

SPRING 2020 SURVEY RESULTS

Survey Summary and Next Steps

What have we learned so far?

1. The BPHA is much loved for attracting, energizing and nurturing **community building both at the Rec Centre and within the surrounding neighbourhood** (e.g. adopting a refugee family, the new playground, Clair Lake rehabilitation, support for local farmers, tree planting, butterfly hatching and the community newsletter). These activities are part of the shared value of the organization. Preserving and building on the current **perceived value** is paramount – to maintain the benefits to members and to attract and engage more members.
2. **Programming** inside and outside the rec-centre is highly valued and appreciated. There were many suggestions for the future that include expanding programming beyond swimming and tennis, **especially more year-round adult programming and more activities on the courts.**
3. **There is universal support for upgrading & renovating the Rec Centre.**
4. Exploring ways to **finance** our organization is viewed as integral to our next 50 years. Members are aware of **the financial challenges** associated with managing an aging facility with declining income. This will require open minds to consider all potential ways to finance renovations and on-going operating costs.
5. There is **huge support and optimism** for this NEXT50 project. There were so many supportive and encouraging comments... these two are particularly representative: *“I am so excited that there is a long-term vision in motion for BPHA. I'm nervous about community involvement and the cost involved, but I'm hopeful too.”&... “It opens a pathway for us all to be actively involved in shaping our future, the future of our subdivision, and the future of the BPHA.”*

This survey is a start on the NEXT50 project for 2020. Next steps include:

1. Encouraging people to add more IDEAS on www.bpha.ca NEXT50
2. **Detailed Reporting of the survey results will be posted on our website on May 10.** We encourage everyone, members and non-members alike, to please review the survey findings. Go to www.bpha.ca. [Click on the NEXT50 tab and click on link to “Spring 2020 Survey Results”](#)
3. **Two webinars will be hosted** to review the survey results and to answer questions. **The dates for the webinars are Monday, May 25, 12noon – 12:40 & Tuesday, May 26, 7pm -7:40pm.** To register please go to www.bpha.ca, go to the NEXT50 Tab, use the Eventbrite link at the top of that tab and register for the time and date that suits you best. **This webinar open to all members and all non-members.** Advance registration is required. Please register early.
4. Discussion sessions/Zoom webinars – during the summer months - where we will dig into all the actual IDEAS submitted and start to synthesize some possible concepts. (Dates TBD June/July/August).
5. Developing a Vision and 2 or 3 possible concepts for testing in 2021. (Sept/October/Nov).

The NEXT50 is about RE-visioning a loved and valued organization and aging rec-centre. The BPHA is the steward of lands that are zoned recreational property in perpetuity. Whatever we do is passed on to future generations.

The NEXT50 project is our opportunity to design the future we want. What is involved in **re-visioning** our future?

1. **Reopen** our minds – imagining our desired future for the BPHA and the rec-centre (in progress).
2. **Recalibrate** on what we value most – making it central to our plan (our survey & website IDEAS tab & summer discussions).
3. **Reinforce** what is desirable and possible, based on our current and potential member capabilities and our financing opportunities. Create our plan (2020 & 2021).
4. **Ensure Resilience** - environmentally, economically, and socially. (ongoing)

Survey Methods

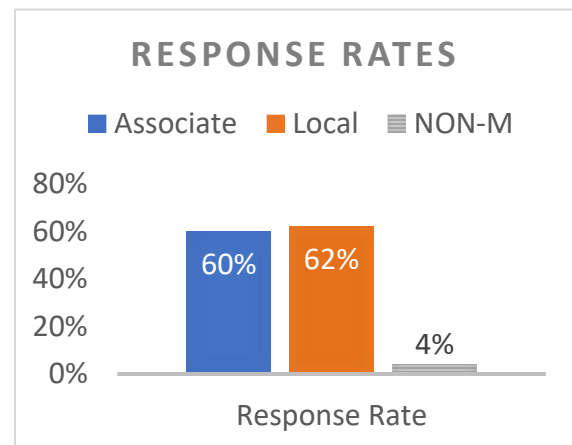
During March 2020, the NEXT50 Committee invited 2019 Members and Non-member households to share their thoughts and feelings about the BPHA in a survey that focused on **Strengths, Weaknesses, Opportunities & Threats (SWOT.)** In order to encourage participation, members were sent 2 email reminders, while non-member households received a reminder postcard in their mailbox. The surveys were online only.

