

Firefly 2024 Survey

Survey Core

2024-08-04

Firefly 2024 Post-Event Survey

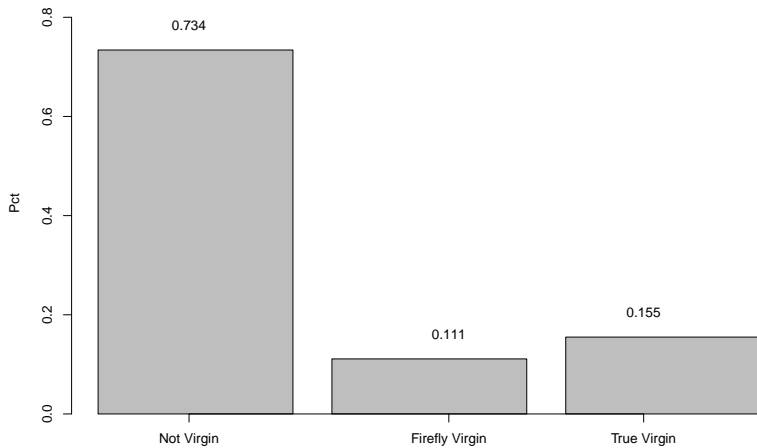
- ▶ 605 respondents – same percentage as last year
- ▶ Launched Thurs July 11, closed Monday July 22
- ▶ Sections:
 - ▶ Demographics
 - ▶ Key Metrics
 - ▶ Secondary Metrics
 - ▶ Satisfaction with specific aspects
 - ▶ Volunteering
 - ▶ Accessibility

Demographics

- ▶ Veterans, Virgins, New-to-Firefly Burners
- ▶ Fireflies attended
- ▶ Age
- ▶ Origin (new)
- ▶ Income (new)

Virgins

Firefly Virgins

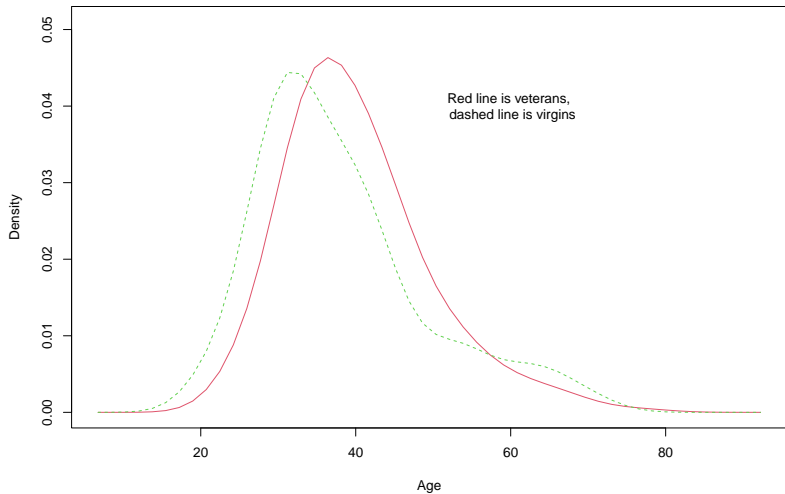


Virgins in historical context

Fewest virgins since 2016

year	True virgins	Firefly virgins	All virgins
2016	0.145	0.112	0.257
2017	0.168	0.097	0.265
2018	0.182	0.134	0.315
2019	0.200	0.113	0.313
2022	0.190	0.155	0.345
2023	0.202	0.071	0.273
2024	0.155	0.111	0.266

Age



Age in Historical Context



Origin

1. Greater Boston: 55%
2. Another state or territory: 13%
3. Elsewhere in the Northeast: 11%
4. MA but not Greater Boston: 8%
5. VT: 6%
6. Canada: 2%
7. Another country: <1%

