

PPG Member Survey Results

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Executive Summary

Background

- Survey sent to all PPG members and completed between May 3 and May 21, 2021
- The goal of the survey was to identify:
 - Why organizations sign up for Membership
 - What value they receive after signing up
 - What benefits they value now and want in the future
 - What sustainability focus areas will be over the next 1-3 years
- The survey will be repeated in Q2 2021

Key Takeaways

- **Networking** opportunities are a high motivator for joining and considered highly valuable by current members. Additional networking opportunities are desired.
- **Knowledge & Resources** are another high motivator for joining and the top ranked benefit.
- Many organizations rely on us for **technical expertise** and skill. When asked "What is the most valuable thing you have gotten out of your membership?", this was the second most mentioned feature (after access to programs).
- Many respondents indicated the desire for more opportunities to **share their stories** and promote offerings (events, services, publications).
- **PPG can strengthen its role as a broker or hub of knowledge, resources, technical expertise and networking connections to better meet member needs.**

Recommendations

1. Expand networking opportunities
2. Improve benefit communications to members and their employees
3. Build out available resources
4. Share member stories & offerings

Recommendation #1: Expand networking opportunities

Potential Action	Status	Responsible
Expand the Green Economy Networking events (virtual)	In progress: Pilot a paid non-member, free member model in September 2021. Determine 2022 event schedule based on interest.	Membership & Business Engagement Coordinator
Reintroduce In Person Networking	Not started: Reintroduce in person networking in 2022, consider a spring or fall large networking event with a paid non-member, free Member model.	Membership & Business Engagement Coordinator
Expanded consortium networks & collective projects	In progress: Two self-funded consortium streams currently in development (GreenBiz Caledon and Zero Waste Leaders)	Senior Manager - GreenBiz Caledon Energy Program Manager – Waste Leaders Consortium
	Two more consortiums to be developed for launch Q1 2022	TBD – Future consortiums
Explore the development of a Mentorship program	Not started: Have had initial conversations with internal TRCA groups who have run mentorship programs. Potential to be explored in future.	Senior Manager

Recommendation #2: Improve benefit communications to Members & their employees

Potential Action	Status	Owner
Create short videos on different benefits available by grouping or Member category to live on the website and be shared out through social media	Not started: will be developed as marketing materials for the Membership launch	Program Manager, Membership and Business Engagement
Include a Member Benefit feature in every newsletter	Not started: will commence with Membership launch	Program Manager, Membership and Business Engagement
Member Benefits package included in Onboarding Package	Not started: to be developed in October 2021	Program Manager, Membership and Business Engagement
Create email templates and/or other products for Members to send to their staff outlining the benefits they can utilize	Not started: to be developed in October 2021	Program Manager, Membership and Business Engagement

Recommendation #3: Build out available resources

Potential Action	Status	Owner
Leverage member resources where appropriate	In progress: have created an affiliate partnership with GreenWill Toronto and have a list of potential opportunities	Coordinator, Membership & Business Engagement
Leverage TRCA resources where appropriate	In progress: working with STEP and Ecosystem and Climate Services to determine how to share knowledge resources	Senior Manger
Develop Case Studies regularly	In progress: see Share Member Stories and Service Offerings)	Coordinator, Membership & Business Engagement
Create additional Business Guides	Not started: to be explored. These are valuable but resource intensive.	TBD
Create Member Only newsletter	In progress: list is created and has been utilized for one-offs. Strategy to be developed.	Coordinator, Membership & Business Engagement
Create vendor lists for University/College list for students along with lists of funding opportunities	Not started: to be explored	TBD
Create Green Vendor list; consider member only features	In progress: research being undertaken with City of Toronto	Program Manager, Energy
Create incentive database	Not started: to be explored	TBD
Create a jobs board, or job listings in newsletter	Not started: to be explored	TBD
Create a podcast, showcasing the people behind the projects	Not started: to be explored	TBD

