

San Diego AEP Membership Survey - Results

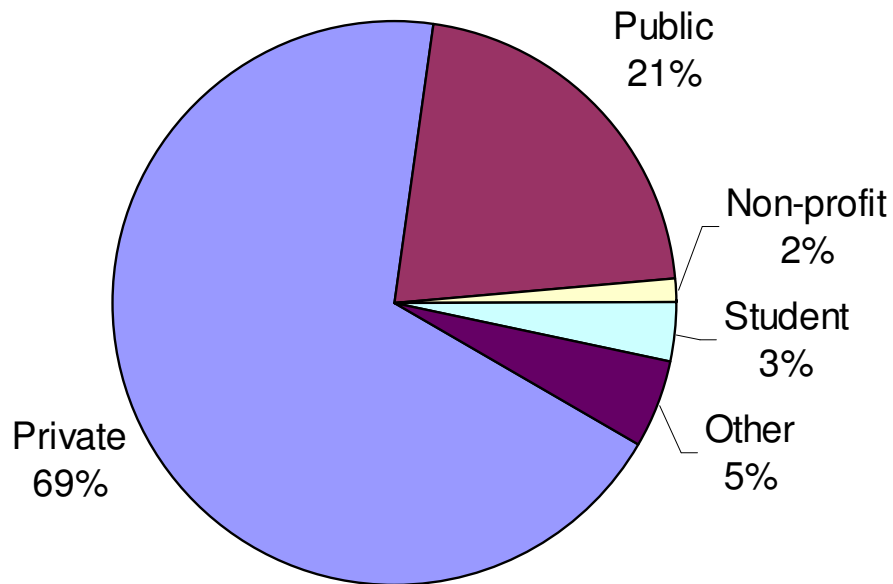
Survey conducted June and July 2008
61 members responded = Approx 20% response rate

General Questions

In what sector of the environmental field do you work?

Response %	Category
68.9%	Private
21.3%	Public
1.6%	Non-profit
3.3%	Student
4.9%	Other – Responses: Retired Planner, 2 Unemployed

In what sector of the environmental field do you work?



What are your specialties and/or interests? Please select no more than three.

CEQA/NEPA	75.0 %
Planning	46.7 %
Biology / Resource Management	25.0 %
Hydrology/Water Quality and Supply	13.3 %
Law and Policy	13.3 %
Environmental Justice	11.7 %
Transportation / Traffic	10.0 %
Other (see responses below)	8.3 %
Hazardous Waste / Site Remediation	6.7 %
Air Quality	5.0 %
Geology/Seismic	5.0 %
GIS	5.0 %
Public Participation	5.0 %
Cultural Resources	3.3 %
Noise	1.7 %

- Economics
- Energy
- Marketing
- Solid Waste / Greenhouse Gas
- Utilities

Approximately how many years have you been member of AEP?

Years of Membership	Response %
0-4 years	55.0 %
5-9 years	16.6 %
10-14 years	6.66 %
15-19 years	6.66 %
> 20 years	15.0 %

*Either younger folks like filling out surveys, or they have more time to do it.

Email Updates

How often do you read the periodic email updates sent by the AEP Chapter President, Diane Catalano?

Every email update	44.1 %	
Usually	45.8 %	
Rarely	8.5 %	5 people - See response rate below.
Never	1.7 %	1 person - See response rate below.

If you only read some or none of the updates, why do you not read the email updates?

I receive too many emails already.	3 responses
I do not have time to read the email updates.	5 responses
The email updates are too long.	0 responses
I don't find the information in the updates very useful/informative.	0 responses
Other (Please specify)	Has not received one.

Chapter Newsletter

How many issues of the monthly Chapter newsletter to you generally read or review?

All 11 issues	45 %
Between 9 and 10 issues	20 %
Between 5 and 8 issues	15 %
Between 1 and 4 issues	15 %
I never read the newsletter.	5 %

Reasons the newsletter is not regularly read:

- I receive too many emails already and do not notice that the newsletter has been published. (9 responses)
- I do not have time to read the newsletters. (9 responses)
- I don't find the information in the newsletter very useful/informative. (5 responses)
- I do not receive the newsletter email link. (2 responses)
- Other:
 - I'll always peruse the headlines, just might not have time to read the whole thing.
 - I do not like getting the newsletter by email. I would like a hard copy.
 - While I thoroughly support the elimination of paper waste - I find that the emails get lost in the clutter. Additionally, having a hardcopy makes it easy to refer back to when I do have time.

