

Beechwood Park Homes
Association
Making Memories Since 1968

NEXT50 Survey Results

FOR: May 25 and 26, 2020 Webinars

Outline

- Likely to be done in under 40 min.
 - If ZOOM shuts down, just log back in if you want to hear more.
- We will cover BPHA Strengths, Weakness, Opportunities & Threats (SWOT) survey results
- If you have questions: just move your cursor down to the bottom of your screen to reveal the options.
Click on CHAT and type in your question.
 - We will answer as many questions as possible.

Survey Objective & Method

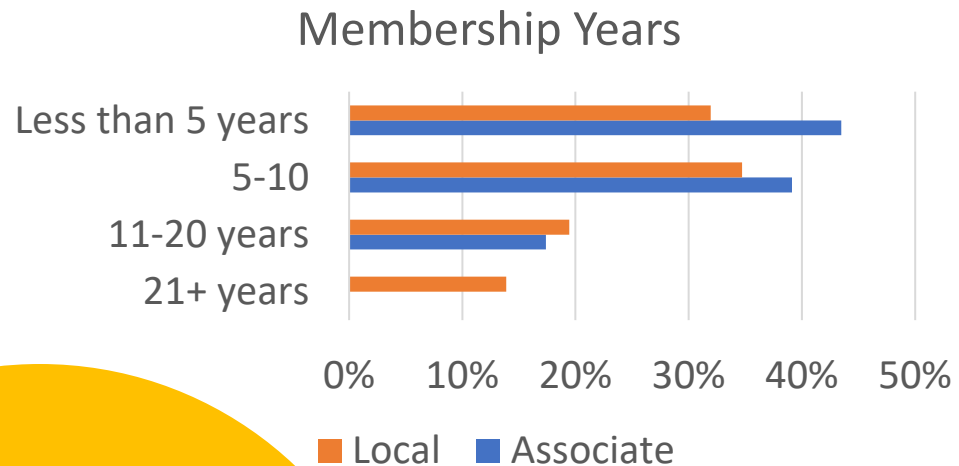
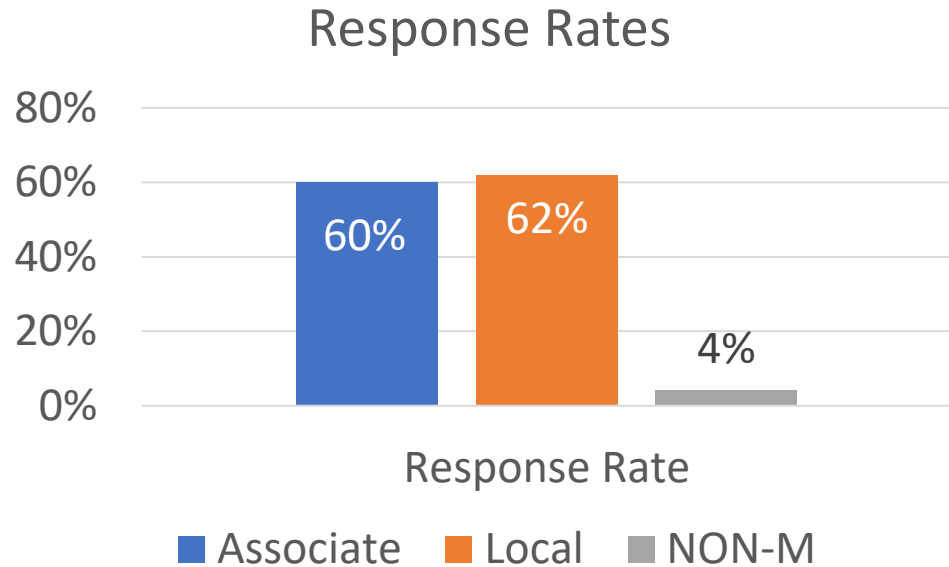
OBJECTIVES

- **Gather thoughts and feelings about the BPHA and NEXT50**
- To understand organization and rec-centre impressions, **now**
- **Starting point for NEXT50 planning**