Recommendation #4: Share member stories & offerings

Potential Action	Status	Owner
Make the system for Members to submit 'Member Spotlights' more visible and ensure high visibility on the site, newsletter and social media	In progress: reviewing process	Coordinator, Membership & Business Engagement
Create a system for Members to apply to share their expertise and experience at events	Not started: develop a PPG Standards guide for event presentations and create an application and evaluation process.	Coordinator, Membership & Business Engagement
Allow Members to submit events for inclusion on events calendar	Not started: develop a criteria for inclusion on the website and an application process.	Coordinator, Membership & Business Engagement
Create a system for developing case studies (video and digital) on Members & Collective Projects	In progress: reviewing process	Program Manager, Membership & Business Engagement
Green Business of the Month feature for TRCA's social media – a PPG project, member or collective project	Not started: to be explored	TBD



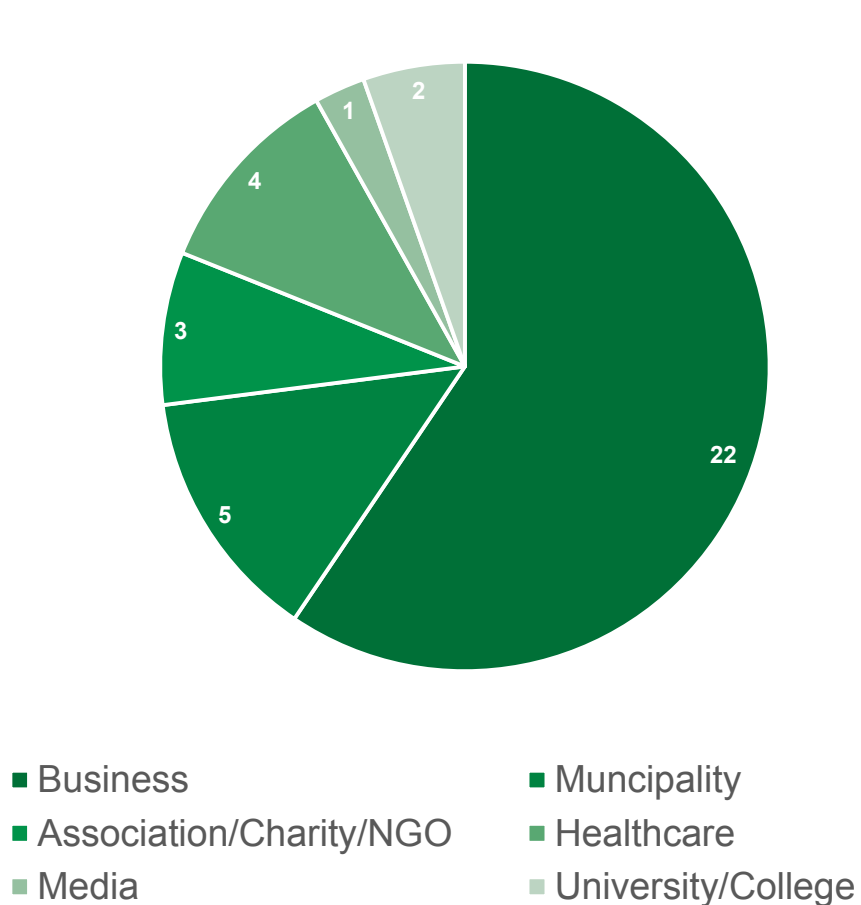
Respondents

Respondents

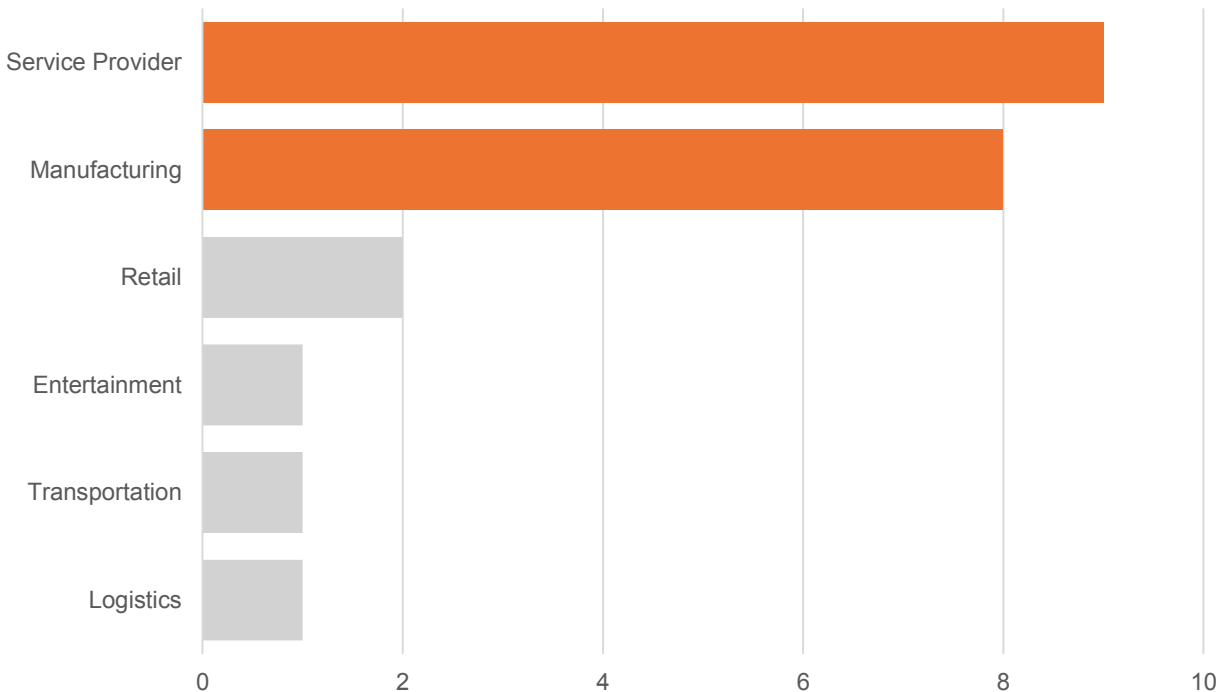
- Sent to PPG Members (67 at time of survey)
- 57% response rate
- Respondent sectors align with overall PPG Member sectors

PPG Member Sectors	Number
Service Provider	20
Manufacturing	17
Association/Charity/NGO	14
Municipal Government	6
University/College	3
