

Winding Trails 2014 Member Survey



Objectives



- Objectives
 - Measure the “health” of our membership using best practice
 - Identify opportunities to improve the membership experience
 - Use the survey to engage members:
 - giving them a voice
 - ensure they feel heard
 - increasing their familiarity with our mission, guiding principles, facilities and activities
 - Use as content and a platform for further engagement

Executive Summary



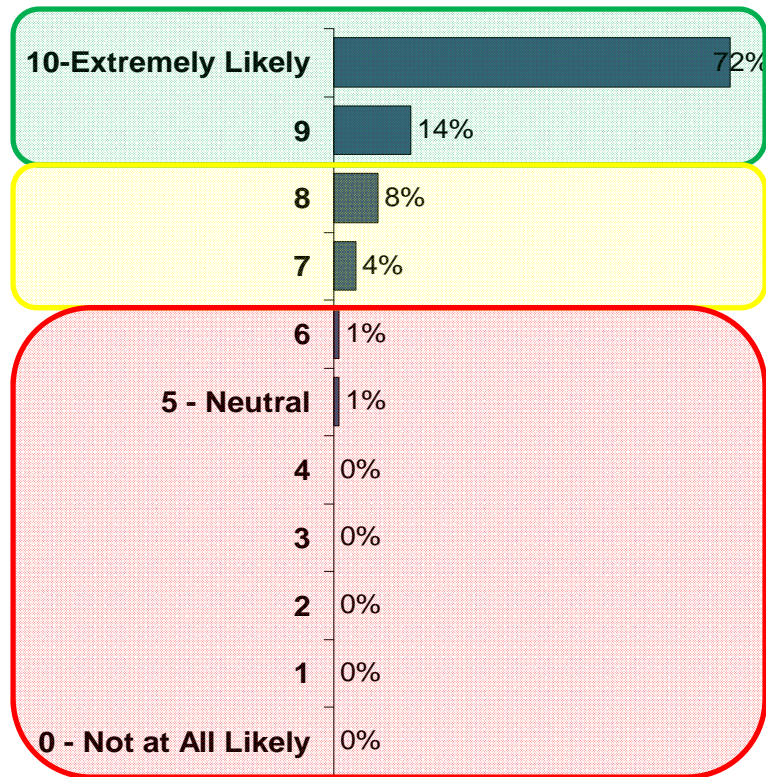
- Strong participation from nearly 1200 members
- Outstanding loyalty results indicate no major changes required
- Need to bring our own view to some findings to inform strategy
 - What is a good score for importance of mission and guiding principles?
 - How familiar should members be with each facility and activity?
- Ratings reveal a few specific areas that might be improved
 - Broaden appeal outside of families with young children
 - Deepen importance of Mission and 2 of 3 guiding principles
 - Increase familiarity with selected facilities and activities
 - Increase satisfaction with selected facilities and activities
- Rich feedback in members' own voices offers many opportunities to fine-tune experiences
- A survey is not a strategy nor an action
 - What will we do next? (*discuss next steps at the end*)
- Repeat survey periodically to continue to drive engagement and track changes
 - Every other year?

Likelihood to Recommend Winding Trails & Who would you Recommend Winding Trails for



Likelihood to Recommended Winding Trails

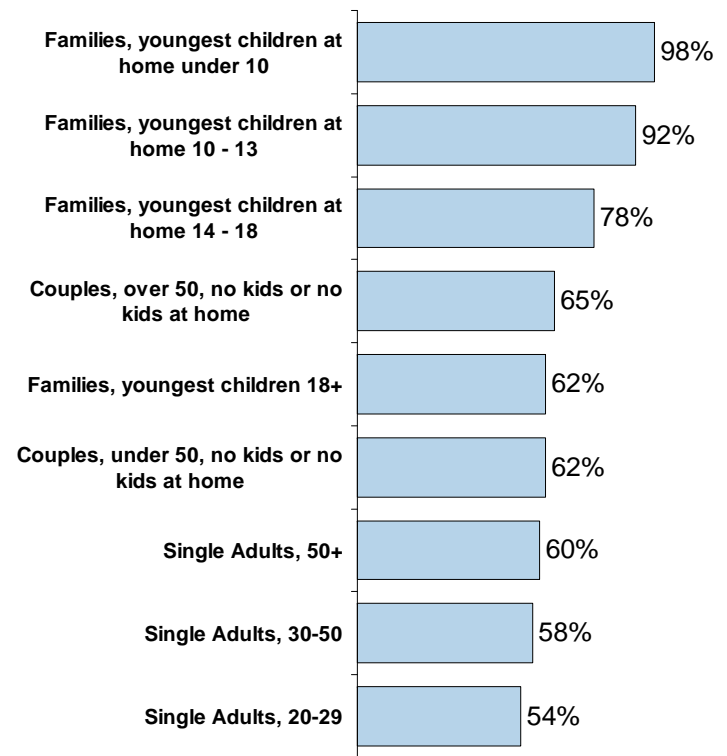
Net Promoter = Promoters (10, 9) – Detractors (6-0)
84 = 86% - 2%



Base: (1183)

Q1: To start, how likely would you be to recommend Winding Trails to family and friends in the area?
Q11: Would you recommend Winding Trails for: (please check all that apply?)

