



Blue Ridge Region – PCA

Membership Survey Results

April 21, 2020





BRR-PCA Membership Survey Summary April 21, 2020



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Introduction

The Blue Ridge Region-PCA (BRR-PCA) strives to shape activities and operations to meet the desires of the membership. Some members share ideas informally through discussions and emails with Officers and Chairs throughout the year, which is strongly encouraged. The more structured idea sharing occurs at the annual Planning meeting, which occurred on January 19, 2020. However, input was limited to those able to attend which represented a small portion of the membership. In fact the surveys completed at the meeting reflected only 6% of the total membership. In an effort to gather input from a broader set of members, the Executive Board decided to distribute a survey to all members.

Information provided through the membership survey will be used in conjunction with the results of the Planning Meeting to shape the direction of the region. The intention is to use the data to shape decisions especially regarding activities, locations and venues. This does not mean that only the highest ranked choices will be used. The Board recognizes that our members are spread over a large geographic location and have a wide range of interests. As practical, choices will be made to encourage broader participation of all of our members.

Thanks

The Board of Directors extends thanks to all the BRR-PCA members who took the time to complete the survey. It is through your willingness to respond that the club will continue in a direction that brings value to our members. Special thanks for all the thoughtful suggestions provided in the open ended questions.

Provide More Input

Did you miss the survey? Have more ideas you want to share? Don't wait for another Planning Meeting or survey; just reach out to any Board of Director to discuss. The Board of Directors is made up of the region Officers, 2 past Presidents, and the committee Chairs. The names and email address are on our website (<http://brr-pca.org>) on the [Contacts](#) page. Another way to share ideas and to start a discussion is to join our FaceBook group (<https://www.facebook.com/BlueRidgePCA>) and post comments.

Help Make Activities Happen

The best way to see your ideas become a reality and to make activities happen is to become involved. BRR-PCA is an all volunteer organization and you can make a difference. Volunteer to create an event, get a small group to run the event or jump in when an event is calling out for help. The first step is to let a Board of Directors member know you want to volunteer. Everyone can do this! None of us are experts and others are willing to help you succeed!



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Survey Overview

The survey was constructed to collect feedback about the Planning Meeting, interest in types of activities, timing of when events take place, potential geographical location of events and possible venues. Most questions allowed multiple choice responses for simplicity. However, open ended text questions were included as well to encourage members to provide broader input.

The survey was announced via email March 7, 2020 and included a link to the online survey form. To encourage participation and maintain individual privacy the survey did not collect any personal information. Only the initial email was used to request participation. Reminders were not sent to members.

The survey announcements were distributed using the PCA Emailer system. This system sends emails to members of record and in this case targeted all active primary, family and affiliate members. The PCA Emailer omits any members who have set their profiles to opt out of emails. As noted below, there are a number of members who do not have email addresses in their PCA profiles.

SURVEY EMAIL DISTRIBUTION RESULTS			
	COUNT	PERCENT	NOTES
Total Members	295	100%	Primary, family and affiliate members
Opted-Out	11	4%	Per PCA records
No Email Addr	75	25%	PCA profile missing email address. Majority are affiliate or family members.
Emails Sent	209	71%	Actual count of emails sent. Potential respondents.

Response Totals

Survey responses arrived from March 7, 2020 through March 15, 2020. While there was no set cut-off date the responses just stopped arriving after that date. The survey has been closed as of April 21, 2020.

SURVEY TOTALS		
	COUNT	PERCENT
Responses	43	21% of members who received the survey
Attended Planning Meeting	11	26% of the responses
Survey only – Not at Planning Meeting	32	74% reflected new insight



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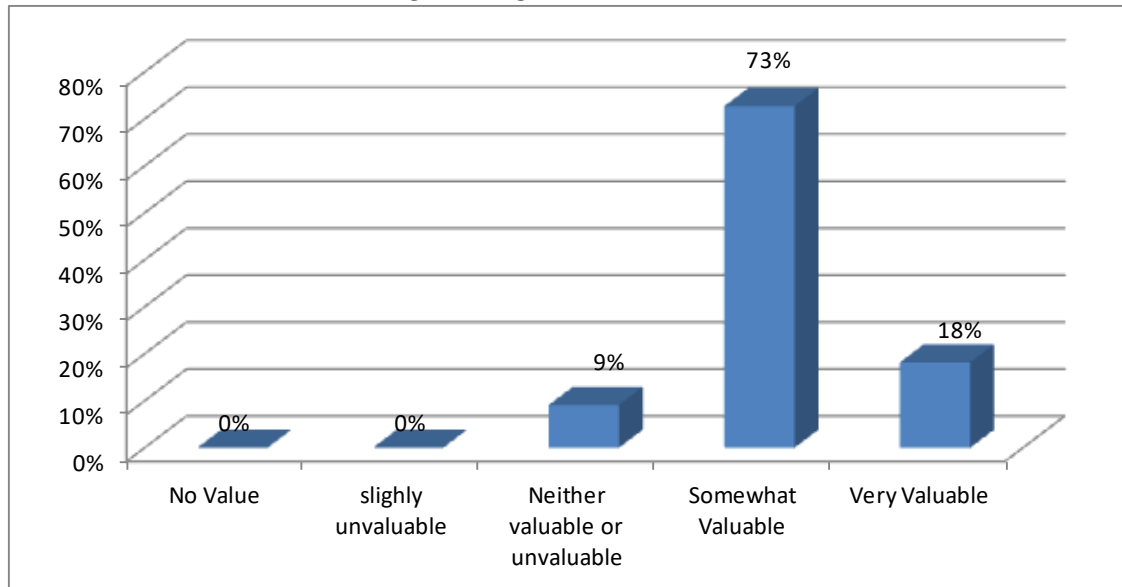


