

FGP Membership Survey

Draft Results

Survey Objectives:

To encourage a shift from passive to active membership a) in the minds of members and b) a shift in organizational culture

Demonstrate to members that Friends is interested in their ideas/ contributions

Provide members with an opportunity to become more engaged/invested beyond the survey

Learn more about members (e.g. demographic data, interests, field of expertise, networks)

Identify potential champions and opportunities for involvement

Response Rate:

104 Members received the survey in both languages on March 26, 2025 (20 surveys completed). A reminder was sent 2 days later (12 additional surveys completed)

92 Members opened the email (90% engagement level)

32 Members completed the survey (31% return rate). This is a solid return rate which should give us confidence in the reliability of the results.

Results

1. Place of residence:

75% of franco members live in Gatineau; none live in Masham or Wakefield. Anglo members live 1/3 each in Gatineau, Ottawa, and Chelsea; none in Masham and 1 in Wakefield.

Opportunity--**Target Wakefield and Masham residents (and Chelsea for francos)? Have events in these regions of the park?**

Risk-- **Are the low #s of local members problematic? If so, why?**

2. For approximately how long have you been a paying member of Friends of Gatineau Park (FGP)?

85% of respondents have been members for 4 or more years. 30% for 10+ years. Only 15% are newer members. Conclusion, members are generally fidel for life.

Opportunity- How do we better leverage/engage the keen, longstanding members (e.g. advice, their contacts, \$, micro-volunteering?)

Risk- Few new members may be a risk to longer-term sustainability.

3. Indicate which of the following describe the types of involvement you have had to date, if relevant.

Overall, there was a high level of engagement in respondents. 85% have attended one or more activities or hikes. 100% of anglos and 50% of francos promoted activities to their friends, family, and/or network. 35% were involved as citizen scientists, 40% have volunteered, and 35% were on the board.

Opportunity- i) Those respondents who have not been on the board could be approached in the future.

ii) Could we potentially bolster the number of French-speaking participants at events by encouraging francophone members to promote FGP activities? What might be preventing this from currently happening?

4. Why did you join Friends of Gatineau Park as a member?

Almost every respondent answered this question which required a written response. This is an indicator that the respondents valued to the importance of the survey. The following sample responses represent the main themes.

"Pour **encourager les efforts de conservation** dans le parc. "

"Pour **soutenir votre bel organisme** et pouvoir participer le cas échéant à de belles activités."

"Pour la **science citoyenne** que j'ai l'impression n'est plus disponible :-("

"To help **support biodiversity** "

"To **support the work done to elevate education** and programming within the park. Gatineau is a true gift of nature to the people of Canada and my favourite home away from home all seasons of the year!"

"I want there to always be nature interpretation in the region. Being in nature helps people understand its value. This then **drives change at the individual and policy level**, locally and internationally."

Opportunity--Some of these quotes could be used to help FGP develop a theory

of change statement which explains the philosophy behind why we do the things we do and what drives our work. These quotes could also be used in grant proposals and in our annual report.

5. Which of the following existing activities do you believe are the most valuable activities to offer in 2025-26? (Please select a maximum of 8)

The following 9 activities were ranked by respondents as the most important activities for our programming in 2025-26. The top 4 (supported by 2/3rds of the respondents) are in bold.

Frog chorus and amphibian hike (25 out of 32 respondents), **Animal behaviour hike** (23), **Start gazing astronomy night** (22), **Snowshoeing under the stars** (22), **Trees of the park** (21), Snowshoes and animal tracks (daytime) (19), Wildflower tour (18), History and pioneer tour (18), Creatures of the night (night vision) (17).

The following were less supported: Fireflies and other insects (15), Pink Lake tour (13), Cave exploration at the Lusk Cavern (9), Outdoor cooking (6), Bus tour of the park (2).

Observation--There was little significant difference in preferences between linguistic groups. There was one exception; however, francophone members did not prioritize winter activities (with snowshoes) as much as anglophone members (40% vs 75%). Why might that be? Should anything be done differently?

6. Which of the following possible new activities do you believe would have the greatest demand? (Select a maximum of 4)

Of the 7 new programming themes proposed, 1 was a clear favourite selected by 80% of respondents, **Climate change and park ecosystems** (26 of 32 respondents). The other 6 themes in order of preference were: Indigenous knowledge and culture tour (20), Wilderness skills (20), Migratory birds hike (19), Mushrooms & Fungus hike (18), Art and nature (13), and Music of the natural world (10).

