



# *VSCDA Member Survey 2016*

Created by VSCDA Marketing Committee (Chris Bonk, Cana Comer, Jim Perry, Alex Rorke)

Jim Perry

4 February 2017

# Why did we do it?

To engage VSCDA members

To provide feedback and ideas for the Board of Directors

## Response

- 475 invitations
- 253 responses (53.3%)
- 84% were “regular” members



# Event Participation

- # of races: 0 – 14%, **1 – 35%**, 2 – 24%, 3 – 13%, 4 – 14%

- Why not more?

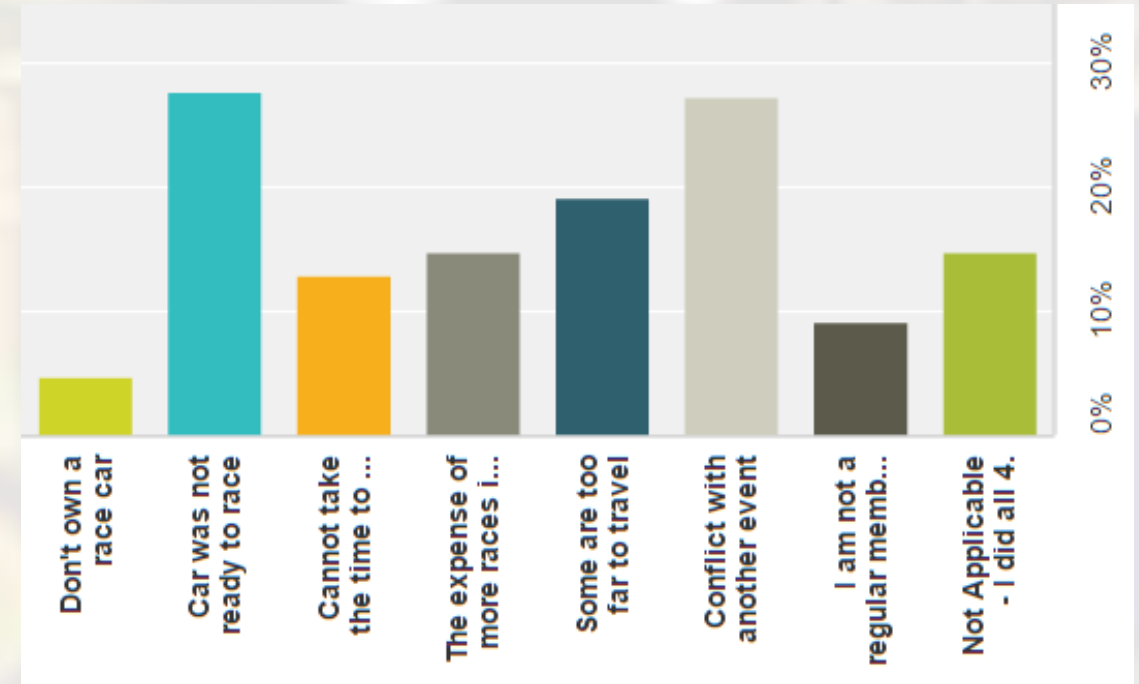
- Car not ready (28%)
- Conflict with another event (27%)

- # of events offered by VSCDA

- **4 is Just right – 66%**
- 4 is Too many – 1%
- 4 is Too few – 33%

- Determining factors for participation (in order) : Car readiness -

>Schedule fit -> Track appeal -> Event cost -> Distance -> Cost other than registration -> Registration cost



# Comments – Event Participation

- I would like to see VSCDA able to take over the May Road America race, but that's probably not possible.
- Four is probably all I can currently attend, but it might be nice to have another event or two to choose from. Meaning, it might be nice to have 5 or 6 events on the calendar, but I'd probably only attend 4.
- with our short weather season there needs to be more that are in realistic proximity. i.e. not driving 15 hours to the east coast
- Although I would support another event if offered and there were no scheduling conflicts
- would like more to choose from but would probably attend four out of an increased number. Had date conflicts that meant we would have had to miss one of the four races anyway.
- 5 would be better, but, there's no room on the calendar
- Would love to see more venues.
- I would like to see a 5th race
- Mid-Ohio would be fantastic, if we can get folks to make the trip. Or Autobahn.
- I normally do ten to twelve events per season with a number of sanctioning bodies.
- Would love to see one more event added to the calendar.
- An October event would be Great. One more event would offer additional opportunities to participate
- Would like to see one more.
- Sorry, I can't get enough track time!!! What about mid-Ohio?? Too far for most members?
- When we have done more, not as good a turn-out, and drivers were complaining they didn't like certain tracks.
- It depends on the race tracks
- 4 works but I wouldn't mind another event
- Four probably makes the most sense, but I would love it if we could pull off 5 events. Maybe we should try to team up with a different sanctioning body for one trip elsewhere in the country post our regular season. Alternative is to see how many would do a non-RA event in mid-July, if available.
- I do about 8 events per year with various organizations (CVAR, SVRA, HMSA)