How could the newsletter be improved that you would read it more often?

- More time in the day
- Provide it in hard copy
- Print and mail it.
- I actually read the printed one more often, since I could just glance at it when it came in the mail. If I have to go to a link or download a file, I tend not to do it.

Which sections of the newsletter do read regularly and enjoy? (Check all that apply)

AEP Announcements and Events	66.70%
Articles about projects around San Diego and the region	59.60%
Message from the Board	50.90%
Summary of chapter events	50.90%
Job/RFP Announcements	40.40%
Education Opportunities, such as those offered through the Natural History Museum, UCLA Extension, or ESRI	36.80%
Membership Update	35.10%
Special Announcements, such as births, promotions, and awards	35.10%
Press releases from other firms/local jurisdictions	24.60%
Campus Connection	14.00%
Other (See reasons below)	8.80%
I do not read the newsletter	7%

- I did not occur to me that there were regular sections
- All
- Whichever one catches my eye as I skim through the newsletter
- I skim all
- General scan for whatever seems to interest me at the time. This isn't much help, but it's the best answer I have.

What additional information would you like to see in the newsletter that isn't already presented?

Legal environmental news	84.1 %
Member profiles	54.5 %
Chapter Board Minutes	9.1 %
Other (See add'l info below)	9.1 %

- Cutting edge environmental technology
- Who are we? Give a profile or interview an AEP member in each issue. This will help us understand what issues other AEP members deal with.
- National environmental news of interest
- Updates on Global Climate Change policies, guidelines

Do you have any other comments regarding the newsletter?

- I think the member biographies were a good idea a couple of years ago. I think Industry/Legislative updates would be a valuable feature to have.
- I think it's fine as is.
- More green living tips specific to Southern CA geographic region.
- It is well written and usually easy to read. The more concise the better due to the time needed to read during a busy work schedule.
- Better coverage of relevant local issues and events
- For a while, it seemed like there were a lot of press releases from firms being published about recent wins or project completions. I don't feel like those are any benefit to the general membership. Short member profiles would be interesting to incorporate.
- Opinion Polls on environmental, CEQA issues.
- Relevant cartoons with an environmental slant.
- Photos of SDAEP events, members.
- Summary of analysis by the AEP Legislative Committee of pending environmental, CEQA legislation and weblink for member input
- Community involvement calendar: beach/creek clean-up events, activities hosted by other related organizations.

How would you prefer to receive the newsletter?

Electronically with the file attached.	21.4 %
Electronically with a link provided in an email (current method).	67.9 %
As a paper copy through the mail.	10.7 %
I would prefer no notification or I visit the website on my own.	0 %

What are your thoughts on receiving periodic or quarterly paper newsletters or announcements through the mail instead of through email?

I like this idea.	14.3 %
It would be a waste of postage and paper.	66.1 %
It would highlight important AEP events.	1.8 %
I do not like this idea.	17.9 %

Comments:

- It would be more money wise to use our funds for other educational opportunities for the membership.
- I think the announcements for the luncheons and events are fine via email, but a hard copy of a short newsletter (issued quarterly) would be preferable.
- Not necessary to do so chapter -- only for those who do not have access to email.

Chapter Events and Luncheons

How do you generally find out about chapter events?

Newsletter	32.7 %
Email updates	50.9 %
Website	9.1 %
Word of mouth	7.2 %

Of the 6 monthly luncheons, how many do you generally attend annually?

5 or 6	14.5 %
3 or 4	30.9 %
1 or 2	34.5 %
None	20.0 %

Why do you generally attend the monthly luncheons?

Good networking opportunity	47.7 %
Interesting topic/speaker	90.9 %
Other	4 responses (see below)

- I like getting out of the office
- Usually it has to do with whether I have time that I can afford to be out of the office. We have a very small staff.
- Chance to see friends and associates
- Reacquaint with members I haven't seen in awhile.

Why do you choose not to attend the monthly luncheon? (please select up to three)

I do not have time.	59.6 %
I am usually not interested in the topic.	40.4 %
Generally, the luncheons are located too far from my office.	26.9 %
I attend most luncheons	13.5 %
Other (5 responses, see below)	9.6 %
The luncheons are too long.	3.8 %
The cost is too expensive.	3.8 %
I never know when the luncheons are held.	3.8 %
The lunch is not good.	1.9 %

- Conflicts with other standing meetings
- Usually plan to attend but deadlines roll around forcing me to change plans
- Topics not appropriate to my job- no justification for my time use
- The only reason I wouldn't attend is that I have an irreconcilable conflict
- I live and work in Texas

In general, are you happy with the timing and venues of luncheons? Please explain.

