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# 2023 ALA Spring Survey Results

Board of Directors Meeting

Lake Arrowhead, California

July 22, 2023

## Last month ALA issued its 2023 Spring Member Survey encompassing several important topics

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- ▶ Activities and Facilities
- ▶ STR/Property Rights Lawsuit
- ▶ Member-to-Membership Communications
- ▶ ALA Budget
- ▶ Net Promoter Score





**1033 members completed the survey out of an eligible<sup>1</sup> 4479 – a 23% response rate well balanced by district and membership type**

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**Response Rates by District**

- ▶ North 22%
- ▶ South 25%
- ▶ East 23%
- ▶ West 21%
- ▶ Grass Valley 24%

**Response Rates by Type**

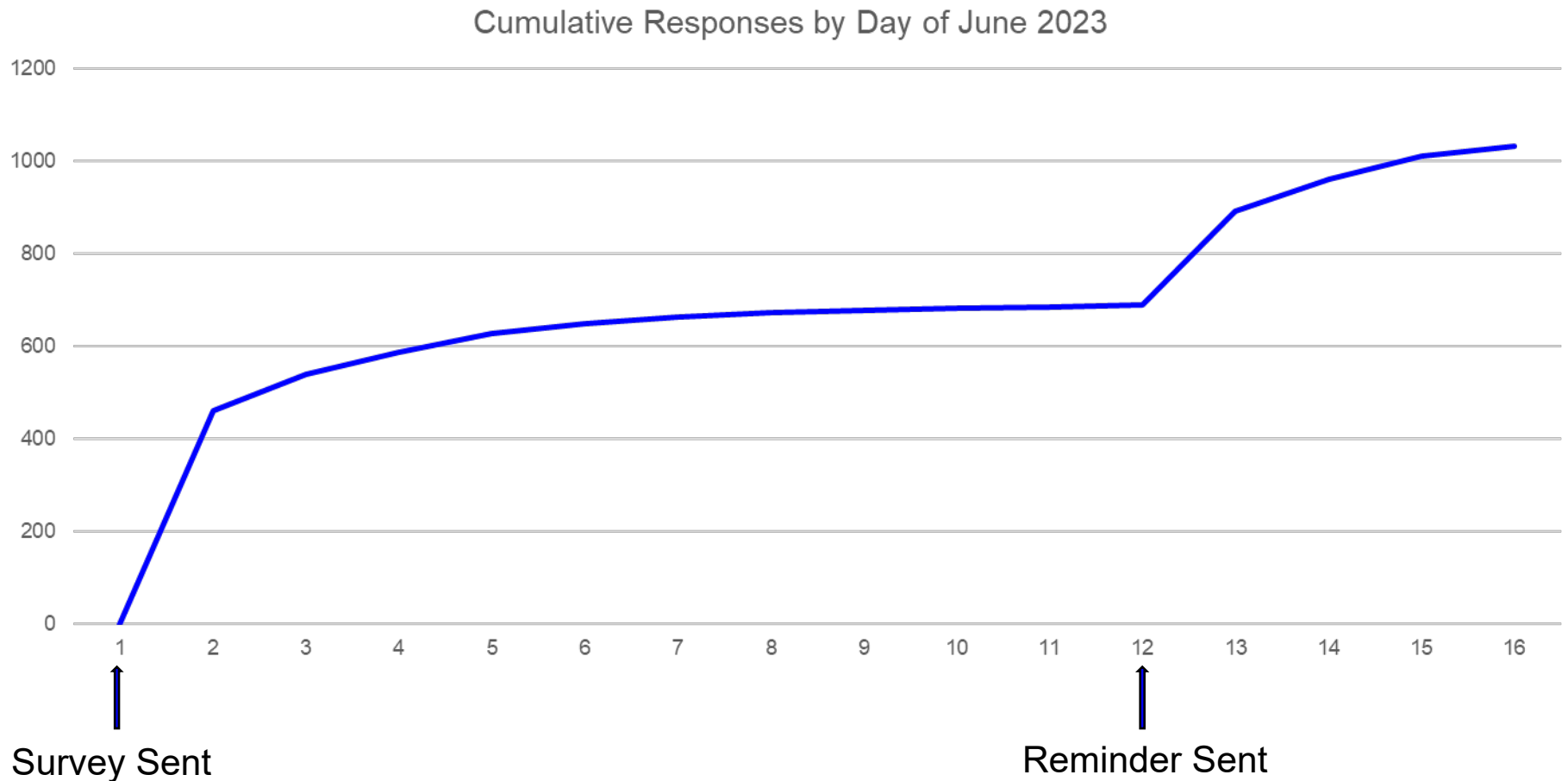
- ▶ General 24%
- ▶ Beach Club 22%
- ▶ Dock/Slip 23%

**This response is consistent with common ALA election turnout, but nearly 3x that of the last ALA survey (Grass Valley Lake, Aug. 2021)**

*<sup>1</sup>Eligible respondents are those whose accounts were current at time of survey, 1 survey per membership*

