



# Members' Survey

## September 2022



Hill Country Region PCA



# HCR September 2022 Members' Survey: Overview



- ▶ **OBJECTIVE: Obtain critical feedback from HCR's Members so we can:**
  - ▶ Construct a 2023 Event Calendar to better reflect their interests in our EVENTS.
  - ▶ Explore how we can COMMUNICATE most effectively with our Members.
  - ▶ Better understand how HCR's Leadership Team is PERFORMING.
  - ▶ Capture their interests in VOLUNTEERING in HCR's events and/or activities.
- ▶ **MECHANISM: A Google Forms Mini-Survey was created, consisting of Five questions:**
- ▶ **RESULTS:**
  - ▶ Member Feedback was **EXTREMELY POSITIVE & INFORMATIVE**
  - ▶ **228** participants vs. 98 in 2021



# HCR September 2022 Members' Survey: Key Observations



## ▶ EVENTS

- ▶ In general, ranking of our Driving and Social events remained the same Year-Year
- ▶ Overall interest in most events decreased Year-Year
- ▶ Participants expressed strong interest in several events not currently offered

## ▶ COMMUNICATIONS

- ▶ Most participants prefer receiving HCR info via our current communication mechanisms
- ▶ In addition to the existing mechanisms, preference for communications *between members, and between members and HCR* suggests adding an online forum/chatroom.

## ▶ VOLUNTEERING

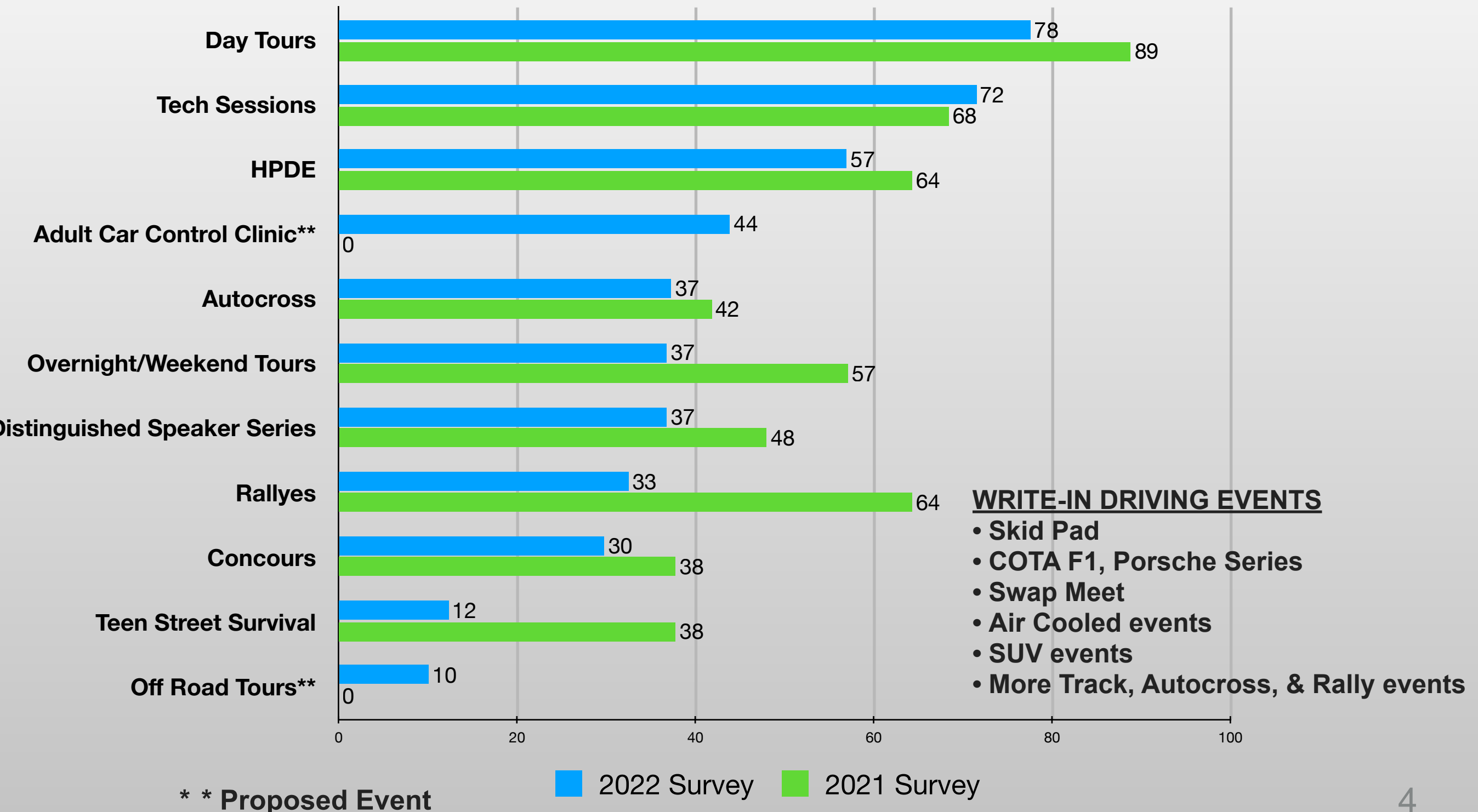
- ▶ 37% of Survey respondents either are volunteers, or are interested in volunteering
  - ▶ **56** members expressed interest in volunteering!

