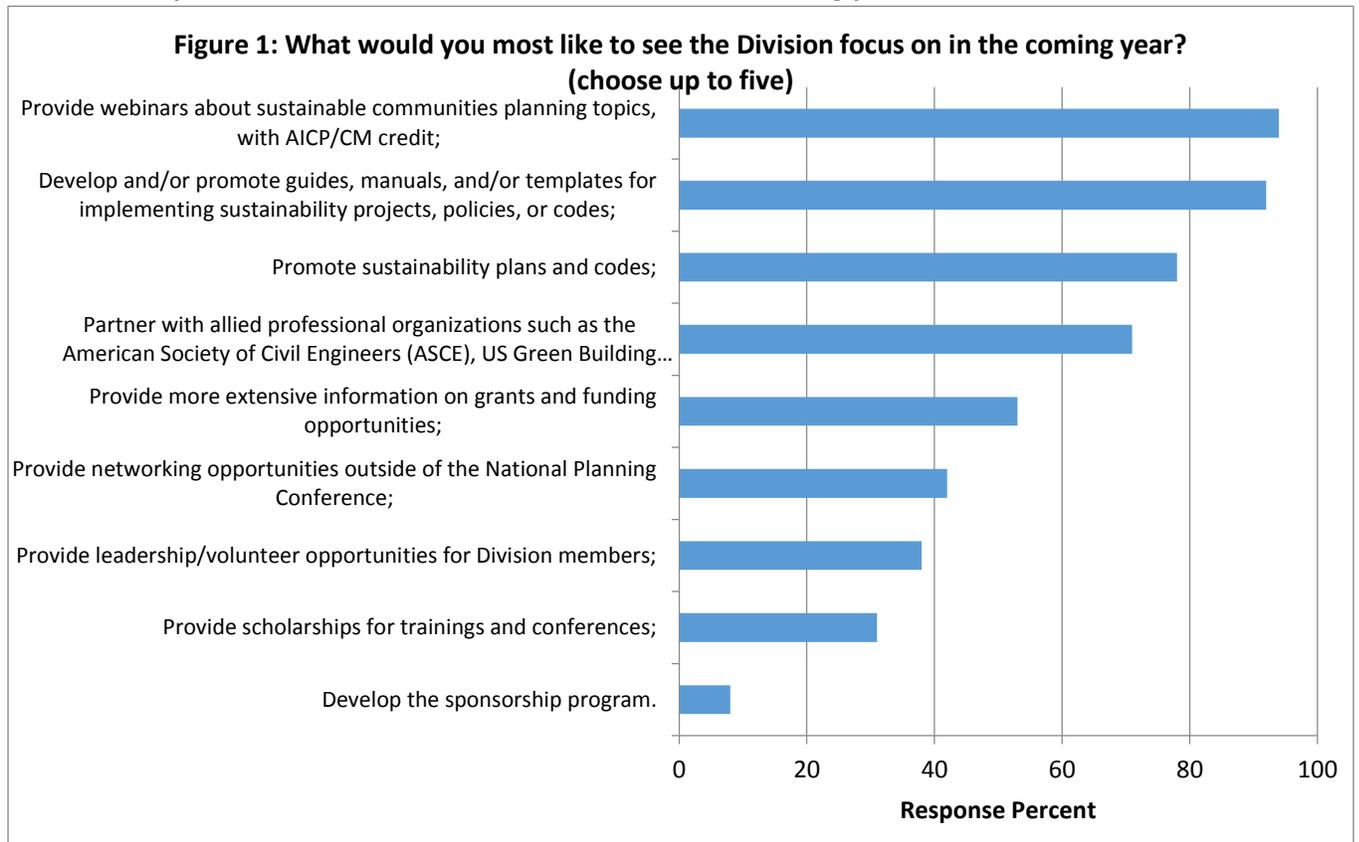


APA Sustainable Communities Division 2015 Membership Survey

The 2015 membership survey results are in. 122 individuals took the survey. The survey results show that there is a desire for hands-on tools such as model codes and guides as well as training opportunities such as webinars.