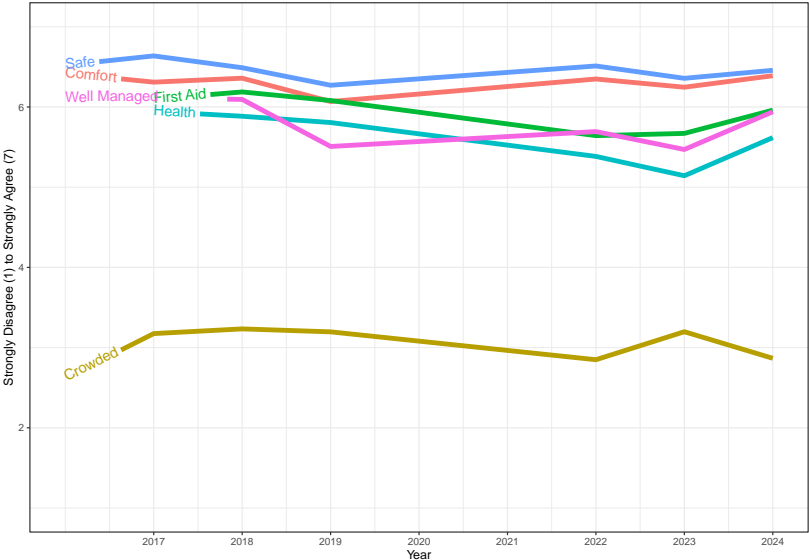
Income

- 1) 9% of Fireflies make more than \$200,000 per year
- 2) 28% of Fireflies make between \$100,000 and \$200,000 a year
- 3) 60% of Fireflies make less than \$100,000 per year
- 4) 13% of Fireflies make less than \$20,000 per year

Key Metrics

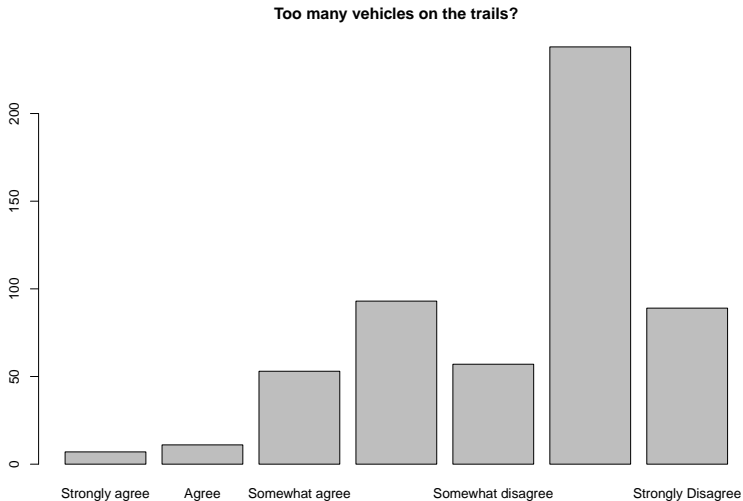
- ▶ Safe?
- ▶ Comfortable?
- ▶ Well-managed?
- ▶ Crowded?
- ▶ Prepared for health issues?
- ▶ Know how to reach First Aid?
- ▶ Transformational Experiences

Key Metrics: Mostly Stable over time



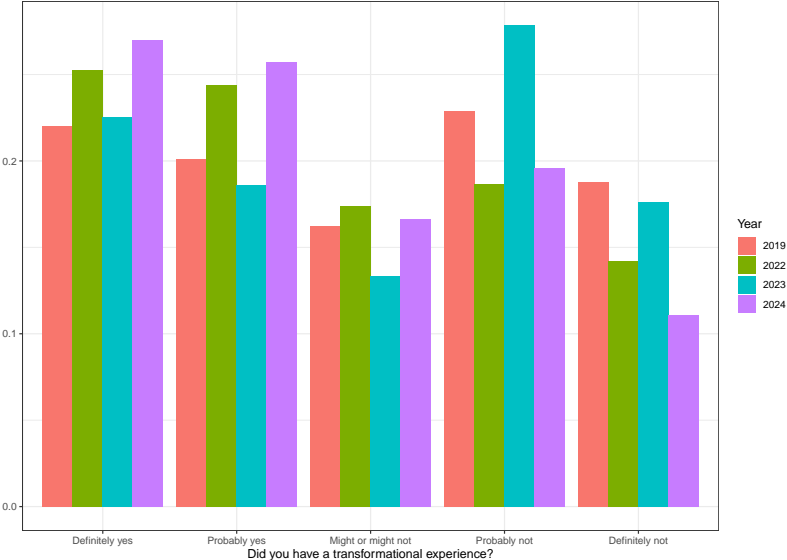
Vehicles on the paths

Question: There were too many vehicles on the trails at Firefly 2024.

