

# PPUABA Communications Survey

## Purpose

- The survey was intended to help us assess the effectiveness of PPUABA communications and whether changes are necessary to better meet members' needs.

## Survey facts

- The survey was launched Oct 7<sup>th</sup> and ran until Oct 22<sup>nd</sup>
- Invitations to participate were emailed to PPUABA members (281)
- 140 members (50%) opened the survey invitation email, and 73 members responded (26%)

## Commentary

- The survey respondents are a self-selected, not necessarily representative group of PPUABA members who
  1. use email
  2. choose to be on PPUABA's email list
  3. open our emails
  4. are engaged enough to respond to the survey

# Why did we conduct the survey?

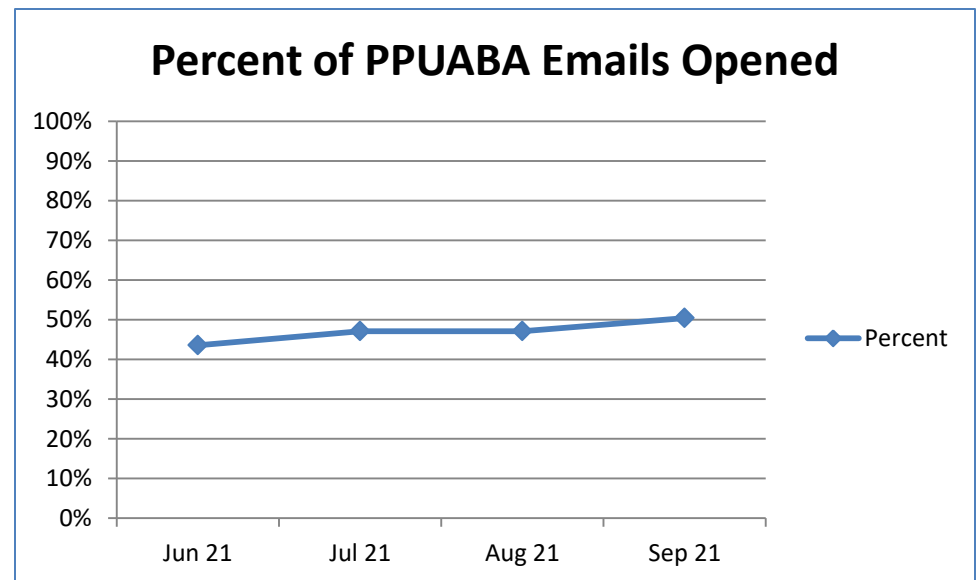
## Why did we conduct the survey?

- Aside from our meetings and events, we primarily communicate through **Emails**, the **PPUABA website**, and the **Monthly Newsletter**.
- **Member engagement varies significantly among these platforms.**

PPUABA **Emails** are opened on average by approximately one-half of the recipients. There is a slight upward trend in email readership.

### Questions

- Do we send too many emails?
- Are there topics not of interest?
- Would members prefer that emails be structured differently?



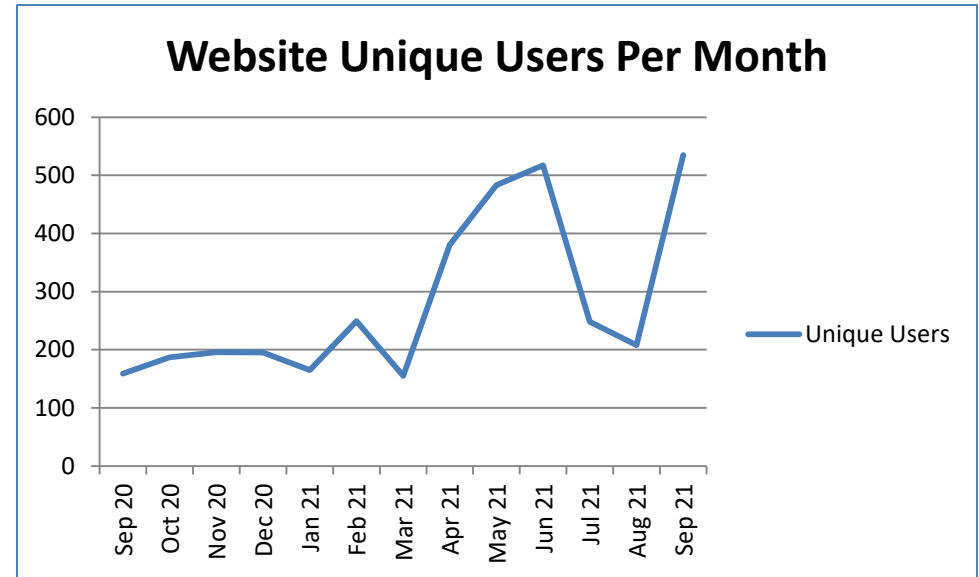
# Why did we conduct the survey?