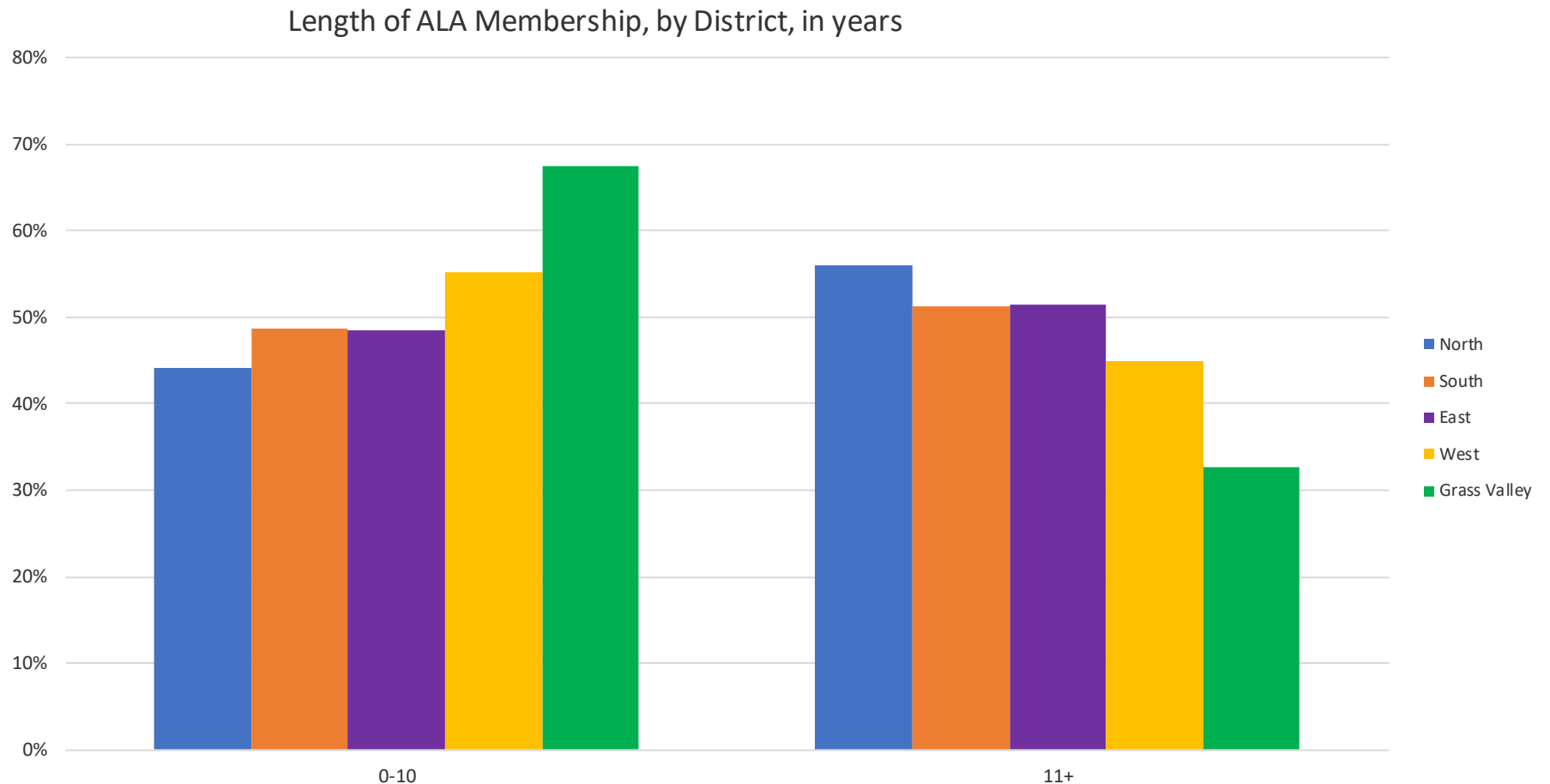


## Responses surged early, with another large bump upon a “reminder” email in the second week





**The overall split of respondents was 53% ALA members up to 10 years, and 47% 11+ years, though Grass Valley skews “newer”**



