

# Portofino Press Survey Summary, August 2021

## [Survey Results](#)

- Survey was referenced in the Portofino Press which was published, printed and delivered to all homes in early July.
- Email inviting membership to take the survey was sent in early July.
- Social media posts were made referencing the survey the week it went out as well as a few days prior to the survey close date.
- **We had 146 survey respondents.**
- Five winners of a \$25 gift card were randomly selected and notified by the office the first week in August.
- A very good amount of feedback was received.
- Overwhelming, the membership would like to see the Press resurrected or some sort of regular communication.
- 64% of respondents would like to see the Press monthly, the next highest percentage preferred quarterly.
- **73% of respondents would like to receive it electronically – YAY!**
- Content likes: Board action/meeting summaries, Manager's Message, Remodel before/after pictures, Resident/Staff/Board spotlight, Kids Corner.

## Action Plan:

- Determine recurring feature articles; based on survey feedback
- Invite membership to contribute content (58% of respondents said they would contribute periodically.)
- Determine cadence of delivery (based on content contributors)
- Plan for at least one electronic publication by December 1<sup>st</sup>.

# Survey Results

Do you think it's valuable to regularly receive informational content specific to Villa Portofino?

Answer	Count	Percentage
Yes	143	98%
No	3	2%

How often would you like to receive issues of the Portofino Press, regardless of delivery method?

Answer	Count	Percentage
Monthly	93	64%
Five/Six times per year	22	15%
Quarterly	30	21%
Never	1	1%

How would you prefer to receive each new issue?

Answer	Count	Percentage
Printed copy delivered to my home	20	14%
Electronically via email alert with link to issues online	107	73%
Both electronically and printed/delivered	19	13%

Would you consider periodically contributing content, subject to review?

Answer	Count	Percentage
Yes	85	58%
No	61	42%

Would you consider regularly contributing content?

Answer	Count	Percentage
No	114	78%
Yes	32	22%

Would you help to deliver a printed Portofino Press?

Answer	Count	Percentage
No	89	61%
Yes	57	39%

# What kind of information or features would you like to see included in the future?

Community Events, Neighborhood Watch, Pool/Playground information, surveys from residents, ads from residents
A short article on interesting residents, maybe some who have offered their stories
Bd Meeting minutes, updates on individual residents in births, deaths, graduations etc
features on individuals living here, pets, original owners, events (like movies in the park!)
Improvements to the community
Some fun backyard ideas! Or creative uses for small spaces (like closets that have been reconfigured to storage etc.)
Love the want ads. I like supporting our neighbors and look there first.
MoreSpotlight on VPHOA (gardners, board, residents). Broadened info on events happening around Portofino/Tierrasanta/San Diego. Tidbit reminders of general info for VPHOA, clean up, architectural rules, alley rules, gardener appreciation, etc.
Jobs- who's hiring; viability of a dog park in P/Fino; local school stuff
Community events
Local news, events, businesses and services
board minutes, project status/updates
completed road construction, ongoing road construction and future construction. Any planned community area improvements... park/pool, etc. Any police activity with outcome. Completed home sales with price sold.
New projects in the neighborhood that utilize budget from HOA Dues
info on community improvements - progress on projects etc and future plans
Future and current projects
Happenings of our local surrounding area.

Community news and events
Summary of board actions; news about neighbors, like milestones in their family life
Updates on construction and park/local events
Yard projects, neighborhood events, ongoing community Porto projects, arbor amd wildlife conservation information
Positive news or story of the month
Resident concerns/letters. Maybe favorite recipes.
Things that impact the neighborhood
Events happening in the park
I thought the most recent issue had relevant content, and would read issues with similar content in the future.
Planned HOA expenditures. Success stories such as best remodel, etc.,
Profiles of homeowners and their houses
Community recommended contractors, updates & explanations on the ongoing gas project, changes and work people are doing to their homes
Board Actions • Homeowner Concerns (letters to editor, etc.) • Committee Activities • Manager Report
What's happening in the neighborhood
Previous issues were very informative - good format - covered all we needed to know plus
Information regarding community activities and groups
What the security guard is doing ie stoping solicitors, people using our command and pool area that do not live here. Know what we are paying for.
Various aspects of living in Portofino
minutes from board meetings. info about neighborhood

Updates about ongoing projects from relevant committees; Featured home renovations (perhaps with a way to contact the homeowner for more information); Ads for local businesses/service personnel (pparticularly those with Portofino home experience)

Budget info, landscape plans

Homeowners questions. Email them to the office and they are answered in the Press. These would be questions that the whole community might benefit from reading. An example would be "How does the law about ADU's apply in Portofino?"

Spotlight on a nice house or ability to submit an mini article by a homeowner

Upgrades to landscaping,etc

I have only lived here a short time but I have enjoyed all the content. Any news about issues facing the Board (such as pros and cons) would also be interesting.

Upcoming projects

Status of projects, minutes from board & committee meetings, pool status, fun gatherings i.e movie night.

Information from Board Meetings

I'd love to see more renovation tips and ideas!

Section on handyman/tradesman you have had a positive experience

Info relevant to what is happening in Villa Portofino

Happenings in Tierrasanta, not only in Portofino.

Events, changes

VP related

Crime Report, Contests (Best decorated house at the holidays), Block Party(s), ends of Porto Ct and Cariuto Ct

community/local events/calendar, any facilities updates, HOA Board minutes

police/crime reports for VP/TS

Upcoming maintenance.