Response Rates

Response rates were positive and similar between Associate and Local members. We can be confident about the views expressed by both groups.

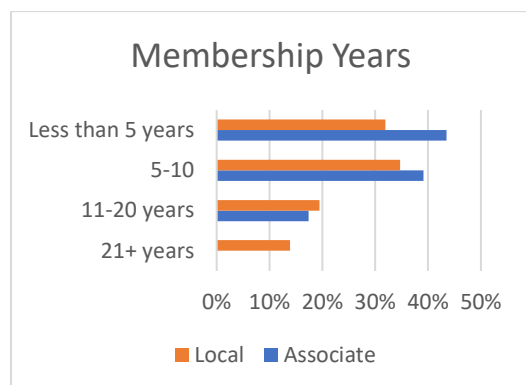
At 4% the non-members response rate tells us that BPHA current relevance is low. Gaining the attention and involvement of non-members means *“low gear for steep hills.”* We are essentially starting from scratch. But NEXT50 is a 3-4-year project. We are just getting started. Persistent out-reach is required to engage non-members.

Encouragingly, 10 non-members took the time to complete the survey online at www.bpha.ca including one completing it on paper and delivering it, to be certain it was included.



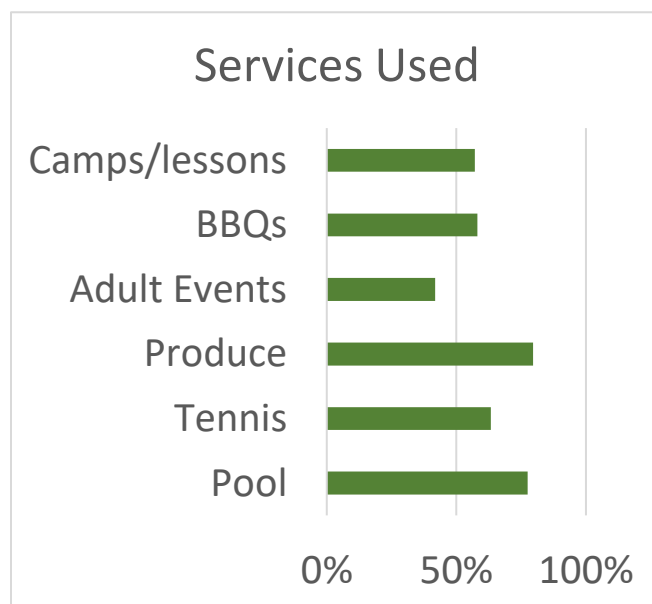
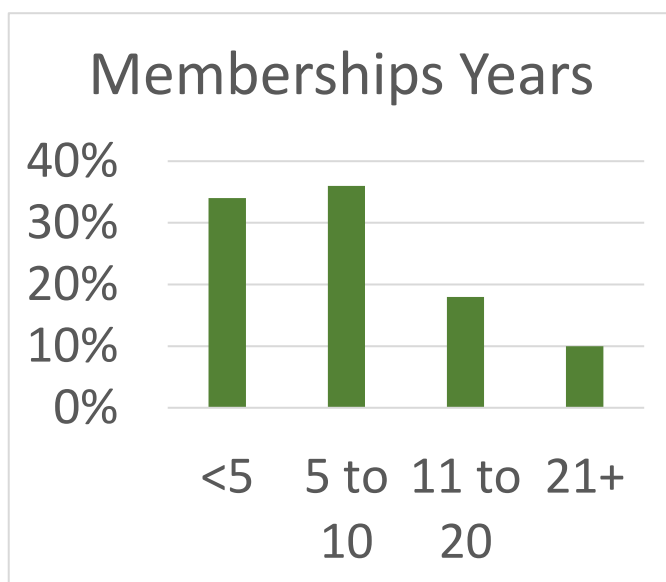
Member Characteristics

Most members have been with our organization a decade or less (~70%), especially Associate members. Two decade plus members are Local.



