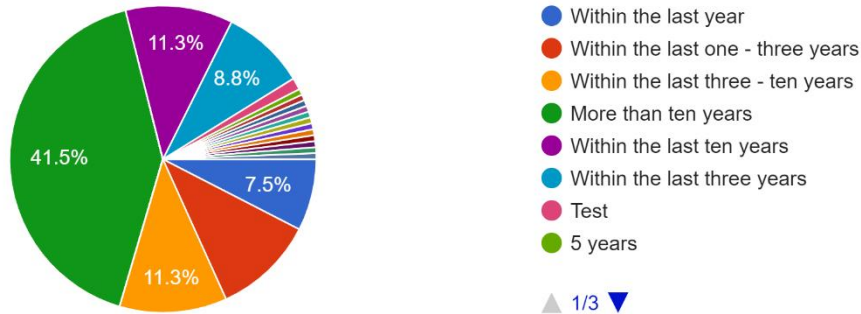


## The Outdoor Circle – Membership Survey Results

1. When did you first join The Outdoor Circle?

159 responses



### Time Spent as a Member of The Outdoor Circle (Top Two Answers Based on Cumulative Responses with Similar Themes: Most to Least):

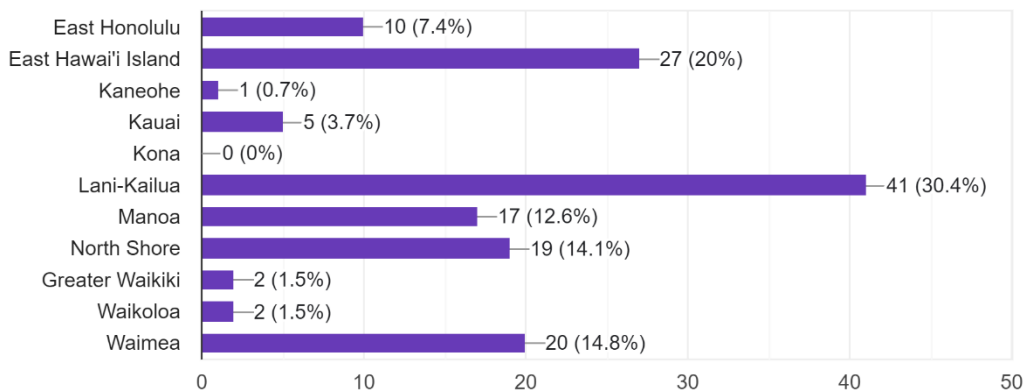
**Last 10 years = 49.6%**

**More than 10 years = 41.5%**

**Total of These Two Categories = 91.1 %** (Remainder are random amounts within these ranges with usually a single vote for a self-created category)

2. Many, but not all members of the statewide organization are also members of a branch of The Outdoor Circle. If you also identify as a branch member, which one(s)?

135 responses



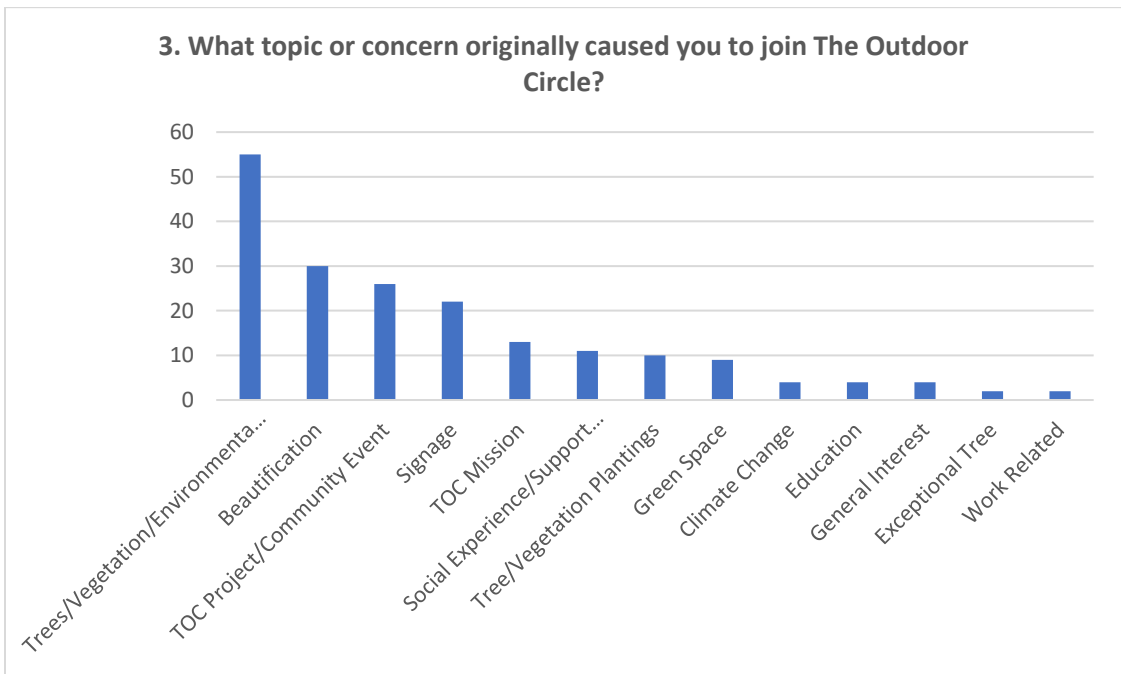
### Representation by Branch Affiliation (most to least):

