



The Vernon Yacht Club Technology Survey Response Analysis Final

The aim of this survey was to collect information about how members of the Vernon Yacht Club use and perceive technology. This is the first step towards understanding the role of technology in the Club and its members' attitudes towards it. The results of this survey, along with future surveys and workshops, will be used to create a strategic document for the Club's Executive Committee.

Ciy Young



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Technology Survey Response Analysis

Prepared by Ciy Young

Dates Survey Conducted

June 11 – June 20, 2023

Response Participation

The survey was advertised as open to all members, their partners or spouses and staff of the Club.

The survey was distributed to 543 email addresses utilizing the existing club website and system capabilities. A total of 97 responses were received. It should be noted that there were only 3 households that were represented by 2 responses (a principal and a secondary member). Response participation represented 20% of our current membership. Typical response rates for a club survey range from 5 – 15%. An abbreviated summary of the questions and response rate can be found on page 11.

Regular members represented 86% of the collected responses.

Survey Objective

The survey was intended to provide some insight into how members are utilizing the current services, amenities, and technology in use within the club and provide feedback on the attitudes and direction of member expectations. The questions were specifically broad and derived from interviews with various members, executives, and staff. It is intended to follow up with 2nd survey more specific in nature later this year and lead to a workshop focussing on our next steps.

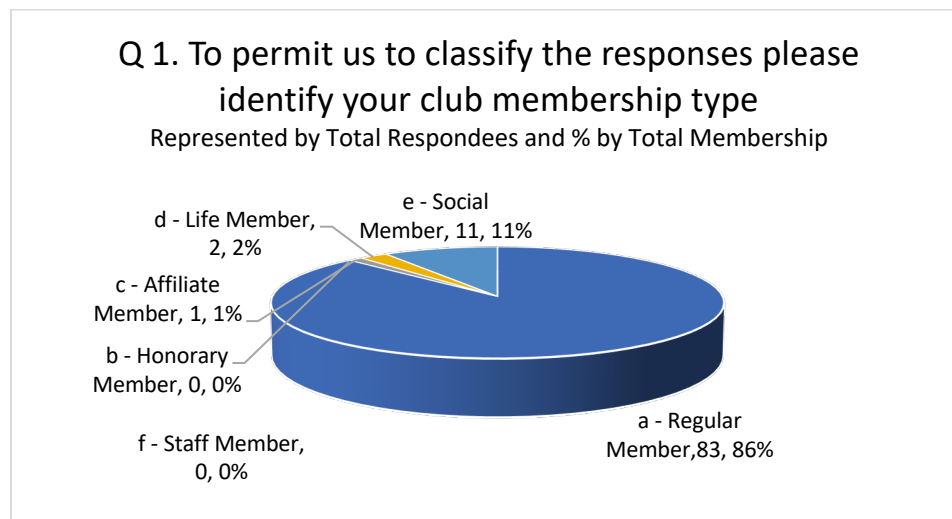
General Observations

1. Given that all members utilize our Key Card Access system direct reference to it was removed from the survey.
2. Over 90% (Q 2.) of the respondents are regular users of Smart devices to access our current technologies. The largest usage incorporates our Wi-Fi network, either Inside, Outside or Guest.
3. Solid response rates (Q 3, Q 4, Q 10, Q11) indicate members want improvements in our technology offerings and delivery. The written responses in Q 5, (Other Specify) provide some insight and aligns with several board decisions made and are currently being implemented (EFT and Paypal payments).
4. A high percentage of respondents are willing to participate in a future survey and potential workshop to discuss technology within the club.