Planning Meeting

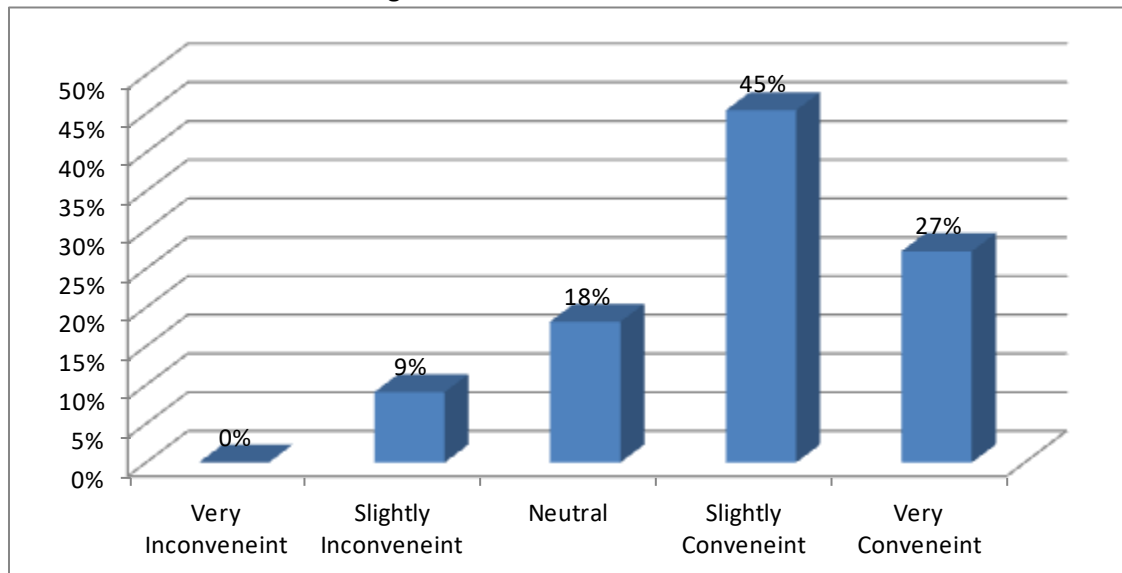
This section of the survey sought feedback about the 2020 Planning Meeting. There were different questions for those who attended the meeting and those who were unable to attend.

Attendee Responses

To what extent to feel the Planning Meeting was valuable?



How convenient was the meeting location - Mamma Maria's?

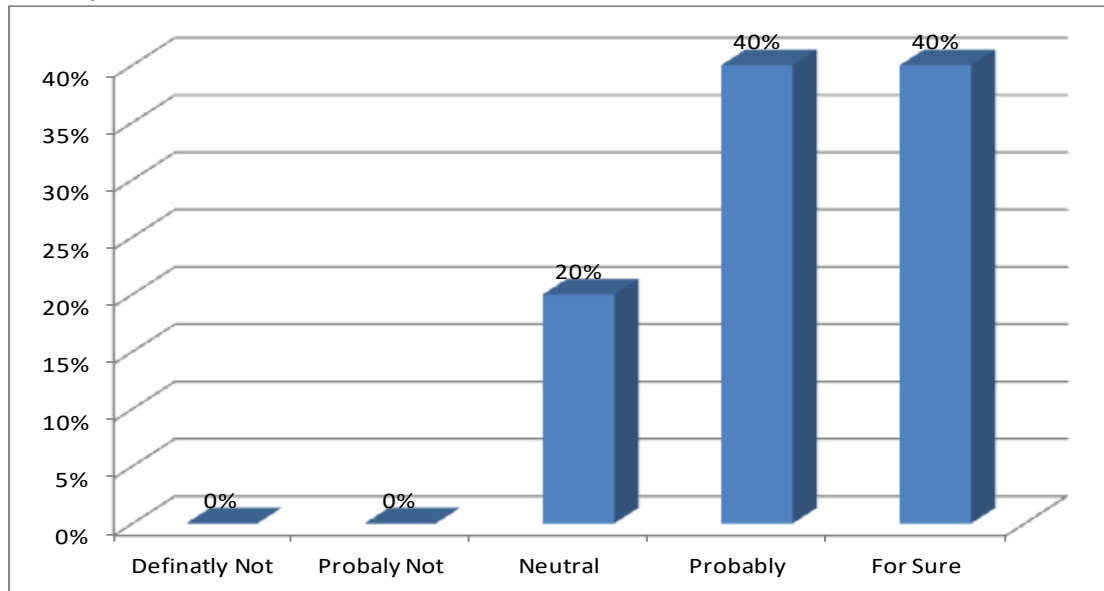




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Would you recommend Mamma Maria's for other events?



Planning Meeting comments

- A more central location to the 3 main member groups is needed.
- Great location, I live in Salem
- Gene and others did a damn good job with the flow and garnering ideas... thought it went well, the only thing I would suggest, and it might be a drag... would be to somehow get all attendees to address the questions... 1) what is the one thing I would change from last year, or what we have been doing or sumtin like that, 2) what are the two or three events of this past year you enjoyed the most---- ooops just read the next question... you beat me to it
- More pre-planning would have been Beneficial (listing of potential activities) classify more than *one hour drive as leaning toward inconvenient*
- *This was* my second planning meeting and I feel it could be a little more structured. Perhaps get potential events before the meeting and have a handout to give out and add other ideas to.