- Maybe one more event.
- 5 events- add Waterford
- I also race with our local vintage group in MN and am considering events with a few other groups that are closer than the MI races which you offer.
- Maybe add one if a non-conflict date is available?
- Add a season finale back at GingerMan
- I race with SVRA and Midwestern Council and VSCDA so I can't handle any more.
- The too few answer was selected because one of the races is a school. So there really is three races and a school.
- A fifth would be just right, preferably at Mid-Ohio
- 4 is good, 5 would be a great maximum.
- Based on the geographic region you serve.
- Five would be better
- GingerMan is a "training" event - from MN too long and expensive a drive for a shortened weekend
- For most who are close its fine.
- We also race with other sanctioning bodies
- Would LOVE to see an event in the big gap we have between Blackhawk and Grattan. Waterford Hills is a possibility.
- I think there should be a July event.
- Need something in July and maybe early October

# Comments: What's most important in determining participation

- Have always run a modern Trans Am or Prototype style car at your events. Every participant, and I mean every always feel that we are unwanted at your events and or a burden. As a group it is a common discussion at every race. Several years ago there were discussions amongst your board to eliminate modern race cars. It has gotten a bit better of late however the favoring of small early cars still exists.
- It's all about cost and budget constraints
- How the run groups are organized and the track's safety are very important to us.
- Scheduling, and cost are the big issues.
- tech spec. of cars getting too loose, too modified in some cases
- We chose an expensive hobby. We wouldn't be doing it if we couldn't afford it.
- I have VERY LITTLE faith in the VSCDA when they would not/did not respond to my feed-back request.
- Responses related to my attitudes before I retired from racing
- This appears to be the best place for this comment. The historic vehicles should always be the first race of the day.
- Starting competitive racing first invites the risk of those cars being on the track on cold tires and a cold track.
- GingerMan and ELVF are good examples.
- I'm retired. Distance=cost. Four events is probably right, as SVRA events at Indy and MO can be added for more racing if desired.
- I am relatively new to vintage racing and plan to race more next year

# Registration Process

- Is CVENT process easy and clear?
  - **Yes – 85%**
  - No – 5%
  - Don't use – 10%
- Satisfaction with at-track registration (Scale: 1-5)
  - 87.6% rated it 4 or 5
  - Weighted average = 4.37



# Comments – CVENT Registration

- Glad to see VSCDA moving into technology
- I have used it for other organizations such as NASA. Love it! They work great.
- Is there a way to return to the website after registering in order to view and edit ALL of the information?
- But it was straight forward
- Saved contact & medical info, it never carries the info over.
- Midwest Council system is much easier to use and edit if needed
- I am computer-retarded and still was able to register!
- As a worker, I've not had occasion to use it. Looking at it, it seems to be well-set up, but you do need to be organized.
- Have never used it
- For the most part. There are times it does not keep past information. Slight glitch?
- It is clunky, but better than the systems RA and SVRA use. I would give CVENT a mediocre rating if that was available.
- A little awkward that you need to verify with a second email reply.
- must waste too much time to find entry prices per event.
- Difficult to obtain the race weekend schedule
- I find the system difficult, cumbersome, and confusing
- Every organization uses a different method which leads to confusion and extra questions. The industry standard seems to be motorsportreg.com
- It would be nice to get the cost of the race before going through the complete registration process
- I think it could be improved to be even better than today, by being able to bring up your previous registration and then delete or add what you need.
- Excellent
- In general, but sometimes things are not clear, like the need to insert a number for "free" dinner tickets yet you get the impression that by inserting the number you are going to end up paying for additional tickets. Also, there are some things that need to be inserted anew for every event even though it's the same. Why?
- with the exception of ordering food for the dinner at ELVF.
- Can't change car class online