**Activities and  
Facilities**

**STR/Property  
Rights  
Lawsuit**

**Member-to-  
Membership  
Communicati  
ons**

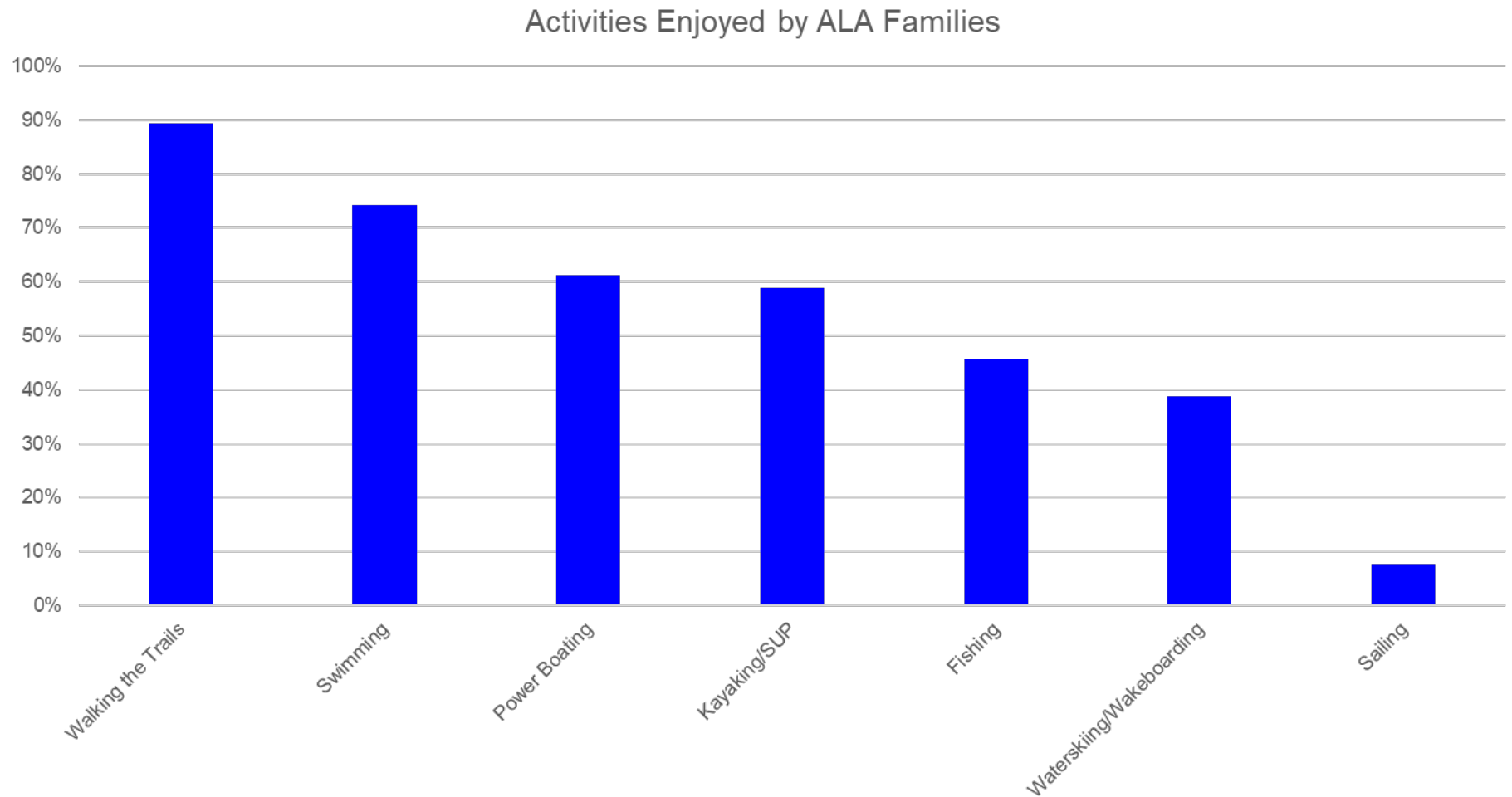
**ALA Budget**

**Net Promoter  
Score**

# ACTIVITIES AND FACILITIES

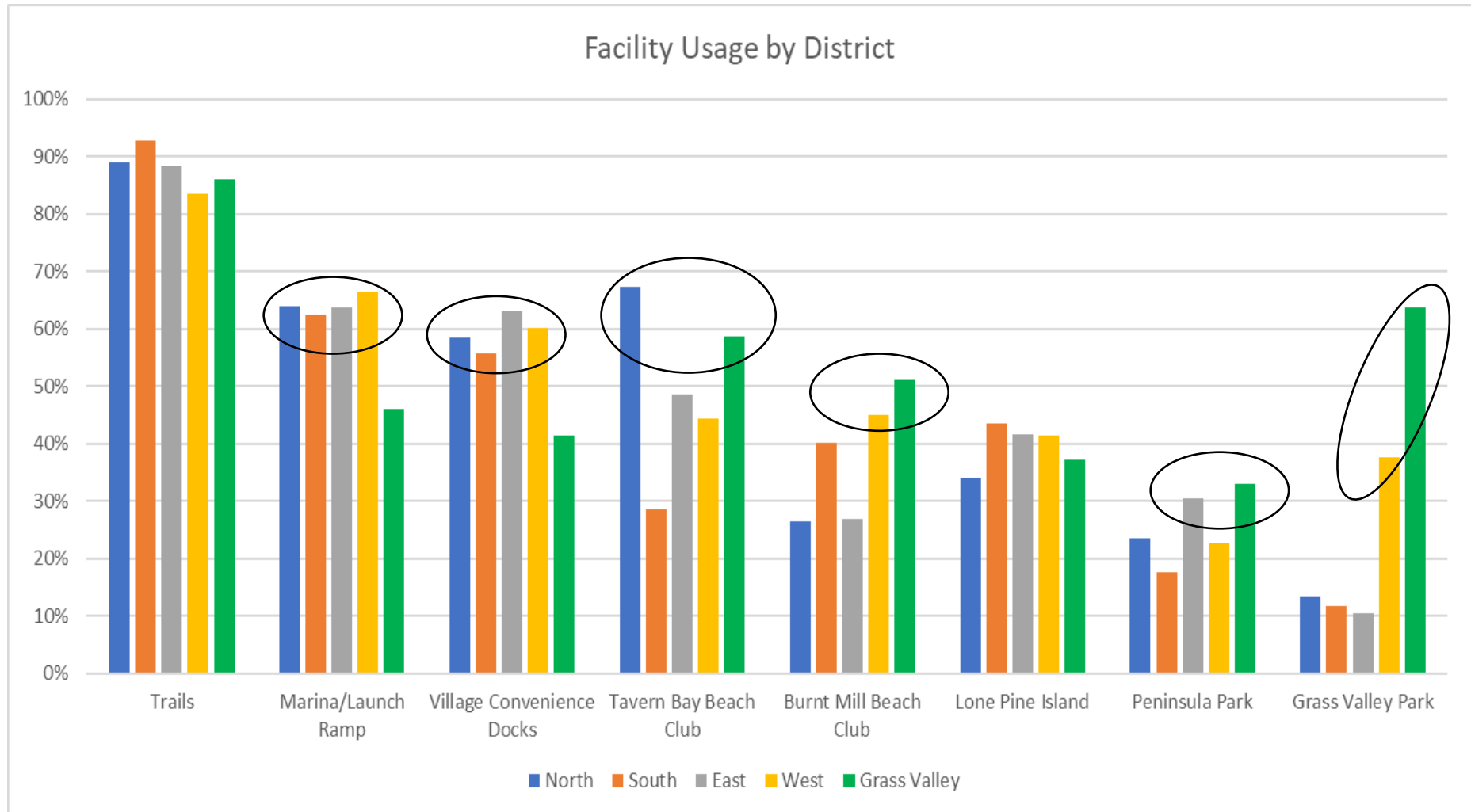


## Families enjoy a multitude of activities in and around Lake Arrowhead





## ALA Trails are the most heavily used facility by all districts, while usage of the other facilities is unsurprisingly skewed by geography



