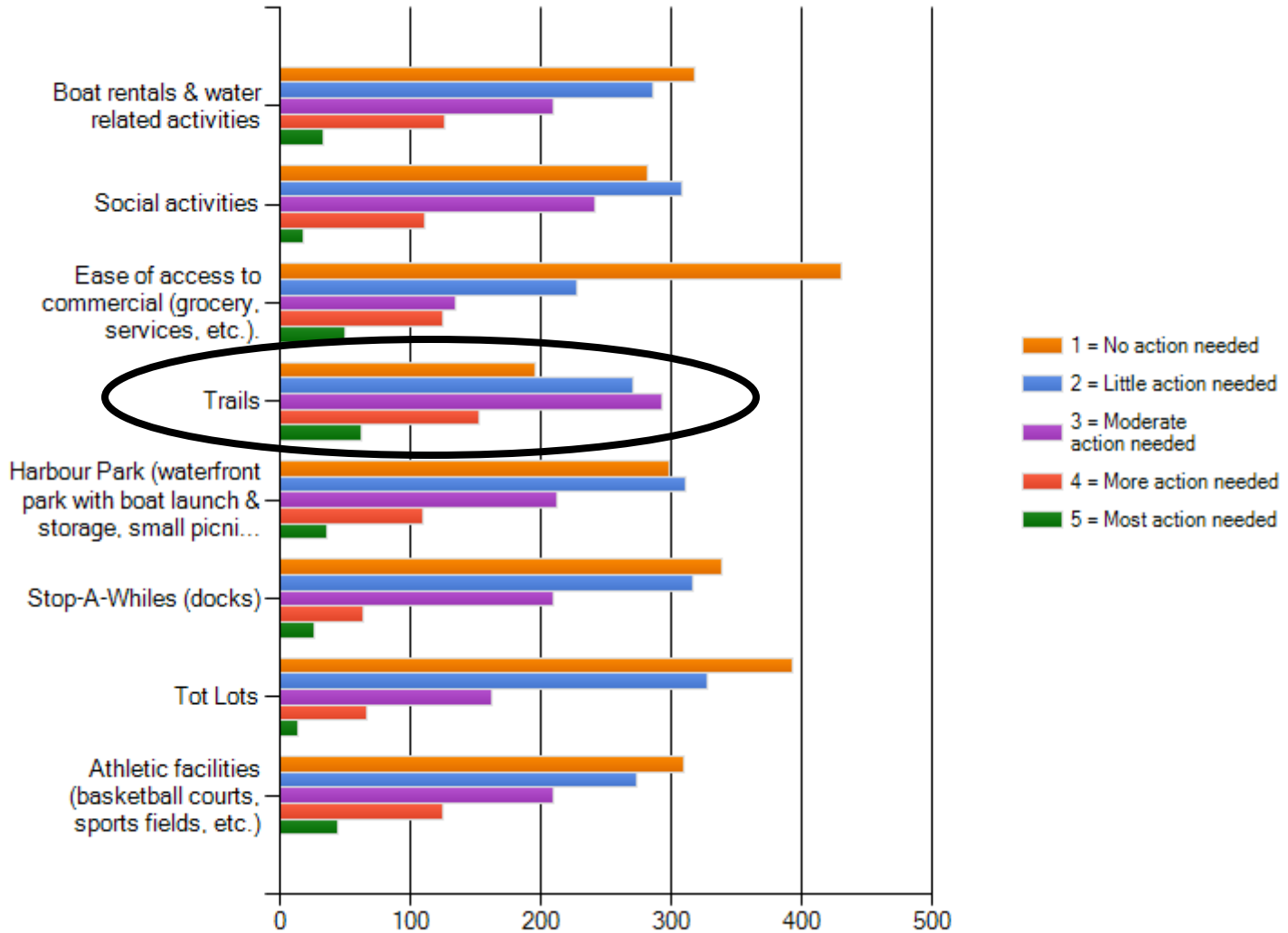
Do other family members live in Woodlake?



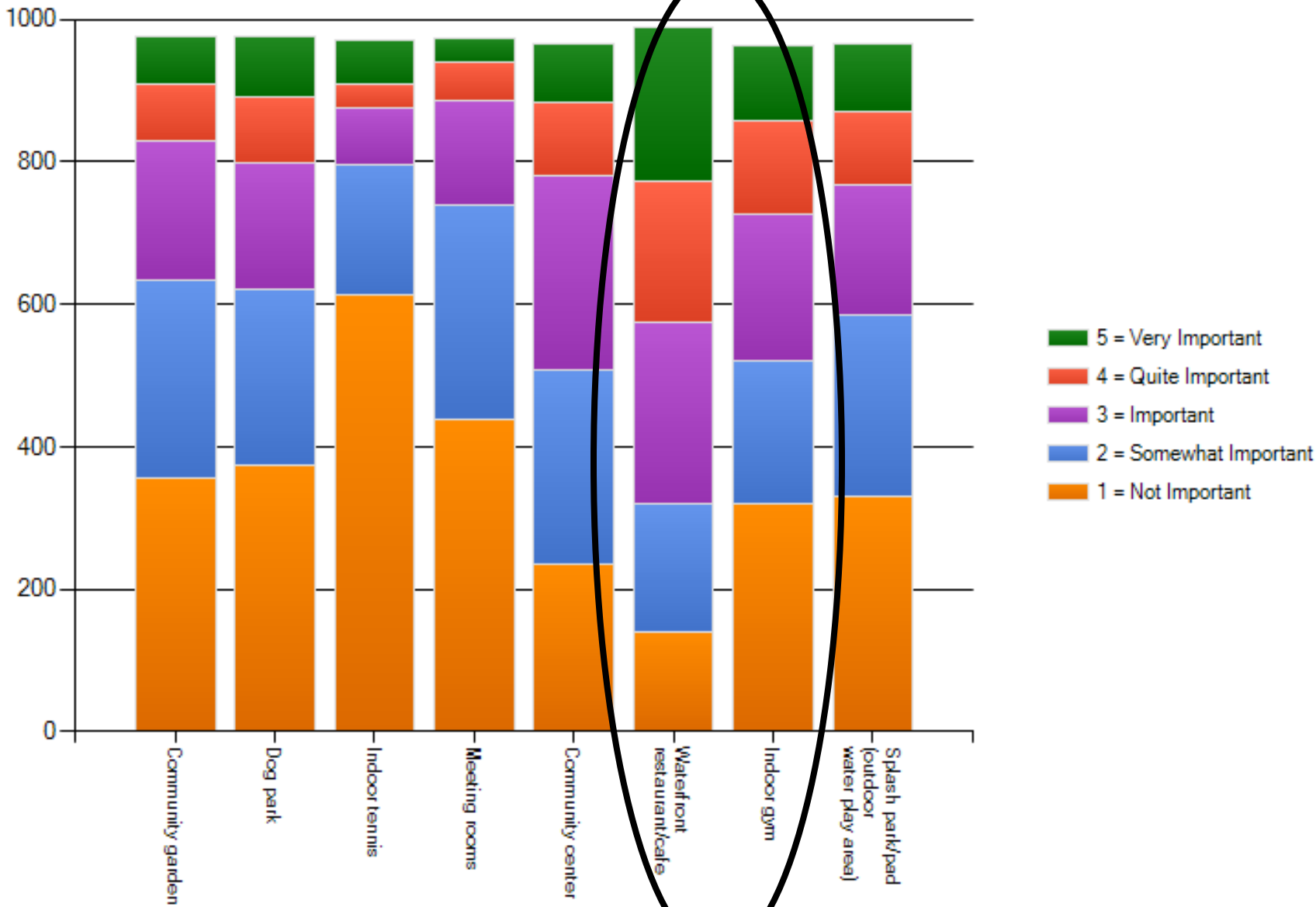
Have you moved away and come back to Woodlake?