# Paddocking (remember Grattan 2016?)

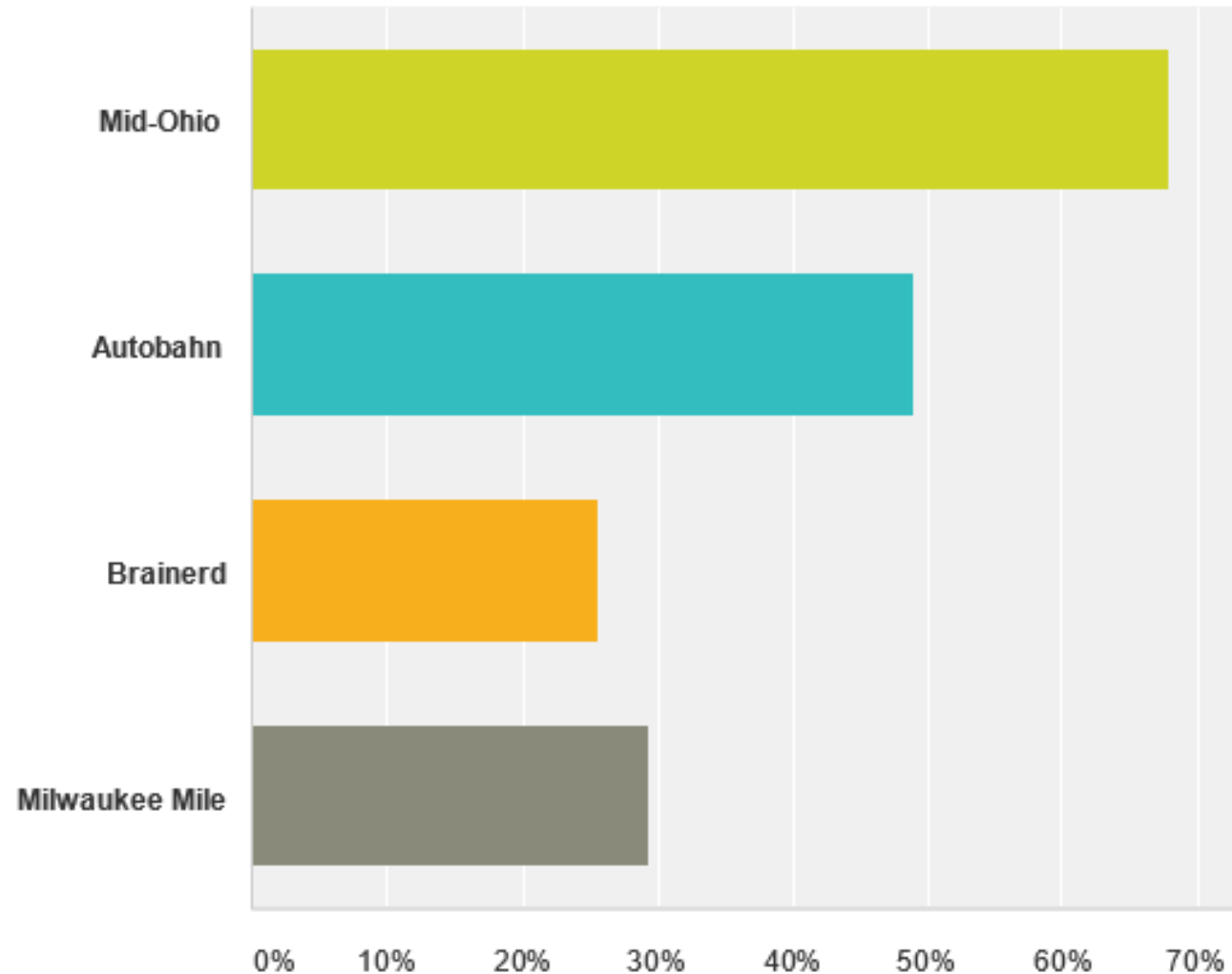
- Should paddock space be assigned?
  - Yes: 35%      No: 33%      Unsure: 32%
- Should groups of 5 or more get an assigned space in advance?
  - **Yes: 62%**      No: 16%      Unsure: 22%
- Should distance traveled be a factor in paddocking?
  - Yes: 8%      **No: 69%**      Unsure: 23%
- Should paddocking be first-come, first served?
  - **Yes: 52%**      No: 24%      Unsure: 23%
- Should there be a maximum size for individual paddock space?
  - Yes: 21%      **No: 51%**      Unsure: 28%