Individual Questions and Responses

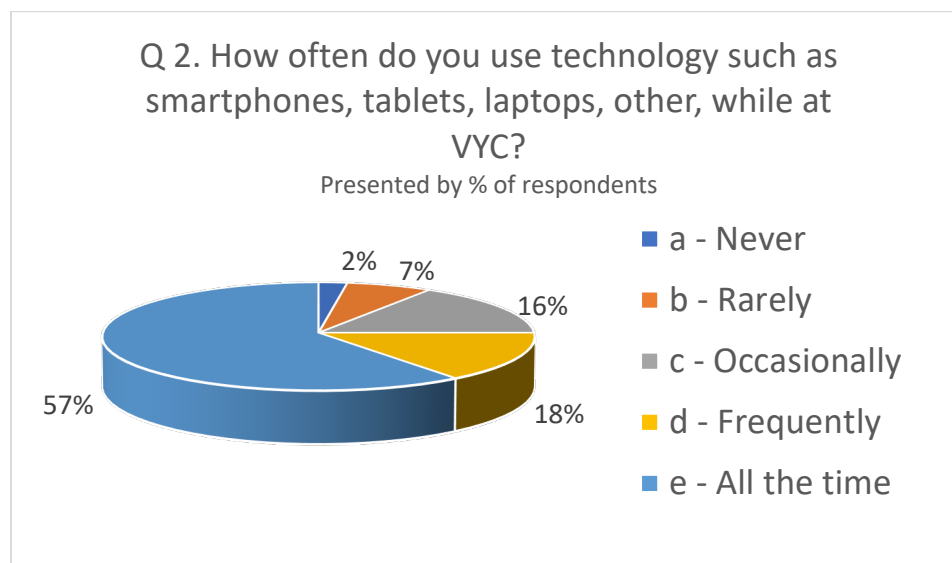
Q 1. Analysis:

- A good representation of Regular members respondents indicates a desire for involvement in the discussion of technology use within the club.
- Although the correspondence clearly indicated the desire to hear from partners, family members and others that message did not get out. It is suspected this may be due to the limitation of a single email address per household and lack of communication with other potential participants.



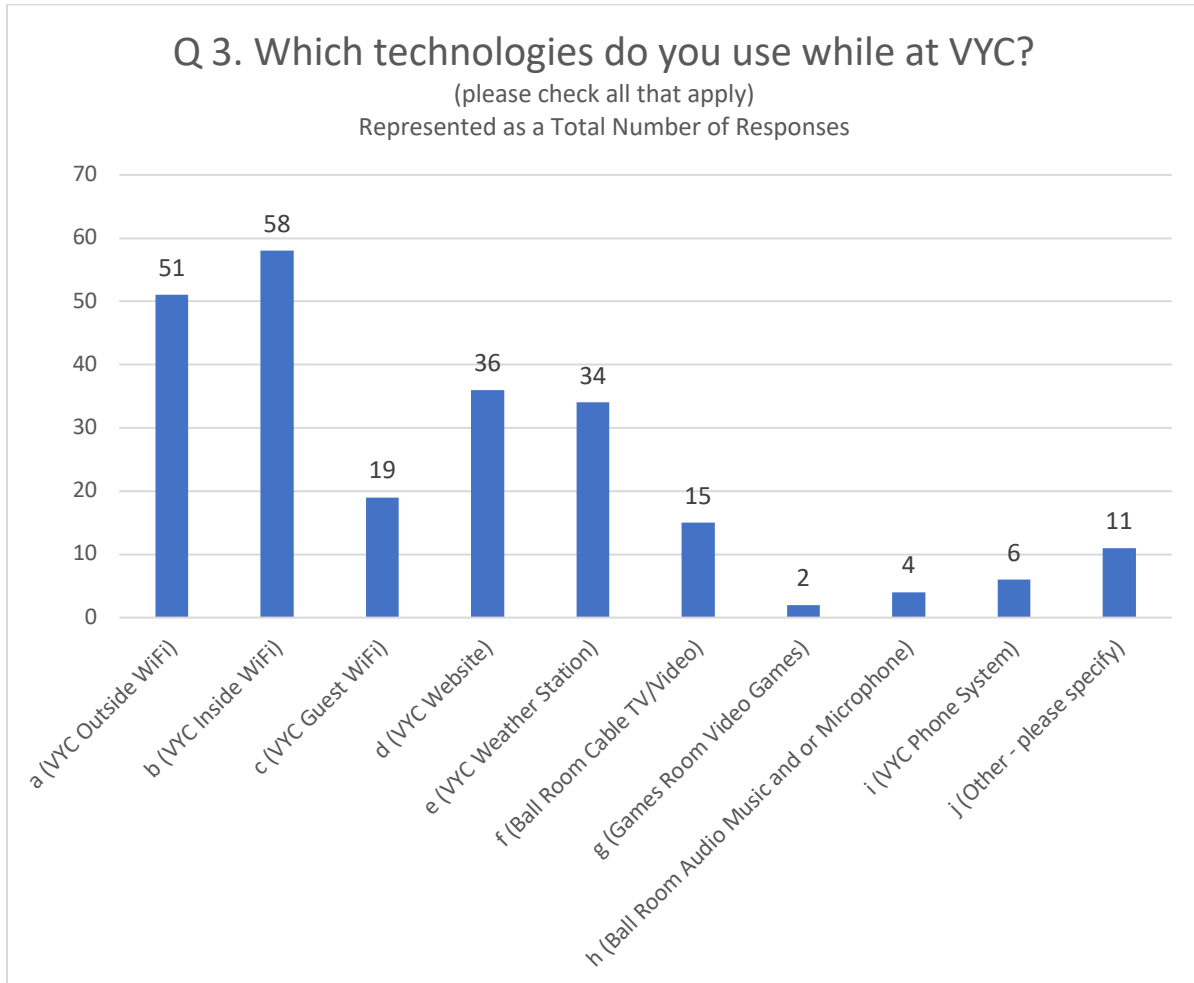
Q 2. Analysis:

- The use of Smart devices in the club is high among the Regular members which is in line with the public community.
- This high degree of use lends itself to the introduction and adoption of new technological innovations, services, and amenities.



Q 3. Analysis:

- The survey did not specifically look at administrative online services such as Membership and moorage renewal, Reciprocal moorage requests, Membership address changes etc.
- WiFi services represent a larger percentage of use than other technology services.
- The website and Weather Station are used by @ 1/3 of the respondents.
- The difference in the numbers between Q3j and the entries below is due to Q3j being checked however the response was not specified.

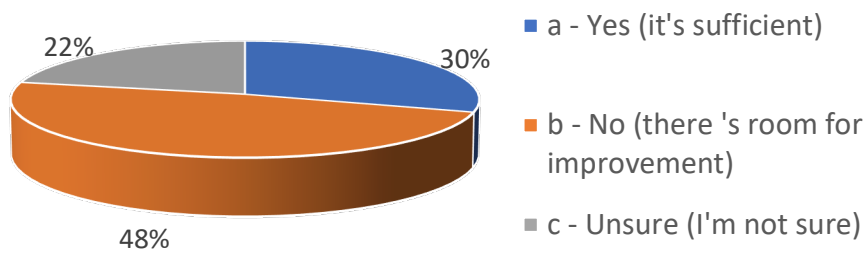


Q 4. Analysis:

- Suggests that almost half of the respondents believe more work is necessary on improving our available services.
- The percentage and type of response suggest that members desire additional capabilities and online services that enhance their enjoyment of the club and improve the overall efficiency of our operation.

Q 4. In your opinion, does VYC offer sufficient technology to enhance your experience while at the club?

Presented by % of respondents



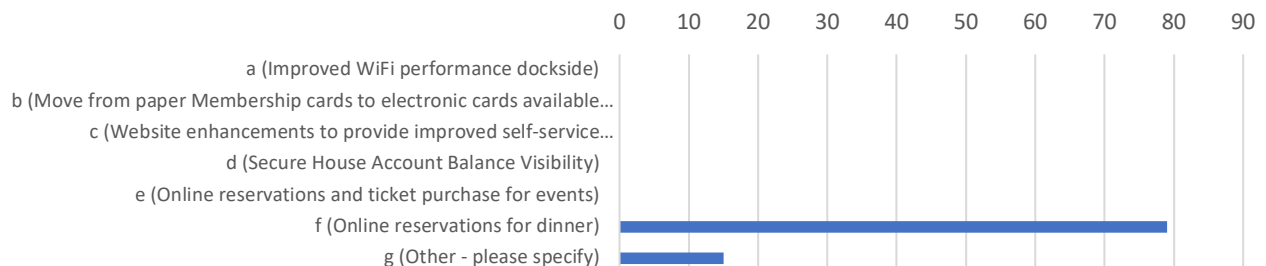
Q5 Analysis:

- Online dinner reservations have been discussed for some time within the club, the functionality of our equipment and software is capable however the administration burden is currently beyond our staffing capacity at this time. Further investigation and communication of this activity should be undertaken.
- A review of written responses indicates better communication with the members on how to use existing services may be necessary.
- The survey was conducted prior to the announcement of the availability on online payment capabilities being established.

Q 5. Would any of the following technological amenities improve your member experience?

(please check all that apply)

Represented by a total number of responses



Q 5. Written Responses – (As submitted by Respondents)

Just keeping the website current with hours and menu options would be great.