## ▶ MEMBER FEEDBACK

- ▶ EXTREMELY POSITIVE of HCR's Leadership Team and Events
- ▶ Participants who had questions or expressed concerns are being contacted

# HCR Members' DRIVING Activity Interests

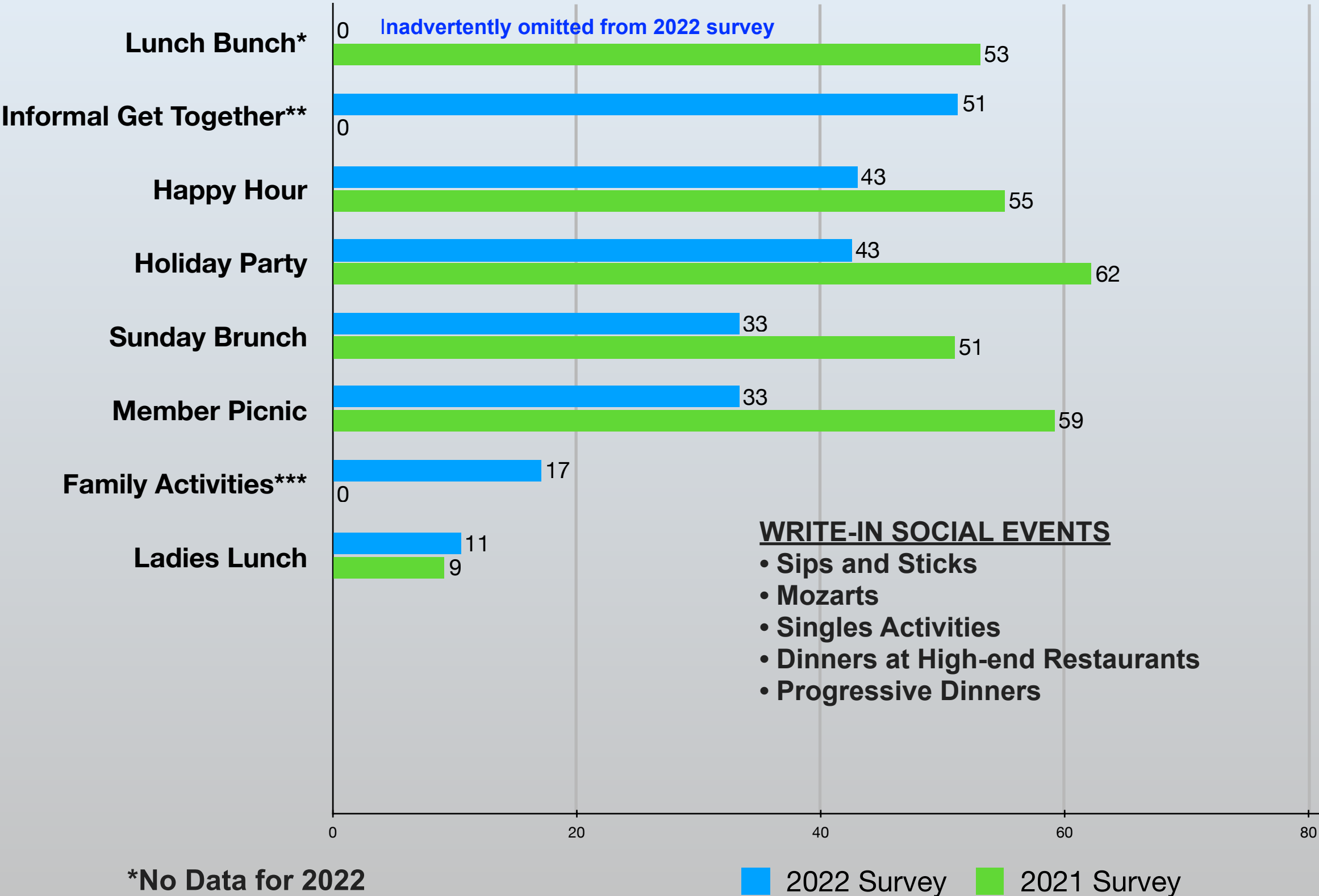
228/98 respondents (2022/2021)





