

Copy of ORC_CaGBC Membership Survey_June2010

The objective of this survey is to find out what members and contacts want in terms of programming

Summary Prepared on 07/20/10

This report summarizes 45 of 45 total responses.

Summary for the results with the following restrictions:

Response Filters

Invitation Type: all

Status: all

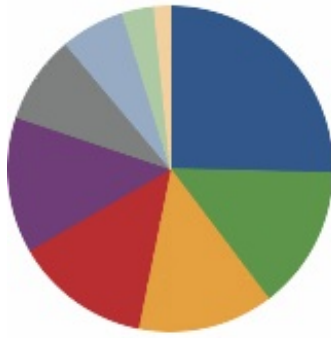
Alerts:

Email Contains:

Reasons for Joining

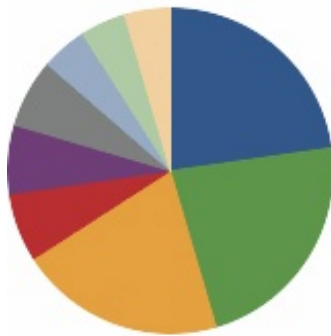
1. Why did you become a member of the Ottawa Region Chapter (ORC) of the CaGBC? (choose all that apply)

- 25.3% [2. To network with others in the green building field in the Ottawa Region \(32\)](#)
- 14.2% [6. To receive discounts on LEED workshops offered by National CaGBC \(with National Benefits Package\) \(18\)](#)
- 13.4% [5. To receive discounts on ORC CaGBC education \(ORC](#)



- [tech lunches, Green Building Ottawa Conference, building tours\) \(17\)](#)
- 13.4% [8. To support the mission of the chapter \(17\)](#)
- 13.4% [1. To increase visibility of my company's products/services \(17\)](#)
- 8.7% [4. To access and contribute to the quarterly newsletter GREEN SPACE \(11\)](#)
- 6.3% ["Other" Answers](#)
- 3.1% [7. To help shape the market by participating on an ORC committee \(4\)](#)
- 1.5% [9. My organization is a sponsor of the ORC CaGBC \(2\)](#)
- 0.0% [10. I am not currently a member \(0\)](#)

2. What would you consider to be the single most beneficial area of your membership?



- 22.7% [1. ORC monthly technical lunch series with speakers \(10\)](#)
- 22.7% [7. Discounts on National CaGBC LEED education \(with National Benefits Package\) \(10\)](#)
- 20.4% [3. Members-only networking events \(socials, AGM\) \(9\)](#)
- 6.8% [8. I have recently joined an am not familiar with membership benefits \(3\)](#)
- 6.8% [2. Members-only building tours \(3\)](#)
- 6.8% [4. GREEN SPACE newsletter \(3\)](#)
- 4.5% [5. Email announcements \(2\)](#)
- 4.5% [6. Information resources \(via phone or email\) \(2\)](#)
- 4.5% ["Other" Answers](#)

Ottawa Region Chapter CaGBC Membership Benefits

3. Please indicate how valuable the following CAREER BENEFITS are (or would be) to you:

	Very Low Value	Somewhat Low Value	Neither High nor Low Value	Somewhat High Value	Very High Value
Chapter membership list	0.0 %	7.6 %	41.0 %	46.1 %	5.1 %
Chapter networking Activities	0.0 %	0.0 %	20.0 %	40.0 %	40.0 %
Chapter education programs	0.0 %	0.0 %	12.5 %	35.0 %	52.5 %

Professional development opportunities from other organizations	0.0 %	2.5 %	7.5 %	55.0 %	35.0 %
---	-----------------------	-----------------------	-----------------------	------------------------	------------------------