Response. This has been noted by the Executive and efforts will be made to address.

Improve Wifi to the extent of Marina (ends of A and E Docks) by adding 2 more mesh antennas

Response. This has been noted by the Executive and a plan to address is under consideration along with a hardware upgrade to support new technologies however it is unlikely to occur prior to completion of the marina expansion.

Ability to accept etransfer payments

Response. This was implemented in late June in addition to accepting Paypal transactions

Up to date menu and hours of operation on the website.

Response. This has been noted by the Executive and efforts will be made to address.

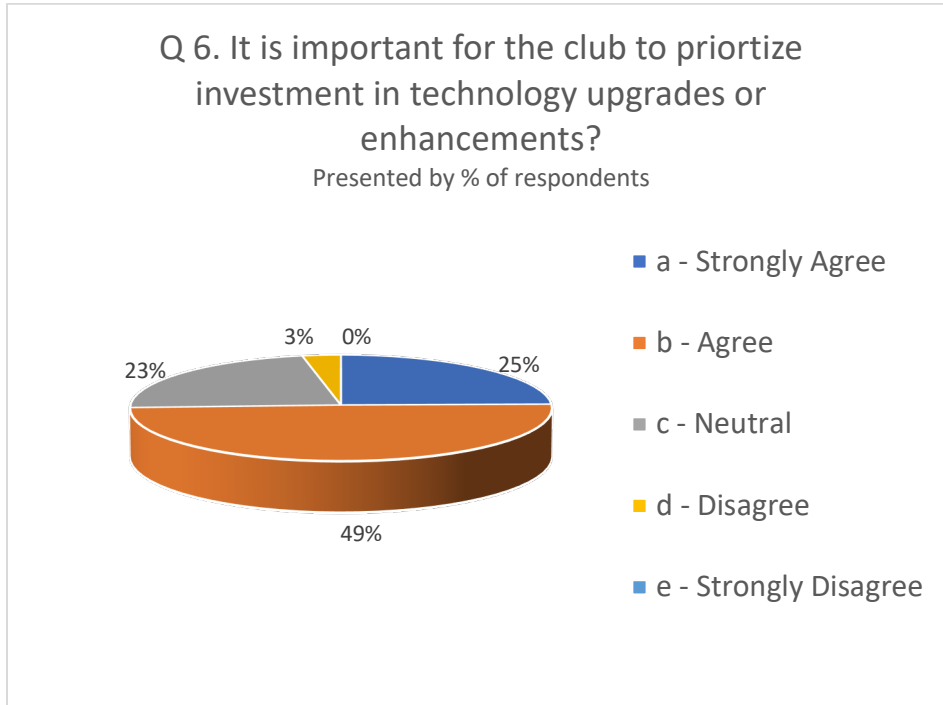
<p>I would really like to see cameras installed so I can see my boat when its stored-on land and when moored. Since I spend winters outside of the country this would really help me ensure my boat is secure and the winter cover is okay. The current cameras do not provide views from all the locations around the parking lot. Additionally, we should have security cameras overlooking the boats while moored and the camera views available to all members.</p> <p><i>Response. This has been noted by the Executive and a plan to address is under consideration along with a hardware upgrade to support new technologies however it is unlikely to occur prior to completion of the marina expansion.</i></p>
<p>Webcam Videos on all docks via website or other access via smartphone for iPhones</p> <p><i>Response. This has been noted by the Executive and a plan to address is under consideration along with a hardware upgrade to support new technologies however it is unlikely to occur prior to completion of the marina expansion.</i></p>
<p>Online booking for visitor slips (reciprocal moorage requests) with partner yacht clubs, as in partner club members are able to see what slips are available and book with VYC, and VYC members are able to see what is available and book with other clubs when we go there, e.g. to Kelowna or Penticton.</p> <p><i>Response. This has been noted by the Executive.</i></p>
<p>I do not use the wifi at VYC I think I may have used it once when sitting at dining table just to see if it worked I should use it more as I am a regular member I do find using my own is easier We use my own while sailing I work online as a teacher so of course anything online would appeal to me. If there is any help with regards to website or technology I would be willing to volunteer to help a team</p> <p><i>Response. Wifi is available on 2 Club networks. WIFI for members is for SSID VYCIS or VYCOS: both have the SAME password VYCGUEST is intended for Reciprocal or Regatta visitors which has a different password. Those Passwords can be found posted on the bulletin board or asking at the office. Members wanting to assist may contact our webmaster Terry at webmaster@vernonyachtclub.com</i></p>
<p>payments by e-transfer</p> <p><i>Response. This was implemented in late June in addition to accepting Paypal transactions</i></p>
<p>Upgrade PA System with sound to back of ballroom and option for simultaneous inside & outside deck announcement (and possibly downstairs social area). Upgrade Audio Visual to easily simulcast on all TV Screens (for photogallery or live camera, or laptop presentation) Better email service to all members. My partner almost never receives emails - including this one, and she has valuable information on improvement needs.</p> <p><i>Response. This has been noted by the Executive.</i></p>
<p>online reservations for brunch also, maybe an online map of available tables and their locations in the dining room, also an online menu including pricing would be handy, always feel sheepish when having to ask how much different items are i.e. fathers day brunch cost, just curious, the Yacht Club always has fair pricing, just curious (so I can brag to my friends that aren't members, yet!!).</p> <p><i>Response. This has been noted by the Executive and efforts will be made to address.</i></p> <p>We don't stay on our boat at the club, so having the club spend more money to improve wifi for those who do is kind of an unknown thing. Is the wifi or over the air internet no good at the moment on the docks? How many people would it benefit? We are daytime users and if we come for dinner or brunch we don't really sit and look at our phones while there. Maybe a type of resort fee/user pay if you will, to pay for upgraded wifi on the docks, if you need high speed wi-fi maybe you should have to pay for it because we and a lot of other day users certainly don't need it, not at this time. If the office manager thinks improved technology would make her job easier then yes go ahead i.e. online website improvements for above mentioned items, less phone calls for her to answer.</p>
<p>Improved weather station data, current location does not give accurate wind data Access to cameras on the docks to monitor boats This is the same as "better wi-fi" but I would like to be able to implement remote monitoring of my boat which requires more dependable wi-fi. AND a token that does not expire when filling in forms</p> <p><i>Response. This has been noted by the Executive and a plan to address is under consideration along with a WiFi and Security hardware upgrade to support new technologies however it is unlikely to occur prior to completion of the marina expansion. Work is underway to improve our website forms and workflows with an expected completion later this Fall of 2023</i></p>
<p>Electronic voting for AGM (similar to what Kelowna Yacht club does) which also allows for voting prior to the AGM meeting.</p> <p><i>Response. This has been noted by the Executive.</i></p>
<p>Takeout orders from Galley also the Menu should be available online.</p> <p><i>Response. This has been noted by the Executive.</i></p>
<p>When I reserve at the Kelowna Yacht club for an overnighter I can fill out the form online, and then Chris Anderson gets back to me within a couple days with my slip number and she also updates the card that they gave me so that it's active while I'm there and I can go on and off the docks and I don't even have to stop in at the office. It's brilliant and so easy to use, once I had it set up the first time with the club there, it's just been so streamlined. I always stop in at the office regardless and say hello and thank them anyways</p> <p><i>Response. Our reciprocal process for visiting boaters from other yacht Clubs on the lake is similar and available through our website and office however we do not assign ID's and only assign key cards during the visitation do to limitations and costs associated with implementing. There are not currently any discussions to implement this at this time.</i></p>