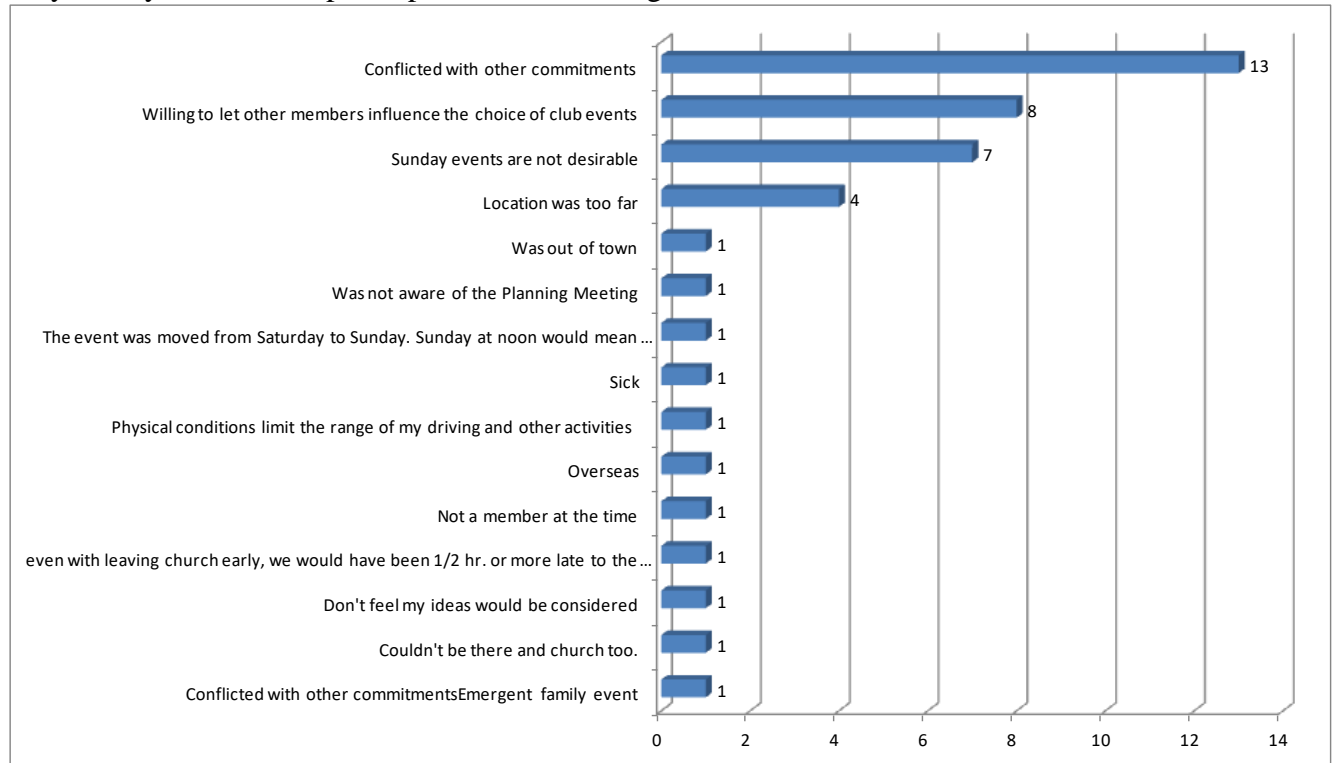


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Unable to Participate

Why were you unable to participate in the Planning Event?



What would make the Planning Meeting more appealing for you?

- Better time even if on a Sunday.
- It was unfortunate the weather caused the meeting to be moved to Sunday. I don't think there's anything really to make it more appealing for me to be honest.
- Have it on Sat. (I remember that the weather was bad on the day originally planned)
- The appeal isn't the issue.
- Have attended many over the years, just a scheduling conflict this year.
- More spare time for me
- Early notification for evening or Saturday meetings
- Club is too insular. I have never felt really welcome
- Do what is asked for
- I should be able to attend next one
- Dinner meeting
- Phone in participation for persons unavailable to attend in person



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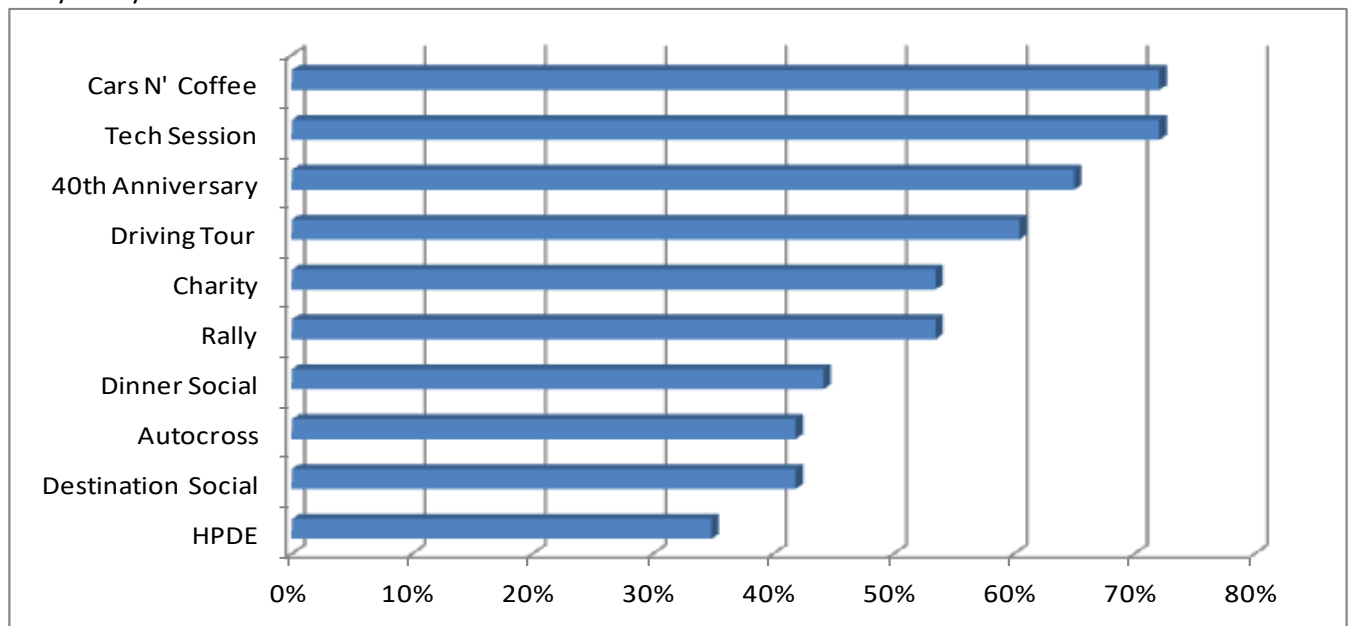


Member Interests

The survey listed a number of potential activities that may be of interest to members. Each activity was rated on a scale from “Not Interested” to “Very Likely to Attend”.

Summary

Overall Activities of interest – Ranking of events based on combined percentages of “Somewhat Interested” plus “Very Likely to Attend”



What are your ideas for additional activities?

- Anything technical. Learning about the cars is what interests me. Looking at them also. Less interested in eating food.
- You've come up with some very good ideas--let's do some!
- Perhaps a local Porsche car show
- More Porsche and automotive, motorsports related events and speakers. Less wine tasting type events. Bring back the old Christmas party.
- Build on the ideas we have.
- HPDE.
- Events with other regions
- Enough already
- Group participation in another region's event (i.e. Shenandoahs RPM)
- I prefer driving/touring type events
- Gathering at homes for pot luck and socials