# HCR Members' SOCIAL Activity Interests

228/98 respondents (2022/2021)



\*No Data for 2022

\*\*New Event

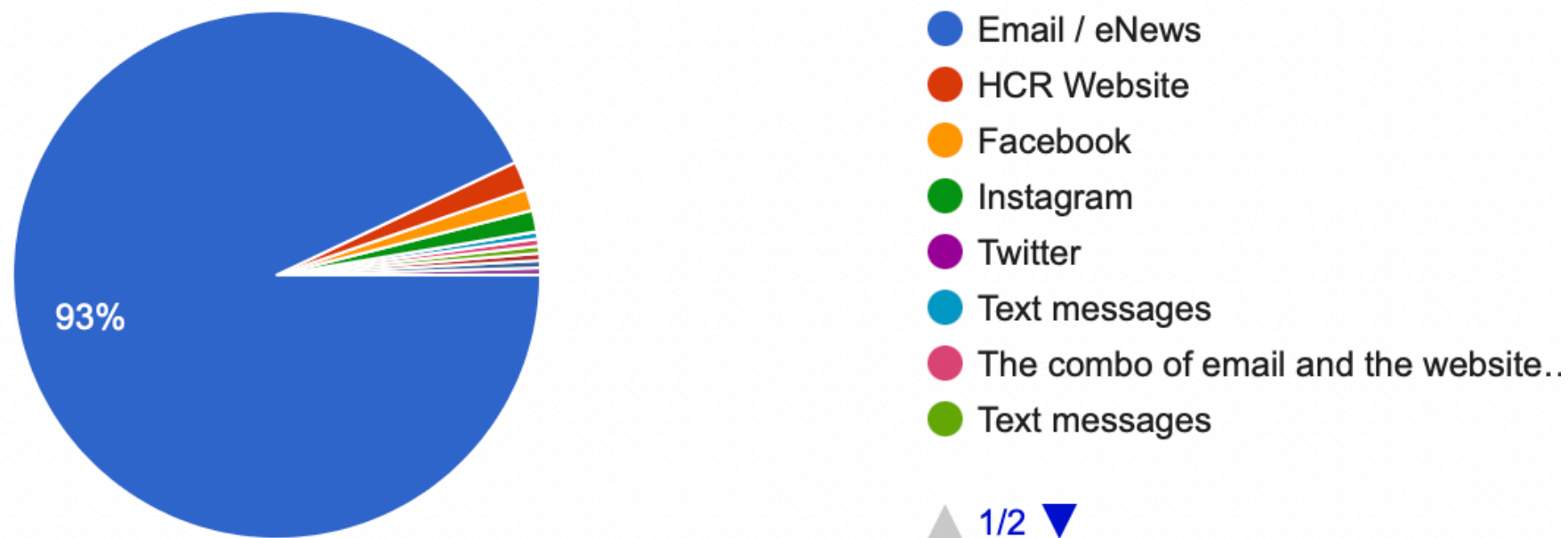
\*\*\*Proposed Event



# Summary of Feedback



**Q3:** What is your preferred method of receiving communications from HCR?



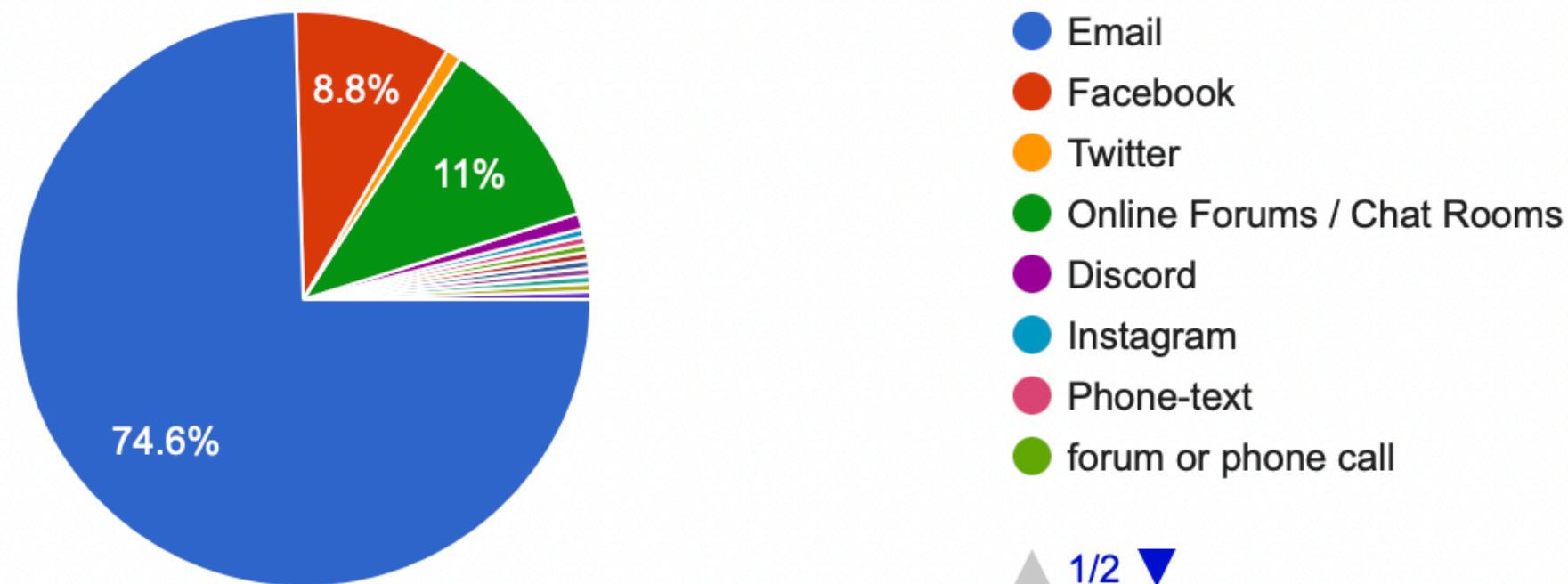
- Most HCR Members are satisfied with our current communications mechanisms.
  - Email/eNews
  - HCR Website
  - Facebook



# Summary of Feedback



**Q4:** How would you like to communicate with other club members and HCR leadership?



- Besides from email, most Members are interested in communicating within HCR via an online forum/chat room (not currently available), or Facebook.
  - Consider adding an online forum/chatroom.



