



Members' Survey

December 2023



Hill Country Region PCA

HCR 2023 Members' Survey: Overview



- ▶ **OBJECTIVE:** Obtain critical feedback from HCR's Members so we can:
 - ▶ OFFER 2024 EVENTS to continue to reflect their interests.
 - ▶ Budget for and Incorporate them into the 2024 HCR CALENDAR
 - ▶ Receive feedback on the QUALITY of our current events.
 - ▶ **NEW:** Determine if we should refine events by capturing and incorporating members' GEOGRAPHICAL INTERESTS, where possible.
 - ▶ Capture our MEMBERS' INTEREST in VOLUNTEERING in HCR's events and/or activities.
 - ▶ **NEW:** Determine if there is interest from our MEMBERS in ADVERTISING their Business / Profession in Horizons.
 - ▶ Better understand how HCR's LEADERSHIP TEAM is PERFORMING.
- ▶ **MECHANISM:** A Google Forms Mini-Survey with six major questions was created by the SPC and reviewed by the EC
 - ▶ Survey was open for Membership participation from Dec. 3 - 9
 - ▶ **150** members participated, vs. 228 in 2022, & 98 in 2021*
- ▶ **RESULTS:**
 - ▶ Member Feedback was **EXTREMELY POSITIVE & INFORMATIVE**

*2022 survey was open for 2+ weeks vs. 2023 for 6 days, due to schedule constraint

HCR 2023 Members' Survey: Key Observations



▶ **EVENTS**

- ▶ DAY TOURS are most popular member event.
- ▶ Followed by INFORMAL GET - TOGETHERS

▶ **Driving**

- ▶ Two successful new events!
 - ▶ PYT Weekend
 - ▶ Paved / Unpaved Tours

▶ **Social**

- ▶ Three successful new events!
 - ▶ Wine Sipping
 - ▶ Brewery Night
 - ▶ Sipping in Dripping
- ▶ Mozart's event unintentionally omitted from Survey

▶ **GEOGRAPHICAL PREFERENCES**

- ▶ Information obtained mostly anecdotal in nature. Members appear to be stating their domicile as event preference..
 - ▶ Surprising how uniformly distributed the preferences were between the Survey's locations of choice. Artifact of survey question wording?
- ▶ "Georgetown / Round Rock" and "Bee Cave / Lakeway" locales could possibly use additional event focus

HCR 2023 Members' Survey: Key Observations (cont'd)



▶ VOLUNTEERING

- ▶ Large interest expressed by survey respondents for volunteering in ALL AREAS of HCR OPERATIONS!
 - ▶ HCR Leadership Team members need to spend a commensurate effort in responding to all of the above volunteering inquiries, and clearly identifying those individuals that have the interests for, and the skills to match openings in our organization.

▶ HORIZONS BUSINESS / PROFESSIONAL ADVERTISING

- ▶ Six participants showing interest.
 - ▶ Advertising follow-up required
- ▶ Signing up several of the above could seed additional future success.

▶ MEMBER FEEDBACK

- ▶ EXTREMELY POSITIVE of HCR's Leadership Team and Events
- ▶ Survey participants who had questions or expressed addressable concerns will be contacted by activity owner.
- ▶ Detailed feedback in Appendix - due to voluminous responses.
 - Suggested reading for all

HCR December 2023 Members' Survey: Action Plan



▶ SHARING RESPONSES

- ▶ Present to HCR Leadership Team at Dec. 2023 EC and Jan. 2024 BOD Meetings
- ▶ Share with Members by posting on HCR website and publicizing in eNews.
- ▶ Present overview at Annual meeting.

▶ EVENTS

- ▶ Incorporate Survey results in prioritizing and calendarizing events for 2024
- ▶ Consider developing new events suggested by the membership

