



Membership Survey - Results

In March we engaged the membership with the goal of obtaining member input into the short- and long-term objectives for the Association and potentially expanding our role in the Park. Members were asked a series of questions related to Communications, Initiatives, Activities and Events. Two surveys were generated:

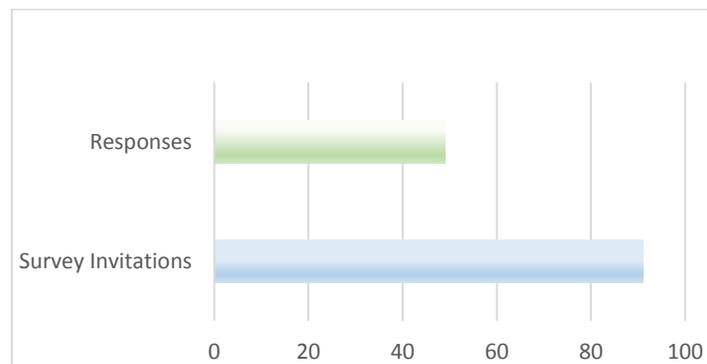
- a 12 question survey, in a fillable portable document format (pdf)
- a 10 question survey, delivered through Survey Monkey

Some respondents were unable to use the pdf document; Survey Monkey, which only allowed up to 10 questions, was offered to members. The survey questions are attached in Appendix A. Items identified only in the pdf survey are titled in **Red** text.

Not all questions were answered, and several questions allowed multiple responses. The actual values are detailed in Appendix B, where applicable or relevant. We have also included an **outcome statement**, where applicable, reflecting the Executive's response.

Response Rate

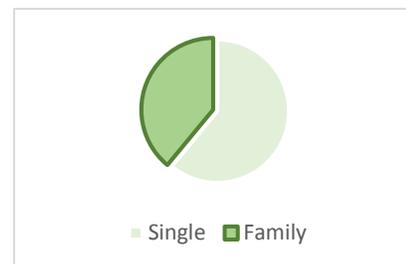
Of the 91 surveys issued, 49 members responded for a response rate of 54%



26 people submitted the pdf survey, and 23 completed the Survey Monkey survey.

Tombstone Information

Membership status was identified only in the pdf survey with 26 responses. 61% were Single memberships, and 39% were Family memberships.

