

# BACHELOR GULCH VILLAGE ASSOCIATION

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2023 Homeowners Survey

8/4/23 Presentation



RRC



# RRC **INTRODUCTION**

- The purpose of this study was to gather community feedback on the Bachelor Gulch facilities and amenities, future needs and communication with homeowners.
- This survey research effort and subsequent analysis were designed to assist the Bachelor Gulch Village Association in developing a plan to reflect the community's needs and desires.





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# RESEARCH METHODS

- Surveys were sent via email to Bachelor Gulch Homeowners.
- A total of 930 emails were sent with the option to submit two surveys per household.
- For households without an email available (198), a paper invitation was mailed encouraging the homeowner to complete the survey online.

**315**

Total  
Surveys  
Completed

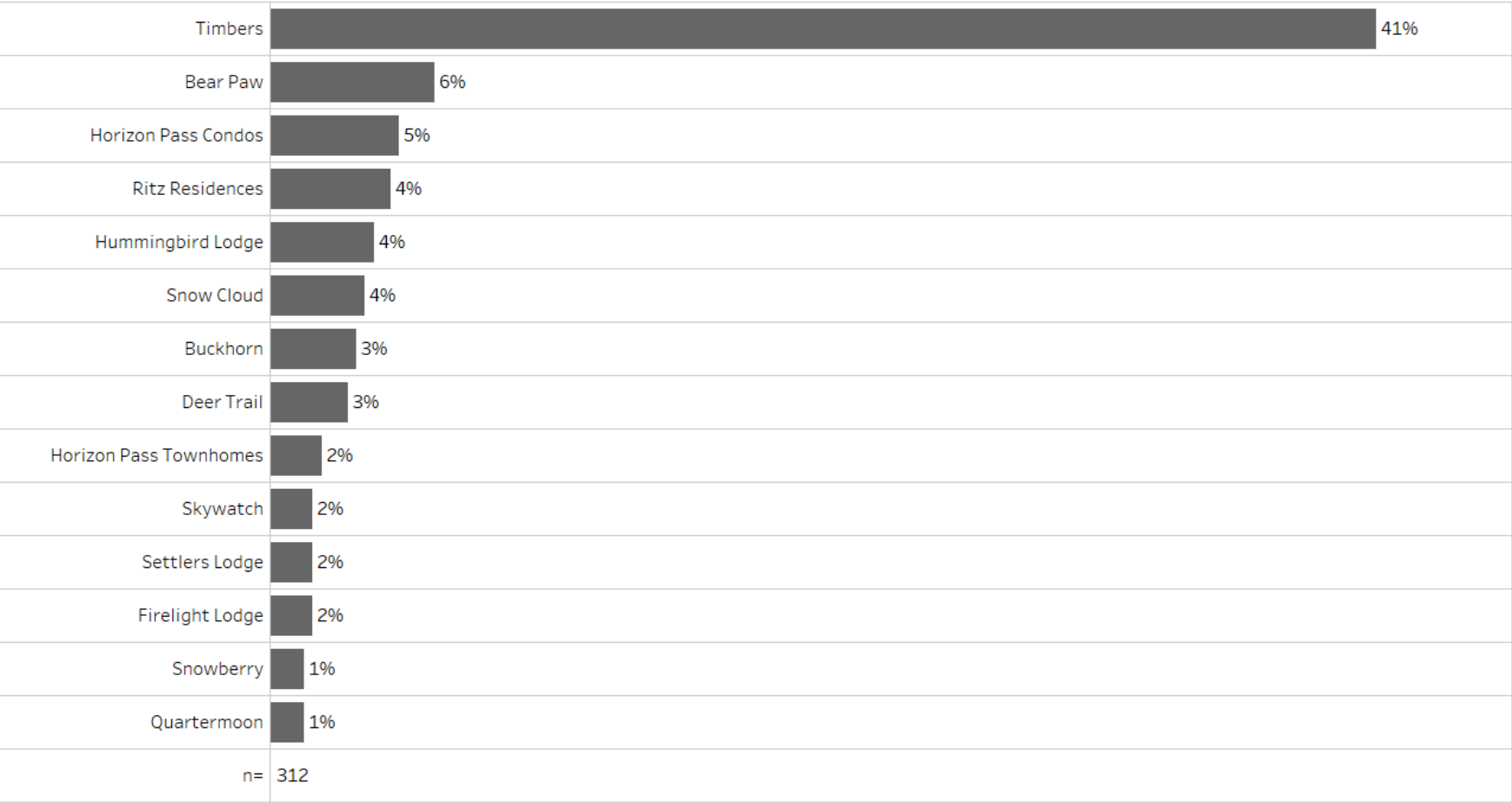


# LIVING IN BACHELOR GULCH

# RESIDENCY IN BACHELOR GULCH

The largest share of respondents from multi-family homes in Bachelor Gulch reside in Timbers (41%).

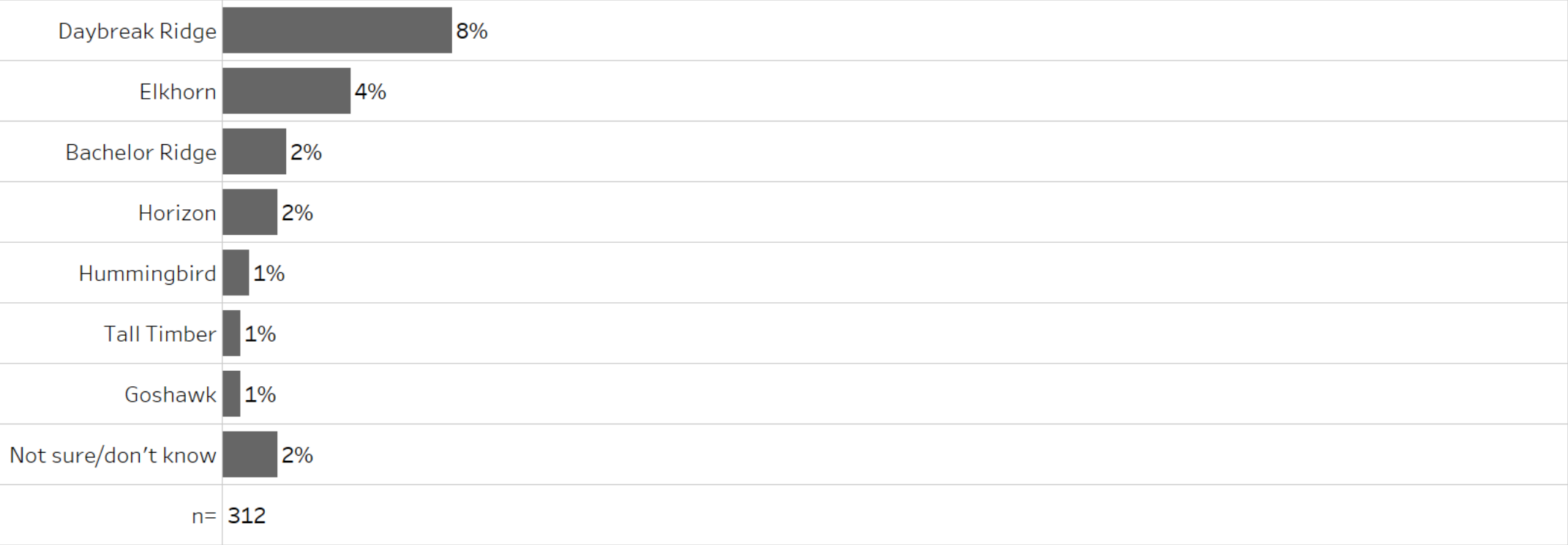
Where do you live at Bachelor Gulch? (Mark one in your district, or if uncertain, mark "not sure")  
Multi-Family



# RESIDENCY IN BACHELOR GULCH

Fewer responses were received from single-family homes, with the greatest share residing in Daybreak Ridge (8%) and Elkhorn (4%)

Where do you live at Bachelor Gulch? (Mark one in your district, or if uncertain, mark "not sure")  
Single-Family



Source: RRC



# RESIDENCY IN BACHELOR GULCH

Timbers residents spend much less time in Bachelor Gulch compared to Non-Timbers residents with 88% only spending 1-5 weeks a year. Non-Timbers residents' length of time in Bachelor Gulch varies, with an average of 13 weeks per year overall.