# Comments – Paddocking

- Sleeping next to a paid crew running a generator all night sucks.
- park trailers outside track
- Handling and enforcing assigned paddock space sounds like a big management / personnel challenge.
- Grattan is the only track i would say a definite yes. Maybe charge a small amount to save spaces (question4) This is obviously a hornet's nest question. Happy you asked though. It seems that the only real issue is Grattan. At least at the other tracks you will be somewhat close to "your" chosen/race group.
- I know people with larger rigs need some help. I have no problem with previous assigned spots. They should be first come first serve with online registration. I also think assigning race groups an area to put could be helpful if it's logistically possible.
- My rig is 86' long and hauls five cars, I have trouble at Blackhawk and Autobahn finding appropriate parking.
- can't recommend
- I own a motorhome, which I take to the races.
- Done with ELVF registration at 2:15. at least half the main paddock was blocked off by yellow tape. No cars there but the space was unavailable due to simple courtesy. There were no cars present at that time. Should not be able to have someone arrive early in a street car and block off large portions of a paddock
- Some are gigantic!
- Maybe a large fee to someone that has a big rig and wants to park it in a specific location. Also groups that want to paddock together should be charged a large fee.
- Assign paddock by who registers first
- We have parked in the same space for the last three years with fifteen or twenty cars in the same race group, no problems.
- No saving multiple extra wide spaces for racers coming a day or two later
- assign spaces on line when registering. Have rigs led to spots.
- Show up early and get the space you want or have friends that do save it for you.
- Never had a real problem with paddock space but I hate the noise of generators at night when tent camping. There need to be better monitoring and more considerate people.
- Some set ups (etc.) are arranged in poor fashion,.i.e: Orientation of vehicles/ rigs tacking up several spot (like at
- Grattan) and are not considerate to other members
- From the Grid area where I usually work, and the difference in tracks, the huge transporters keep increasing the size of the paddock. It certainly seems to make it more difficult for cars to get there in a timely manner. It has led to some "fender benders" by late arriving cars trying to get into their proper spots. This is one of the reasons we have been enforcing the deadline to be inline ready to be gridded, or you have to go at the back of the group.

- It will become a political process if it is not first come first serve.
- What VRG has done at the Jefferson 500 is assign specific parking spots for the "big rigs" and then let the little guys fill in the voids. Make loading in much easier if the paddock is going to be full.
- When I arrived at GingerMan a large (empty) space was marked off by crime-scene tape. I asked about that space and was told it was for Vees that "might be here." I was not happy about that.
- Let the mega haulers pay for getting their areas paved.
- Was not pleased to see the huge rig/trailer parked lengthwise at Grattan, taking up about 6-7 normal spots. Kind of fitting it flew a "Trump" flag!
- It is next to impossible to juggle all the interests and make everyone happy.
- no individual or group should be able to get special treatment because the "know someone" - - - the paddock assignment system must be transparent and part of the registration process - - - each track / event may need to have a system designed for that track / event
- Who is going to assign spaces? This would be very time consuming.
- We have 'favorite' spots, but trying something new can be good and you meet new people which is the best
- I had one hell of a time trying to find a paddock spot at RA because everything was 'saved' even though I arrived before half of the entries. People were holding spots for people that they didn't even know.
- best is pre-assigned spaces, next is first come first served.
- The track with the biggest paddock problem is Grattan
- Maybe the VSCDA should offer reserved spots for a fee?
- I have an awning like most others and need to have the space to set it up. Most tracks are not an issue
- By pre assigning space, based on when you register would reduce the stress
- Grouping of similar cars creates camaraderie, support and joint cook outs, which is an essential part of Vintage Racing making it more social and saner drivers on the track!
- Re: question 2 - only when track facilities size allows.
- Don't get involved--first come first choice of spots
- Having an overall paddock plan is key. Stop people from alighting rigs along fences/parallel. Make all park perpendicular to fences so that it maximizes the use of space.
- The situation at the ELVF was ridiculous - huge sections reserved. Grattan was a mess, at least in part because the track was not open until 6 p.m. and then a stampede took place.
- Group 1 likes to try to paddock together. Everyone enjoys seeing all the old cars together.
- paddock problems are normally the least of my problems.
- I arrived at the ELVF this year before 2 pm got through registration at 2:30 pm and come up to the paddocks and huge areas have been roped off by yellow tape

