VALUE OF AWWA MEMBERSHIP – CANADIAN PERSPECTIVE

CANADIAN SUMMIT

NOVEMBER 2019
The survey was distributed to 72,433 AWWA contacts. In total, 5,735 completed and partially completed survey questionnaires were submitted online for a response rate of 8%.

Nearly 400 were Canadians
MEMBER ACTIVITY LEVEL IN SECTION

- **Very Active**
  - Canadian Sections: 13
  - AWWA Sections: 17

- **Somewhat Active**
  - Canadian Sections: 26
  - AWWA Sections: 30

- **Not Very Active**
  - Canadian Sections: 36
  - AWWA Sections: 38

- **Not at all Active**
  - Canadian Sections: 16
  - AWWA Sections: 25
SECTION SATISFACTION

- Very Satisfied: 26 Canadian Sections, 33 AWWA Sections
- Somewhat Satisfied: 31 Canadian Sections, 31 AWWA Sections
- Neither Satisfied nor Dissatisfied: 31 Canadian Sections, 31 AWWA Sections
- Somewhat Dissatisfied: 2 Canadian Sections, 4 AWWA Sections
- Very Dissatisfied: 1 Canadian Section, 4 AWWA Sections
HOW LIKELY WOULD YOU BE TO RECOMMEND YOUR LOCAL SECTION TO A COLLEAGUE?

- **Always**: 32 Canadian Sections, 38 AWWA Sections
- **Often**: 17 Canadian Sections, 32 AWWA Sections
- **Yes, if a Good Fit**: 35 Canadian Sections, 38 AWWA Sections
- **Never**: 1 Canadian Section, 1 AWWA Section
- **Discourage from Joining**: 0 Canadian Sections, 0 AWWA Sections
WHAT ARE THE MOST VALUABLE BENEFITS

• Continuing Education Units/PDHs
• Local/Regional Business Development Opportunities
• Local/Regional Legislative/Regulatory Info Provided by Section
• Local/Regional Networking Opportunities
• Section Conferences
• Section Training Events
• Staying Current with Local Water Section News and Info
Individual AWWA members were most likely to express satisfaction with their Section membership (66%), while Service Provider respondents were least likely to be satisfied (55%).
Respondents who are active in their local AWWA Section were far more likely to express Satisfaction with their Section. 91% of those who are very active indicated satisfaction compared to 15% of those who are not at all active.
The most tenured respondents were most likely to indicate satisfaction with their local AWWA Section. 71% of those who have been in the industry for more than 30 years noted more satisfaction compared to the overall average.
OPPORTUNITIES

• Enhance perceptions of value and impact
• Increase access and awareness
• Build new opportunities to connect and collaborate
• Enhance support for profession and industry

• Address aging workforce and attracting quality candidates
• Help members advance their career
• Help members advance their business/meet clients