About how many weeks per year do you spend in Bachelor Gulch?

|                    | Non-Timbers | Timbers | Overall |
|--------------------|-------------|---------|---------|
| 1 - 5 weeks        | 15%         | 88%     | 48%     |
| 6 - 10 weeks       | 33%         | 11%     | 23%     |
| 11-20 weeks        | 37%         | 2%      | 21%     |
| more than 20 weeks | 16%         |         | 9%      |
| Avg.               | 13.2        | 3.6     | 8.9     |
| n=                 | 153         | 123     | 279     |



Source: RRC



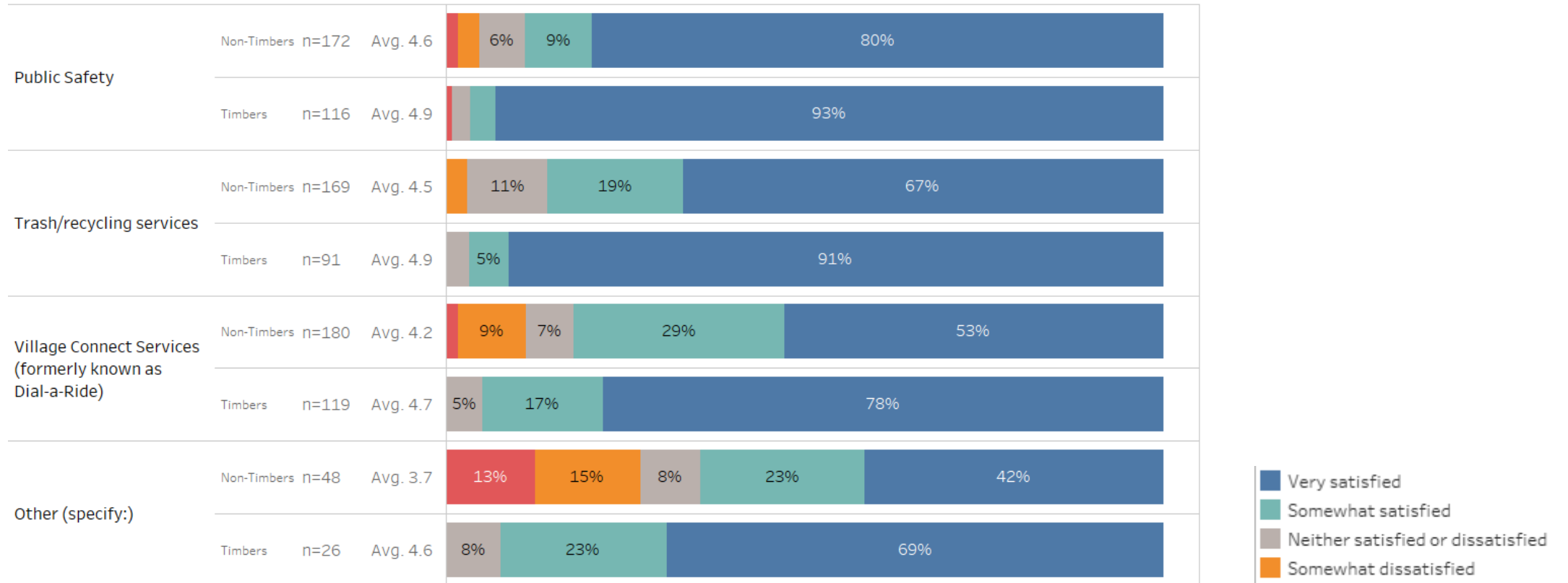
# **SATISFACTION & CURRENT USAGE**



# SATISFACTION OF SERVICES

Overall, there are high ratings of satisfaction for the services listed below at Bachelor Gulch. Timbers residents tend to be somewhat more satisfied than Non-Timbers residents.

Bachelor Gulch provides many services for owners and guests, and a few of those services are listed below. Please tell us how satisfied you are that each service is meeting your needs.



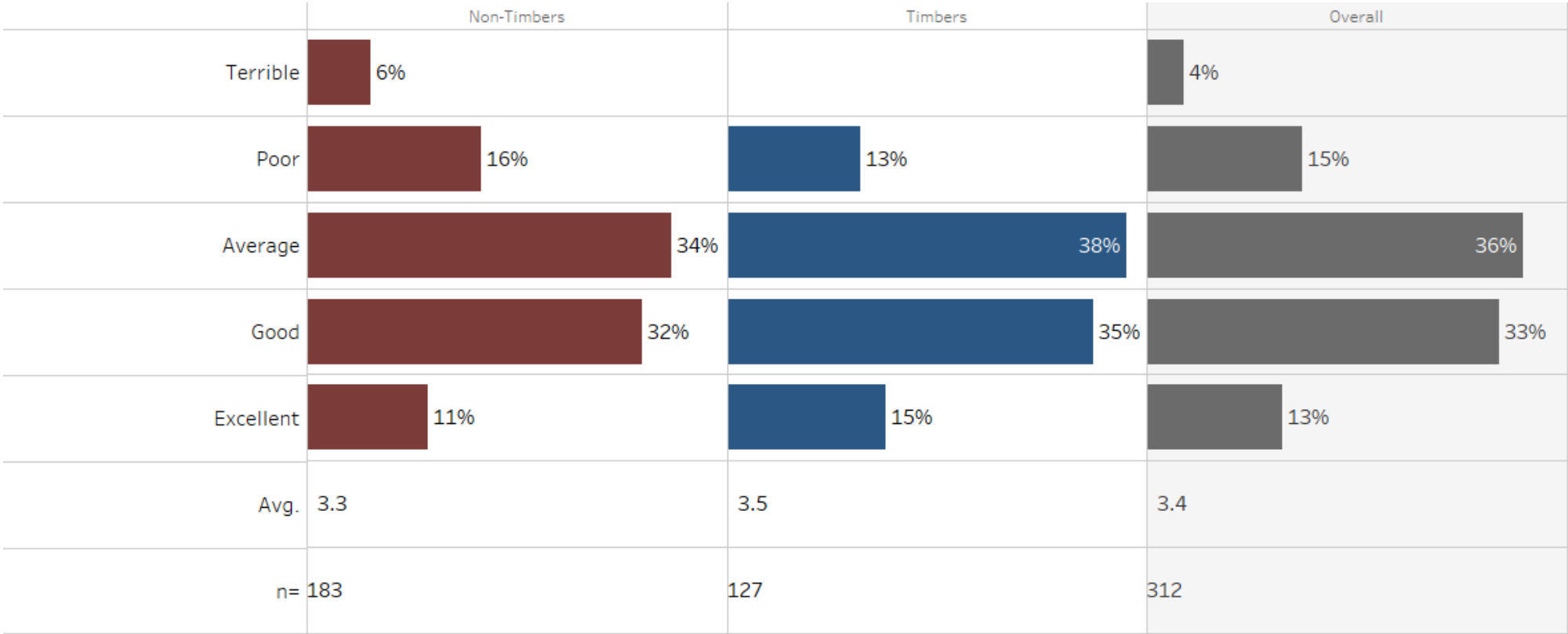
Source: RRC



# CELL SERVICE IN BACHELOR GULCH

Overall, respondents rate the cell service in Bachelor Gulch as average or above (3.4 out of 5 average). Timbers respondents report having better cell service quality than Non-Timbers.

How would you rate the quality of your cell service in Bachelor Gulch?



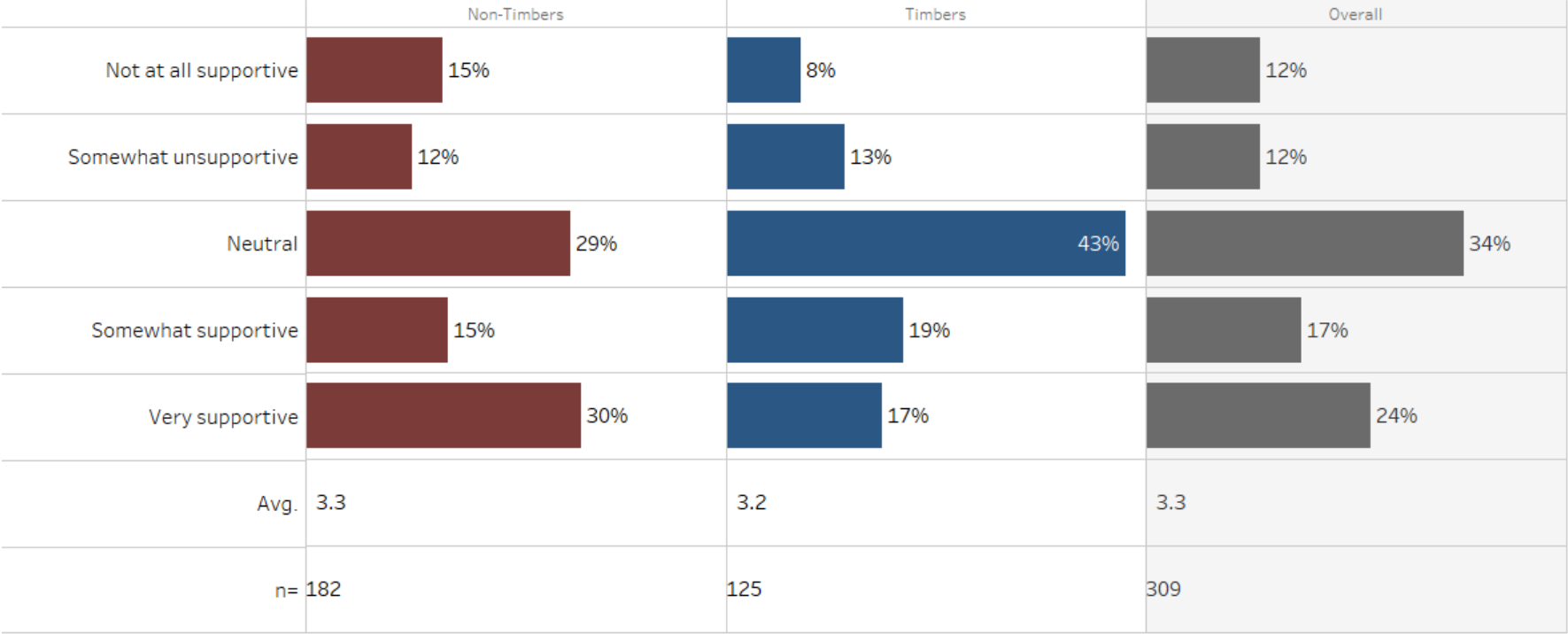
Source: RRC



# FUNDING TELECOMMUNICATION

Overall, 34% of respondents are neutral regarding the association funding telecommunication improvements. The average rating overall is 3.3 on a scale of 1-5, with 5 being “very supportive.” Non-Timbers respondents showed more support for telecommunications improvements than Timbers residents.

How much would you support the association funding telecommunication improvements, either on its own or in conjunction with the Bachelor Gulch Metro District?