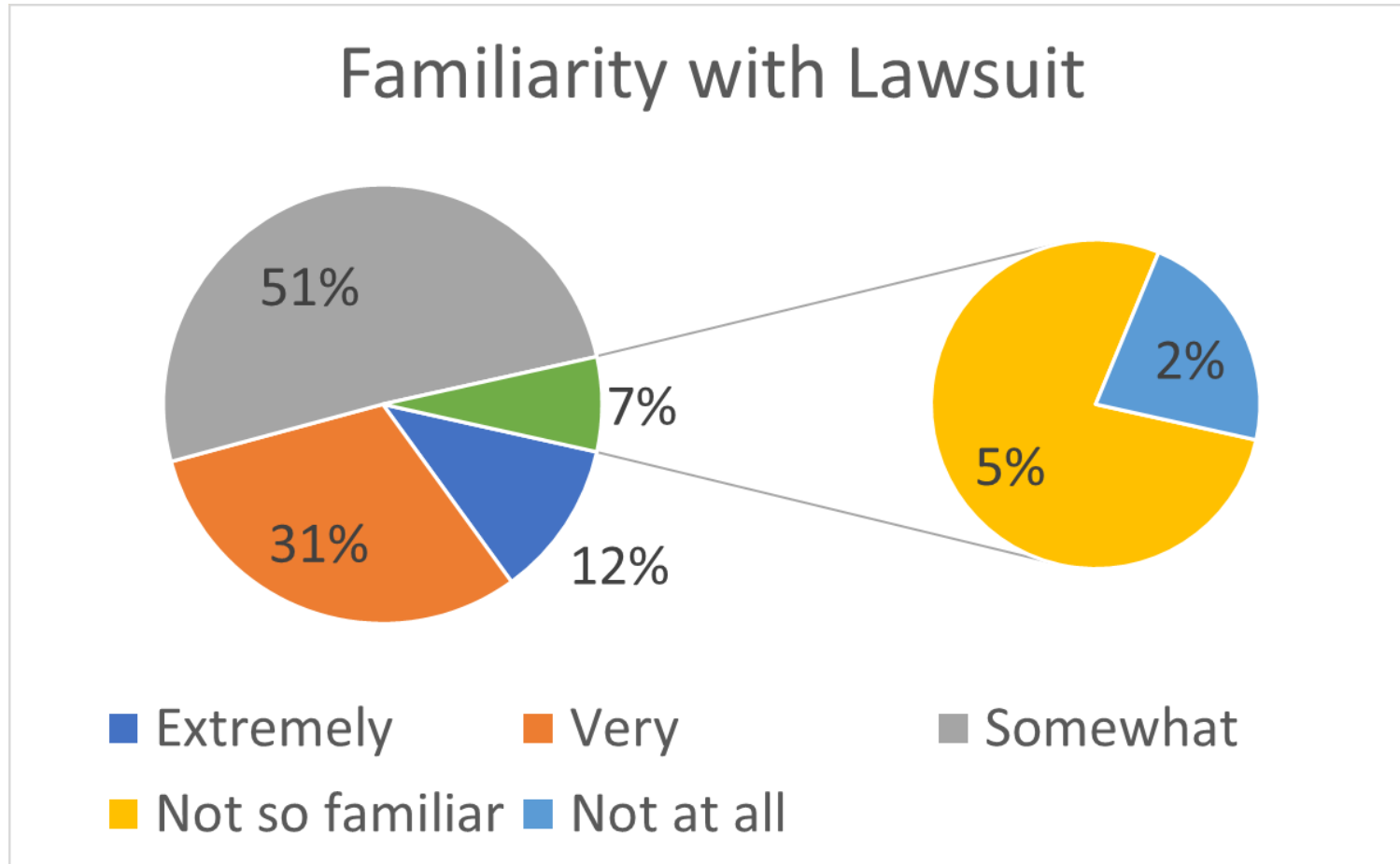




# STR/PROPERTY RIGHTS LAWSUIT

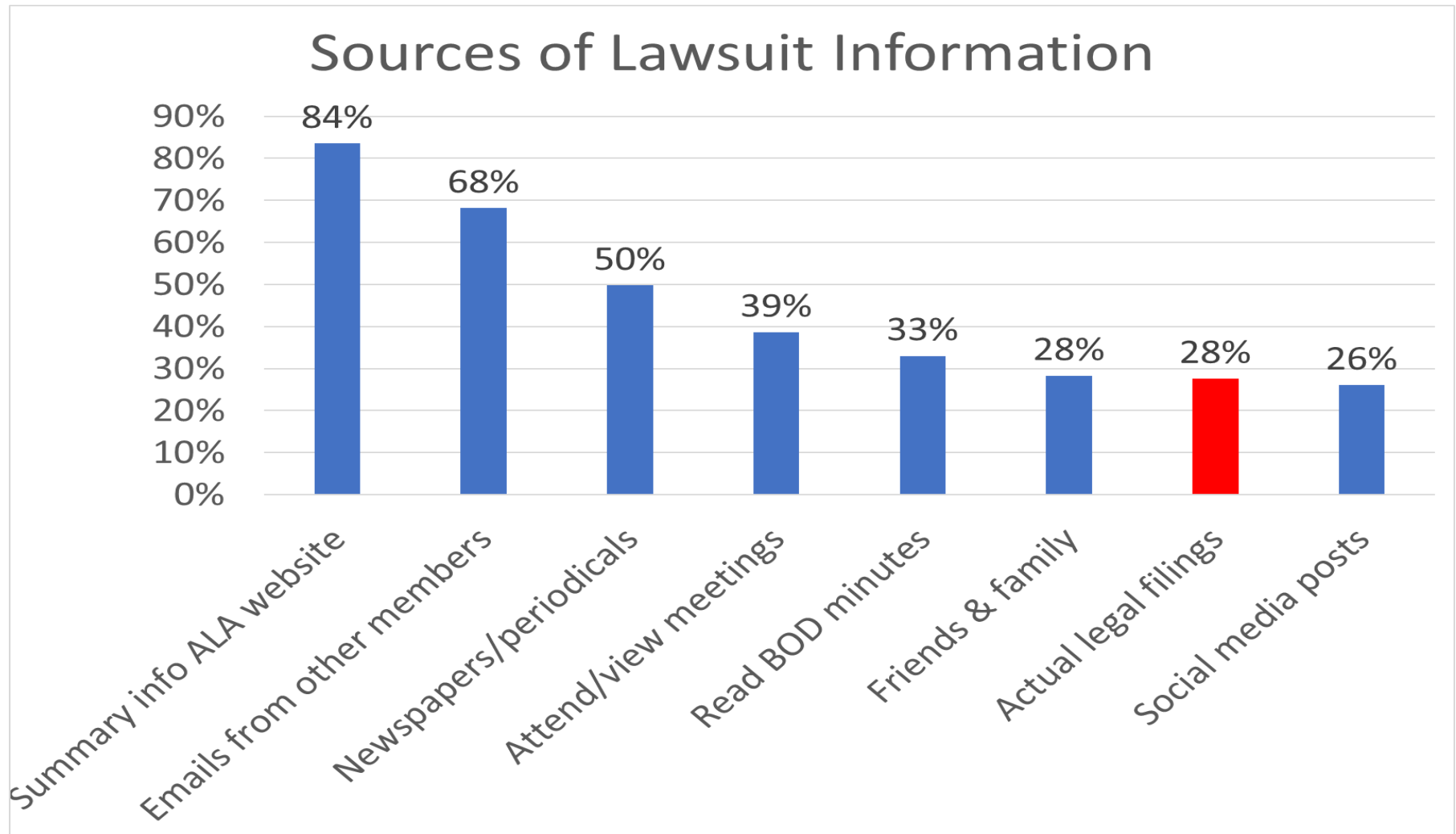


## More than 90% of respondents report they are at least “somewhat familiar” with the lawsuit



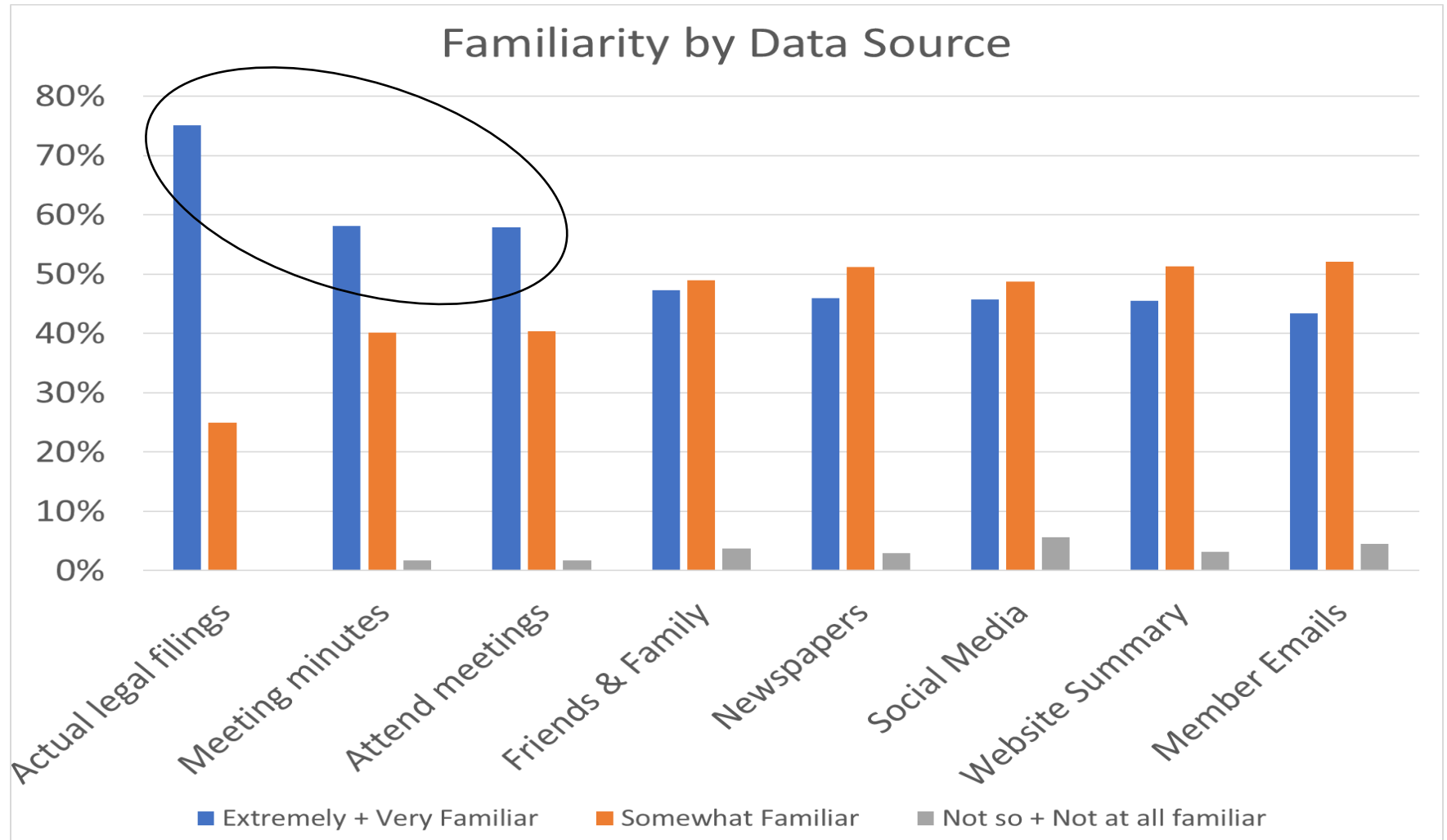


## Members gain their information from various sources, though only 28% report that they read the actual legal filings





## Those that DO read the actual legal filings or attend ALA meetings are substantially MORE familiar with the lawsuit





## Members who read the actual legal filings are less optimistic about the outcome of the appeal

Read Actual Filings	Perceived Probability of Winning Appeal	Don't Read Actual Filings
25%	Likely to almost certain to win (60%-100%)	29%
28%	It could go either way (41%-59%)	45%
47%	Unlikely to very little chance to win (0%-40%)	26%



## All respondents are less optimistic about ultimate outcome of trial if ALA loses the appeal of the preliminary injunction

If WIN Appeal		Perceived Probability of Winning at Ultimate Trial	If LOSE Appeal	
Read	Don't Read		Read	Don't Read
39%	46%	Likely to almost certain to win (60%-100%)	15%	16%
24%	38%	It could go either way (41%-59%)	26%	37%
37%	16%	Unlikely to very little chance to win (0%-40%)	59%	47%



## Most members don't know who will be responsible for legal fees

If ALA WINS at trial, must plaintiffs reimburse ALA legal fees?		If ALA LOSES at trial, must ALA reimburse plaintiffs' legal fees?
60%	I Don't Know	60%
28%	YES	29%
12%	NO	11%

**Per counsel, ALA is responsible for its own fees – win or lose; and MAY also be responsible for plaintiffs' fees if ALA loses**



## If ALA wins at trial and can prohibit STR access, most members favor maintaining existing lake/shore patrol at no incremental cost

- ▶ 83% favor maintaining the existing patrol
- ▶ 69% favor ONLY maintaining the existing patrol without adopting more costly options
- ▶ 211 members offered their additional suggestions, summarized<sup>2</sup> as follows:

Alright, so people have a lot of different opinions on this. Some suggest increasing patrols, adding staff, and imposing fines on those who don't follow the rules. Others think that ALA is overregulating and should lower fees. A few mention using volunteers, community involvement, and random checks. Some folks don't think it's a big deal and don't want a full lockdown. Overall, there's no clear consensus, but it seems like a mix of increased patrols, fines, and community involvement could be a possible solution.