- 1) LKOC
- 2) EHOOC

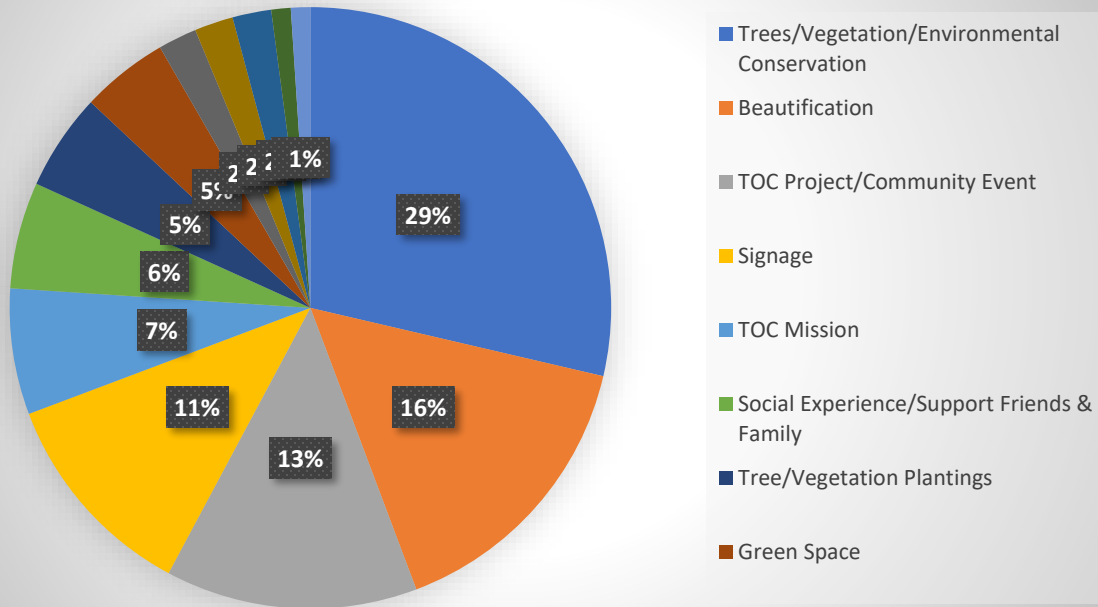
- 3) Waimea
- 4) NSOC
- 5) Manoa
- 6) East Honolulu
- 7) Kauai
- 8) Waikoloa
- 9) Greater Waikiki
- 10) Kaneohe

3. What topic or concern originally caused you to join The Outdoor Circle? (n=196)

Topic	Responses	Percentage
Trees/Vegetation/Environmental Conservation	55	28.6%
Beautification	30	15.6%
TOC Project/Community Event	26	13.5%
Signage	22	11.5%
TOC Mission	13	6.8%
Social Experience/Support Friends & Family	11	5.7%
Tree/Vegetation Plantings	10	5.2%
Green Space	9	4.7%
Climate Change	4	2.1%
Education	4	2.1%
General Interest	4	2.1%
Exceptional Tree	2	1.0%
Work Related	2	1.0%