In the 2013 member survey members asked for the Division to provide support in three broad areas: (1) better communicating sustainability to leaders and citizens, (2) developing policies/guides to help implement sustainability, and (3) providing training/certification programs to improve professional practice. SCD responded by developing a Sustainability Champion Program, offering webinars and collaborating on a Sustainability Policy Guide Update and Smart Cities Initiative.

Respondents were asked to choose up to five answers (out of nine possible answers) to the question **‘What would you most like to see the Division focus on in the coming year?’**

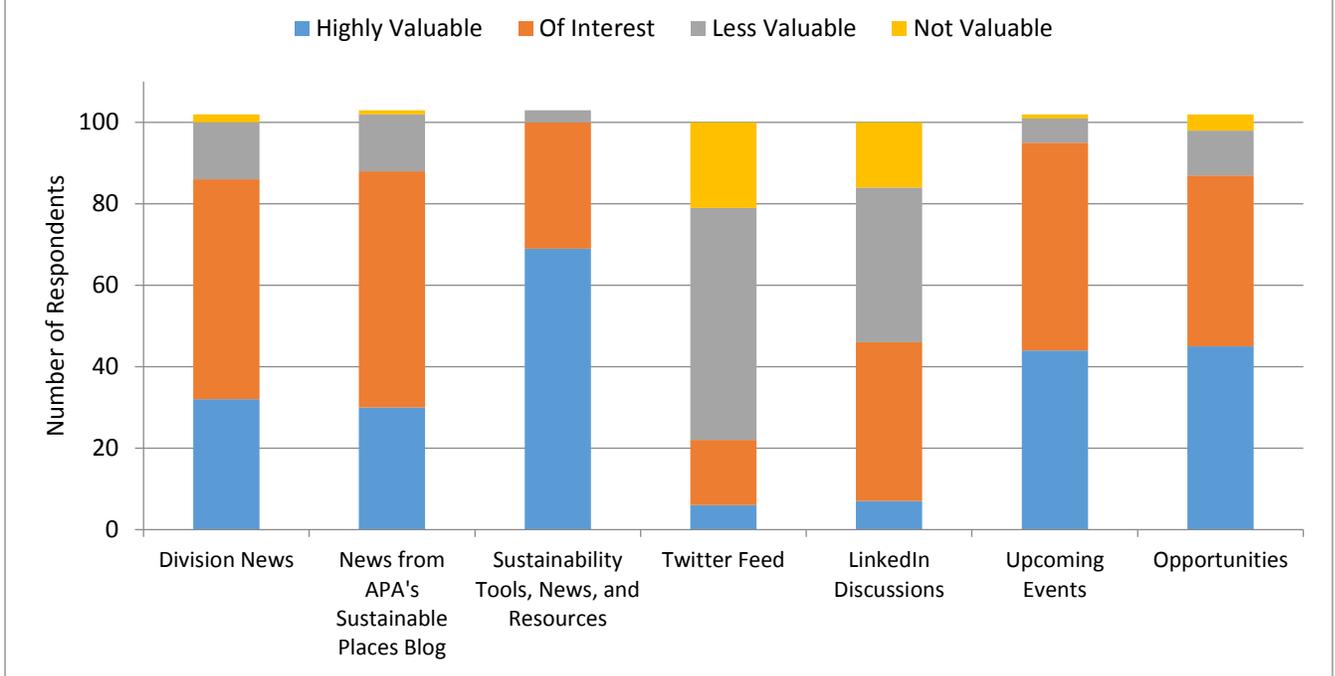


When asked to rate the value of the email Bulletin to them and their Sustainable Communities work 69% of respondents indicated that the Bulletin is of interest and 21% said the Bulletin is highly valuable. Only 10% indicated the Bulletin is less valuable and only one respondent said the Bulletin is not valuable.