Q 6. Analysis:

- A 74% response agreeing (Strong or Agree) with the prioritization of technology upgrades or enhancement suggests a willingness to see funding identified and used to provide new

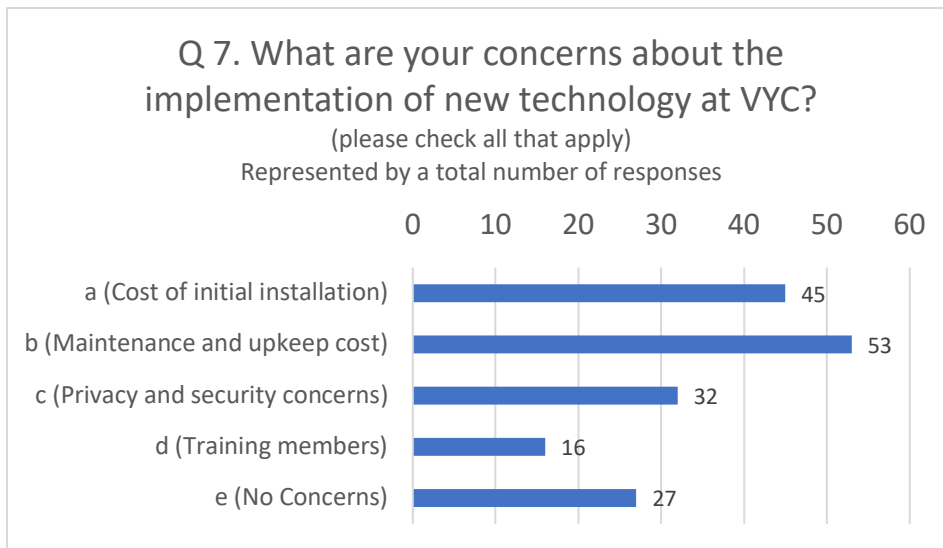
services and amenities. It also indicates a need to better communicate with the members on our current services and amenities.