Service use is highest for the produce stand, the pool and the tennis courts (in that order). The newsletter was not included in the list of options (an oversight by the project team).

Adult-only events attract less than 50% of all members. A breakdown by Associate and Local members follows on the next page.



We asked all members to rate their feelings about the rec-centre facilities, the current programming and the NEXT50 project.

This chart shows the percent who gave top marks (5/5) on each aspect of the BPHA. Only 22% give top marks for our facility.

The increased programming provided by Deb and her team got over 45% top marks.

The over 50% top rating for the NEXT50 speaks primarily to optimism about this initiative.

Direct quotes about NEXT50 reveal the hope for its success.

"We have such a strong history of community spirit and the teamwork and the desire to make something happen in the future is real and palpable."

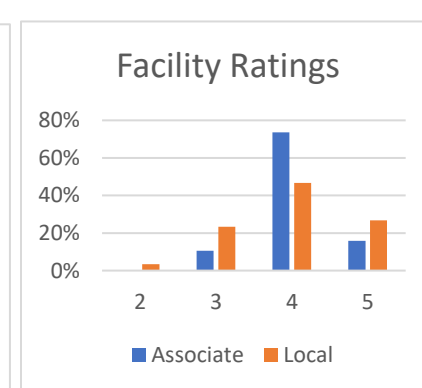
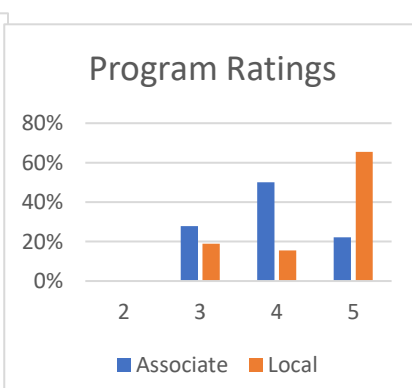
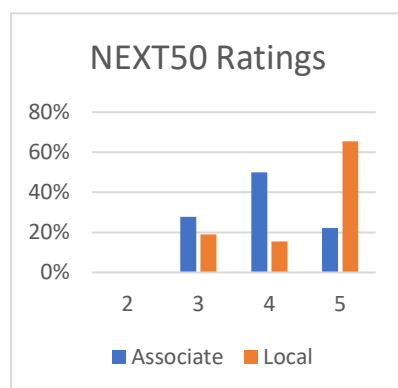
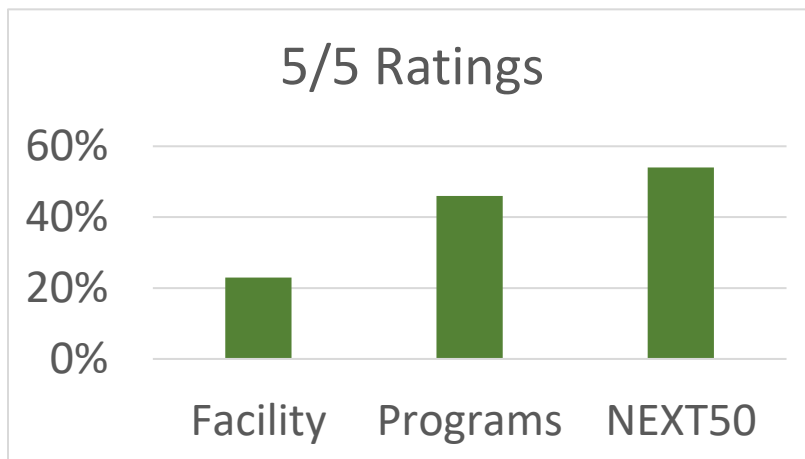
"I am so excited that there is a long-term vision in motion for BPHA. I'm nervous about community involvement and the cost involved, but I'm hopeful too."