*<sup>2</sup>All responses entered verbatim into levity.ai generative AI summarization engine, colloquial style, with results pasted here*



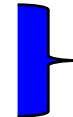


## MEMBER-TO-MEMBERSHIP COMMUNICATIONS



## Member responses were considered in the board's action last month regarding member-to-membership emails

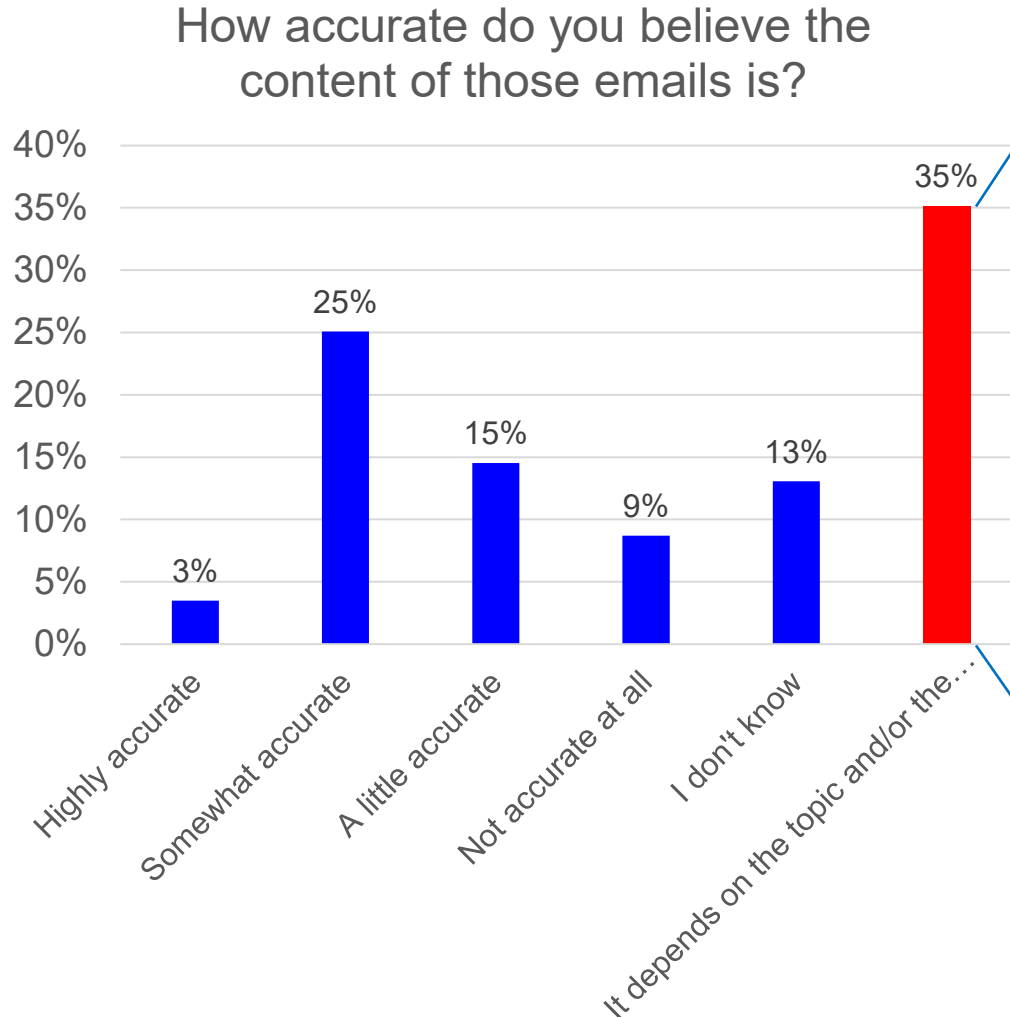
- ▶ 68% of members would OPT OUT of having their contact info released directly to members for the purpose of member-to-membership communications
- ▶ Members expressed a slight preference for receiving emails directly vs. having them only posted on ALA website – and 55% read the emails “Usually” or “Always”
  - Individual emails direct to Inbox      44%
  - Posted on ALA website                      36%
  - No preference                                      14%
  - Would rather not receive at all              6%



Both options are offered currently



## 226 members provided comments elaborating that accuracy “depends on the topic and/or the sender,” as summarized<sup>3</sup> below



People are fed up with the constant emails full of petty name-calling and biased attacks. Some members spread lies and misinformation, making it hard to trust the content. The ALA should limit the number of free emails per member and charge for additional ones. While supporting free speech is important, the ALA should also protect its members from false information. The emails are mostly opinions, and some members get personal and ugly. The constant fighting and strict lake rules are driving people away. The emails are often over-the-top and filled with anger, making them hard to read. People should be more rational and calm in their communications.

<sup>3</sup>All responses entered verbatim into levity.ai generative AI summarization engine, colloquial style, with results pasted here