- Upgrades and new services must be identified, budgeted, and justified with the membership. Supported by Q 7.



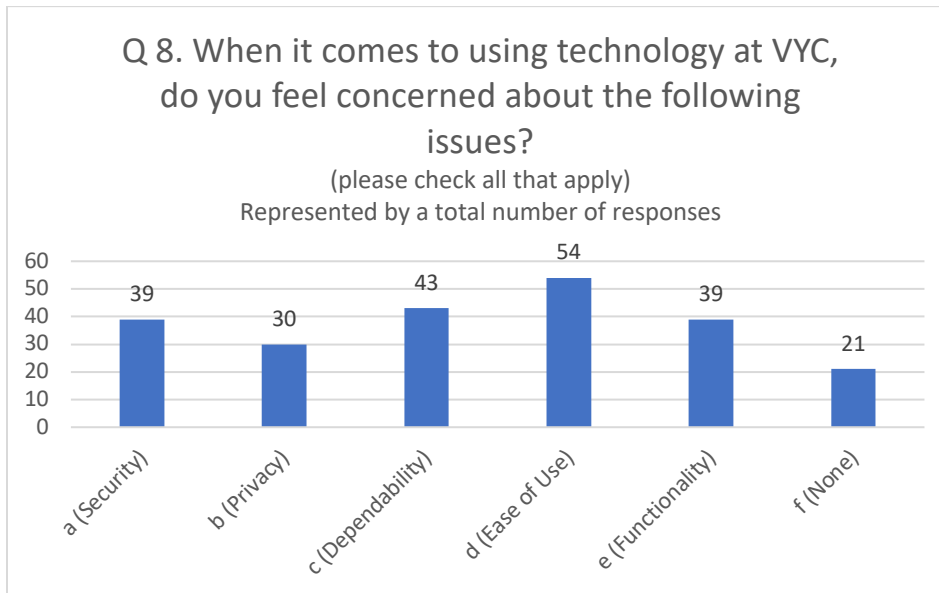
Q 7. Analysis:

- New services and upgrades must be identified, budgeted, and justified with the membership. Supported by Q 6.
- The current lack of financial transparency on technology expenditures may be a contributing factor to the identified member concerns.



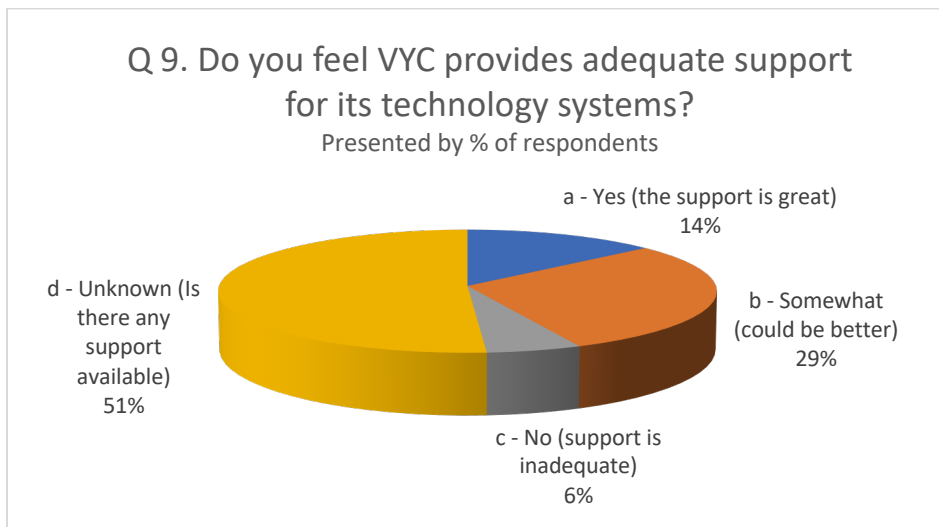
Q 8. Analysis:

- In today's environment of concerns regarding Security and Privacy issues to see the leading member concern being Ease of Use suggests work must be done to improve our usability and access to our online tools. When combined with Functionality it suggests there is work to be done to improve our user experience.