Winding Trails is recommended for...



The 51% who selected "all of the above" are included in the percentage shown for each segment

Base: (1089)



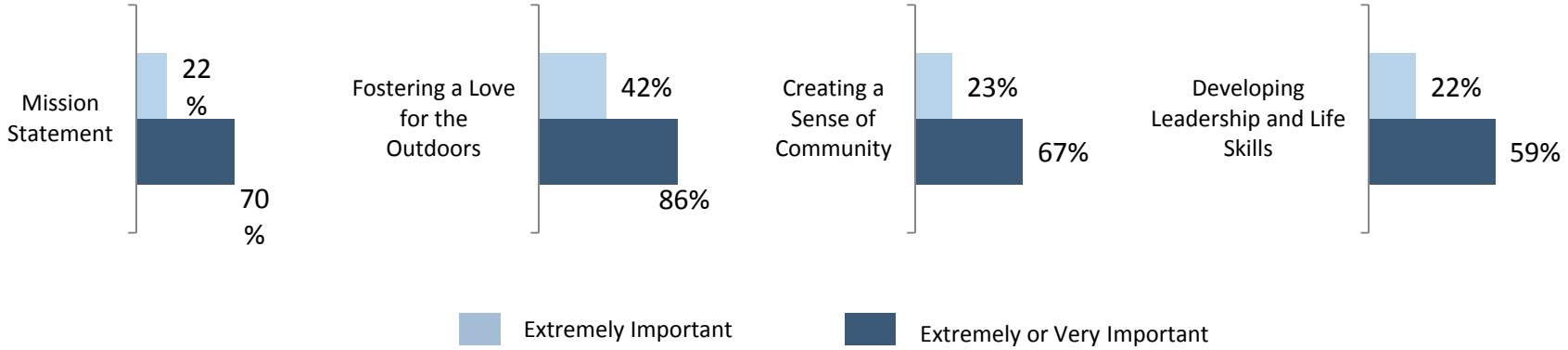
What is a good “absolute” Relationship NPS score?

- Rule of thumb for absolute scores and benchmarked consumer brands from syndicated source:

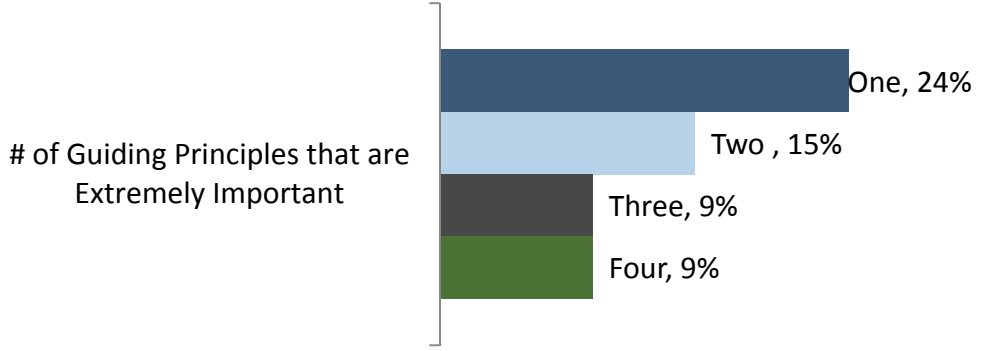




Importance of Winding Trails Mission and Guiding Principles



Net % of members who feel one or more are Extremely Important
57% see one or more elements as extremely important



Base: (1,003-1,035)
 Q: Overall, how important is Creating a Sense of Community to you as a member?
 Q: Overall, how well is Winding Trails fulfilling this guiding principle today?



Importance of Winding Trails Mission & Guiding Principles by How well each is being fulfilled

Mission Statement - 68% T2B	Not at all Well	Not Very Well	Somewhat Well	Very Well	Extremely Well
Not at All Important	-	-	-	-	-
Not Very Important	-	-	1%	1%	-
Somewhat Important	-	-	3%	21%	4%
Very important	-	-	1%	35%	11%
Extremely Important	-	-	-	5%	17%

Base: (1,105)

Creating a Sense of Community - 61% T2B	Not at all Well	Not Very Well	Somewhat Well	Very Well	Extremely Well
Not at All Important	-	-	-	-	-
Not Very Important	-	-	3%	2%	-
Somewhat Important	-	1%	7%	17%	2%
Very important	-	-	5%	33%	6%
Extremely Important	-	-	1%	6%	16%

Base: (1,099)

Fostering a Love for the Outdoors - 84% T2B	Not at all Well	Not Very Well	Somewhat Well	Very Well	Extremely Well
Not at All Important	-	-	-	-	-
Not Very Important	-	-	-	-	-
Somewhat Important	-	-	3%	9%	2%
Very important	-	-	2%	32%	11%
Extremely Important	-	-	-	7%	34%

Base: (1,096)

Developing Leadership and Life Skills - 53% T2B	Not at all Well	Not Very Well	Somewhat Well	Very Well	Extremely Well
Not at All Important	-	-	1%	-	-
Not Very Important	-	1%	5%	4%	1%
Somewhat Important	-	1%	12%	14%	2%
Very important	-	-	5%	28%	4%
Extremely Important	-	-	2%	6%	14%

Base: (1,089)

Q: Overall, how important is Creating a Sense of Community to you as a member?