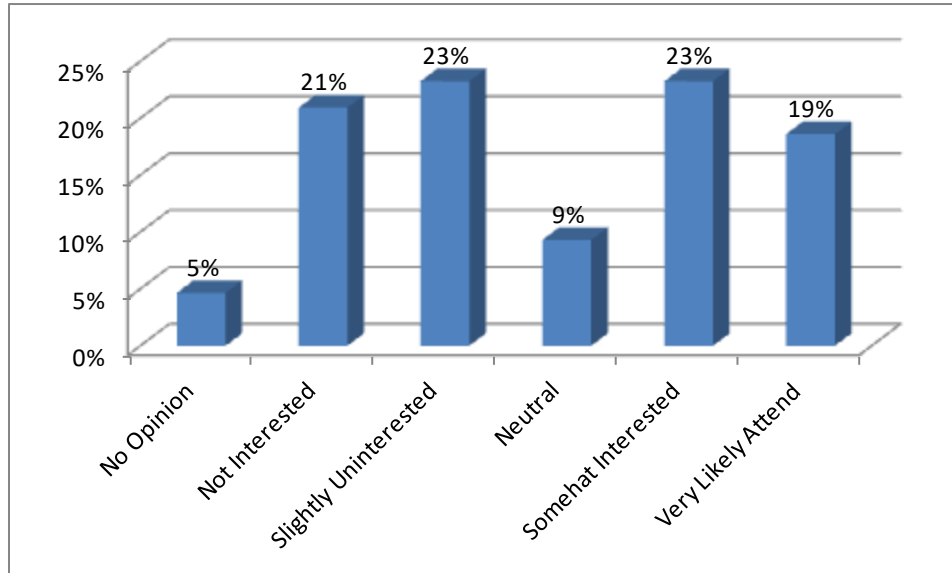


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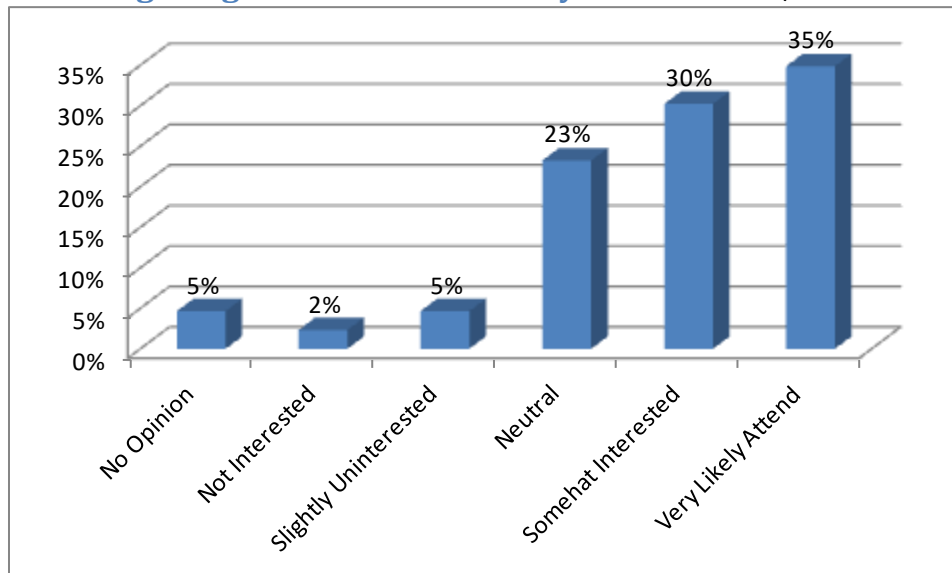


Activity Detailed Responses

Autocross (Timed driving in a parking lot with course delineated with cones. Instruction usually is available.)



Blue Ridge Region 40th Anniversary Celebration (Social event with food, presentations, and fun)

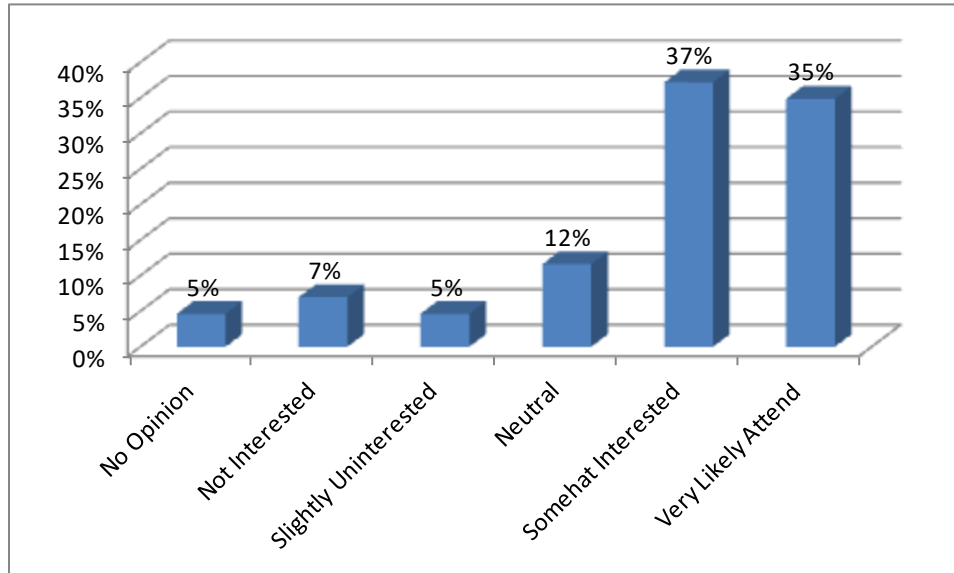




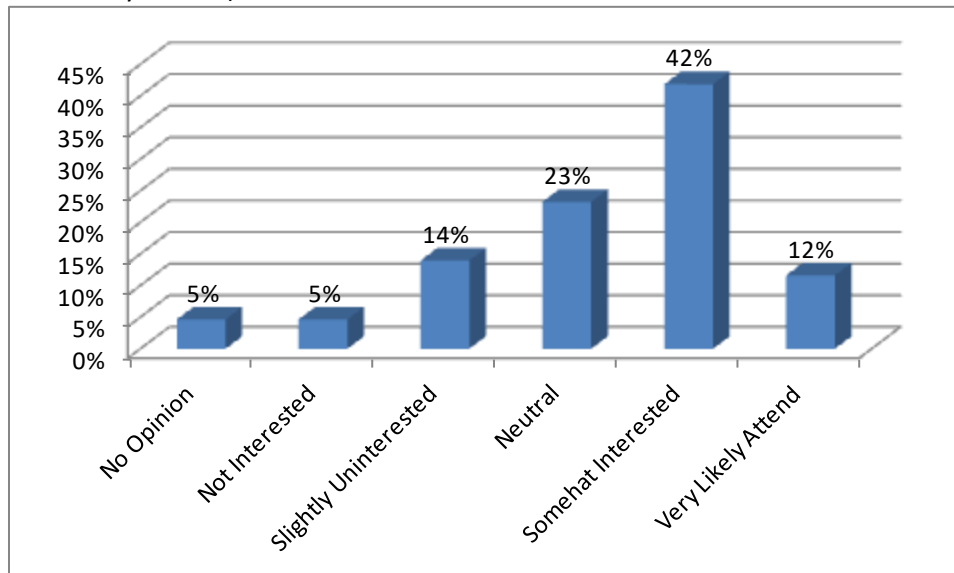
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Cars N Coffee (Monthly, casual, social gatherings at a restaurant with the chance to see and chat about members cars.)