4. Please indicate how valuable the following INFORMATION RESOURCES are (or would be) to you:

	Very Low Value	Somewhat Low Value	Neither High nor Low Value	Somewhat High Value	Very High Value
Biweekly Chapter emails	0.0 %	10.2 %	28.2 %	43.5 %	17.9 %
GREEN_SPACE newsletter emailed in html format	7.6 %	15.3 %	33.3 %	35.8 %	7.6 %
GREEN_SPACE newsletter emailed in pdf format	0.0 %	2.5 %	25.6 %	41.0 %	30.7 %
GREEN_SPACE newsletter printed and mailed	58.9 %	23.0 %	15.3 %	0.0 %	2.5 %
Chapter LinkedIn group	18.4 %	15.7 %	31.5 %	18.4 %	15.7 %
Chapter Twitter feed	47.3 %	21.0 %	23.6 %	5.2 %	2.6 %

5. Please indicate how valuable the following chapter EDUCATION benefits are (or would be) to you:

	Very Low Value	Somewhat Low Value	Neither High nor Low Value	Somewhat High Value	Very High Value
Online education (webinars)	2.6 %	5.2 %	5.2 %	42.1 %	44.7 %
Half-day workshops	2.5 %	7.5 %	17.5 %	52.5 %	20.0 %
Full-day workshops	2.6 %	13.1 %	13.1 %	50.0 %	21.0 %
Regional conference	5.4 %	5.4 %	13.5 %	48.6 %	27.0 %
Monthly breakfast program with speakers	5.1 %	10.2 %	30.7 %	33.3 %	20.5 %
Monthly luncheon program with speakers	7.6 %	10.2 %	17.9 %	35.8 %	28.2 %

Provide additional comments below: *You may browse comments online or download the CSV.*

6. Please select the educational topics you would consider registering for in the next twelve months if offered by the Ottawa Region Chapter (choose all that apply).

■ 10.5% [Integrated Design Process \(IDP\) \(full day\) \(25\)](#)



- 10.5% [Green building case studies \(1.5 hour\) \(25\)](#)
- 9.7% [Municipal green building: from policy to practice \(full day\) \(23\)](#)
- 8.8% [Construction waste recycling methods \(1.5 hour\) \(21\)](#)
- 8.8% [LEED for Existing Buildings / Operations and Maintenance \(EBOM\) - \(full day\) \(21\)](#)
- 8.8% [Glazing and effective shading \(1.5 hour\) \(21\)](#)
- 8.0% [Sustainable landscape design \(1.5 hour\) \(19\)](#)
- 7.1% [Lighting retrofits for existing commercial buildings \(1.5 hour\) \(17\)](#)
- 7.1% [Solar hot water systems \(1.5 hour\) \(17\)](#)
- 7.1% [Indoor air quality primer \(half day\) \(17\)](#)
- 7.1% [Sustainable neighborhood development strategies \(1.5 hour\) \(17\)](#)
- 5.0% [Workplace waste reduction and recycling methods \(1.5 hour\) \(12\)](#)
- 0.8% ["Other" Answers](#)

Satisfaction with Chapter Offerings

7. If you have attended at least one ORC technical lunch in the last year, please rate your experience(s).

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
Topic was interesting / relevant to my profession	0.0 %	0.0 %	27.2 %	27.2 %	45.4 %
Presentation matched description	0.0 %	0.0 %	27.2 %	22.7 %	50.0 %
Speaker was knowledgeable on topic	4.3 %	0.0 %	21.7 %	13.0 %	60.8 %
Location was convenient	9.0 %	18.1 %	27.2 %	13.6 %	31.8 %
Parking was convenient	13.6 %	13.6 %	45.4 %	13.6 %	13.6 %
I enjoyed the food and drink	0.0 %	4.5 %	36.3 %	31.8 %	27.2 %

Provide additional comments below: *You may browse comments online or download the CSV.*