▶ RESPOND TO INFORMATIVE FEEDBACK

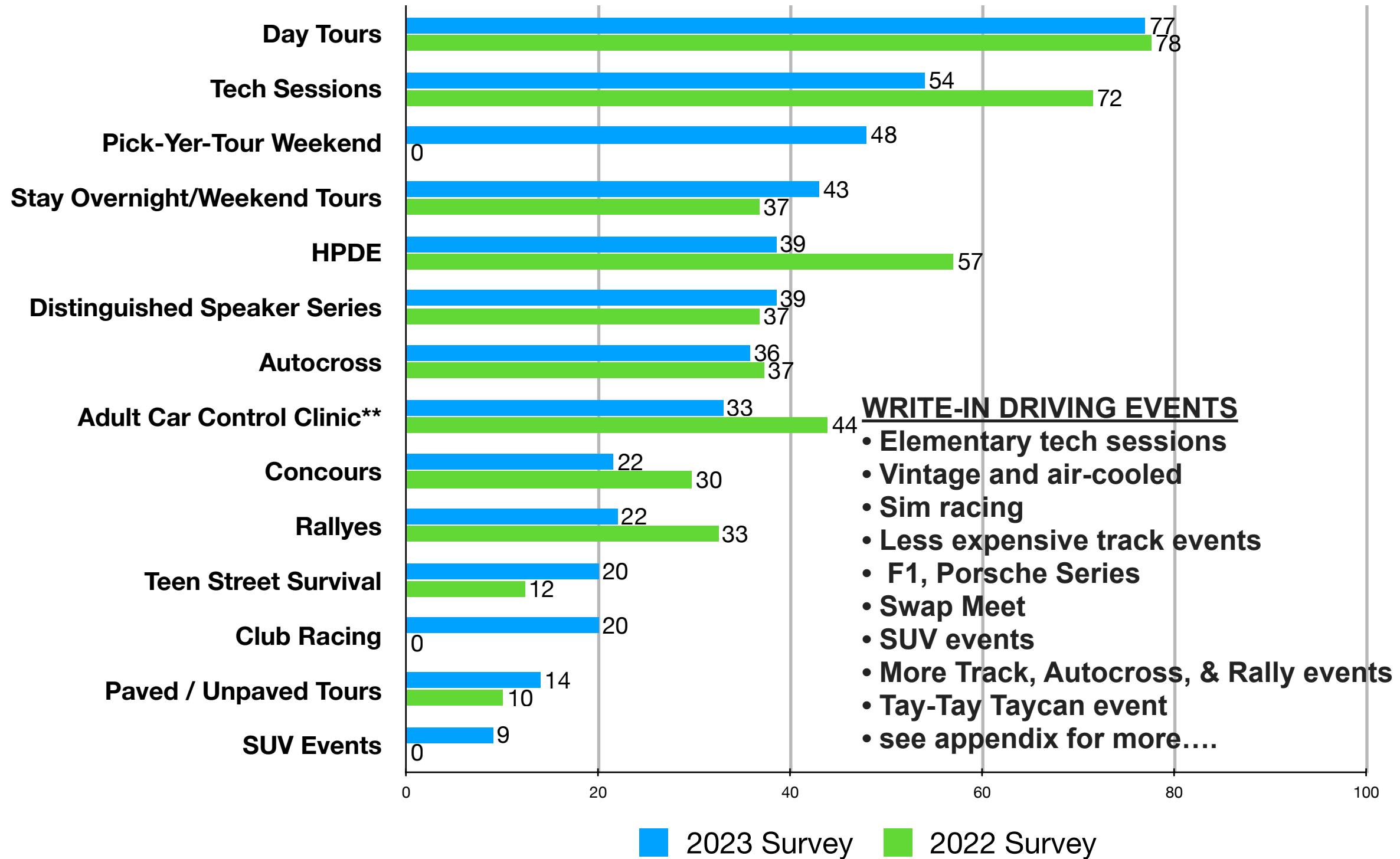
- ▶ Assign comments/suggestions to stakeholders for review and follow up with survey respondents as appropriate.

▶ PROMPT FOLLOW UP

- ▶ Contact ALL MEMBERS who have expressed a desire to VOLUNTEER or ADVERTISE!
 - ▶ SPC will split matrix into Driving, Social, IT, Horizons, Advertising, EC, etc. and provide to appropriate Standing Chair or owner for follow-up with each respondent, and subsequent review at January or February 2024 EC/BOD Meeting(s).