Charity Fundraisers (Events to raise funds for charities in our region or to volunteer as a group community service)

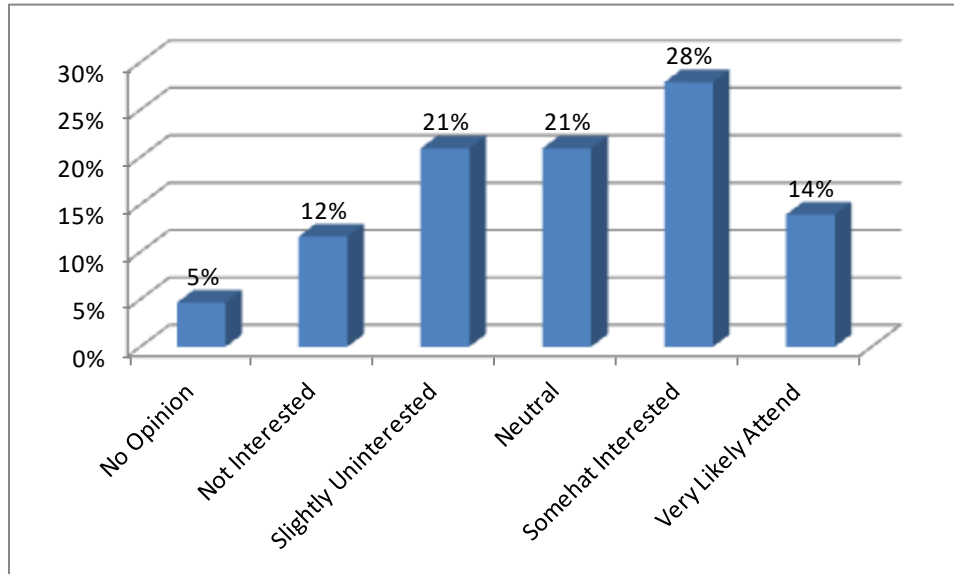




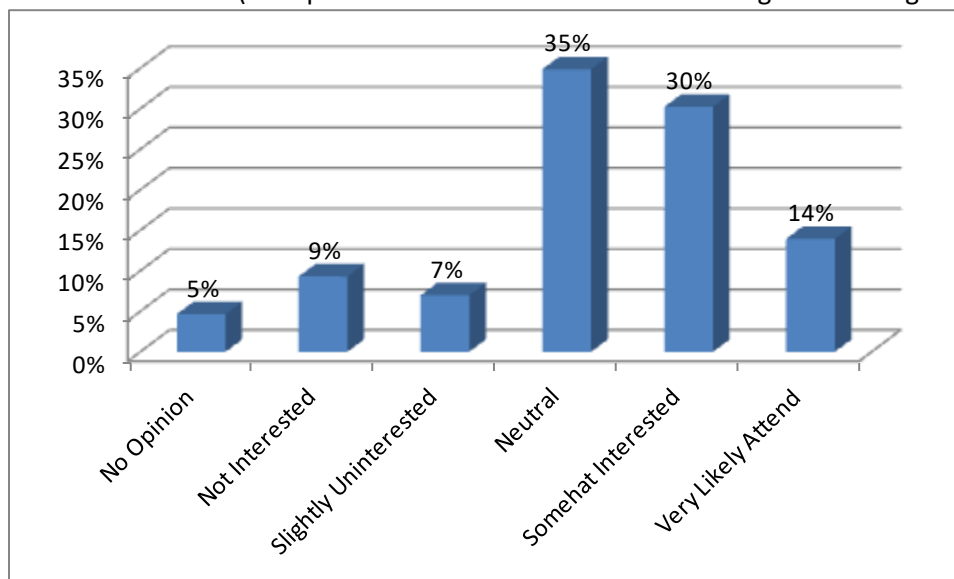
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Destination Socials (Drive to a location for a stay over one or more nights.)



Dinner Socials (Group dinners at various restaurants throughout the region.)

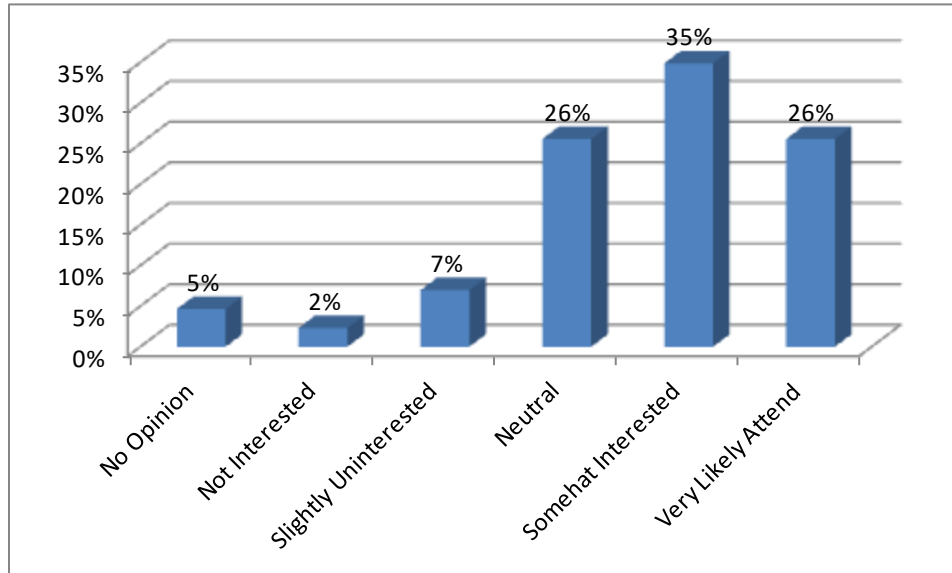




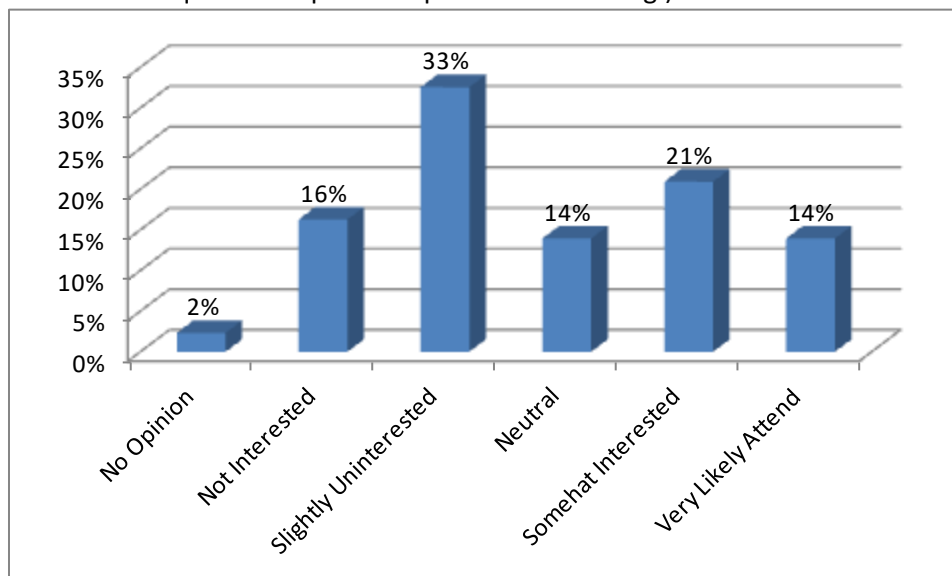
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Driving Tour (Group drive, following a leader along scenic roads. Often includes scenic stops and a food/beverage break. Any vehicle may be driven.)