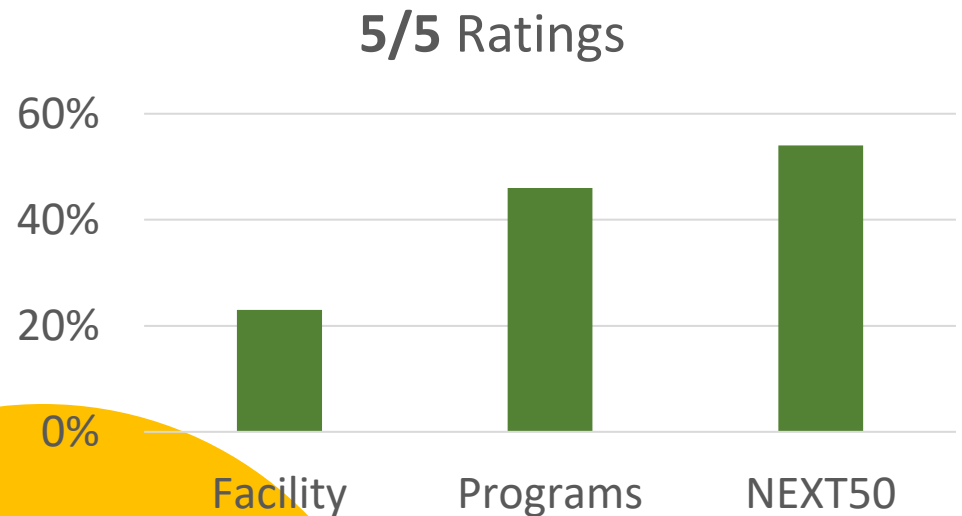
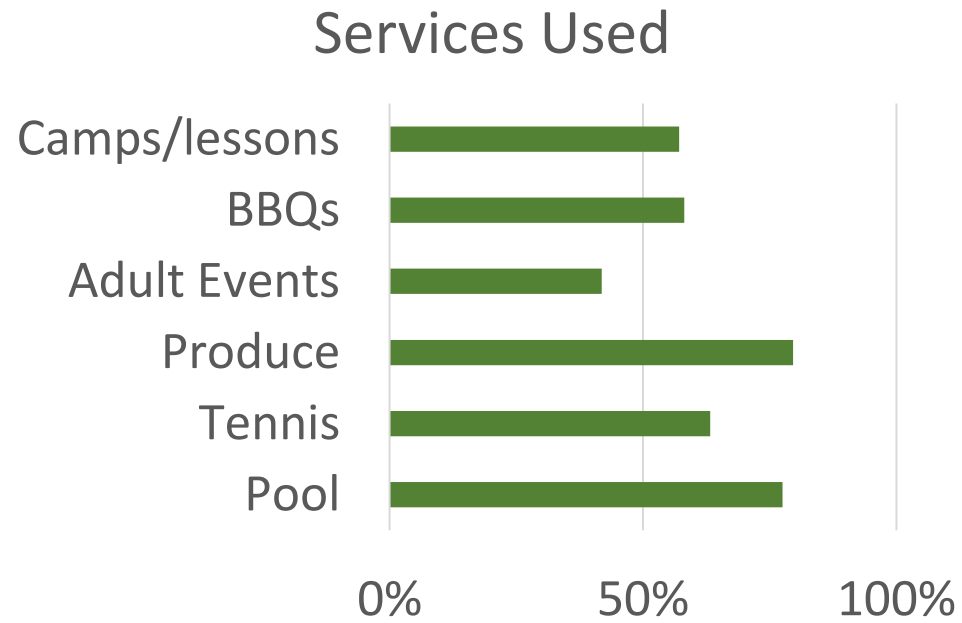
METHODS

- **March 2020** invited 2019 Members and Non-member households
- 2 email reminders for members
- reminder postcards in non-member mailbox.
- Online surveys only.

