

# Mt. Sinai Renovation Survey

<http://bit.ly/renovationsurvey>

# Purpose of the Survey:

This survey was a method for the board to hear feedback from many people across the spectrum of the community about how they feel about space and current usage.

# Parts of the Survey

## **Physical Space Questions**

- Current usage: How do you currently use the physical space?
- Personal Preference: How do you feel about other possible uses of the physical space?
- Strategic Plan: How would you prioritize upgrades of the physical space?

# Parts of the Survey

## **Understanding our congregation**

- Demographic: Who are the people answering the survey?
- Likelihood: How can we keep you a member and donating?
- Customer Service: Can you find a siddur or seat? Estimation of population growth.

# Why is this so important now?

- The shul faces a huge expense of fixing the foundation(which must be done.) The financial decisions we make now will affect the synagogue in the future.
- Sarah Kay “How many lives do you live?”

# How do we plan to use this information?

- The easy stuff:
  - Pass programming feedback to the appropriate committees.
- The harder stuff:
  - The board needs to plan and prioritize for the current and future needs of our growing community.
    - Action plan if we find a huge donor.
    - Action plan if we don't find a huge donor.

# Responses: Demographic

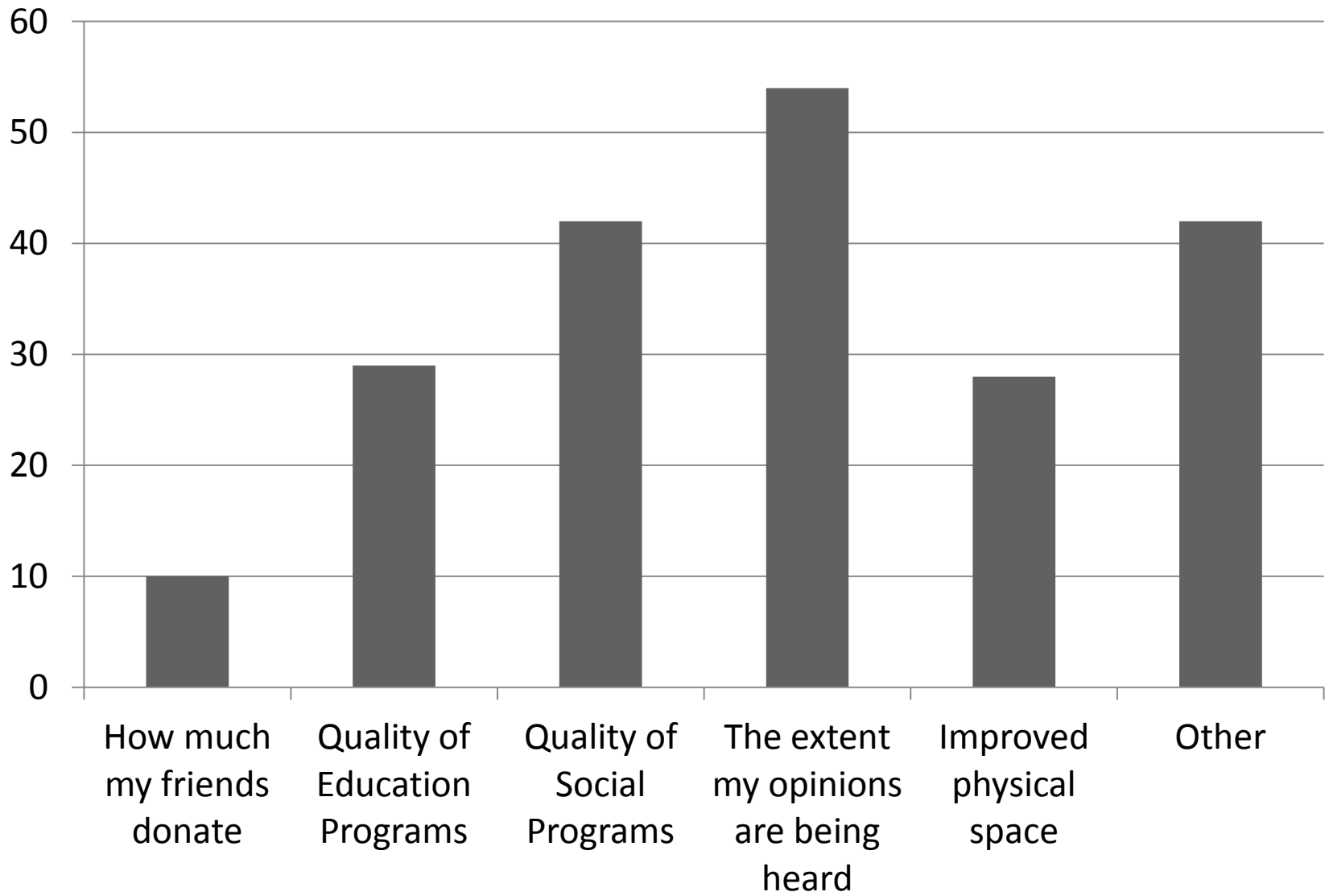
- Total Responses: 142
  - 90% members, 10% non-members
  - 56% female, 44% male
  - 58% single, 42% married
  - 71 % have lived in the heights for more than 3 years.

# Responses: Likelihood

Which of the following would MOST influence you to donate/money to Mt. Sinai?

- How much my friends donate to the Shul
- Quality of Educational programs offered
- Quality of social programs offered
- The extent my opinions and concerns are being heard.
- Improved physical space
- Other:





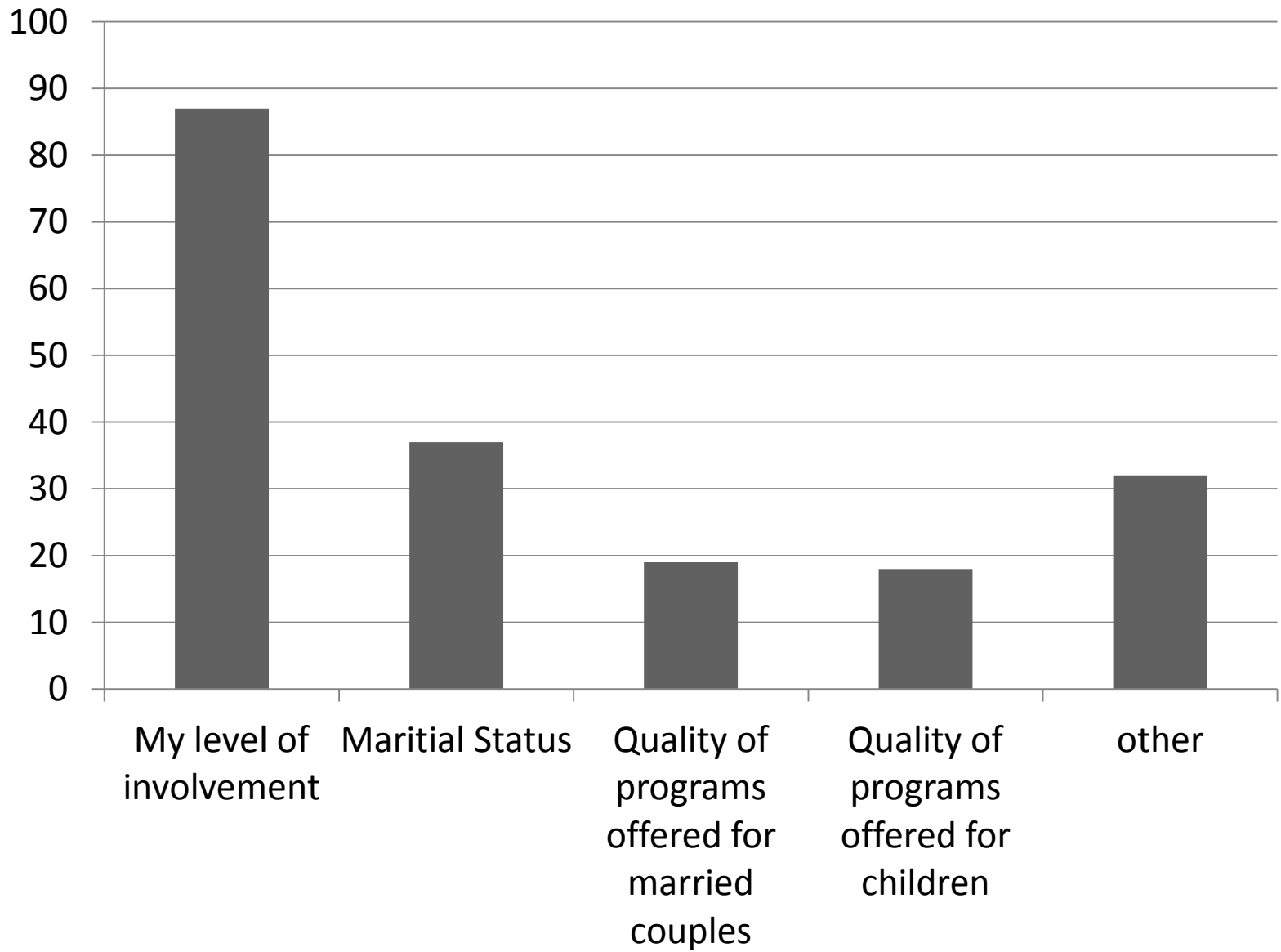
# Influence Donations: Other

- Financial Transparency/Run more efficiently and with less waste
- Better marketing and communication by Mt. Sinai
- Children's programming
- Mt. Sinai's needs
- Rabbi's involvement with congregants
- Feeling of belonging to the community
- Personal Finances

# Responses: Likelihood

Which of the following would influence your decision to be a member of Mt. Sinai for the next 5 years?