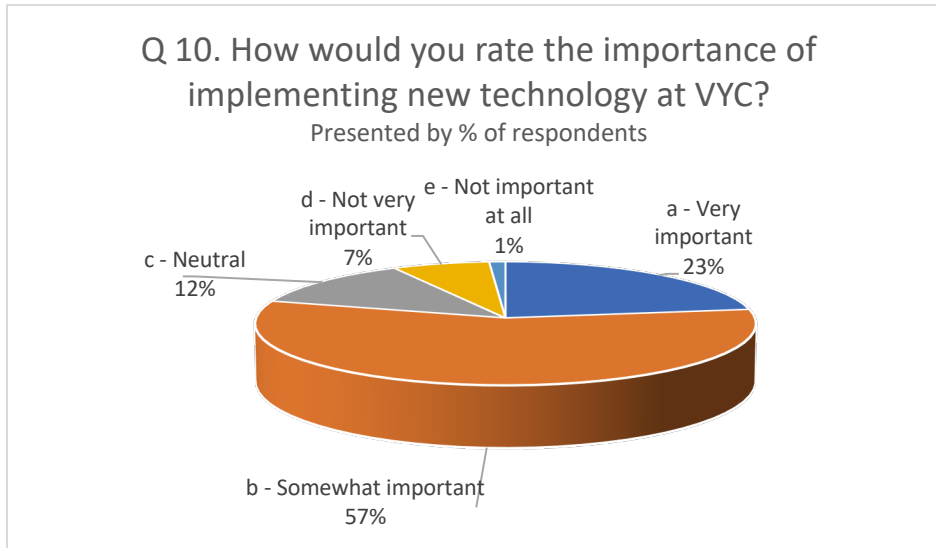
Q 9. Analysis:

- Some degree of support communication should be prepared and available to members. This may be in a document FAQ Support manual or Online user Support pages within the Members area of the website.



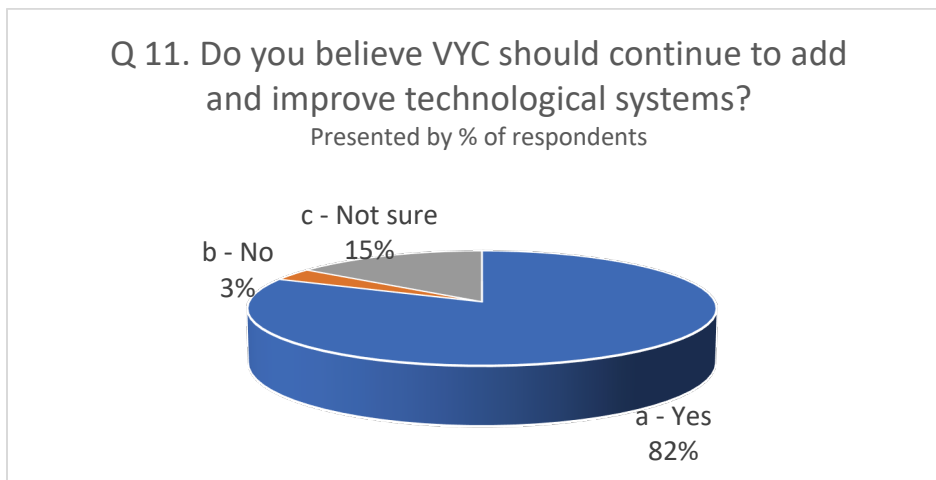
Q 10. Analysis:

- The recognition of the importance of implementing new technologies suggests the membership may be receptive to changes and the delivery of new services. This is supported by the responses in Q 6 & Q 11.



Q 11. Analysis:

- 82% of the respondents is more members than constitutes a quorum at an AGM.
- Members are recognizing the opportunities that exist to improve our efficiency and cost-effectiveness of further investment in technology.