# What other tracks would you like to run?



# Comments: Other Tracks

- Waterford Hills (4 mentions)
- Not a strong preference though (Mid-Ohio and Brainerd).
- Brainerd is probably least good because of distance. is there something in St Louis?
- Especially Autobahn. There are currently no other options for racing vintage there
- Gateway. Just went to NASA event at NCM in Kentucky this weekend. This is a awesome track. It is a very driver challenging track.
- Autobahn full track?
- I like Mid-Ohio and would consider a VSCDA race there. Have raced there six or eight times.
- If they ever get Nelson Ledges rebuilt or a second even at GingerMan or Grattan
- New tracks are appealing. I LOVE Mid-Ohio
- In the last 10 years every event we have done at Mid-Ohio and Autobahn, we seem to have had many, many complaints.
- Many have had to do with track management, many with distance, others just in general.
- Putham Park (South of Indy), St Louis whatever it is called now.
- M1 Concourse, Pontiac, MI
- GingerMan almost always has cold, shitty weather; any chance of moving the date 1-2 weeks farther into May?
- As mentioned above, maybe we should plan one trip to a track outside our region and pair up with a different sanctioning body. Autobahn is centrally located, but I personally find it to be uninteresting.
- Watkins Glen, COTA
- 2nd GingerMan
- Because they are central to the region. More tracks will dilute attendance, more chance of loss, more race chairs needed.
- We used to go to GingerMan in July, as well as April. GingerMan is wonderful in summer weather.
- Co-hosted event with Midwestern Council would be interesting.
- Our track preferences are perfect. The other tracks should be addition too not eliminate current!
- As long as Mid-Ohio is not in October where the weather can be iffy
- Hallet
- Unfamiliar with the last 2 but the first 2 are outstanding, especially mid ohio. Autobahn full track is the way to go.
- Mid-Ohio maybe. Depends on the time of the years. Autobahn know nothing about. Hate Brainerd which is my back yard

# *Vintage Spirit*



- How much of it do you read?

- All: 48%
  - Portion: 31%

- None: 22%

- Perceived Quality (1-5 Scale)

- Weighted average: 3.96

- What is most important to include?

- Pre- and post-event coverage -> Report on Board of Director activities -> Technical articles