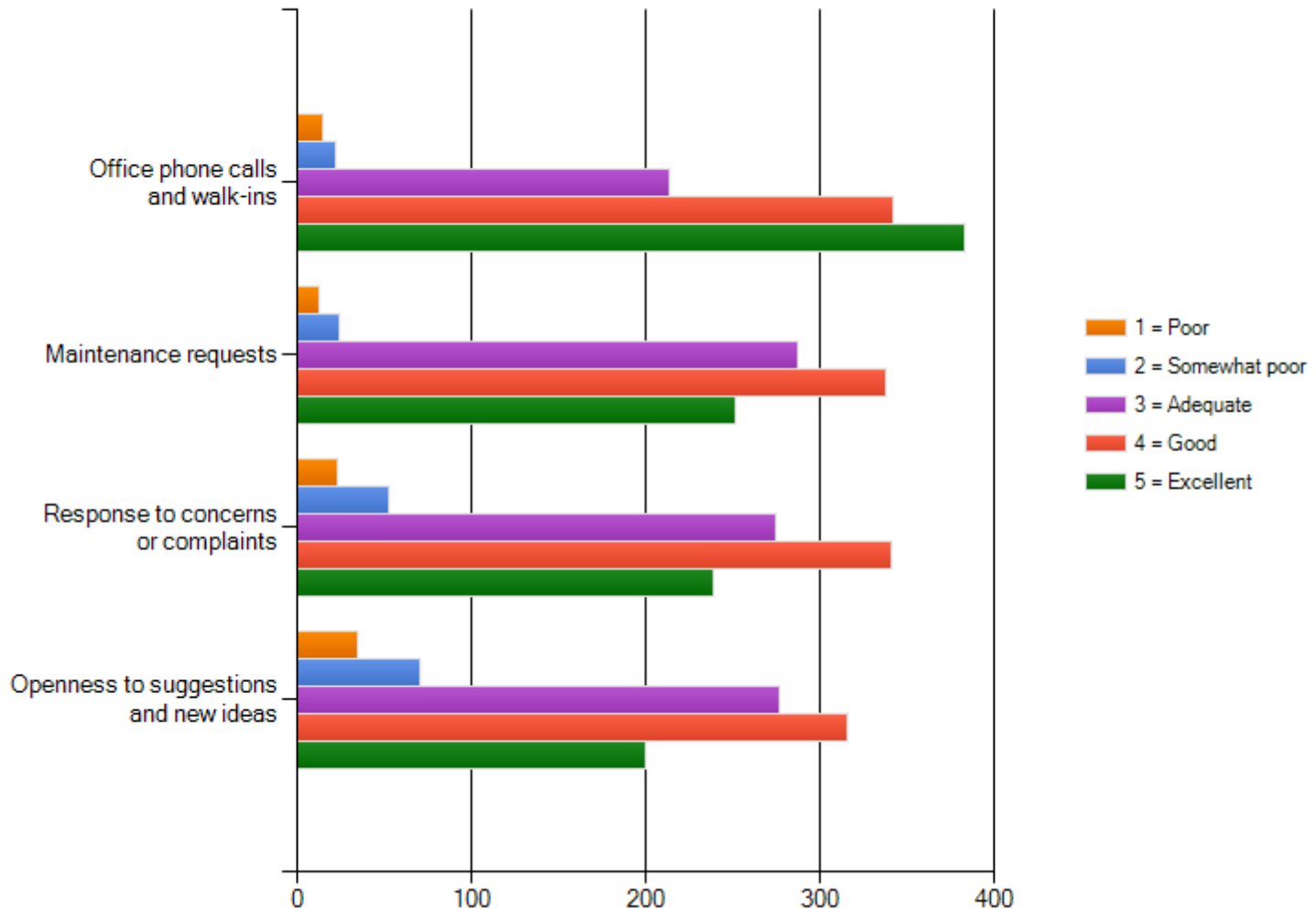
Would you like to see Woodlake enhance the following?



How important is it to expand our amenities to include the following:



How is the Woodlake Community Association customer service response in the following areas?

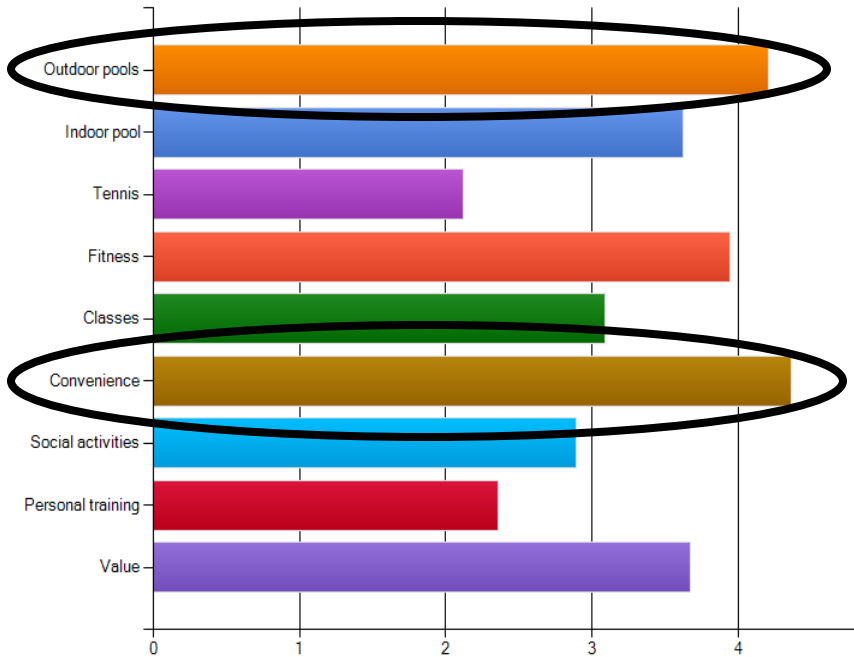


Do you belong to Woodlake Swim and Racquet Club?

