

# MWWA 2012 Membership Survey Summary

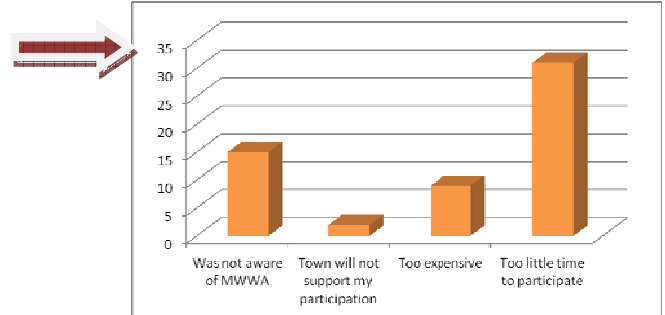
- ◆ Conducted from April 26, 2012-May 24, 2012
- ◆ Sent to 1602 emails (list generated from MWWA Database (both members and basic contacts) and MassDEP PWS Contact List)

## Non Member Results:

- ◆ 65 Non-Members responded (12 did not fully complete survey)

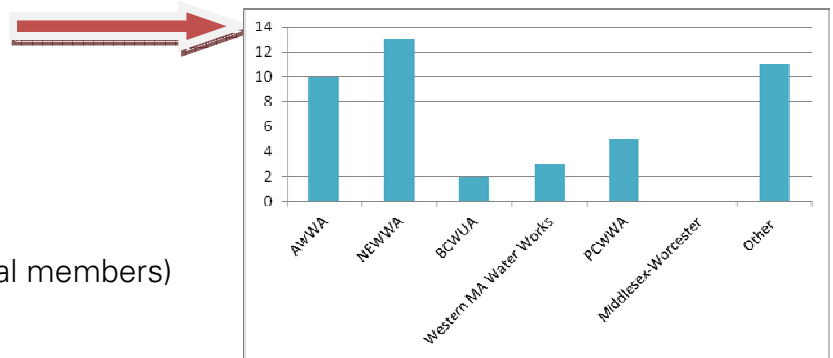
- ◆ **Could you tell us why you are not a member?**

- 15 were not aware of MWWA
- 31 indicated too little time to participate
- 9 said too expensive
- 2 said town won't support participation
- 



- ◆ **Member of other organizations:**

- 10 AWWA
- 13 NEWWA
- 2 BCWUA
- 3 Western MA Water Works
- 5 PCWWA
- 0 Middlesex-Worcester
- 11 Other (many are Mass Rural members)



- ◆ **Have attended MWWA Training:**

- 28 said Yes (When prompted to specify course, many were MCSSA free training)
- 25 said No

- ◆ **Have visited MWWA Website:**

- 25 said Yes
- 28 said No

- ◆ **Aware of Legislation/Regulatory efforts:**

- 25 said Yes
- 28 said No

- ◆ **Of the 53 completed Non-member responses:**

- 27 would be interested in info on MWWA Membership
- 15 indicated interest in Committee participation

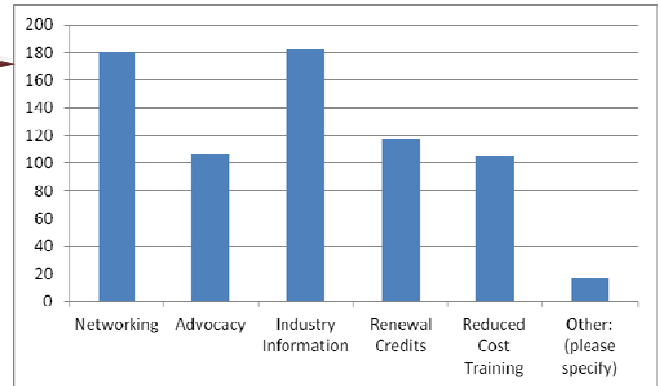
## Member Results:

- ◆ 264 Members responded (21 did not fully complete the survey)

- ◆ Reason for joining:

- Networking 180
- Advocacy 106
- Industry Information 183
- Renewal Credits 117
- Reduced Cost Training 105
- Other: (please specify) 17