- > Driver profiles

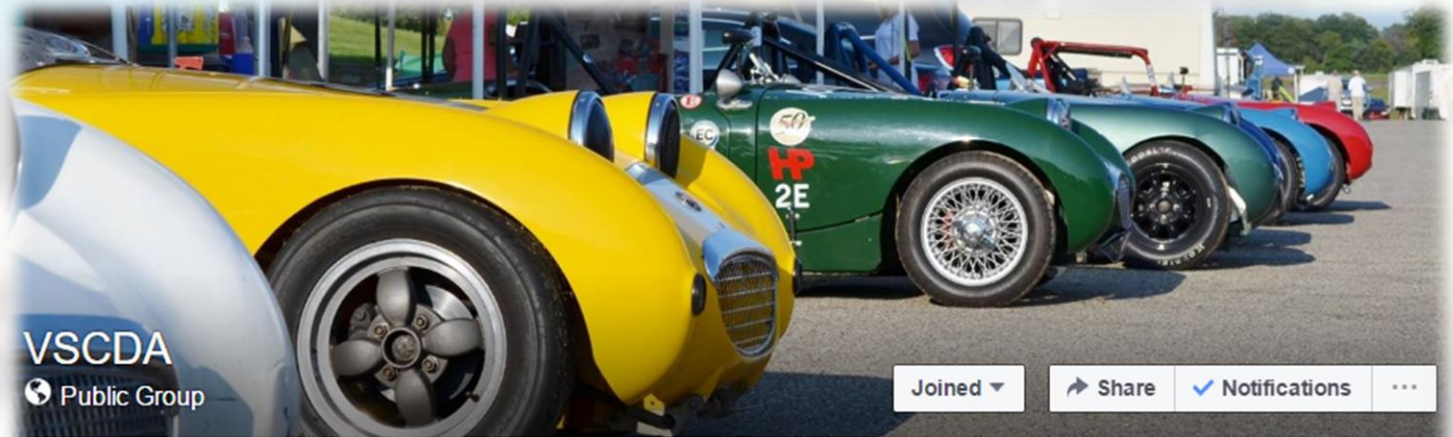
- Frequency: 61% said frequently enough



# Comments: Vintage Spirit

- (Comments indicating not getting it or don't know what VS is – 6)
- (Many indicated the desire for post-event coverage)
- Although I really like what our Editor has been doing, I hate reading any magazine on-line. Too time-consuming and limiting as to where and when you can read it. A simpler printed publication would probably get more readers. Maybe combined with an every other month short e-mail of what events have concluded and a bit about upcoming events; with a reminder of the printed piece.
- We spend so much time reading online for work, it would be nice to get it in print form. Even if it was a very simple publication and basic printing. It is nice to get off the computer when reading something for pleasure.
- Chris did a great job of producing an elevated magazine, which helps give VSCDA an identity. Given his now all-consuming job, it is clear that the direction and attention to detail can't be done at this point. We need others to step up. (Note--I know it has become a tradition, but I keep meaning to suggest to Chris that we need a different type face for the President's letter. We are a vintage racing organization, but that does not mean the letter has to be in the eye numbing type face that might have come from the physical key punching era.)
- Outstanding. Pray for the Editor. He'll be a tough act to follow.
- There needs to be more club input to make it better. I'm sure it's very difficult to get people to add content
- Driver profiles and member-related articles
- Event coverage & photography. Perhaps more technical articles would be great.
- Report from drivers committee on actions. Needs bigger font so it can be read without a magnifying glass!

# Facebook



- Never look at it: 64%
- Add content to it: 4%
- Read it, but rarely comment: 32%
- Read it and comment frequently: 3%
- Many people commented they did not know we had a FB page or that they do not do FB.





# Website



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- **Ease of Navigation**

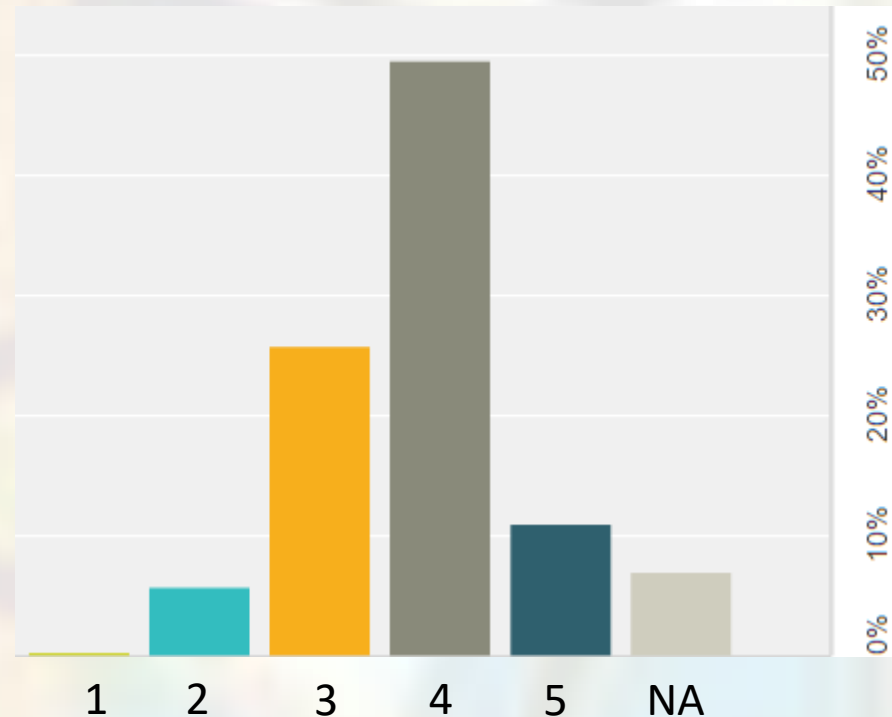
- 50% rated it a 4/5

- **Content Quality**

- Weighted average: 3.63/5

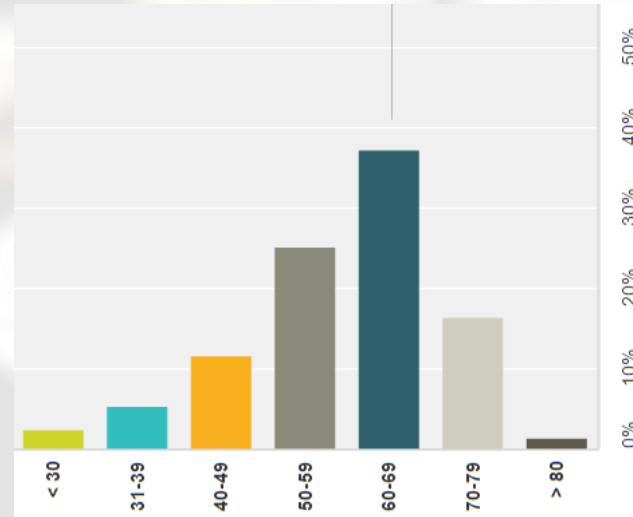
- **Suggestions**

- Regalia sales
- Needs to be updated more frequently



# Membership

- Age distribution



- Should we attempt to increase membership?