- My level of involvement in the community
- Martial status
- Quality of programs offered for married couples
- Quality of programs offered for children
- Other:



# Influence Membership: Other

- Employment/Personal Finances
- Residency in Washington Heights
- Quality of services for older people

# Likelihood: Lessons Learned

As we look to undertake major renovations. We need to look at making our revenue stream more secure.

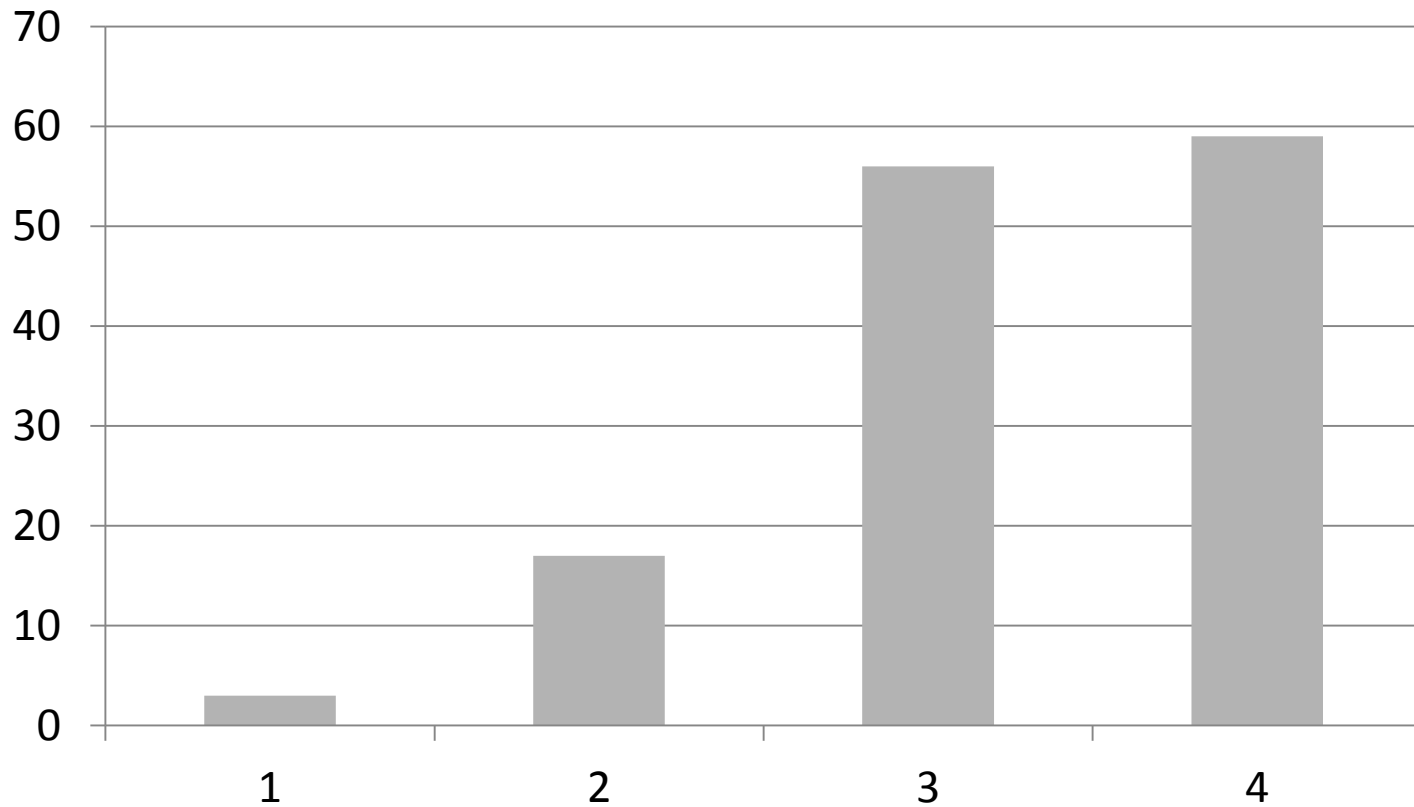
We need focus on:

- 1) Increasing people's involvement to retain members.
- 2) Making sure people feel their concerns are heard and acted upon.

# Customer Service:

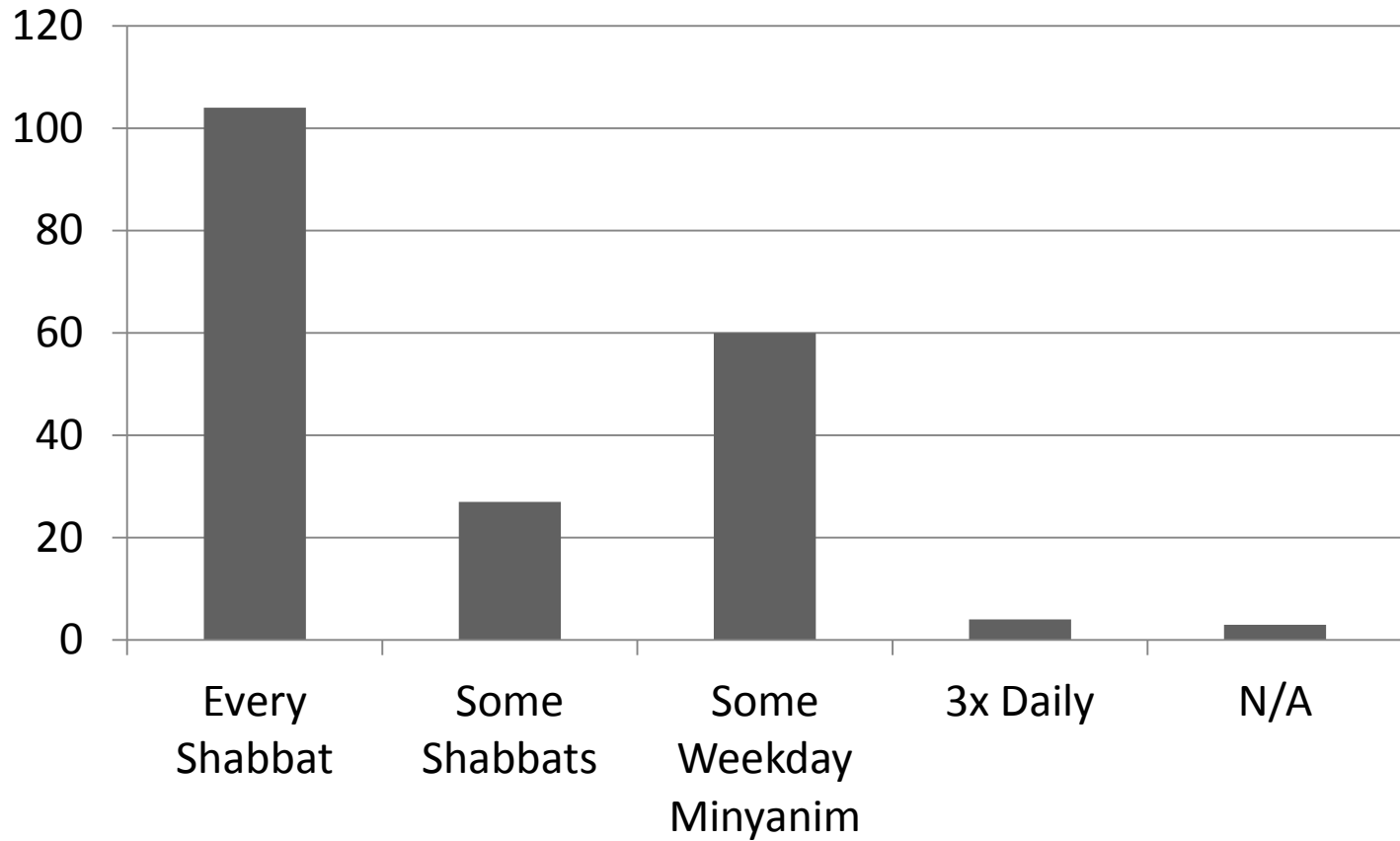
- Data was inconclusive because of the beautiful new siddurim that were purchased while the survey was published.