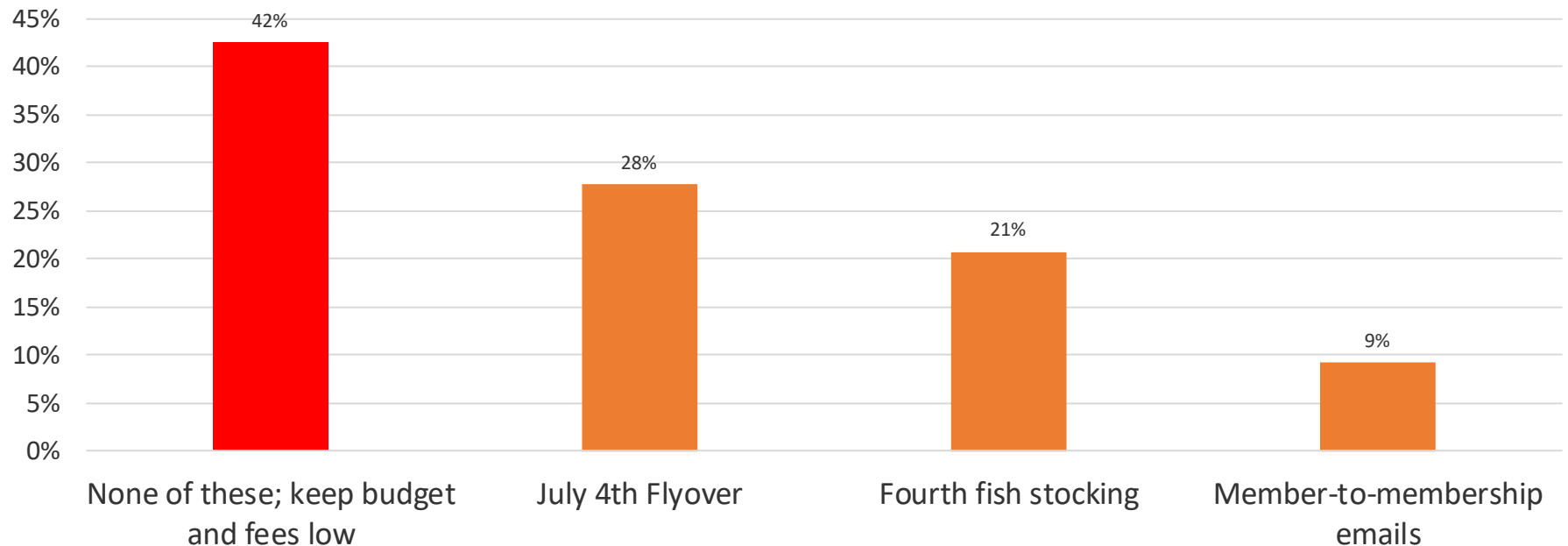


# ALA BUDGET



## Members expressed reluctance to add discretionary costs back into the ALA Operating Budget

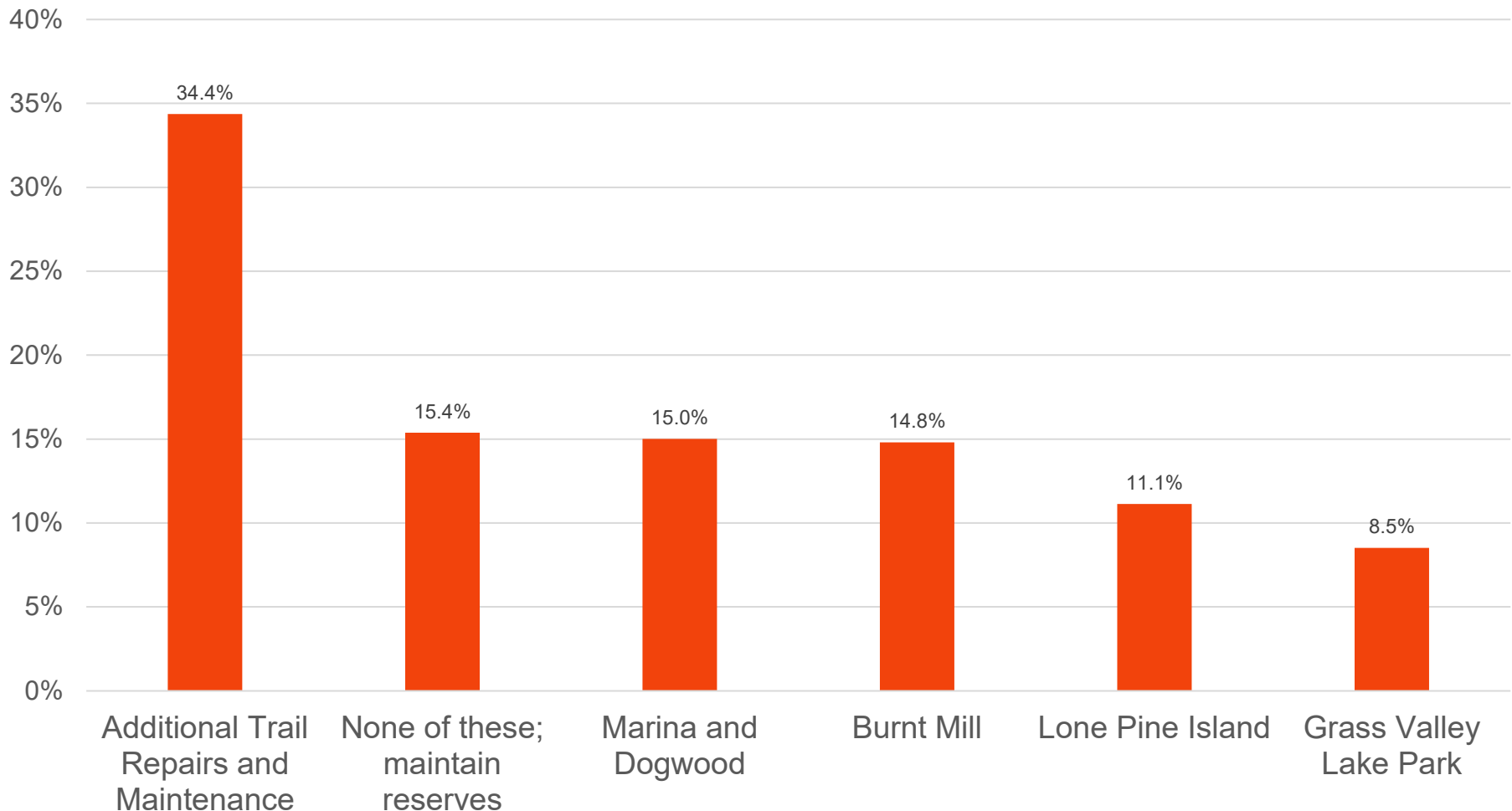
Top Priorities to reinstate Operational Expenditures that were changed or eliminated in 2023





## Members favor increased capital investment in the trails, versus “medium priority” projects

Top Priorities for Capital Projects not Fully Addressed in 2023



## **ALA has approximately 118 dock slips available for rent by members, and charges the approximate prevailing market rate**

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- ▶ Market rate with right of first renewal (the current method) 72%
- ▶ Under-market rate, but with lottery instead of right of first renewal 18%
- ▶ Auction rentals to highest bidders 10%

