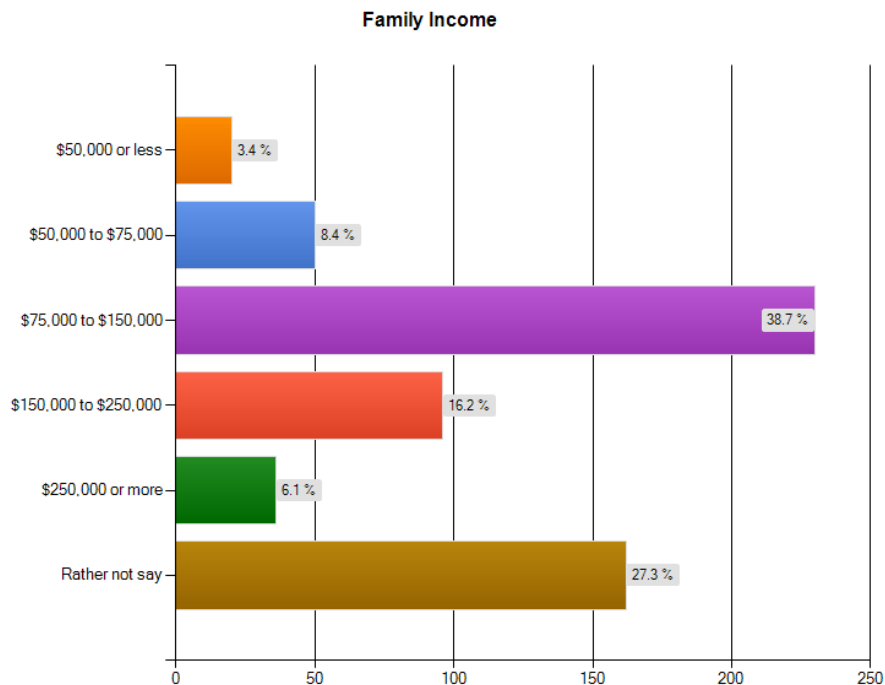


**Summary of Membership Survey
Winding Trails, Inc.
August 2009**

In 2009, the Winding Trails Board of Directors conducted a Strategic Plan for the organization. The plan was funded through a grant provided by the Hartford Foundation for Public Giving. One of the major planning tools used was our member survey. The following is a summary of that survey. We would like to thank those that contributed. The results of the survey will be used to address problems and strengthen our service to you.

(1) Respondent Profile

- % response rate (615 responses) (*how many received it?*)
- 42% from Farmington/Unionville, 58% other towns
- 89% family memberships
- 82% age 50 and under
- 97% Caucasian
- 45% have been members 1 to 3 years; 30% 4 to 7 years; 24% 8 years or longer



(2) Satisfaction with WT Experience

- 74% are “very satisfied”
- 24% are “satisfied”
- 2% are “somewhat” or “very” dissatisfied

Comments:

- Great facilities, great staff, great location
- A variety of guests issues—too many guests allowed, guest passes too expensive, some members abuse guest privileges
- Program prices for members high/not enough member discount
- Beach crowding on weekends and some weekdays
- Better beach sand needed

