

Results of BYC Member Survey of Support for Strategic Plan Projects

October 2020

Thanks to all 158 respondents to our BYC Member Survey and for sharing their comments on the five Capital Projects. While the raw scores measured support or the lack; the comments explained the reasons and suggested ideas that could help the Executive Committee going forward. The plan horizon is five to ten years, so there is not rush on them, unless the Executive Committee wants to advance them.

Survey results produced no big favorites, and little difference among the Yes tallies for four of the projects as structured: Pavilion (68), Ramp/Crane (68), Workshop (68) and Safety Boats (64). The EBSF Sustainability Project's Yes total was 59.

Heads Up: However, a dive into the comments on Pavilion components, revealed that 88 members supported new or improved heads—the highest tally for any proposed component or project. This was calculated by adding the positive comments for heads found among the No and Neutral choices, (15 and 5, respectively) to the Yeses (68+20). A similar exercise for just the Pavilion added 8 more to the 68, for 76 in favor. This support for just heads and/or just the pavilion, without EBSF facilities, are the most popular projects overall and helpful inputs for the Executive Committee to parse.

In the Ramp and Crane Project, a similar search among the No and Neutral responses revealed another 5 for the Ramp alone, raising the total to 73. These adjustments are advisory indications of support; they don't measure how many would oppose just improvements to the ramp among the Yes tallies, if there are any.

General observations: While members love the club as it is, and don't want to undertake anything beyond our fiscal capacity, some are willing to consider some items if we have the money, after taking care of essentials like floats and docks. As one member commented, we are an “astute, fiscally conservative and pragmatic” membership, and those values will guide future undertakings.

Members expressed concerns and worries: Parking. There's not enough of it and some projects would make the situation worse. Let's keep the club for members— don't book too many rentals— we don't want to become an event venue. We just rebuilt the Clubhouse; let's enjoy that for awhile. Fix the dock and the floats. But yes, let's have a workshop where volunteers can work on boats, and gear can be stowed, if it's not too costly. Let's not become a large sailing center; we like our small club. We love the EBSF program, but we give it enough support; their programs should be self sustaining. Some members complained the project cost estimates weren't robust enough to win their support. And did we mention parking? Here are the results for the individual projects.

Project #1: Do you support the Construction of a Roofed Outdoor Pavilion, that may include new heads, and can provide for activities outside the Clubhouse? This proposal combines several aspects. Which one(s) are most important to you?

	Yes	No	Neutral
All Components	68	69	21
New/improved heads	88	54	16
Covered outdoor space	76	66	16

The Pavilion project with all components is the only project in the survey where the Noes outnumbered the Yes responses, but not by much, and with the lowest number of Neutrals expressed.

But there's a dark horse winner: Outside heads. The Survey asked members if there were aspects of the project that were important to them and we found support for new or updated heads among comments by members who responded No (15) or were Neutral (5) to the combined project. Adding those 20 to the 68 yeses (who supported all components) for a total of 88, and reducing the Noes and Neutrals to 54 and 16, respectively, yields the largest measure of member support for any improvement in the entire survey. It also shows that largest spread between those in favor and those opposed— indicating heads as the most favored aspect in the survey.

Some members thought the pavilion was the most important aspect: There were 5 members among the Neutrals and 3 among the Noes who favored the pavilion, and when added to the Yes raw scores = 76; and lowered the Noes to 66, and the Neutrals to 16, for the second highest survey tally.

So while the Pavilion with all components lost to the Noes, the number of members wanting new/improved with heads scored higher than any other project. And the Covered outdoor space at 76 came in second overall. The Executive Committee may want to explore the potential of separating outside heads from the total Pavilion project package. Same for some sort of covered outdoor space.

Yes responders liked: Covered space for expanded use of grounds, dedicated space for sailing instruction and support, and improved / better outdoor heads. Covered outdoor space for BYC events; clear view to water, eliminate tents, better heads, winter platform to store boats; More outdoor space is good for Covid-times; for visiting yacht clubs during day, committee meetings in evenings; space for EBSF to meet outside of formal clubhouse for reduced wear and tear on clubhouse ; Focus should be on member use, not rental income; Do the project in phases to ease cost burden; ADA compliance will be a big plus.

Objections included: Let's use our clubhouse for awhile. We don't want to be in the event hosting and facility rental business. Let's not put too much focus on turning a profit. It's too expensive and complex. Not enough parking for simultaneous events; Do a site plan; Fix the docks first. Should be able to do something like this for much less; Bring this up again in a few years.

Project #2: Do you support the “Expanded/Improved Launch Ramp and Crane” project?

	Yes	No	Neutral
All components	68	56	34
Ramp	73	54	31

This is another project with components: launch ramp, crane, and dredging. Results for the project shows a 12 point edge of yeses over noes.