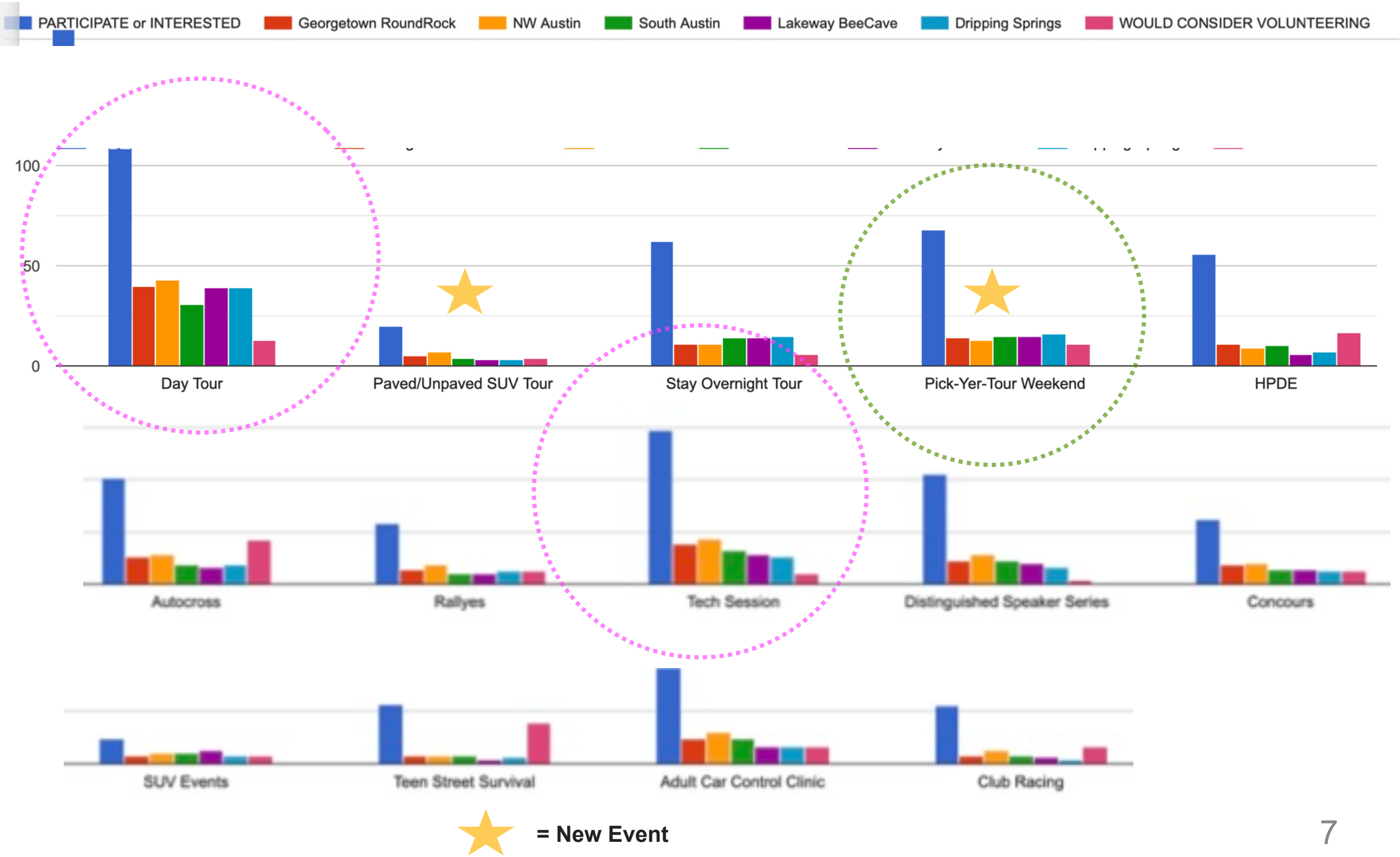
HCR Members' DRIVING Activity Interests

150/228 respondents (2023/2022)



