

Strategic Planning Survey
Summary of Results
August 10, 2008

This document summarizes the results of the 2008 San Francisco Tour Guide Guild Strategic Planning Survey. Since any summary by nature has an element of subjectivity, you are encouraged to follow this link to the full survey results, and study the raw data itself: http://www.surveymonkey.com/sr.aspx?sm=bdjdH2TefL0mwPnVfP9msYz8fjrCXAdRLDucwTVrpas_3d For the questions in which members wrote comments, you will see a button that says "View." Click that button to see the actual comments. They will be displayed 10 per page, so you will need to click "Next" to see the additional comments.

The survey was sent to all Associate and Certified members (190), of whom 110 (58%) responded. Of these, 53.4% are Associate members and 46.6% are Certified. About half the respondents consider themselves full-time guides and half are part-time. This was confirmed when slightly more than half said they do several assignments each week, while the rest do fewer. For length of time as a member of the Guild, 38% have been members for five years or less, while 47% have been members for more than ten years. For some reason, a much smaller 15% of respondents are in the 6-10 year category.

Things the Guild Does/Could Do

The first question asked members to rate a list of 27 things the Guild does or potentially could do, from Very Important to Not Important. Interestingly, all items except one were rated Very Important or Important by a majority of respondents. (The "loser" was More Frequent General Meetings.)

The following were rated most highly as Very Important:

- | | |
|---|-------|
| ▪ Training tours & other educational programs | 71.3% |
| ▪ Advocating with DMCs and TOs for rates | 66.1 |
| ▪ Job referrals | 51.4 |
| ▪ Certification | 48.6 |
| ▪ Business networking | 47.2 |
| ▪ Active involvement with the CVB | 45.9 |

Looking at the combination of Very Important + Important, here were the highest rated:

- | | |
|---|-------|
| ▪ Advocating with DMCs and TOs for rates | 96.4% |
| ▪ Business networking | 95.3 |
| ▪ Training tours & other educational programs | 94.4 |
| ▪ The Guidepost | 89.6 |
| ▪ Active involvement with the CVB | 87.2 |
| ▪ Active involvement with the concierges | 86.1 |
| ▪ Job referrals | 83.5 |
| ▪ Certification | 83.2 |
| ▪ City Hall liaison | 82.4 |
| ▪ Tours for DMCs to teach their newer staff | 80.6 |

Although we've only included in this list those items that rated 80% or higher for Very Important + Important, almost all the others rated in the 60-79% range!

On two potentially controversial topics, 60.2% said that forming an actual tour guide union is Very Important or Important, and 61.1% said that having the San Francisco government license tour guides is Very Important or Important.

Membership Requirements

75% said that the Guild should continue to require continuing education of both Certified and Associate members, with 80% saying that programs outside of the Guild should count.

The members are divided as to whether or not there should be a requirement for a minimum amount of work each year, with 40% saying yes and 40% saying no. 65% said that our residency requirement should be eliminated, as long as members meet our other requirements. Respondents were divided about how strictly we should enforce our membership requirements, with 36% voting for strong enforcement and 36% for being less strict.

Certification

One of the biggest “winners” on the entire survey was on the question of whether Associate should be just as valid a long-term membership category as Certified. 90% said that it should! Only 10% said that “Members really should become certified.”

Members were divided on whether or not Certified guides should be re-tested periodically. 53% said yes (either every 5 or 10 years), while 47% said no. (Looking at just the Certified members who responded, 42.6% asked for retests, while of the Associates, 58.5% favor re-tests.)

76% said that there should be some way for people to become certified just by giving tours.

Miscellaneous

54.7% said that Associate members, as well as Certified members, should be allowed to fill all roles on the Board, while 45.3% prefer that the leadership roles be reserved for Certified members.

82% said they either are very interested in liability insurance or might be interested once they receive more information.

More than 82% want to participate in a job fair.

Next Steps

The Board will discuss these results and consider developing new programs, policies and/or changes to the bylaws to reflect the wishes of the membership as stated in the survey. If approved by the Board, new policies and/or bylaws changes will then be submitted to the membership for consideration.

We also hope that these results can be used by the Guild for the next several years in considering further organizational development.