### 3. What topic or concern originally caused you to join The Outdoor Circle?

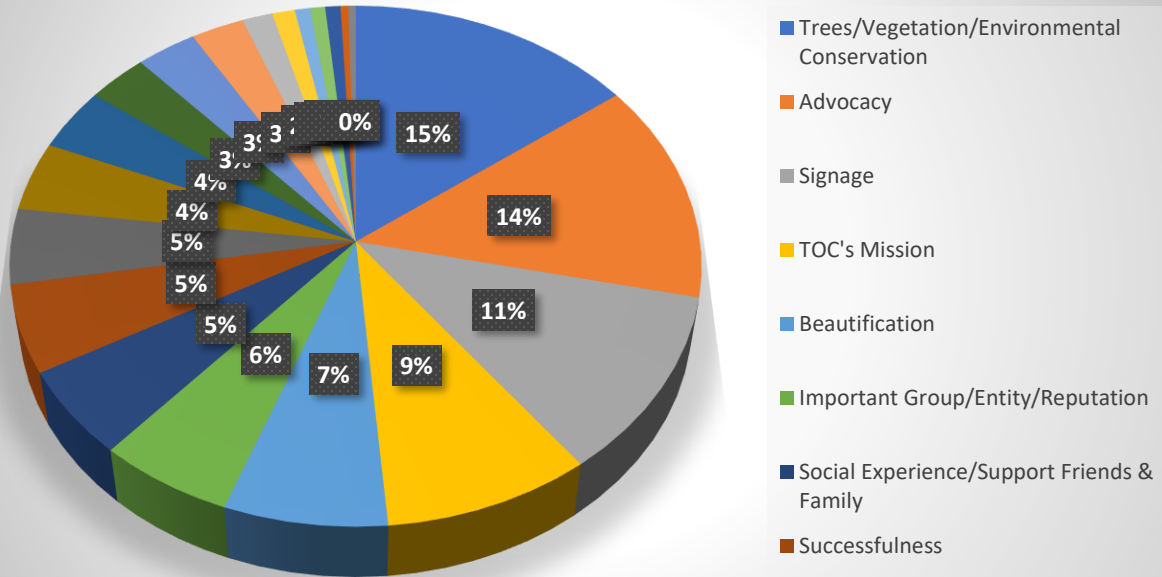


### 4) What do you value most about The Outdoor Circle as an organization?

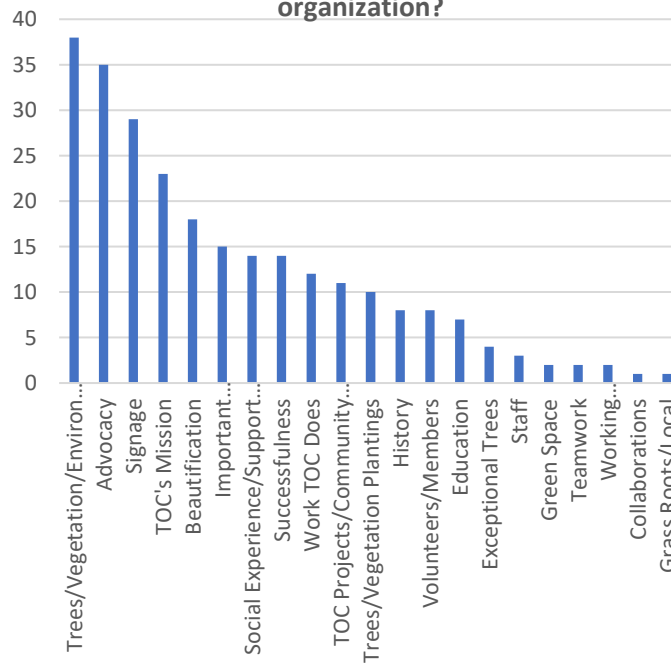
<u>Response</u>	<u>Quantity</u>	<u>Percentage</u>
Trees/Vegetation/Environmental Conservation	38	14.8
Advocacy	35	13.6
Signage	29	11.3
TOC's Mission	23	8.9
Beautification	18	7.0
Important Group/Entity/Reputation	15	5.8
Social Experience/Support Friends & Family	14	5.4
Successfulness	14	5.4
Work TOC Does	12	4.7
TOC Projects/Community Events	11	4.3
Trees/Vegetation Plantings	10	3.9
History	8	3.1
Volunteers/Members	8	3.1
Education	7	2.7
Exceptional Trees	4	1.6
Staff	3	1.2
Green Space	2	0.8
Teamwork	2	0.8
Working Together/Common Goal	2	0.8

Collaborations	1	0.4
Grass Roots/Local	1	0.4
<b>Total</b>	<b>257</b>	<b>100</b>

#### 4. What do you value most about The Outdoor Circle as an organization?



#### 4. What do you value most about The Outdoor Circle as an organization?





10	community
8	preservation
7	environment
6	view
6	keep
5	caring
5	beautification
5	nature

243 words in your word list

5	beauty
4	planes
4	tree
4	signage
3	stewardship
3	planting
3	advocate
3	dedicated

3	group
3	protection
3	aina
3	conservation
3	advocacy
3	good
3	advertising
3	plants