# Current Usage: How many Shabbats do you stay in Washington Heights?

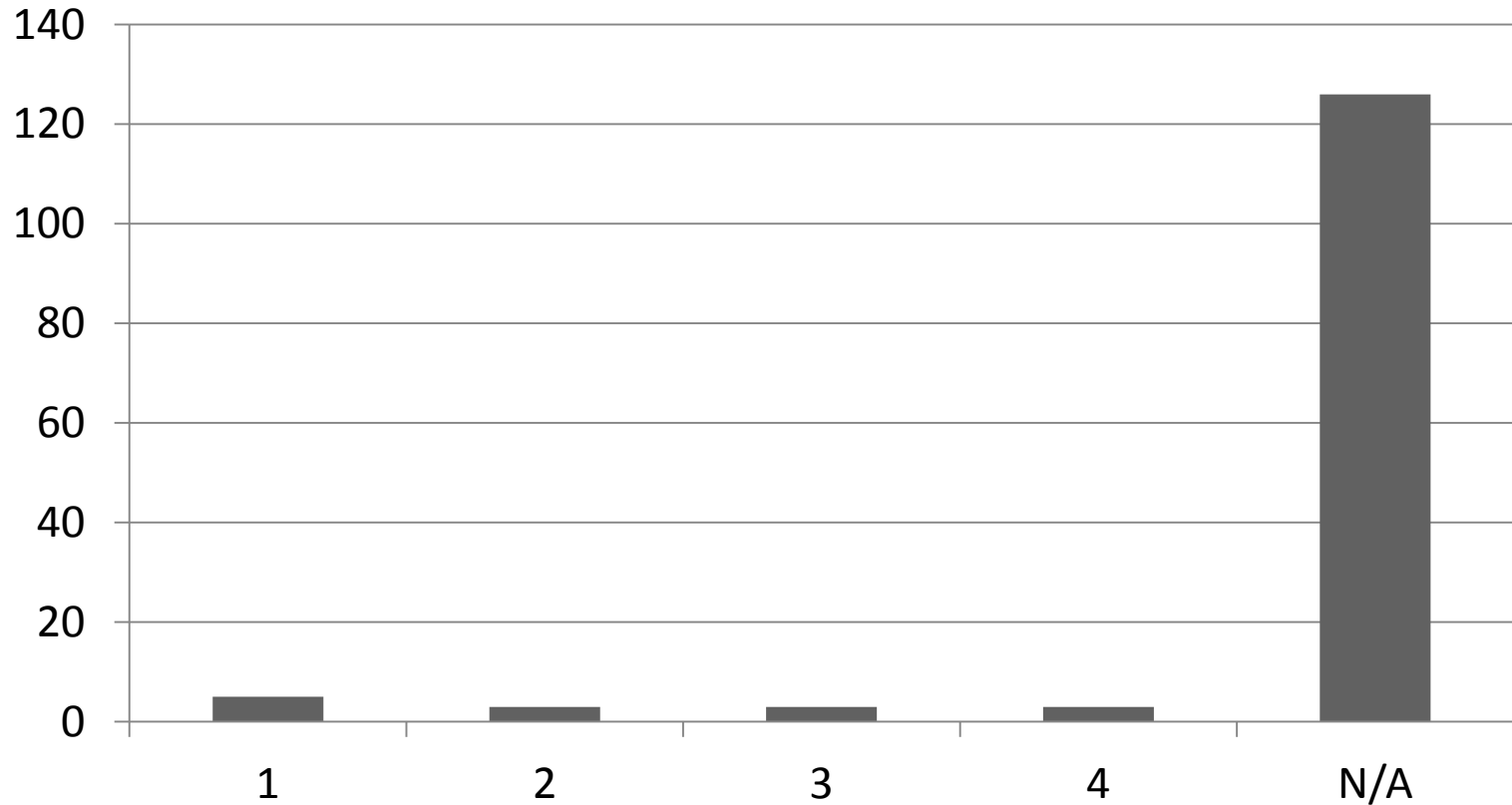




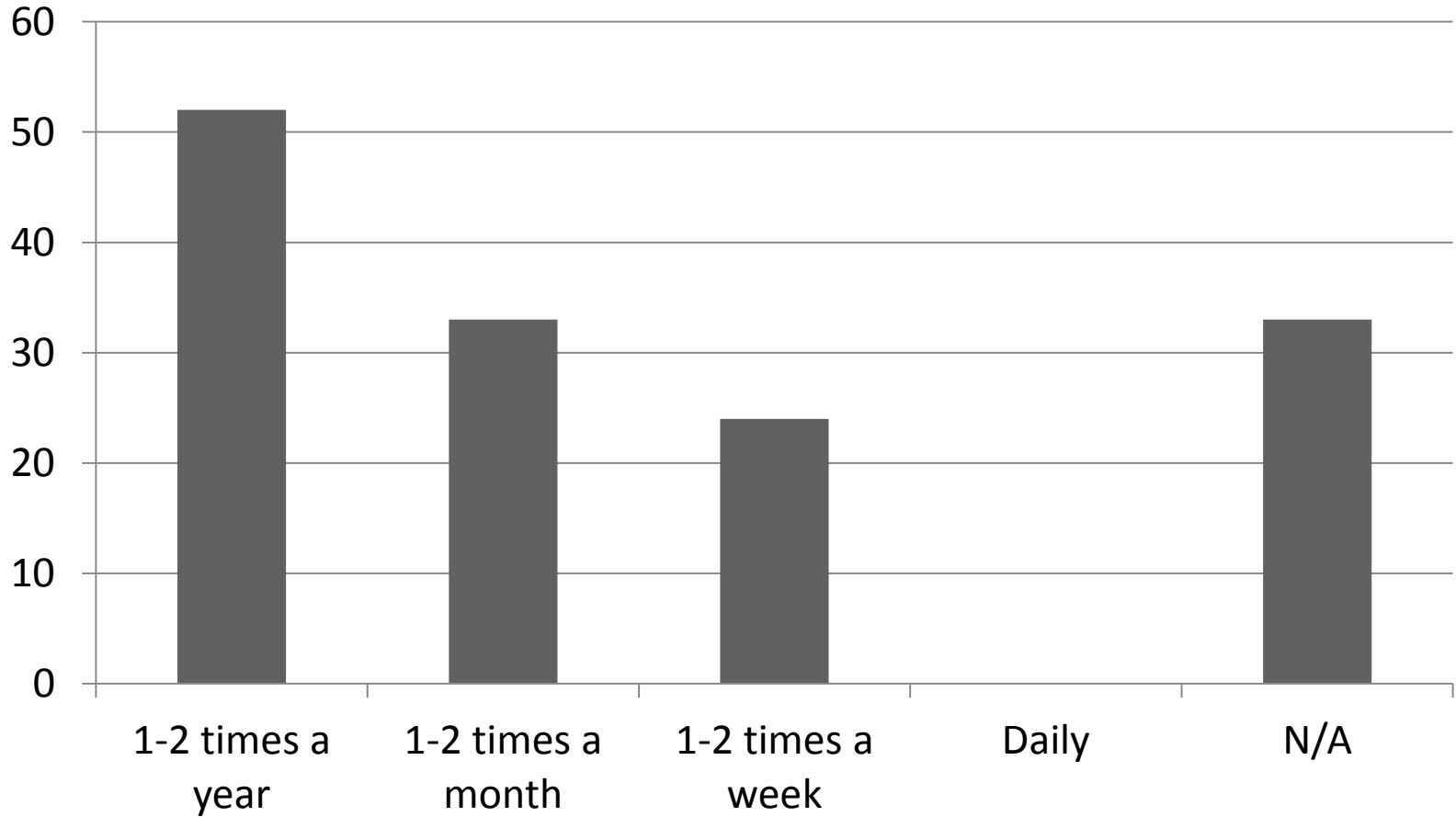
# Current Usage: How often do you attend minyan at Mt. Sinai?