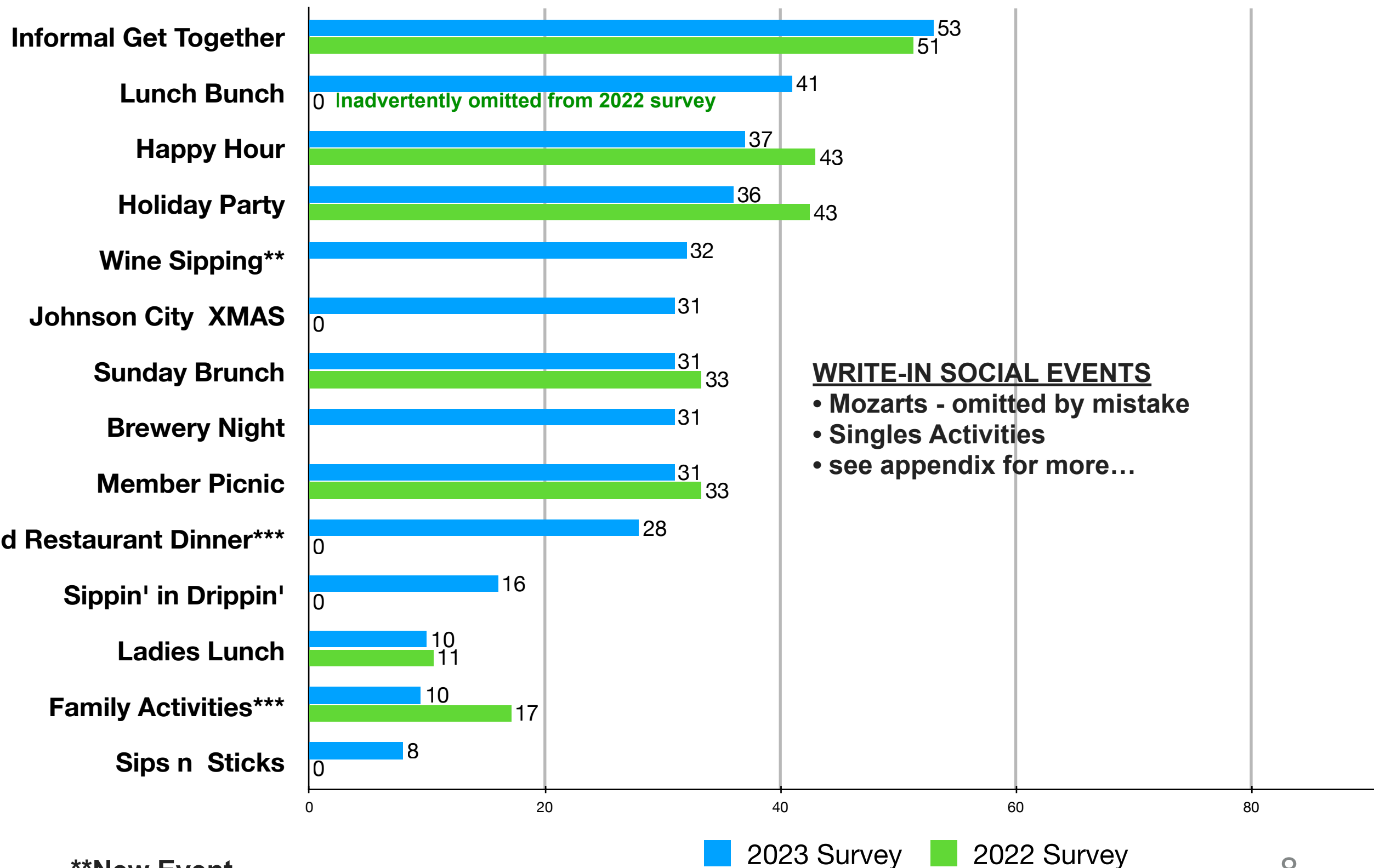
* * Proposed Event

DRIVING ACTIVITY DETAILS



HCR Members' SOCIAL Activity Interests

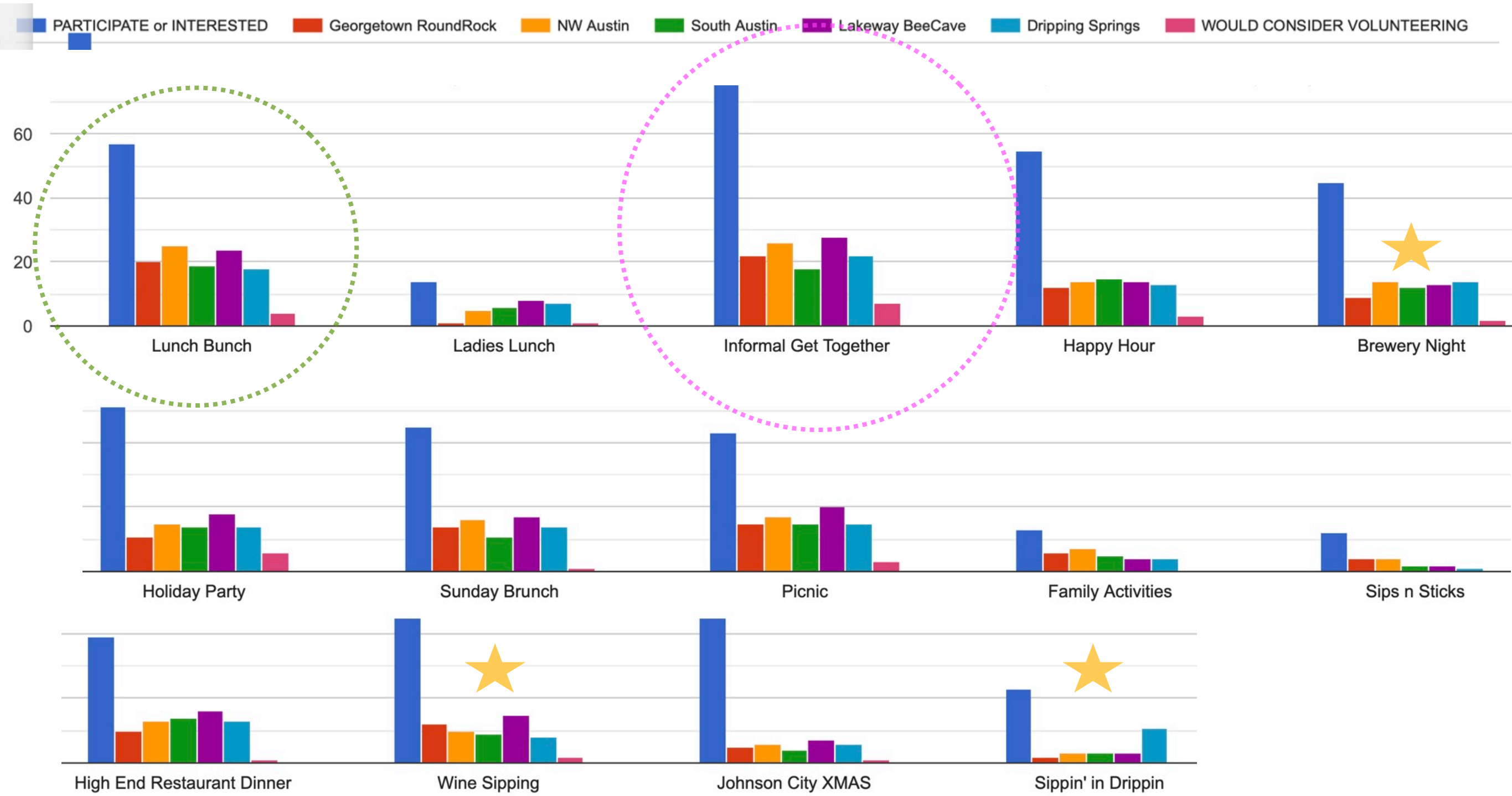
150/228 respondents (2023/2022)