- All of the above
- all of the above
- cost structure of training
- Free membership with my employer
- Great information
- I joined the Association long times ago. At that time is for networking.
- Jen's invitation
- looking for an organization that would speak for all of us
- meeting new customer
- retired
- Right thing to do.
- Staying up to date on state political issues
- support the profession
- To keep up to date on new technology and standards
- Utility paid for it
- was dpw supt this is answered see what I mean
- You can't promote unless you support



- ◆ Of the 264, 8 responded that they were not happy with their membership, citing the following reasons:

- You work hard at advocating for the industry, just not the worker.
- You only speak for a select few, usually the ones with the most influence or money
- Should provide members free seminars or classes to maintain license certification: That is what membership is all about.
- Not at the moment.
- Training cost to high

- ◆ 240 Responded that they were happy with their membership, the following feedback was given:

- Excellent job MWWA!

- Great Organization with a good solid understanding of the Water Industry
  - I believe Jennifer Pederson represents the water supplier community very well.
  - i especially like the half day training classes that you hold. there very informative, and well presented.
  - I need to make more effort to get involved with Committee work.
  - I'm very pleased with many of the information emails I receive.
  - Jennifer is excellent at keeping me abreast of developments.
  - Jennifer Peterson is outstanding
  - Keep up the good work!
  - mwwa has been very helpful to us in helping us to realize what we needed to do in owning a restaurant with a private well. After losing our water operator I was encouraged to take the test and get my license. Help was given to me through the class and with help of any questions I had related to the test. I passed thanks to their help and am our water operator.
  - MWWA fulfills a valuable role in legislative advocacy, while retaining a "grassroots effort" through the committed volunteer members.
  - MWWA greatest asset is Jen Pederson
  - Of all water industry associations MWWA is by far the best bargain for staying up to date on regional issues related to technology, finances and regulations.
  - Very
  - very happy
  - We are more aware of legislation, regulation and programs than ever before.
  - We definitely get our money's worth. Jennifer Pederson does an outstanding job of keeping us informed and updated on important issues and regulations. Also, we're fortunate to have an organization where it's Board members give up their time and take their position seriously as advocates for us as public water suppliers. IT IS VERY MUCH APPRECIATED!
  - yes!
- ◆ **Is there anything you would like to see us improve or add to make you membership more valuable?**
- *There were lots of responses indicating there is nothing to improve or add, those were removed for the sake of space*

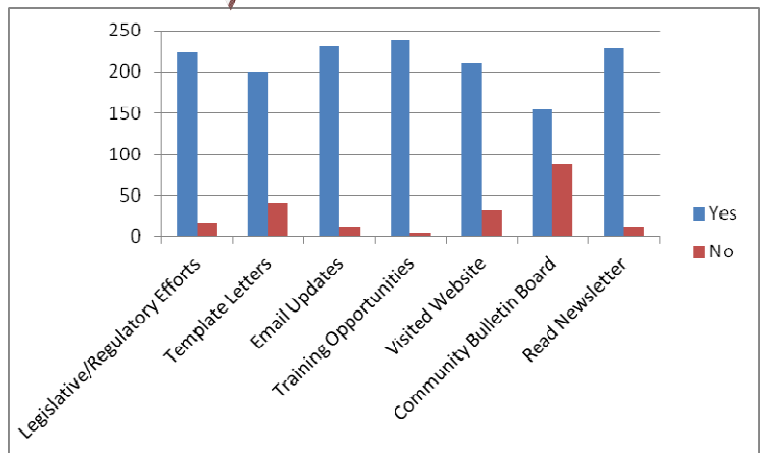
- Yes, before you act or respond to the general assembly, ask us what we all really think. Not just tell us to respond to your thoughts on where legislation should go.
- Training seminars for VSS.
- Training on source protection, wetlands protection, and understanding on how to deal with potential drought and other emergency situations.
- Training for upper management that pertains to our everyday job and the changing demands of the water industry
- There are MWWA documents and graphics that are useful from time to time. It's hard to elaborate not recalling what I thought would have help on a spec. or contract a couple of weeks ago.
- Technical seminars on products and technology
- Sounds dumb, but would be nice to see a job book of other members (secretaries included) and what they do and salaries as well as size depts they work for - could help members negotiate and see if their town is better or lower than others. Could provide more consistency/
- Reduced rate for training cost for retired people trying to maintain Lic.'s. Comes out of our pocket.
- Reduced membership cost
- Presentations on new technologies, equipment etc.
- Only a core few do the majority of the needed work
- More youth and public education direction
- More Jennifer
- More interaction with regulatory agencies. ie DEP, EPA
- More diverse training
- more credit programs
- Many members are forward thinking and MWWA is stronger today because of that. Building on what is in place now are improvement enough for this moment
- KEEP UP THE GOOD WORK!
- keep sending the updates
- Just joined this year so still learning what all is offered by MWWA.
- Joint meeting once per year with Western Mass Water Works.
- Is there any way the MWWA could combine a meeting with Mass members of N.E. APWA?
- I'm very impressed by the activities of MWWA
- I would like to be offered more training classes north of Boston.
- I have been very satisfied I can call anytime I have a question.