Health Care	3
Entertainment	2
Transportation	2
Retail	2
Warehousing and Logistics	1
Developer, Property Management, Real Estate	1
Finance	1
Media	1

Survey Respondents by Sector



Business Respondents: **Service Provider** and **Manufacturing** appear most often.





Results

Why did you join PPG?



Other reasons

“To better align with sustainability activities around YYZ and to facilitate our goal to provide renewable fuels to YYZ customers”

“The primary reason was to have a partner to divert more materials from landfills. And to learn more about what the program offers.”

Benefit Rankings

	Very/ Somewhat Important	Neutral	Not Very/ Not Important
Resources (webinars, white papers, etc.)	34	3	1
Networking opportunities	32	4	2
Materials Exchange	26	10	2
Access to Vendor lists	24	3	11
Consultant hours with experts	24	7	7
Discounts on technical webinars and employee lunch and learns	23	12	3
Discounts on PPG programs	22	13	3
Employee engagement campaigns with tools, templates and resources	22	12	4
Leadership opportunities (sitting on committees, awards, speaking opportunities)	18	12	8
Discounts on nature based team building activities	13	15	10

Other benefits you would like PPG to provide:

- Promote our events
- Sector based networking
- Review our sustainability plans
- Discounts for our employees
- Communicate available benefits
- Promotional opportunities
- Promote our publications and events