High Performance Drivers Education - HPDE (Performance driving on a closed race course. Instructions required and provided prior to solo driving.)

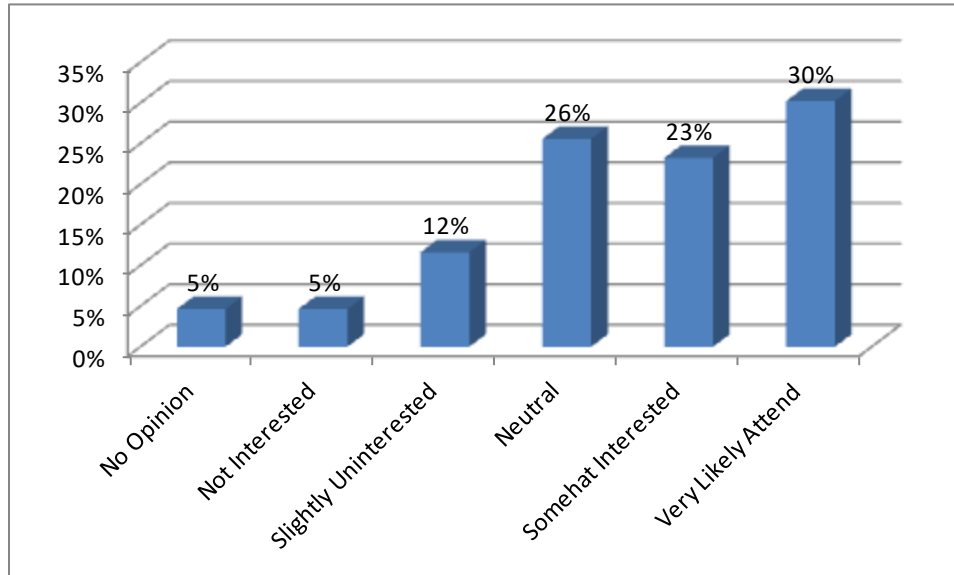




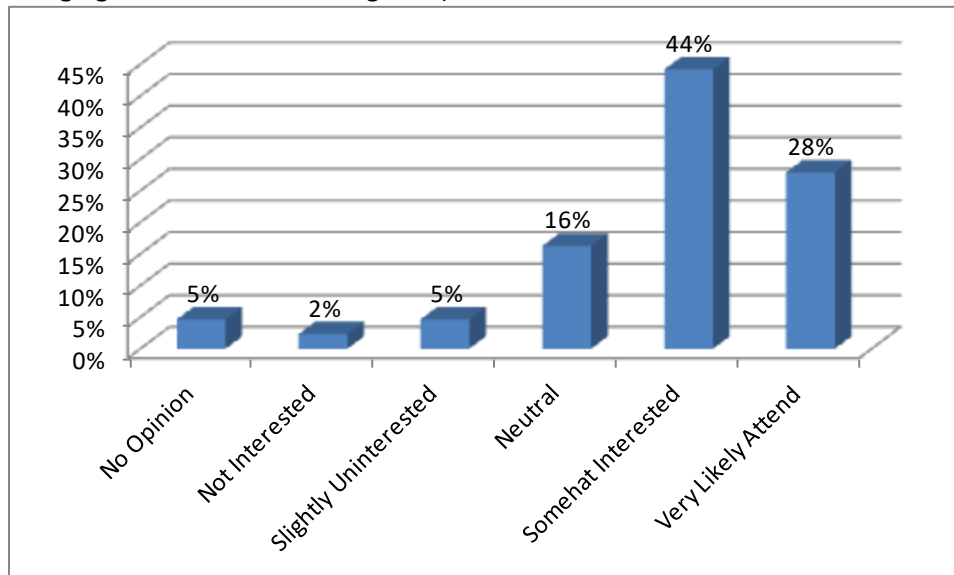
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Road Rally (Any vehicle, driven a prescribed route on public roads, at posted speed limits and scored with questions or timing)



Technical Sessions (Presentations to expand knowledge of Porsche vehicles, services related to cars, changing automotive technologies ...)



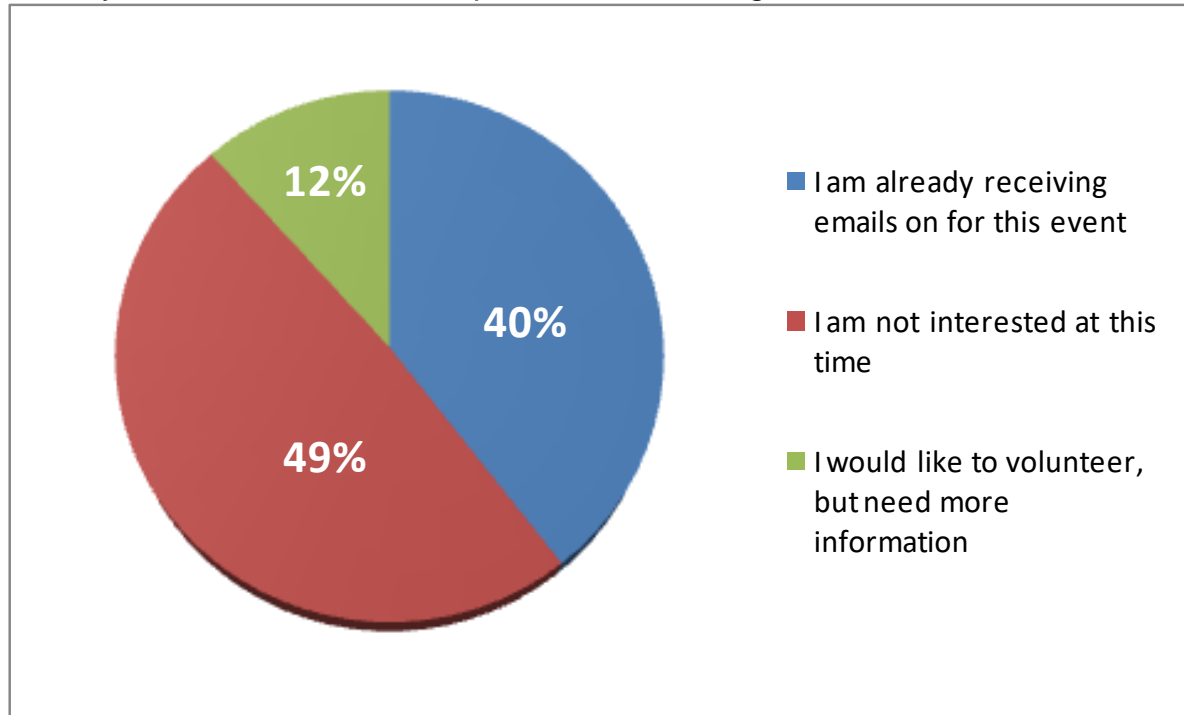


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Tire Rack Street Survival

Would you like to volunteer to help with this life saving event?