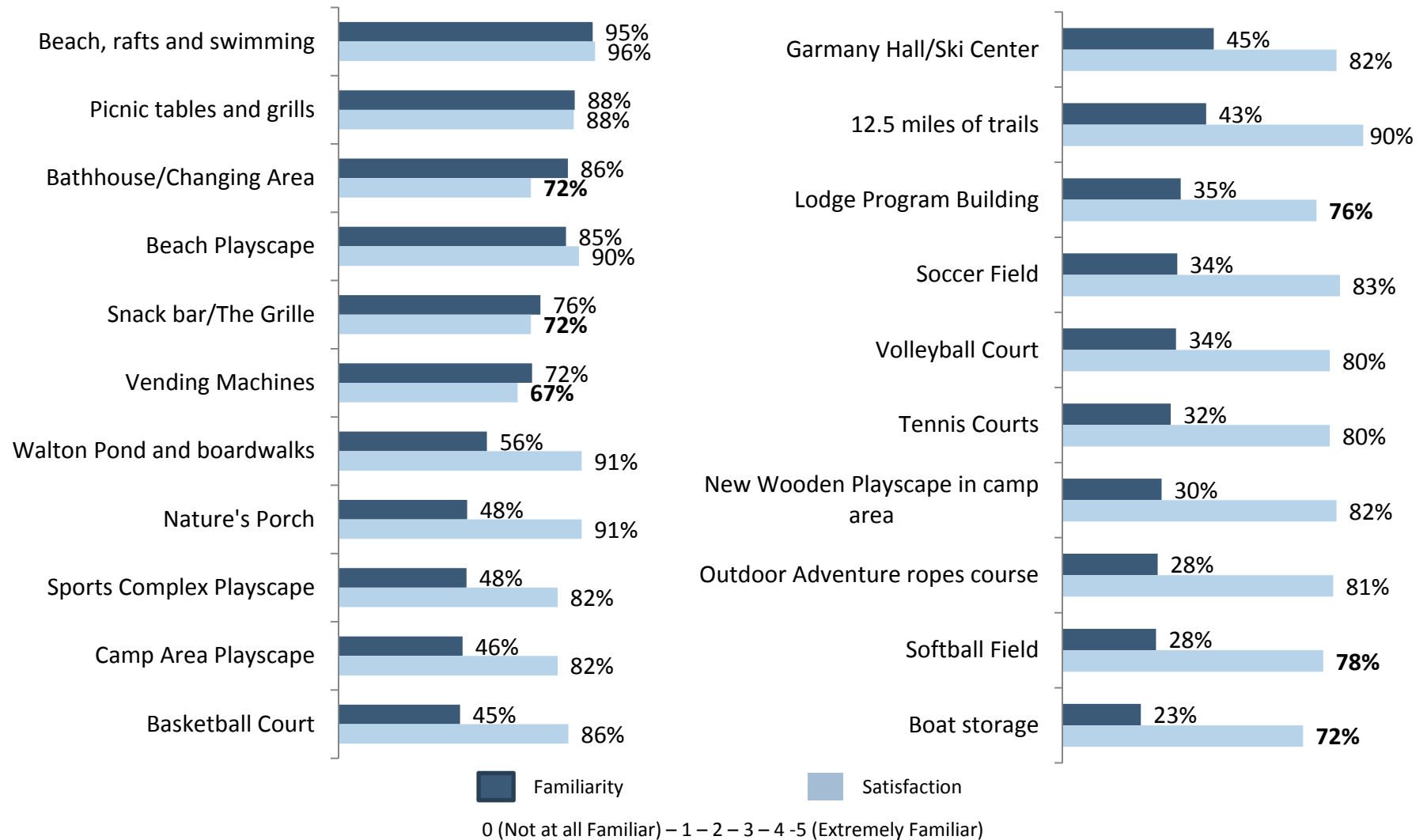
Q: Overall, how well is Winding Trails fulfilling this guiding principle today?



Familiarity & Satisfaction with Winding Trails Facilities

% Rating 5 or 4 on 5 point scales

Performance rule of thumb: 80+ Great, 70-79 Good, 60-69 Fair, <60 Poor



Base: (359 – 1,043)

Q12: How familiar are you or your family members with each of the following facilities at Winding Trails?