Source: RRC

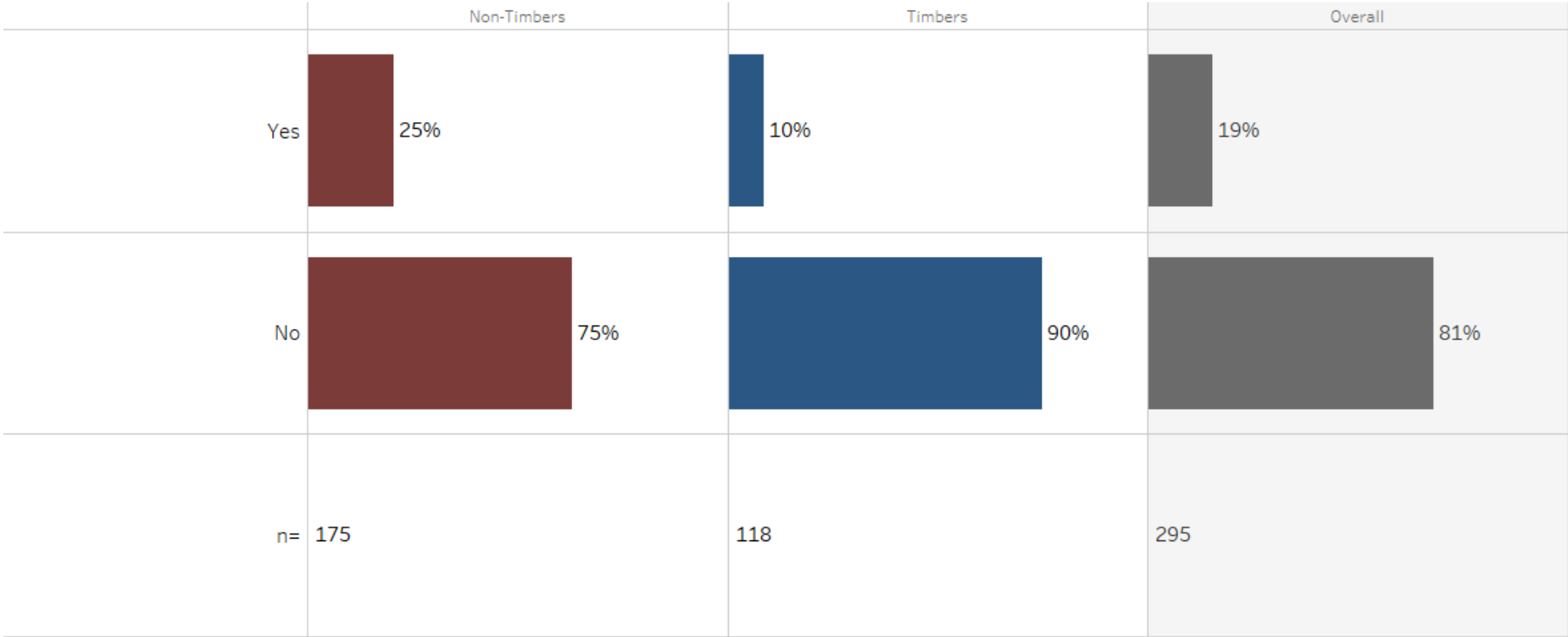


# PICKLEBALL & TENNIS

# PICKLEBALL

Non-Timbers respondents are more likely to play pickleball while in Bachelor Gulch (25%) than Timbers respondents (10%).

Are you playing pickleball while in Bachelor Gulch



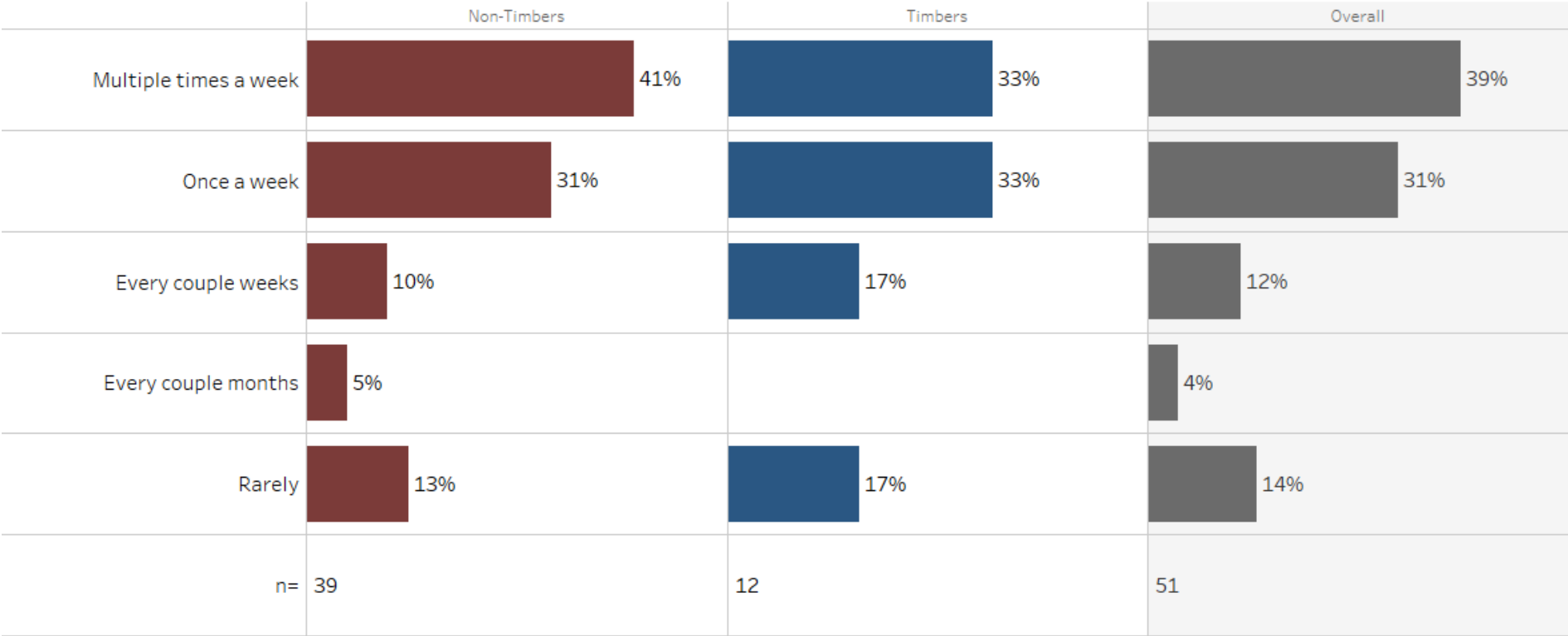
Source: RRC



# PICKLEBALL FREQUENCY

Of those who play pickleball, 70% of respondents overall play at least once a week. Non-Timbers respondents play more frequently than respondents who reside in Timbers.

How frequently do you play pickleball while in Bachelor Gulch?

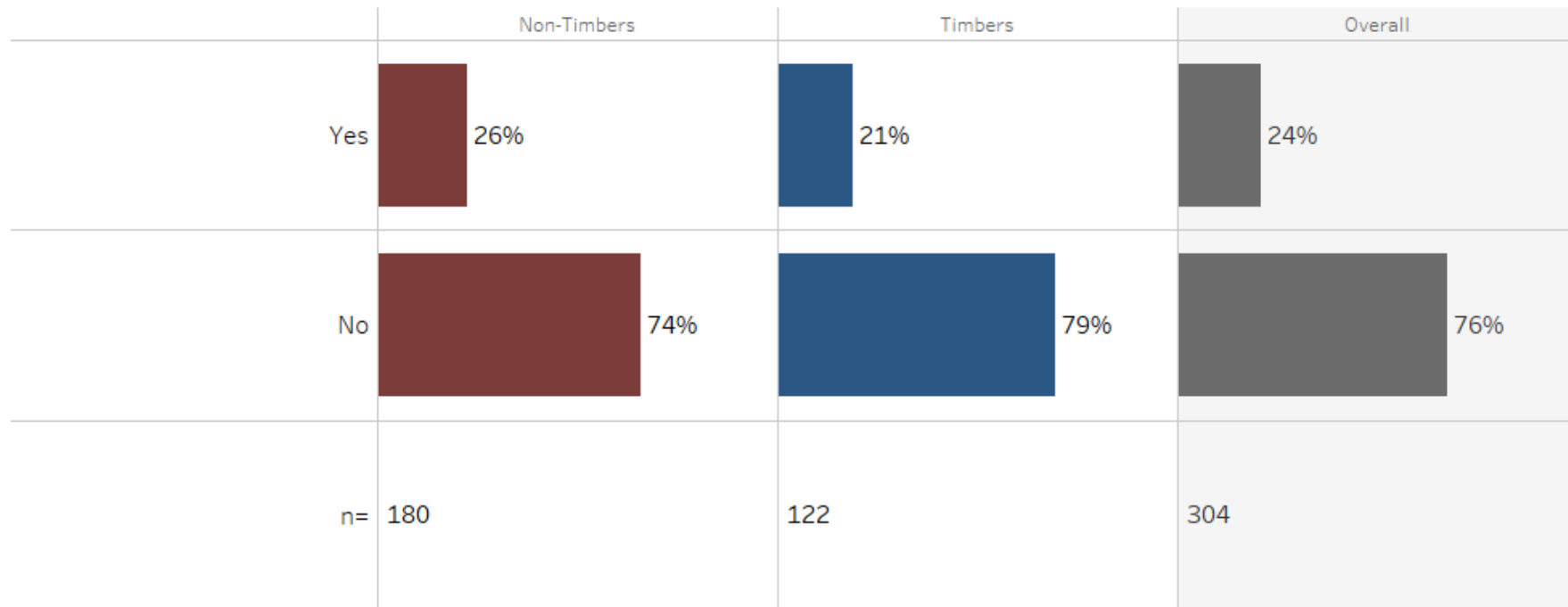


Source: RRC

# TENNIS

Overall, about a quarter of respondents (24%) play tennis while in Bachelor Gulch.

