

UUFH Strategic Planning Survey Summary

In early January 2005, a survey was distributed to all UUFH members and friends. By February 19, a total of 119 surveys had been completed. This sum included 10 from "friends" and 6 identifying themselves as "occasional visitors." This response rate was approximately 50 percent of the membership, while less than ideal, it is fairly typical for this type of written survey. The data suggest that those who are most active and have been affiliated with UUFH the longest were more likely to submit a survey.

Age of Respondents

Age	Percent
Under 21	4%
22-39	9%
40-55	15%
56-69	19%
70+	53%
Total	100%

Years Affiliated with UUFH

Years Affiliated	Percent
1-3	26%
3-4	18%
5-6	12%
7-8	9%
9+	35%
Total	100%

Involvement in Other UU Congregations

Number of Congregations	Percent
1-2	47%
3-4	12%
5-6	7%
7-8	1%
9 or more	4%
None	28%
Total	100%

Measures of Congregational Involvement

We included a couple questions to assess the degree of involvement in UUFH. One asked how often the respondent attended Sunday services at UUFH. Approximately 71 percent indicated they attended almost every Sunday. Another question invited respondents to indicate how often each month they participated in various UUFH activities (e.g., worship, music, meetings, forum, social justice). Responses indicated that individuals attend an average of 5.4 events each month. There was a rather broad range, with some attending a dozen or more events each month.

Ideal Size

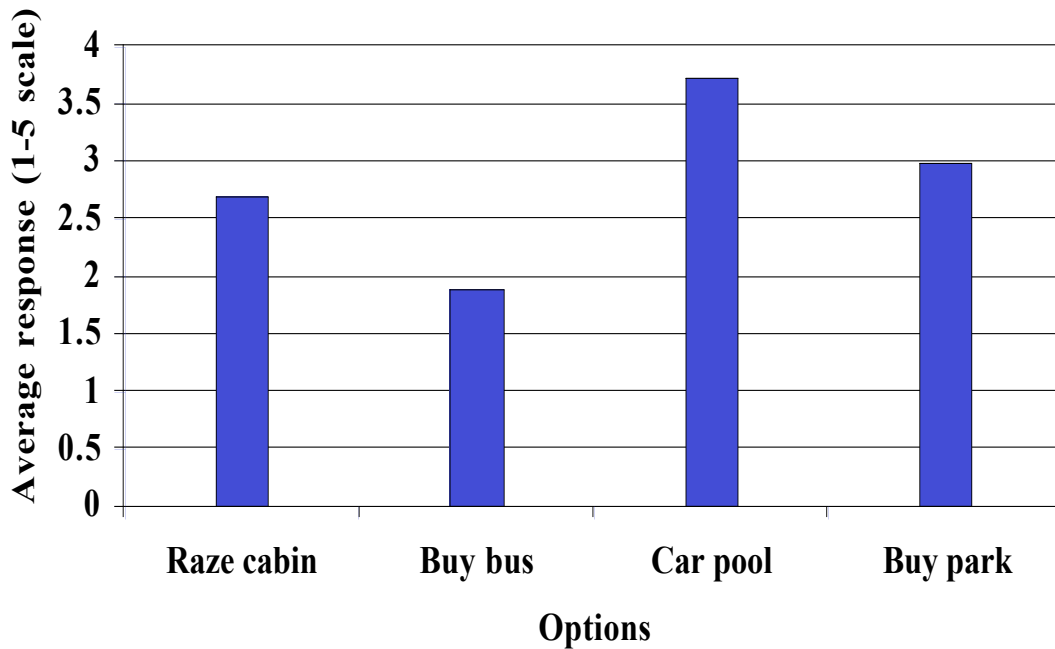
Results from last years Long Range Planning process and the November/December cottage meetings indicated that the UUFH community was committed to some growth in our membership. Many factors, some unpredictable, influence our perceptions of ideal membership size. Growth has its benefits and risks, understandably creating some anxieties. At least 90 percent of the respondents expressed the ideal size as more than what we are now (226 members). Five percent weren't sure what size would be ideal, with another five percent desiring to stay the current size.

Ideal UUFH Size	
Ideal Size	Percent
Current (226)	5%
250-349	50%
350-449	30%
450+	10%
Not sure	5%
Total	100%

Parking Space

The most obvious challenge is parking. We experience overflow parking almost every week. Respondents were asked to indicate their degree of support for several options for dealing with limited parking on Sundays. This question asked respondents to indicate the degree of acceptability of each option. A five point scale was used (1=totally unacceptable; 5 = quite acceptable. Many individuals wrote comments expanding their feelings on this issue. Razing the log cabin and buying the mobile home park each evoked strong emotions, both pro and con.

Averages for Options for Potential Parking Solutions



Adding a Sunday Worship Service

One short-term option implemented by many congregations to deal with growth exceeding capacity (in parking or pew space) is to add additional worship services. This question sought to assess the current feelings of the congregation toward this alternative. Approximately 95 percent supported the need to move to double services at some point, particularly as a short-term solution.