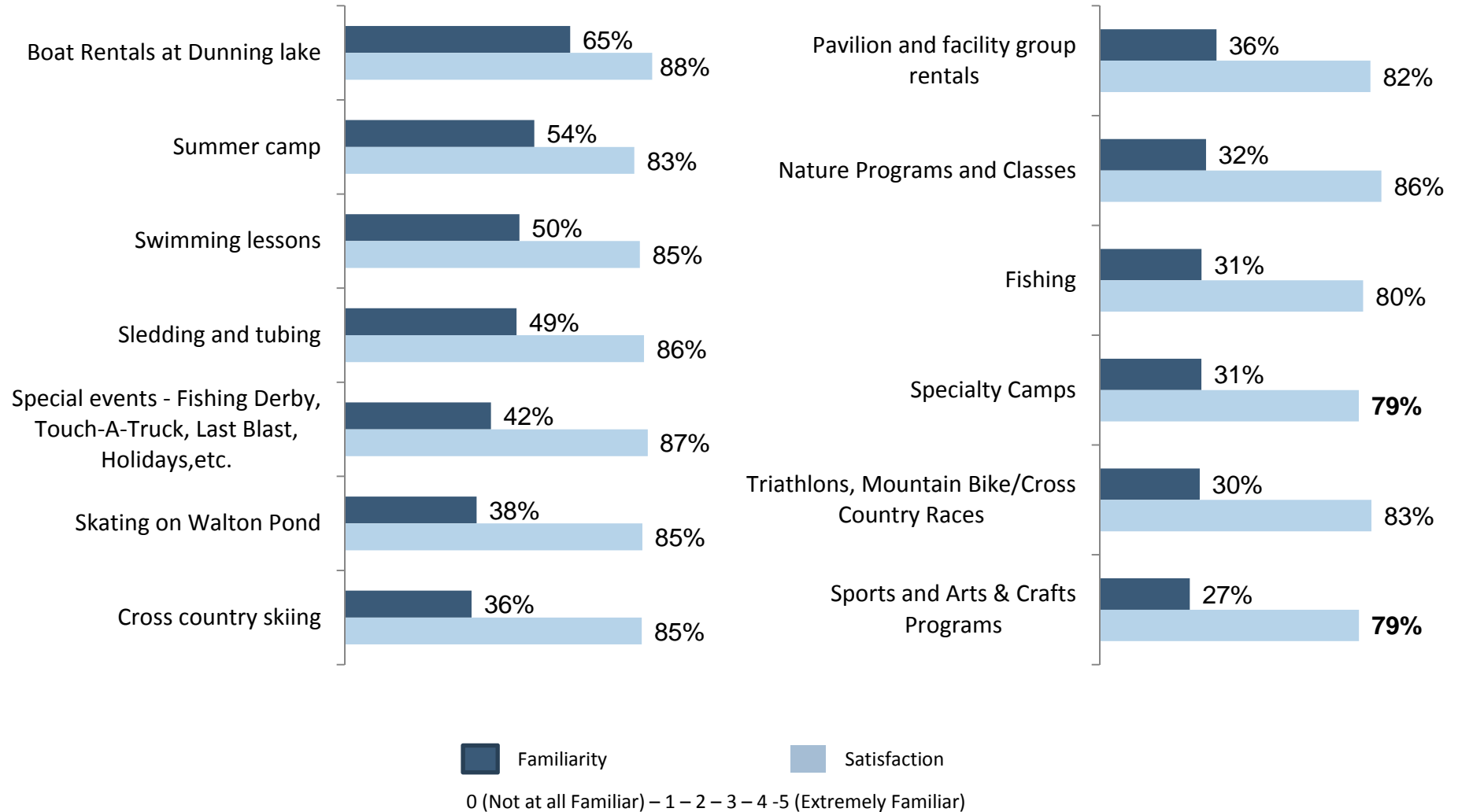
Q13: How satisfied you are with the experience using these facilities?

Familiarity & Satisfaction with Winding Trails Activities and Programs

% Rating 5 or 4 on 5 point scales



Performance rule of thumb: 80+ Great, 70-79 Good, 60-69 Fair, <60 Poor



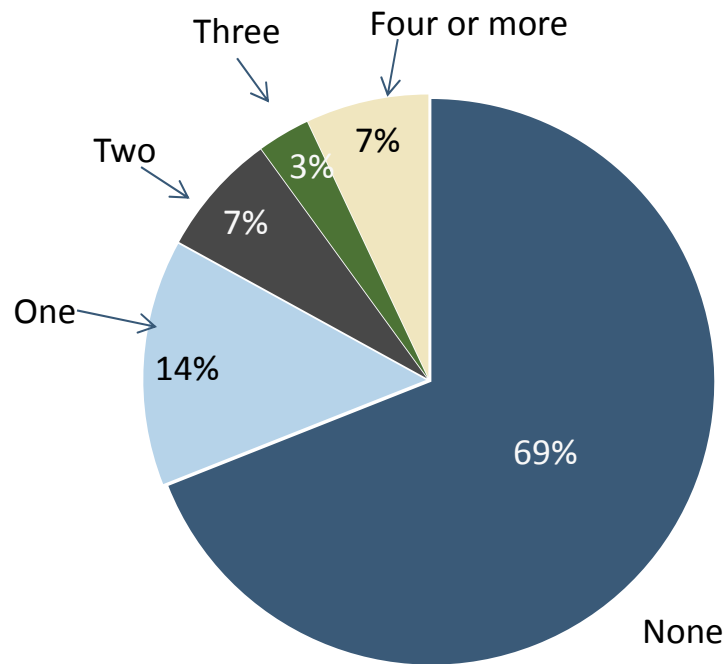
Base: (1,043-1,058)

Q14: How familiar are you or your family members with each of the following activities at Winding Trails?
 Q15: How satisfied you are with the experience using each activity?