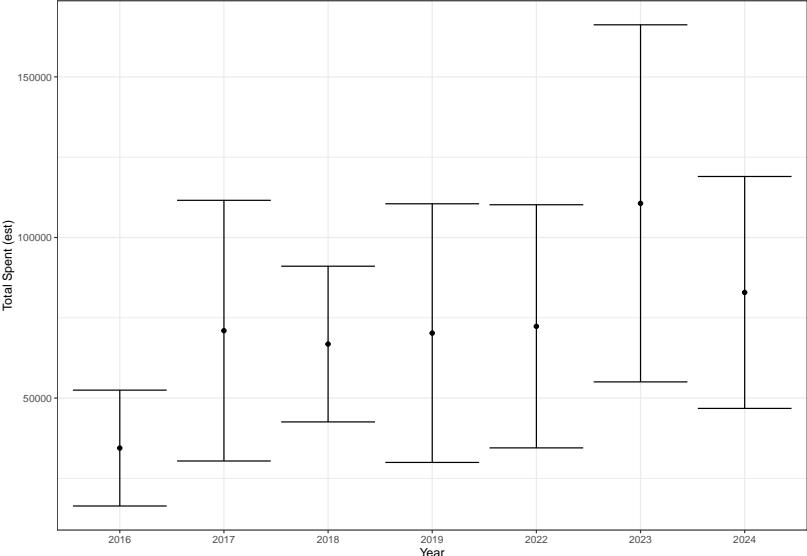


Transformational Experiences

Most transformative year yet



Money Spent in Bethel

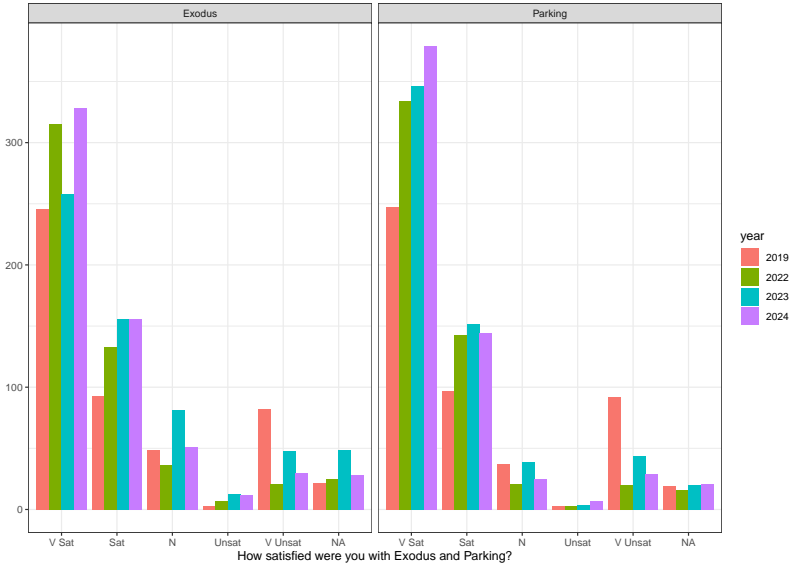


Satisfaction with specifics

- ▶ Parking/Exodus
- ▶ NorthBeast
- ▶ Ticketing (not asked this year)
- ▶ Facebook Group
- ▶ Minors
- ▶ Camping Space (not asked this year)
- ▶ Portos

Parking and Exodus

Happier than before!



Parking and Exodus Free Response Highlights

- ▶ “Loved the one way traffic pattern in upper parking. Parking folks were lovely and very helpful!”
- ▶ “With a little upfront data mining, I wonder if we could pre plan early arrival parking spots . . . But I forget why I thought that would be helpful”
- ▶ “Restrict the Firefly Bus to ONLY paved roads. Please keep the Firefly Bus, but please stop asking the bus driver to go on the gravel road to Upper Parking. This has always been a dumb idea, as evidenced by the disaster of the Firefly Bus getting stuck this year.”
- ▶ “All pretty smooth. Some ground tarps for the upper unload area, so stuff didn't get sandy while staged there, would have been a great public service. But like whatever, it was easy this year. Thank you to GTFO!”

Public Transportation

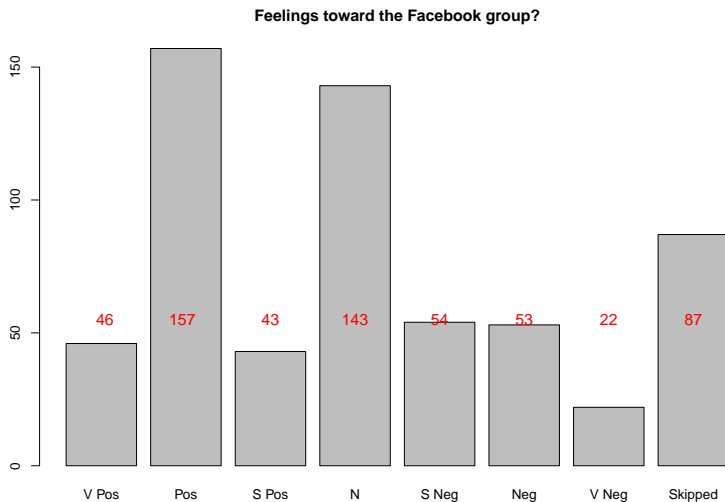
What options would you consider?