# HCR September 2022 Members' Survey: Action Plan



## ▶ **SHARING RESPONSES**

- ▶ Present to Executive Council & Board of Directors
- ▶ Share with Members by posting on HCR website

## ▶ **EVENTS**

- ▶ Incorporate Survey results in prioritizing existing events in HCR 2023 Event Calendar
- ▶ Consider developing new events suggested by the membership

## ▶ **RESPOND TO INFORMATIVE FEEDBACK**

- ▶ Consider suggestions and create actions

## ▶ **FOLLOW UP**

- ▶ Contact all members who have expressed a desire to volunteer
- ▶ Answer all appropriate member questions





**QUESTIONS?**



# APPENDIX





# Summary of Feedback



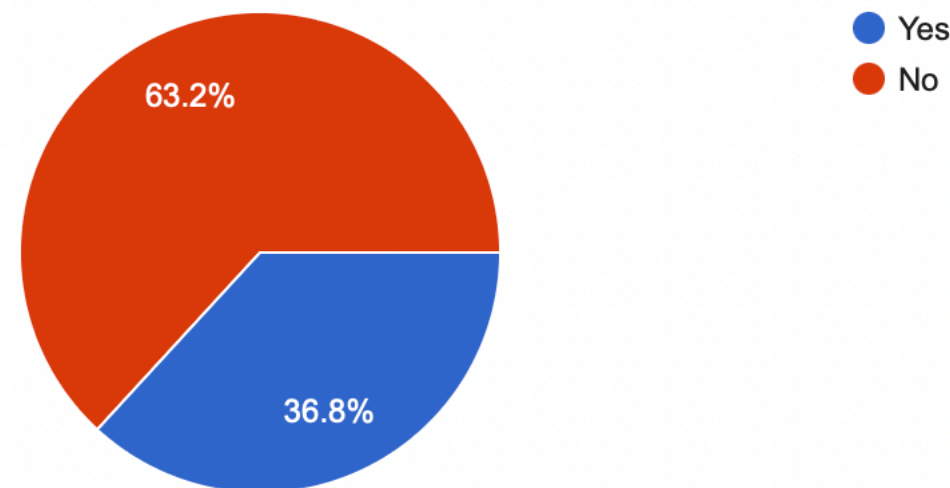
**Q1:** Which **HCR EVENTS** would you be interested participating in?

- Participants' event interests are shown on the following slides
  - **Overall interest for many events decreased Year-Year.**
    - *Could* be due to 2021 member enthusiasm in attending events as the COVID-19 pandemic was receding, followed by 2022 socialization return to (almost) normal causing drop in event interest this year.
  - **Driving**
    - Strong interest in starting an **Adult Car Control Clinic**
    - Also in **Overnight/Weekend Tours**
  - **Social**
    - **Informal Get-together** (new event 2022) is extremely popular!
    - **Lunch Bunch** members' interest wasn't polled due to an inadvertent survey omission.
      - However, it continues to be a very popular event, including HCR currently nurturing a new South Austin Lunch Bunch activity.
    - Consider recruiting a member interested in developing **Family-oriented Activities.**
  - **Interest in Charitable Activities**

# Summary of Feedback



**Q2:** Are you interested in helping your Region by **VOLUNTEERING** your time organizing, running, and/or assisting with events, or other activities such as quarterly newsletter, social media, or website?



- **56 potential NEW volunteers identified**
  - HCR Leadership is following up with each individually.





## Summary of Feedback: Q5

"Is there any other feedback that you would like to provide the HCR Leadership Team?"

