

## CMC ELECTRONIC SIGN SURVEY RESULTS Nov. 17, 2018

In October, the CMC Church Board invited CMC participants to give specific feedback on designs for a proposed electronic sign. We thank each of the 128 individuals who responded to this survey. Just over three-quarters of survey respondents supported an electronic sign. Almost a quarter of survey respondents indicated opposition to an electronic sign.

### DESIGN PREFERENCES

We invited you to focus on overall appearance and rank the illustrated designs in order of your personal preference (1/favorite-5/least favorite):

- Electronic text will be amber/yellow (not red) on any sign installed
- Electronic text will *not* flash or scroll
- Side panel logos are interchangeable on Designs D-E.

*Below we show the designs in order of the average of all rankings (lower number=higher rank). We also show the number of responses for each rank.\**



#### Design E

Overall average: 1.6 (slightly ahead of Design D)

Favorite: 50 (37.3% of 134)

Second choice: 30

Third choice: 13

Fourth choice: 15

Least favorite: 20 (11.6% of 172)



#### Design D

Overall average: 1.6 (slightly behind Design E)

Favorite: 33 (24.6% of 134)

Second choice: 51

Third choice: 18

Fourth choice: 9

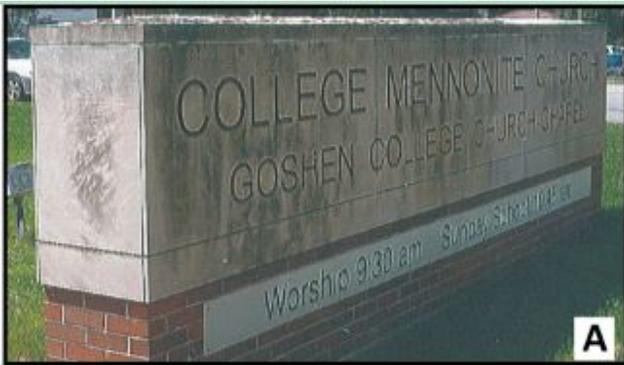
Least favorite: 17 (9.9% of 172)

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\*If there were 128 respondents, why are there 134 “favorite” and 172 “least favorite” responses? 20 respondents chose to repeat rankings (for example ranking 2 designs as favorite, or 4 designs as least favorite). The high number of “least favorite” rankings is largely accounted for by the fact that over 1/3 of those choosing the existing sign (Design A) as their favorite, assigned “least favorite” to all the other designs. By contrast, only 3 individuals who ranked Design A their least favorite ranked one or two other designs “least favorite.”



**Design B**  
 Overall average: 2.1  
 Favorite: 17 (12.7% of 134)  
 Second choice: 21  
 Third choice: 38  
 Fourth choice: 31  
 Last choice: 21 (12.2% of 172)



**Design A**  
 Overall average: 2.5  
 Favorite: 31 (23.1% of 134)  
 Second choice: 4  
 Third choice: 11  
 Fourth choice: 10  
 Least favorite: 72 (41.9% of 172)



**Design C**  
 Overall average: 2.7  
 Favorite: 3 (2.2% of 134)  
 Second choice: 5  
 Third choice: 25  
 Fourth choice: 53  
 Least favorite: 42 (24.4% of 172)

**AESTHETICS vs COST**

We also asked you to indicate how you would prioritize the value of aesthetics and monetary cost.

**Aesthetics more important (I would support my favorite design even if it is most expensive)**  
 94 (73.4%)

**Cost more important (I would choose the least expensive sign even if it was my least-favorite design)**  
 16 (12.5%)

**Other/explain:** 18 (14.1%) (of these, about a third indicated they would want to balance aesthetics/cost, e.g. “not necessary to go to either extreme”; about two-thirds indicated they wanted to keep the current sign and/or were against an electronic sign)

## **EXCERPTS FROM OTHER COMMENTS**

**We received comments from 15 respondents indicating support for an electronic sign. These examples give an idea of what people were saying:**

- My initial thoughts were not in favor of an electronic signature, but after seeing the options I've changed my opinion.
- Let's get this done yet this fall!
- [In conversation with workers entering our building for recent interior projects], 7 out of 7 admitted that they had driven by on SR 15 hundreds of times and never knew that this was a church. ... The present sign lends no information to a passerby and really is a "nothing burger" to most drivers. A digital sign would help in many ways but can be a wonderful invitation to our Goshen community for CMC events, ministries ... It would say "welcome" anytime.
- The current sign gets lost in the landscape. As I think about my work commute in years past, there were signs that always caught my eye and the updates were of interest in what often became a boring commute. Having something that is visually pleasing has great potential in increasing CMC's visibility in the broader community and the potential to bring new persons to visit and, hopefully, become part of our community.
- You have dealt satisfactorily with my concerns of visibility, distractibility, and aesthetics.
- If you want CMC events to draw new people there has to be an awareness of the events. Boils down to what are the goals of CMC and GC. ... Too much traffic is passing by to not have a digital sign.

**We received comments from 16 respondents indicating opposition to an electronic sign. These examples give an idea of what people were saying:**

- I am not in favor of spending any money on an electronic sign.
- Electronic signs can be obtrusive.
- Personally, I do not think this project lines up with our values as a church. How could we conduct outreach in a way that would impact vulnerable people in our community? Or, how could \$20,000-\$40,000 make Jesus known on an increasingly secular campus? For damage control's sake, I hope we build as little as possible, but really I hope we think in different terms in the future. I think we mostly use resources wisely and well and think some of these capital campaign priorities are out of place.
- An electronic sign would cheapen our core values and image. Signage has always been an effective tool for identification and direction, but not as a customer draw.
- What research or core knowledge about effectiveness do we have? I haven't seen key facts about effectiveness. My experience with other electronic signs is that they are difficult to read and thus potentially dangerous distraction for drivers.
- No electronic sign, use the funds to contribute to helping the environment rather than adding to CMC's carbon footprint. We can still be welcoming!

### **10 respondents inquired about or commented on:**

- applicable zoning regulations (these have factored into the design process)
- role of Amity/Goshen College (both being kept informed as we go, sign will be located on Amity property)
- importance of keeping stone on current sign clean
- choice of lettering color (as indicated on the survey, lettering will be amber/yellow although two designs illustrations show red lettering)

### **What now?**

A basic goal of the CMC Board is to assist the congregation in fulfilling its strategic priorities. Adopted in 2016, the first of these related to hospitality and welcoming. It asks us to “improve our practices related to welcoming and actively including and inviting others into our physical space and spiritual community.” The proposal for an electronic sign grew directly out of a member-led group that developed action steps to help CMC work at this priority. CMC’s ongoing Hospitality Committee has also strongly endorsed the value of such a sign. David Maldonado’s engagement with community members suggests our current sign does very little to communicate the nature of CMC and its ministries. After studying the results of the survey at its Nov. 6 meeting, the Board has affirmed moving forward with an electronic sign. We believe this will improve our ability to inform the broader community about and invite them to participate in the ministries of our congregation.

We anticipate taking steps in early 2019 to finalize plans with Amity, with the sign company who developed Designs D & E, and with the City of Goshen. Those discussions may create the need for slight adaptations to a final design.

*CMC Board:* Linda Christophel, Carol Grieser, Becky Bontrager Horst, Ron Kennel, Joe Springer (chair), Seth Yoder, David Maldonado, Phil Waite [Richard Kauffman, on leave]