"It opens a pathway for us all to be actively involved in shaping our future, the future of our subdivision, and the future of the BPHA."

"It was clearly a facility designed for a different time. It's good that we are collectively looking at what the future of our neighborhood amenities looks like."

Local members are:

- More likely to have extremely **positive feelings about NEXT50** and the **current programing**.
- More likely to have **diverse perceptions** of our facilities (**good and bad**). Average ratings are the same for both groups of members (~4/5).

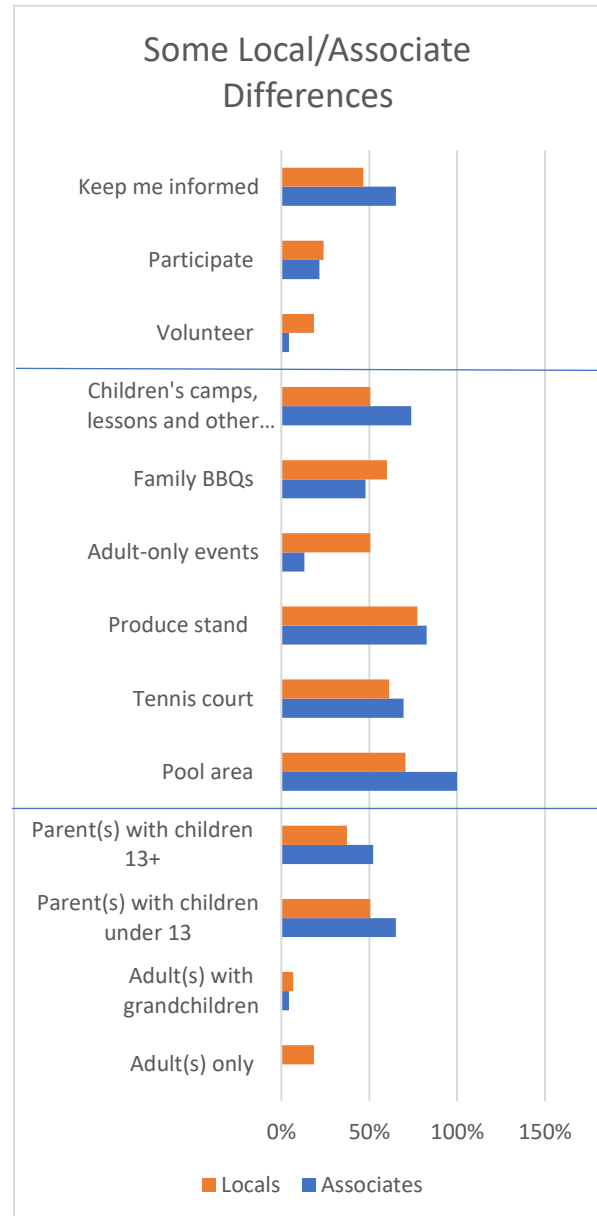


The chart on the right, combines the responses to three questions.

- Interest in NEXT50
- BPHA services used
- Household use of BPHA.

Compared with associate members, **local members are:**

- More likely to volunteer on **NEXT50 project**
- Much more likely to attend **adult-only events**
- More likely to come from **adult-only households.**



Impressions of BPHA

The SWOT survey was designed to get a read on the impressions that members and non-members have of the BPHA. The first two questions (**Strengths & Weaknesses**) are fairly straightforward. Responding about Opportunities and Threats is more challenging.

Over 60% of the those who took our online survey, contributed their thoughts on our SWOT questions. **We can be confident that we have a good read on member impressions of the BPHA, now.**

We finished the survey with an open-ended question to gather any other thoughts that people wanted to express. We included this final question in our SWOT analysis.

We used two methods to code and understand the collected conscience of members:

1. A **tally of similar mentions** grouped under major topics – with all five of the open ends combined.
2. Identification of **major ‘themes’** that dominated each of the five open ends.

We have a good sense of what members and prospective members are thinking about now. Remember this is just the first step in the NEXT50 process.

