

# Membership Survey

The Sparrow Lake Association (SLA) was established in 1926 by a group of concerned and caring cottagers who thought a committee should be established to look out for the best interests of all cottagers on the lake and surrounding area. The SLA has been in existence since that time, and has provided different services, organized events, advocated positions to various levels of government, and kept cottagers informed on cottage related topics.

Why do you and your family live or cottage on the waterways from Swift Rapid to Lock 42?  
What are the things that are important to you and your family?

The SLA is undertaking this survey to gather information on the important values and features that make our part of the Severn River Waterway and Sparrow Lake a special place. The purpose of this survey is to ensure that your ideas and views are considered in the preparation of an updated Strategic Plan for the SLA.

In order for this to be a credible survey, we need as many property owners, current SLA members and prospective members as possible to complete it. Your completed survey can reflect the combined views of your entire immediate family. In addition, if spouses/partners or any children ( teenage or older )also want to contribute their ideas and fill out a separate survey, please do so! We want to hear from all ages and locations on the waterway.

Completing this survey should take about 15 minutes. You can move back and forth amongst the survey sections if you want to change/add to answers. You cannot "stop" the survey and come back to it at a later date/time to complete, so please only start when you have sufficient time to fully complete the survey.

Individual answers will be kept confidential and all information/answers are encrypted by SurveyMonkey to ensure that your info is transmitted securely. Your completed survey is only sent to one SLA confidential mailbox.

Your participation is needed and appreciated, and we thank you in advance for taking the time to complete the survey.

A few questions marked with a " \* " are questions that require an answer before you are allowed to proceed to the next question.

**\* 1. The SLA membership year is the same as the calendar year and must be renewed every year to participate in SLA sponsored activities.**

**Are you and/or your family a current Member of the SLA (paid membership for 2010)?**

Yes - membership is current to 2010 (or beyond)

No - member last year (2009) and will renew this year

No - lapsed member, but do intend to renew

No - lapsed member and do not intend to renew

No - interested in SLA but do not own/rent property in area

Other (please specify)

**2. In what Township is your property located?**

Severn Township

Muskoka Lakes Township

# Membership Survey

## 3. How long have you been the property owner or resident?

- 1 to 5 yrs
- 6 to 20 yrs
- 21 to 40 yrs
- 40+ yrs

## 4. Which statement best describes how you used your property last year?

- I rented my property out and did not use it myself.
- I used my property during the year
- My property is vacant land and I did not use it.

## \* 5. Please choose the following that apply to you as the person completing this survey:

- Property/cottage owner(s)
- Spouse/partner of property/cottage owner
- Child of property owner
- Seasonal renter of cottage
- Seasonal guest/renter at lodge or guest house
- Male
- Female
- 13-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80 and over

Other (please specify)

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**6. Please enter the approx. number of days that you used your property (max 91 days per season).**

Spring	<input type="text"/>
Summer	<input type="text"/>
Fall	<input type="text"/>
Winter	<input type="text"/>

**7. On average, how many people usually stay at your property during each of the seasons?**

Spring	<input type="text"/>
Summer	<input type="text"/>
Fall	<input type="text"/>
Winter	<input type="text"/>

In this section, the SLA is asking questions about what activities you and your family and guests like to do, what types of powered and non-powered watercraft you use on the waterway, and how you use and enjoy your property. The purpose is to develop a "snapshot" of our SLA membership, so that we can plan and focus on those matters and issues that are most important to you.

We are also asking for your contact information to ensure that our database is accurate. Please help the SLA and provide this information if you are a SLA member, or a lapsed member.

To reduce mailing costs, and to be more environmentally friendly, the SLA plans to send the Newsletter and updates by email (to those who have/provide an email address), so please be sure to include at least one email address.

All personal information provided, and the answers to this survey, will remain confidential in accordance with the SLA Privacy Policy, and will not be shared with any other person.

All answers that you provide remain confidential, and will be consolidated, without attribution, with the answers of other members who also complete this survey.

It is the intention of the SLA to share the consolidated results of this survey with its members, and to use for advocacy purposes as appropriate on issues important to the membership.