### Positive Member Responses

- Thank you all for your efforts and results.
- I enjoy the informal Get togethers because it allows me to make a last minute decision to make it out. Which is convenient. I also like meeting up with folks that work on their cars and talk shop.
- ..doing a great job just wish we had time to get to more events
- I do like the way Charlie keeps everyone informed with what's going on and the recent improvement in the format of his update messages.
- Y'all do a great job. Thank you for your efforts. I wish I had time to contribute but I have 3 small kids.
- Y'all are amazing
- I think the leadership has been really great!
- Thanks for your service to the club.
- great job!
- Like the new email format from Charlie
- Keep up the good work.
- Great job overall. We continue our amazing growth and support it all with outstanding events and a more diverse range of experiences for our members to participate in. I'm proud to be part of this team.
- Keep up the great events.
- Excited to be a Texan. !
- I truly enjoy the club
- Continue what you are doing- offering a variety of events to hit a wide spectrum of member interests. Much appreciated
- Thanks
- I think the leadership team does a great job from what I see posted, Horizon, etc. I am interested in being active in club, but family situation prevents at this time. Keep up the great work.
- Thanks for all the hard work and the great events!
- Keep the good work HCR does

# Summary of Feedback: Q5 (cont'd 2)



## Positive Member Responses

- ... thanks for all your time and effort.
- Great job leading an amazing club!
- You are doing a good job in providing activities
- Great events and awesome group of folks!
- Enjoying the happy hours and informal meet ups/drives
- We have an outstanding leadership team and volunteers. I appreciate the variety of activities they plan and provide access to. I have also found them all to be very responsive to emails with my questions and issues.
- Horizons magazine is great, love the tech session I was able to attend, Charlie is always able and ready to help, great group!
- I'd love to help out more in the future, but I am still very new to the club. So far, it seems that you all have put together a very well functioning team, and have a great community. Everyone has been very friendly and welcoming. I'm happy to have joined.
- We really appreciate all the work that has been done by the leadership and others that work on making this a great region. I hope my schedule improves so that I can be more engaged.
- The weekly newsletter from Charlie Sparks is a huge improvement over the previously occasional missive. Please keep it up!
- Keep up with the open and welcoming atmosphere you've created. Every event we attend, we meet new and interesting Porsche people. Makes me glad I own a Porsche.
- Since joining HRC earlier in the year, I have been very impressed with the level of organization and engagement by the leadership team. I don't think the average member appreciates the amount of work that is required to make the club work so seamlessly, so just a bit thank you for all you do. I certainly appreciate that it is not an easy task.
- Keep up the great work - Horizons looks world class now!!!
- Lots of good activities with something for everyone in the region.





# Summary of Feedback: Q5 (cont'd 3)

## Positive Member Responses

- I appreciate the work that you do. My travel schedule prohibits me from participating more than I would like to but I am always reading and looking for ways to participate more. thank you.
- Keep up the great work!
- Love the varied mix of events lately! There seems to be something for everyone.
- keep doing what you are doing, I'm having a ball!
- Great organization
- I am proud to be associated with HCR and their Leadership Team!
- I'm a new PCA/HCRPCA member and I think it's great! Keep up the good work.
- ...The club leadership is doing a great job. Please don't take my comments as anything but my wish list for an additional emphasis on the "sports" part of or fantastic sportcars. The club has a dedicated core group and plenty of participation for current activities. Please feel free to reach out. Thanks for all you do!
- Keep up the good work. The events are awesome!
- You are doing a great job, but we are moving to South Carolina in a few months!
- Thanks for all you do!
- Really like the weekly emails. They keep me updated on upcoming events to register for and weekly remind me that they are upcoming 😊 Thanks for all your hard work.
- ... this club is amazing !
- Appreciate your work.
- the leadership team has done a great job planning activities for the members, thank you
- Keep up the good work!