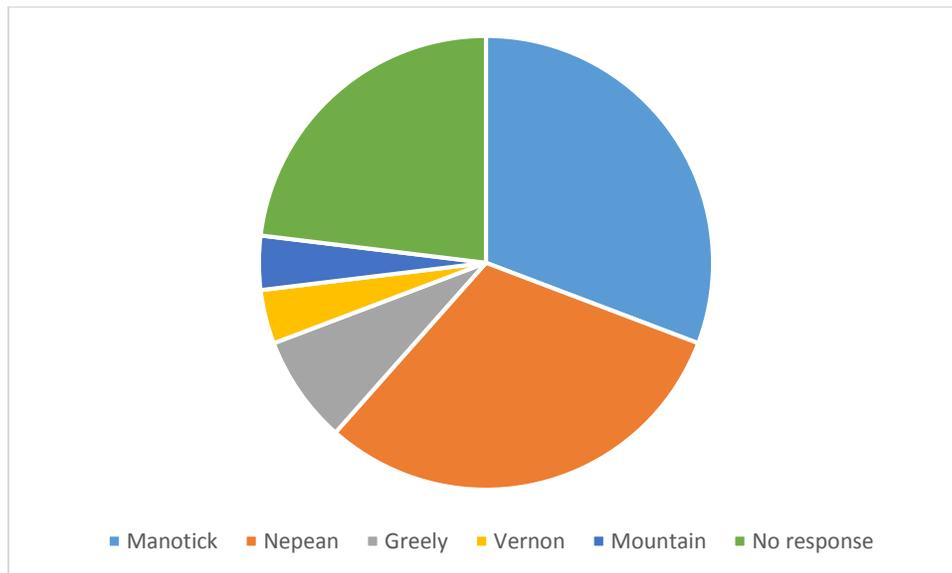




Location

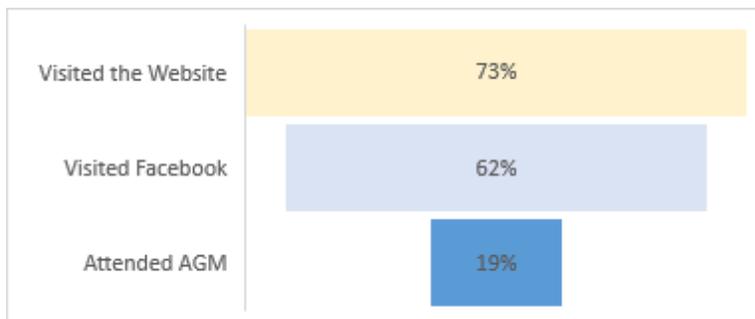
We requested the location of survey participants in the pdf survey with the goal of determining the demographics of Park users. The volume and distribution of Park users outside of Manotick may play a roll in our defence of an attempt to remove the off-leash designation we currently enjoy. It was not possible to address this issue in the Survey Monkey survey, and we may revisit this question at a later date by requesting the postal code or Ottawa area / neighbourhood of members.

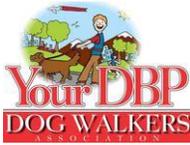
Of the 26 respondents, 62% were from Manotick and Nepean.



General information

The General information was captured in the pdf survey only. This information was requested to identify the level of awareness and use of the communications mediums currently in use.

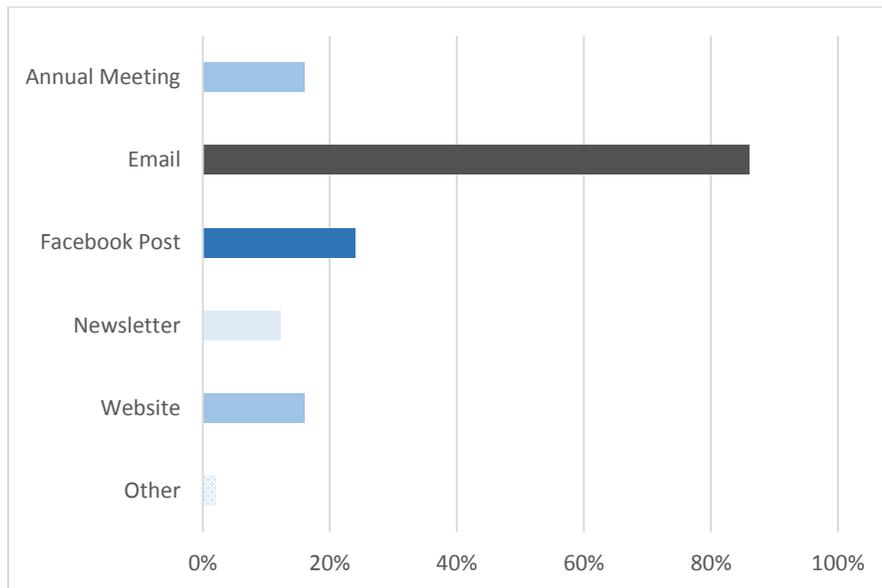




Communications

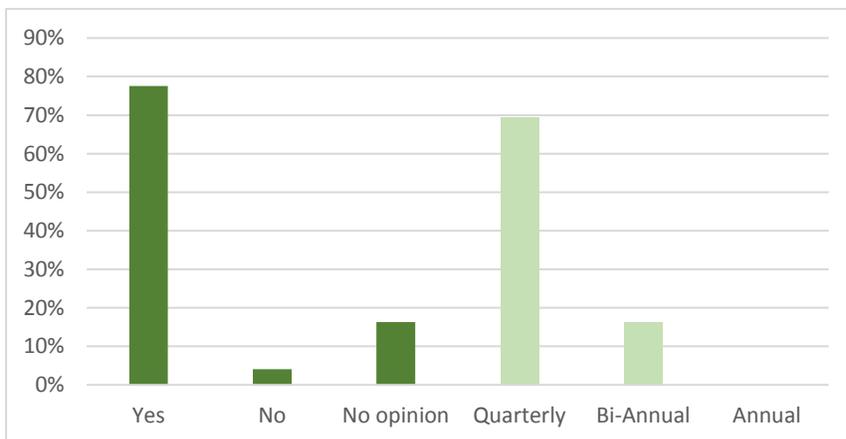
Two questions were posed to determine how members preferred to communicate with and receive information from the Association. The overwhelming response was Email at **86%**. Email is not always going to be possible, simply due to the volume of members and the extremely competent span / junk filters on our email accounts.