Of the people needing more information, 2 provided their email addresses. This has been passed on to the BRR-PCA Street Survival Chair for action.



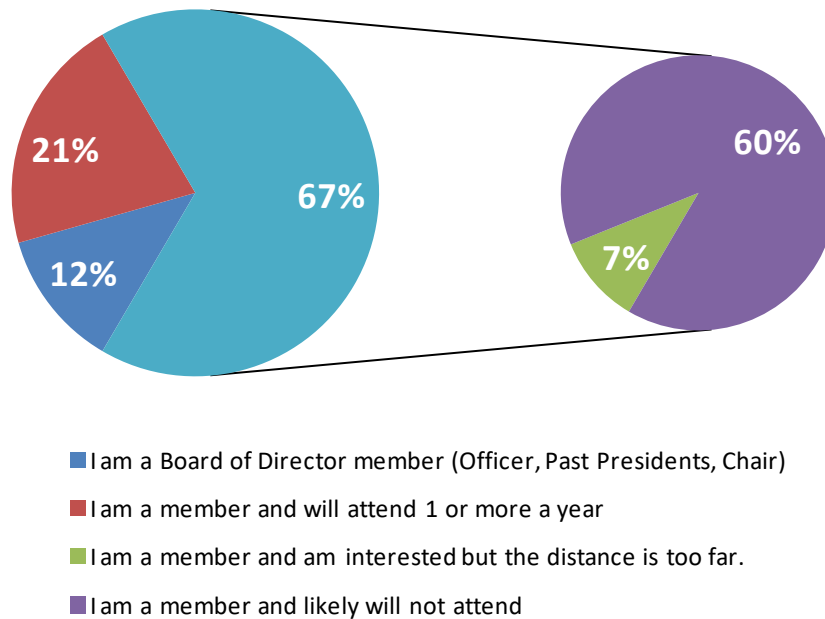
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Board Meetings

The Executive Board (Officers plus the immediate Past President) meets monthly. The full Board of Directors meets a minimum of four times per year and these meetings are open to any member who wishes to attend. Minutes for all meetings are available for review as well.

What is your interest in attending these meetings?



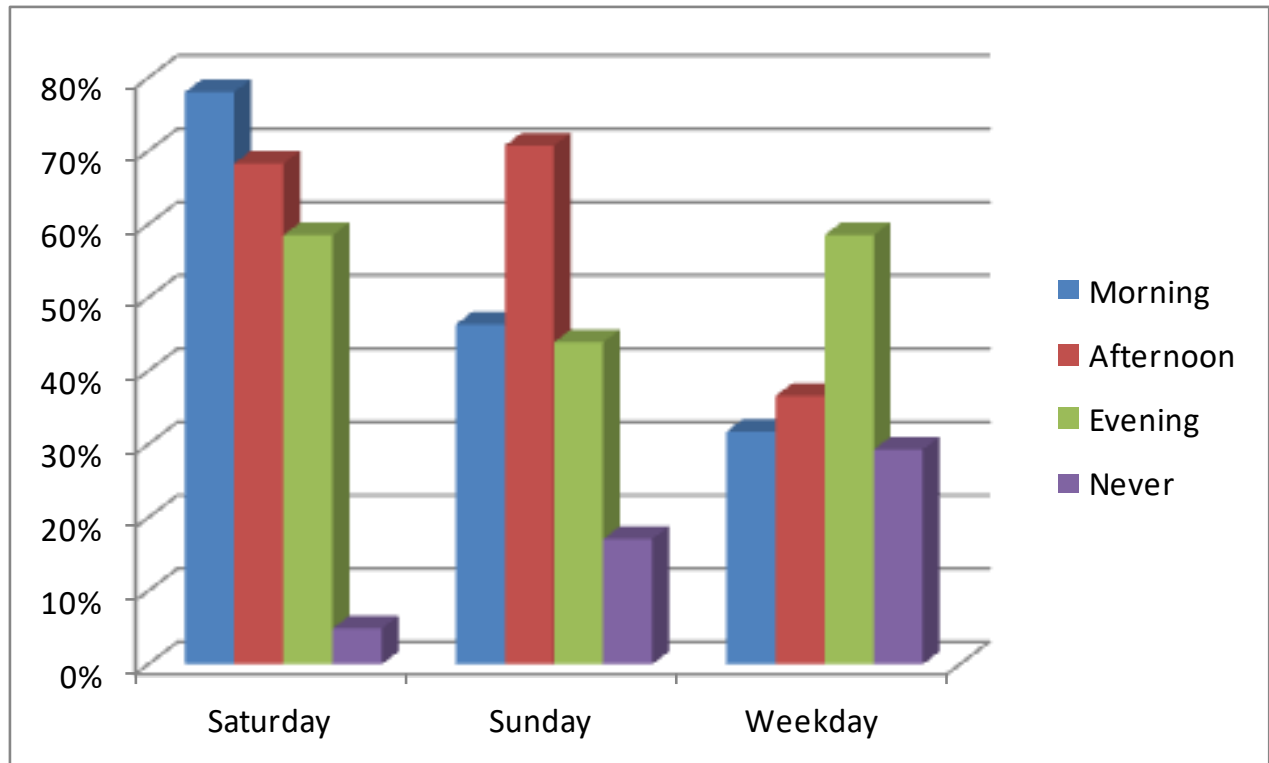


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Activity Timing

What are times that may allow you to participate in a club activity?