If you have any questions or concerns, or wish to provide certain information in confidence, please contact the SLA President (Marten Burns) at [president@sparrowlakeassociation.com](mailto:president@sparrowlakeassociation.com)

# Membership Survey

## 8. Background Information

Name:

Home/Permanant Address:

Municipal address of cottage and/or "green" locator number :

City/Town:

Province:

Postal Code:

Country:

Email Address:

Phone Numbers (cottage and other home number)

## \* 9. How do you access your property?

- Year Round Road Access     Seasonal Road Access     Year Round Private Road Access     Seasonal Private Road Access     Water Access Only     Combination of road and water access (year round)     Combination of road and water access (seasonal only)

Other (please specify)

## 10. What months do you use your waterfront property?

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

# Membership Survey

## \* 11. My waterfront property is located:

Between Lock 42 (Couchiching) and the mouth of Sparrow Lake

Sparrow Lake

Deep Bay

McLean's Bay

McLean's Bay to the first railway cut

The first railway cut to Lock 43 (Swift Rapids)

# Membership Survey

## 12. What kind of recreational activity(ies) do(es) your family participate in?

- Boating
- Reading
- Jet Skiing
- Fishing
- Kayaking
- Canoeing
- Socializing
- Swimming
- Hunting
- Snow Shoeing
- Regatta
- Hiking
- Water Skiing
- Wakeboarding
- Sailing
- Nature Appreciation
- Ice Fishing
- Snowmobiling
- Winter Skiing (x-country)
- Winter Skiing (downhill)
- Ice Skating

Other (please specify)

	5
	6

# Membership Survey

## 13. At our waterfront property, we have the following number of motor-powered watercraft:

	Tin Boat <15ft	Outboard 20-80HP	Outboard 80HP+	Inboard	Waterski or Wakeboard	Personal Watercraft	Cabin Cruiser	Pontoon	Dedicated Fishing
1	€	€	€	€	€	€	€	€	€
2	€	€	€	€	€	€	€	€	€
3	€	€	€	€	€	€	€	€	€
4	€	€	€	€	€	€	€	€	€
5	€	€	€	€	€	€	€	€	€
>5	€	€	€	€	€	€	€	€	€

Other (please specify)

## 14. At our waterfront property, we have the following number of non-motorized watercraft:

	Canoe	Kayak	Paddleboat	Sailboard	Sailboat (1 sail)	Sailboat (2 sails)	Keelboard Sailboat	Rowing Shell
1	€	€	€	€	€	€	€	€
2	€	€	€	€	€	€	€	€
3	€	€	€	€	€	€	€	€
4	€	€	€	€	€	€	€	€
5	€	€	€	€	€	€	€	€
>5	€	€	€	€	€	€	€	€

Other (please specify)

In this section, we explore your involvement with the SLA, what activities and events are important to you, and what type of association you would like the SLA to be in the years ahead.

# Membership Survey

**\* 15. How long have you been a member of the SLA:**

New Member

1-2 years

2-5 years

5-10 years

10-20 years

20-30 years

30-40 years

40-50 years

Over 50 years

**16. Last year, I participated in the following SLA events:**

Fishing Derby/Picnic

Regatta

Annual General Meeting

Other (please specify)

**17. In previous years, I have also participated in the following SLA events/activities:**

Golf Tournament

Sailing Club

SLA-sponsored social events

Other (please specify)

**18. What is/are the most important reason(s) for your membership in the SLA?**

# Membership Survey

**19. The SLA Regatta is the biggest event that the association runs each year.**

**Are there any "new" events that you would like to see added to the regatta?**

**Do you have any other suggestions to improve the regatta?**

**20. What are the most important issues and activities that the SLA should be engaged in?**

	Very Important	Important	Somewhat Important	Not Important	Don't Know
Advocacy	jq	jq	jq	jq	jq
Providing info on key issues	jq	jq	jq	jq	jq
Water Safety issues	jq	jq	jq	jq	jq
Markers and Signage	jq	jq	jq	jq	jq
Golf Tournament	jq	jq	jq	jq	jq
Regatta	jq	jq	jq	jq	jq
AGM	jq	jq	jq	jq	jq
Municipal/Zoning issues	jq	jq	jq	jq	jq
Fishing Derby/Picnic	jq	jq	jq	jq	jq
Property tax issues	jq	jq	jq	jq	jq
Environment issues (water/land)	jq	jq	jq	jq	jq

Other issues (Please Specify)