- **Yes: 61%**

- No: 11%

- Maybe in certain Race Groups: 29%

- How? Increase car eligibility, partner with marque-specific organizations



# Comments: Membership increase

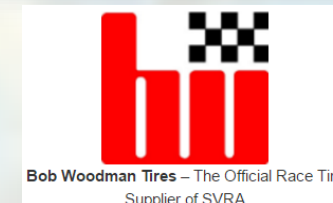
- Need to balance the need for revenue with the amount of track time you end up with. Must stay solvent as a club but there has to be enough time to make it worth attending.
- Qualified "yes". This was my first year as a member, so hardly seems appropriate to say that now there are enough members. :) And I certainly understand how more members improves the financial situation of the club. However, it seems like at all 3 events I attended there were "record" turnouts, and the sessions were fairly crowded.
- I think the current efforts in quality over quantity have yielded good results
- The Vees are doing well so it would be good to encourage participation into the smaller groups so that they can have their own race and not have to mixed in with other group types.
- Open wheel!
- Prewar could use more members but the faster sports car groups are large for tracks like Blackhawk
- As long as cars are historic/vintage enough
- I think were allowing too many newer cars inNeed to balance the need for revenue with the amount of track time you end up with. Must stay solvent as a club but there has to be enough time to make it worth attending.
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- Regarding Formula V
  - Seem to be on the upper end, especially at Blackhawk
  - Doing well so it would be good to encourage participation into the smaller groups so that they can have their own race and not have to mixed in with other group types
  - I race formula V. The group size is getting quite large. Promotion of their car types would be helpful to increase the overall growth of the organization
  - FV full ! Maybe more big bore
  - With the exception of RA, how many Vees can a track handling
- Regarding Group 2
  - we have many cars in each race, but I understand getting all cars into 4 or 5 race groups is difficult. I do think that more members would make the organization more solvent with a better long term outlook, so this is a tricky issue.
  - bulging at the seams and even though it is important to promote for future years, we are just fine for the moment
  - plenty large already.
  - is very crowded. Having the Volvo race group mixed in with us at the ELVF was a mess in 2016.
  - Maybe it needs to be intelligently split into 2 groups. Perhaps by lap times, like we do with the ELVF Cup Races?
  - No unless the car counts in Group 2 are reduced. Need to move some cars to Group 8 like is done on a race by race basis right now.
  - The more the merrier, but when we get into the 70+ car range at Road America for Group 2 it becomes overwhelming
- I think the current efforts in quality over quantity have yielded good results
- .Prewar could use more members but the faster sports car groups are large for tracks like Blackhawk
- As long as cars are historic/vintage enough
- I think were allowing too many newer cars in
- Always need to be trying to add/maintain membership.
- Have events that encourage small cars
- Big race groups are fun
- It depends on what we get as other competitors. We need to keep the "Vintage Spirit"
- I think we should always work towards recruiting and attracting new members and racers while remaining steadfast with our driver policies.
- Our current growth spurt is fantastic, but just starting to hedge on exceeding our capability to keep-up with it.
- My though when I first saw Jessica's video on the web site is that it may very well increase participation dramatically.
- Something has done so. Attracting new members is always desirable. Race groups are approaching max capacity. There were 71 cars in the Saturday Group 2 race at the ELVF. False grid was a disaster. I was stopped on the main road for almost 5 minutes. Finally got to the false grid and shut off the engine because of water temp. 15 seconds later I am signaled to go, My wife was taping the start. Dyrk Bolgar was on the pole. I went by that position 2:08 later. Start was ok because of 2 pace laps.