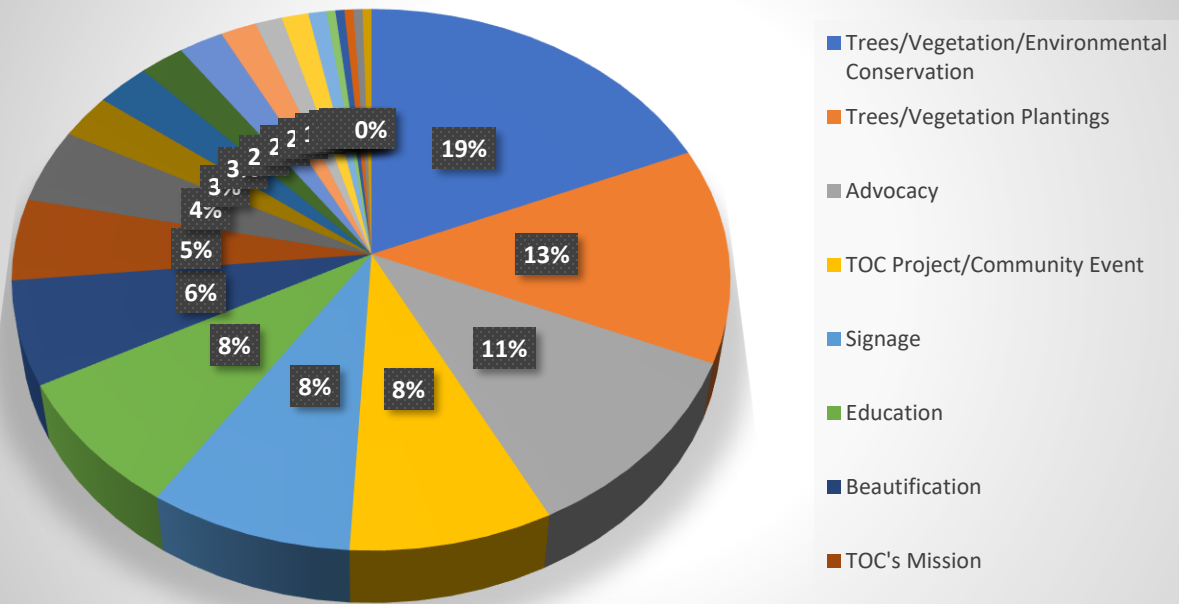
3	waimea
2	protector
2	use
2	longevity
2	respected
2	beautify
2	flora
2	determined

6) What topics would you like to see The Outdoor Circle focus on going forward to remain meaningful for you and the community?

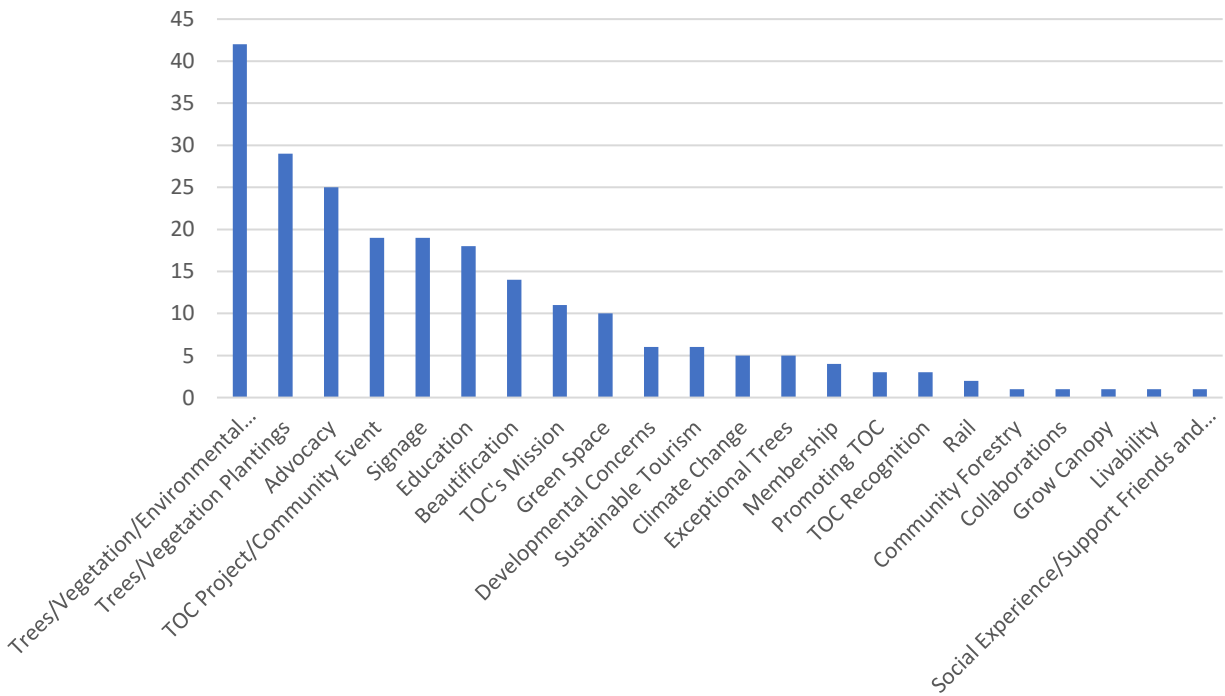
<u>Topic</u>	<u>Responses</u>	<u>Percentage</u>
Trees/Vegetation/Environmental Conservation	42	0.19
Trees/Vegetation Plantings	29	0.13
Advocacy	25	0.11
TOC Project/Community Event	19	0.08
Signage	19	0.08
Education	18	0.08
Beautification	14	0.06
TOC's Mission	11	0.05
Green Space	10	0.04
Developmental Concerns	6	0.03
Sustainable Tourism	6	0.03
Climate Change	5	0.02
Exceptional Trees	5	0.02
Membership	4	0.02
Promoting TOC	3	0.01
TOC Recognition	3	0.01
Rail	2	0.01
Community Forestry	1	0.00
Collaborations	1	0.00
Grow Canopy	1	0.00
Livability	1	0.00
Social Experience/Support Friends and Family	1	0.00
<b><u>Total</u></b>	<b><u>226</u></b>	<b><u>100</u></b>



6. What topics would you like to see The Outdoor Circle focus on going forward to remain meaningful for you and the community?



