**New Event

***Proposed Event

SOCIAL ACTIVITY DETAILS



★ = New Event



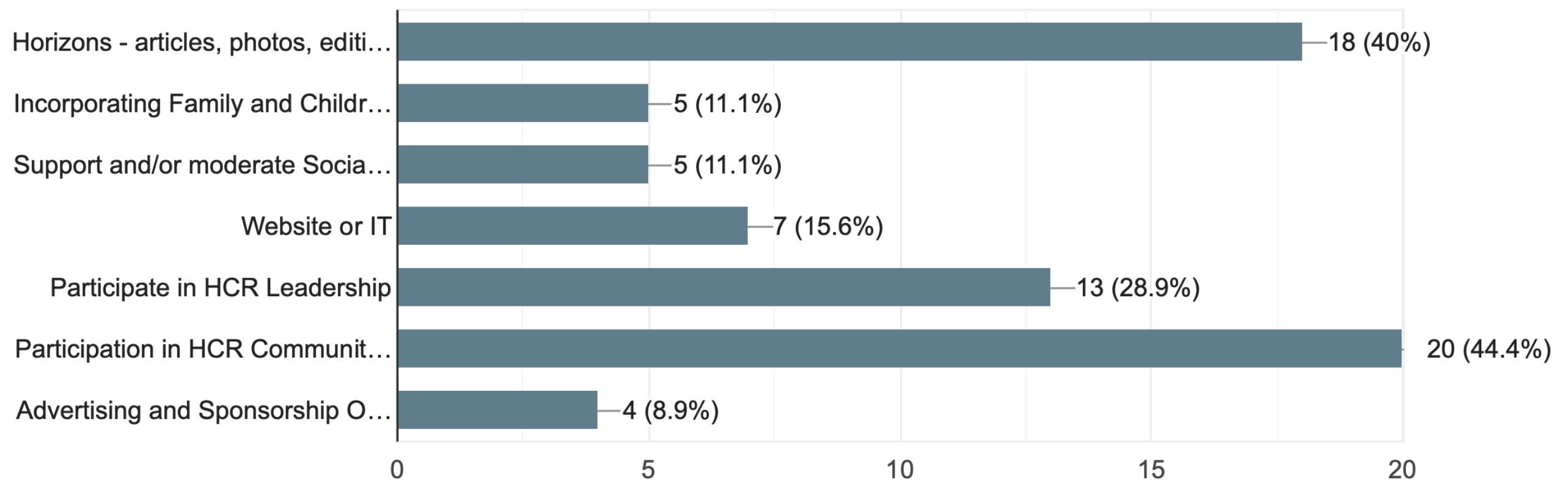
VOLUNTEERING

Exceptional response to volunteer for Social and Driving activities!

- Appropriate Standing Committee Chairs will oversee contacting all respondents

Besides from the Driving and Social Events listed above, are there ANY OTHER ACTIVITIES in which you would like to assist HCR by volunteering your time? Please write in any other interests or comments.

45 responses



Seventy-two offers above plus two write-ins:

- I'd be happy to proof read items; for example, I would've had several suggestions for this survey that might have made it easier to understand with more quantifiable data.
- I'm retired, but my mornings are booked. I can help almost any day after 11:30AM. Just call. I will try to help out in any area needed.

HORIZONS ADVERTISING

Would you be interested in advertising your business/profession in Horizons? e.g. auto or non-auto retail, internet, medical, financial, legal, realty, etc.?

- **Six Positive responses being followed up on!**

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APPENDIX



DRIVING EVENT QUALITY



WRITE-INS

• POSITIVE:

- I appreciate the time and effort put in to make these events enjoyable
- Events have been very good this last year.
- Schnellfest is an awesome undertaking and I always come, instruct, and teach classroom
- So far I have only been on one Bluebonnet tour in the past and plan to participate in the April weekend tour.
- I've been totally impressed with all the events I've attended.
- Quality of all events has been quite high, enjoyed all the events so far.
- New to the club and Porsche ownership. Am open to driving, maintenance and any other tips.
- Nothing for those members east of Austin?
- The quality of any event is the quality of the people who attend and participate. If you make it easy to participate and it's well organized, people will attend and will be engaged. To date, pretty much all the events or drives I have participated in have been top quality.
- The AX events are great and very well run.
- Awesome driving events! Would like to help in scouting routes or serving as a sweep etc.
- I live in Lakeway. I find the QUALITY of the tours to the west more enjoyable; prettier country, twistier roads, etc.
- All of the events have been quality events.
- I've been generally happy and even impressed with past events I attended.
- SchnellFest at COTA is wonderful. I've been working with the team as pit steward for a few years now.
- All well organized and timed
- Tours by HCR are great
- Keep up the great work!
- think the PCA Schnell Fests are GREAT events. Can't wait to do more.
- The club does an excellent job with creating great events
- Volunteered at recent Street Survival and Porsche/Ferrari Shootout. Both events were well organized, beneficial and fun.

