

2017 Membership Survey Results

Overall Response Rate

9 people responded to the survey out of 36 people on the regular membership list, for a response rate of 25%.

Interests

Reducing solid waste, native plants, energy conservation, climate change, and green infrastructure were all popular categories in the survey and are all areas that the Green Team regularly discusses and has projects on. Food security and community gardens did not receive much interest. Local economy and community health/wellness are two categories the Green Team received some interest that the Green Team has not focussed on. Urban wildlife, and litter were categories that were added as other options, that should be discussed.

Interest	Count	% of Respondents	% of Responses
Energy Conservation	5	55.56%	9.09%
Climate Change	5	55.56%	9.09%
Water Quality/Stormwater	4	44.44%	7.27%
Food Security	2	22.22%	3.64%
Community Gardens	1	11.11%	1.82%
Reducing Solid Waste (e.g. composting)	7	77.78%	12.73%
Enhancing green space (e.g. parks)	4	44.44%	7.27%
Public transportation	2	22.22%	3.64%
Trees	4	44.44%	7.27%
Green Infrastructure	5	55.56%	9.09%
Native Plants	6	66.67%	10.91%
Local Economy	4	44.44%	7.27%
Community Health & Wellness	4	44.44%	7.27%
Litter/Sanitation	1	11.11%	1.82%
Urban Wildlife	1	11.11%	1.82%

Preferred Means of Engagement

Volunteering was the most popular way to engage with the Green Team, with two people only expressing a willingness to volunteer for events such as clean ups. Strategizing and working on specific issues were fairly common results. There was little interest in leadership, social media, or administrative work and minor interest in auxiliary support.

Engagement	Count	% of Respondents
Volunteering (for example trash cleanups)	7	77.78%
Strategies/Brainstorming	5	55.56%
Working on Single Issues in Small Workgroups	5	55.56%
Social Media	2	22.22%
Leadership	2	22.22%
Administrative	1	11.11%
Auxiliary Support - Whatever is needed to help	3	33.33%

Meeting Times

Week nights were preferred by the majority of the Green Team with Mondays being the most popular, followed by Tuesdays and Thursdays. Of people that could only make one night Mondays were again in the majority. If people that were only interested in volunteering at events are excluded Monday and Tuesday evenings both have 4.

Time	Count	% of Respondents
Monday Evenings	5	55.56%
Tuesday Evenings	4	44.44%
Wednesday Evenings	2	22.22%
Thursday Evenings	3	33.33%
Friday Evenings	0	0.00%
Saturday Mornings	1	11.11%
Saturday Evenings	1	11.11%
Sunday Mornings	1	11.11%
Sunday Evenings	2	22.22%

Length of Meeting

The choice of two hours meetings was in the clear majority, with more people preferring monthly meetings to every other month. One odd note, a responded that in the other comments said we need to have regular meetings said we should have them less frequently than we already do.

Length/Regularity of Meetings	Count	% of Respondents
2 hours - monthly	4	44.44%
2 hours - every other month	3	33.33%
1 hour - twice per month	2	22.22%

Communication Format

All but one person found email as an acceptable form of communication to increase engagement. Most people also found in person meetings to be a good form of engagement as well. Fewer people thought message boards and conference calls to .

Communication Format	Count	% of Respondents
Live meetings/work sessions	5	55.56%
Email	8	88.89%
Message Board	3	33.33%
Conference phone/video calls	2	22.22%

Social Media

Facebook was the most commonly used social media platform followed by Twitter. One person said they didn't use Facebook or Twitter, but could use Instagram and WhatsApp. Two people also didn't use social media.

Platform	Count	% of Respondents
Facebook	5	55.56%
Twitter	3	33.33%
Instagram	1	11.11%
WhatsApp	1	11.11%

None	2	22.22%
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Other Feedback

No one really specified anything that they were passionate about that they were not already working on and most people left that field blank. The feedback to improve the Green Team focused on defining, tracking and meeting goals, which is definitely an area that could be improved. Marketing itself more on facebook and listserv was cited, though I think some clarification could be useful since we advertise activities to the community on both of those platforms and regularly update our facebook page, but that doesn't mean improvements cannot be made, for instance there could be a disconnect with Green Team members being aware of posts being made and if they were that could increase virality. Providing notes and regular meetings was another area where the comments could use clarification since we meet at a regular time every month, send out reminders the week prior and send out notes within a week of the meeting. Collaborations with other green teams and guests is an area where improvements can be made as well, though in the past when guests attended turnout was often low. Focusing on project status updates frequently is an area where we can find room to improve and should look into options.

Recommendations

- Overall many of the approaches we are taking are working well. Focusing on using email and live meetings to communicate, meeting on Mondays Evenings, meeting once per month, and discussing the topics we tend to focus on are all things we have been doing and should continue to do so.
- Attempt move more projects to being worked in by small workgroups so that agenda items at Team Meetings are more for updates and approval of action rather than mini work sessions.
- It may be good to try to recruit people that don't necessarily have specific environmental experience, but might be interested in helping out administratively, artistically, on social media, or other auxiliary tasks.
- Develop a notification for facebook post and listserv posts to increase awareness and virality.
- Write a new action plan and have more specific timelines and goals, while maintaining the awareness that new issues do arise.
- Send out an email to everyone on the list noting that they will be added to the volunteer list unless they opt out since there is clearly a constituency of people that wanted to volunteer and might not be getting the volunteer emails.
- See if the person that uses Instagram and WhatsApp would like to do that, and see if a twitter user would like to tweet on our behalf.
- Try to partner with outside groups more.