For ease of use and efficiency, our preferred method at this time is the website, aligned with a Facebook post when new information is published.



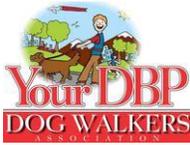
Newsletter

78% of respondents wanted the Newsletter to continue, and **69%** of requested publication on a Quarterly basis.



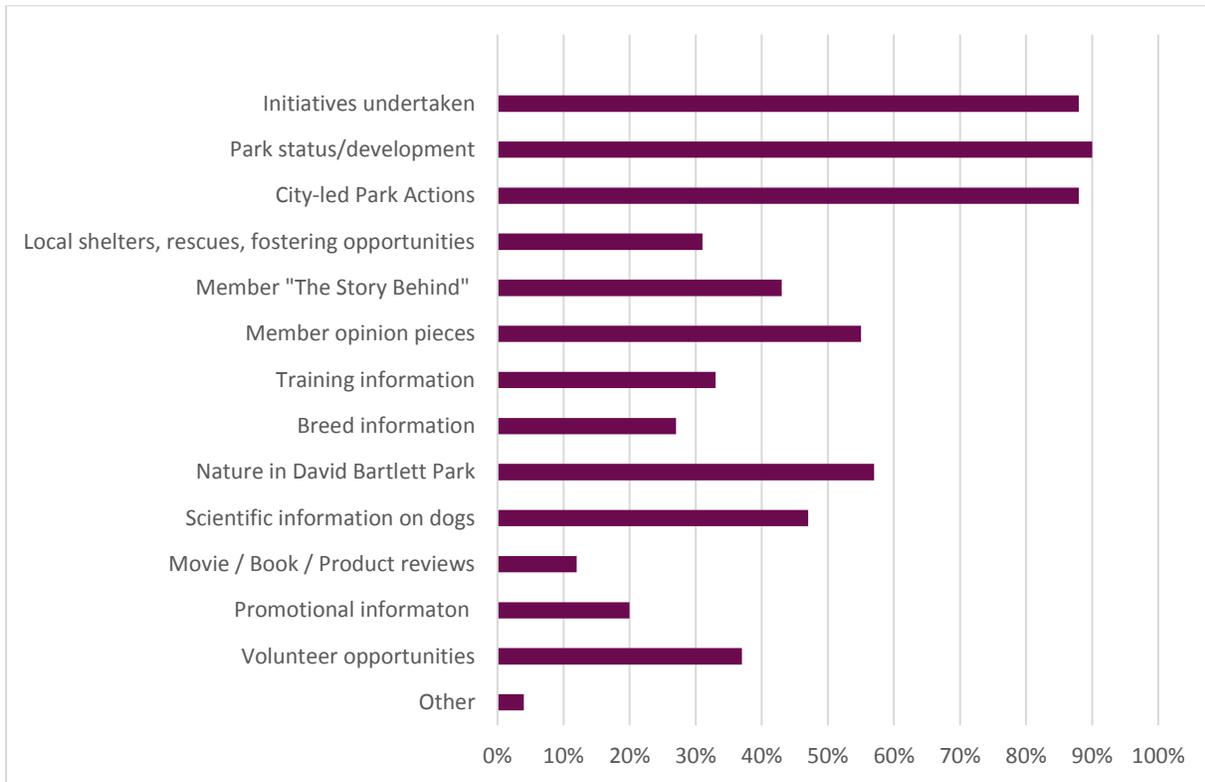
Outcome

The people have spoken. The 'Run in the Park' newsletter will be reinstated with issue 49 published in May 2017.



Topics of Interest - Newsletter / Website

Not surprisingly, Executive information on Park Initiatives, Park Development and City-led Actions represented the highest interest level ranging from 92% to 95% of respondents wanting information on these elements.



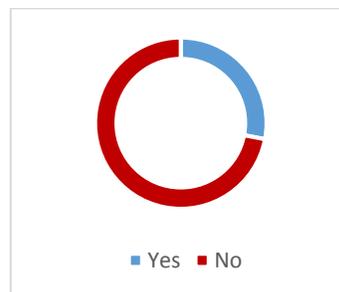
One respondent identified “Basic pet care and well-being” as an item of interest, and another indicated a vet blog would be of value.

Outcome

We have taken this information under advisement and will be seeking Volunteers to assist in researching and writing articles.

Opinion

29% of the pdf respondents were interested in submitting an article or opinion piece for the Newsletter / Website.