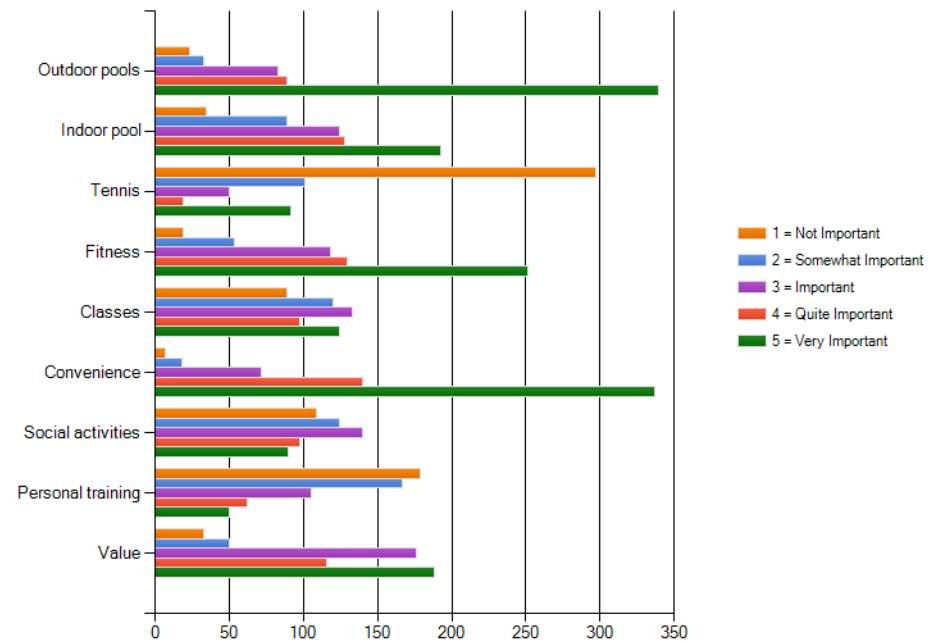
YES 59.1%

NO 40.9%

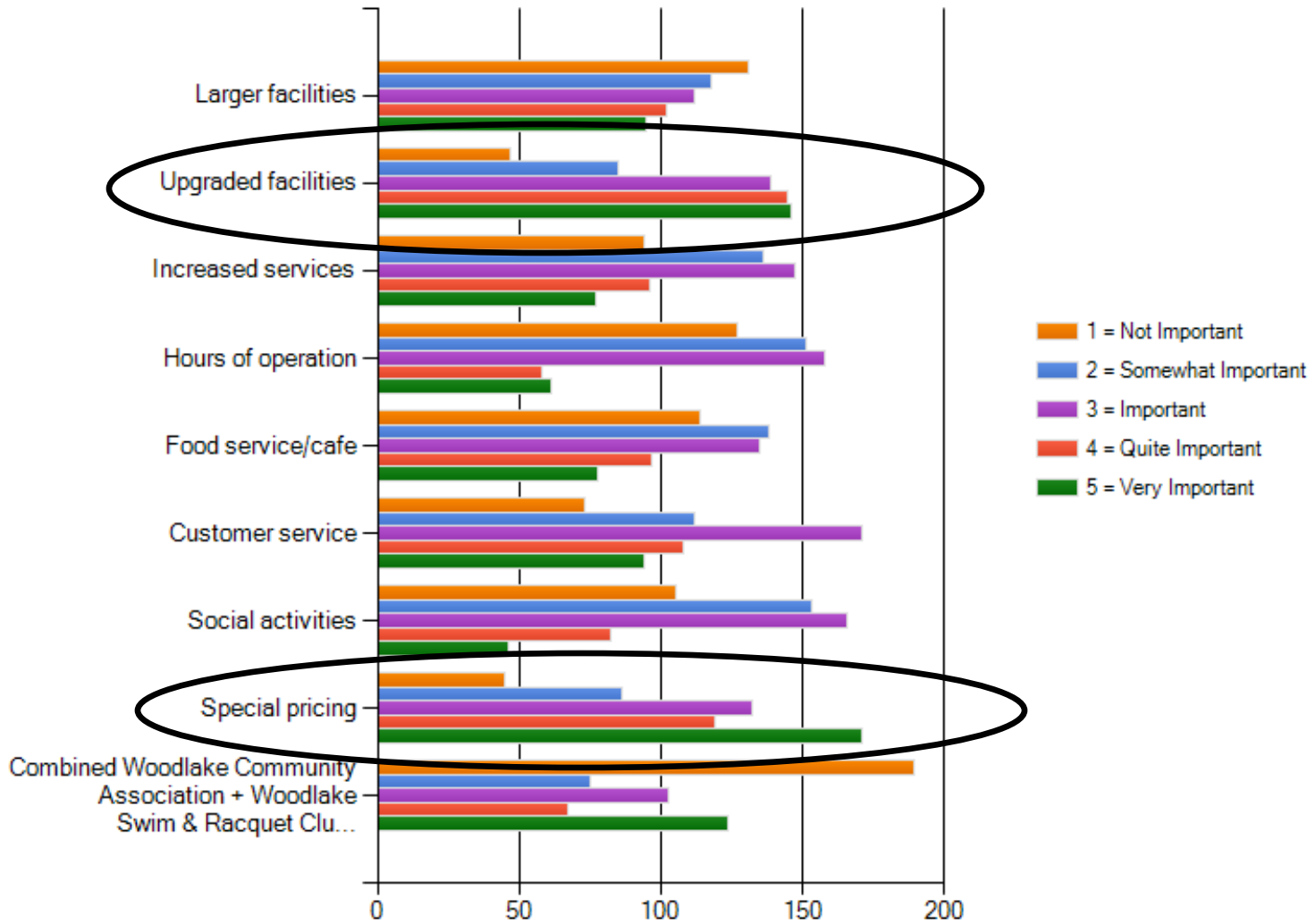
What are the reasons that you belong to Woodlake Swim and Racquet Club?