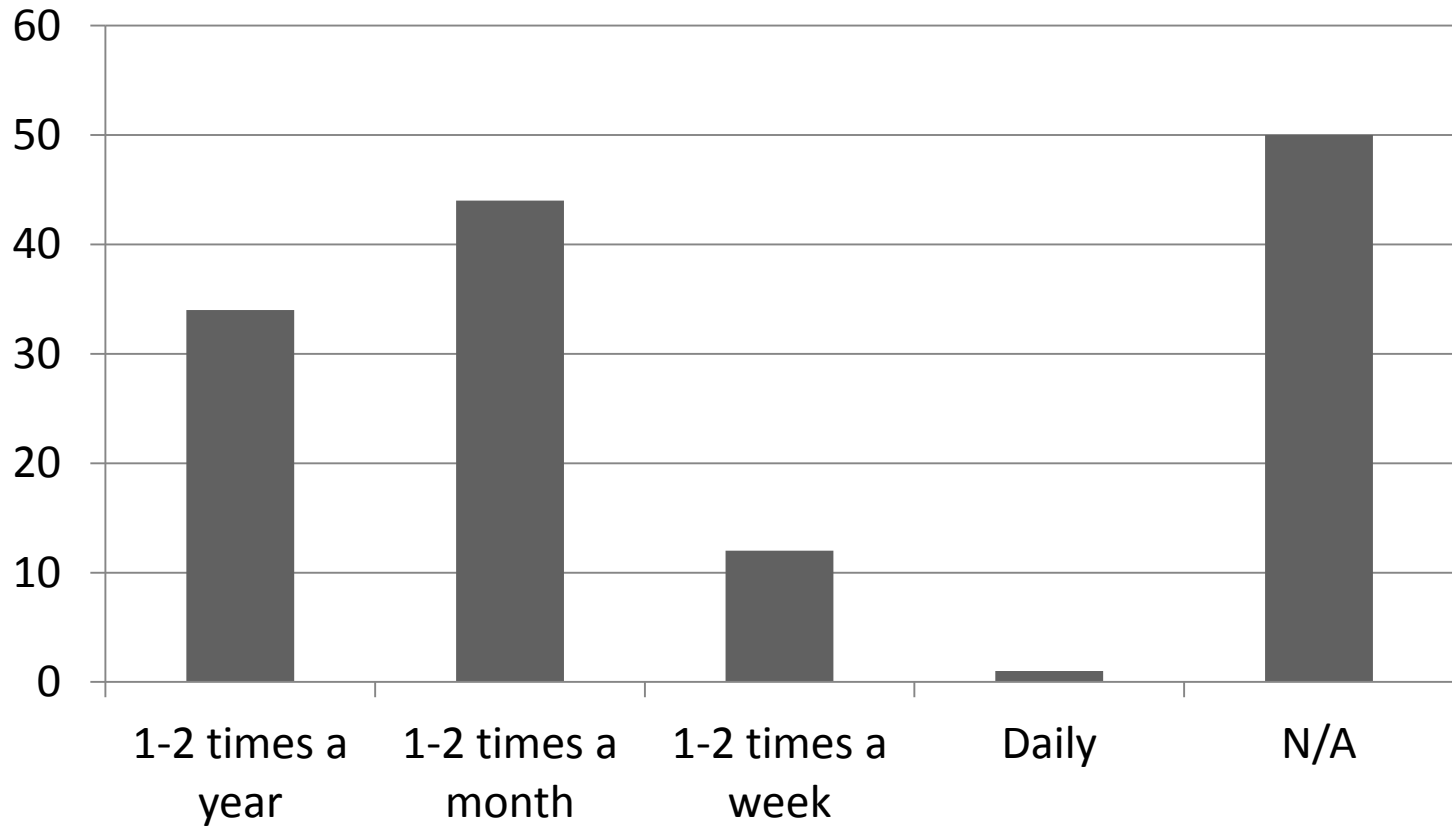
# Current Usage: In a average month, how many Shabbats do you bring your children to Tot Shabbat?



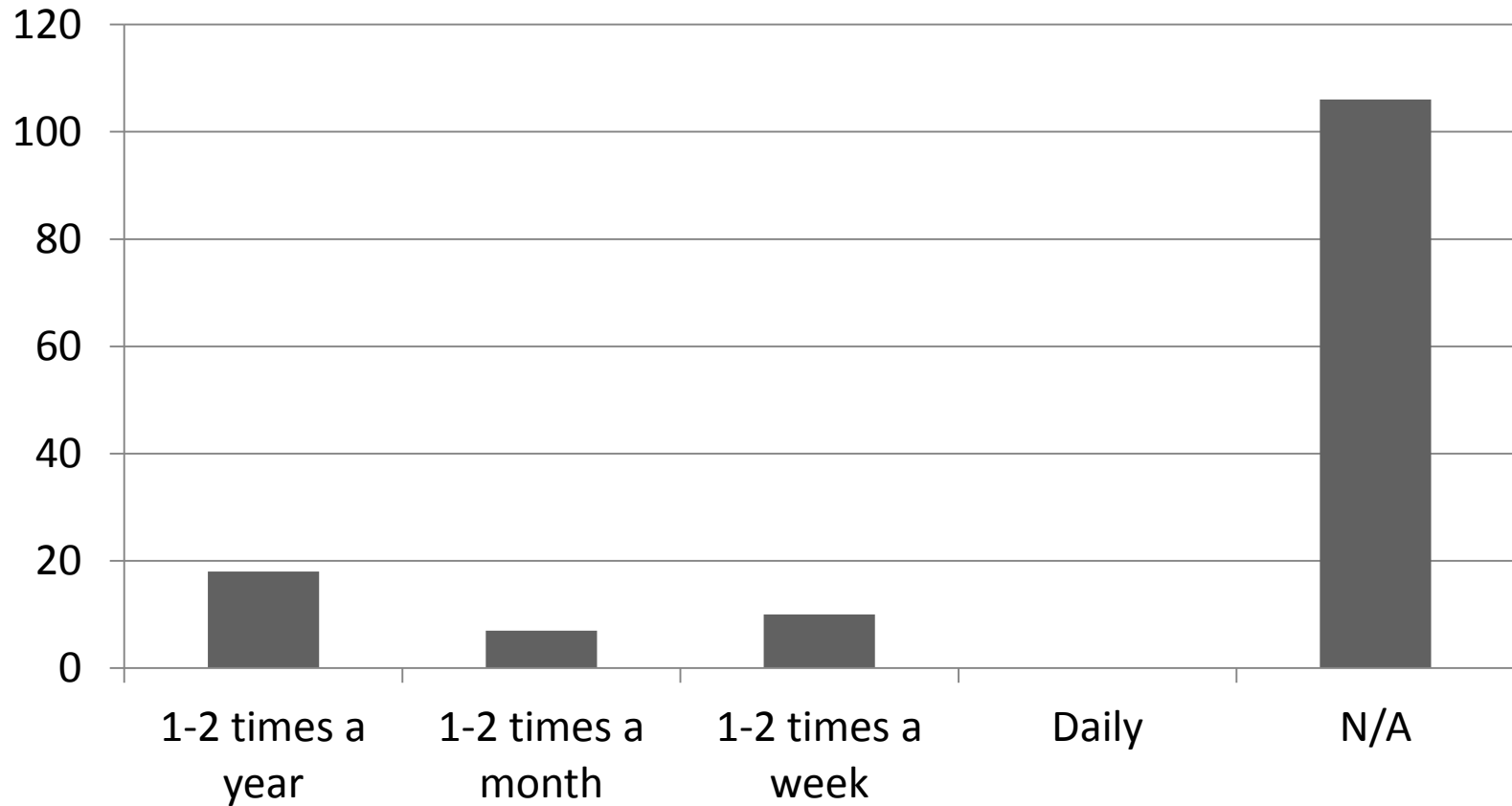
# Current Usage: How many times do you use the Beit Midrash (not including minyan)?