Negative facility or activity ratings and impact on likelihood to recommend.

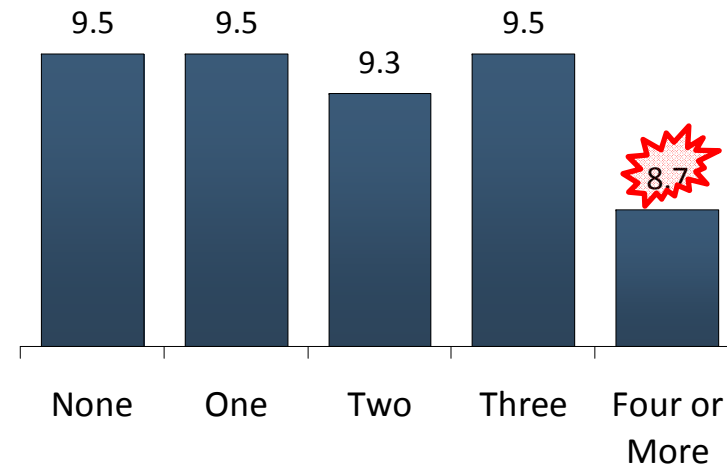


Distribution of negative ratings (0 to 2)
across the 34 facilities and activities
69% of respondents had no negative ratings



Average Likelihood to Recommend by Number of Negative Ratings

Those with 4 or more negative ratings (just 7% of members) were much less likely to recommend WT



Base: (1183)

*Count of negative ratings (0-2) across 34 facility and activity attributes

Voice of Members Summary

- Why would/wouldn't you recommend WT?
- If you want to be contacted, why?
- Anything else to share?



Summary of Compliments Made About Winding Trails



	# of Responses	% of Total
Great Family Fun Spot, family oriented	211	9.85%
Clean well maintained beautiful facilities	143	6.67%
We love this place	141	6.58%
Great variety of well run activities and programs,	137	6.39%
Close proximity, easy access, convenient	125	5.83%
Staff are great, friendly, well trained and helpful, top notch	113	5.27%
Lots of year round programs and amenities	111	5.18%
Great value for the cost, reasonably priced, affordable	97	4.53%
Beautiful Place, pristine setting	97	4.53%
Beautiful, Clean Lake and beach	71	3.31%
Great summer camp	60	2.80%
Things to do for all ages, something for everyone	58	2.71%
good place to relax and getaway, no stress	49	2.29%
A safe place	49	2.29%
Gives families and more importantly kids a chance to spend time together in the outdoors in nature	42	1.96%
Staycation, feel like you get away everytime you go, an oasis, a mini vacation	41	1.91%
Friendly enjoyable and inviting atmosphere	25	1.17%
Great kids activities, kid friendly	23	1.07%
Great place to get in nature and the outdoors	23	1.07%
Well managed, great service, and well cared for	21	0.98%
Nature's Porch is a wonderful great addition	18	0.84%
Great Trails	17	0.79%
Good place to meet friends and socialize	16	0.75%
Great ice skating, xc skiing, and winter activities	15	0.70%
Great fun place	13	0.61%
Great experiences and memories	13	0.61%
Always improving, love the constant upgrades	13	0.61%
Love commitment to the environment and nature	11	0.51%
Great summer fun	10	0.47%
Love being a part of the community, real sense of community	9	0.42%
Healthy activities for kids	8	0.37%
It's not too crowded	8	0.37%
We love the peace and quiet	8	0.37%
Good Mission and Guiding Principles	8	0.37%
It's a wonderful resource for our community, a real treasure	8	0.37%
Excellent facilities: picnic tables, grills,	7	0.33%
It's a hidden gem a real jewel in Farmington Valley	6	0.28%
Educational	4	0.19%
Great restrooms and shower	4	0.19%
There are good food choices at the concession	3	0.14%
I feel happy everytime I enter the gate	2	0.09%
The bathhouse and concession have been great improvements over the years. I remember when the bathhouse changing area was "open air"! There are good choices at the food concession. We love spending time at Winding Trails!	1	0.05%
We also think the snack bar was a great addition which really added to the experienced. We appreciate that they serve healthy foods in addition to burgers and dogs.	1	0.05%
We had made more friends here than at any other place!	1	0.05%
Winding Trails Builds Relationships	1	0.05%
Total	1842	85.95%