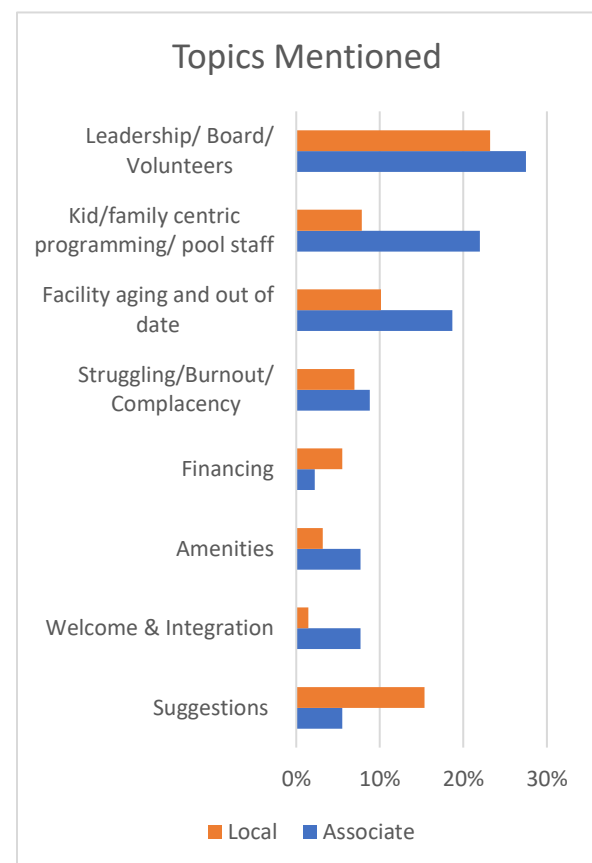
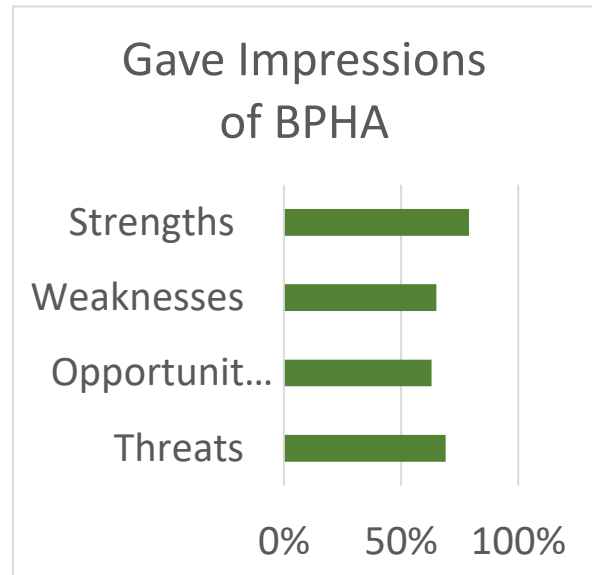
Tally of Similar Mentions

This chart illustrates Associate and Local member differences. The detailed comment categories are shown in Appendix A.

- **Both** Associate and Local members love the BPHA. Local members tabled many suggestions for improvement.
- **Associates** focus more on the facility, programming, amenities and gaining integration.
- **Local** members are more concerned about financing issues (perhaps because of all the improvements they would like to see).

Major ‘Themes’ by Question

Are shown in Appendix B (including Non-members).