Do you play tennis while in Bachelor Gulch?



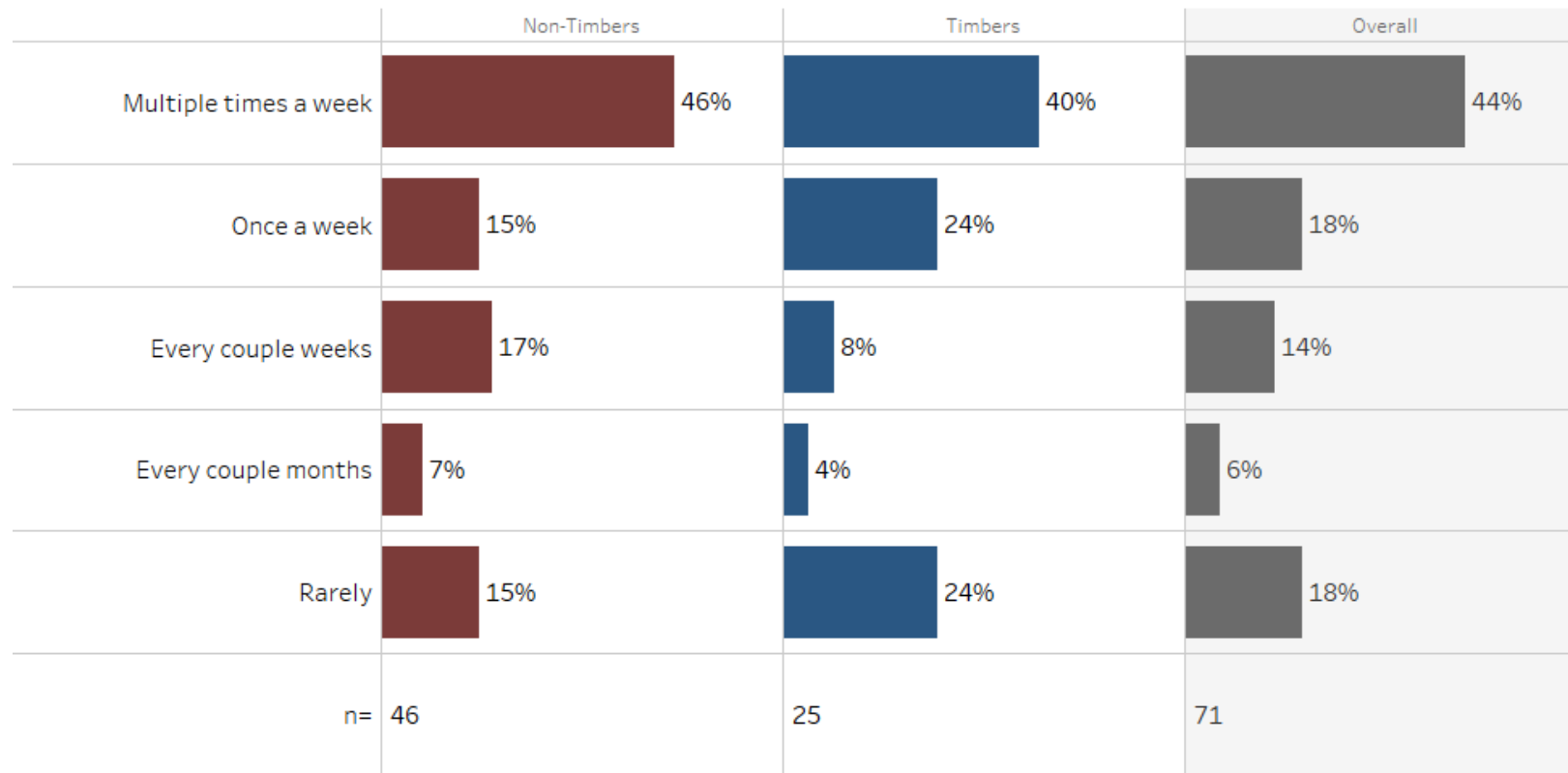
Source: RRC



# TENNIS FREQUENCY

Of those respondents who do play tennis while in Bachelor Gulch, 62% report playing at least once per week overall.

How frequently do you play tennis while in Bachelor Gulch?



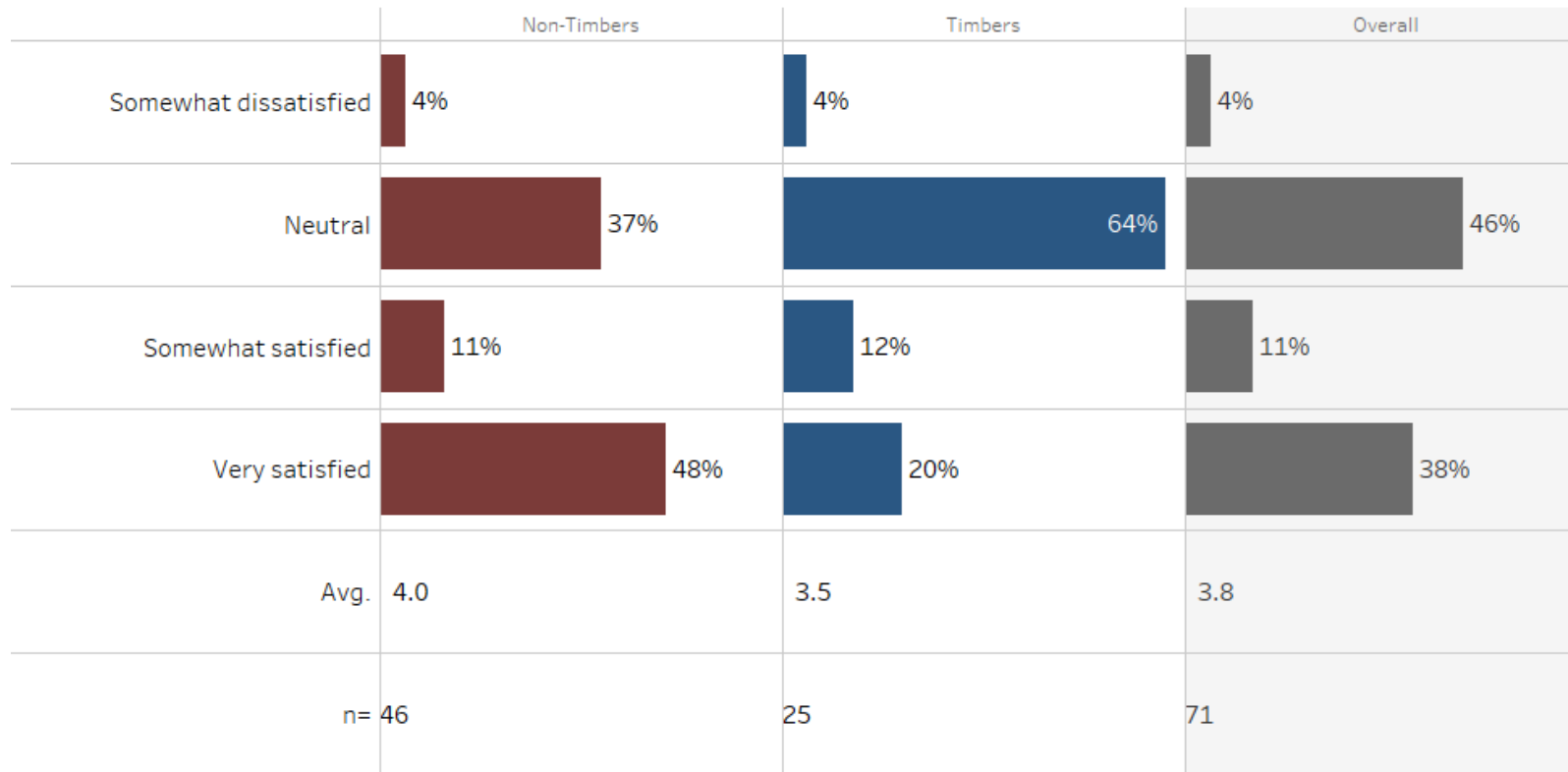
Source: RRC



# TENNIS SATISFACTION

Respondents who do play tennis were asked to rate their satisfaction with the tennis program at Bachelor Gulch. Nearly half of Non-Timbers respondents say that they are very satisfied compared to 20% of Timbers respondents. The average rating overall is a 3.8 on a scale of 1-5, with 5 being “very satisfied.” Note that there were no respondents who rated their satisfaction as very dissatisfied.

How satisfied are you with the tennis program at Bachelor Gulch?