- I can't think of anything - I have been a member for almost three years and the membership has been well worth the membership fee.
- Hold more training in Western Massachusetts.
- give a professional looking membership card, they did at one time
- From where I sit, Jennifer Pederson IS Mass Waterworks Association
- expand on training
- Diversify the leadership
- Consider "Associate Memberships" Free for Town administrators, Managers or Mayors. Could help with Advocacy?
- Basic Computer Training for SCADA, ect.
- advocate for the worker. I think the organization would be stronger if you did not just cater to operational managers and vendors. New policies and regulations have made it harder on us. It would be appreciated if the org. would advocate for higher earnings and retirement class. I would think if you got behind these issues then it may galvanize your org. and further its menu.
- a database of q&a about small systems. New regs that pertain to small systems.
- 1) A greater presence in the western part of the state. 2) Advocacy for businesses that are small PWSs, but not in the business of drinking water supply.

**Questions related to Awareness:**



- ◆ Aware of Legislative/Regulatory efforts?
  - 225 said Yes
  - 17 said No
  
- ◆ Aware of Template Letters?
  - 200 said Yes
  - 42 said No
  
- ◆ Aware of Email Updates?
  - 231 said Yes
  - 11 said No
  
- ◆ Aware of Training Opportunities?
  - 238 said Yes
  - 4 said No



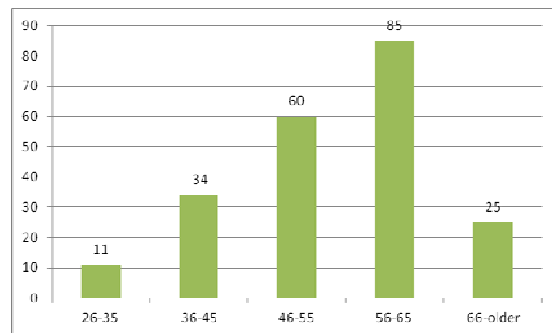
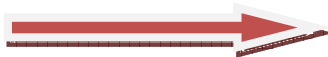
- ◆ Visited Website?
  - 210 said Yes
  - 32 said No
  
- ◆ Aware of Community Bulletin Board?
  - 154 said Yes
  - 88 said No
  
- ◆ Read the Newsletter?
  - 230 said Yes
  - 12 said No

**Questions related to Involvement:**

- ◆ Interested in volunteering on a Committee?
  - 46 indicated interest in one or more committees
  
- ◆ Interested in sending employees to a roundtable?
  - 91 said Yes
  - 54 said No
  - 81 said Maybe

**Demographics:**

- ◆ Age Categories
  - 11 – 26-35
  - 34 – 36-45
  - 60 – 46-55
  - 85 – 56-65
  - 25 – 66-older



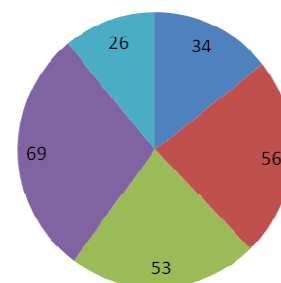
- ◆ Gender
  - 20 Females
  - 195 Males

- ◆ Region within MA working in?



- Western 34
- Central 56
- Northeast 53
- Southeast 69
- Multiple 26

**Region**



- Western
- Central
- Northeast
- Southeast
- Multiple