6. What topics would you like to see The Outdoor Circle focus on going forward to remain meaningful for you and the community?





277 words

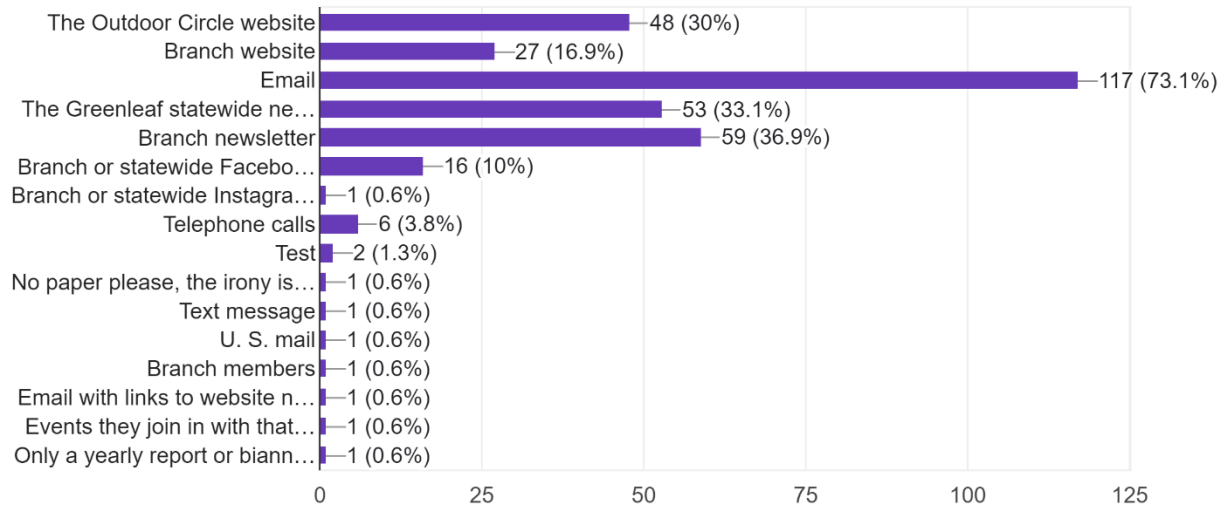
Search: 

	Weight ↓↑	Word	↑↓	Color [hex]
	23	sierra club		#1FD7B2
	16	nature conservancy		
	6	greenpeace		
	5	historic hawaii		
	4	aclu		
	4	historic hawaii foundation		
	4	humane society		
	4	manoa valley theatre		
	4	planned parenthood		
	3	bishop museum		
	3	common cause		
	3	hawaii land trust		
	3	hpr		
	3	malama manoa		
	3	nrdc		
	3	red cross		
	3	salvation army		
	2	apa		
	2	audubon society		
	2	big island assn of nurserymen		
	2	church		
	2	conservation council of hawaii		
	2	earth justice		
	2	environmental defense		

8. Which of the following methods do you prefer to receive information from The Outdoor Circle?

Please select all that apply:

160 responses

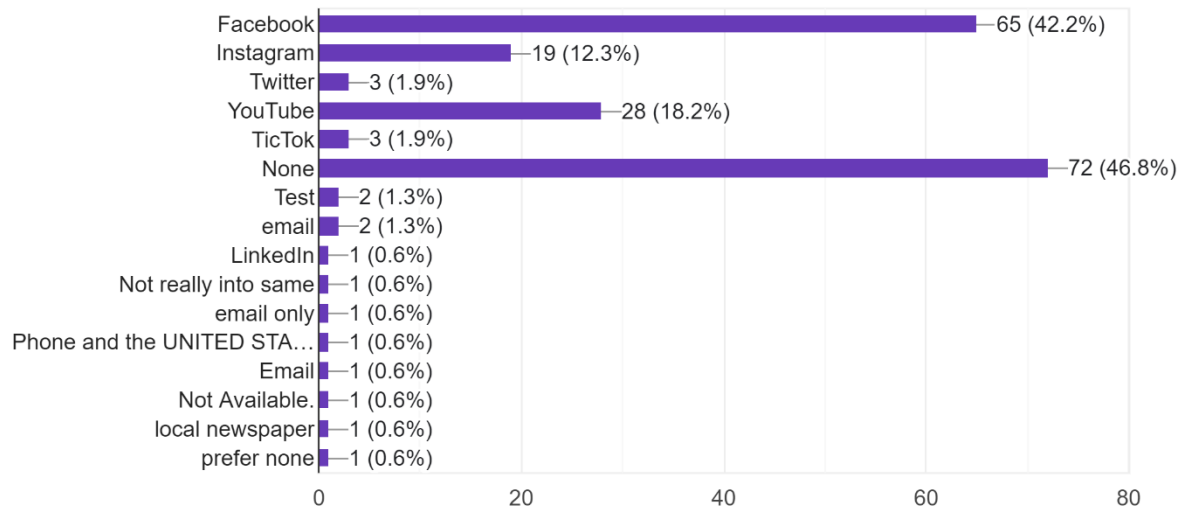


**Preferred Methods to Receive Information from TOC (most to least):**

- 1) Email
- 2) Branch Newsletter
- 3) Greenleaf Newsletter
- 4) TOC Website
- 5) Branch Website
- 6) Facebook (TOC and/or Branches)
- 7) Phone Calls
- 8) Instagram (TOC and/or Branches)
- 9) No paper please
- 10) Text message
- 11) U.S. Mail
- 12) Branch Members
- 13) Email with Links to Website
- 14) Events They Join In
- 15) Only a Yearly Report

### 9. What social media platforms, if any, do you prefer to use?

154 responses

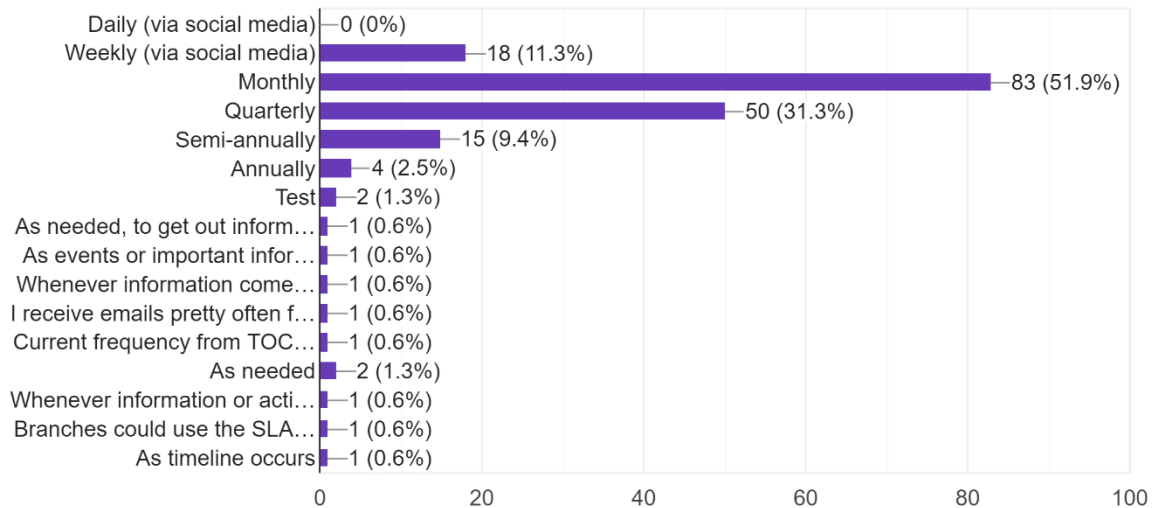


#### **Preferred Social Media Platforms (Most to Least):**

- 1) None
- 2) Facebook
- 3) YouTube
- 4) Instagram
- 5) Twitter
- 6) TicTok
- 7) Email
- 8) LinkedIn
- 9) Local Newspaper