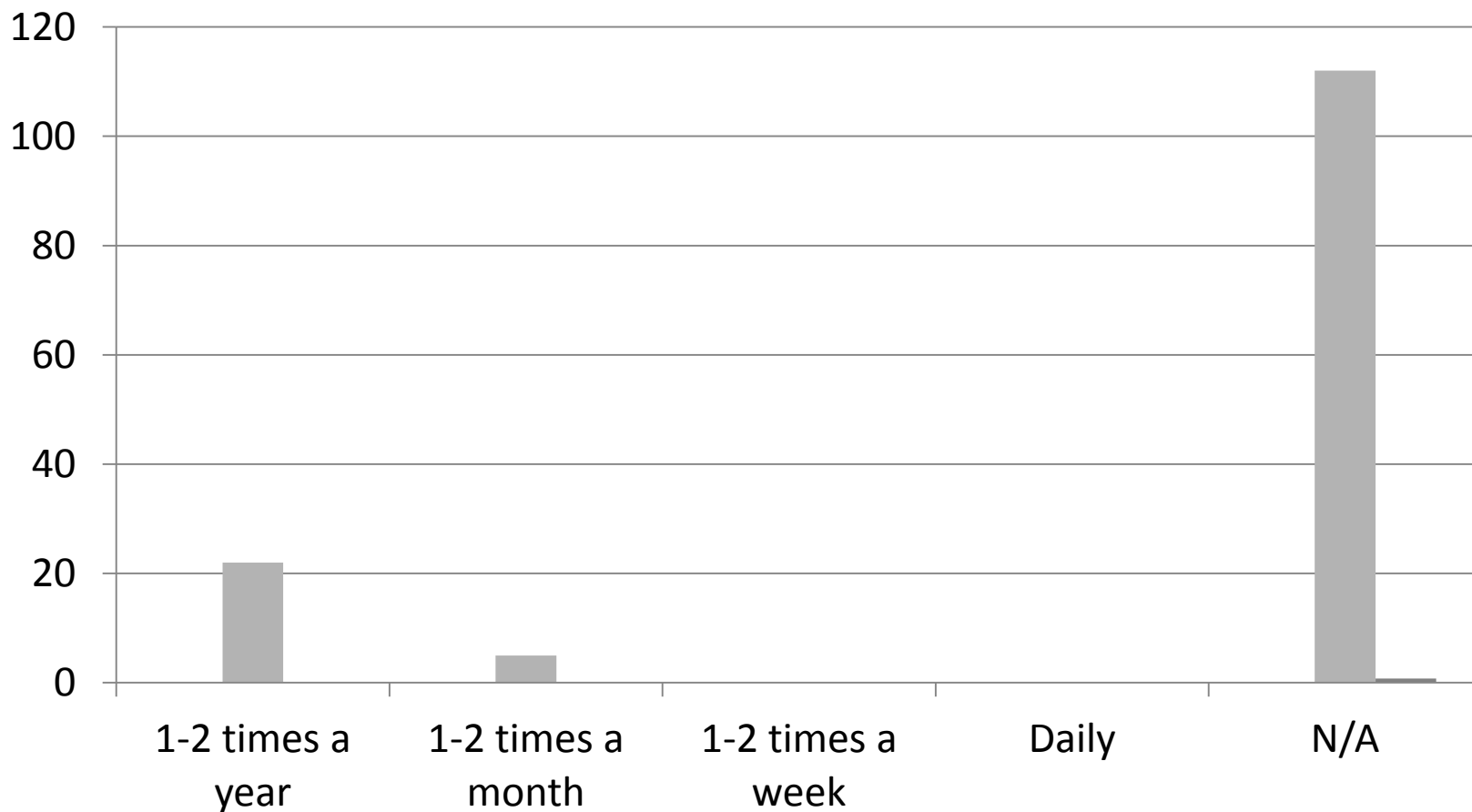
# Current Usage: How many times do you use the Multi Purpose Room(not including minyan)?



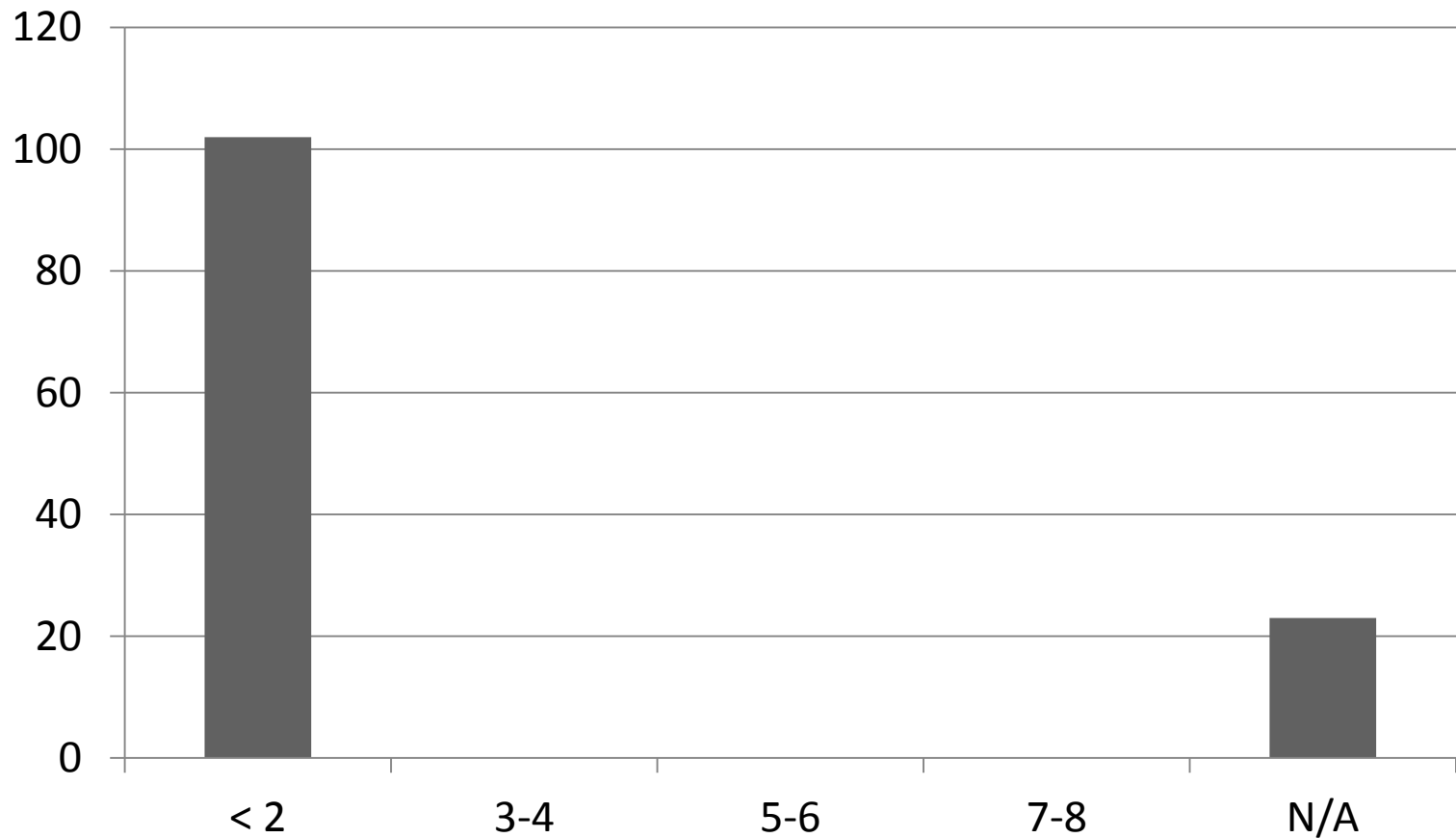
# Current Usage: How many times do you use the Gym?



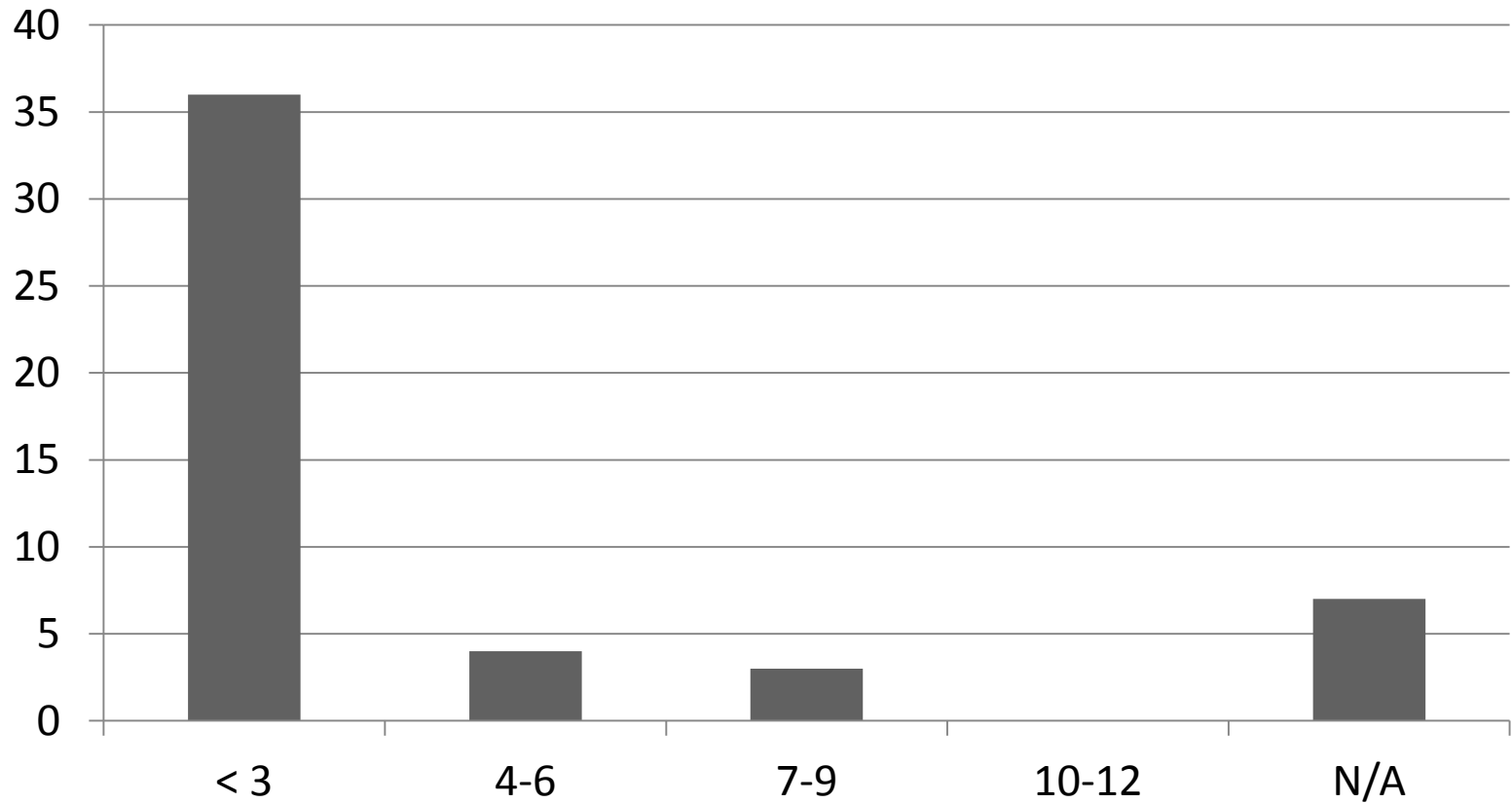
# Current Usage: How many times do you use the Holocaust library?