Survey and Years of Involvement



- High response rates from Associate and Local members - **confident about the results.**
- 4% from non-members tells us that current BPHA **relevance is low.**
- Most members last a **decade or less (~70%)**, especially Associates. **High turnover.**
- **Only Locals last two decades plus.**
- **More long-term members would help.**
- **BTW - BPHA's dominant image is 'for young families'**



What do Members Use and Love?

- The **produce stand, pool and courts** are used the most often.
 - **The newsletter was omitted by mistake.**
- **Most loved (5/5) are**
 - **NEXT50** (especially Locals)
 - **(Deb's) Programming** (especially Locals)
 - and then the **Facility**.

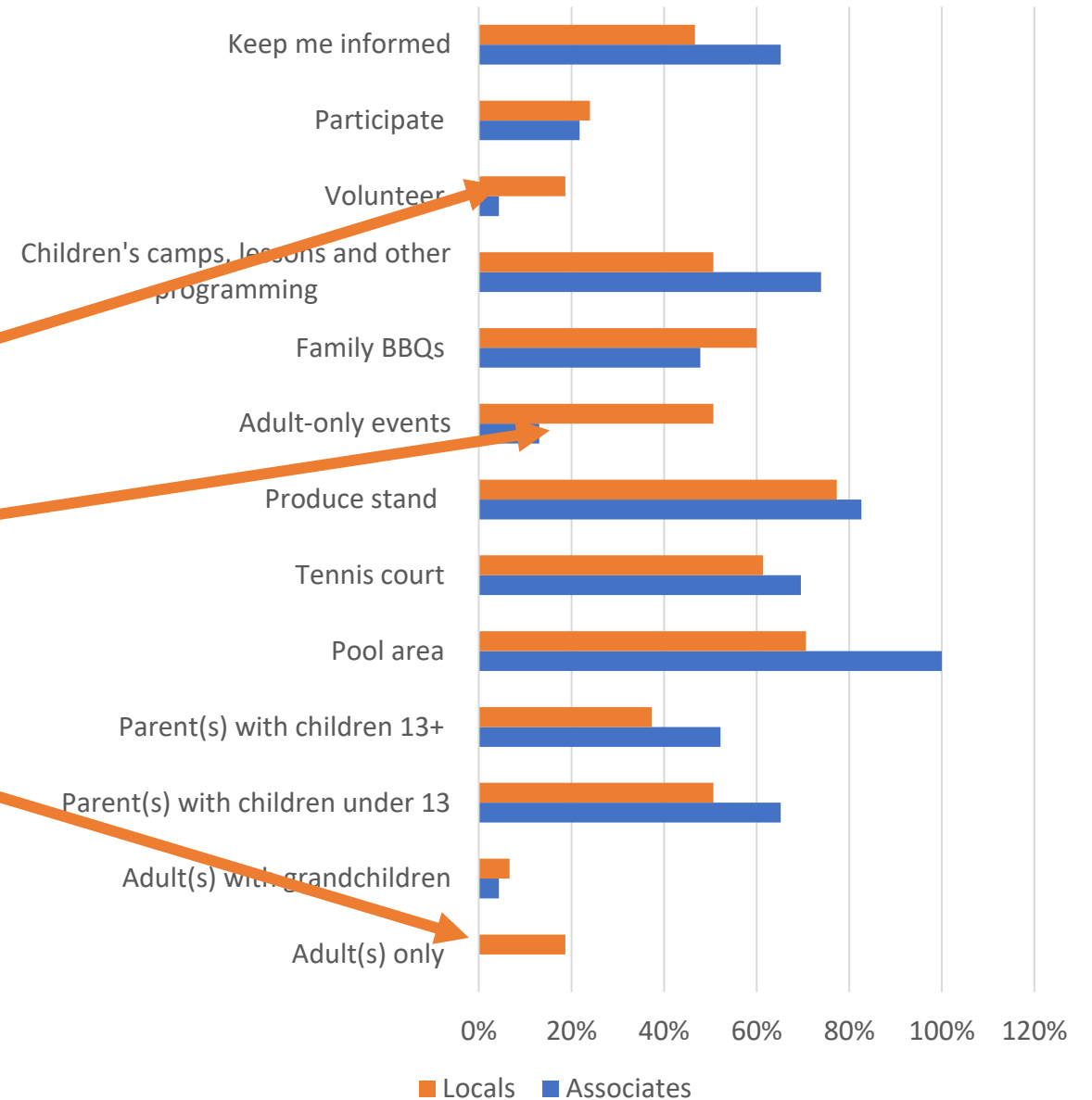
“It opens a pathway for us all to be actively involved in shaping our future”