The majority of respondents (80%) feel the length of the Bulletin is just right and 18% think it’s too long.

Respondents ranked the value of the seven sections of the bulletin.

Figure 2: There are currently seven sections in the Bulletin. Please note the value of each section to you.



65% said they read the Newsletter which is only available to members via the APA website.

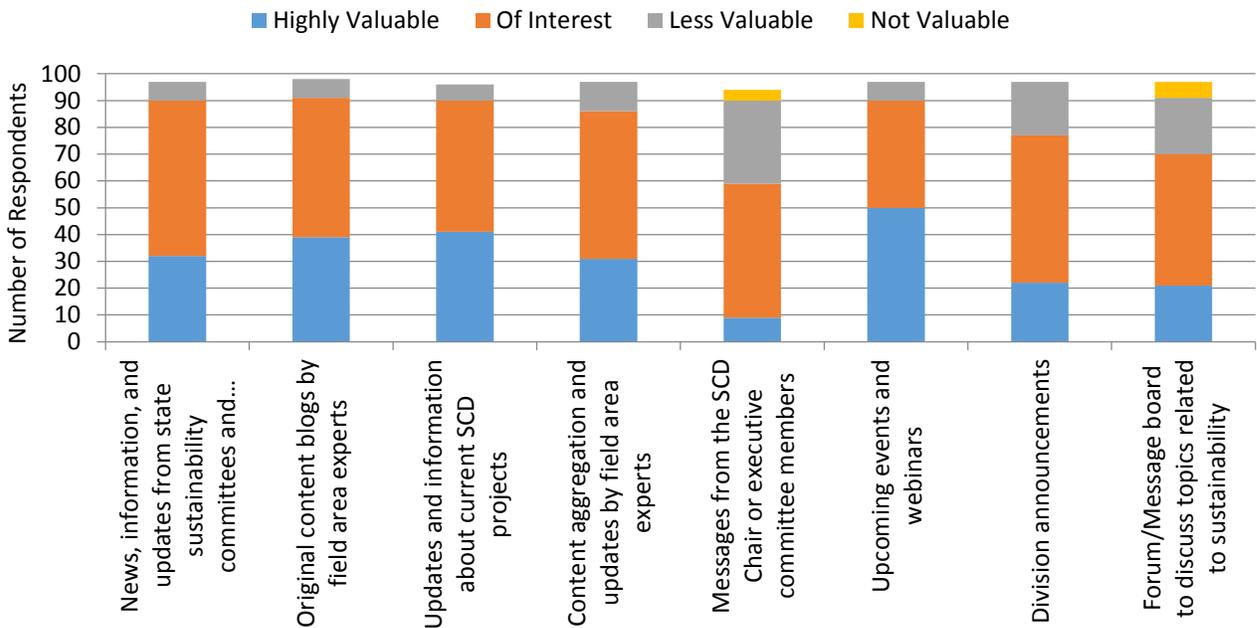
A number of those who do not read the newsletter provided some reasons why they don't. The reasons included the following:

- "Did not know about it"
- "I guess I missed it - definitely interested & will try in future."
- "The extra steps of going thru APA website"
- "I'm not a sustainable communities division member (due to cost)"

70% of respondents said they find the Newsletter of interest while 27% find it highly valuable.

Participants were asked about the content they would like to see added to the blog website. For each of the possible choices respondents were asked to rank the choices either highly valuable, of interest, less valuable, or not valuable. Here's how the choices were ranked:

Figure 3: SCD hosts a blog website. We would like to expand the content on the website. What features would you find valuable?



When asked, “What types of communication do you value most from the SCD” respondents were asked to rank three choices with one being the most important and 3 the least important. They most strongly favored, “Original content (Such as newsletter articles or blog post that are produced for the Division)”.

Figure 4: What types of communication do you value most from the SCD (please rank with 1 being the most important, and 3 the least)