- Parking still challenging for some

(3) Facilities and Program Ranking

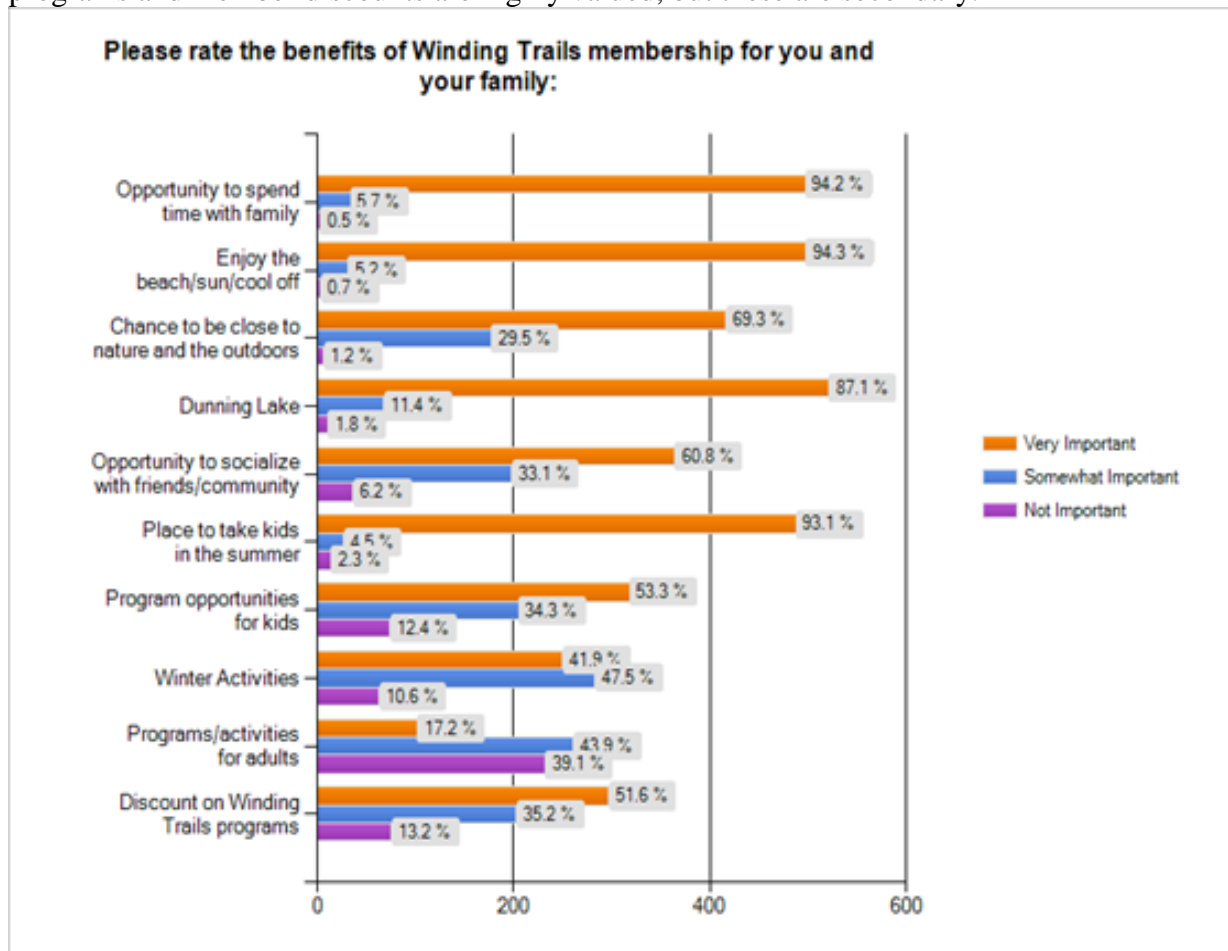
- **Beach** – Excellent 70%, Good 30%
 - **Trails** – Excellent 55%, Good 28%
 - **Bathhouses** - Excellent 25%, Good 63%, Poor 7%
 - **Playgrounds** - Excellent 52%, Good: 40%
 - **Parking** - Excellent 42%, Good 54%, Poor 4%
 - **Sledding** - Excellent 40%, Good 32%
 - **Boating** - Excellent 42%, Good 33%
 - **Kids programs** - Excellent 31%, Good 24%
 - Seasonal special events excellent 40%, good 33%
- Other facilities/programs are “never used” by more than half of respondents.