The **PPUABA website** is accessed by hundreds of unique users each month, with a significant upward trend. Usage grew substantially starting in April (corresponding to the water and sewer project's water shutdowns) with a dip during the summer months.

Most users access the website by clicking on a link in an email or elsewhere.

## Questions

- What features are most useful?
- What additions would make the website more useful?



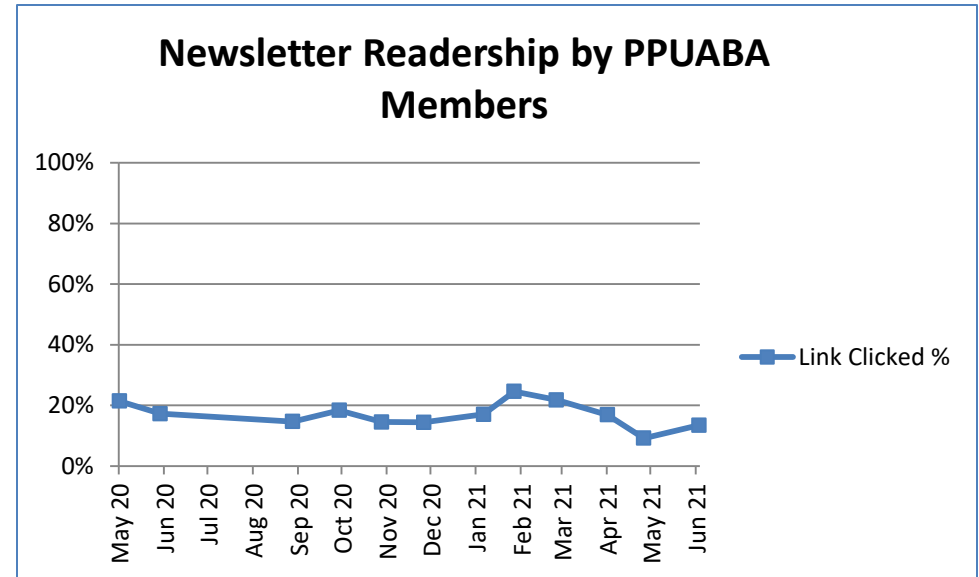
Note: "Users" are as defined by Google Analytics. The user count may be greater than the number of unique individuals accessing the site. When a visitor accesses a site from two different devices (for example, a laptop and a smartphone) Google Analytics counts that as two separate users.

# Why did we conduct the survey?

The **Monthly Newsletter** is electronically delivered by email each month, and is read on average by 17% of PPUABA members.

## Questions

- What features are most useful?
- Would a weekly email format be preferable?



# Survey results - Emails

- 92% of respondents said they read PPUABA emails always (40%) or most of the time (52%)
- 89% of respondents said the number of emails they receive from PPUABA is about right, while 8% said there are too many and 3% would like to receive more
- Despite only 8% of respondents saying they receive too many emails, 22% of respondents said they'd like to receive fewer of certain email topics:
  - 5% said they'd like to receive fewer public service announcements
  - 16% said they'd like to receive fewer real estate emails (apts wanted/for rent)
  - 11% said they'd like to receive fewer emails seeking or offering services
- 66% of respondents are happy with the current method of receiving emails; 23% would prefer less frequent, batched emails with multiple topics; 7% would prefer content to be put on the website with a short weekly email linking to the content