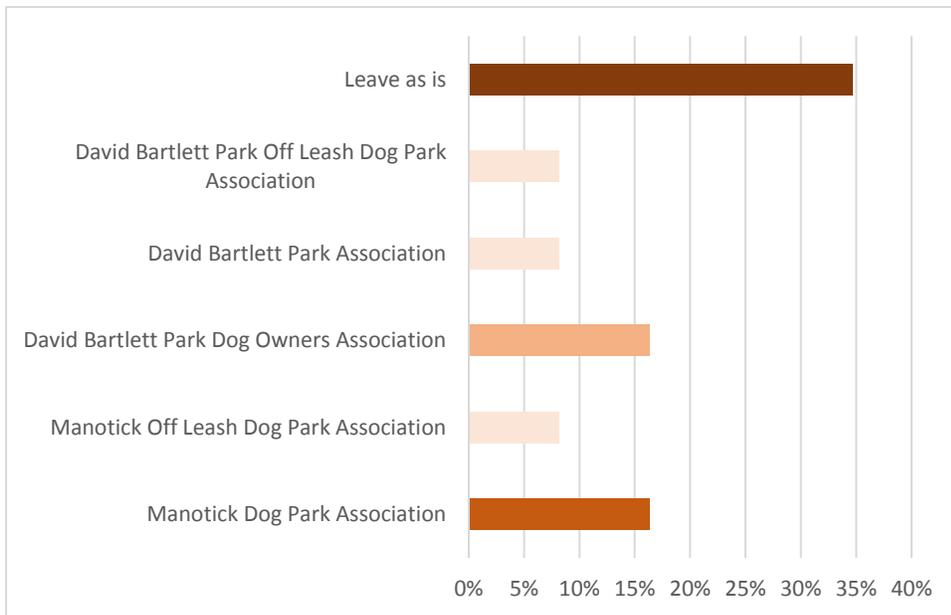
Outcome

We will be in touch with interested individuals.



Association Name

David Bartlett Park Dog Walkers' Association held firm at 35% of respondents preferring to leave the name as is.



2% of the vote resulted new suggestions:

- David Bartlett Park Off Leash Association
- David Bartlett Dog Park Association

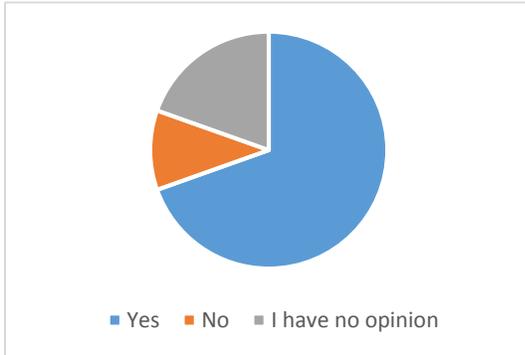
One member indicated that, regardless of the choice, David Bartlett Park should be in the name.

Outcome

At the next Annual General Meeting, we may take a final – official – vote on the Associations' name, which will likely be limited to the top three names.



Membership Benefits



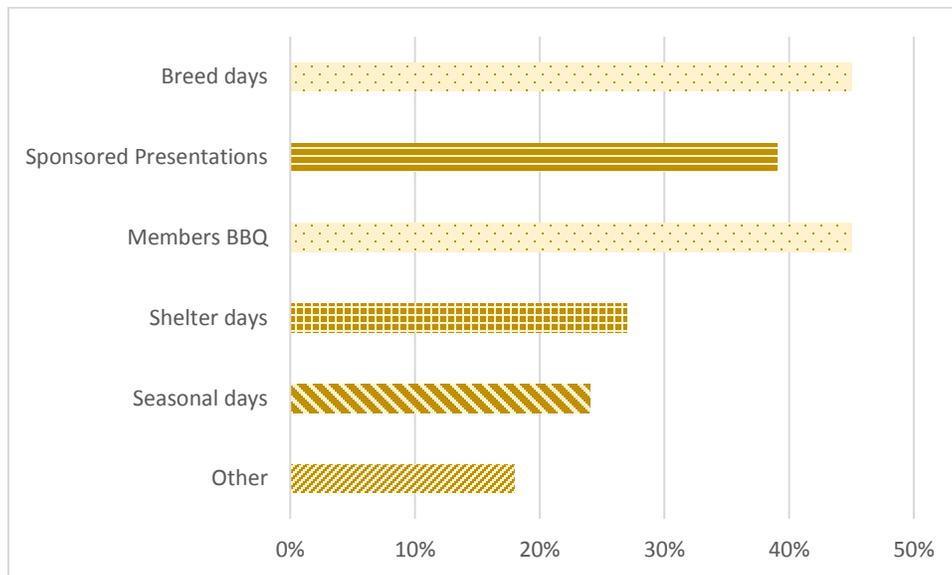
Discounted goods and services from local merchants is an idea the Executive is considering as a member benefit. 65% of respondents felt this was an excellent idea.