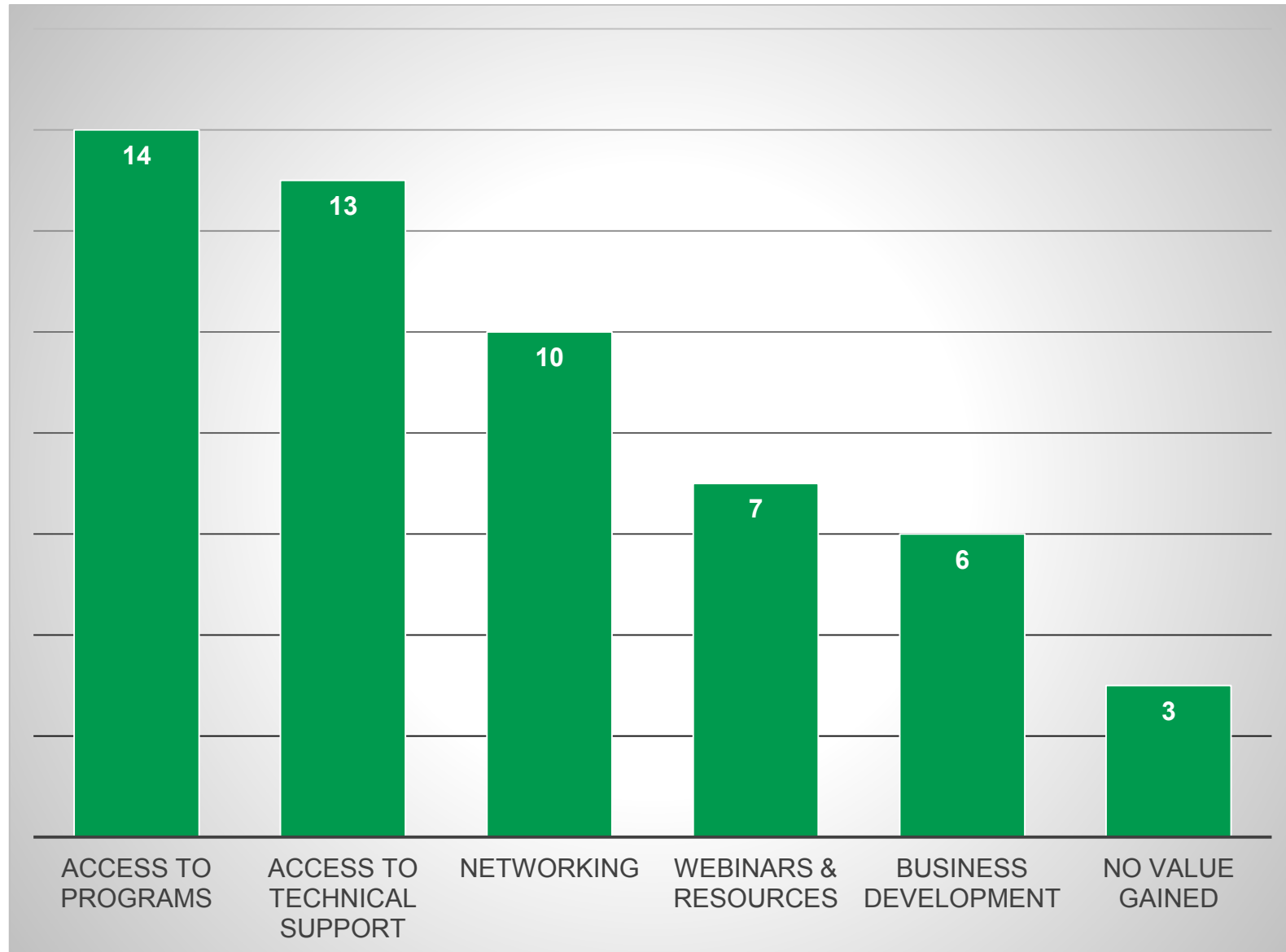
**What are
your
Sustainability Priority
Areas over
next 1-3
years?**

	Strongly Agree / Agree	Neutral	Disagree / Strongly Disagree
Waste reduction	35	3	0
Employee engagement	33	4	1
Carbon neutrality and emissions	31	6	1
Social sustainability (impact on people and communities)	31	5	2
Water efficiency	30	6	2
Climate change resilience	28	9	1
ESG Reporting	26	11	1
Alignment with the UN SDGs	25	11	2
Eco-designed products	22	12	4
Stormwater management	15	20	3

Other sustainability priority areas

- Do not currently have a plan (4)
- Sustainable supply chain / procurement (3)
- Sustainable Reporting (2)
- Other (4)
 - Meet client needs
 - Food waste
 - Green Development Standards review
 - Natural capital

**Open Ended:
What is the
most valuable
thing you have
gotten out of
your
membership?**



**What can
we do
better?**

broker

connections
resources
promotion
knowledge
incentives
expertise
templates



Kudos!

- “Very pleased with what you currently do”
- “Doing great, thanks for everyone's work.”
- “You are amazing!”
- “You are doing a great job!”
- “Thanks for the great work and leadership in the community.”
- “You guys are great! Thank you for all that you do!”
- “I think PPG is always striving to be relevant, helpful and inclusive of all their members, so we know we are getting good value out of our membership. Thanks!”



GTAA

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