**21. In addition to those that the SLA offered last year, what other events and/or activities should the Association consider offering?**

- Cottage "how to" sessions
- Social events for children
- Social events for teens
- Social events for families
- Talks/presentations on environment/water safety issues
- Swimming lessons
- Social events for adults only

Other (please specify)

## Membership Survey

**22. Membership is required to participate in any SLA-sponsored event. The current SLA annual membership fee per family is \$25/year and has not increased for many years. The SLA will soon need to increase its fees to match increased costs (e.g. liability insurance).**

**If the SLA were to offer any additional programs and services, the membership fee would need to be increased further.**

**What annual membership fee would you consider to be reasonable for an individual/family to pay for the existing SLA programs/services?**

\$25/year (No Change)

\$30-\$40/year

\$40-\$50/year

**23. Do you plan to attend this year's SLA Annual General Meeting on Saturday, August 7th at 10:00am (Bayview Wildwood Resort)?**

Yes

No

Maybe

No, not a good day/time

**24. The SLA AGM has traditionally been held on the Saturday following the August long weekend. If this date has not been convenient for you in the past, what would be your preferred month (July or August), day (Friday, Saturday or Sunday) and time (morning, afternoon or evening) to hold the AGM?**

# Membership Survey

**25. If you did not attend the SLA AGM last year, or in previous years, what would prompt you to attend a future AGM?**

- Nothing
- BBQ lunch or dinner
- Keynote speaker
- Discussion of an important issue
- Different venue

Other (please specify)

**26. The SLA relies on its members to volunteer and to run all of its programs and activities. The SLA always has a need for more volunteers. Students (high school and above) are especially encouraged to get involved.**

**In what area(s) or what position would you, or your family member(s) be interested in?**

- Hazard and Marker Placement
- AGM
- Golf Tournament
- E-Communications
- Fishing Derby/Picnic
- Environment Committee
- Executive (Board) position
- Newsletter
- Water Quality Committee
- Regatta
- Not available to help at this time
- Municipal Issues

Other (please specify)

## Membership Survey

**27. In the past, the SLA has produced a detailed colour map of the Lake and waterway for its members. Many members have this map framed and in their cottage. Prior editions also had a "locator number" on the map with an accompanying list of the owner of the cottage/property.**

**Would you purchase a "new" map (assume cost to be in the \$25-40 range) if the SLA membership indicates enough interest to undertake producing a new edition?**

Yes

No

Maybe

Other Comments:

The SLA has traditionally produced 2 Newsletters per year and also mails out information prior to the AGM.

The SLA wants to improve its communication with Members and communicate using email and other social media.

**28. Do you have access to an e-mail account?**

Yes

No

**29. Do you have access to the Internet and an e-mail account at your (seasonal or year round) property?**

No

Yes - fixed line

Yes - satellite

Yes - wireless modem or device

**30. How would you like to receive the SLA newsletter, AGM materials, and membership renewal notices?**

By mail/paper only

E-mail only

Both by mail and e-mail

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**31. The SLA intends to send more frequent information updates in the summer months by e-mail to those who have provided an e-mail address. How frequently would you like to receive these updates?**

- Only as needed
- Weekly
- 1-2 times per month
- Monthly
- Never

Comment:

**32. How often have you visited the SLA website over the last 12 months? (www.sparrowlakeassociation.com)**

- Frequently
- Only when I'm looking for specific information
- Monthly
- Never
- Occasionally

**33. All of the information that is posted on SLA website is currently available to the general public, including those non-members who have properties within the SLA boundaries.**

**The SLA intends to store certain information, such as current newsletters and the summary results of this survey, in a password protected "members-only" area on the site.**

**Please indicate which of the following would apply to you if this was done:**

- I think that protecting the confidentiality and information of the members is a good idea.
- It makes no difference to me
- I would access and use the website more frequently
- I don't intend to use the SLA website
- I would be opposed to this

## Membership Survey

**34. In your view, what additional information or features should be added to the SLA Website?**

  

**35. The SLA currently collects annual membership dues by mail and at SLA events. If you were able to renew your membership and make your payment via the SLA website (e.g. by using PayPal), would you consider using this method?**

Yes

No

Maybe

Comment:

**36. The SLA wants to improve communications with its members. It may be useful to have a SLA phone number where members can access information on upcoming events and activities. In addition, members could leave messages related to water safety and/or environmental incidents.**

**Should the Association consider having a permanent (705) wireless phone number?**

Yes

No

Maybe

Comment:

**37. Most organizations and associations are now using social media methods to communicate.**

**If the SLA were to create a blog linked to the website, would you find this useful?**

Yes

No

Maybe

Comment:

# Membership Survey

The SLA has always been involved with issues involving the protection of the quality of our water, and the sustainable use of our lands and waterways.