### 10. How often would you like to receive information from The Outdoor Circle and/or your branch?

160 responses

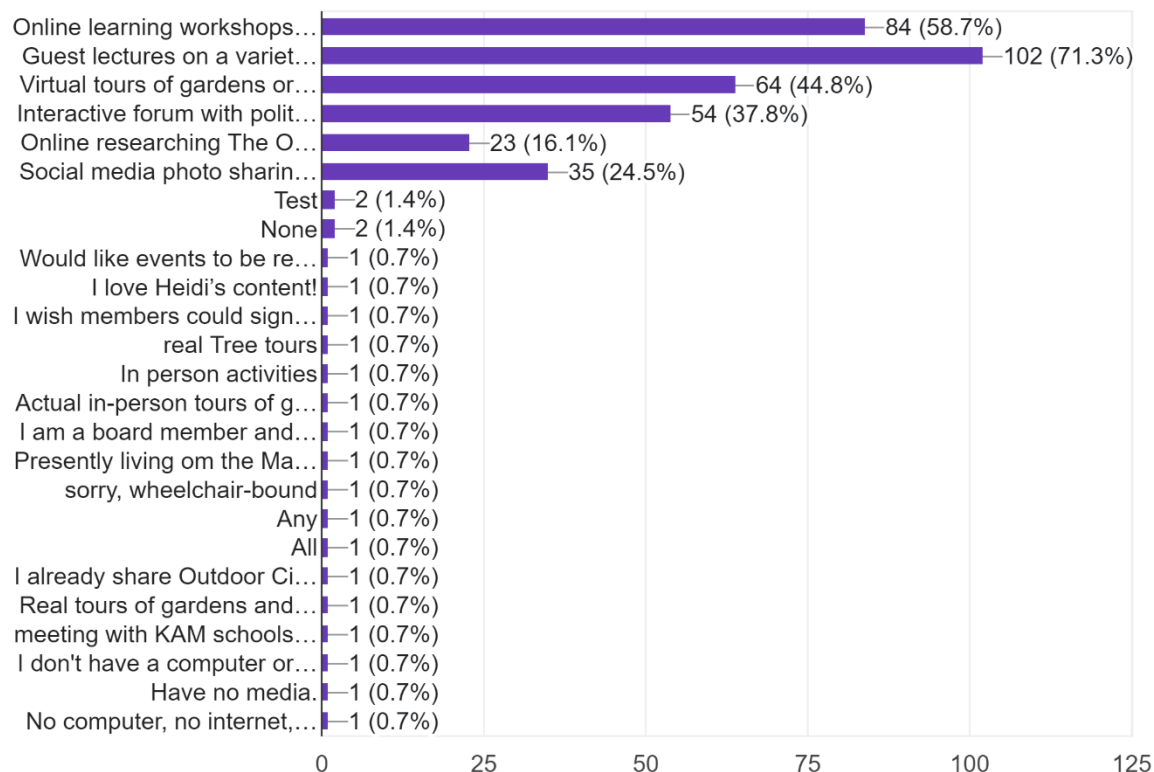


#### **Frequency of Communications from TOC and/or Your Branch (Most to Least):**

- 1) Monthly
- 2) Quarterly
- 3) Weekly
- 4) Semi-Annually
- 5) As Needed (combination of several responses with same theme = 3.1%)
- 6) Annually
- 7) As Events or Important Information Occur
- 8) Current Frequency is Fine
- 9) Branches Could Use Slack to Communicate and Store Documents

## 11. What types of online events would you attend if offered?

143 responses

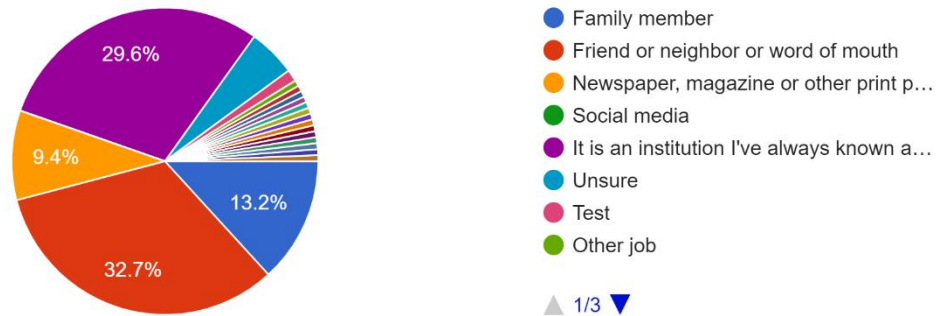


### Desired Online Events:

- 1) Guest Lectures on Various Topics
- 2) Online Learning Workshops (gardening, tree/plant care, pruning, etc.)
- 3) Virtual Tours of Gardens/Arboretums, Trails, etc.
- 4) Interactive Forums with Leaders (politicians and/or community leaders)
- 5) Social Media Photo Sharing (favorite tree, plant, scenic views, etc.)
- 6) Online Researching TOC for its Archives and History
- 7) Lacking Technical Hardware to Participate (no computer, internet, email, and/or media)  
(combination of several responses with same theme = 2.1%)
- 8) None
- 9) Events Should be Recorded to View at Convenience
- 10) Content from Heidi Bornhorst
- 11) Meetings with KAM Schools and C&C Landscaping/DUF Staff