What work is being done in the neighborhood.

How the HOA is saving money managing resources, maintaining the property without raising fees.

Issues relating to maintenance - Like why has the HOA not installed ADA curb cuts on the inner and outer sidewalks (except for one outer section done in 2012)? Why have so many alleyway curbs been allowed to crumble with no repairs?

More before and after photos of remodels.

Info/resources about changes to laws/governance that impact our neighborhood.

Crime watch issues, architectural issues, HOA compliance.

Meeting highlights and recaps. Links to meeting minutes. Updates on community repairs and upgrades. VP homes for sale or rent.

Board & committee info. Architectural changes/info. Landscape changes/ info. Community news/ events.

Statistics on how many trees been removed vs newly planted

Social opportunities

Anything that makes us more inclusive; hyping social events for example

Remodel/decorate ideas other homeowners are doing

community events, classified, issues or concerns from others in the community.

Budget summaries

Any changes to current guidelines that are important.

General news of interest to the HIA

Garden spotlights. Planting tips. Neighborly sharing of resources

Articles similar to the feature about George the security guard and perhaps articles about local history

history of the community, reminders on guidelines & rules during certain seasons (i.e, pool rules every summer)

Happening in Portofino as well as TIERRASANTA happenings

Rule reminders and updates

Board meeting highlights, possibly with context.

Resident Spotlights

Updates

Community Events, Construction Updates, Referrals for Home Improvement Projects

community events, projects, etc..

Board decisions that affect homeowners; profiles of people making contributions to the community; human interest stories about residents

Crime issues and alerts

landscape plans, committee reports, social events

Detailed information on landscaping. News in the neighbor similar to Next Door.

# What information or features, if any, do you find irrelevant and should be removed?

Long voting summaries

None

eliminate too much detail about board meetings

Anything not directly impacting VP

Current topics are fine.

it's all good!

classifieds!!

Detailed meeting minutes

Financial

E-mailing out as PDF or in body of e-mail would be preferred electronic distribution method.

I don't think it should be printed. Let's save paper and move totally online.

Lots of busy people might not read a whole issue, online with hyperlinks, maybe?

The newsletter is such a great tool for communication. And although everyone likes it no one want to participate in the contributing. It is a thankless job but I really appreciate all the work that goes into it.

# Please offer any other feedback you feel would be useful.

Really enjoy the paper. I can see how it may be a better move to switch to electronic only format to save on print/delivery costs.

nothing

Try to give the big picture on what our monthly dues goes toward so we don't feel like we are wasting money.

Use the funds somewhere else

Ideas for how to improve your property by home model. I like going to the open houses because I see things people have done with their 930 model. Has been super helpful. And to be clear on delivery help for the VP. I'd consider a section of the neigh

its nice to have electronic issue but I read the printed version and keep on hand for referecne

The Press is great! I dont see a lot more I would like to see. Good job!

Love the kids section and the home renovations.

High level descriptions of items covered during executive sessions.

Love the kids section

When neighbors do nice things. Kudos, would be nice

Kids art/coloring contests to be featured would be fun

I think being less pc and more neighborly would be useful

Like kids page and model update additions

I enjoyed the latest issue---much more interesting and enjoyable to read---connecting us in a more personal way!

Kindness and generosity spotlights!	Much appreciated to all those contributors and for this survey. Electronic copies save money and trees.
Info about lighting, landscaping & alley work should be included as well as pool rules for benefit!	Nothing at this time
More information about fixing things like our sidewalks & streets	Love the newsletter - happy to contribute.
	Neighborhood construction updates
I have missed the Press!! Very glad to see this at my gate!!!	
If we can get the Annual Policy Statement and the approved budget via email will be helpful. To avoid too many printed copies. Thank you. Also Portofino Press via VP website will be nice	This month's newsletter is the first one I have received, as we moved in 6 months ago. So, I am not familiar with what has been included historically. But, I like the idea of a Portofino-specific newsletter. And, the Kid's Corner section was cute.
Vendor referrals are great !	We look(ed) forward to reading each issue of the Press, especially updates on lighting, fences, etc.
I just thought it was so nice to receive the Press this week. Thank you, Amy Berkowitz	I am strong against having the press printed and delivered. I feel our community should be doing more to decrease its impact on the environment and one part of that is decreasing our paper usage and stop sending mail to residences.
Maybe some articles from people that were here in the beginning.	
It should include pool cleaning procedures, schedule and other upkeep related information.	Thank you for all your work!
Neighbor highlights ; allow community to submit stories like someone accomplishing a major event or milestone or anniversary similar to what Tierra Times does.	nothing to add
Transparency of the Board for making changes	I would like the press be put behind the glass kiosk and inline
I like it when you remind our residents about Pool, Tennis and Park rules.	What to do if: for example, you witness someone not picking up after their dog etc
I like the new version!	I think the kids corner was a great addition.
% of owner occupied units	Scrap the printed edition and go electronic.
Have residents take pictures of portofino wildlife and submit them with hashtags #portofinosafari on socials, then you could do a feature on that. In advance of the Halloween decoration season, a really clear feature on what exactly is allowed	More info on progress on disruption of driveways.

Reliable and responsible communication with the residents and owners is essential to a well-run Association. Something that has been lacking for the past year.