Comments:

- Bathhouses not always clean, inadequate
- Better sand needed
- Playgrounds a little outdated
- Try adult programs on nights, weekends
- Parking woes

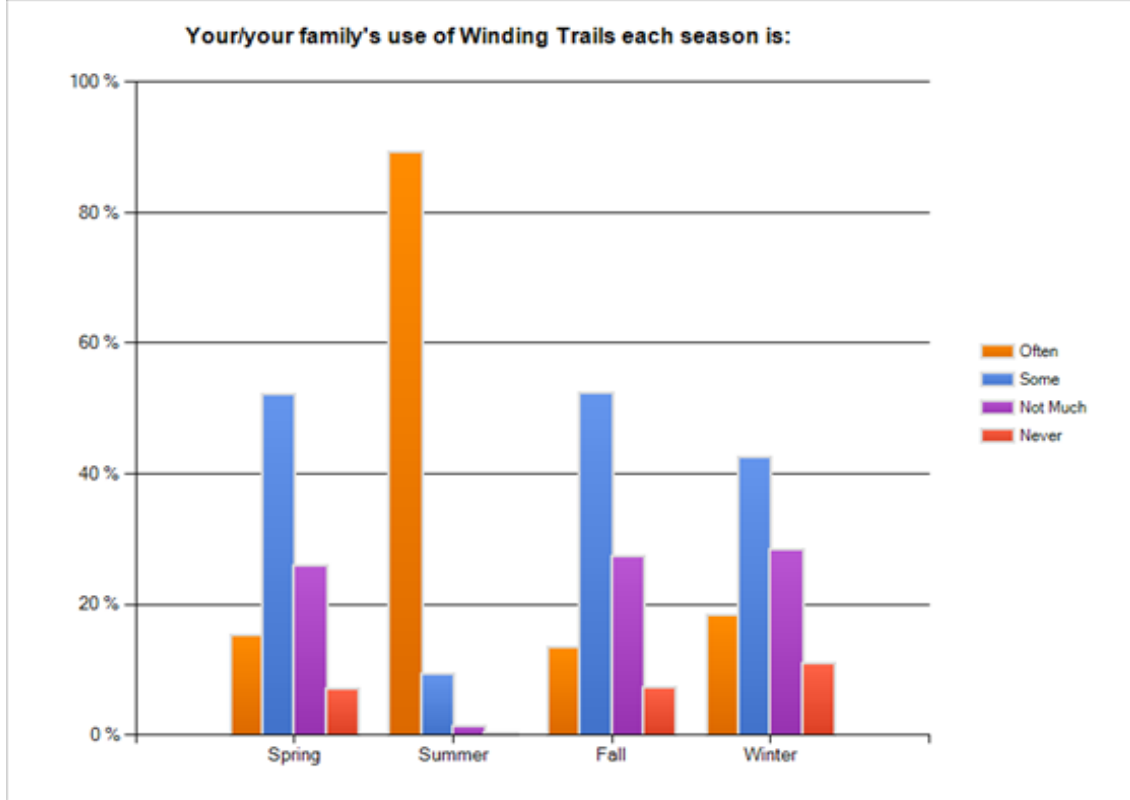
(4) Member Benefits

Most compelling benefits center around summer fun, family time and kids programs. Winter programs and member discounts are highly valued, but these are secondary.



(5) Facility Usage

- 98% of members use WT often (89%) or some (9%) during the summer.
- Facility usage in the other three seasons is remarkably similar; one third of members use the facilities not much or never during these seasons.



(6) Guests

90% of members claim they bring guests ten or fewer times per year.