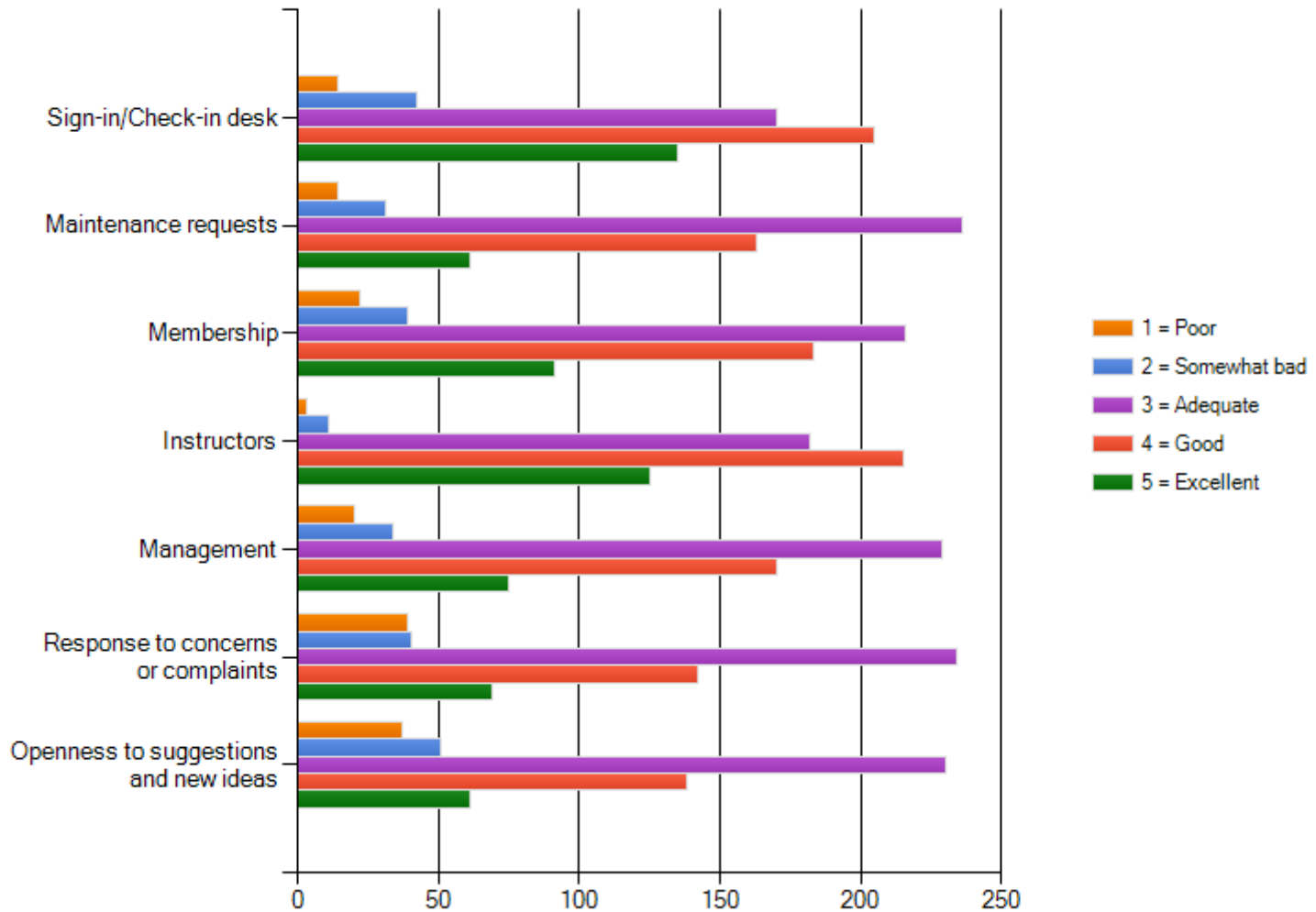
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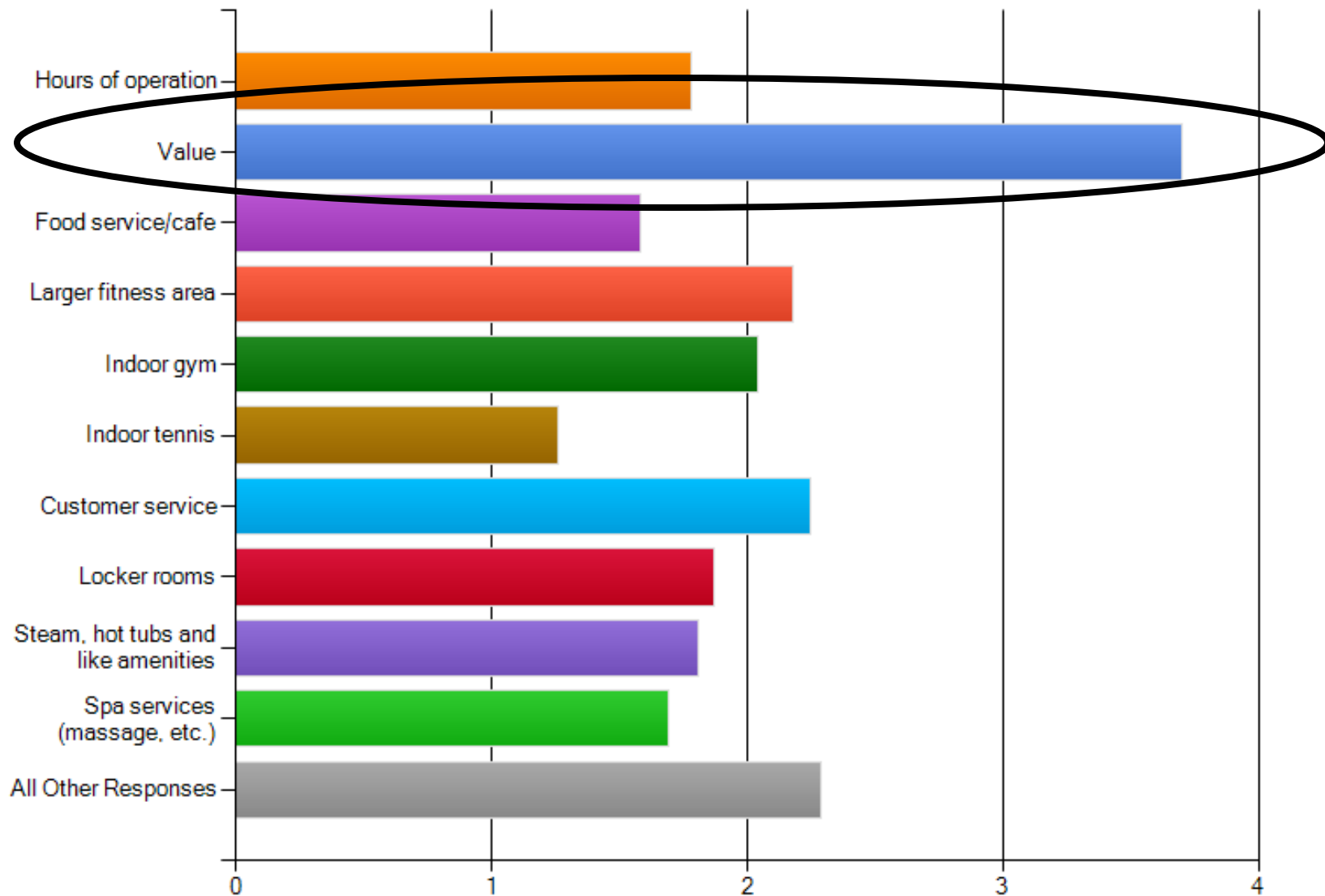
What improvements would you like to see at the Woodlake Swim and Racquet Club?