# Summary of Feedback: Q5 (cont'd 4)



## Positive Member Responses

- Thanks for all y'all do. Keep up the great work!
- Best Region, for sure!!!
- Keep being awesome!
- I'm very eager to participate in the club gatherings/meetings, but my schedule has not allowed me to attend. Thank you for all of the communication and great information provided.
- **I love the Schnell Fest HPDE events and looking forward to doing more of those.**
- I am a new member and haven't yet had the opportunity to attend any event. I had a prior commitment but would have loved to attend the bluebonnet tour and Boxster fest. It would be great to attend a Porsche club event at Circuit Of The Americas either a watch party, event or track day.
- Thank for all you do!
- Keep up the good work
- Thanks for all the hard work.
- The regional meetups are helpful to bridge the distance gap. The weekly emails are excellent. Keep up the good work. The informal parking lot meetups help cultivate new membership for those who are on the fence or shy.
- I'm new to Porsche and don't have a lot of free time for meetings. I would like some advice on mechanics, tech stuff on the car, DIY info. Not sure I'll enjoy meeting other owners...I'm not super rich just happy to finally be able to have this amazing car
- You do a great job!
- You're doing a great job
- The organization has been continuously improving
- Doing a great job!
- I think you're doing a great job!





# Summary of Feedback: Q5 (cont'd 5)

## Positive Member Responses

- Thanks for all you do! The club is fun and well organized.
- Doing a great job! Love all the activities that have been put on.
- You're all crushing it keep up the great work!
- I am a new HCR member and I would like to thank you for the welcome I have received and for the great job you all are doing...thank you.
- Keep up the great work. **As a former Maverick Region member your communication efforts are outstanding.**
- I hope to volunteer in the coming years, when work slows down. Y'all do a wonderful job!
- I have just started participating in events and would like to help them continue on the high level of professionalism demonstrated.
- Yes, all everyone does is great and well appreciated
- I've seen amazing things from the team. Thank you.
- This club is excellent.
- just joined and excited to get involve in the activities
- Keep up the good and interesting work. Personal commitments have consumed a great deal of my time, but we plan on getting more involved in 2023.
- Appreciate the time & effort you devote.
- **I really enjoy being part of HCR. The events are top notch, leadership engagement is good, community involvement is great.** Both my daughter and I really enjoy the events we're able to get to, just wish life didn't have a way of getting in the way of fun so frequently.
- keep up the good work. You are appreciated
- Great work by everyone. The club has never been more active w/ many different types of activities offered.
- **Horizons is amazing, and I like the new weekly email format.** Thanks for all of your efforts!
- Looks like your doing a great job
- **We had a great time at the Flat Creek event yesterday. Thanks Amber and team!**
- Good job, folks--appreciate your efforts!

# Summary of Feedback: Q5 (cont'd 6)



## Positive Member Responses

- Good job, folks--appreciate your efforts!
- Keep of the great work
- I appreciate all of your efforts!!
- Y'all are doing a great job in getting the word out on everything, thanks.
- Thank you for your valuable time
- My experience has been great and keep up the good work!
- **The leadership team has done a very good job in developing a variety of social activities of interest for the members and excellent coordination and planning of the drive tours.** The latest event at Flat Creek Winery was nicely done. Perhaps a drive tour and lunch at another winery would be of interest. But keep up the good work. We've enjoyed the events we've been able to participate in.
- I'm enjoying everything so far the communication, web, and signup links work well
- I think HCR leadership is doing a fantastic job!



# Summary of Feedback: Q5 (continued)



## Informative Responses:

### Driving

- **Tours**

- Continue to identify new and interesting tour routings
- I would like to see more destination drives.

- Events that built teams for endurance racing (Lemons, ChampCar, WRL) would interest me.
- More track type driving; AX, DE, etc
- More track events please!
- More rallys
- Add a real concours event...Moorspeed is judged as a car show. (*incorrect, judged as concours*)
- I would like to have more air cooled car involvement
- Seems like activities are focused primarily on 911 owners. I drive a Cayenne.

- **Tech Sessions**

- Maybe more in-depth technical meetings
- I would like some advice on mechanics, tech stuff on the car, DIY info.

- I would like more info on Track Days

- **Event Capacity**

- Drive events are often full in minutes, I can never get in to register
- ... I am finding that day tours are less appealing when large numbers of cars are involved. This is particularly true when dozens and dozens of cars arrive at the destination, ie., restaurant, brewery etc. at the same time. Increase the number of Autocrosses per year from 2 to 3, maybe 4?