1. Expanded rideshare coordination (44%)
2. More buses from Boston (29%)
3. Helipad (20%)
4. White River Junction/Randolph Shuttle (11%)
5. Buses from elsewhere (9%)

Top Choices for other bus routes:

1. Western MA
2. Burlington
3. Montreal
4. NYC
5. Albany

Facebook group: not great



Volunteering Sign-ins

1. Skipped: 27%
2. Signed in: 36%
3. Unaware of sign-in: 17%
4. Didn't always sign in: 3%
5. Other: 16%

Top Comments:

- ▶ Sign-in sheets not always available
- ▶ Wasn't asked to sign in

Volunteering Barriers

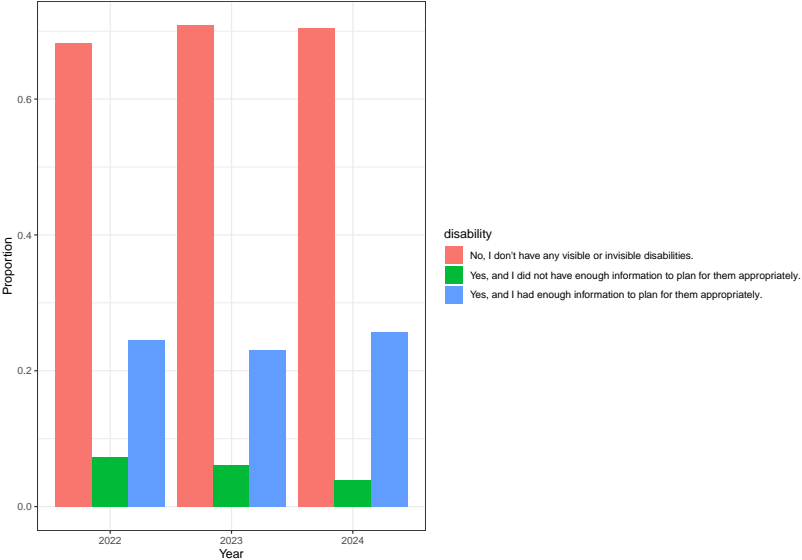
1. Unclear what each core does: 49 this year down from 89 last year
2. Confusing online process: 28 down from 81
3. Unclear of the physical requirements for each role: 29 down from 74
4. No clear access to sign up for shifts during event: 31 down from 53
5. Got my ticket too late to sign up: 53 up from 40

Disability/Accessibility Issues

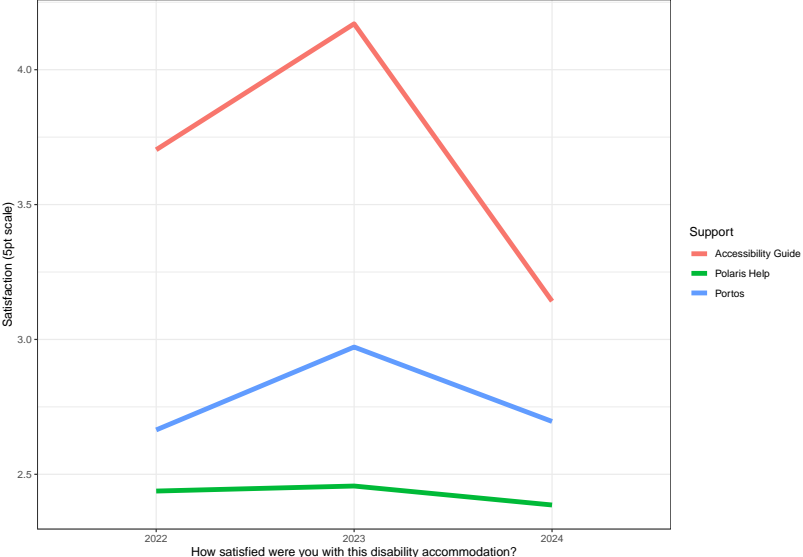
- ▶ Visible/Invisible Disabilities
- ▶ Portos
- ▶ Hauling
- ▶ Disability Guide
- ▶ Free response feedback