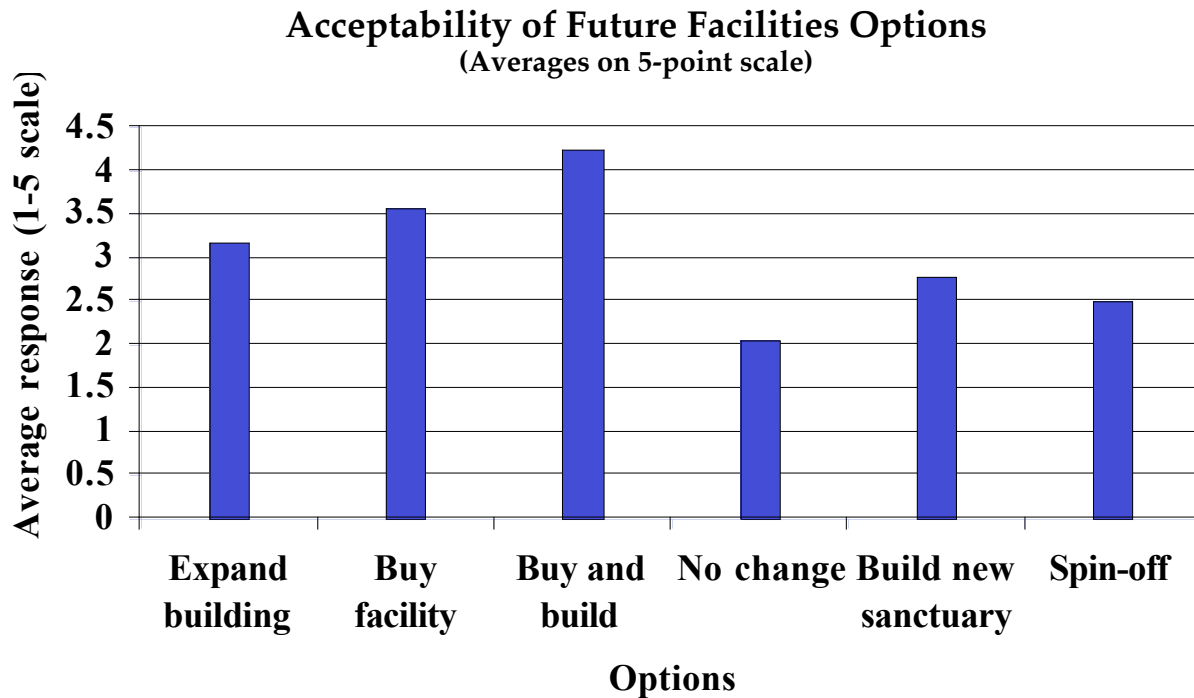
Statement	Percent
We should start as soon as possible	17%
Okay, only as a short term solution	52%
Wait until we have standing room only	14%
Try all other solutions first	12%
I'm willing to increase financial support to avoid two services	1%
Two services will hurt the fellowship	4%
If done, I'll stop coming	0%
Total	100%

Options for Accommodating Growth

Over the past nine months, the Strategic Planning Team explored a variety of options for handling long-term growth of our congregation. This question asked respondents to indicate the degree of acceptability for each option. A five point scale was used (1=totally unacceptable; 5 = quite acceptable). The majority of respondents were receptive to options involving larger facilities, whether expansion at the present facility, buying an existing facility, or buying land and building new. Less acceptable, were options to do nothing or to spin-off a new congregation.

Growth Options	Response by level					Total Responses	AVG	Acceptability (%) *		
	1	2	3	4	5			No	Neutral	Yes
a. Expand building	18	26	25	19	31	119	3.2	37	21	42
b. Buy facility	11	11	31	27	35	115	3.6	19	27	54
c. Buy and build	4	8	12	27	67	118	4.2	10	10	80
d. No change	56	21	10	10	11	108	2.0	71	9	20
e. Rebuild	27	27	25	17	19	115	2.8	47	22	31
f. Spin-off	37	28	22	11	17	115	2.5	57	19	24

* Indicates % of respondents who indicated “No, not acceptable” (1 and 2 combined), were “Neutral” (3), or “Yes,” were acceptable to the proposed option (4 and 5 combined).



Spin-Off Another Congregation

One option for alleviating growth pressures, at least short-term, would be to support the development of a new UU congregation in the area. This question assessed individuals' willingness to attend a new congregation.

Likelihood of attending new congregation	Percent
Yes, definitely	9%
Maybe	28%
Probably not	35%
No, I would stay here	28%
Total	100%

Capital Campaign Support

The team thought it important to include a question to assess the degree of commitment to a potential capital campaign. This is at best a crude and subjective measure and would have to be explored more fully later. More than half of the respondents indicated willingness to provide moderate or stronger support toward a capital campaign effort.

Degree of anticipated support of capital campaign

Likely Support	Percent
Very strong	2%
Strong	18%
Moderate	55%
Modest	39%

Conclusions

The results of this survey confirm data from the long range planning process and this fall's cottage meetings indicating that UUFH members support continued growth in membership, and that there is general acceptance for eventually seeking larger facilities to accommodate a larger congregation. New and larger facilities will require membership growth, additional planning, and financial commitment. In the meantime, members have expressed a willingness to go to two worship services. These conclusions and additional proposals for continuing our growth process will be presented to the membership at a special congregational meeting set for 12:30 pm, Sunday, May 1, 2005.