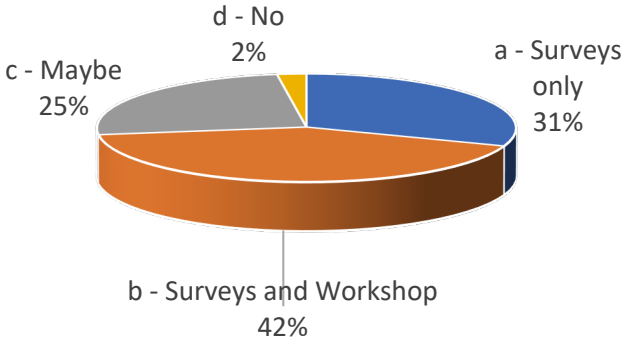


Q 12. Analysis:

- Indicates a willingness to participate in further activities to plan, prepare and provide the Executive Committee with approaches to meeting the member's expectations.

Q 12. Would you be willing to participate in either future surveys or a workshop concerning the use of technology in the Club?

Presented by % of respondents



Supplemental Information

Summary of Survey Questions

	# of Responses
Q1 - Member type *	
To permit us to classify the responses please identify your club membership type	
a - Regular Member	77
b - Honorary Member	0
c - Affiliate Member	1
d - Life Member	2
e - Social Member	8
f - Staff Member	0
Q2 - Technology Use *	
How often do you use technology such as smartphones, tablets, laptops, other, while at VYC?	
a - Never	2
b - Rarely	6
c - Occasionally	14
d - Frequently	13
e - All the time	53
Q3 - Technology Used *	
Which technologies do you use while at VYC? (please check all that apply)	
a (VYC Outside WiFi)	51
b (VYC Inside WiFi)	58
c (VYC Guest WiFi)	19
d (VYC Website)	36
e (VYC Weather Station)	34
f (Ball Room Cable TV/Video)	15
g (Games Room Video Games)	2
h (Ball Room Audio Music and or Microphone)	4
i (VYC Phone System)	6
j (Other - please specify)	11
Q4 - Sufficient Technology *	
In your opinion, does VYC offer sufficient technology to enhance your experience while at the club?	
a - Yes (it's sufficient)	27
b - No (there 's room for improvement)	43
c - Unsure (I'm not sure)	18
Q5 - Technological amenities *	
Would any of the following technological amenities improve your member experience? (please check all that apply)	
a (Improved WiFi performance dockside)	0
b (Move from paper Membership cards to electronic cards available on your Smart device)	0
c (Website enhancements to provide improved self-service functionality eg Member profile changes, Moorage Auto renewals etc.)	0
d (Secure House Account Balance Visibility)	0
e (Online reservations and ticket purchase for events)	0
f (Online reservations for dinner)	72
g (Other - please specify)	15
Q6 - Prioritize Technology *	

It is important for the club to prioritize investment in technology upgrades or enhancements?	
a - Strongly Agree	21
b - Agree	44
c - Neutral	20
d - Disagree	3
e - Strongly Disagree	0
Q7 - Concerns *	
What are your concerns about the implementation of new technology at VYC? (please check all that apply)	
a (Cost of initial installation)	43
b (Maintenance and upkeep cost)	49
c (Privacy and security concerns)	30
d (Training members)	15
e (No Concerns)	23
Q8 - Other Concerns *	
When it comes to using technology at VYC, do you feel concerned about the following issues? (please check all that apply)	
a (Security)	37
b (Privacy)	28
c (Dependability)	39
d (Ease of Use)	50
e (Functionality)	36
f (None)	18
Q9 - Technology Support *	
Do you feel VYC provides adequate support for its technology systems?	
a - Yes (the support is great)	12
b - Somewhat (could be better)	26
c - No (support is inadequate)	5
d - Unknown (Is there any support available)	45
Q10 Technology Importance *	
How would you rate the importance of implementing new technology at VYC?	
a - Very important	20
b - Somewhat important	50
c - Neutral	11
d - Not very important	6
e - Not important at all	1
Q11 - VYC Systems *	
Do you believe VYC should continue to add and improve technological systems?	
a - Yes	72
b - No	3
c - Not sure	13
Q12 - Participation *	
Would you be willing to participate in either future surveys or a workshop concerning the use of technology in the Club?	
a - Surveys only	27
b - Surveys and Workshop	37
c - Maybe	22
d - No	2

