

## 2018 Survey Results

### **“Deep-Dive” #1: PaBIA Membership Communications**

This section of 2018 Survey questions examined the various ways PaBIA communicates with its Members and probed for ways to enhance and improve both our connection and content. In this EBlasT we will look at those particular findings and what it suggests your PaBIA Board and its Communications Committee should be doing about it!

Motivated from the findings below surrounding PaBIA Membership Communications, here is a partial list of initiatives the Communications Committee will be looking into over the next months:

- Examine the possibility of also publishing the Yearbook and Member Directory online for easier year-round access, assuming that security and privacy can be protected.
- Make convenient Apps available to Members for things such as weather/weather Radar, Hydro One outages and updates, etc.
- Share the 2018 Survey Results both online and in bite-sized and action-oriented submissions in the EBlasTs. (Like this!!)
- Broaden the distribution of Ward 3 Councilors’ update newsletter and invite Ward 1 Councilors to provide Updates as well.
- Include Land Use Variance Notices within PaBIA EBlasTs.
- Broaden community content from PaB village updates and First Nation Powwows, to Parry Sound current events content.
- Publish water testing results, plastics/micro-plastics problems and solutions and septic system inspection reminders.
- Cultivate Member question-and-answer two-way dialogue online on all manner of environmental topics, flora and fauna issues, etc.
- Encourage Member use of the website billboard for everything from selling boats and finding sailing crew to babysitting services and cottage ride—sharing.

## Findings

(For a representative list of Respondents verbatim comments, visit the PaBIA website [Full Survey Report](#))

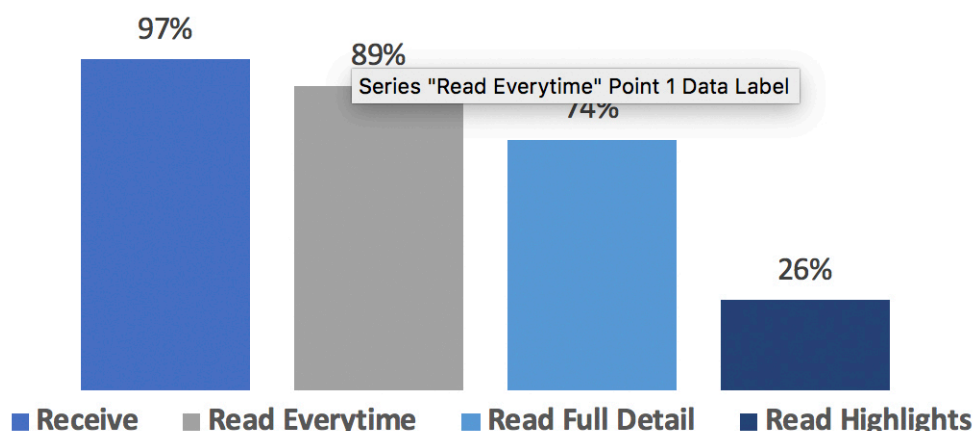
### **PaBIA eBlasTs**

The PaBIA eBlasT is incredibly well received and read in full demonstrating how pertinent, timely and interesting the content is.

Members prefer getting the eBlasT to searching the website for information.

Over 95% of the respondents receive the PaBIA eBlasT with an amazing 89% who read it every time. The eBlasT can be read by just looking at highlights or in full detail. Almost three-fourths (74%) read the full detail.

### eBlast Received and Read



When asked what other information they would like in the PaBIA eBlast, most comments were very positive about the eBlast as is. Some people said they would like more reporting of PaBIA as a ratepayer association communicating what is going on with Council and PaBIA's interaction. It was apparent when asked about their satisfaction with the PaBIA Board's that more communication needs to be done. Since more people read the eBlast than go to the website, basic information can be in the eBlast with links to more detailed information on the PaBIA website. Some of this is already being done.

Respondents are all interested in their surrounding community. They are wanting to know more about what's happening in and around our area from Parry Sound to the First Nation Reserve, activities, volunteer activities, group outings, etc. PaBIA could work with [Pointeaurilcommunity.ca](http://Pointeaurilcommunity.ca) website and link to information on their website.

Of course, islanders are always interested in weather reports (even in winter), and water levels and quality.

Comments also showed that it's important for the eBlast to continue to educate PaBIA's Members on issues such as speeding boats, invasive species, fire prevention, safety, etc.

### PaBIA Website

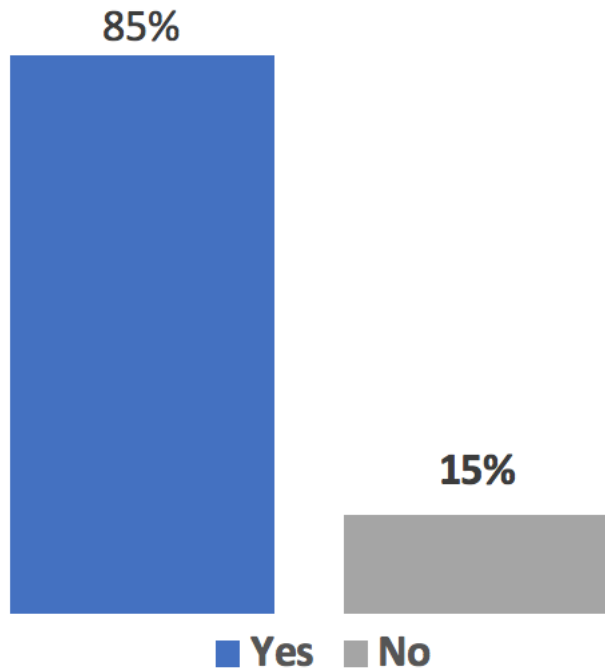
While the majority of PaBIA respondents (85%) have visited the PaBIA website, they seem to visit it mainly in the summer and not very often.

Most respondents rely on the push technology of the eBlast to get their information rather than being proactive in going to the website. There were many positive remarks about the PaBIA website.

The website provides the perfect vehicle for reporting on what is happening with the Township and Council as well as keeping members apprised of PaBIA's work with Council, Board minutes, and committee work. Much of this already exists so having links more frequently from the eBlast would better keep Members up to date.

## Ever Visited PaBIA Website

---



---

### PaBIA Yearbook

The only question directed at the annual Yearbook was to ask for improvement or changes. As with the eBlast, PaBIA Respondents are very complimentary about the Yearbook: “fabulous”, “terrific”, “impressive”, etc.

Many constructive suggestions came through in the verbatim comments which should be read in the Survey Report on the PaBIA website.

**Watch your next PaBIA EBlast for the next Survey “Deep-Dive” into *Safety and Emergency Response* questions! There are some surprising and important messages to be heard!**