18 said yes

- The locations are close enough so I do not have to make up too much of my missed time from work.
- In years past, I attended regularly and liked them very much. I just don't have as much time at this point in my career.
- I like the diversity and wish I could attend more.
- The venue in Carlsbad (by the beach) had, by far, the best food.
- I do like the varied locations. June's luncheon at the Carlsbad Hilton was both a good presentation of special interest to me because I am a Vietnam veteran, and I like the location.
- Always very nice and time is fairly convenient.
- Timing and venue are fine. I am happy to see one being offered in the North County area.

Suggestions

- I like having the luncheons on Friday afternoons every once in a while.
- Although may want to try an evening or breakfast program.
- The venues are good. It would be nice if the vegetarian options included more than a salad. Some good ideas: pasta, sandwich, beans and rice

No

- I do not like how they have been recently switched away from Mission Valley to far flung places like Carlsbad and Point Loma.
- No- there needs to be a broader range of topics with the assurance that the topics are applicable to environmental planning.
- Presentations are too long. More networking time should be given during the meal.
- I would prefer a 12:15 speaker start time to allow 30 minutes of social time but still be done at 1pm.
- Venues- sort of boring-how about some mom and pop places, and/or sustainable places w/ locally obtained food supplies- not shipped 1500 miles.
- Lunch served is generally mediocre and not worth the amount paid; there have to be cheaply and better quality venues.
- No, there should be more luncheons at North County venues (e.g., Carlsbad Hilton) for those members that live and work in North County.
- Sometimes the food is not substantial
- I like that the luncheons have been closer when they are at the mission resort but the venue is lacking in appearance and menu.

What topics or speakers would you interest you for monthly luncheons over the next year?

- CCDC Projects, High speed rail
- Environmental economics and policy
- Upcoming changes in the County Fire Department Consolidation
- An easy to understand explanation of the "Raponos" decision regarding wetland impacts and USACOE jurisdiction
- Have SDG&E speak on the Sunrise Powerlink
- How to do emissions calculations for Greenhouse gases
- Greenhouse gas/AB32 regs
- Stormwater regs
- Solid waste technology and regulation
- Sustainability, indirect impacts, green buildings & CEQA
- Energy consumption, mitigation, and CEQA.
- Environmental Justice
- CEQA judge speaker
- NEPA topic
- More green issues; i.e., sample ordinances, policies for cities, experience of other agencies in dealing with the new NPDES permit and organizing the required documentation, sand replenishment issues/problems along the SD County coast and area differences/similarities, dealing with the Coastal Commission.
- GHG
- Coastal Commission, landfill/recycling agencies/centers
- Following approval of a high profile project, it would be interesting for the jurisdiction to review resolution of significant issues. Updates on major Planning efforts throughout the region (GP and CP updates, etc)
- I would prefer to see topics suited to CEQA practitioners - too heavy of a technical element is not helpful. More case law updates.
- Field Biologists-Quino, LBV, Regional Planners TOD
- Emerging CEQA/NEPA trends; technical programs, practical advice to help do my job
- Various resource areas and how they relate to CEQA and perhaps an occasional NEPA topic.
- Water and wastewater topics, including indirect potable reuse
- Something with good networking potential for future work
- Initial study review-how detailed does it need to be? It has gone from naked checklist to mini EIR.
- EIR use of traffic, noise, archy, bio, hydro, etc. etc,
- Water Supply
- Regional planning issues- transportation, open space preservation, regional habitat issues
- Keep up the good work. I have a general interest in anything that affects the different aspects of our industry.
- Public involvement (ie working on controversial projects and how to address in CEQA).

- Water supply issues during drought.
- Planning practices across the border and in other countries (hearing what planners and environmental professionals are doing in the middle east would be particularly interesting)
- How to "go-green" at your office
- Water supply issues.
- I don't remember any luncheons having to geology or seismic issues. A topic along those lines would be interesting
- Environmental impact analysis in Texas
- Legislative Updates
- Business Etiquette 101
- Habitat restoration: successes and failures (lessons learned)
- Panel debates: CEQA case law, CEQA implementation "scenarios", testing of methodologies.