There are 5 in favor of the Ramp alone among the Noes and Neutrals, which if added to the Yes tally, and reducing the others, would make the Yes tally 73 in favor, 54 against and 31 neutral. So there is somewhat more interest in improving the ramp than in doing the whole project.

Favorable comments: Will serve members with small power and sail boats; Will support bringing small keel boat racing in the Bay. Good for younger members and for increasing membership. Take keel boat launching off dock.

Concerns and objections: How long dredging would last and need repeating; Costs were underestimated; Crane would be used by just a few; Better to work with Bristol Marine for these services— they have crane and storage. Will benefit few members. Have EBSF fund the crane.

Project #3: Do you support the “Boat Maintenance Workshop and Gear Storage” project?

Yes = 68; No = 41 Neutral = 48.

Members showed support for this project with 68 Yes responses— tied for highest votes among the most positive projects— and the least Noes measured in the survey— 41; and the most neutrals, too. This project has the least opposition.

Favorable comments: Can't expect volunteer participation if not set up for success with tools and a space to work. Get rid of the containers. Not sure about cost but see the need. Concerned about placement; Don't place it in the flood zone; we might not get a building permit. Clubhouse A/C forced EBSF out of basement; Need to solve EBSF facility/storage. Need storage and summer access to instruction equipment.. will lead to better maintained fleet and stronger program, and more volunteers. How about a barn; can do for less cost.

Negative comments: It's hard to ignore we are next door to a marina. This is what boatyards are for. Shouldn't be at expense of members. Will member be able to use it? EBSF can rent space off site to maintain boats as winter project. Can't support without more information. Current storage containers work well.

Project #4: Do you support the “Replacement of Aging Safety/Coach Boats” project?

Yes = 64 No = 53 Neutral = 39

Support for safety was a priority for members. But how to fund safety boat replacements over time is the question. Many were concerned that the proposed rental program would be insufficient to generate needed funds.

Supporters cited the following advantages: Reliable coach/safety boats are important. Seems necessary for safety reasons. Make this a loan. I support the spirit of this.

Objectors concerns: Looks like an EBSF fundraising project; current methods inadequate to keep up with needs. More information needed. Maybe should increase the price of sailing lessons. Rental scheme seems optimistic; may be headache for staff. Does EBSF need so many boats? Question inflatables are way to go. Survey members for interest in renting. This needs to be addressed with the overall EBSF Objectives and Financial stability. Not clear where EBSF is going and how it fits BYC objectives and finances.

Project #5: Do you support the “EBSF Financial Sustainability” project?

Yes = 59 No = 54 Neutral = 42

The EBSF Sustainability Project elicited the lowest positive score (59) and the number of negatives was almost as strong (54). Members love the program and have supported it and have participated in it for

over twenty years. The club provides EBSF a lot of in-kind support. Members seemed surprised by the request for annual funding, having assumed this separate organization was self sufficient. There were calls for more communication between BYC's Executive Committee and the EBSF leadership to get on the same wavelength about its operations and financial plans.

Comments Pro: It's important to foster younger generations to have a love of the ocean and keep feeding the sport of sailing. Without youth sailing programs we lose this important aspect of our sport. It is not a community boating center; it is our junior program and an adult sailing program that makes the club vibrant, generates interest and membership, and has the benefit of being able to receive tax deductible donations. This is a great program that gives back to the community. We need to educate the membership about what EBSF is.

And Con: Many questioned why the program is not self sustaining and wonder if it grew too fast or too large, and what needs to be restructured to make it more sustainable. Many called for the EC to closely review the relationship between BYC and EBSF before approving any annual budgeted BYC financial support. There's a lot of value to our instructional program, but its leadership needs to live within its means.

The Strategic Planning process will be completed with the transmission of these survey results to the Executive Committee.

So much has changed since it began in 2016, and a lot of work accomplished that deserves to be shared and archived. The Clubhouse fire and reconstruction solved some strategic concerns but generated some others, by evicting EBSF from the basement.

Perhaps the real value of this plan was to get a lot of members talking about the Club's programs, policies and facilities in a systematic way. That hadn't happened before, and some members wanted more opportunities to provide guidance and feedback to the Executive Committee about important decisions. We hope this process has fulfilled those wishes and sets a pattern for future decision making on these issues.

Thanks again to our members who from the start listened and participated with patience and good will. Thank you for sharing your thoughts with us all and each other. It's the first time our club has undertaken such a large planning and communication project and we have learned a lot from it.

Thank you to our volunteers and committee members who assessed our policies and programs and suggested what facilities improvements might add to members' pleasure and enjoyment of the club over the next 5 - 10 years. We look forward to learning how the Executive Committee will use these survey results and how it will respond to the recommendations outlined in the Strategic Plan Summary Report.

Respectfully submitted,
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