Summary of the Top Complaints Made About Winding Trails



	# of Reponses	% of Total
Price of membership too high	34	1.59%
Overcrowding of beach	29	1.35%
Cleanliness of bathroom	18	0.84%
The bathhouse could use an upgrade	15	0.70%
Would love to see dogs allowed, a dog section, or dog day	11	0.51%
Sand on Dunning Lake is dirty not really sand	12	0.56%
Smoking on the beach	11	0.51%
Ball playing on the beach, afraid of being hit	9	0.42%
Number of guests, there are too many	8	0.37%
Better food quality at the grille, gluten free option, healthier	7	0.33%
Renters don't follow the rules	6	0.28%
Saving of Tables	6	0.28%
Grille food not that good	6	0.28%
I think for family's with infants and toddlers its not as accessible as it could be.	6	0.28%
Members can't get into camp, they should have a window for member only registration	5	0.23%
I don't like the vending machines. They are to many of them and they are full of Junk Food	5	0.23%
Vending machines need work usually broken or empty	5	0.23%
Park needs better supervision to keep non members from sneaking in or picking up camp kids and staying	5	0.23%
Loud music on beach	4	0.19%
Grille Service is too slow	4	0.19%
Stall are very narrow and small	4	0.19%
Too many geese and fecal matter on beach and in water - can you get rid of them?	4	0.19%
Boat rental can use work,more oversight, sometime water in them, wet life jackets, poor condition	4	0.19%
Price of guests fees too high	3	0.14%
Parking for guests is a hassle and dangerous	3	0.14%
Snack bar staff has not been great, unattentive, texting, etc.	3	0.14%
Family changing area/ shower in bathhouse	3	0.14%
There is litter in the picnic area	3	0.14%
Members should get a greater discount on programs than just \$10	3	0.14%
Membership fees should be the same regardless where you live	3	0.14%
Wish Nature's Porch was available weekdays during camp	3	0.14%
Members drinking glass bottles in the water	3	0.14%
Need more sand brought in	3	0.14%
There should be more effort to get single adults to interact	3	0.14%
Fees to bring in grandchildren! They should be free	2	0.09%
Charge more for guests so fewer come	2	0.09%
There have been issues around alcohol	2	0.09%
Grille prices a little high	2	0.09%
Grille could be cleaner	2	0.09%
Could grille get beepers to let you know when food is ready	2	0.09%
Bring back the sweet fries	2	0.09%
Need more grilles and tables	2	0.09%
Irregular hours of the gate opening on weekends	2	0.09%
We need more emails about upcoming programs	2	0.09%
Summer camp needs better rainy day programming	2	0.09%
More programs should be included free with membership	2	0.09%
You need more overnight sites	2	0.09%
I would like one week camp sessions	2	0.09%
Winding Trails needs to ensure cleaner lake water	2	0.09%
Only use during the summer would like a summer only membership	2	0.09%
Miscellaneous single complaint subjects	19	0.89%
Total	302	14.09%

Testimonials About Winding Trails



"Membership has its privileges"...well maintained grounds, friendly staff, safe environment, small crowds and plenty of activities to take advantage of year-round.

We live in Devonwood. I have a 7 yr old. he is making memories there that will last a lifetime.

We feel like we live in a resort town because the beach is so close. The more good people the better!

Winding Trails is a great way to introduce your children to the outdoors and instill a love for outdoor activities at a young age.

the one thing the survey doesn't really touch on is the staff and winding trails and as a family we think they are fantastic. Also, I became aware of some of the wonderful things that Winding Trails does for families in need and that doesn't get a lot of publicity but Winding Trails is truly generous to those who may be going through a difficult time.

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It's an amazing place where we can spend family time that would be otherwise difficult to find.

Winding Trails is a tremendous venue for families to be able to be a part of. The new growth and care being given to the organization in the past 3-4 years has been phenomenal. It is exciting to see the new developments as every new year unfolds. Our family hopes we can continue to see more exciting things added in the near future.

we love winding trails, we have had wonderful times over the years, and the memories are precious. We still go with our older kids, and now our mother-in-law lives at the Gables so we take her to WT to sit at the beach. She loves it! Shout out to Scott who has been a fantastic director! WT is a very special place and we love recommending it to younger families!

WT is one of the most special places in the world with something for everyone. You make use of every square inch of potential! :-D

we had made more friends here than at any other place!

Our family has had positive experiences at Winding Trails. Spending time at Winding Trails is so important to our family! We are making great memories together!

Winding Trails is the main reason why I am not moving from Farmington. It's like having a 'resort' a few minutes from home.

Our family LOVES Winding Trails and we'd sell our house before giving up our membership!!!!

It is the best place on earth- a refuge from our busy lives. I look forward to that first visit every summer - a big sigh as I drive through the gate & I see the pond & the pines. I am instantly more relaxed & feel like I am home😊

Wow, I guess there is a lot I am not familiar with at Winding Trails... I think I need to explore some of the things you have to offer, perhaps a new member orientation would have been a good thing to incorporate?

I cannot think of any other location ANYWHERE where you would get such value for money. WT takes "stay-cation" to a whole new level and it lasts all year long.

My husband and I love Winding Trails in all the seasons. Even though we do not have children, we love it for all that it has to offer adults.

Winding Trails has been a part of the Blair family's life for almost 25 years. All of our children attended the camps, special events, and other activities which were not only fun but contributed to their growth and development. All of the staff were always so supportive. Just a wonderful family place!

Fantastic, family friendly place. It has a feel of being back in time and enjoying the simple things in life

Because my wife and I enjoy the place so much, since it is like having a resort in our back yard that offers all types of activities and learning experiences.