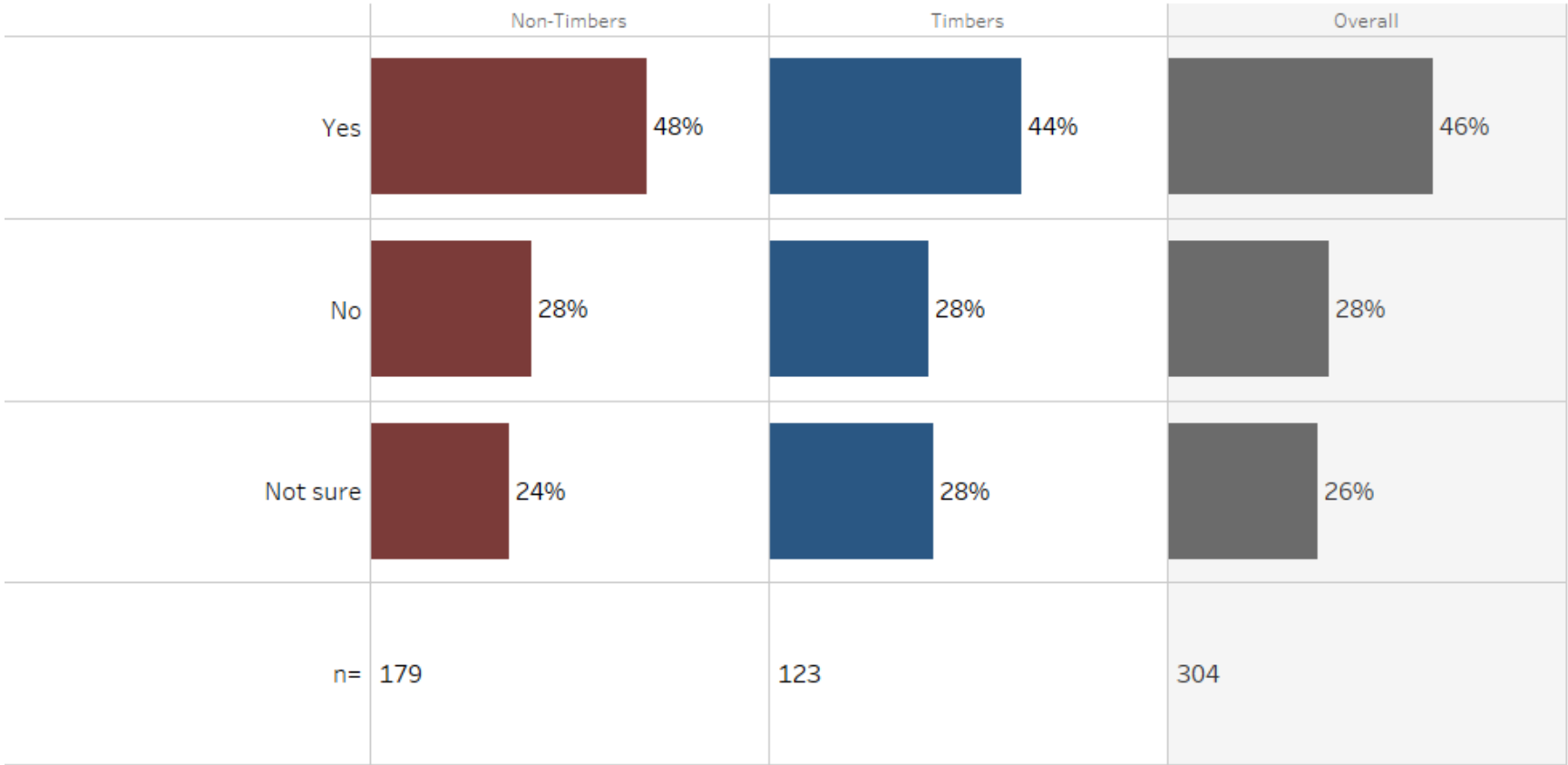


Source: RRC

# PICKLEBALL ADDITION

Nearly half of respondents overall (46%) said that if BGVA had pickleball courts, they would use them. About a quarter of respondents are not sure.

If BGVA added pickleball courts, would you use them?

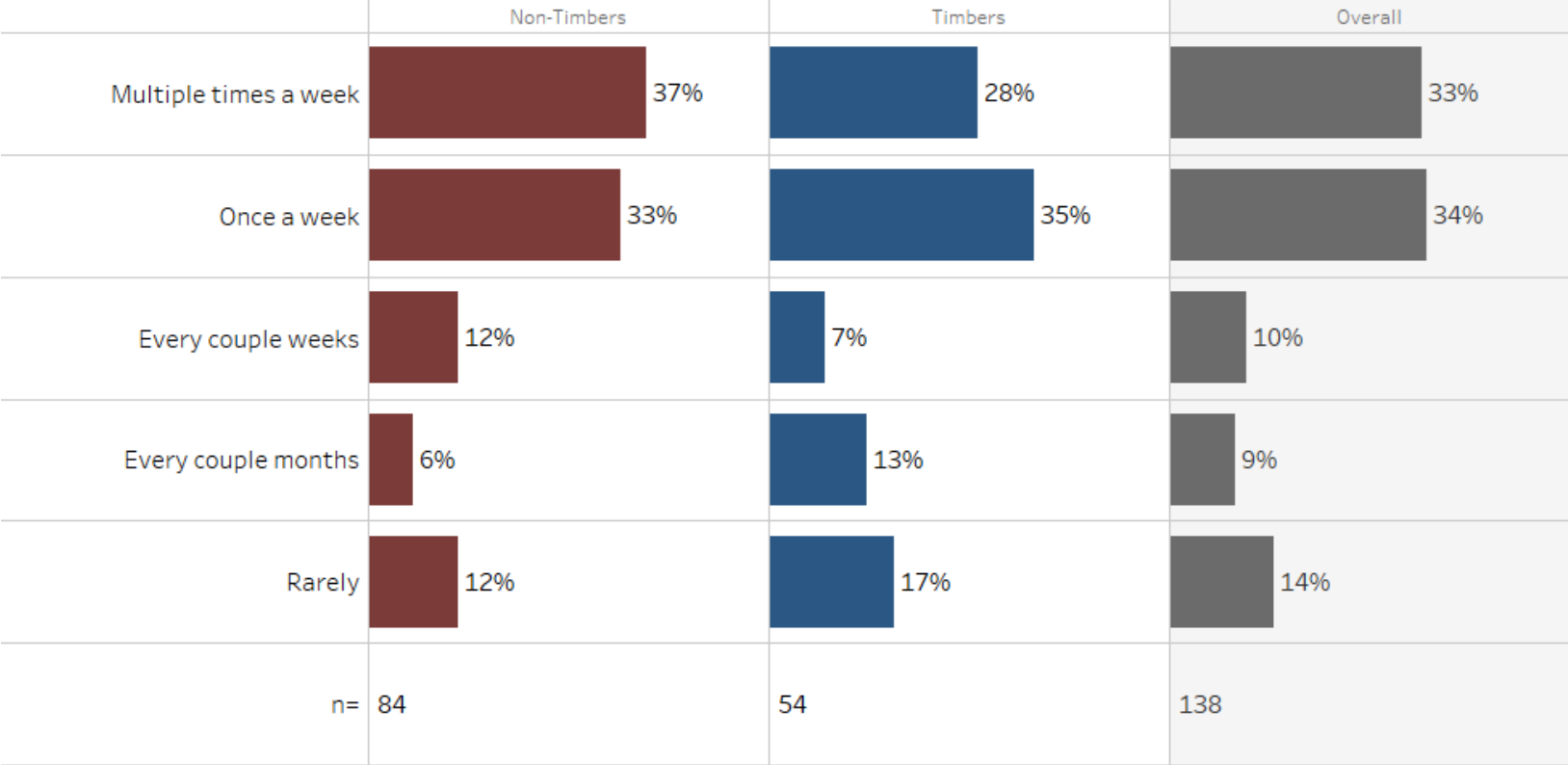


Source: RRC

# PICKLEBALL ADDITION

Of those who said they would play pickleball if courts were added at Bachelor Gulch, 70% of Non-Timbers respondents and 63% of Timbers respondents said they would play at least once a week.

How often would you expect to use the pickleball courts?



Source: RRC



# PICKLEBALL ADDITION

Opinions on interest in new pickleball courts were split between adding new courts and repurposing existing tennis courts into pickleball courts. A total of 44% of respondents overall are either not interested in adding pickleball or have no opinion.

If BGVA were to add pickleball, would you be more interested in:

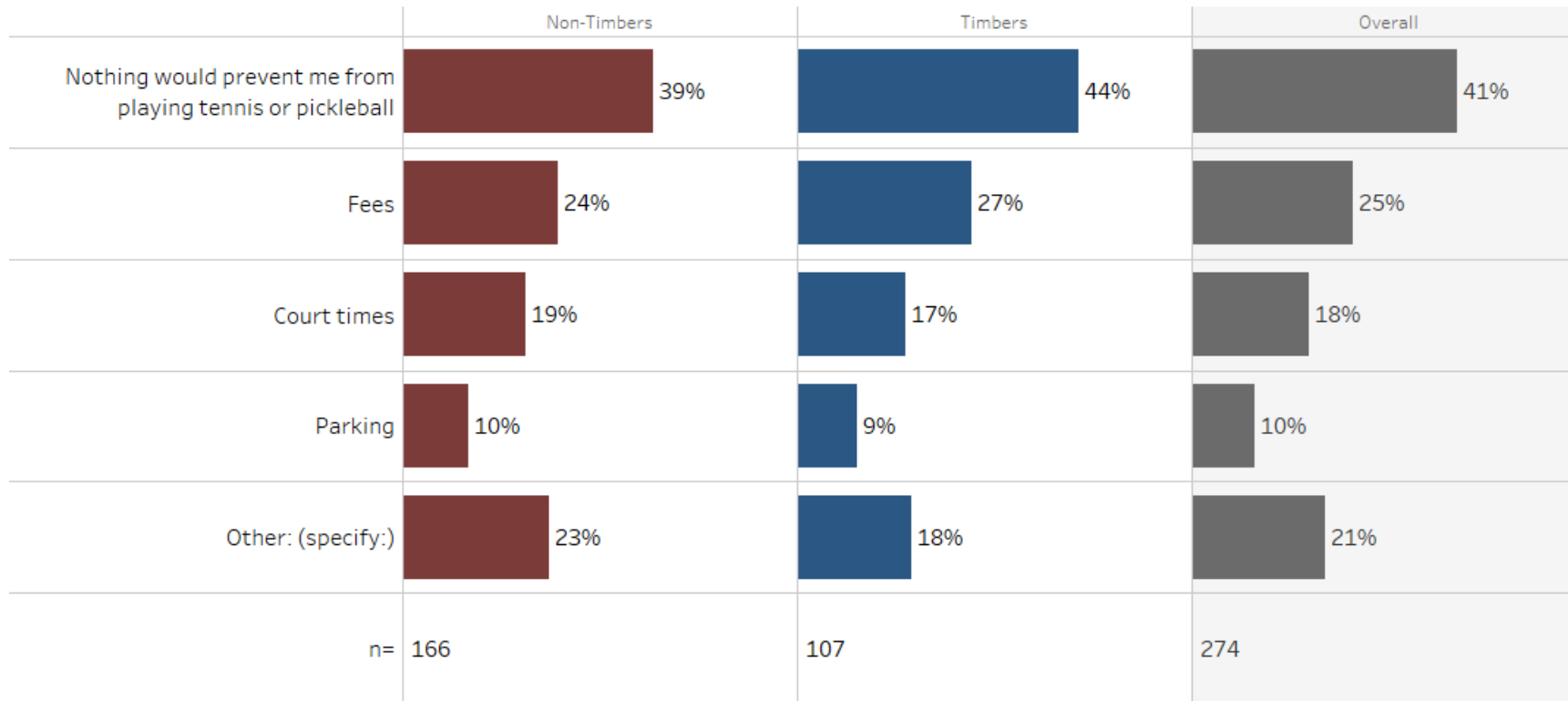
|                                     | Non-Timbers | Timbers | Overall |
|-------------------------------------|-------------|---------|---------|
| Building new pickleball courts      | 29%         | 31%     | 30%     |
| Repurposing existing tennis courts  | 29%         | 23%     | 26%     |
| Not interested in adding pickleball | 15%         | 18%     | 16%     |
| Don't know/no opinion               | 28%         | 28%     | 28%     |
| n=                                  | 178         | 124     | 304     |

Source: RRC

# TENNIS AND PICKLEBALL BARRIERS TO USE

Overall, 41% of respondents said that nothing would prevent them from playing tennis or pickleball. However, a quarter of respondents said that fees may prevent them from playing and 18% said court times may be a barrier.

What would prevent you from playing tennis or pickleball? (CHECK ALL THAT APPLY)



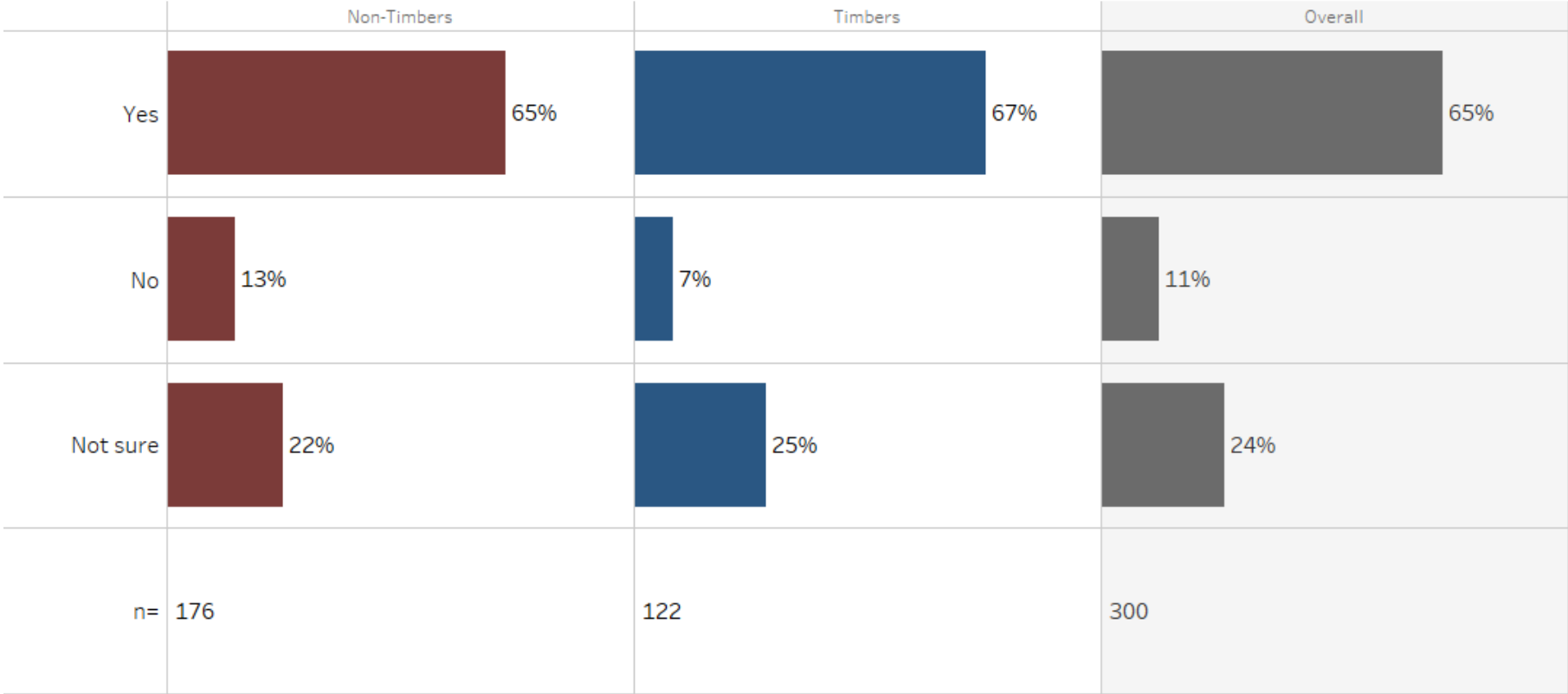
Source: RRC



# COURT TIMES

If needed, 65% of respondents overall are willing to take Village Connect to get their court time. Timbers respondents are slightly more willing to take Village Connect than Non-Timbers respondents.

If needed, would you be willing to take Village Connect to get to your court time?



Source: RRC

# AMENITIES & PROGRAMS

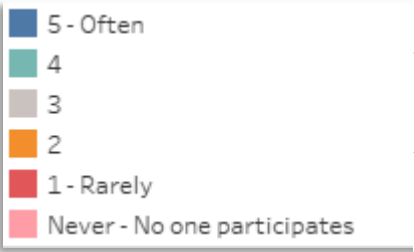
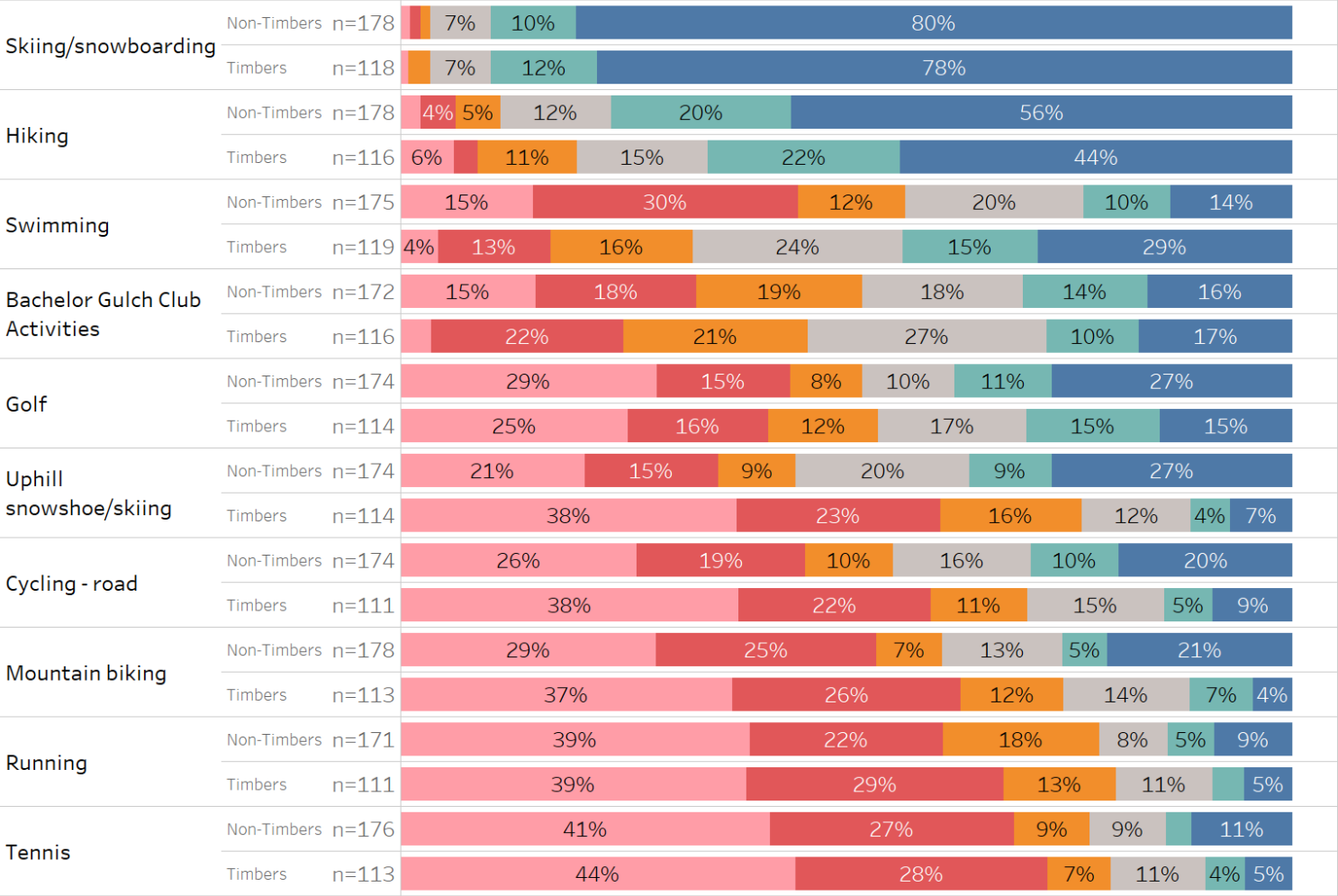




# FREQUENCY OF ACTIVITIES

- 80% of Non-Timbers respondents and 78% of Timbers respondents report skiing/snowboarding often (5 out of 5)
- Non-Timbers respondents report hiking more frequently than Timbers (56% said often vs. 44%)
- Timbers respondents swim more frequently than Non-Timbers
- Tennis is the least participated in activity with 41% of Non-Timbers and 44% of Timbers respondents report never playing.