# Summary of Feedback: Q5 (continued)



## Informative Responses:

### Social

- **Event Timing**
  - Not every member is retired. Several of the events aren't available to someone who works Monday through Saturday.
  - I would love to attend the Ladies Lunch but I have a demanding job during normal business hours. Perhaps a Ladies Weekend brunch sometimes. Also nights and weekend events in general are best for scheduling
- **New Events**
  - I like the different course dinners at members houses
  - In my previous region (Florida Crown), we had a lot of dinners out to nice restaurants (once a month or so) and really enjoyed those.
- How do y'all decide what restaurants to go to for events like Lunch Bunch and such? Do they need to meet certain criteria?

### Communications

- Share how to contribute to Horizons
- More articles about how we ended up with the Porsche that we own. I'm sure we have better stories than most of us can imagine.
- I've been a member for about a year, and just having an easier way to communicate and ask questions of members would be so helpful. IDK if Facebook, Forums, Discord or what is best, but I'd like to be able to ask the group for recommendations, suggest a quick meetup, or other ways to connect outside of formal activities. Right now I don't know how that is done or if it's possible.
- Photos of activities which include everyone



# Summary of Feedback: Q5 (continued)



## Informative Responses:

### General

- Schedule
  - I work an odd schedule so many events are in conflict with that. A calendar would be helpful.
  - What's wrong with holding 2 dissimilar club events on the same weekend?
- Location
  - I live in FBG so am limited on activities
  - Many events seem either way North or way south. not enough central Austin events.
  - More events in South Austin and the Hill Country, please.
  - I'm in San Marcos so southern events are always appreciated.
  - Find other members in the Waco/Temple area.
  - Please host events closer to Waco TX. Members here find it hard to get to the events that are always held in Austin.
- Local Services
  - I'd like to see a list of independent Porsche repair shops and their specialities. As a newbie to Austin I don't really know where to take my racecar etc.
  - I'm looking for more information about local services such as car washes, wheels, non-dealer service, engine modifications, body modifications, etc.
  - I would like some advice on mechanics
  - Club discounts from vendors.
- Younger Members
  - Singles Activities
  - Keep promoting new ideas to introduce a younger generation to PCA.
  - Need more events with a younger crowd.
  - I ... love what this club is doing. While I enjoy activities focusing on driving (HPDE, Autocross, Rallye, Tours, etc.) and DIY maintenance/repair (Tech sessions), the club has vibrant participation and activities that will appeal to almost anyone. The efforts of club volunteers is honorable and the results are impressive. That said, there is a belief among my fellow younger car enthusiast (and fellow young Porsche owners) that PCA is for old people. If there is something that can be done to mitigate or change this perception, I feel like it would be beneficial for the long-term health of the club. I'm also curious if this is something that varies by region or if it's consistent throughout PCA nationally. .... Thanks for the work you all are doing to make this the great club it is.

# Summary of Feedback: Q5 (continued)

## Informative Responses:

### General

- Quality over quantity. Continue to provide sufficient access to events, while reducing the number of events, and enhancing quality.
- At events, we spend little time being around our cars. We largely stand inside & talk about them
- The Potomac team did personally contact the new members to welcome them. There would be a gathering and introduced them to fellow members to help get them involved. (HCR has a new member social)
- A listing of volunteer spots needed would be helpful - I'd like to volunteer but don't know where to start.
- Yes, it would be helpful if you explain or at least say what things are. You call an event by name assuming that people know what it is. I was a member for 2 yrs. before I found out what a Schnellfest was. This named thing on the calendar, is it a lunch? A tour? Overnight or 1 day? Maybe just me, I'm slow, (tho not in my Porsche) but a short description would be useful for people who have not been evolved with HCR for very long.
- A roster of members and contact info would be nice (violates PCA privacy policy)





## Summary of Feedback: Q5 (continued)

### Negative Responses:

- **NONE**