DRIVING EVENT QUALITY



WRITE-INS

• INFORMATIVE

- The Autocross I recently attended was very boring - the addition of a broadcast sound system to keep spectators informed of what is going on, would be immensely helpful.
- I am always too late for the touring
- Big events need a sound check to make sure everyone can hear.
- I'm a number habit had a chance to do something yet simpler tech sessions on things like maintaining your interior leather
- In general, may want to consider starting the events a little later in the day, thanks.
- My wife and I have experienced two things on Day Tours that should not happen. 1) Rubber banding / yoyo by car in front of us (build a gap and then zoom away). This forced us to also speed to catch up to the group. 2) Excessive speed by group leader. We can do better by always keeping safety first
- Distinguished Speakers and Tech Sessions would be most beneficial to most owners. Covering things like maintenance, lubrication, fuel additives for water cooled Porsches, especially the 911. Even having a Porsche Technician or two from Austin Porsche would be great, someone where owners can pick their brains to learn more about their Porsche.
- would like to see more driving tours if possible
- the events themselves are usually excellent but sometimes the initial details are a little unclear as to what to expect from the event, a little more detail on what the event involves would be helpful
- For the driving tours, suggest a standard script for the drivers meetings, to ensure topics are covered consistently.
- Would like spectator-only availability/information communicated for HPDE / Across / Club Racing events.
- Schnellfest is awesome. More of these organized track days, perhaps at Harris Hill, or with collaborations with other PCA clubs in TX

ANY DRIVING EVENT THAT WE SHOULD CONSIDER ADDING?



WRITE-INS

- Have tours closer to Belton
- Additional elementary tech sessions.
- It would be nice to have more events orientated toward vintage and early air cooled cars.
- Car Show, swap meet, drive to the coast event
- Half a day runs on cota ie each person sign for 3 hours, maybe 3 thirty minutes group runs at cota
- I live in FBG, so too far to do much, especially evenings
- SIM racing
- Also, maybe consider less expensive track events? COTA is nice and I'm glad we go there regularly, but a couple less pricey dates or maybe co-hosted events with further regions would be good.
- Escape to the Estate. Perissos and other wineries. Tour or just meet there.
- Maybe simpler tech sessions on things such as how to maintain leather interiors, overview of upgrade options for tires or exhaust systems, how to set default settings when car is turned on
- Autocross school
- Porsche Factory tours in Germany - my wife and I have done the museum tour a few years back.
- I love the tours of private collections
- Would have liked to participate in the Kerrville overnight but have previous plans. would like to see more opportunities like that.
- Perhaps a quarterly update from the board via Zoom updating membership on decisions etc.? Just a thought...
- Perhaps a tour involving going to a food venue like a chocolate tour or pie tour. There are several of those types of tours listed in ONLY IN YOUR STATE and it seems like a fun way to visit these shops/ restaurants etc while also driving a Porsche.
- HighTech Motors annually offers a fun and interesting Hill Country tour that might be a format worthy of consideration. Theirs is of course is a marketing promotion, but my guess is HCR members would be interested and willing to pay their way for something similar.
- Ditto on my wife's suggestion to visit chocolate factories as part of a Day Tour. We (she) can suggest locations.
- East side options might include Shiner Brewery Tour, Rising Sun Vineyard, Majek Vineyard, Round Top/Royer's Pie, Bluebell Ice Cream Tour, Whistling Duck Winery. Just some thoughts.
- How about an informal 'car show" in addition to the Concours style events? Closest now is the monthly gathering at Rudy's or the ones at Mozarts, but a chance say once a quarter to meet members and their cars. I feel today it is more drive your Porsche to smoke cigars, eat dinner/lunch, etc". I am here for the cars and the passion for Porsche, and would like more chances to just hang out around the cars and meet people.
- Not an addition, but to have more Tech Sessions to cover more models of Porsche. Or maybe how to remove parts (i.e. interior) to install updated equipment etc. More learning about the car, and socializing will follow as owners attend who have the same model(s).
- Destination drives, e.g. drive in the morning on some "technical" road to a SPA/Destination Venue and drive back.
- Car cleaning/detailing, perhaps as a tech session
- Parade laps
- More track days!
- More cars show events would be nice. I know there are several events through out the year but a few more would be enjoyable.
- COTA is a great track but a bit too hard on the cars and too dangerous without a full cage. I'm no longer interested in HPDE @ COTA. I'm interested in Harris Hill, MSR Cresson & Eagles Canyon. It would be great if the HPDE folks could arrange some PCA events at those alternative tracks. I'd rather be driving with Porsches vs the myriad of cars out there with other HPDE track groups like NASA, CHIN, Edge addicts etc.
- winery or distillery tours and one-time social events

SOCIAL EVENT QUALITY



WRITE-INS

POSITIVE

- I already assist with Lunch Bunch
- Haven't attended any, but would be interested in these.
- They're pretty good!
- Love Sippin' in Drippin'. I go every month I am in town.
- As a new member I haven't attend many events, but all events have been great.
- We have attended some of these events. The quality of the venues have been fine and we had a nice time socializing with other members. Would like more details regarding "helping out" to know what that means and potential time required.
- The social calendar for this club is AMAZING, great events and lots of them :)
- All good

INFORMATIVE

- Need to have lunch bunch closer to Belton
- It has been almost impossible for me to meet up with the lunch bunch since I work.
- On my only trip to sipping in Dripping, the conversation at the table was all about their Teslas . I thought that odd for a PCA get together. That was my last attempt.
- In general, may want to consider starting the events a little later in the day, thanks.
- you will already have received comments on the poor sound system at this years holiday party.
- Ladies Lunch is always so far north. Bring it to Lakeway, Bee Cave or SW Austin once in a while.
- Perhaps HCR PCA could rotate the days of the week for lunch bunch, ladies lunch, etc. because there may be scheduling challenges for some who want to participate but can't because they are always pre-booked for "Thursday or Wednesday".
- There was quite a bit of grumbling about the Holiday Party, especially from the many of the women I know. Many thought it was loud, the quantity of the food quite stingy, etc. And, of course, the audio SNAFU was a real shame - the folks who received an award didn't get the recognition they deserved. I'd suggest the club send out an email listing the winners and the text that was prepared to announce them.
- I did enjoy the ride and socializing on the Dime Box drive
- I was a little disappointed with this year's holiday party. The dealership wasn't the right location and the catering was subpar.
- Most events fall on Saturdays or too early in the event for me to attend so I can't said anything about the quality
- Enjoy the informal lunch bunch events, especially if within a 15 mile radius of the "Y"

ANY SOCIAL EVENT THAT WE SHOULD CONSIDER ADDING?