Opportunities--i) Members feel that all of these new theme ideas would be well-received by the public with perhaps the exception of the last one, Music of the natural world. This bias may also reflect the types of audiences we have historically engaged in our programming.

ii) Engaging the right partner will likely be key to successful outcomes for all of these themes!

7. Besides the general public, are there specific audiences that current and future programming should be targeting or considering? Please describe

below.

Of the 75% of respondents who answered this question, the vast majority (16 of 25 or 65%) named 1 primary target audience for FGP to focus on, children and youth qualified in the following ways: "Les enfants et les adolescents, par l'intermédiaire des écoles, camps de jour, garderies"; Children living in Chelsea!; "les jeunes familles"; School groups, scouts/girl guide groups ; "Families with children living with autism (16)

The other 2 predominant target audiences mentioned include **seniors** (7) [i.e. "Gens de l'age d'or.", "elderly - retired folks", "Activities that are safe for seniors (but not on the bus)"] and **new immigrants to Canada** (6).

Others mentioned include: "personnes en situation d'handicaps (3); "Town councils" (1); "Recreational park users" (1); and "Touristes" (1)

Opportunities:

i) It might be strategic to organize a discussion/focus group with a small number of members who mentioned the top 3 target audiences to brainstorm how to approach things and engage them more deeply. They could even serve as 'advisors' moving forward if interested.

ii) Once again, the right partners will be key to successfully target new audiences. Partners who can mobilize their members to participate should be prioritized.

iii) Partnerships with local schools within walking distance of Gatineau Park in Masham, Wakefield, and Chelsea would alleviate the obstacle and cost of securing buses.

8. Do you have any ideas for strengthening the quality of our program and/or improving how the organization operates?

Membership-related

"carte de membre ou numéro assigné, avec date de renouvellement" , "some form of acknowledgement of membership - card or assigned number (which is what ARO uses). with expiry date" (2)

"Avoir des membres de plusieurs catégories d'âge et de genre."

"Publier sur les médias sociaux. Meilleure liaison avec les municipalités riveraines."

"Créer des cellules. Chaque membre s'entoure de 5 à 8 personnes pour participer à une activité."

"While it's great that the program is bilingual and that is the work language in Quebec, it's pretty tough for unilingual anglophones to feel comfortable in the Friends."

Marketing-related

"Increased marketing of events - while I'm broadly aware of programming, including a calendar of upcoming events via email once a month."

"Get a marketing intern student from one of the colleges to help us develop a communication and outreach strategy and the tools/systems to support it when they go."

Partner-related

"trouvez des partenaires dans d'autres milieux (artistes, biologiques, autochtones, journalistes et créateurs de médias)"

Program-related

"Amener une consistance et variété à l'offre"

"Plus d'activités pour les jeunes (par exemple, course de canoë ou quelque chose du genre)."

"Documentary film series with invited speakers"

"Conférences et randonnées pour connaître l'histoire des mines abandonnées du Parc."

9. Please check all of the ideas below that you believe members, in general, would be interested in.

All respondents answered this question. The top 3 ideas are highlighted.

A members-only hike or activity (22)

[Note: Francophones were super interested in this (87%) and 50% of anglophones]

Receiving a regular Friends newsletter (20)

Attending one of the regular activities for the general public (19)

[Note: Anglophones were super interested in this (80%) but only 1/3rd of francophones]

Coffee night (or wine & cheese) to meet other members (14)

Speaker series (13) [L'histoire du parc (2), le comportement animal, ecology, films]

Attending a Friends fundraiser event (10)

A consultation on the future of the organization (9)

Participating in a Friends social media group (9)

Participating in a working committee (7)

Opportunities:

Based on the level of responses, it appears that members are interested at being more connected with FGP and with other members.

i) Given limited resources, it might make sense to pilot one members-only event and then reproduce this every 6 months if successful. Perhaps there could be both a French and an English component that is followed by a reception with tea/hot chocolate or wine/cheese for both groups to mingle. One-on-one personalized email outreach could be done with each of the 32 members who responded to the survey to ensure a first successful event. This could be organized by a couple of the survey respondents in collaboration with 1 board member.

ii) Perhaps a short news flash bulletin could be sent to members once every quarter. This would satisfy the interest in regular contact with FGP without it being as taxing as making a newsletter.

10. a) **Are there specific ways you would like to be involved? If so, please describe and leave your contact info below.**

Generally speaking people were too busy or not interested to commit on paper to getting more involved, however 7 respondents did express an interest in being more deeply involved in the ways below.

"Board member, "membre du CA" 2

"Happy to help with English proofreading if ever needed"

"Would participate in events "

"interested in science research in GP"

"Pour l'approche de commandite !"

