



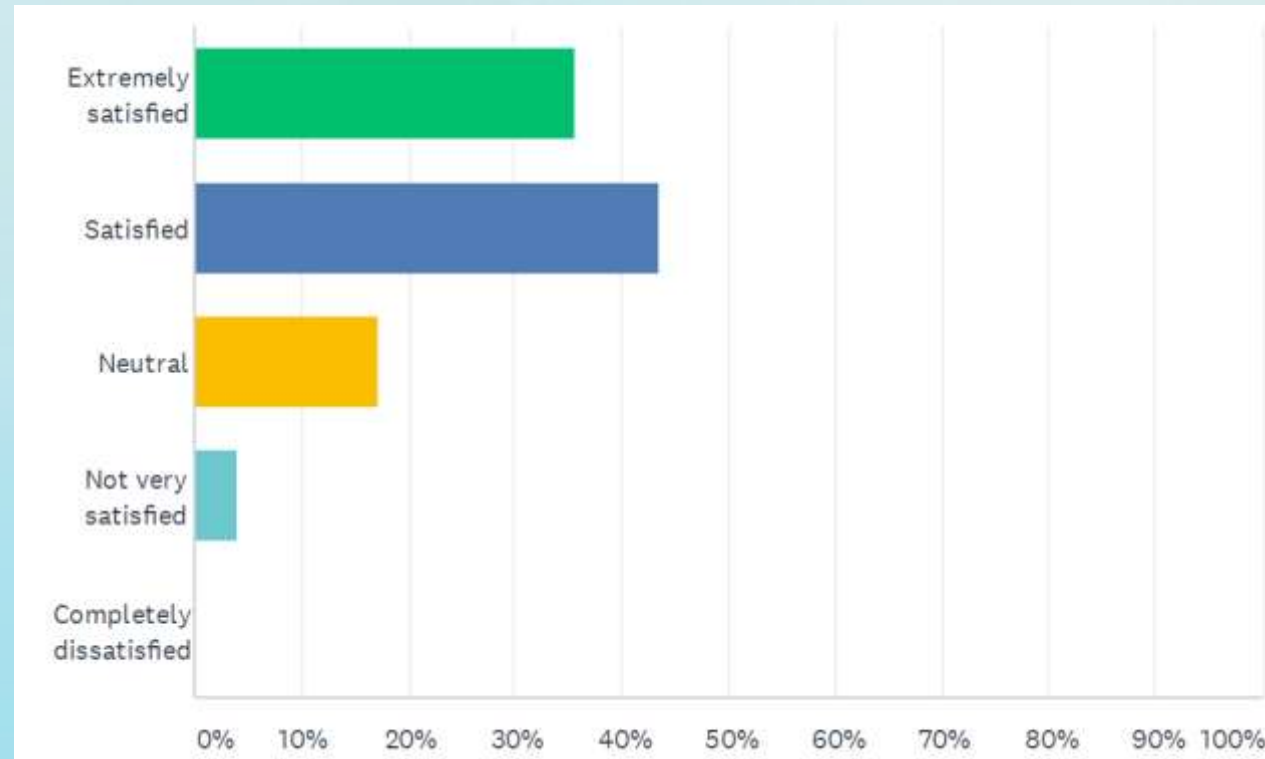
# PLCA/PLA Membership Survey 2020

Lori Vaudry

# Thank You For Your Feedback!

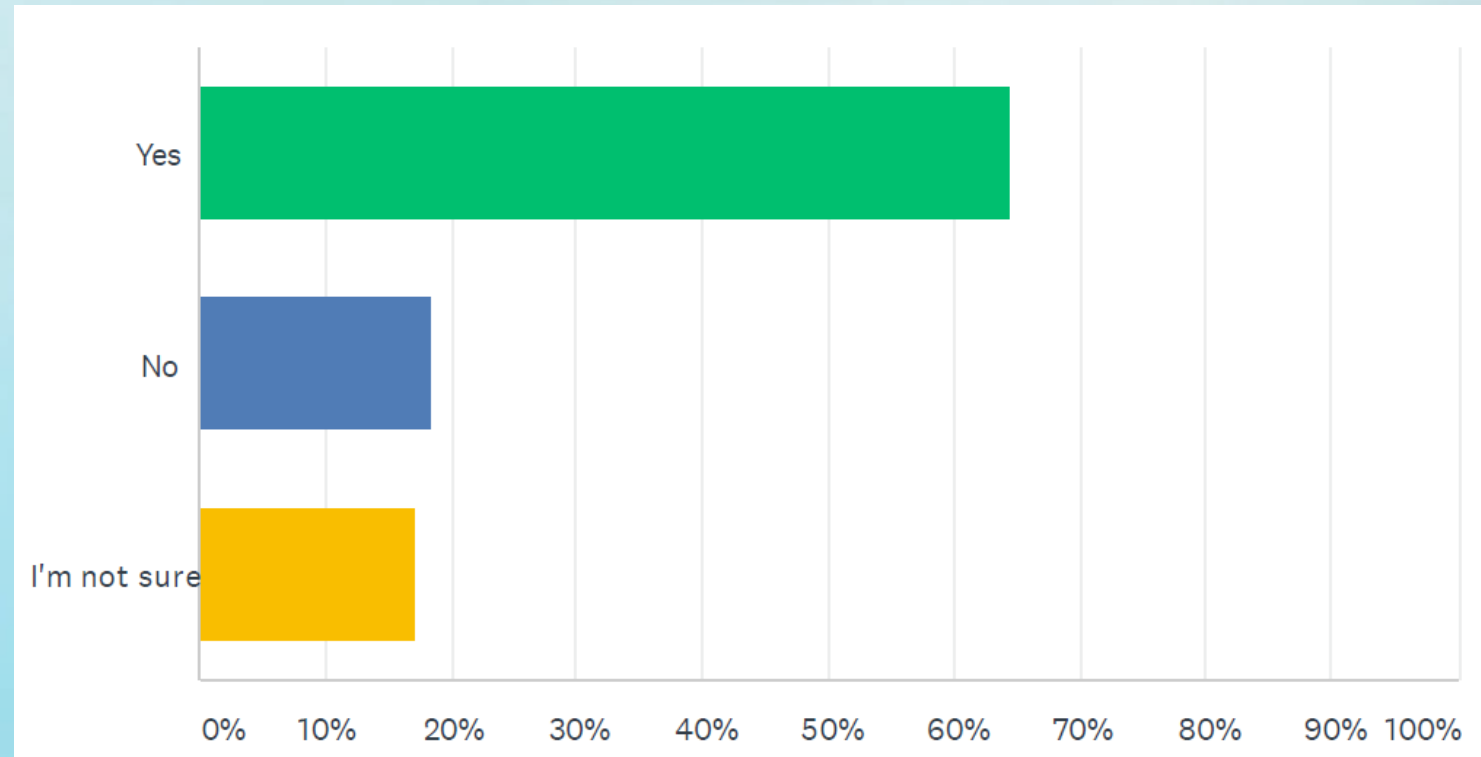
- 77 respondents (approx. 39% of members)
  - 81% had paid membership fees for 2020
  - 15% hadn't paid membership fees yet, but intended to
  - 2% do not pay membership fees
  - 2% preferred not to say
- The majority of respondents:
  - Have been enjoying the lake for > 20 years (77%)
  - Are seasonal residents/cottagers (72%)
  - Visit/use their home in all seasons (65%)
  - Are only members of the PLCA/PLA, not other lake/area associations (10% were also Springsyde Association members, 7% FOCA, 5% Lake of Bays)

# There is value in PLCA/PLA membership



- Only 4% of respondents are unsatisfied with the value they are receiving from the dues they pay
- There is some opportunity to increase the number of extremely satisfied respondents (36%)

# We have an opportunity to better define the PLCA / PLA and its role



- 35% of respondents don't really understand the difference between PLCA & PLA
- 33% don't fully understand the role of the PLCA/PLA in our community

# We need to focus on the environment & lake condition

## What is most important to respondents?

- Lake quality & condition (100%)
- Environmental protection (100%)
- Receiving information on policies, flooding, development (99%)
- Lake planning & development (96%)
- Acting as my advocate (94%)