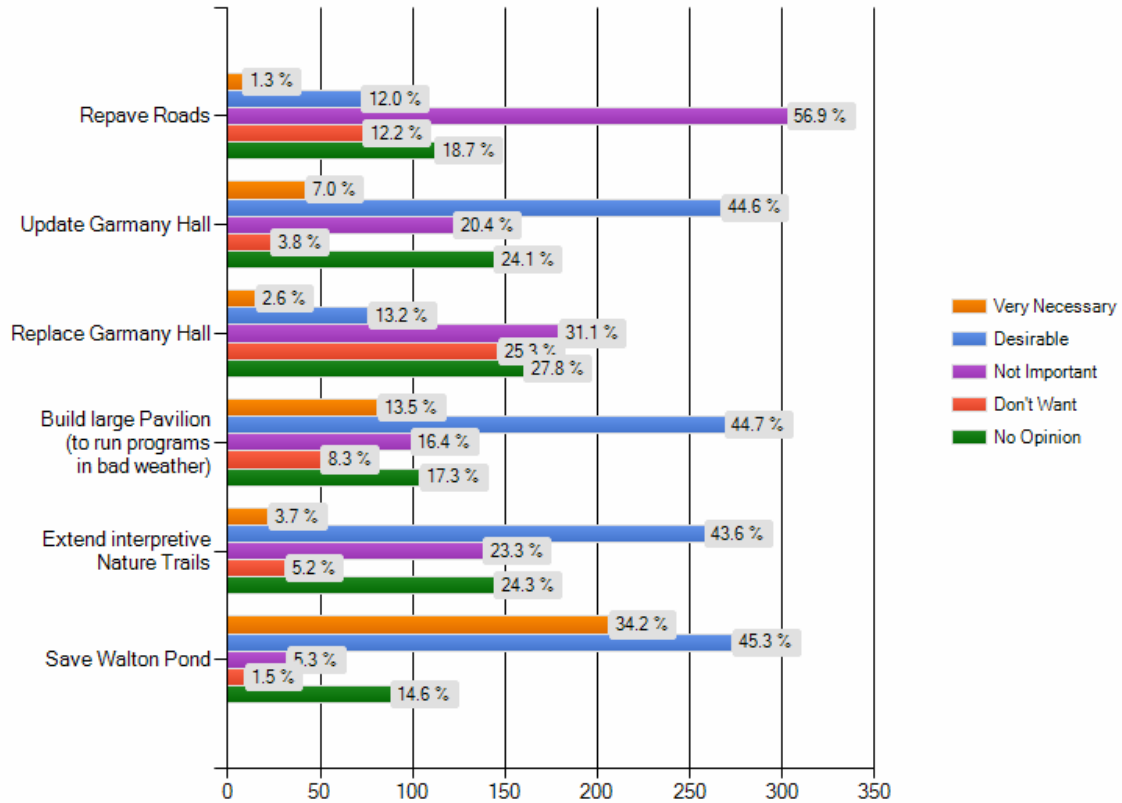
(7) Non-Member Usage of Programs

- 55% to 60% of members would be OK with increasing non-member usage during fall, winter and spring (in favor or have no opinion).
- Only 23% of members would be OK with increasing non-member usage during the summer. 55% think non-member summer usage should stay the same, and 21% think it should be curtained.

(8) Capital Improvements Needed

- Walton Pond is viewed as the most important capital improvement: 75% believe that the Walton Pond project is very necessary (34%) or desirable (45%).
- Respondents do not feel strongly about any other capital improvement.
- Building a large pavilion is viewed as very necessary (13%) or desirable (48%), and updating Garmany Hall is viewed seen as very necessary (7%) or desirable (45%).