8. If you have not attended an ORC technical lunch in the last year, why not?

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
Time of day (lunchtime) not convenient	28.5 %	9.5 %	19.0 %	28.5 %	14.2 %
Downtown location not convenient	29.4 %	11.7 %	11.7 %	29.4 %	17.6 %
Parking/transit not convenient	26.3 %	10.5 %	26.3 %	26.3 %	10.5 %
Topics not of interest to me	27.7 %	27.7 %	27.7 %	11.1 %	5.5 %
Lack support from employer for training	55.5 %	5.5 %	22.2 %	11.1 %	5.5 %
Duration (1.5 hour session) too short	38.8 %	11.1 %	38.8 %	11.1 %	0.0 %
New member	31.8 %	4.5 %	36.3 %	4.5 %	22.7 %
Day (third Wednesday in month) not convenient	27.7 %	22.2 %	27.7 %	11.1 %	11.1 %
I live outside the Ottawa Region	30.4 %	0.0 %	26.0 %	0.0 %	43.4 %

Provide additional comments below: [You may browse comments online or download the CSV.](#)

9. Please rate your experience with other Chapter programs and services

	Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied	Did not attend/experience
Building tours	0.0 %	0.0 %	16.2 %	10.8 %	29.7 %	43.2 %
GREEN_SPACE newsletter	2.6 %	0.0 %	10.5 %	23.6 %	44.7 %	18.4 %
Annual General Meeting	2.7 %	2.7 %	30.5 %	5.5 %	11.1 %	47.2 %
Networking socials	0.0 %	0.0 %	18.4 %	18.4 %	23.6 %	39.4 %
Biweekly emails	2.5 %	0.0 %	12.8 %	35.8 %	35.8 %	12.8 %
LEED NC study group	0.0 %	0.0 %	29.4 %	2.9 %	14.7 %	52.9 %
Green Building						

Ottawa Conference	2.7 %	2.7 %	16.6 %	5.5 %	19.4 %	52.7 %
Chapter telephone and email support	2.5 %	5.1 %	25.6 %	7.6 %	20.5 %	38.4 %
Chapter advocacy of green building in region	2.7 %	2.7 %	24.3 %	16.2 %	27.0 %	27.0 %

End of Survey Page 4

Overall Satisfaction

10. How likely are you to...

	Very unlikely	Somewhat unlikely	Neutral	Somewhat likely	Very likely
...recommend ORC membership to colleagues and business partners?	2.4 %	2.4 %	24.3 %	29.2 %	41.4 %
...renew your ORC membership?	2.6 %	7.8 %	5.2 %	26.3 %	57.8 %

11. . What are the most important things that we can do to improve member benefits and experience?

You may browse freeform responses online or download the CSV.

End of Survey Page 5

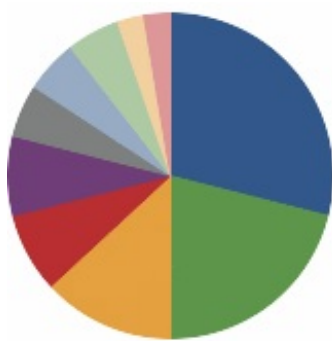
Tell us a little about yourself

12. How long have you been a member of the Ottawa Region Chapter?



- 45.0% [6 months to 1 year \(18\)](#)
- 27.5% [1-2 years \(11\)](#)
- 15.0% [less than 6 months \(6\)](#)
- 7.5% [3+ years \(3\)](#)
- 5.0% [2-3 years \(2\)](#)

13. What is your profession?



- 28.9% ["Other" Answers](#)
- 21.0% [Architect \(8\)](#)
- 13.1% [Engineer \(5\)](#)
- 7.8% [Student \(3\)](#)
- 7.8% [Interior Designer \(3\)](#)
- 5.2% [Government employee \(2\)](#)
- 5.2% [Contractor / Developer \(2\)](#)
- 5.2% [Planner \(2\)](#)
- 2.6% [Building Owner / Facility Manager \(1\)](#)
- 2.6% [Realtor / Broker \(1\)](#)
- 0.0% [Landscape Architect \(0\)](#)