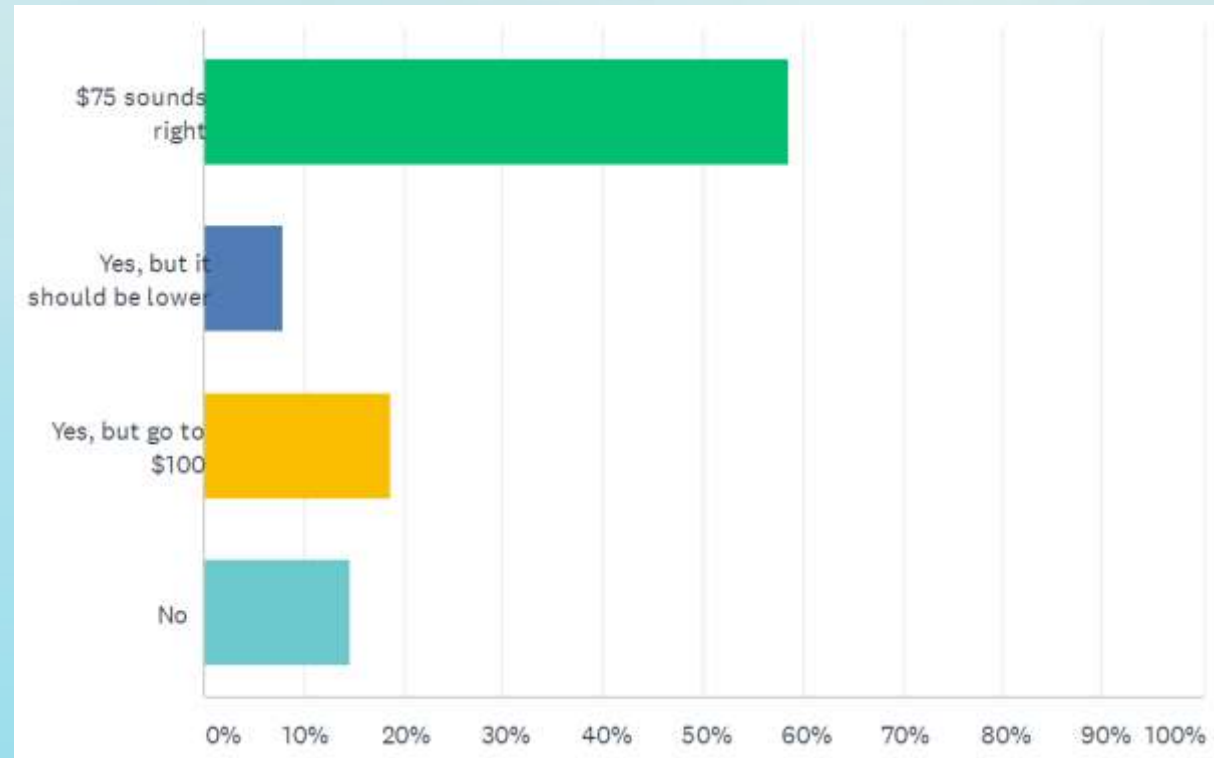
## What is important, but less so?

- Activities & social events (65%)
- Building a sense of community (89%)

# When we advocate for members, development is a top priority

1. Large commercial development (97%)
2. Deerhurst development (93%)
3. Quarry (88%)
4. Residential development (87%)
5. Short-term accommodation (Air B&B/rentals) (76%)

# PLCA/PLA membership fee increase is well supported



- 87% of respondents support an increase in our fees from \$50
- However, there is not strong support for a capital campaign to build a club house on our property (57% do not support)



# Our Event Calendar is Strong

There were no events that had high “discontinue” sentiment.

The top five events that folks definitely want to see continue:

1. Regatta (76%)
2. Canada Day (70%)
3. Eco Workshop (62%)
4. Regatta Dance (60%)
5. Sailing Races (57%)





# Regatta is our most popular event, but could be improved to increase participation

## Suggestions for our Regatta Committee to consider:

1. Make everyone feel more welcome (41% have never attended)
2. Eliminate some events (e.g. not enough participants, too dangerous - tilting)
3. Add new elements (e.g. Kayak event, BBQ)
4. Consider other locations (e.g. difficult to get to for non boaters)
5. Move the Regatta Dance to next day (e.g. may be too long of a day)

**Kudos to Andrew Moffat for organizing the very successful Regatta Parade this year – over 45 boats attended!**



# While the environment is a top priority for Pen Lakers, the Eco Event is not well attended

76% of respondents have not attended an Eco Workshop

## Potential improvements to increase attendance:

- Try different date or time (e.g. 60% indicated time/date didn't work, suggested non long weekends as less likely there are guests at cottage)
- More communications on environmental issues generally speaking to improve environmental advocacy
- Add virtual option
- Have child care made available
- Consider adding a social element (e.g. snacks, happy hour, etc.)