Local/Associate Diffs

Compared with associate members, **local members are more likely to:**

- **volunteer** on NEXT50 project
- **attend adult-only events**
- **come from adult-only households.**

Some Local/Associate Differences



Impressions of BPHA, **Now** (two methods)

Tally of Similar Mentions

- Combined all SWOT and Final Comments from Members
- Tabulated topic mentions
- Broke out the mentions by Local and Associate members

Read for Themes

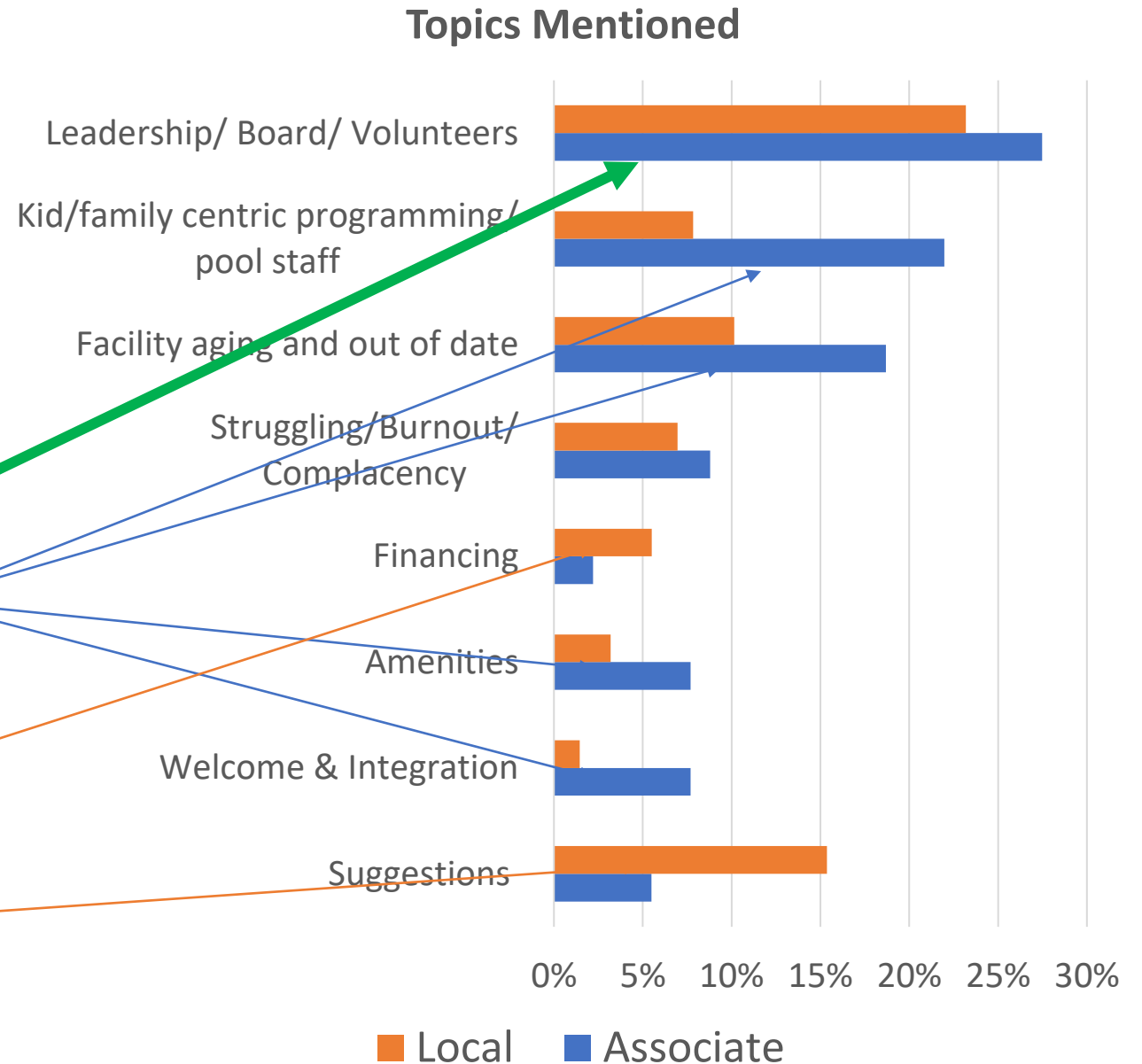
- Separate Question Analysis
- Included Non-members
- Broke out themes by SWOT and Final Comments