How is the Woodlake Swim and Racquet Club customer service response in the following areas?



What are the reasons you do not belong to the Woodlake Swim and Racquet Club?



Other reasons that you do not belong?

Activities Afford Belong Busy Child Care Children
Cost Customer Service Dirty Expensive Family
Fees Gold's Gym Important Interested Invite Live Main Reason
Membership Not Use these Services Not Worth Older
Play Tennis Pool Price Summertime Work and Travel

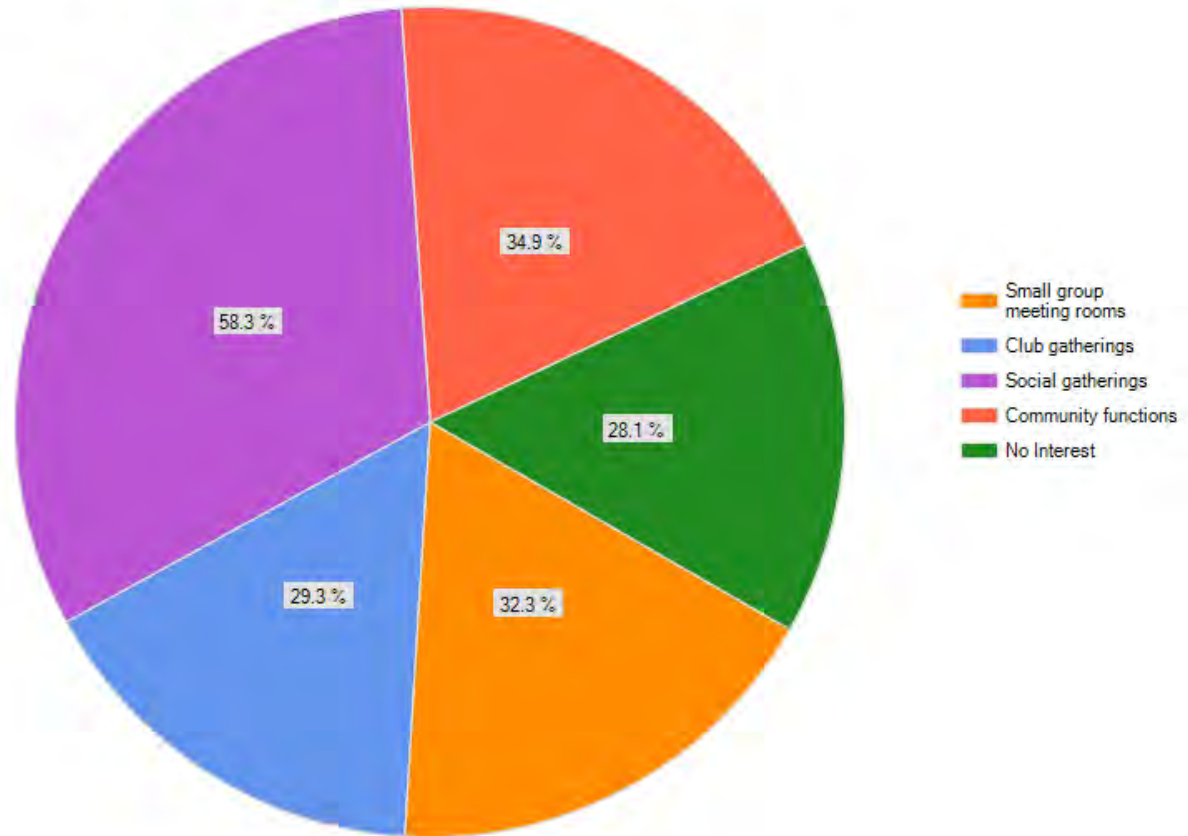
Value:

Cost	33
Expensive	26
Fees	10
Afford	10
Price	10
Not Worth	3

188 Open-End
Responses

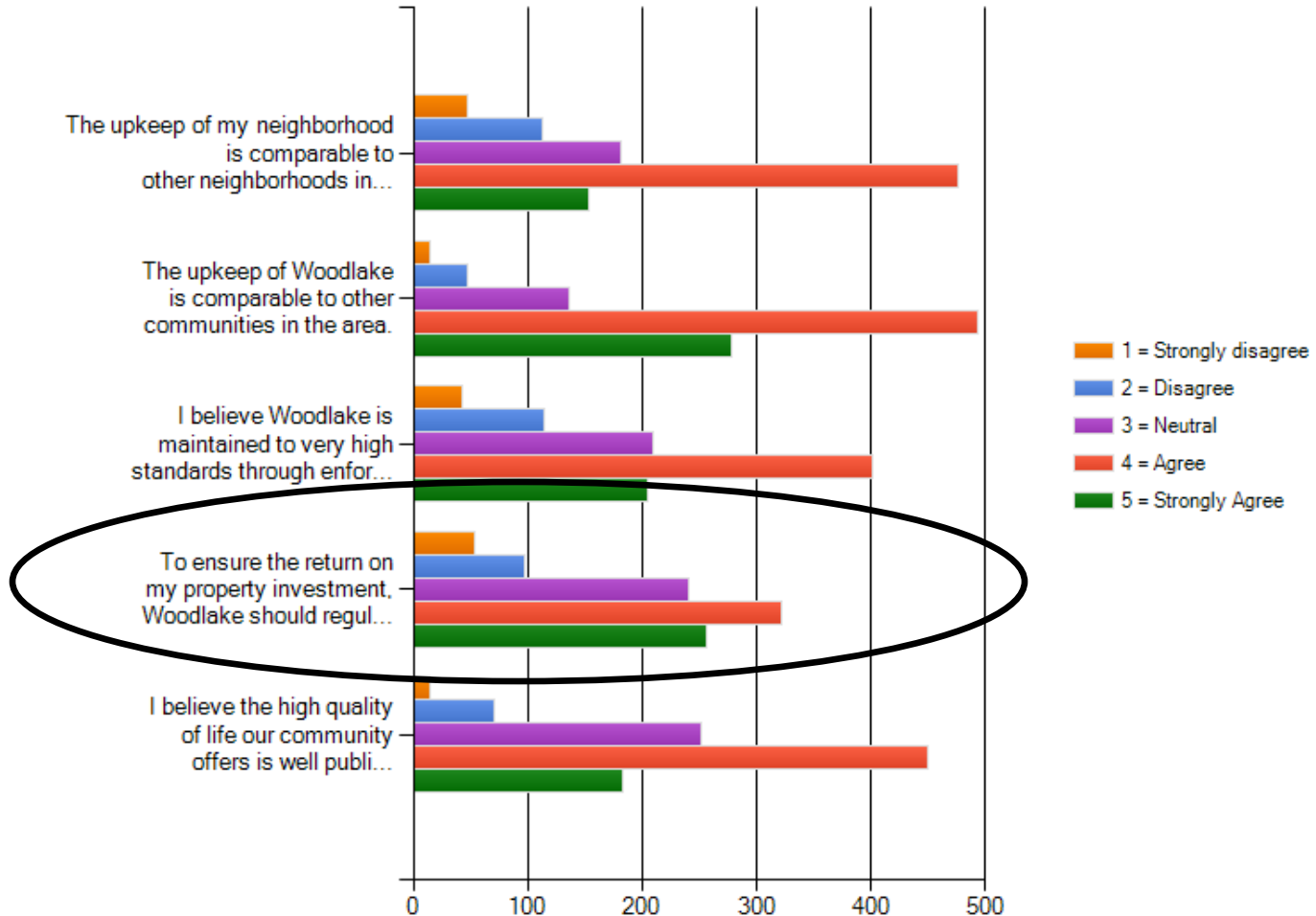
72% Interest

If a community center were available, I would use it for (check all that apply):