It's a breath of fresh air to enter the area and immediately see the beautiful lake to the left with the grouping of colorful canoes, & the iconic island in the middle of the lake ---all surrounded by stately trees.

Winding Trails has been our saving grace. We head there every single night after a long day of work or camp (at WT). We grill out and relax on the beach, take a hike or even grab a canoe. It our favorite place to spend as a family. My youngest son (age 6) tells me all the time how he wants to live at Winding Trails.

Its absolutely the best place for outdoor activity in this entire area. Plus, its SO relaxed. You truly feel as if you have a "say" in how it is run. Its not "us" vs. "them" (management vs. members). LOVE IT!

WT is an outstanding resource not just for relaxing at the beach with the family, but for exploring the outdoors, developing an appreciation for nature. For our young children, they know what it's like to discover, touch, and listen to their natural world. Something that will be with them forever, and will serve them their entire life. We feel extremely fortunate to have WT as a place for our kids to develop and learn about nature and themselves.

As new members this year, we are beyond pleased with what Winding Trails has introduced to us a family with two young children. My husband and daughter learned to fish together, my daughter has a new role model... Miss Judy!! WT has uncovered a love for nature and animals in my daughter that I never knew she had, which I'm sure will become a lifetime of learning! There is so much to offer here that I never knew before we joined!

Next Steps



Next Steps



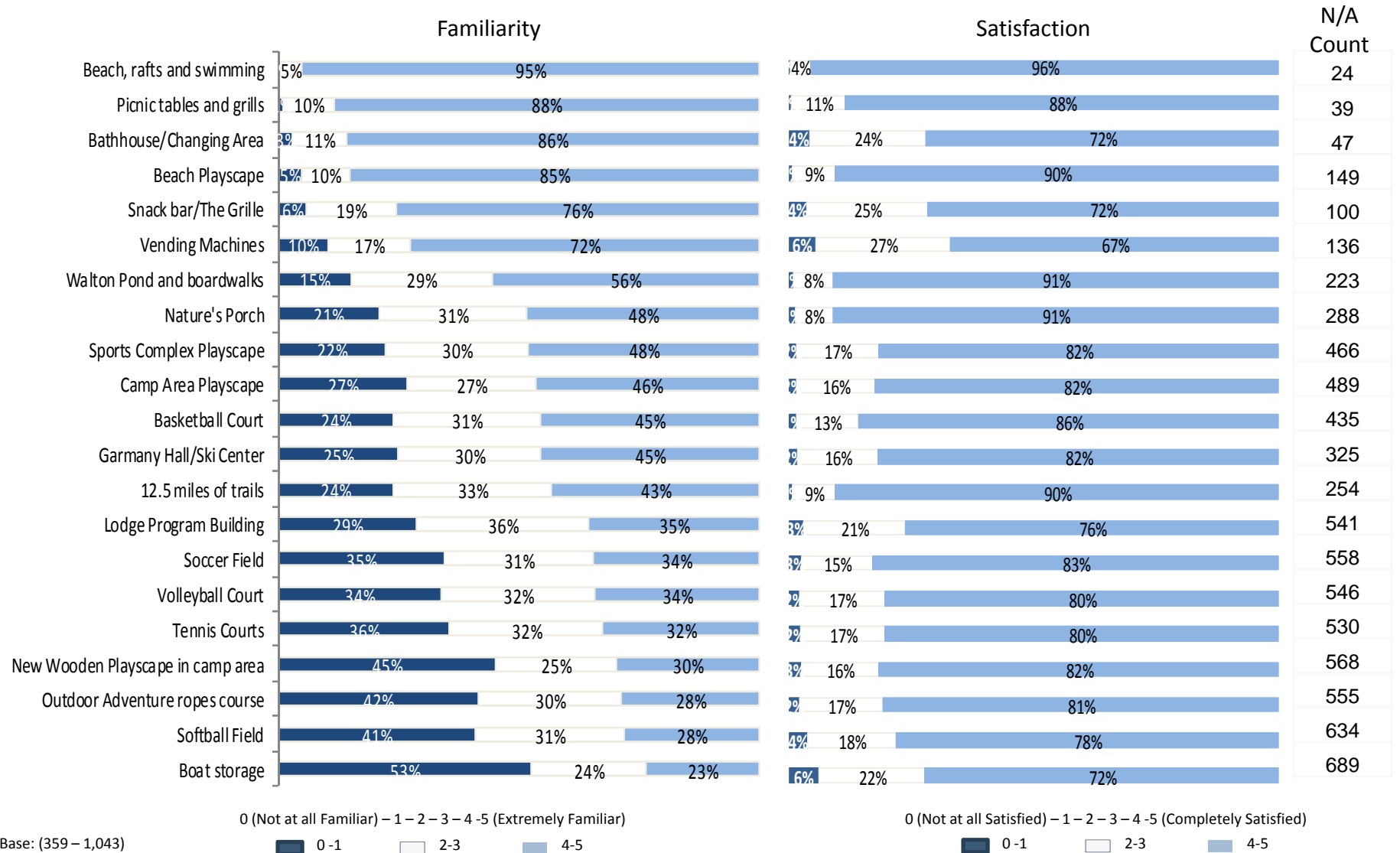
- Planned
 - Publish results to website
 - This deck? Include all open ended responses?
 - Cover in our next newsletter
 - An article or a message from Scott or the board?
 - What actions/impact can we speak to?
 - Repeat periodically
 - Improvements?
- Potential
 - Further mine, aggregate and share recommendations from open ends
 - Action planning / strategy workshop with board and others?
 - Further member engagement? Action planning? New or additional committees? Volunteers or fundraising to address particular issues?
 - Other?