**Current occupancy of rental docks is approximately 94%**



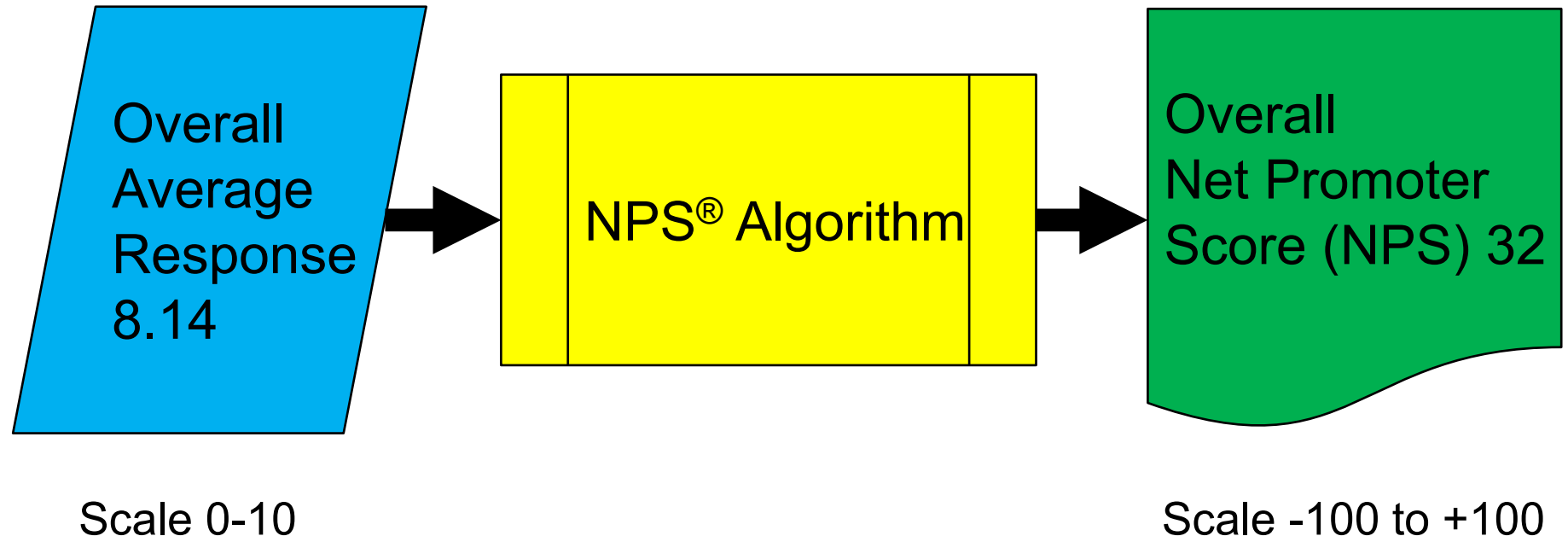
# NET PROMOTER SCORE<sup>SM</sup>

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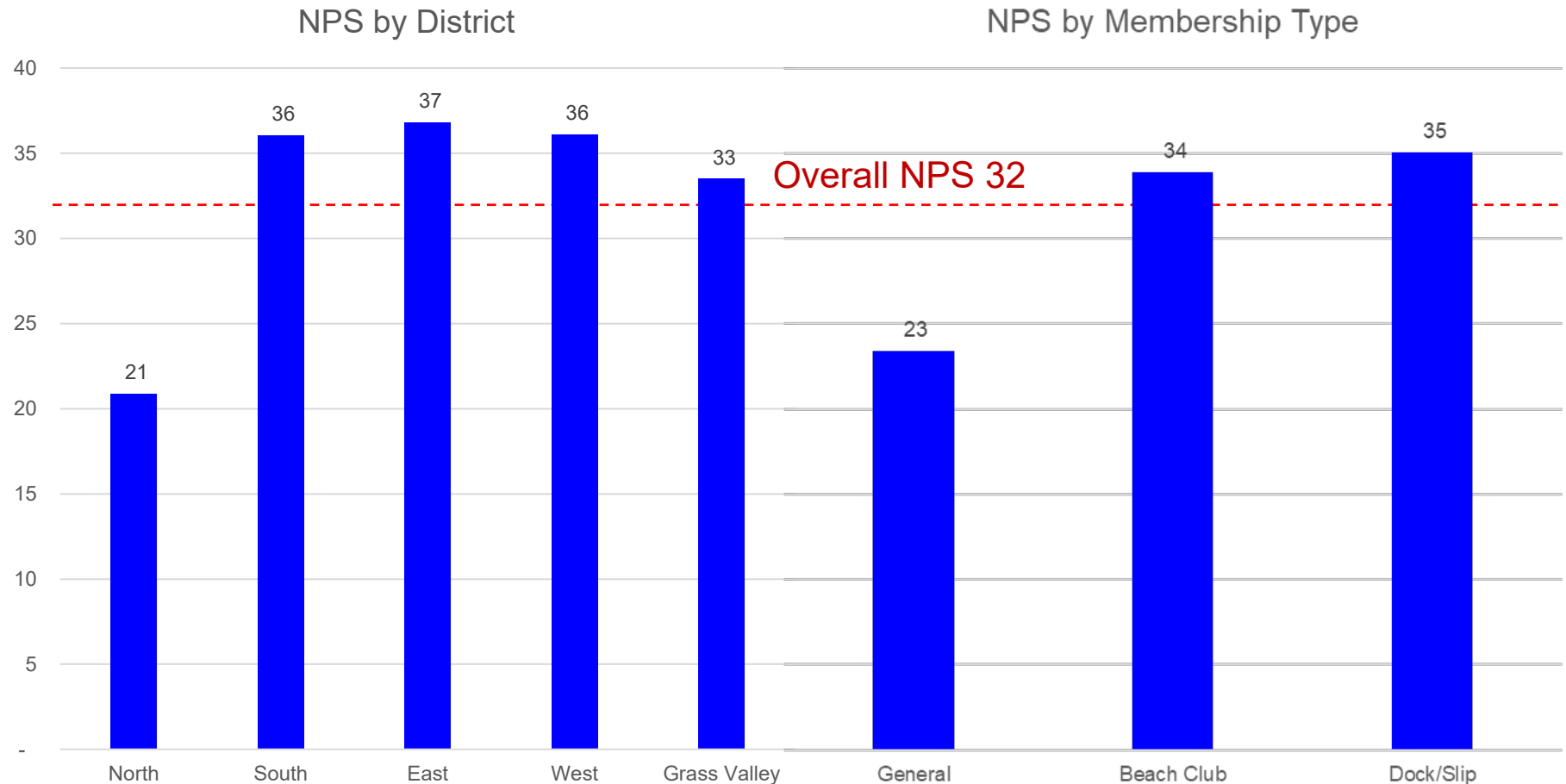
On a scale of zero to 10, “How likely is it that you would recommend Lake Arrowhead to a friend or colleague?”



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## The overall Net Promoter Score (NPS) is 32, with some variance by District and by Membership Type



**NPS scale is from -100 to +100**

## RECOMMENDED NEXT STEPS – THREE “C’s”

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- ▶ Conduct another survey in conjunction with 2024 budget preparation
  - Operating budget priorities
  - Capital budget priorities
- ▶ Consider survey results in Board and Committee discussions
- ▶ Continue to monitor NPS on a regular basis and explore underlying factors