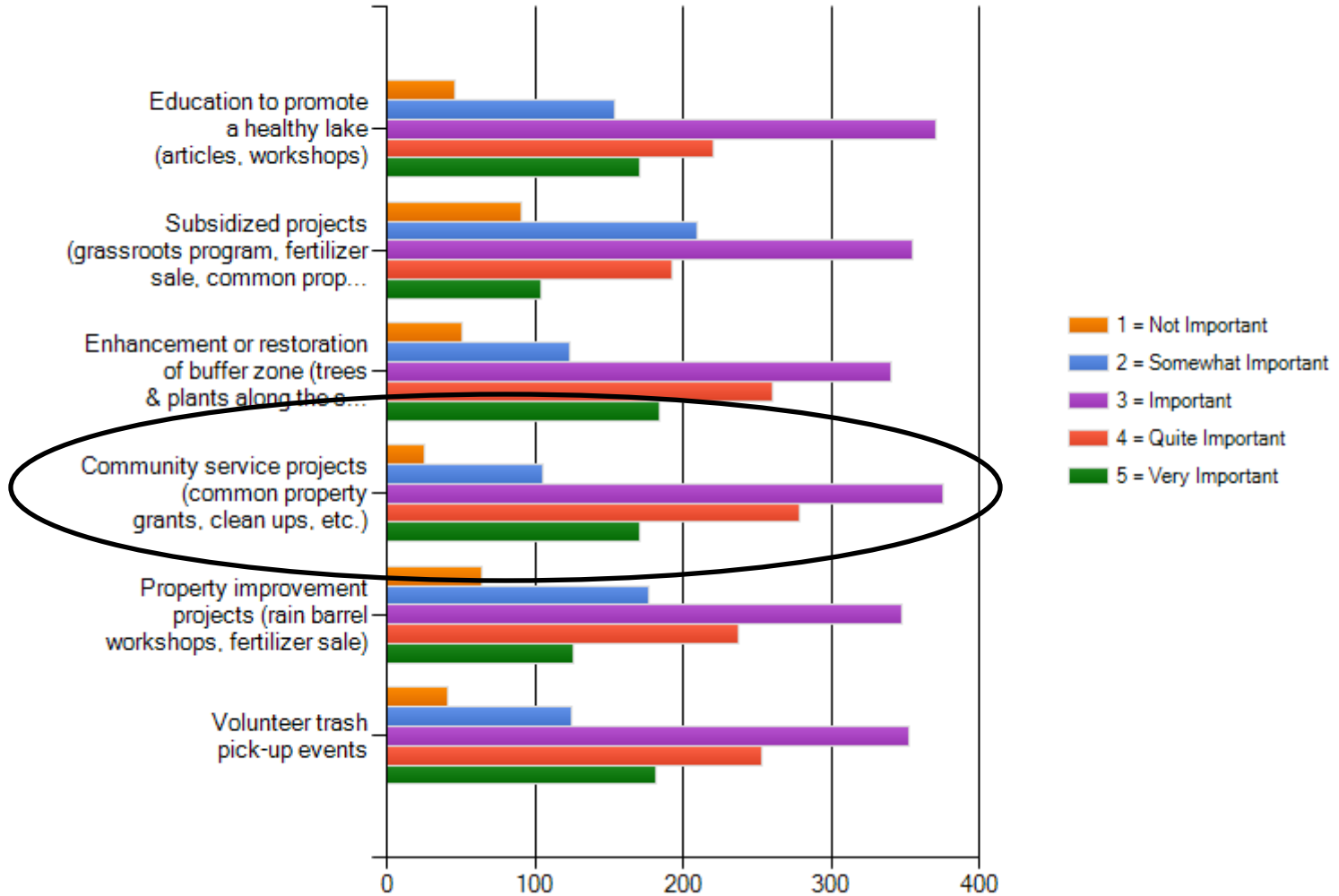


Pride in the Community

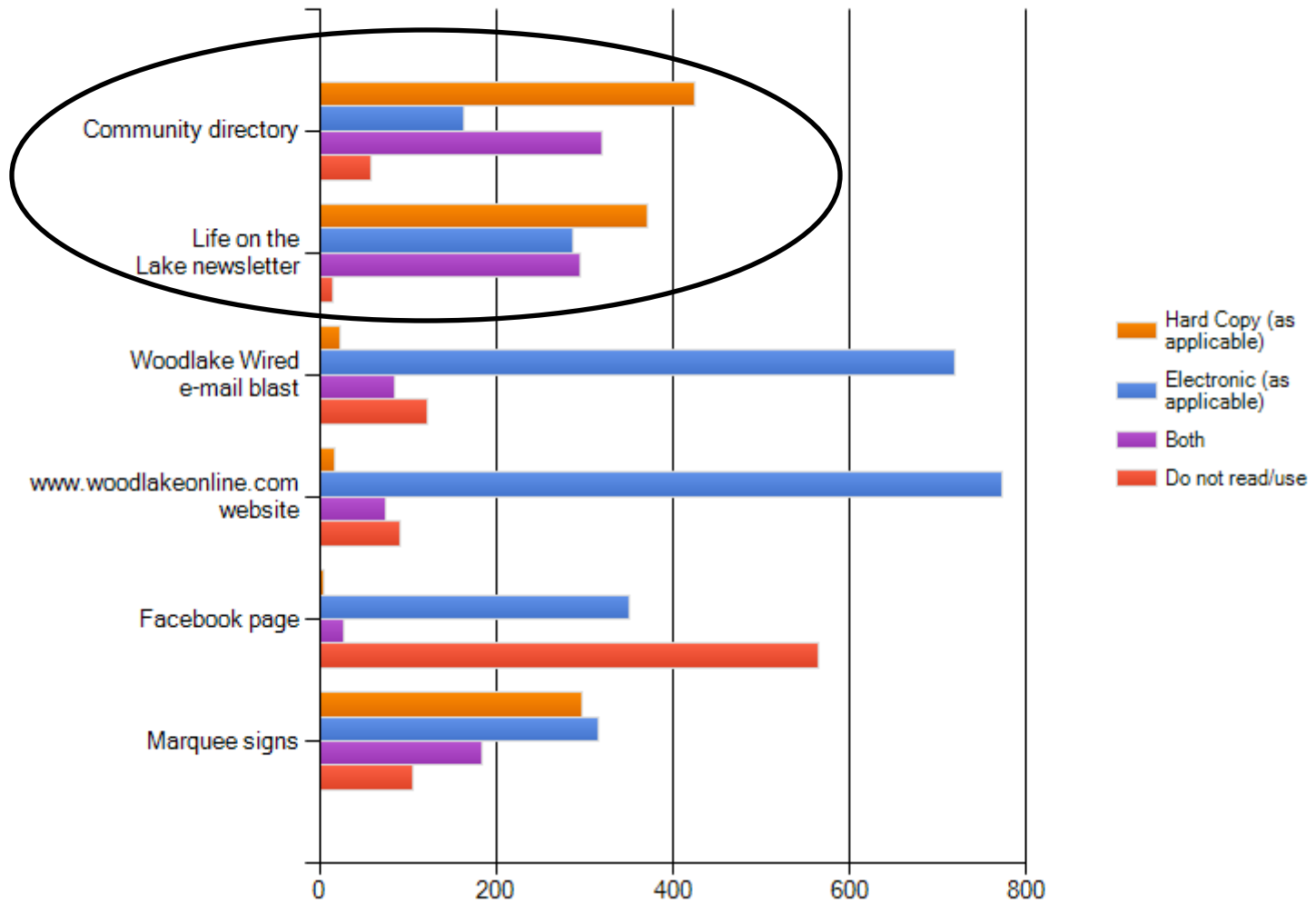
Please rate the following:



Rate the features that are most important to you in keeping the quality of "Life on the Lake" and promoting environmental stewardship.



Which of the following do you read or use and how would you like it to appear?



Favorite Thing About Woodlake

953 Responses

#1 – Lake

#2 – Trails

#3 – Community

#4 – Walking

#5 – Neighborhood



A word cloud of responses to the question 'Favorite Thing About Woodlake'. The words are arranged in a grid-like fashion, with varying font sizes and colors (teal and black). The words are: Appearance, Atmosphere, Beauty, Bike Paths, Children, Clean, Common Areas, Community, Convenience, Family, Fitness Center, Grounds, House, Lake, Living, Location, Look, Neighborhood, Neighbors, Quality of Life, Quiet, Reservoir, Residents, Safe Environment, Safety, Trails, and Walking. The word 'Walking' is the largest and most prominent.

Other Things to Consider:

Boat Club Common Areas **Community** Continue
Debris Environmental **Fitness Center** Front Entrance Good Idea Group **Indoor**
Tennis Lake Bluff Money **Neighborhood Park**
Paths **Pool** Program Projects Rental Properties
Restaurant Shelter Cove **Trails Water**
Woodlake Yard

Comment Summary Report

- The approach to the qualitative survey results included grouping the data into categories, then reviewing the categories to identify the most prevalent themes throughout the “other” categories for each question.
- Comments centered around the improvements that residents would like to see throughout the community, compliments for a job well-done, safety issues that need to be considered, and suggestions for needed improvements.

“Need Improvement” themes:

- CUSTOMER SERVICE**

- Every touch is key!
- Most comments relate to WSRC.

- COMMUNITY STANDARDS**

- More enforcement
- Dog Waste on trails

- COMMUNITY CENTER**

- Interest
- Fair Use Concerns

- WSRC**

- Customer Service
- Value
- Cleanliness

“Doing a Great Job” themes:

- **COMMUNITY CLEANUP**

- Community clean-up appreciated, esp. if expanded

- **COMMUNITY SERVICES**

- Community activities

- **CUSTOMER SERVICE**

- WCA staff received many accolades

Numerous Improvement Suggestions

WCA Hours and Emergency Contacts

Community Program Additions

- Garden and/or compost
- Bathroom access
- Activities & Programming for seniors
- No Soliciting
- Patriotic displays
- Expand clean up days
- Leaf removal

WSRC

- Existing facilities (cleanliness, repairs, check-in, clubhouse, wi-fi)
- Additional facilities & equipment (bathrooms, locker rooms, fitness, massage)
- Policy changes (smoking, visitors, membership)
- Programming – (more classes, orientation, use pavilion)

2013 WCA Budget

- Planning Process
 - June through September
 - Staff
 - Board
- Components
 - Operating
 - Capital Projects
 - Reserves