Do you have any additional comments or suggestions regarding the monthly luncheons?

- I prefer the educational, discussion-oriented topics/speakers and am less interested in someone promoting their program/project. In general, speakers could discuss topics at a higher level. I look around the room and sense that most people already know a lot of the basics and are really there to be engaged. It takes unique individuals who are able to foster discussion to make us better practitioners.
- Green Building Council could provide a good speaker. I think it would be good to invite DPLU and DSD to provide CEQA speakers to talk about thresholds and other local standards.
- Have them in centrally located places- not Carlsbad
- The line for registration is often very long. Could use streamlining
- They have been very worthwhile. I like that you think out of the box for some of the presentations, such as the one in June. Very very good. Even with the electronic problems.
- Generally well done
- I would actually prefer more casual mixer-type events or other types of events like activities (I attended these in the Central Coast chapter and I found the networking a bit easier than trying to cram some time in between the luncheon speakers).
- I work in public sector so getting time away from the office isn't easy. I'd be more interested in attending to meet other people in my field for social/networking opportunity than to attend for the seminar/discussion.
- Get member venue recommendations. Have job-related topics. Although I am personally very interested in sustainability, green investing, etc., these topics are not relevant to my job and most companies and agencies are interested in the bottom line productivity. Instead demonstrate these things by the AEP luncheon venues, foods served, and incorporation of public transit or carpool access or incorporate transit into the luncheon.
- Need better quality and cheaper lunches
- It might be fun to change it up and do a mixer cocktail hour once and a while (1 or 2 a yr) for a more relaxed atmosphere where we can network
- We out-of-staters need our own AEP Section

Annual Awards Dinner

In the past 5 years, how many Annual Chapter Awards events have you attended?

5	5.6 %
4	13.0 %
3	11.1 %
2	11.1 %
1	18.5 %
0	40.7 %

If you have attended the Annual Chapter Awards dinner, which venue have you enjoyed the most?

Mission Trails Regional Park (2001, 2002, 2003, 2004)	28.6 %
Birch Aquarium at Scripps (2005, 2006)	42.9 %
San Diego Natural History Museum (2007)	28.6 %

For the times when you did not attend, why did you choose not to attend the Annual Chapter Awards dinner? (Select up to three choices)

The time and/or location of the event were not convenient for me	32.70%
I was not a member of AEP	26.50%
I made my best effort to attend	18.40%
I did not feel that the event would add value to my profession/career	14.30%
My company/agency did not submit a project	12.20%
The cost was too expensive	12.20%
I did not enjoy the previous awards event and therefore did not attend subsequent awards events	4.10%
My project was not a finalist	2.00%
I did not receive the event information in a timely manner	2.00%

24. For the events that you did attend, rank your overall impression of the following Annual Chapter Awards events components:						
	1 (Very poor impression)	2	3	4	5 (Very good impression)	Response Count
The quality of the documents/projects that are nominated and/or win	3.2% (1)	9.7% (3)	19.4% (6)	41.9% (13)	25.8% (8)	31
Relevance of the guest speaker	0.0% (0)	3.1% (1)	25.0% (8)	50.0% (16)	21.9% (7)	32
Appropriateness of the nomination categories	3.1% (1)	6.3% (2)	9.4% (3)	56.3% (18)	25.0% (8)	32
Sponsorship levels and benefits	0.0% (0)	6.5% (2)	22.6% (7)	51.6% (16)	19.4% (6)	31
Opportunity to network	0.0% (0)	0.0% (0)	34.4% (11)	31.3% (10)	34.4% (11)	32
Availability of event information (invitation, nomination materials, updates, etc)	0.0% (0)	3.1% (1)	21.9% (7)	46.9% (15)	28.1% (9)	32
Quality of food and beverage	0.0% (0)	0.0% (0)	22.6% (7)	58.1% (18)	19.4% (6)	31
Student scholarship raffle	0.0% (0)	6.9% (2)	31.0% (9)	34.5% (10)	27.6% (8)	29
Overall event	0.0% (0)	0.0% (0)	21.9% (7)	50.0% (16)	28.1% (9)	32
	<i>answered question</i>					32
	<i>skipped question</i>					29

Do you have any other comments regarding the Annual Chapter Awards dinner?