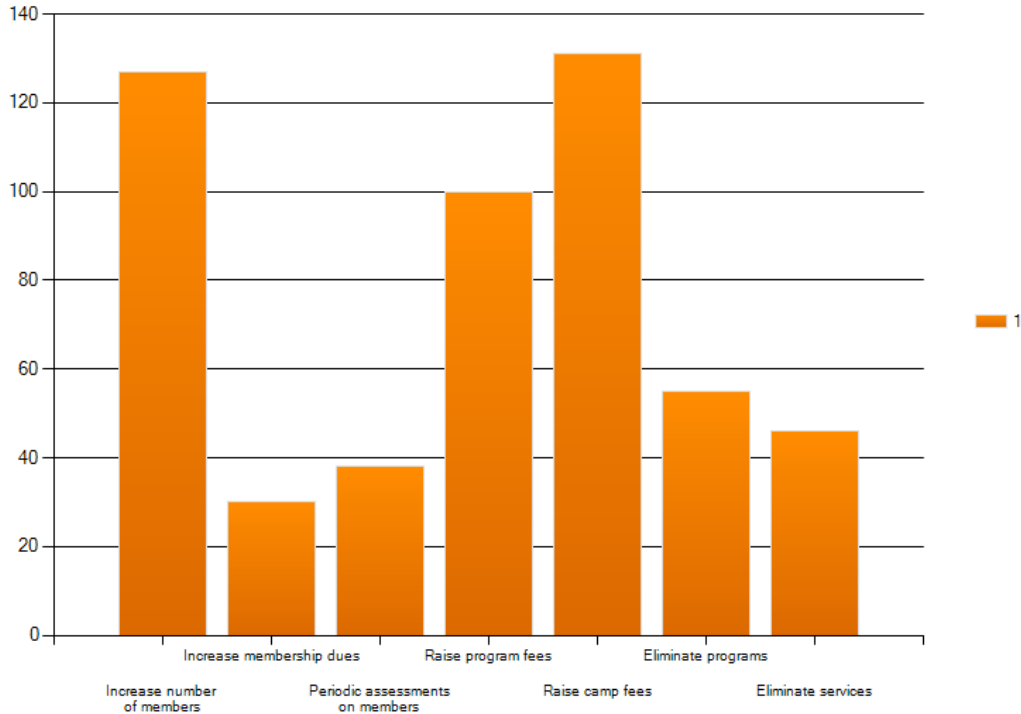
Which capital improvements do you believe are most needed?



(9) Paying for Capital Improvements

- Respondents did not strongly prefer any particular strategy for financing major capital improvements.
- The least preferred strategies involved increasing the cost of being a member (dues and assessments).
- Raising camp and program fees and increasing the number of members were preferred over eliminating programs and services. (*Note: least preferred options have shortest bars on chart below:*

Please rank in order the manner in which you would like to see Winding Trails pay for major capital projects, with 1 being top preference and 7 being least preferred:

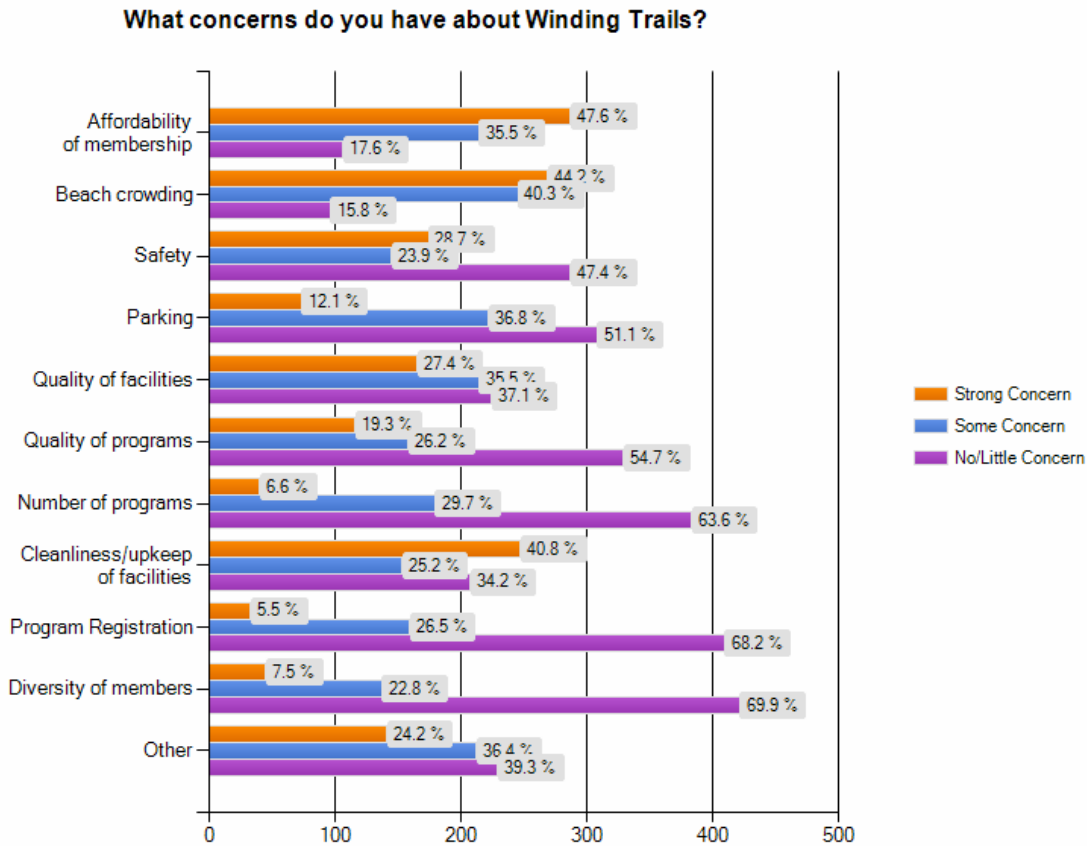


(10) Staff Responsiveness

Respondents gave staff high marks across the board as very responsive or responsive to member questions, requests and complaints. However, many respondents had limited or no contact with many staff.

(11) Concerns

Respondents had few strong concerns about Winding Trails. The leading issues were: affordability of membership, beach crowding, and cleanliness/upkeep of facilities.



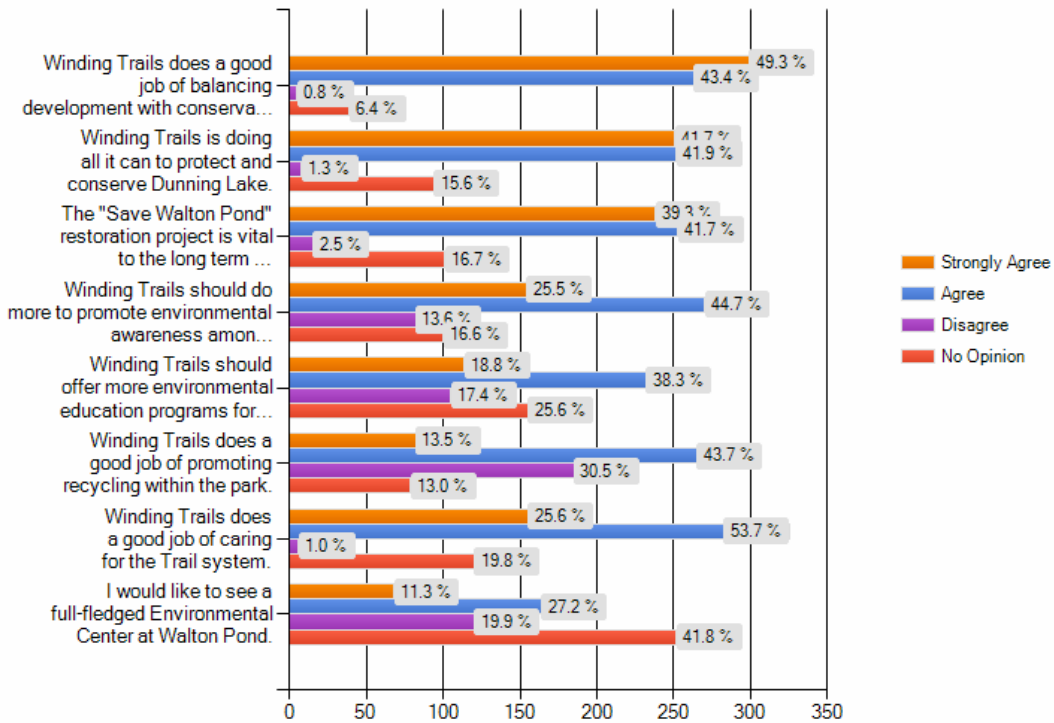
Comments:

- Members should not pay “extra” for guests, programs.
- Crowding issues, people monopolizing picnic tables

(13) Preservation, Conservation and Environmental Education

- The Walton Pond project was viewed as vital to the long term environmental health of WT.
- Winding Trails got high marks for balancing development and conservation
- 30% do not think WT is doing a good job promoting recycling.
- 38% have an interest in a full-fledged Environmental Center on Walton Pond; larger numbers are against the idea or have no opinion.
- 55% want to see more environmental education programs.