## **Key takeaway(s)**

- Respondents are generally happy with the quantity and format of emails, although some would prefer more batched multiple-topic emails
- Real estate related emails and those seeking or offering services are perhaps candidates for batched, multiple-topic emails

# Survey results – PPUABA website

- 3% of respondents said they visit the PPUABA website frequently; 53% occasionally; and 44% never (see Key takeaway(s) below)
- The most useful website features are:
  - Calendar of Events – 38 respondents
  - Info re: non-PPUABA events (water/sewer project, Open Streets) – 36 respondents
  - Info re: PPUABA activities and meetings – 28 respondents
  - Community Resources page – 21 respondents
  - Other: single repository for PPUABA documents (by-laws, minutes, newsletters, recent emails, etc.) – 1 respondent
- Additional features desired on website:
  - 2 responses: Bulletin board / discussion forum
  - 1 response each: Clips from local news; Profiles of neighbors; History of the neighborhood; Member directory

## Key takeaway(s)

- Question 8 (“How frequently do you visit the PPUABA website at [www.ppuaba.org](http://www.ppuaba.org)?”) seems to have been interpreted by respondents differently from what was meant. We suspect some respondents read the question as “How frequently do you type in the website’s URL?”) whereas we meant (“How frequently do you read content on the website?”) This is supported by the website’s traffic statistics and the fact that 10 of the respondents who said they “never” visit the website then identified in Question 9 the website features they find most useful.
- We will look into the feasibility of adding a bulletin board / discussion forum

# Survey results – Monthly Newsletter

- 52% of respondents said they read every issue; 41% read the newsletter sometimes; and 7% read it rarely.
- The most popular newsletter features are:
  - Community Bulletin Board - 56 respondents
  - Social Announcements – 47 respondents
  - Brooklyn History Notes – 40 respondents
  - Presidents Letter – 38 respondents
  - Advertisements – 18 respondents
- Additional features desired in newsletter:
  - 1 response each: Profiles of neighbors; Problems confronting our community and how to correct them through our block association
- Substitute a weekly email bulletin for the monthly newsletter?
  - 41% Strongly agree (5%) or agree (36%)
  - 38% Neutral
  - 21% Disagree (18%) or strongly disagree (3%)

## **Key takeaway(s)**

- Despite overall low readership, members who read the newsletter read it frequently and find its content useful.
- Respondents had a slight preference for replacing the monthly newsletter with a weekly email bulletin, but there was not a mandate to do so.

# Survey results – Other Platforms / Social Media

- Question 11 asked whether members would prefer to use social media or other platforms to share and receive block association information. Responses were quite varied:

Platform	Positive mentions	Negative mentions
Email	15	0
Facebook	5	7
Instagram	1	3
Text Messaging	1	0
Twitter	0	4
WhatsApp	1	1

## Key takeaway(s)

- On a question about potential use of social media, 15 respondents stated they prefer use of email (some quite strongly) rather than use of any social media platform.
- While several respondents support use of Facebook, a greater number are opposed.
- There is not a consensus supporting introduction of another communication channel at this time.



# Survey results – Other Comments

- (Question 12) How do the communications received from PPUABA compare to those received from other community or non-profit organizations?
  - 58% PPUABA more useful and relevant
  - 41% PPUABA about as useful and relevant
  - 1% PPUABA less useful and relevant
- (Question 13) Do you have any additional comments you would like to pass along to your block association regarding communications?

• Great job / thank you / keep up the good work	13 respondents
• Off-topic comments (street cleaning / illegal parking)	2 respondents
• Resume printing the newsletter	2 respondents
• Provide a listserv or Facebook for open posting	2 respondents
• Increase coordination of communications	1 respondent
• Provide links to other sources of local news	1 respondent

## Key takeaway(s)

- Respondents are generally appreciative of the relevance and usefulness of PPUABA communications.
- Additional comments were collected. There is not a consensus in the additional comments to warrant changes in how PPUABA communicates.

# Overall Conclusions

- Respondents are appreciative of the content of and current methods used for communications
- There is not an overwhelming call for change in the content of or delivery methods of communications
- There is not a consensus supporting introduction of use of a social media platform at this time