Outcome

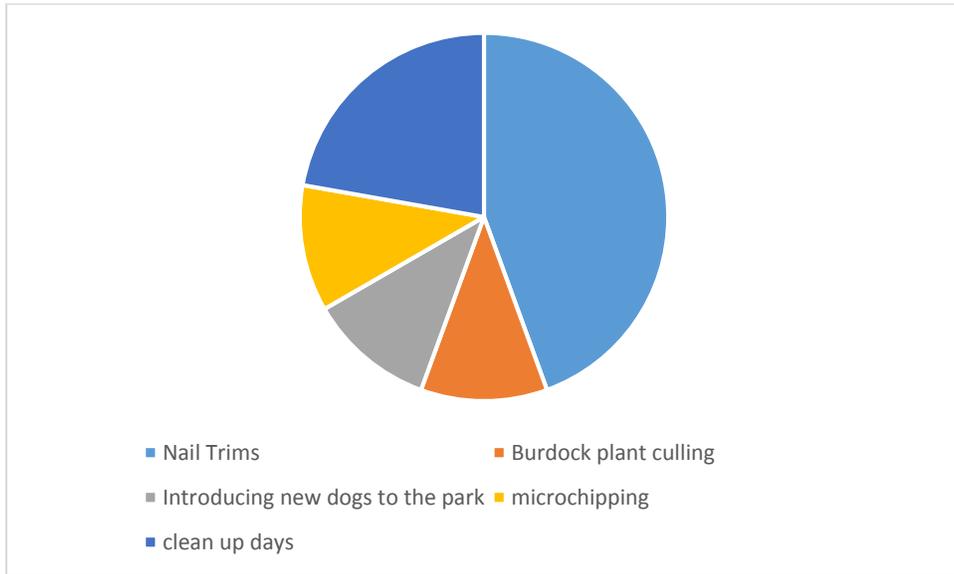
We will shortly be in discussion with three service providers for member discounts for dog-related services.

Special Events

A number of special events and activities were identified to determine members' level of interest. A Membership BBQ narrowly edged out Breed Days and Sponsored Presentations.



Of the 9 suggestions, 4 represented a desire for nail clipping in the park, and 2 suggested clean up days. The remaining items are listed below.

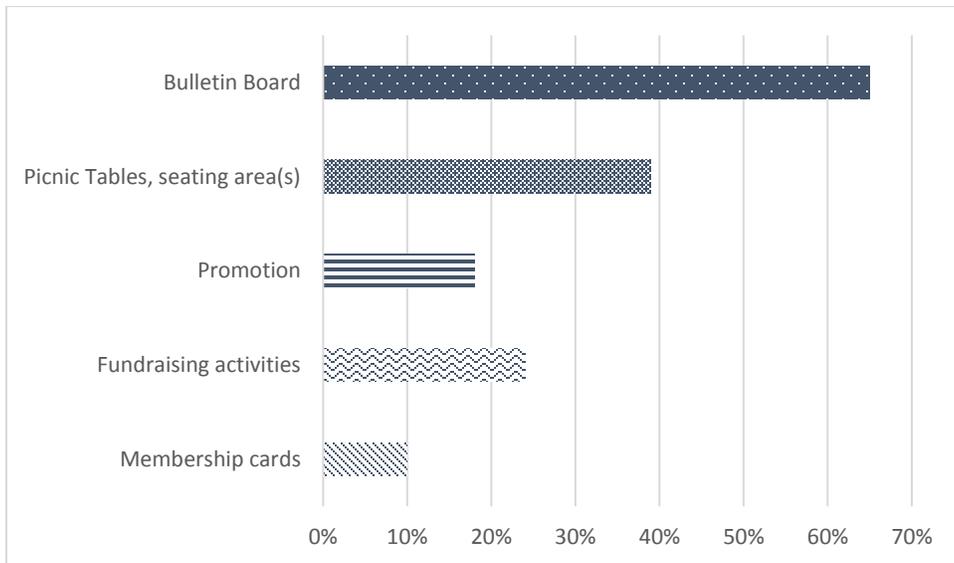


Outcome

We will reach out to various parties in the coming months. The Spring Clean Up has been tentatively schedule for Saturday, May 6. Volunteers are welcome to sign up. The Rain Date will be Sunday, May 7.