Current Usage: In an average month,  
how many education events do you  
attend?

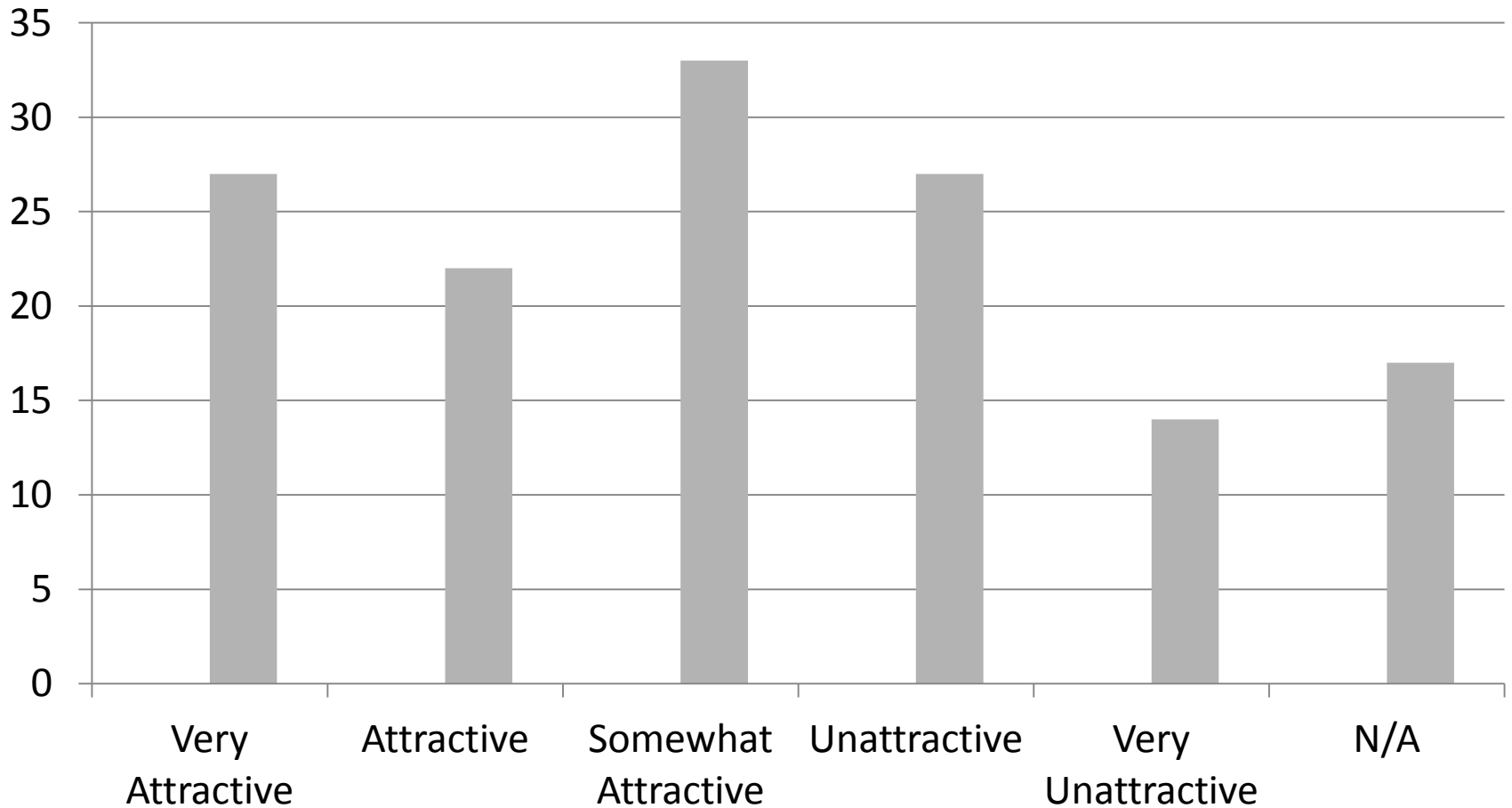


# Current Usage: In an average year, how many social events do you attend?

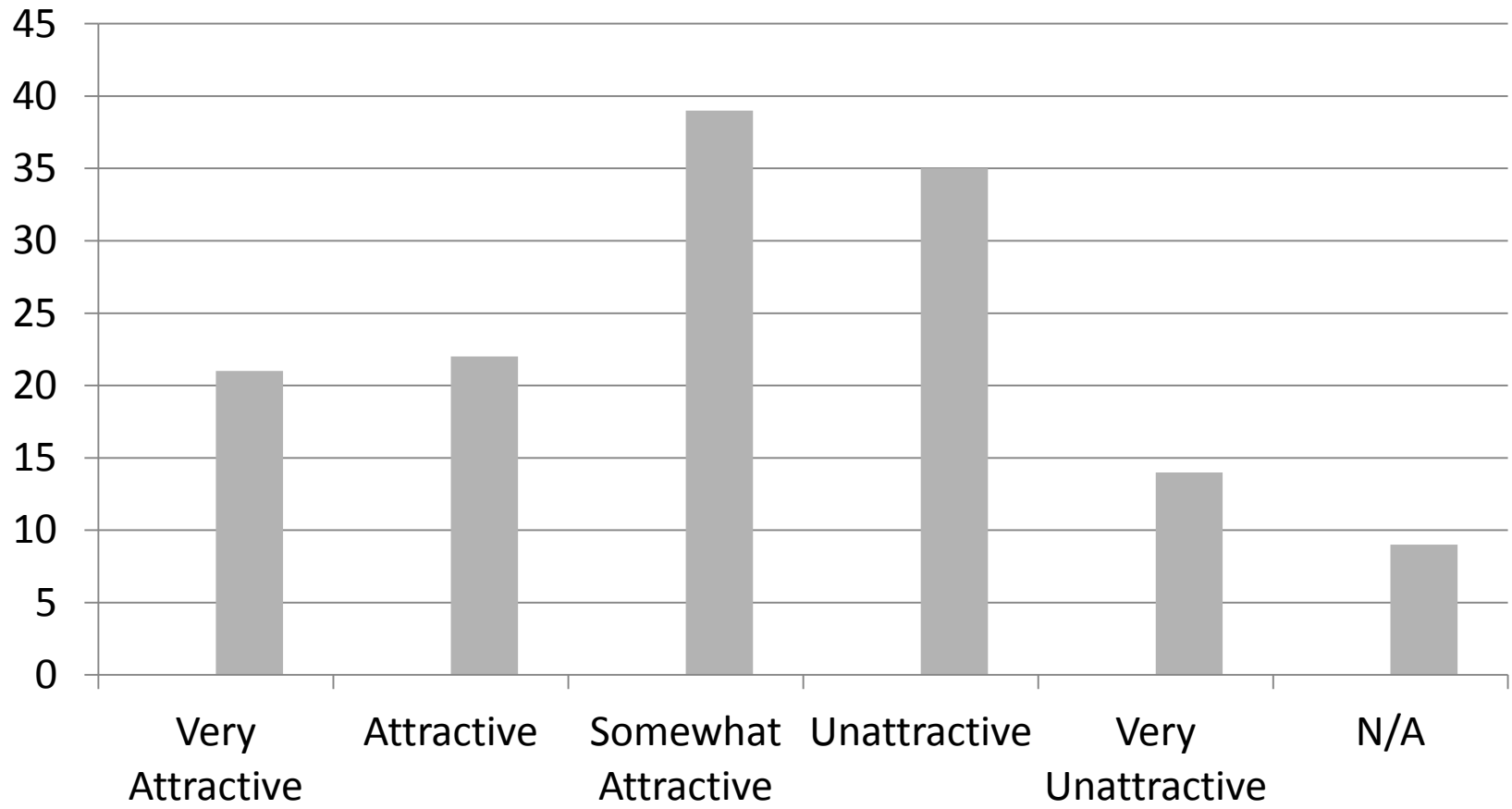