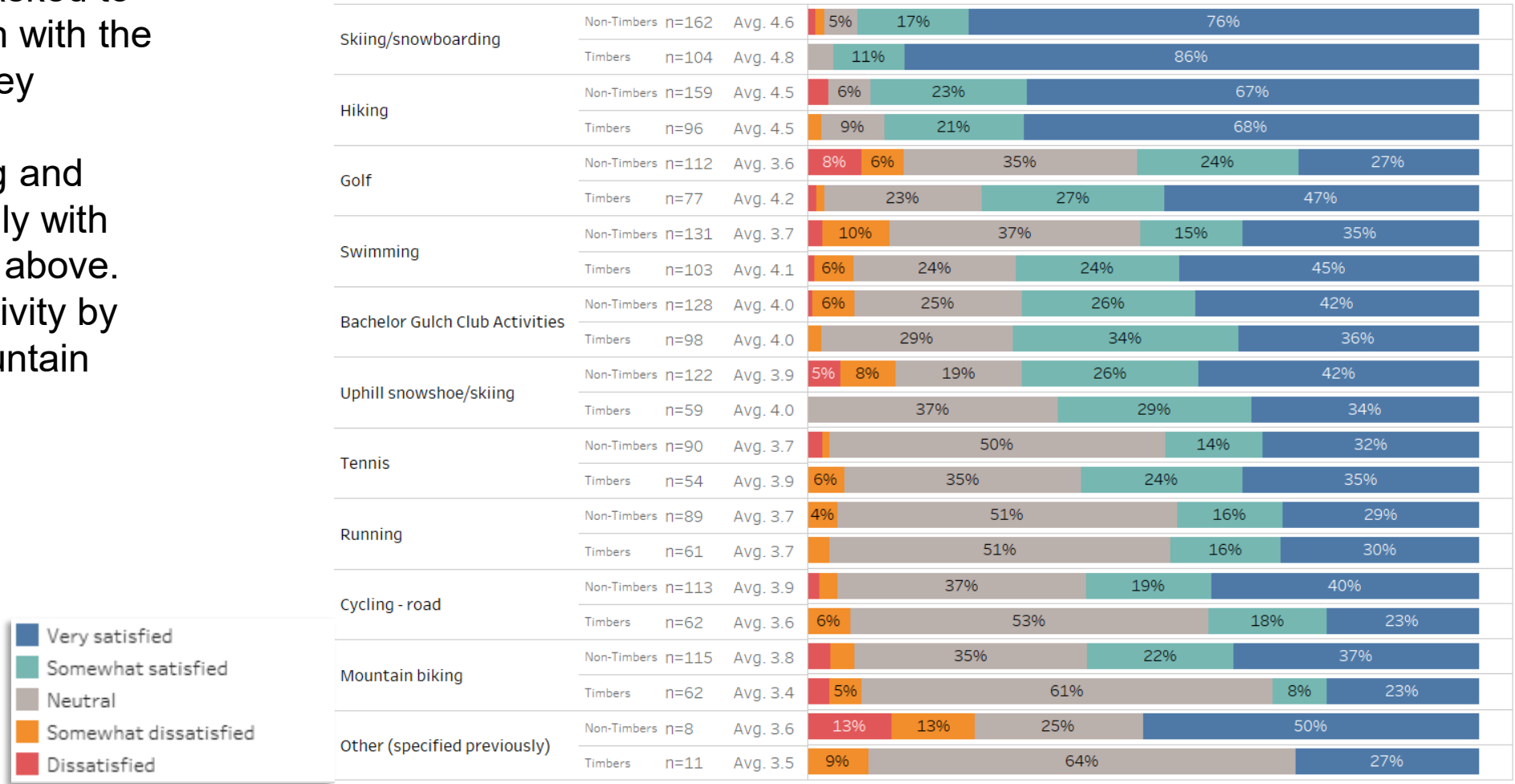
How frequently do you or members of your household participate in the following activities in the Bachelor Gulch?



# SATISFACTION WITH ACTIVITIES

- Respondents were asked to rate their satisfaction with the activities in which they participate.
- Skiing/snowboarding and hiking are rated highly with averages of 4.5 and above.
- The lowest rated activity by both samples is mountain biking.

How satisfied are you with the following activities at Bachelor Gulch?



None Sample  
Source: RRC



# IMPORTANT ACTIVITIES

- Skiing/snowboarding, hiking and golf are the most important activities to both Non-Timbers and Timbers respondents.
- A greater share of Timbers respondents feel that swimming is important.

Which THREE activities are most important to you or members of your household?

|             |                                | Top Choice | 2nd Choice | 3rd Choice | Overall |
|-------------|--------------------------------|------------|------------|------------|---------|
| Non-Timbers | Skiing/snowboarding            | 68%        | 18%        | 6%         | 91%     |
|             | Hiking                         | 11%        | 32%        | 25%        | 69%     |
|             | Golf                           | 7%         | 14%        | 14%        | 35%     |
|             | Bachelor Gulch Club Activities | 2%         | 6%         | 15%        | 23%     |
|             | Uphill snowhoe/skiing          | 4%         | 11%        | 8%         | 22%     |
|             | Swimming                       | 1%         | 5%         | 7%         | 13%     |
|             | Tennis                         | 5%         | 4%         | 5%         | 14%     |
|             | Mountain biking                | 1%         | 5%         | 8%         | 14%     |
|             | Cycling - road                 | 2%         | 1%         | 6%         | 9%      |
|             | Running                        |            | 1%         | 1%         | 1%      |
| Timbers     | Skiing/snowboarding            | 82%        | 7%         | 3%         | 91%     |
|             | Hiking                         | 4%         | 38%        | 18%        | 60%     |
|             | Golf                           | 7%         | 18%        | 12%        | 37%     |
|             | Bachelor Gulch Club Activities | 2%         | 7%         | 22%        | 31%     |
|             | Uphill snowhoe/skiing          | 4%         | 5%         | 9%         | 18%     |
|             | Swimming                       | 1%         | 12%        | 13%        | 26%     |
|             | Tennis                         |            | 3%         | 11%        | 13%     |
|             | Mountain biking                | 1%         | 3%         | 4%         | 8%      |
|             | Cycling - road                 |            | 2%         | 4%         | 5%      |
|             | Running                        |            | 2%         |            | 2%      |
| Non-Timbers | n=                             | 169        | 170        | 172        | 173     |
| Timbers     | n=                             | 114        | 114        | 114        | 114     |