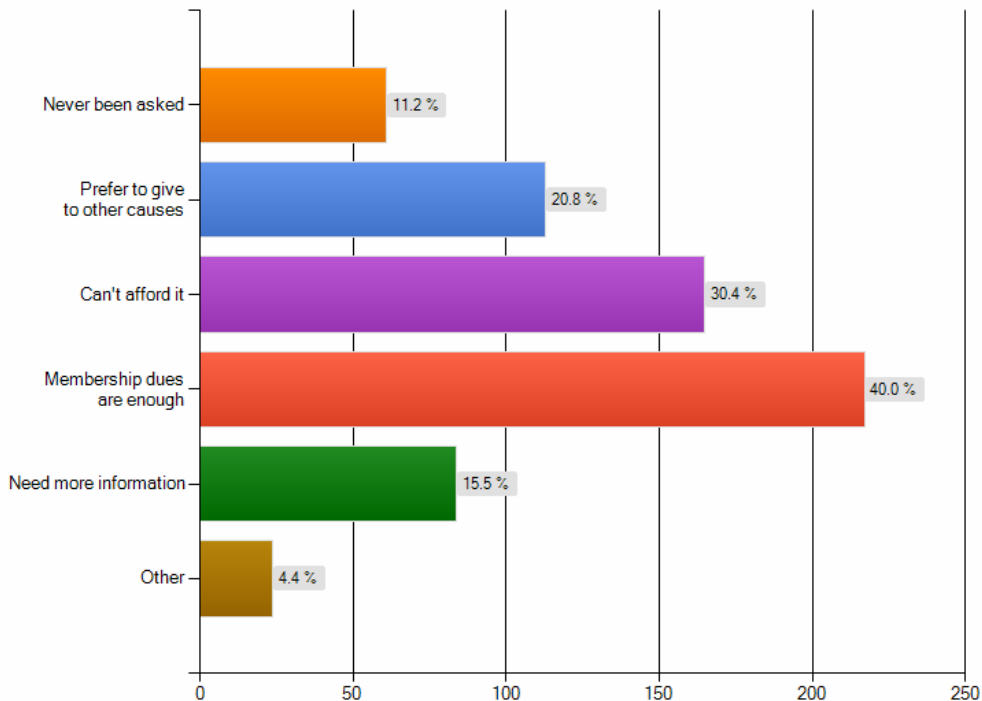
Winding Trail's mission includes a commitment to preservation and stewardship of the natural woodlands and waterways. Please tell us how you think we are doing in the areas of environmental conservation and education:



(14) Trails Fund

- 70% claim to know that WT is nonprofit and seeks donations to the Trails Fund.
- Non-contributors had a variety of reasons for not giving; 40% said membership dues are enough.