.Je pourrais peut être assister lors de sorties nature."

Opportunity: Given the level of support respondents demonstrated in answering the survey, it seems that many would welcome being approached for greater involvement if asked in a personal/individual way.

b) Do you have a specific area of expertise, knowledge, or interest that might be of interest to FGP?

Four respondents indicated they had special areas of interest or expertise to contribute.

"Contactez des détaillants susceptibles d'aider les APG !"

"Système d'éducation"

"Grant writing and partnership development"

"Interested in promoting dark sky designation for park with related activities "

c) Do you belong to any groups or networks that FGP might wish to collaborate with?

*Members had connections to **over 17 different groups** that could be leveraged for marketing or partnership including:*

ARO--Académie des retraites de l' Outaouais 3

"Active Living [run by the City of Ottawa]" 2

"Forêt Deschênes Forêt Boucher"

"Association des résidents du centre-village de Chelsea"

"GVHS"

"Ottawa Mountain Bike Association. Perhaps there is an opportunity to reach a wider audience of nature/park-minded individuals about FGPs efforts."

"Natural Light and Soundscapes; dark sky international "

"wakefield volleyball"

"RAAOQ, RASC Ottawa Center."

Conseil scolaire et les ecoles

"Club Oxygène

"Panthères Grise (club de vélo) Vélo Services (groupe de citoyennes et citoyens assurant une sécurité sur les pistes cyclables.

"Vélo Plaisirs"

plusieurs regroupement d'artistes locaux qui s'inspirent du parc."

Opportunity: One easy way to further engage respondents and leverage the connection they have to these groups/networks is to ask them individually if they would be willing to do outreach on behalf of FGP to the group they mentioned for an upcoming event/project/focus group.

d) Would you like to be entered into the DRAW!:

21 respondents said 'Yes'

11 said 'No'

Opportunity: We could announce the winners in a news flash if the board feels we should send out a summary of the survey results to all members. This would

should members that we are listening to them and acting on member engagement by creating a (quarterly?) news flash for members only.

Do you have any final thoughts that you would like to share with us?

Over half of all respondents (18 of 32) opted to leave a final comment or suggestion. These can be found in Annex 2. Most touched on the usefulness of the survey, or offered thanks and words of encouragement/compliments to FGP.

Possible Next Steps:

Present results

Analyze implications and prioritize actions stemming from the responses

Answer the question: Did we succeed in starting to meet or meeting the stated objectives of the survey? Are there unintended outcomes worth stating?

Secure prizes and conduct the draw

Share overview of results with all members

Leverage members` interest in FGP by further engaging respondents in specific discussions, activities, or actions

Others?

Annex 1--Final Thoughts and Suggestions of Members Who Responded to the Survey

"Merci pour votre travail !"

"Le Parc devrait travailler plus pour l'environnement. Il y a des espèces envahissantes dans le Parc et dans les lacs et il me semble que le Parc est trop massif. Il devrait etre un leader dans le domaine."

"Originaire de Hull, absent de la région pendant 45 ans, et retour depuis quatre ans seulement, je suis bien fier de retrouver mon Parc! J'en profite bien pour le plein-air"

"Merci de votre travail."

"Longue vie Aux amis du parc"

"Merci pour tout le travail que vous effectuez pour le parc de la Gatineau! Je ne peux pas m'impliquer ou participer beaucoup, mais je le fais quand

c'est possible."

"Ne jamais « lâcher » la patate."

"Le sondage fonctionne bien et ne prend pas trop de temps."

"Thank you for being there!"

"I think you are doing an excellent job and I participate in as many activities as I can... they are always well organized, interesting and fun. I think better promotion would be helpful - like a monthly notification of upcoming activities. I look forward to volunteering when I retire in a couple of years."

"Thank you for your time and dedication to the Park!"

"I do plan on attending more activities this year. "

"We should share the results of the survey with the membership once it has been presented to the Board and they have provided their analysis and next steps."

"Looking at Mont Megantic's website and examining how they got dark sky designation would be helpful "

aid:"Thank you for the work that you do helping share the wonder of the park with the wider public!"

"I have enjoyed being a Friend of Gatineau Park and participating in it's activities. Enjoyed the AGM's and listening to presentations of research being done in the Park as well as other subjects. (Also the delicious food offered...) ☺"

"Special needs children and adults, seniors need to stand on the forest floor surrounded by the trees and sounds and flowers.....is there a special area to bring them to to safely experience this with benches to sit and absorb all the forest's life giving energy?"

"Survey looks good!"