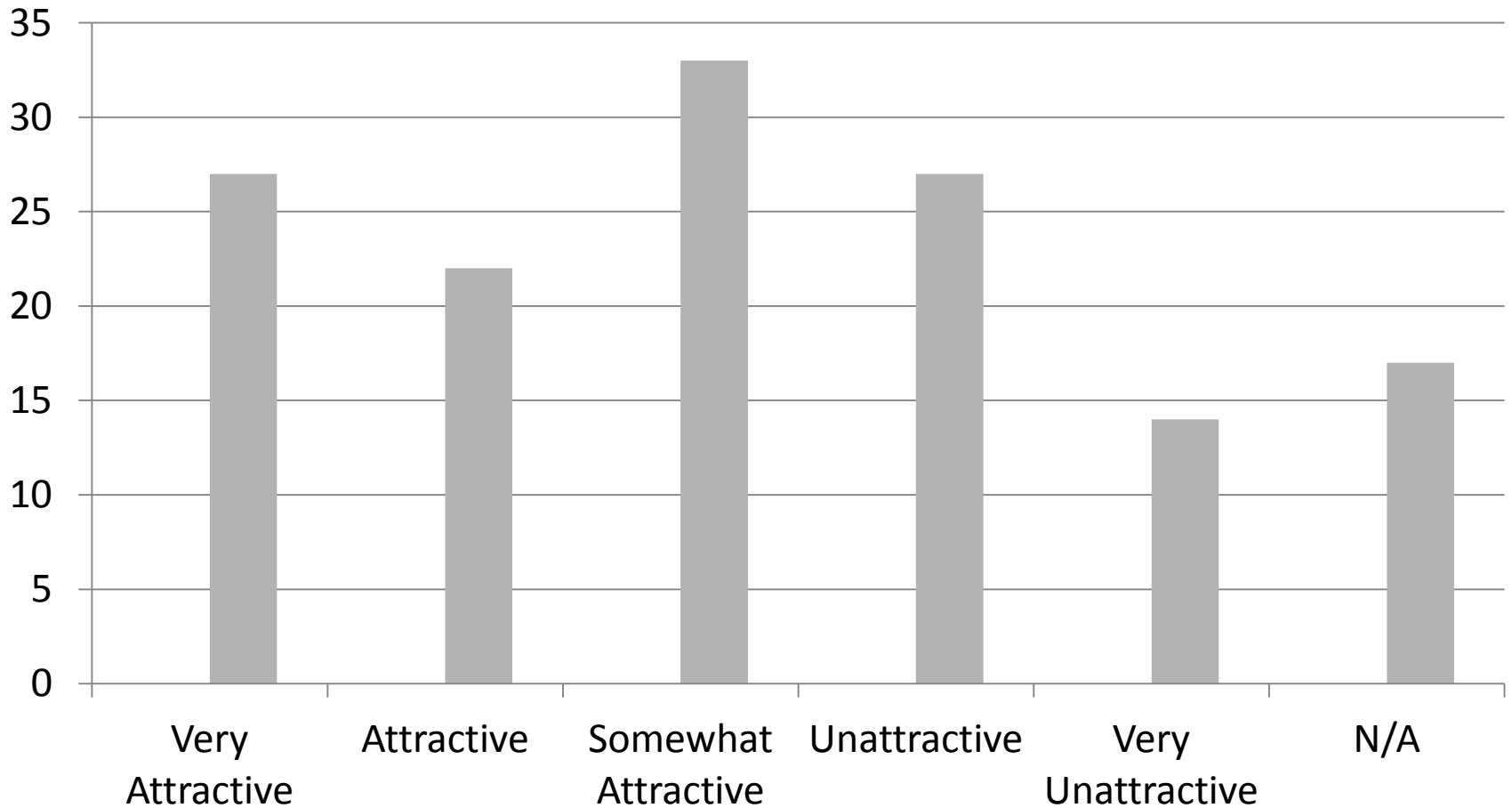
# Personal Preference: Designated cubbies for personal belongings. (Talit, Tefilin, Food, Shoes, etc.)



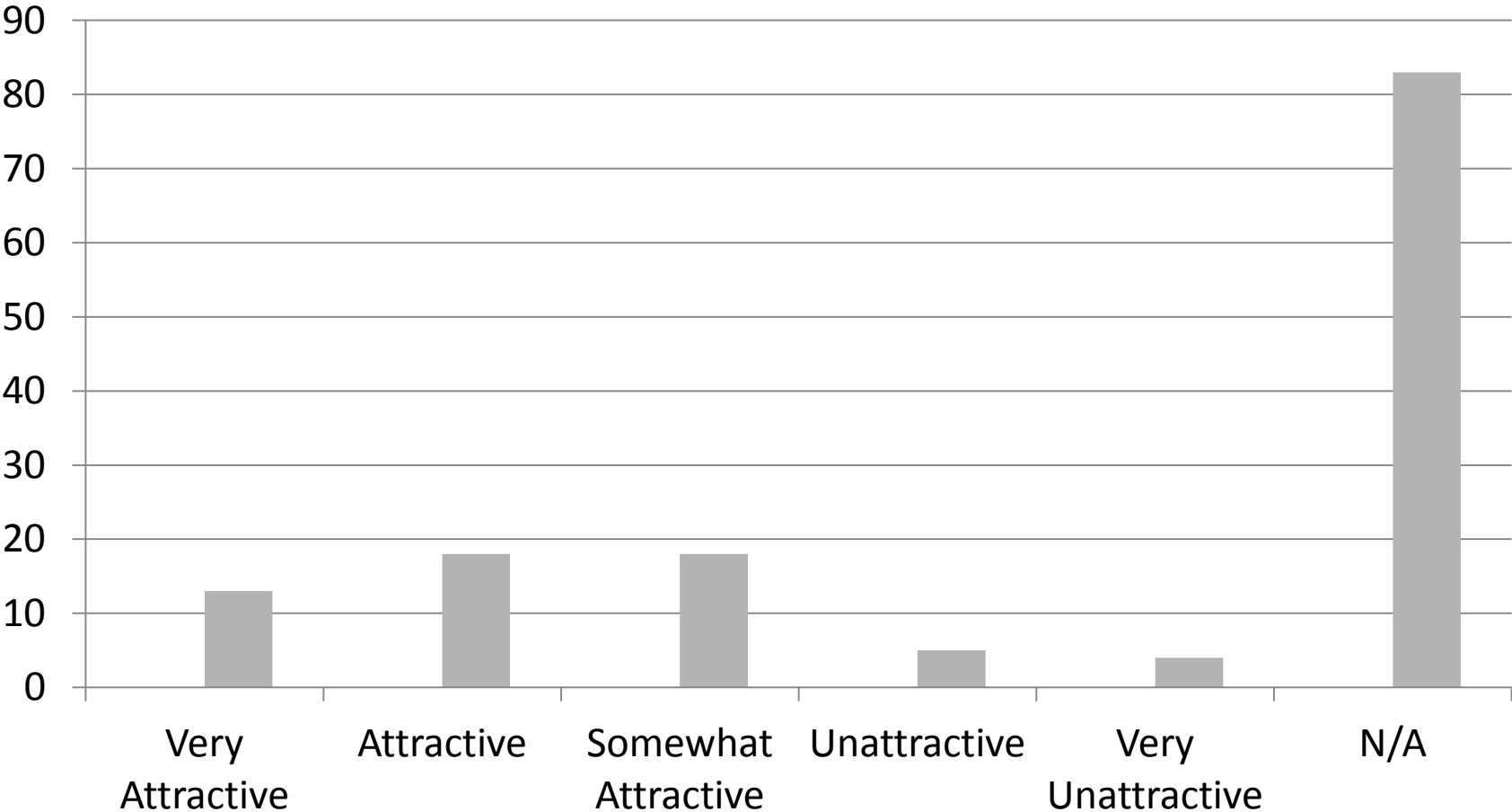
# Personal Preference: A second minyan on Friday night