Timing Comments

- Participation is limited for me and is based mostly on my family's schedule.
- A Saturday noon Cars 'N Coffee (or Porsches & paninis/Porsches & pizza/etc.) might be a nice change
- If possible, plan events at less busy times for the location.
- All of the events I listed are subject to our being available. We travel and have other things going on so sometimes we have to miss events that we would like to attend.
- Always prefer afternoon
- Flexible but full schedule
- Really don't have any good comments, but think a couple of summer tours to an event or a car show ... like the Moonshine Heritage Car Show coming up in Ferum... with a distillery tour as part of it... could also work in a rally.
- Work part time and have evenings free
- College football season tickets may preclude attending Saturday activities

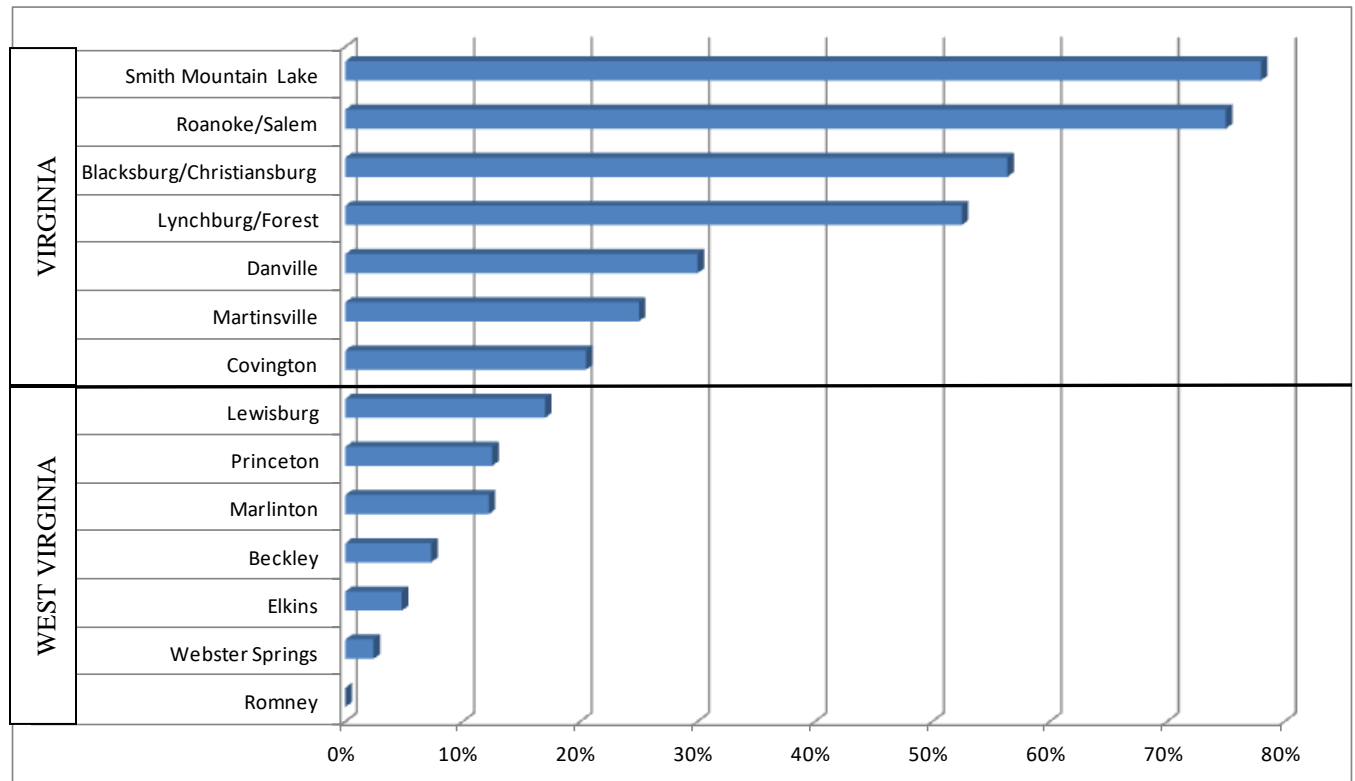


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Event Locations

Overall location potential interest – Ranking of locations based on combined percentages of “Somewhat Likely” plus “Very Likely” to participate in events at given locations.





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Venues

Members were asked for ideas of places for our activities. Responses were provided as free form text. 34% of the respondents provided ideas.

Venues - Cars N' Coffee

What restaurants may be a good place for Cars N Coffee events? (Should accommodate 25-35 people and that serve breakfast.)

- Acorn Hill
- Country Cookin
- A restaurant (?) at the intersection of Electric Road and Keagy road.
- Blue Ridge Cafe and Grill, Floyd, VA
- Carol's (Forest)
- Country Kitchen
- Famous Anthony's (Lynchburg)
- Famous Toastery - Keagy Village Roanoke
- Golden Coral
- Greenbriar?
- Hales
- Mac & Bobs
- Market at Main in Lynchburg (after Main Street construction is finished)
- Market on Main, Lynchburg
- Mountain Lake (if a lunchtime gathering)
- Old oak restaurant near the lake
- Peaks of Otter Lodge
- Primland Resort
- Really dont have any great ideas right off---- dont have any issues with double dipping
- Texas Inn (cornerstone)
- Your Lynchburg / Forest choices are good ones



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Venues - Dinner Socials

What places would you suggest for dinner socials?

- 419 West
- Depot Grill
- Dog town in Floyd
- Edelweiss Restaurant
- Ingram Collection
- Lunch - Blue Mtn Brew
- Lunch - Devils Backbone
- Members homes
- Montanos
- Neighbor's Place
- No chain restaurants.
- Old Liberty Station
- Perky's
- Preston's in Blacksburg, VA
- Shakers
- Shenandoah club (Enjoyed at Christmas)
- Sunday brunch at Palisades, Eggleston Va
- they all work for me as long as they arent a chain burger joint
- VIR



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Venues - Places to visit

Do you have thoughts on interesting places to visit? Consider places where we just meet, take a driving tour to see, or even to become a destination tour.

- Avenel
- Barter theatre, Abingdon VA
- Blackfriars Staunton
- Blue Ridge Parkway tour to Boone
- Blue Ridge Parkway tour to Little Switzerland
- Blue Ridge Parkway tour to Shenandoah Nat'l Park
- Blue Ridge Pkwy and dine at Peaks of Otter
- Car museum
- Dinner/lunch socials that swinging bridge place. (Was always highly attended and also a regular stop for the AACA)
- Eastern TN
- Ingram Collection
- KMA racing and restorations
- Mabry Mill on the Parkway
- Masonic Theatre Clifton Forge
- Natural Bridge
- Picnic shelter at a park for a cookout?
- Repeat the the Back of Dragon Tour (missed the first one due to a family event). We live in Marion and have a good sized garage and parking lot for possible hospitality or C&C.
- Richmond has a number of interesting festivals during the year.
- SML
- Some off the beaten path car shows and tours
- Something in the Charlottesville area with Shenandoah.
- that old cafe (forgot the name of it) off the freeway about 20 miles north of Roanoke
- The Homestead
- VIR Gold Cup weekend
- VT