In 2017, Preservation Action executed two surveys, both captured on Survey Monkey. The first we labeled the Grassroots survey to reach a wider “general public” audience. The second called the Strategic Issues survey designed to reach preservation advocates.

Respondents indicated preservation should be a priority in their community

76% of respondents believe historic preservation is very effective at enhancing civic pride

67% believe preservation is very effective for stabilizing neighborhoods

Which of the following is most important for preservation in your community?

Financial incentives for rehabilitation
Education and storytelling of what makes those sites valuable
Saving monuments, landmark buildings, and sites
Other (please specify)
Technical assistant or knowledge training about rehabilitation

Where Would You Like To See Preservation Action Focus Its Efforts?

Incentives for rehabilitation
Education: Improving the visibility and effectiveness of the Federal Historic Preservation Program
Funding Federal historic preservation programs
Assisting with climate impacts: planning...
On the Strategic Issues Survey

Respondents feel Preservation Action should focus future partnerships with other historic preservation organizations.

Where Would You Like To See Preservation Action Focus Its Efforts Next?

<table>
<thead>
<tr>
<th>Protecting the Historic Rehabilitation Tax Credit</th>
<th>Funding the Historic Preservation Fund</th>
<th>Climate Impacts: planning/preparedness/disaster response/flood insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education: Improving the visibility and effectiveness of the Federal Historic Preservation Program</td>
<td>Regulatory reform: Infrastructure, other federal programs</td>
<td></td>
</tr>
</tbody>
</table>

What are the most important current federal policy issues concerning historic preservation?

- Infrastructure Investment for Resiliency Planning, Flood Insurance
- Preserving Historic Tax Credits, Maintaining HP Funding for SHPO Offices
- Maintaining Section 106, the tax credit and funding the HPF
- Climate change!

Join Preservation Action!

Since 1974, Preservation Action has been the voice of grassroots preservationists advocating for federal funding, incentives, and programs that support your work as a state, regional, or local preservationist.

- When you’re a member of Preservation Action, your agenda becomes our agenda
- We connect you with a national network of preservation advocates
- We provide the materials, information, and support you need to approach your legislators at the local, state, and national level

Visit www.preservationaction.org to join.
In 2017, Preservation Action executed two surveys, both captured on Survey Monkey. The first we labeled the Grassroots survey to reach a wider “general public” audience. The second called the Strategic Issues survey designed to reach preservation advocates.

**On the Grassroots Survey**

- Respondents indicated preservation should be a priority in their community
- 76% believe preservation is very effective at enhancing civic pride
- 67% believe preservation is very effective for stabilizing neighborhoods

**Which of the following is most important for preservation in your community?**

- Financial incentives for rehabilitation: 30%
- Education and storytelling of what makes those sites valuable: 25%
- Saving monuments, landmark buildings, and sites: 20%
- Other (please specify): 15%
- Technical assistant or knowledge training about rehabilitation: 10%

**Where Would You Like To See Preservation Action Focus Its Efforts?**

- Incentives for rehabilitation
- Education: Improving the visibility and effectiveness of the Federal Historic Preservation Program
- Funding Federal historic preservation programs
- Assisting with climate impacts: planning...

Preservation Action is the only national non-profit dedicated exclusively to lobbying for the best preservation policies at the federal level. We seek to make historic preservation a national priority by advocating to all branches of government through a grassroots constituency empowered with information and training.
20% of respondents have been Preservation Action members for 10 years +

Most joined because of a general commitment to historic preservation or work/career related

¾ of respondents feel informed about PA’s mission, but ¼ feel informed about PA’s financial needs

46% say PA is widely known among key decision-makers in preservation, and 40% say those key decision-makers feel favorable about PA

Other historic preservation organizations should be the focus of PA’s partnerships

Respondents think PA should focus on protecting the historic rehabilitation tax credit

87% say PA has not been involved in issues considered controversial

Respondents think PA should get engaged with Tribes, difficult history, and climate change issues

Please rate your level of satisfaction with Preservation Action with the following:

<table>
<thead>
<tr>
<th>Programs (Advocacy week)</th>
<th>Level of advocacy</th>
<th>Education, Information, and services provided to members</th>
<th>Membership overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>Satisfied</td>
<td>Dissatisfied</td>
<td>Very Dissatisfied</td>
</tr>
<tr>
<td>23%</td>
<td>22%</td>
<td>28%</td>
<td>36%</td>
</tr>
<tr>
<td>7%</td>
<td>2%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>46%</td>
<td>45%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>17%</td>
<td>17%</td>
<td>10%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Open-Ended Questions

Respondents listed monthly calls, legislative updates, advocacy week, and action alerts as especially beneficial to them.

Programs to improve: communication, membership engagement, and building the statewide network.

Programs to offer: advocacy info for local gov., keep focus narrow on current programs, engage Main Street, presence at state conferences.