Appendix A: Tally of Member and Non-member Specific Comments

Main Mentions
Leadership/Board/Volunteers: deeply caring supporters /Board/ guards/wonderful job /Neighbourhood gem/ community building / (many) thanks/ appreciate being included /well maintained/ NEXT50/Great asset/ dynamic programing/ inclusive / innovative/ generous volunteers/ advocacy/ mobilization / meeting place/ bonds Neighbourhood/ caring/ strong legacy/ responsive & flexible/ comprehensive / online payment/ updated website/ improved parking area/refugees, Clair lake/ playground
Kid/family centric programming/pool staff: <i>'feels like an extension of family'</i> /friendly/welcoming/ PD camps/Date nights /accessible and safe/ relaxing for parents/ diverse activities/ generally, friendly staff / more year-round activities/ more swimming on weekend mornings.
Facility issues: dirty pool/ old trees/losing shade/ not enough seating/cushions/ more food/more shade/ upgrade changerooms/ feels congested/ hard to get out of pool with babies/ closes too early in Fall/ short season/ limited court time/ unclean bathrooms/ pool and tennis court maintenance/ no indoor facility/ outdated facility.
Struggling/Burn-out/Complacency: constant struggle to cover costs/costly repairs/aging facility/costly to repair/ membership costs going up/ volunteer burn-out?/ fiscal challenges/ households drop out when kids age/ Small group of volunteers do most of the work/ funding gaps?/ COVID & recession?
Financing: getting expensive/ consider tiered memberships- social only/ revise fee structure/ get charitable status/ covenants expired/ new funding models/ better budgeting and accounting services/ high fees for tennis only/ Special Services Levy option?
Amenities: produce stand/ great amenities/ snacks/coffee /improved communications/ getting better over the past few years. BBQs/ ice cream/shade umbrellas/ sun chairs.
Welcome & Integration -hard to integrate/not recognized by pool staff/ hard for new-comers to fit in/hard to connect/does NEXT50 include associates?/feel separate/feel unappreciated /are associates welcome at adult events?/ don't feel I belong/
Suggestions: tennis only membership/more evening lectures/badminton/ morning pool opening/ more treats /more hang-out spaces/ introduction opportunities/ festivals in green spaces/ block parties/ weekend swim classes/ rep Beechwood with city/ off lease dog park/ more events for seniors/ year-round activities/ after work gatherings/ more shade/ walk-in pool/ cut back the hill/ winter activities/ improved bike parking/ baby camp so parents can attend social events/ communications with non-members/ organic produce/ 4 season facility/ more social get-togethers/ basketball nets, pickle ball, volley ball, other activities/ community garden/ more evening speakers/ events open to all neighbours/ scholarship for low income families/ work with other Beechwoods on common issues/ dog party/show/ tool share/ expand pool hours/ make the facility more environmentally friendly/ baby& parent activities/pollinator friendly gardens/ green plan for the neighbourhood/ mixed doubles tennis/ live music/ Neighbourhood Watch/ board games/ book clubs/ walking clubs/bridge clubs.

Appendix B: Major Themes That Emerged From Our Data

<u>LOCAL MEMBERS THEMES</u>	<u>ASSOCIATE MEMBERS THEMES</u>	<u>NON-MEMBER THEMES</u>
<p><u>STRENGTHS</u></p> <p>Overall, local members ‘love’ the community building activities, the improving communications, the events and the facilities.</p> <ol style="list-style-type: none"> 1. Community building: the BPHA promotes well-being and opportunities to meet neighbours. It builds community spirit. Many favorable mentions of the produce stand. 2. The programming is highly praised and valued. It is described as ‘dynamic and innovative’ 3. The incredible dedication and commitment of all the volunteers (includes those who volunteer to help with lunches, activities, the produce stand, the rec centre maintenance, etc, etc) 4. People are proud that our neighbourhood gets involved with important ‘social issues’ apart from immediate issues of the rec centre (e.g. refugee family, the new playground, Clair Lake rehabilitation, support for local farmers, tree planting, butterfly hatching, etc) 	<p><u>STRENGTHS</u></p> <p>Overall, associates are VERY positive about the BPHA and are also little confused about whether or not we want them... (they receive some mixed messages).</p> <ol style="list-style-type: none"> 1. Very positive about the friendly atmosphere, the amazing programming, the sense of community and the chance to volunteer. 2. Noteworthy quote that captures several comments: <i>“community owned and operated...feels like an extension of family”</i> 	<p><u>STRENGTHS</u></p> <p>Overall, there is great appreciation for what the BPHA does and the value it adds to our neighbourhood. But not overly interested in joining or rejoining.</p> <ol style="list-style-type: none"> 1. Great for ‘young families’ 2. The BPHA facilitates ‘caring’
<p><u>WEAKNESSES</u></p> <ol style="list-style-type: none"> 1. The problems associated with an aging facility and the costs of associated repairs and improvements. Loads of ideas for improving the current site: from updating the change rooms, to improved bike parking, to cutting back the slope and putting in more patio space. 2. Relatively low participation rates of the people who live in the local area. Need more local members and need to retain current members. We need more financial support. 	<p><u>WEAKNESSES</u></p> <ol style="list-style-type: none"> 1. Not many flagged 2. Noteworthy quote, that captures several comments: <i>“I feel there is a bit of a ‘tricky’ relationship with Associates. I have not always felt that the BPHA actually wants its Associate members.”</i> 	<p><u>WEAKNESSES</u></p> <ol style="list-style-type: none"> 1. Very limited adult programming designed for seniors: e.g. trail walks, book clubs, card clubs, pickleball, boules, yoga/tai chi, basketball 2. No club house, or screened in area for evening activities