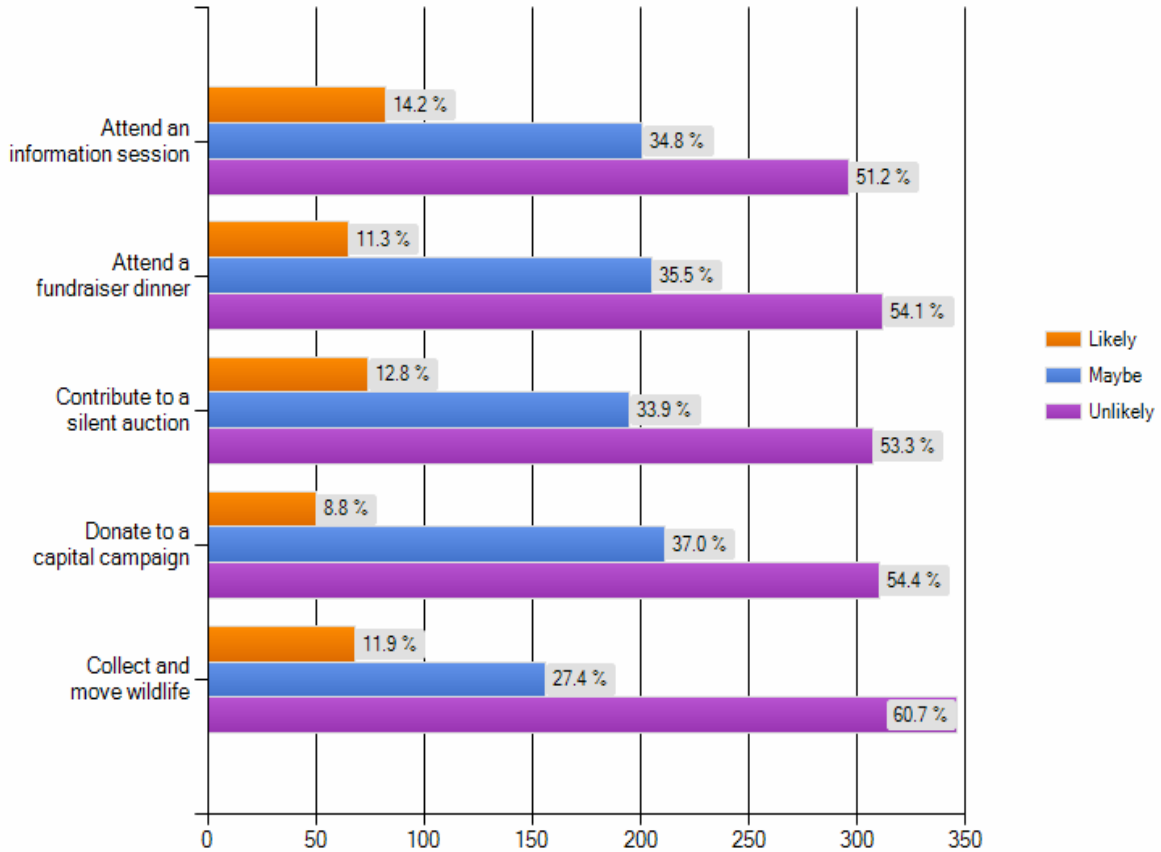
If you have not contributed to the Trails Fund, the reason(s) are:



(15) Walton Pond Project

- Despite indicators elsewhere in the survey that respondents strongly believe in the Walton Pond project, only 42% said they are aware of the project (an additional 39% said they are “vaguely aware.”)
- Circa 10 to 15% of respondents seem strongly interested in being involved with the Walton Pond project. More than half of respondents are unlikely to be involved at all. But there remains a large group who are potentially educable about the project.

What areas of the "Save Walton Pond" project would you like to be involved with?



(16) Dropping Membership

- 54% said they were unlikely to drop membership anytime soon.
- Potential reasons for dropping membership center around not using WT enough (35%) and the desire to save money (38%) [Note: respondents could check multiple reasons why they might drop their membership]

(17) Communications Vehicles

- Respondents use the WT website regularly (19%) or occasionally (67%).
- 44% read the newsletter cover-to-cover; EVERY respondent at least looks at the newsletter.

(18) Final Comments

- Mostly very positive
- More recycling focus
- Better beach sand
- More activities for “tweens,” adults on evenings and weekends.
- Interest in membership packages for smaller families, low users.
- Value rustic feel—being “cutting edge” is not important, even undesirable
- Limit guests, # of guests on holidays, expand guest passes (differing opinions)
- Some interest in nature/environmental programs
- Some would rather pay more \$ than see membership expand due to crowding.