Association Funds

65% of members identified the building of a 3 panel bulletin board as a priority, followed by the addition of park seating, such as picnic tables and benches at 39%. Fundraising activities was third at 24%.



14% of respondents identified additional options, including the purchase of:



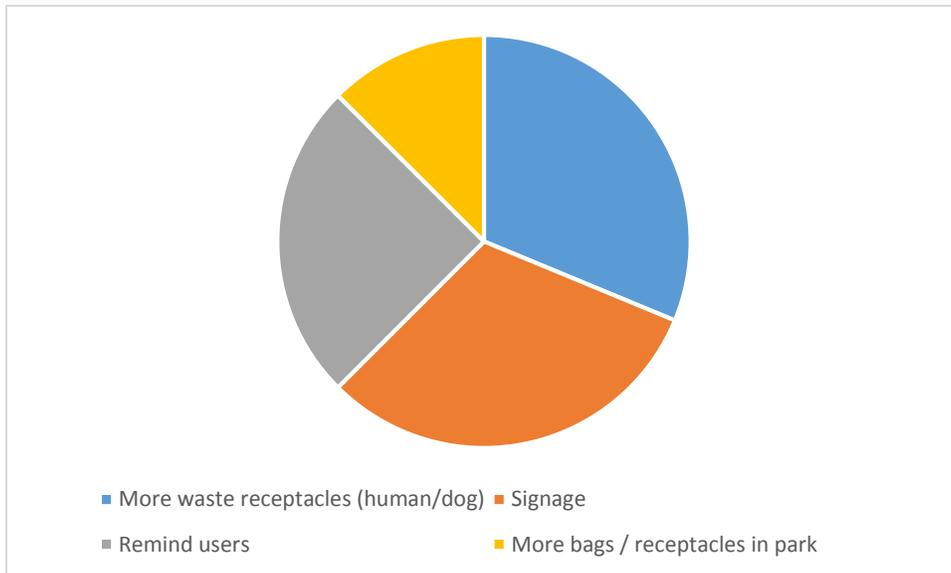
- More waste receptacles (2)
- Additional signage (1)
- Expansion of the parking lot (1)
- Kitty to be used to defend the parks' off leash status only (2)

Outcome

Rob Reid, Vice-President, Membership has taken on the Bulletin Board initiative with volunteer Leah Boon. The construction drawings have been drafted and will be submitted to the City for approval in May. The May Newsletter will include additional details.

Park Cleanliness

51% of respondents identified new ideas or their opinion on how to enhance the Parks cleanliness. The two items referenced the most were to include waste receptacles within the Park itself – both human waste and dog waste receptacles (20%) - and more signs reminding people of their responsibility to stoop and scoop (20%). These were followed by user education / reminding users to pick up (16%) and the provision of both free bags and more bag receptacles within the Park (8%).



Other suggestions included:

- Pick up waste that wasn't generated by your dog
- Quarterly clean up – more frequent pick up enhances the park culture of picking up
- Schedule the fall clean up earlier, before the leaves fall
- Burrdock plant culling (burrs)
- Reward those who pick up others waste by giving “poop fairy favours”
- Drain the various places where we get standing water



Outcome

All excellent ideas and very much appreciated. The Executive will review each item and advise the outcome at a later date.

Recommendations / Comments / Concerns

We received a 35% response rate to the final pdf survey question asking for any recommendations, comments or concerns members have with the Park. The following responses were received:

- *Suggest you put gravel at the entrance to the park lot for the spring months*
- *With the rise in small children attending the Park with their parents and dogs, we need to ensure there are no conflicts between the dogs (inadvertently or aggressively) harming the kids*
- *Communicate dog waste to owner*
- *Maintain the off leash status*
- *Work on getting a larger parking lot – the City Councillor should provide funds for this*
- *We need stronger reminder to pick up poop*
- *Most people don't know the Association exists; the bulletin board would help*
- *Advertise the Association more*
- *City actions (re-zoning) and park cleanliness are the two most important issues to us*
- *Association is doing great work!*