<u>LOCAL MEMBERS THEMES</u>	<u>ASSOCIATE MEMBERS THEMES</u>	<u>NON-MEMBER THEMES</u>
<p><u>OPPORTUNITIES</u></p> <ol style="list-style-type: none"> Overall, so many thoughtful responses. A huge theme is the opportunity to get our financial house in order and figure out how to increase our annual revenue. <i>“A compelling plan to renew and improve the Rec Centre might motivate and energize the membership.”</i> This should include a good look at our current fee model and examine other possibilities. Let’s ‘think outside the rec centre.’ What we do there is <i>‘pretty wonderful’</i>. Let’s focus on promoting more involvement within the neighbourhood/try to ramp up general levels of engagement throughout the entire neighbourhood. <i>“Think global, act local & small is beautiful”</i>. Keep tinkering with the programming; expand options on the tennis courts; increase flexibility around swim lessons and pool hours; add a coordinator for Adult Programming (e.g. educational lectures/gazebo talks, walking groups, book clubs, bridge clubs, climate action initiatives, year round activities, wine tasting, etc). Let’s maintain engagement of members as their kids age out. A theme emerged about re-thinking the way we ‘integrate/orient’ new members to the Rec Centre and the programming. Several comments surfaced about members feeling like <i>‘outsiders’</i> even after their 1st year. 	<p><u>OPPORTUNITIES</u></p> <ol style="list-style-type: none"> Upgrades to the aging facility More evening programming for Adults, like community lectures. More activities on the tennis courts 	<p><u>OPPORTUNITIES</u></p> <ol style="list-style-type: none"> As we sell, there will be more young families; this is BPHAs growth opportunity. Perhaps more of a focus on helping us age in place; supportive services.
<p><u>THREATS</u></p> <ol style="list-style-type: none"> Aging infrastructure, the cost of replacing/rebuilding, the declining membership among locals, the poor retention of members as kids age out. A sense of complacency by homeowners in the neighbourhood. COVID 19 will potentially have a huge financial impact on the BPHA in 2020. 	<p><u>THREATS</u></p> <ol style="list-style-type: none"> Finances to support cost of repairs and facility upgrades and maintenance. 	<p><u>THREATS</u></p> <ol style="list-style-type: none"> Lack of community support and money. Aging infrastructure Indifference of non-members.
<p><u>OTHER COMMENTS</u></p> <ol style="list-style-type: none"> Mostly “thank-yous” for all the work that volunteers are doing as well as support for this NEXT50 project. A noteworthy comment: <i>“I think that being able to bridge entrenched interests and newer ideas is a key challenge”</i> 	<p><u>OTHER COMMENTS</u></p> <ol style="list-style-type: none"> Mostly ‘thank you for including us.’ Notable quote that captures several comments: <i>“the BPHA is a model for community development throughout this City”</i> 	<p><u>OTHER COMMENTS</u></p> <ol style="list-style-type: none"> Consider a varied/tiered membership fee structure. Notable quote that captures several comments: <i>‘I enjoy living here and appreciate the hard work the BPHA does for everyone.’</i>