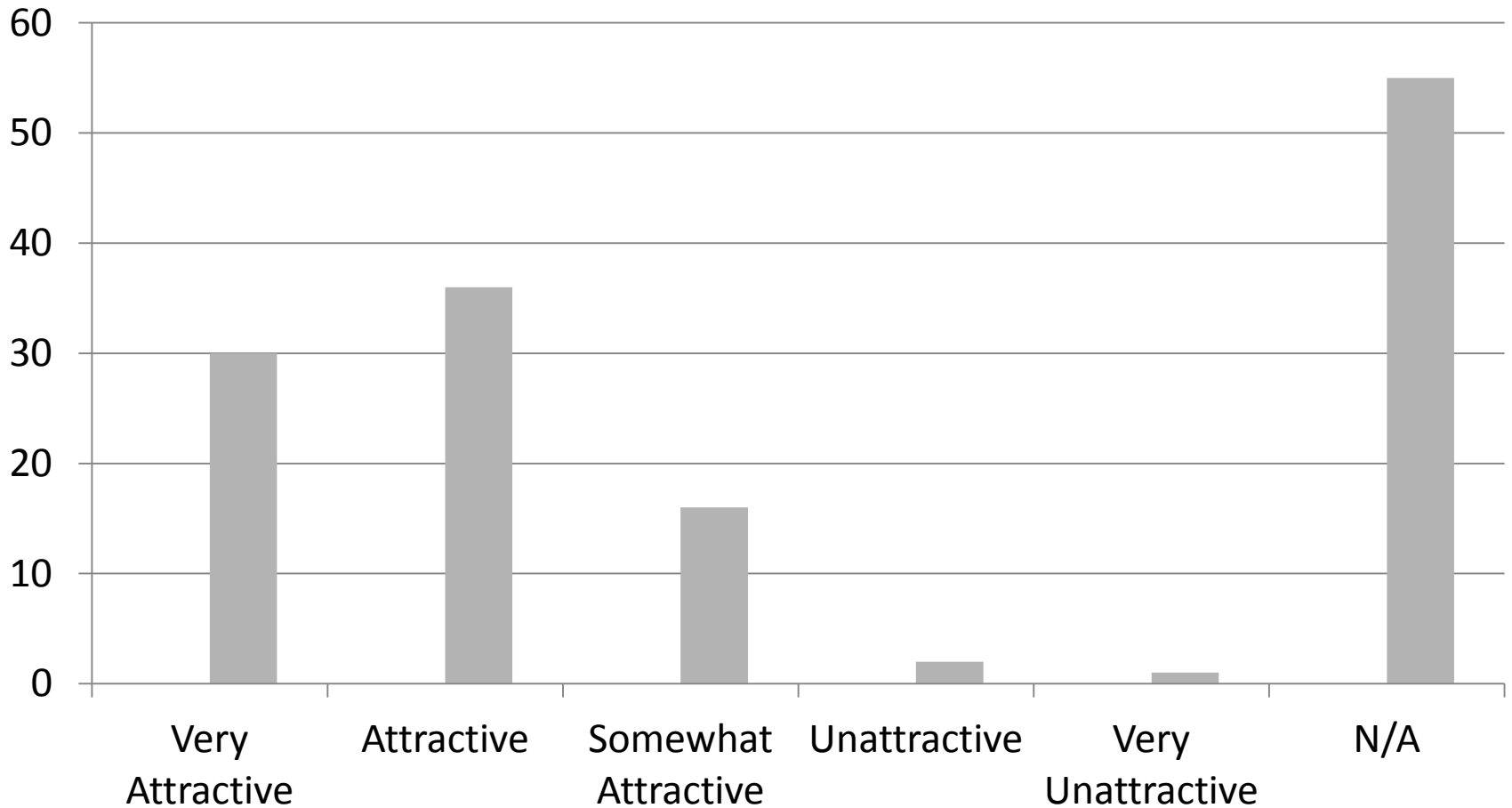
# Personal Preference: A second minyan on Shabbat Day



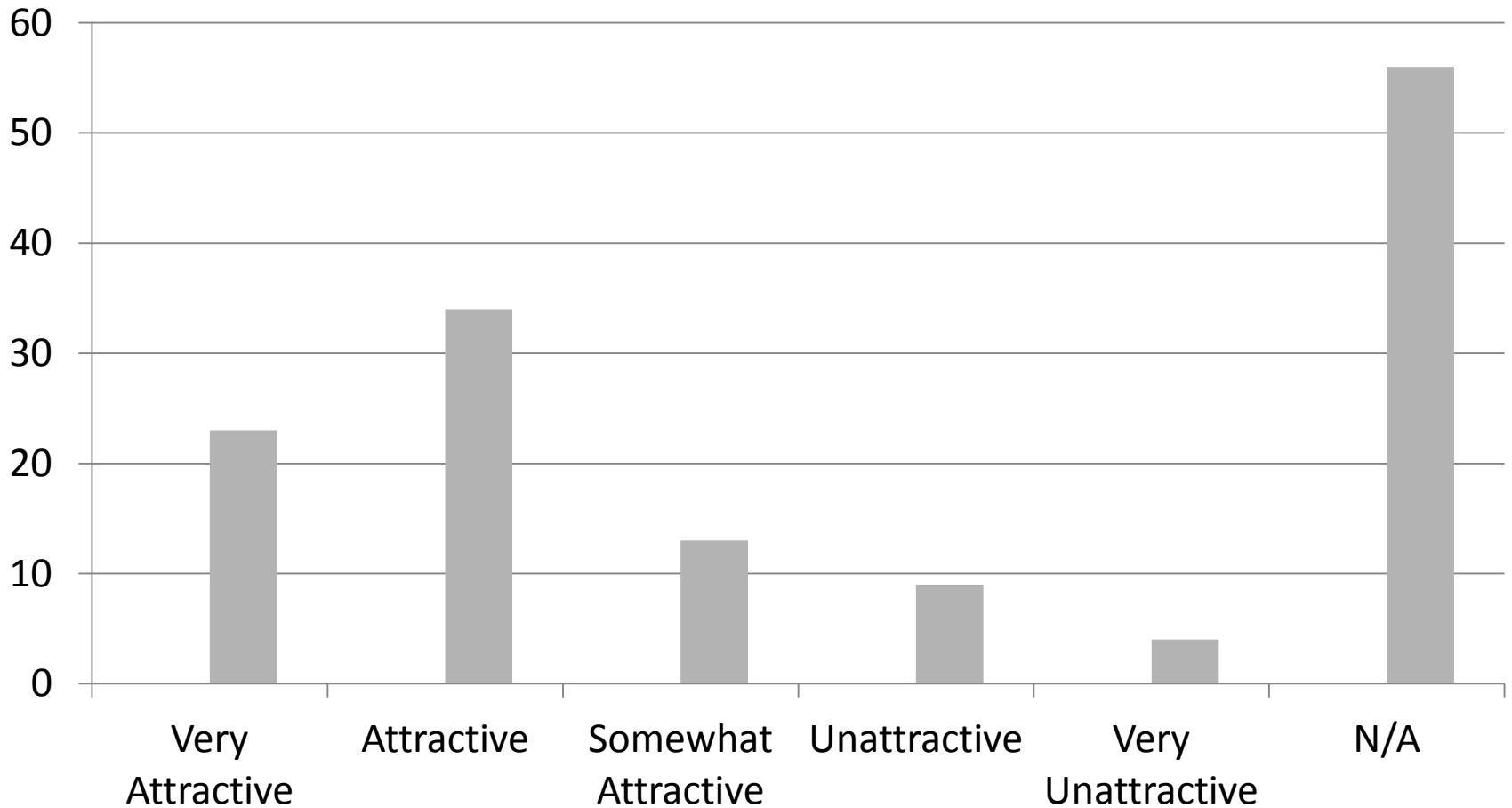
# Personal Preference: Junior Congregation Ages 4-6



# Personal Preference: Designated Children's playroom



# Personal Preference: Mother's Lounge



# Top 5 spaces people would like see upgraded:

- 1+2) Upstairs & Downstairs bathrooms
- 3) Coatroom
- 4) Main Sanctuary
- 5) Multi-Purpose Room

# Next Steps

- Sit down with the building committee, Oren and the board.
- Design plan for new renovation project and projects that will come down the pipeline in the next 10 years.



# Renovation Project

- Questions?