Appendix



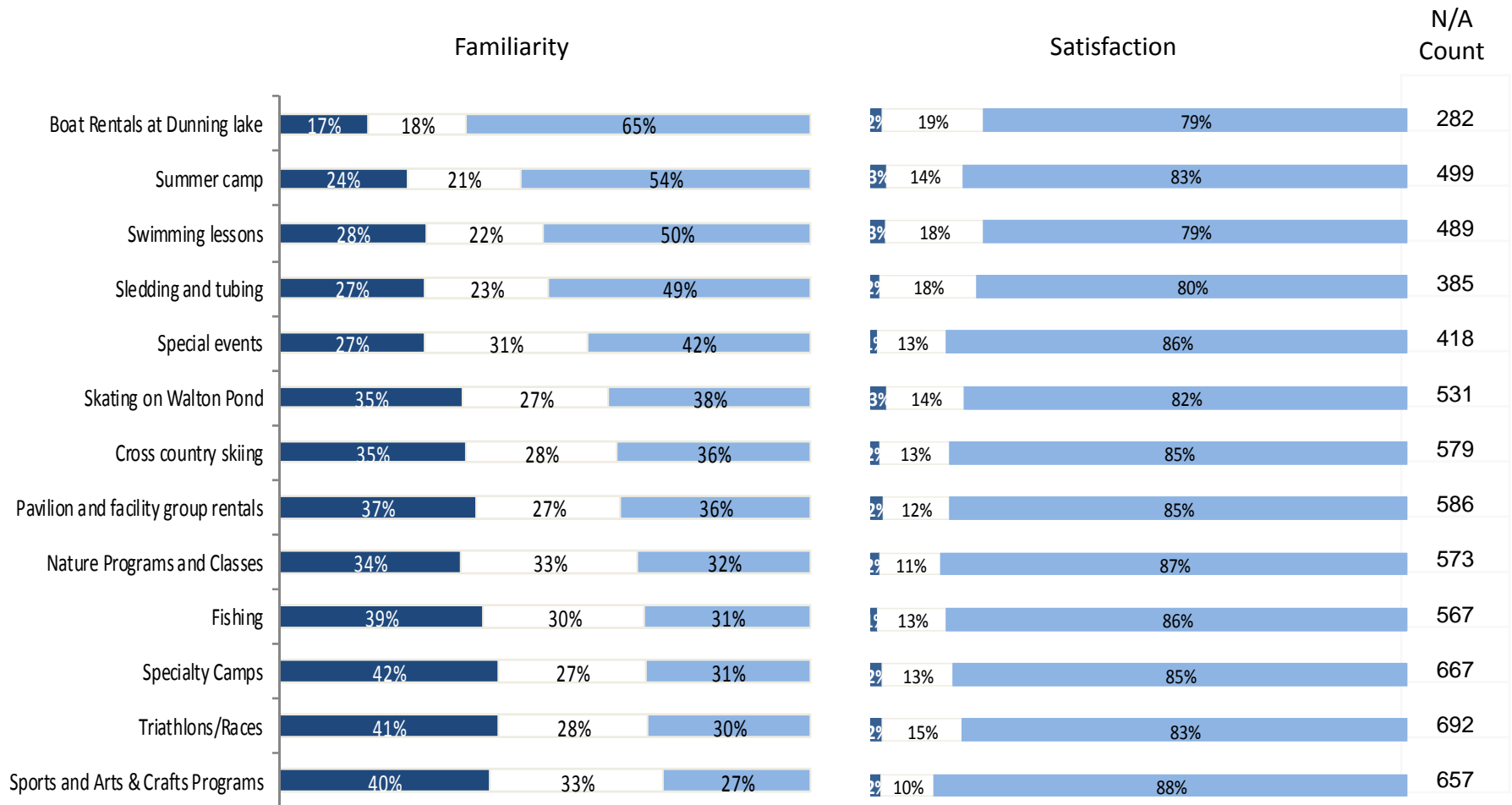


Familiarity & Satisfaction with Winding Trails Facilities



Q12: How familiar are you or your family members with each of the following facilities at Winding Trails?
 Q13: How satisfied you are with the experience using these facilities?

Familiarity & Satisfaction with Winding Trails Activities



0 (Not at all Familiar) – 1 – 2 – 3 – 4 – 5 (Extremely Familiar)

0 (Not at all Satisfied) – 1 – 2 – 3 – 4 – 5 (Completely Satisfied)

Base: (1,043-1,058)

0-1 2-3 4-5

0-1 2-3 4-5

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