Operating

Day-to-day costs of running, maintaining and managing WCA

Personnel

Legal

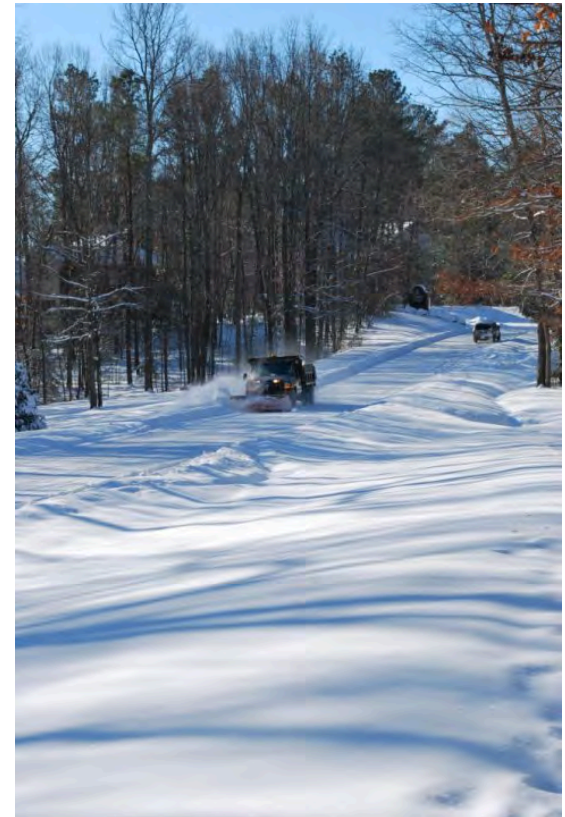
Insurance

Bad Debt

Maintenance

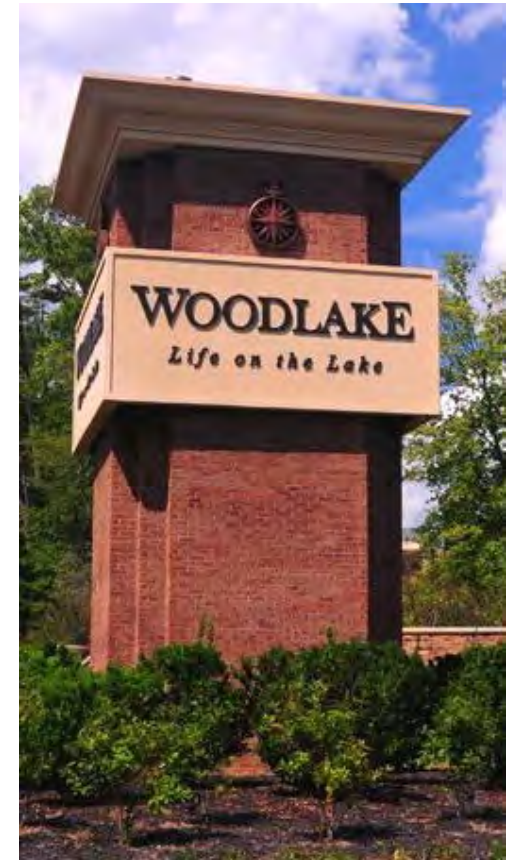
Contributions

- Reserves
- Capital Projects



Reserves

- Existing infrastructure, buildings and equipment including all items valued at over \$1,000.
- Required by Virginia law to evaluate
- Prudent to fund



Capital Projects

- Funded by:
 - Capitalization Fee
 - Operating Contributions

Examples:

- New bike trail
- Hull Street, Woolridge, Foxcroft landscaping
- Hull Street walls & fences
- Neighborhood entrance lighting
- Tulip planting
- Legacy Park signs



2012 WCA OPERATING BUDGET SUMMARY

2012 ANTICIPATED INCOME

I. ASSESSMENTS		\$1,371,704
II. OTHER INCOME - pontoons, mailboxes, disclosure packages, interest, RV lot, boat registrations.		209,939
TOTAL * ANTICIPATED INCOME (2011 - \$1,525,765)		\$1,581,643

2012 ANTICIPATED EXPENSES

I. ADMINISTRATIVE OPERATING EXPENSES

A. Personnel- includes compensation for 7 employees, taxes, health insurance, retirement plan		370,672
B. Office Operation- utilities, postage, telephone, supplies, equipment maintenance		40,900
C. Fees and Services- security, IT, legal fees, audit, credit card billing fees, mailboxes		87,500
D. Other Expenses- corporate and personal property taxes, all insurance		56,387
E. Program Expenses- community functions, annual meeting, newsletter, community cleanup, covenant violation "self-help" program		72,350
F. Boating Program- pontoon captains, maintenance and repairs		21,075
G. Miscellaneous- miscellaneous expense, employee training, incentive pool		10,400
SUBTOTAL * ADMINISTRATIVE (2011 - \$638,109)		\$659,284

II. MAINTENANCE OPERATING EXPENSES

A. Personnel- compensation for 7 full-time employees, taxes, health insurance, retirement plan		365,328
B. Supplies- small tools, chemicals, sand, fertilizer, stone, mulch, gasoline, lighting and paper supplies		43,800
C. Office Operation- utilities		6,900
D. Grounds Maintenance- bike trail, bridge and tot lot repair, ditch repair, tree removal		27,400
E. Equipment Maintenance- equipment and vehicle repair, electrical and irrigation, signs		16,750
F. Fees and Services- water for all irrigation, streetlights, trash removal, dump fees, vehicle leases, radio operations, landscaping contract, mowing contract		133,300
G. Other- dues, continuing education, miscellaneous		2,300
SUBTOTAL * MAINTENANCE (2011 - \$587,668)		\$595,778

III. OTHER

New equipment, contingency fund, bad debt reserve, capital projects		
SUBTOTAL * OTHER (2011 - \$ 299,988)		\$ 326,581

TOTAL * ANTICIPATED EXPENSES (2011 - \$1,525,765)		\$1,581,643
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**WOODLAKE SWIM & RACQUET CLUB (WSRC)
2012 OPERATING BUDGET SUMMARY**

2012 ANTICIPATED INCOME

I.	DUES & INITIATIONS	\$2,412,043
II.	OTHER INCOME – (G & A, food & beverage, aquatic, fitness)	178,099
TOTAL * ANTICIPATED INCOME (2011 – \$2,613,275)		\$2,590,142

2012 ANTICIPATED OPERATING EXPENSES

I.	GENERAL & ADMINISTRATIVE	602,224
II.	FITNESS	314,152
III.	AQUATIC EXPENSES	546,993
IV.	PROGRAMMING	84,319
V.	FOOD & BEVERAGE	17,865
VI.	TENNIS	172,421
SUBTOTAL * OPERATING EXPENSES (2011 – \$1,664,151)		\$1,737,975
OPERATING INCOME BEFORE DEBT SERVICE AND CAPITAL/RESERVE MAINTENANCE		\$ 852,167

2012 ADDITIONAL EXPENSES

I.	CAPITAL EXPENDITURES (includes landscaping, fitness equipment replacement, umbrellas, chairs, painting, nursery equipment, new signs etc.)	108,445
II.	RESERVE FUND REPLACEMENTS	61,700
III.	DEBT SERVICE	591,434

**The WCA BOD has designated all excess income shall be contributed to the Reserve Fund in 2012 in order to build up a proper fund balance for future replacement of components and property.

TOTAL * ANTICIPATED EXPENSES		\$2,499,554
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For time and the world do not stand still. Change is the law of life. And those who look only to the past or the present are certain to miss the future.

[John F. Kennedy](#)