- Preferably with existing vintage groups. Not G70, etc.
- With the aging group of drivers attracting new participants is critical to the sports survival.
- The standard line is. Yes more members, just not in my group. Lol
- always!
- There will always be turn over we need replacement participants and cars
- Need younger racers.
- Only if it will not increase number of groups. It is important to keep the most track time for the least amount of money!
- Overall, yes. Some groups, if they stay the same, are large enough that they are close to being very hard get on-track in one group.
- The more the merrier, though of course there are limits. Perhaps 35 cars at Blackhawk, for example (depending on talent level...)
- Sure....why not.
- Race tracks are getting more expensive to rent, you only have a couple of choices, higher entry fees, which is bad or more entrants. I like more race car drivers
- Good to see entries up, but too many cars flood the paddock, and trim track time; there is a sweet spot for entry.
- Special one time events (Volvo at ELVF), S2000's at Grattan. But we should focus mostly on new members from our driving school so we have an ongoing pipeline. We do not (currently) need to greatly increase the number of cars in Groups 2 and 8.
- We need to attract younger drivers.
- More cars=more fun
- There is constant attrition, and the ranks need to be replenished;
- Need more young people in Group 1
- Have to create interest in membership to replace those that retire.
- There are enough group 2 and 8 participants
- Group 4 FF has lower attendance except for fall festival this year
- Should promote in order to maintain current levels.
- Considering the concern of vintage racing dwindling due to attracting a younger generation, VSCDA is doing very well.
- If at all possible, a split in groups would be excellent.
- Groups 2/3 and 8 are clearly overwhelmingly popular.

# Why did we ask about what you read, where you buy stuff, who you have insurance with?

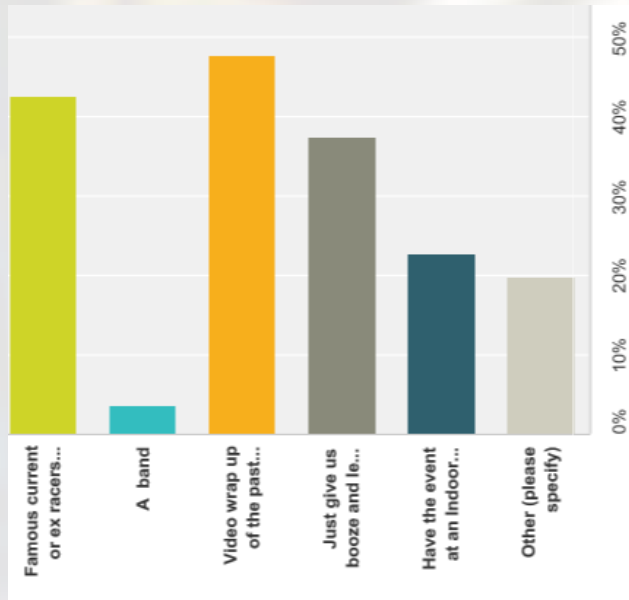
Sponsorships and Support for VSCDA akin to that of SVRA shown below



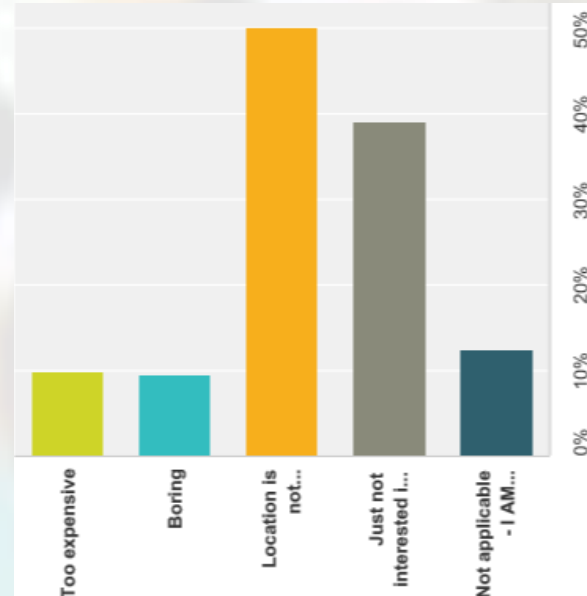
# Banquet (currently in Feb. with MIRPA)

- 69% indicated they were not attending

DESIRES



ISSUES



- Geography was listed as the primary reason people don't attend (a problem that is not solvable for people spread over a wide area)
- Ideas – Move to earlier in year, add an ancillary event

Winner of \$100 in registration or regalia for  
survey participation ...

**Alex Murray, St. Charles, IL**



To see the full survey results,  
go to [www.vscda.org](http://www.vscda.org)