- As a member AEP and professional in the private sector, I think it would be valuable for AEP to encourage more participation from public sector professionals. My perception of AEP is that the events are mostly a "Consultants Club" and that the majority of the people in attendance are from the private sector. One could make the argument that private sector people are more motivated; but maybe AEP could entice some more public sector members with reduced rates to the events (Buy one public sector ticket and get one free?) or something to that effect. I think it would make the networking aspect of the events much more worthwhile and perhaps increase attendance and participation.
- All three venues are lovely.
- Impression that the Awards are sometimes more about political/marketing motivations than recognizing good environmental practice.
- I enjoy attending and wish I could go to more. It is very enjoyable and rewarding to see my colleagues honored for great projects. Maybe in the future.
- I really did not know anything about the nominated documents/projects or their categories. I had just signed up for AEP.
- First bullet for # 24 should have included a "no opinion" category because few people really get to review the submitted documents
- All of the locations were excellent.
- I don't remember the events well enough to comment on the last question. Sorry.

August Events

Do you usually attend the August special event (e.g. U.S Midway tour in 2006)?

Yes – 7.8 %

No – 92.2 %

If not, why do you choose not to attend? (Please select top three).

I do not have time/scheduling.	54.50%
I am not interested in the event.	20.50%
Other (9 responses – see below)	20.50%
Generally, the events are located too far from my office.	13.60%
I never know when the events are held.	13.60%
My employer doesn't consider these events as continuing education/provide expense reimbursement.	9.10%
The cost is too expensive.	2.30%

- Was not a member in 2006
- The date and time did work for that particular time.
- I have not kept up to date on when/where they are. I will in the future.
- Was not a member then, knew nothing about it.
- I'm usually on vacation during the time offered
- I was not an AEP member in 2006.
- Didn't know about it in 2006. Maybe AEP should have smaller-scale, more frequent special events like beach clean ups, trail hikes or other recreation activities. I would definitely be more interested in these types of events.
- I haven't been a member that long
- I am not a member, just getting to know group

Holiday Party

Do you usually attend the joint AEP/APA/WEC Holiday Party?

Yes – 36.0 %

No – 64.0 %

If not, why do you choose not to attend? (Please select top three)

I do not have time/scheduling.	37.50%
Other (Please specify): (12 responses)	37.50%
I am not interested in the event.	31.30%
Choice of Venue - Downtown access/parking at the Rock Bottom.	18.80%
Generally, the events are located too far from my office.	18.80%
My employer doesn't consider these events as continuing education/provide expense reimbursement.	3.10%
I never know when the events are held.	3.10%
The cost is too expensive.	0.00%

- I do not like to attend happy hour type events
- Holiday Event Burnout
- Heard it was boring
- Holiday time is often over concentrated w/ social events
- Being at the end of my career I feel that the younger planners/members will get more out of the mixers.
- It's a busy time of year and I often have schedule conflicts
- New to AEP. Do not know many other planners.
- New member
- It's not apparent that the networking benefits will be worth my time.
- Evening events are tougher for me. As a former naval officer, I thought the Midway tour was great and the afternoon timing was fine.

Other Events

What sorts of other events would you like to see offered and would attend?

Happy hours – 75 %

Weekend gatherings, such as picnics or cleanups – 55.6 %

Other:

- I offer my horse ranch in Lakeside as a possible venue . . . a picnic or BBQ there would be good
- Training on miscellaneous environmental issues.
- A clean up or other effort with a purpose is good.
- Events in Austin, Texas
- Padre baseball games/tailgates, AEP team for running events or sports (softball, beach volleyball), native plant sales events, college career fairs.

Web Site

Do you regularly access the website?

Yes – 37.7 %

No – 62.3 %

If no, why not?

All of the chapter information I need I receive via email updates and/or the newsletter.	57.60%
I forget to check it.	51.50%
The information is outdated.	9.10%
The website is not visually appealing.	9.10%
I do not know the website address	9.10%
Other (2 responses)	6.10%
The website is difficult to use.	0.00%

- I check it every few months, but generally there isn't much on the website that is useful for me.
- Seems not to be regularly updated

How can the San Diego Chapter Board better serve you as a member of AEP?

- Prefer more diverse topics
- I am satisfied.
- Be more about the substance of the environmental profession, less about marketing.
- Overall I think you are doing a great job
- The Board does a really great job. I thank you for your dedication to the organization.
- You're doing a great job.
- It would be nice to coordinate more with other groups like the APA if possible.
- Doing a good job now. Keep it up!
- Educational workshop maybe not dominated by lawyers.
- Provide more opportunities to educate and involve AEP members.