Both methods are valid.
Themes are easier to relate to.

Tally of Topics

About 70% answered all the SWOT questions – a good read of impressions.

- **Both Local & Associates love the leadership, Board and Volunteers**
- **Associates focus more on the facility, programming, amenities and gaining integration.**
- **Local members are more concerned about financing issues and they tabled more suggestions for improvement.**



BPHA Dominant Themes

- There is **universal support** for **upgrading & renovating** the BPHA Rec Centre.
- Many suggested **year-round adult programming, more sports on the courts**, and a **'gathering place'** for local activities.
- Members are aware of the **financial challenges** of upgrading the facility.
- BPHA is **much loved** for **managing the Rec Centre** – and for
 - **being a springboard** for activities like the Produce Stand, sponsoring a refugee family, Clare Lake rehab, tree planting, playground construction, butterfly hatching and the newsletter.
- There is **huge support and optimism** for the **NEXT50** project.



Non-Members

How can we
attract more
Local Members?



Limited feedback – signaling very low relevance



Appreciate BPHA - but . . .

Its for young families
(What's in it for me?)



Little adult – year-round programming

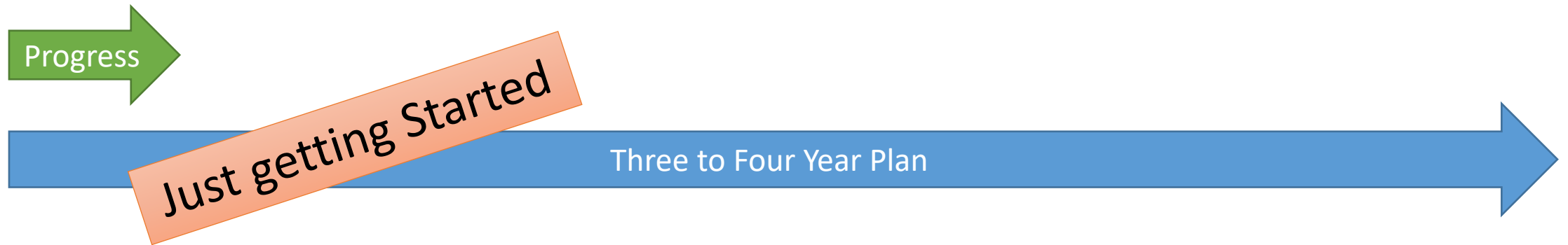


No 'community hall/club' – meeting place



Why would I care what it is or does?
Benefits are not obvious.

Thanks for Attending & Next Steps



1. Discussion sessions – starting in June
 - More information to follow
2. We are developing a Vision and 2 or 3 possible site renewal and programming **Concepts for testing in 2021.**
3. Encouraging more Ideas on www.bpha.ca
 - Go to www.bpha.ca click **NEXT50** and add **your ideas.**