New issues have emerged such as water levels, algae growth, light and noise pollution and waterfront erosion.

In this section, we ask you what your personal priorities are.

## 38. What would you say are the most important issues affecting your enjoyment of your property and the Trent Severn Waterway?

- Property Taxes
- Poor fish stock
- Light pollution
- Poor water quality/pollution
- Not enough political representation/influence
- Fishing tournaments
- Zoning issues
- Water level consistency and flooding
- Unregulated camping/mooring
- Daytime noise
- Nighttime noise
- Vegetation removal
- All terrain vehicles
- Boat wakes
- Boat traffic
- Personal water craft
- Garbage disposal

Other (please specify)

## 39. Of the above issues that you have indicated, please rank your top three.

#1	<input type="text"/>
#2	<input type="text"/>
#3	<input type="text"/>

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## 40. Please rate how the following personal value elements add to your personal enjoyment of the Trent Severn Waterway.

	Very Important	Important	Somewhat Important	Not Very Important	N/A
Water Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural Shorelines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscapes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife Viewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peace and Tranquility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorized Boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-motorized Boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Night Skies / view stars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify and provide your rating)

## 41. How do you obtain your household water?

- Well
- Lake
- River

Other (please specify)

## 42. How do you obtain your drinking water?

- Well
- Lake
- River
- Bottled

Other (please specify)

## 43. Do you test your water?

- Yes
- No

# Membership Survey

## 44. If yes, what do you test for?

- Bacteria
- Viruses
- Mercury, lead, other toxins

Other (please specify)

## 45. If you use lake, river or well water, do you treat it?

- Yes
- No

## 46. If yes, how do you treat it?

- Chlorination
- Filter(s) and Ultra-violet
- Reverse osmosis

Other (please specify)

## 47. Thinking about the cleaning and lawn care products that you currently use at your property, how certain are you that they are biodegradable and/or contain no phosphorus?

	Absolutely Certain	Pretty Certain	Not Certain	Do Not Use Product
Dish soap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry soap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
bathroom hand/shower soap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
shampoo and conditioner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
boat cleaners and polishes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
lawn fertilizers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify and provide level of certainty)

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## 48. How do you dispose of solid waste (garbage)?

- End of road pick-up
- Marina/landing dumpster
- Municipal dump site
- By taking it home and disposing of it there

Other (please specify)

## 49. Do you recycle the following when at your property?

	Always	Often	Sometimes	Never
Glass	jn	jn	jn	jn
Metal	jn	jn	jn	jn
Paper	jn	jn	jn	jn
Plastics	jn	jn	jn	jn

Other (please specify)

In this last section, we would like you to summarize the issues most important to you, and explain how they affect the enjoyment of your property and the Trent-Severn Waterway.

Please feel free to add any additional comments.

## 50. In the space below, briefly summarize the one thing that you value most about your property or the Trent Severn Waterway.

## 51. Reflecting on the three issues that you identified (in question 37, Section 5 - Environment) which that affect you and your enjoyment of your property/waterway the most, what action(s) do you feel should be taken by the SLA to addresss them?

Please provide details of the two or three most critical actions that you really want to see happen.

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**52. If you have other proposed action item(s) for other issues that are important to you, please feel free to list them here:**

  

**53. What suggestions do you have to improve our association?**

  

**54. Has this survey been useful and easy for you to complete?**

**Are there any issues that we missed and should have included?**

**Please let us know your thoughts, so that we can improve future surveys.**

  

**55. Thank you for taking the time to complete this survey. All information and answers will remain confidential pursuant to the SLA Privacy Policy.**

**Your input and answers will help us prioritize the issues that you, and other SLA members want the association to pursue and address.**

**If you have any final comments, please use the space below.**

**Have a great safe and enjoyable summer!!**

**Thank you**

**"The SLA Executive"**