WRITE-INS

- I like the less formal brewery nights and happy hours a lot.
- I'm happy the variety and quantity of events; Lunch Bunch, for example, is a great opportunity to get together. Love the Mozart's events.
- I enjoy the Sips & Sticks event. I also attend the lunches and happy hours when held in the NW area of Austin.
- Cars and Coffee, Events more friendly to working members
- The club needs a Lunch Bunch South and Tours that start in the south.
- Cars and Coffee (North Austin/Suburbs)
- Game night
- Generally, the HCPCA events are social versus hands on and technical. It would be fun to have events for those members who work on their own cars.
- Golf scramble?
- Central Austin events are good, too! (And a lot closer to me, heh.)
- I checked High End Restaurant Dinner and Wine Sipping, and would LOVE it if we could enjoy some wine dinners. My wife and I used to LOVE the wine dinners at Mirabelle (the visiting vintner and chef would discuss each wine and each plate between courses!), and we would go almost every time, but sadly Mirabelle is no more. Maybe there are now other restaurants offering multi course meals with wine pairings with each course...?
- Drive veterans in the local parades. Other "for a cause" drives
- Really liked the winery event at Flat Creek. Maybe do other winery events or Hill Country Olive Oil. Perhaps Salt Lick BBQ for an event. Another consideration could be Cars and Coffee at COTA during the summer.
- I like the distinguished speaker series and would attend when available. Same for tech sessions.
- Lunch Bunch South
- An event with a focus on professional networking
- Sunday coffee
- I'm not very social, and have avoided these events because I don't know anyone in the group. I've been a PCA member for 4 or 5 years now. I honestly don't get any benefit from belonging to the group, other than I drive on the PCA SIM racing events.

VOLUNTEERING



WRITE-INS:

- Advertising for ads
- Have already volunteered to join Horizon's team
- It'd be cool if there were volunteer calls for events (track events, happy hours, dinners, etc.).
- I live 60 mile from Austin and find it hard to get into town to participate in many events.
- I look forward to volunteering when I'm not working as much.
- Because of travel we participate in events in Our area around Fredericksburg.
- I thought the wheelchair ramp build was great. Would welcome more of those activities. Perhaps Habitat for Humanity or similar.
- Spreading the word on our Discord page would be great.
- I'd be happy to proof read items; for example, I would've had several suggestions for this survey that might have made it easier to understand with more quantifiable data.
- After I retire, I would enjoy helping with Horizons advertising and outreach to sponsors
- I am hoping to retire next year and will then be available to help out
- Not presently available, but perhaps in the future
- I enjoy helping Event Coordinators properly set up their ClubReg events. I also like submitting photos of HCR events to Panorama Magazine.
- I'm retired, but my mornings are booked. I can help almost any day after 11:30AM. Just call. I will try to help out in any area needed.

LEADERSHIP TEAM FEEDBACK



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

POSITIVE:

- All of you are awesome! Can't imagine what the next year will bring. Pick 'Yer Tour is now known in other states. What an incredible accomplishment for HCRPCA. It's like we are starting our own version of Arkansas Palooza. GO TEAM!
- I appreciate the survey. I'm deeply involved in another car club that prevents me from participating in PCA events. I read each weekly email and wonder at the number and variety of events. To be honest it seems too much. Narrowing down the offerings would be my preference
- As a new member, the leadership team did an excellent job with welcoming and information about the club.
- I appreciate all of the events and I wish I could offer more time.
- I thank all of you have been doing a great job!
- Thank you
- Thanks a ton for volunteering your time and efforts!!!!
- The COTA events are extremely well run. I really appreciate all the efforts the volunteers do for me. thanks, guys
- I think the club does a good job of communicating with its members and offering a good number of events. I would prefer to see a happy hour event located closer to my Bee Cave/Lakeway area. At my age, I no longer enjoy driving to the other side of town in traffic -- especially not in the dark.
- I have been a PCA member for years and enjoy reading Panorama and Horizons. I encourage Porsche owners that I encounter to join PCA if they are not already members. My personal racing and running a 501c3 for the arts are my focus. From conversations with club members lead me to believe HCR has strong leadership and great regional activities. Wishing HCR continued success in the future.
- Thanks!
- I think the current leadership is doing an excellent job.
- Looking forward to joining events as a new member!
- The executive team does a great job of keeping me informed and up to date on events.
- Thanks so much for all you do for us! Great club.