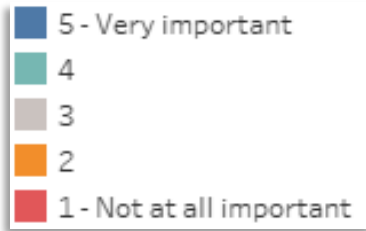
None Sample  
Source: RRC



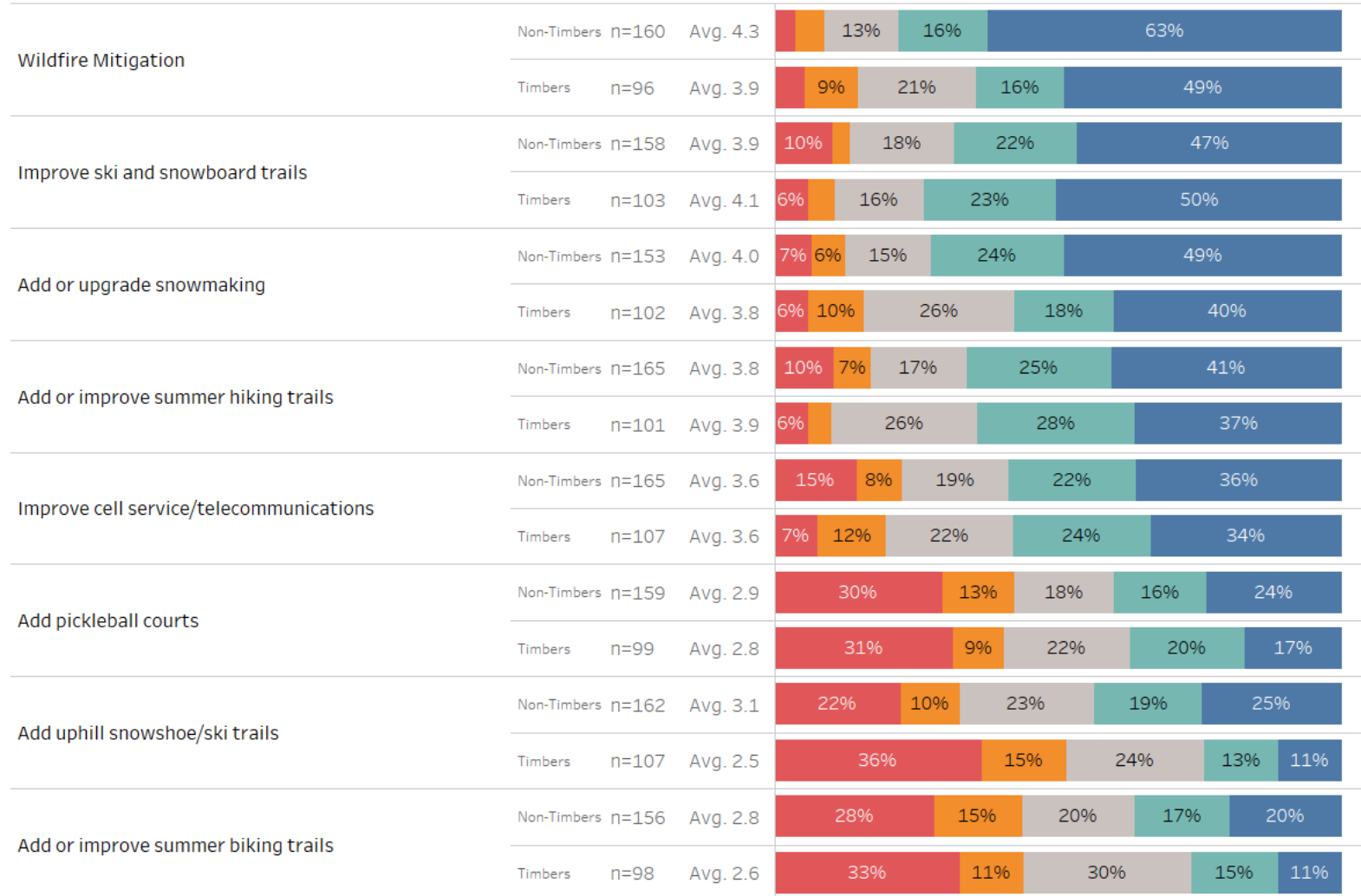
**FUTURE NEEDS**

# FUTURE NEEDS

- Both samples feel that wildfire mitigation, improvement of ski and snowboard trails and adding or upgrading snowmaking are the most important needs for improvement in Bachelor Gulch in the next 5 to 10 years.
- Adding pickleball courts, uphill snowshoe/ski trails and adding or improving summer biking trails are of less importance.



What are the most important needs for improvement in Bachelor Gulch over the next 5 to 10 years?



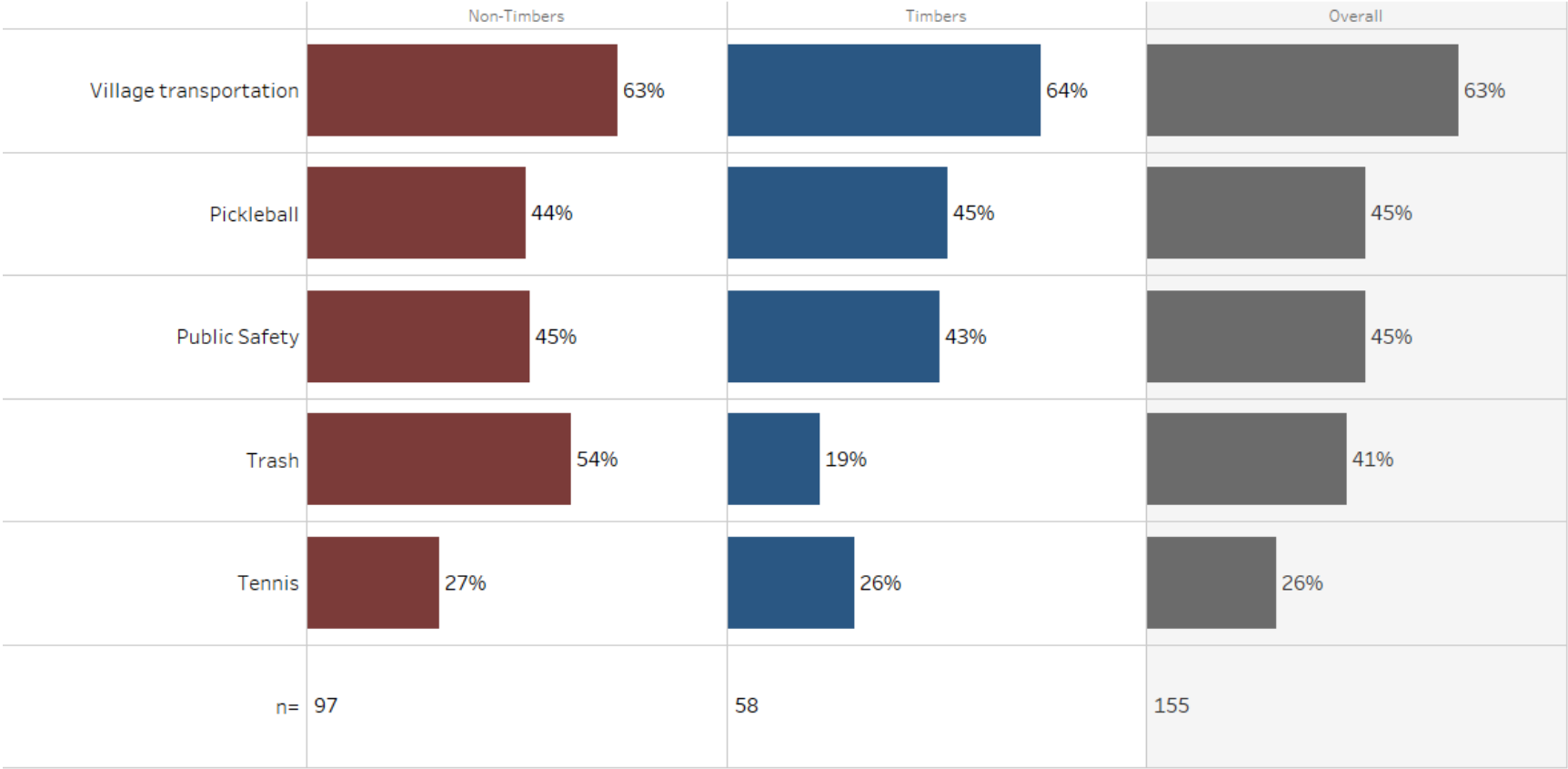
Source: RRC



# FUTURE NEEDS

Generally, respondents are open to paying fees for the following BGVA activities and services. A total of 63% of respondents overall are willing to pay fees for Village Transportation, and 45% are willing to pay for pickleball and public safety. There is less support for paying fees for tennis.

If needed in the future, would you be willing to pay fees for the following BGVA activities and services? (CHECK ALL THAT APPLY)





**The report compares responses from two different districts within Bachelor Gulch, Timbers and Non-Timbers residents as well as presents the overall results.**

- Timbers residents make up 41% of overall respondents.



**Most respondents do not live in Bachelor Gulch year-round (92%).**

- 4% of the sample overall consider it their primary residence.



**The average length of time spent in Bachelor Gulch is 9 weeks a year.**

- Non-Timbers respondents spend more time in Bachelor Gulch per year than Timbers respondents.
- Winter and Summer months are the busiest in terms of visitation.



**There are high levels of satisfaction with Bachelor Gulch services (public safety, trash/recycling services, and Village Connect) with average ratings of 4.2 and above on a scale of 1-5, with 5 being “very satisfied.”**

- Timbers respondents are generally more satisfied than Non-Timbers respondents



**Most respondents rate their cell service in the area as good or average.**

- The overall average rating is 3.4 out of 5, with 5 being “excellent.”
- Overall, 34% of respondents are neutral regarding the association funding telecommunication improvements. The average rating overall is 3.3 on a scale of 1-5, with 5 being “very supportive.”





**Non-Timbers respondents are more likely to play pickleball while in Bachelor Gulch (25%) than Timbers respondents (10%).**

- Common locations where people play are Beaver Creek, Arrowhead and the Ritz.
- Of those who play pickleball, 70% of respondents overall play at least once a week



**Nearly half of respondents overall (46%) said that if BGVA had pickleball courts, they would use them**

- Overall, 30% of respondents would prefer building new courts and 26% prefer repurposing existing tennis courts



**Overall, about a quarter of respondents (24%) play tennis while in Bachelor Gulch.**



## Respondents frequently ski/snowboard and hike

- They are also highly satisfied with these activities (averages 4.5 and above).



**Wildfire mitigation, improvement of ski and snowboard trails, and adding or upgrading snowmaking are the most important needs for improvement in Bachelor Gulch in the next 5 to 10 years.**



**Timbers respondents are far less aware of the wildfire mitigation efforts in BGVA and the partnership with Eagle River Fire Protection District. A total of 72% of Non-Timbers respondents are either somewhat aware or very aware of these efforts.**

- 31% of Non-Timbers residents and 2% of Timbers residents have already had a wildfire-risk inspection



**The broadcast email is the most effective form of communication for both samples and the overall preference for 65% of respondents.**

- Non-Timbers respondents are much more familiar with BGRA than Timbers respondents (83% vs. 49%).
- The average rating for the effectiveness of the Bachelor Gulch Residents Association newsletter is 2.8 out of 5 , with 5 being “very effective.”



# THANK YOU!



**RRC**

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