Disability issues

Prevalence of disabilities: moderate unpreparedness



Specific issues: doing less well



Disability Free Response Highlights

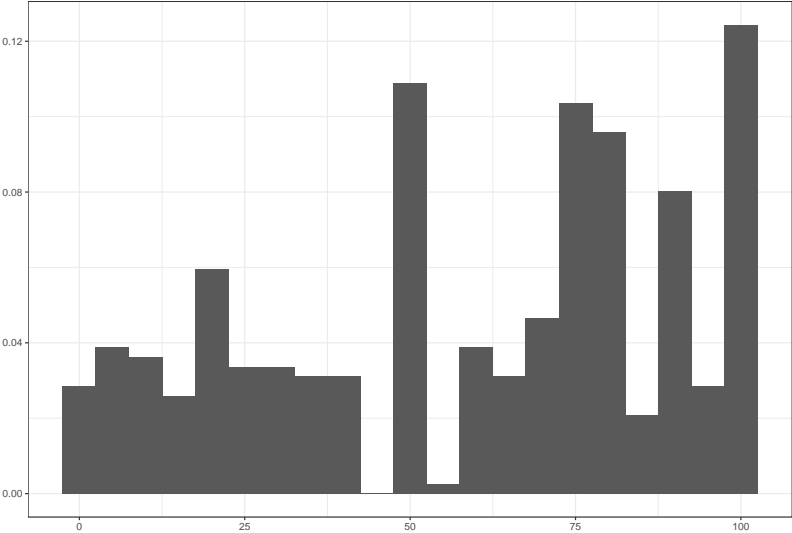
- ▶ “designating accessibility friendly sites pre placement would be huge”
- ▶ people complaining about porto distance using VERY descriptive language
- ▶ “Two volunteers at the accessibility station in upper parking had no idea about the codes to the porto locks”
- ▶ Sensitivity camping – a zone with no music, no smoking, no generators, no UTVs

Medical Contractor

3 people reported negative experiences with the medical contractor versus 9 last year; 49 reported favorable experiences.

Controversial/Offensive Art

If X% of Fireflies think an art project or other act of radical self-expression is offensive or inappropriate, it should not be allowed.



Censoring Art: stylized statistics

- 1) 32% of people support censoring art if 50% of participants find it inappropriate or offensive
- 2) 11% of people believe there is no such threshold that they would support

Conclusion: Positive Feedback

- ▶ “I felt safe to be me and really held by the ethos of the event—the principles were alive and maintained. As a solo woman, I was respected and cared for and met people who helped me without encroaching or being weird. I never felt threatened, I felt like I could have fun, and trust. Couldn't have asked for a better experience”
- ▶ “The bug was amazing. It blew my mind. I found other fireflies to be helpful kind and welcoming for the most part. I enjoyed seeing what each camp brought to the burn and it was fun interacting in the different themed camps. The dance parties were amazing. I loved there were so many mocktail options given I'm sober. I also loved all the coffee options. The temple burn was very powerful and needed after a rough 2023. Overall it was transformative”
- ▶ “I have been to high level corporate retreats that were less well organized.”
- ▶ Ring Road mentioned 50 times!

Conclusion: Negative Feedback

- ▶ “I felt super uncomfortable with the amount of pictures posted publically after the event where there were visible wristbands and the onus was on the individuals in the picture to tell them to take it down and not the person posting hundreds of images online. If the wristbands do nothing, why have them? Is there punishment or discouragment for this behavior?”
- ▶ “You need to offer car camping in the future. You are not ADA friendly.”
- ▶ “I was literally cockblocked by a six-year-old”
- ▶ Well breaking, scarce ice, portos, usual stuff
- ▶ “I volunteered for Sanctuary and I felt that the training Mary gave wasn't the most organized. . . She gave a rundown of what it is and how to handle some different incidents, but newer folks had to ask a number of clarifying questions on protocols like how to use the radio and such. I did read the guidebook beforehand, which helped, but also seemed to be a year or two out of date. . . ”

Conclusion: Actionable feedback

- ▶ “please consider a policy requiring parents to remain within eyesight of their children. children at firefly are wonderful. unattended children are a liability” – a dozen such comments
- ▶ “find a new bus company”
- ▶ Make a turnaround for the bus?
- ▶ “. . . we need a new location that is flatter.”
- ▶ Several complaints about EA not being obvious or seeming cliquy
- ▶ “Some experienced Rangers were annoyingly resistant to change and the new updates to Ranger mindset, including nitpicking totally normal bushy-tailed behavior of alphas or even new khakis, while simultaneously and pettily refusing to wear the new non-khaki-colored shirt and generally being more concerned with being old school cool than helpful. That’s a shame given how hard the leads have worked on these changes.”

Conclusion: Individual Feedback

- ▶ “Growlithe (Burn night OOD) was super supportive and helpful.”
- ▶ “Canvas is a superhero” an “Adam Canvas did an exemplary job with the bug burn dramatics”
- ▶ “Joy and Zieve killed it on Accessibility this year”
- ▶ “Nick Colangelo helped me with medical and was wonderful-great experience.”