In submitting their pdf surveys, some members identified other thoughts, not relayed in the survey itself. They includes:

- *Keep up the good work with the Park*
- *Thank you for doing this*
- *Many thanks for the work you and the rest of the Association do to preserve our interests in the Park*
- *Thanks for all the work your committee does on behalf of all those who use the Park*
- *I think the Park is great!*



**APPENDIX A
Survey Questions**

Portable Document Format (15 questions)		Survey Monkey (10 questions)	
	Tombstone Information:		
	Membership type: Single / Family		
	Name & Address	1.	Who is completing this survey? If submitting the survey on behalf of more than one family member, please provide all member names.
	Name of Dog / Breed		
	Have you visited the website?		
	Do you have a Facebook account?		
	Have you attended an Annual General Mtg?		
1.	What is the primary medium by which you wish to receive information about the Park and the Association?	2.	What is the primary medium by which you wish to receive information about the Park and the Association?
2.	How do you wish to communicate with the Executive		
3.	Do you want the digital Newsletter to Members to continue?	3.	Do you want the digital Newsletter to Members to continue?
4.	If yes, how often would you like to receive the digital Newsletter?	4.	If yes, how often would you like to receive the digital Newsletter?
5.	What topics would you like to see addressed in the Newsletter / Website?	5.	What topics would you like to see addressed in the Newsletter / Website?
6.	Would you be interested in submitting an article, review or opinion piece for the Newsletter or website?		
7.	We are considering renaming the Association to ensure consistent branding and reducing confusion over what we do. The following option have been suggested	6.	We are considering renaming the Association to ensure consistent branding and reducing confusion over what we do. The following option have been suggested
8.	If possible, would you be interested in discounted canine goods and services from local area businesses as a result of your membership?	7.	If possible, would you be interested in discounted canine goods and services from local area businesses as a result of your membership?
9.	We are considering introducing special events and activities throughout the year. Is this of interest to you?	8.	We are considering introducing special events and activities throughout the year. Is this of interest to you?
10.	Membership funds are expected to address operating and administrative costs. Please identify which project you would also like to see membership fees support.	9.	Membership funds are expected to address operating and administrative costs. Please identify which project you would also like to see membership fees support.
11.	Park cleanliness is one of our strongest assets. Other than the spring and fall cleanup activities, do you have any suggestions to enhance the cleanliness of the Park?	10.	Park cleanliness is one of our strongest assets. Other than the spring and fall cleanup activities, do you have any suggestions to enhance the cleanliness of the Park?
12.	Please identify any recommendations, comments or concerns you may have with the Park		



**APPENDIX B
Survey Responses**

Surveys Issued:	91
Responses Received:	49
<i>Pdf</i>	26
<i>Survey Monkey</i>	23

Tombstone Data

Single Membership	30
Family Membership	19

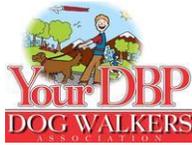
Manotick	8
Nepean	8
Greely	2
Vernon	1
Mountain	1
No response	6

General Information

Visited the Website	19
Visited Facebook	16
Attended AGM	5

1. What is the primary medium by which you wish to receive information about the Park and the Association?
2. How do you wish to communicate with the Executive?

a.	Facebook Post	11
b.	Website	8
c.	Newsletter	6
d.	Email	43
e.	Annual Meeting	8
f.	Other:	1
	- <i>Conversations at the Park</i>	



3. Do you want the digital Newsletter to Members to continue?

a.	Yes	38
b.	No	2
c.	I have no opinion	8

4. If yes, how often would you like to receive the digital Newsletter?

a.	Quarterly	34
b.	Bi-annually	8
c.	Annually	0

5. What topics would you like to see addressed in the Newsletter / Website?

a.	Executive information on Initiatives undertaken	43
b.	Executive information on Park status / development	44
c.	Information on City-led Park actions	43
d.	Local Shelters and Rescues, Fostering Opportunities	15
e.	Member "The Story Behind" their puppy	21
f.	Member Opinion pieces	27
g.	Puppy/Dog Training Information	16
h.	Breed Information	13
i.	Nature in David Bartlett Park series	28
j.	Scientific information related to dogs	23
k.	Movie / Book / Product Reviews	6
l.	Promotional information / available resources	10
m.	Volunteering opportunities	18
n.	Other:	2
	- <i>Basic pet care and well being</i>	
	- <i>Vet blog</i>	