## 12. How did you first learn of The Outdoor Circle?

159 responses



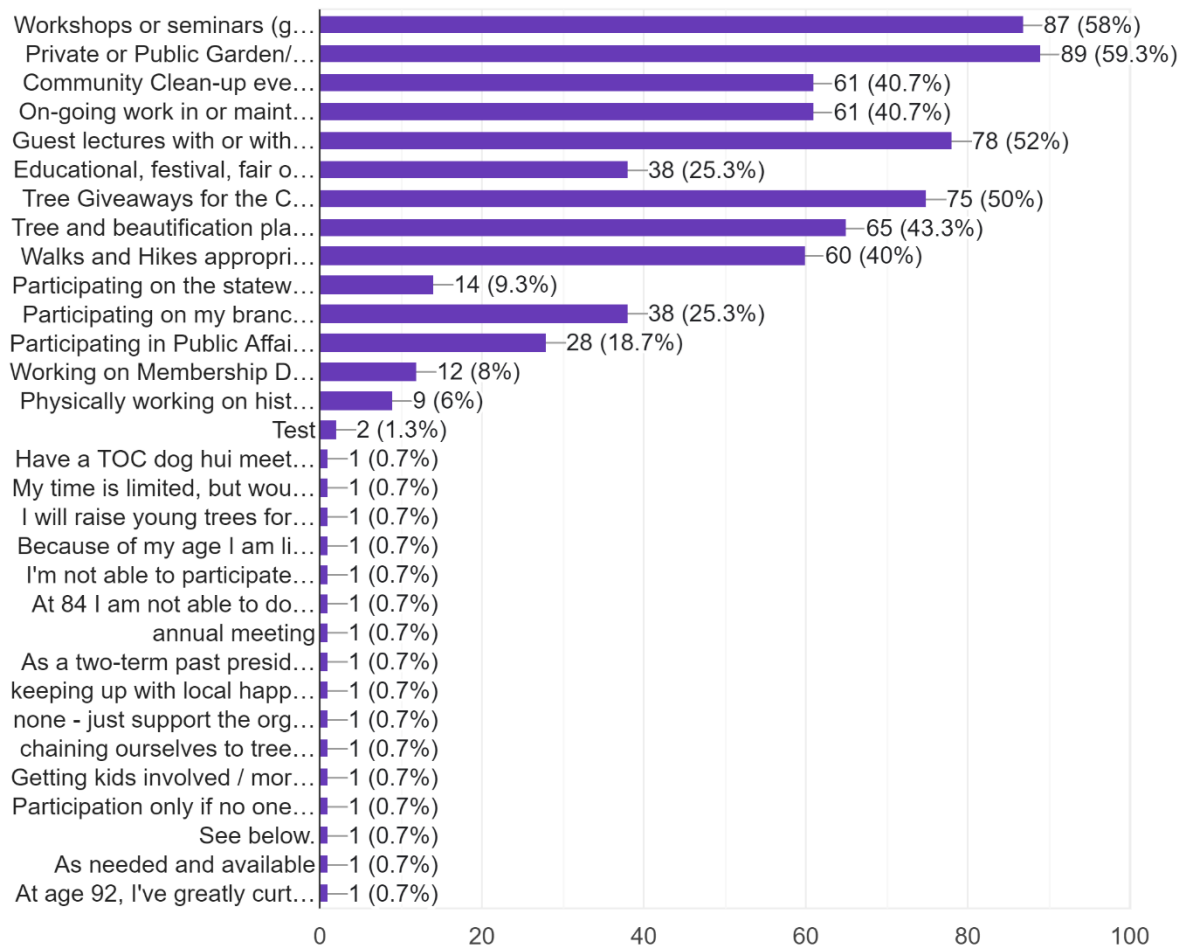
### **Initial Introduction to The Outdoor Circle (Top Five Responses from Most to Least):**

- 1) Friend/Neighbor via Word of Mouth
- 2) An Entity that I have Always Known About
- 3) Family Member
- 4) Newspaper, Magazine and/or Other Print Publication
- 5) Unsure



13. When normal activities resume, what activities are you interested in participating in from the statewide organization or your branch? Please check all that apply:

150 responses



**Desired In-Person Activities when Normal Activities Resume (Most to Least):**

- 1) Private or Public Garden/Arboretum Tours
- 2) Workshops or Seminars (garden, tree/plant care, pruning, etc.)
- 3) Guest Lectures with or without Luncheon
- 4) Tree Giveaways for Community
- 5) Tree/Beautification Plantings (parks, streetscapes, and/or similar)
- 6) Community Clean-Up Events (parks, beaches, trails, streams, etc.)
- 7) Maintenance for Ongoing Branch Projects
- 8) Walks and Hikes
- 9) Educational Festival/Fair

- 10) Participating on Branch Board and/or Committees
- 11) Participating in Public Affairs & Governmental Issues (written testimony, calls to leaders, etc.)
- 12) Participating on Statewide Board and/or Committees
- 13) Working on Membership Drives and/or Fundraising Activities
- 14) Working on Historical Archives of Own Branch and/or Statewide Office
- 15) TOC Dog Hui Meet Ups at Parks
- 16) Raise Trees for Planting in Public Areas
- 17) Annual Meeting
- 18) Chaining Ourselves to Trees/Developing Catch Phrases
- 19) Getting Kids Involved
- 20) More Knowledge of Native Plants and Trees to Help them Thrive
- 21) Increased Age Prevents Participation in Many of the Suggested Events

**14) Do you have any other questions, comments or feedback you would like to share? Also, if you want to have some follow up from us from something on this survey or otherwise, please provide us with your questions or concerns and the best way to contact you via email or phone.**

Overall, the respondents felt the survey was well done and that TOC is doing a great job carrying out its mission.