# We communicate well and our members appreciate our Newsletter

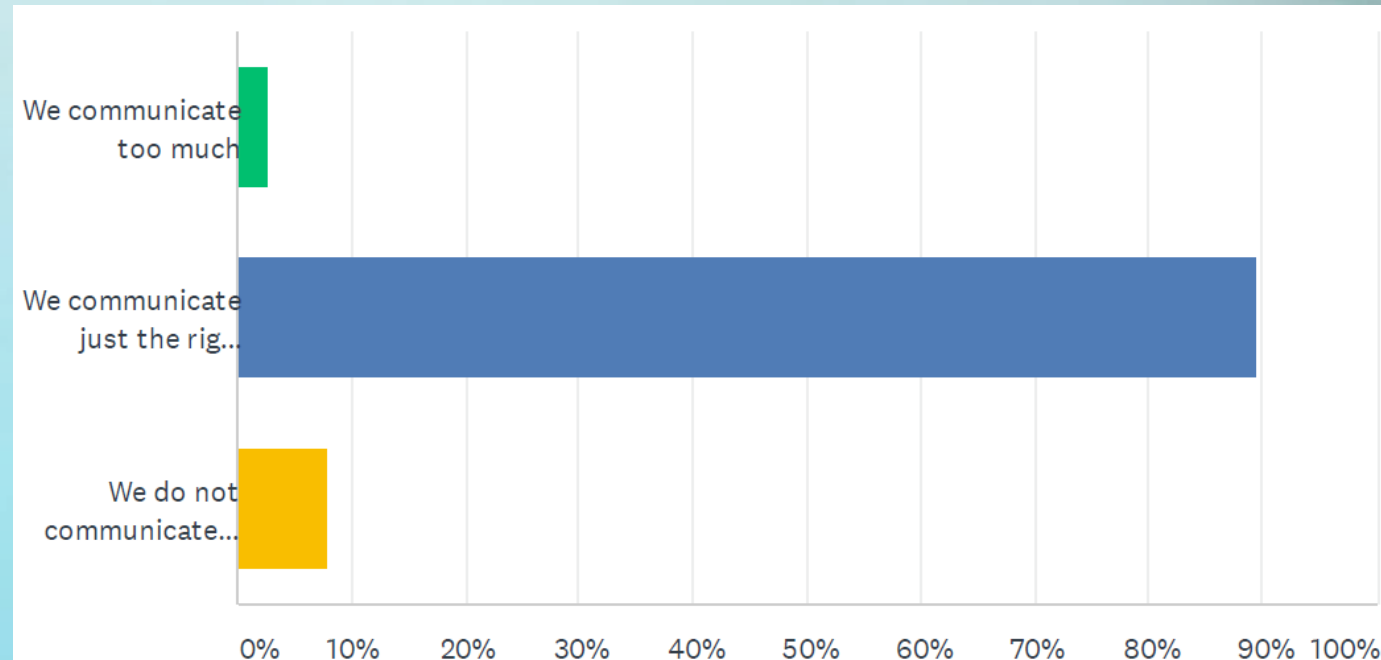
- 90% believe we communicate the right amount


- 86% are satisfied with our Pen Notes Newsletter. Opportunities:

- Shorter updates/articles
- Member updates
- Historical information
- Less social, more environmental
- Bulletin board, buy-sell, business promotion

- The best way to communicate with our members is:

- Email (96%)
- Newsletter (93%) – and only 33% feel it needs to be mailed, majority believe online/email is sufficient
- 40% of our members believe Social Media is important as a communication vehicle





**Thank you to all who  
participated in our survey.  
Feedback is always  
welcome!**