6. Would you be interested in submitting an article, review or opinion piece for the Newsletter or website?

a.	Yes	7
b.	No	18



7. We are considering renaming the Association to ensure consistent branding and reducing confusion over what we do.

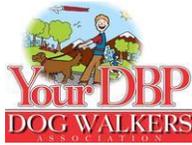
a.	Manotick Dog Park Association	8
b.	Manotick Off Leash Dog Park Association	4
c.	David Bartlett Park Dog Owners Association	8
d.	David Bartlett Park Association	4
e.	David Bartlett Park Off Leash Dog Park Association	4
f.	Leave as is	17
g.	Other:	5
	- <i>David Bartlett Park Off Leash Association (2)</i>	
	- <i>David Bartlett Dog Park Association</i>	
	- <i>David Bartlett Park must be in the name</i>	
	- <i>If you go with Manotick Dog Park Association, you need to have programming that goes beyond that that takes place at David Bartlett Park</i>	

8. If possible, would you be interested in discounted canine goods and services from local area businesses as a result of your membership?

a.	Yes	32
b.	No	5
c.	I have no opinion	9

9. We are considering introducing special events and activities throughout the year. Is this of interest to you? Events may include,

a.	Breed days (i.e., wiener day, doodle day, working dog day, etc.)	22
b.	Sponsored presentations – agility training, obedience, etc.	19
c.	Membership BBQ in the Park	22
d.	Hosting shelter days	13
e.	Seasonal days (Valentines, Easter, Halloween)	12
f.	Suggestions:	9
	- <i>A few times a year, have a session on introducing new dogs to the park</i>	
	- <i>Keeping our rights as an off leash park</i>	
	- <i>Nail trims (4)</i>	
	- <i>Microchipping</i>	
	- <i>Clean up days (2)</i>	
	- <i>Burdock plant cull</i>	



10. Membership funds are expected to address operating and administrative costs. Please identify which projects you would also like to see membership fees support:

a.	Bulletin Board	32
b.	Picnic Tables, seating area(s)	19
c.	Promotion	9
d.	Fundraising	12
e.	Membership cards	5
f.	Other:	7
	- <i>More waste receptacles (2)</i>	
	- <i>Signage</i>	
	- <i>Expand Parking Lot</i>	
	- <i>If you choose to represent dog owners throughout Manotick, you need to be more inclusive and involve other areas, parks</i>	
	- <i>Defend park off leash status (2)</i>	

11. Park cleanliness is one of our strongest assets. Other than the spring and fall cleanup activities, do you have any suggestions to enhance the cleanliness of the Park?

- <i>User education</i>
- <i>Keep reminding people (3)</i>
- <i>More signs to remind people to stoop and scoop (2)</i>
- <i>Signage (2)</i>
- <i>Signs more blunt than "No poop fairy"</i>
- <i>Free bags at 2 locations (2)</i>
- <i>More bag receptacles</i>
- <i>Quarterly clean up – reinforces pick up culture (2)</i>
- <i>Pick up after other people (2)</i>
- <i>Schedule fall clean up earlier before the leaves fall</i>
- <i>More receptacles for trash (2)</i>
- <i>Another containment unit and bag receptacles further into the park</i>
- <i>Dog waste disposal at the other end or midway through park</i>
- <i>Can anything be done to drain the various places we get standing water?</i>
- <i>Animal proof garbage, separate from poop bin at front, for people waste</i>
- <i>Give poop fairy favours to those who pick up other peoples poo</i>
- <i>Burdock plant culling (burrs)</i>



12. Please identify any recommendations, comments, or concerns you may have with the Park.

- <i>Ensure no conflicts between dogs and small children</i>
- <i>Communicate dog mess to owner</i>
- <i>Main concern to maintain off leash activity</i>
- <i>Larger parking lot – councillor should provide funds</i>
- <i>Great work</i>
- <i>Stronger reminders to pick up poop</i>
- <i>Most people don't know the association exists; the bulletin board would help</i>
- <i>Bigger parking lot required</i>
- <i>Advertise Association more</i>
- <i>City actions (re-zoning) and park cleanliness are the two most important issues to us</i>
- <i>Put gravel at the entrance to the parking lot in spring/fall months</i>
- <i>Great work</i>
- <i>Stronger, more blunt reminders to stoop and scoop</i>