LEADERSHIP TEAM FEEDBACK (2)



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

POSITIVE:

- Keep up the great work!
- Looking forward to learn more about the club.
- I appreciate how the leadership is both welcoming and down-to-earth. It's almost a family and my wife and I value or membership in this club. Keep up the good work.
- I appreciate all of the events that the leadership team puts on/organizes. I need more time to participate, but really enjoy participating in this club when I can.
- I really appreciate all the hard work and effective leadership of the folks who lead our chapter.
- I really appreciate our leadership. HCR is a fun club.
- I don't know how you guys/gals do it, I hardly have time for a drive! However, the couple I did attend was very well organized and orderly. Thank you for your efforts to keep the members entertained with their cars and socialization activities...YOU are ALL Awesome!
- I appreciate the way HCR is run compared to where I live in LSR. Proud to be an HCR member.
- The last several Boards have been doing a great job. The current board is exceptional as well.
- No. Leadership is doing a great job!
- Upon retirement I will have finally time to spend more time on Porsche events.
- Keep up the good work
- Thank you for all you do to keep our club a fun and inviting place. It truly is about the people.
- keep up the good work
- Keep doing what you do. I'm new to HCR but am impressed.
- You guys are amazing and doing and incredible job, please continue the get work I greatly appreciate it

LEADERSHIP TEAM FEEDBACK (3)



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

POSITIVE:

- Thanks so much for all you do for us! Great club.
- Would be nice to be allowed to join for lunch with friends.
- Keep up the great work!
- I really appreciate our leadership. HCR is a fun club.
- I don't know how you guys/gals do it, I hardly have time for a drive! However, the couple I did attend was very well organized and orderly. Thank you for your efforts to keep the members entertained with their cars and socialization activities...YOU are ALL Awesome!
- I appreciate the way HCR is run compared to where I live in LSR. Proud to be an HCR member.
- The last several Boards have been doing a great job. The current board is exceptional as well.
- No. Leadership is doing a great job!
- Upon retirement I will have finally time to spend more time on Porsche events.
- Keep up the good work
- Thank you for all you do to keep our club a fun and inviting place. It truly is about the people.
- keep up the good work
- Keep doing what you do. I'm new to HCR but am impressed.
- You guys are amazing and doing and incredible job, please continue the get work I greatly appreciate it

LEADERSHIP TEAM FEEDBACK (4)



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

INFORMATIVE:

- I appreciate the survey. I'm deeply involved in another car club that prevents me from participating in PCA events. I read each weekly email and wonder at the number and variety of events. To be honest it seems too much. Narrowing down the offerings would be my preference
- The overall encouragement and support from the Leadership Team has diminished this year, versus the previous two administrations. I don't think the EC is responsive enough with communication, receptive enough to new ideas, or supportive enough to encourage involvement
- I think the club does a good job of communicating with its members and offering a good number of events. I would prefer to see a happy hour event located closer to my Bee Cave/Lakeway area. At my age, I no longer enjoy driving to the other side of town in traffic -- especially not in the dark.
- More less expensive events would be cool, or more things that might bring my fellow old-car types out of the woodwork.
- More driving, less socializing
- In general, may want to consider starting the events a little later in the day, thanks.
- I've only been a member for a few months but my initial impression is that HCR exists primarily for those with 911's. I'm not sure there is much support or interest for those with Mayan's. Again I'm fairly new but that's the feeling I've gotten.
- LOL please be more specific on event names - I know what "Teen defensive driving" means but not sure what the "Rallye" is. My husband probably knows, but I may be able to talk him into doing something fun - if I know what it is ;-). Thanks so much for all you do for us! Great club.

LEADERSHIP TEAM FEEDBACK (5)



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

INFORMATIVE:

- We would like to join tours for lunch occasionally when the tour goes through Llano, San Saba etc. Driving to Austin to just drive back to here is a stretch for lunch. Would be nice to be allowed to join for lunch with friends.
- Yes. We went to the HCR Holiday party this past weekend held at the Porsche Dealership. The set up and decor was really well done; however, the acoustics and sound system left a lot to be desired as for most of the event where someone was trying to speak, it was very hard/ impossible to hear them. If it wasn't for [a club member] we would have been left in the dark about most of the raffle and awards. Additionally, for those at the end of the buffet line, some of the food items had either run out or were not replenished adequately. If both of these items are addressed should the party be held at the same venue next year, it would be much more pleasant. Thank you for the opportunity to voice this feedback.
- Living in San Marcos makes most of the social events difficult to attend
- Keep including the ladies of HCR. This doesn't need to be a good old boys club again.
- Reach out to younger members to make them feel included. Many activities for socializing are aimed at older members.
- The Club is very well managed and the leadership team has been very effective. Communication to the members is timely, meaningful and transparent. This year's holiday party was a nice venue change @ Porsche Austin. The only glitches, in my opinion, were the audio system and the caterer. The food was not up to the standard of previous holiday events and the audio system failure denied participants to hear the important information and recognition of members who have made significant contributions to the Club.
- It would be great if we could have a modern / secure tool for the Club events, the Porsche Club Net tool feels tired and dated. It sometimes is clunky and not that user friendly.
- Please be more accommodating to members who work for a living