
WEA Membership Survey



*The leader in advocating
for a healthy economic environment*

Summer 2006

Methods

- ◆ **Goal:** To evaluate the effectiveness of WEA and to identify the concerns of members
- ◆ **Methodology:** Internet-based, self-initiated survey utilizing Survey Monkey software
 - E-mail and newsletter contacts with 450 Alliance members
 - 81 total survey respondents

Demographics

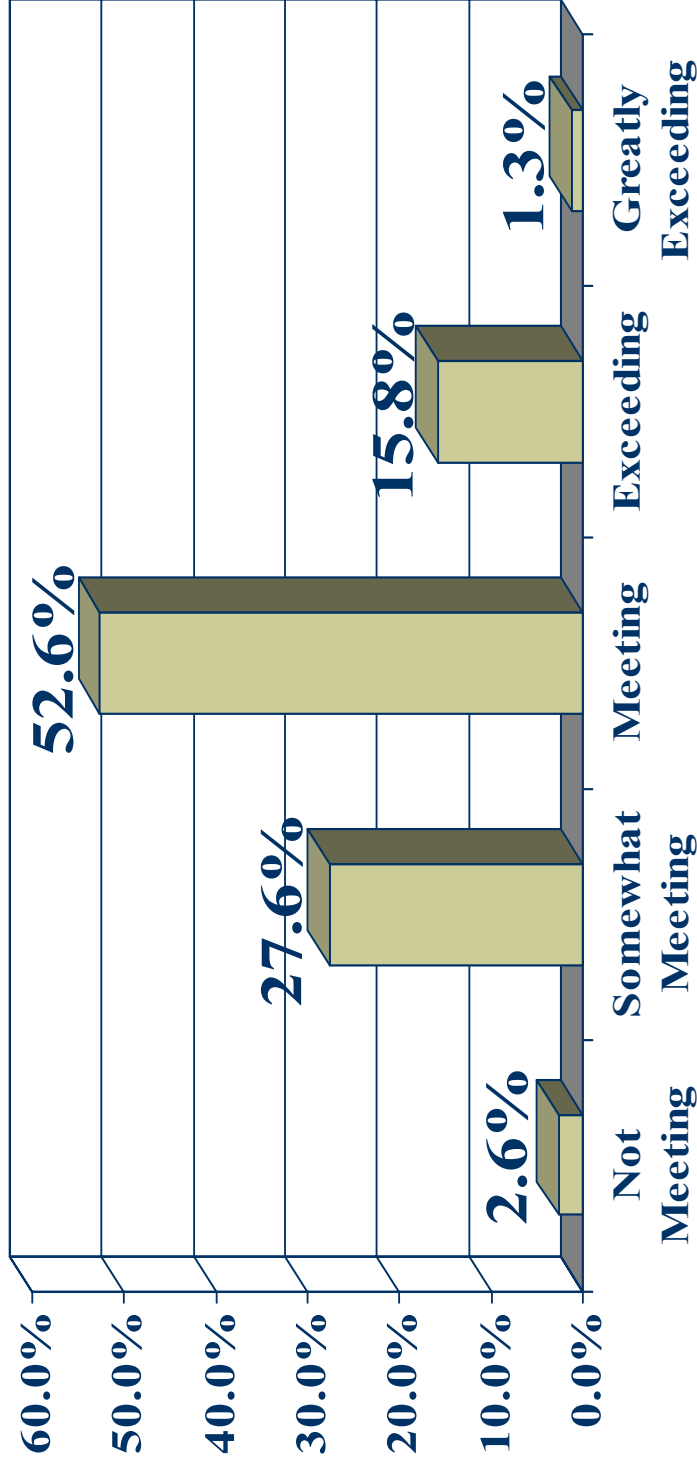
- ◆ Good cross-section of membership:
 - 45.4% of respondent companies/organizations have been a member for more than 8 years
 - 42.7% are Private Employer members
 - 26.7% Local Government
 - 9.3% Real Estate Investors
 - 8% Non-Profit Organizations
 - 6.7% Public Sector Agencies
 - 5.3% Other
 - 1.3 % Private Institutions

Summary of trends

- ◆ WEA is meeting Mission Statement and member expectations
- ◆ WEA's support of Westside business is effective/very effective (65%)
- ◆ Land Use and Transportation are top priorities
- ◆ Education and Workforce Training have risen significantly as priorities since 2001

Expectations

◆ How is the Alliance meeting your overall expectations for the organization?



Member Priorities

- ◆ Urban Growth Boundary, permitting/zoning issues, and local/regional bond measures are all priorities
- ◆ Water supply and affordable housing are important, but are not perceived as core WEA issues
- ◆ Little interest in a Westside leadership-training program

Member Priorities

◆ Percent who rated each issue as a priority/high priority for WEA in the next year

	2006	2001
Road and transportation funding	92%	84%
Promoting specific transportation projects	89%	N/A
Urban Growth Boundary (UGB) issues	79%	75.4%
K-12 education policies/funding	70%	44.6%
Westside permitting/zoning issues	66%	65%
Local/regional bond measures	64%	N/A

Member Priorities

◆ Percent who rated each issue as a priority/high priority for WEA in the next year

	2006	2001
Higher education policies/funding	63%	54.3%
Workforce training	58%	44.4%
UBG planning funds	55%	N/A
Adequate and affordable water supply	54%	41.6%
Affordable housing	46%	38.2%
Westside leadership-training program	20%	N/A

WEA Activities

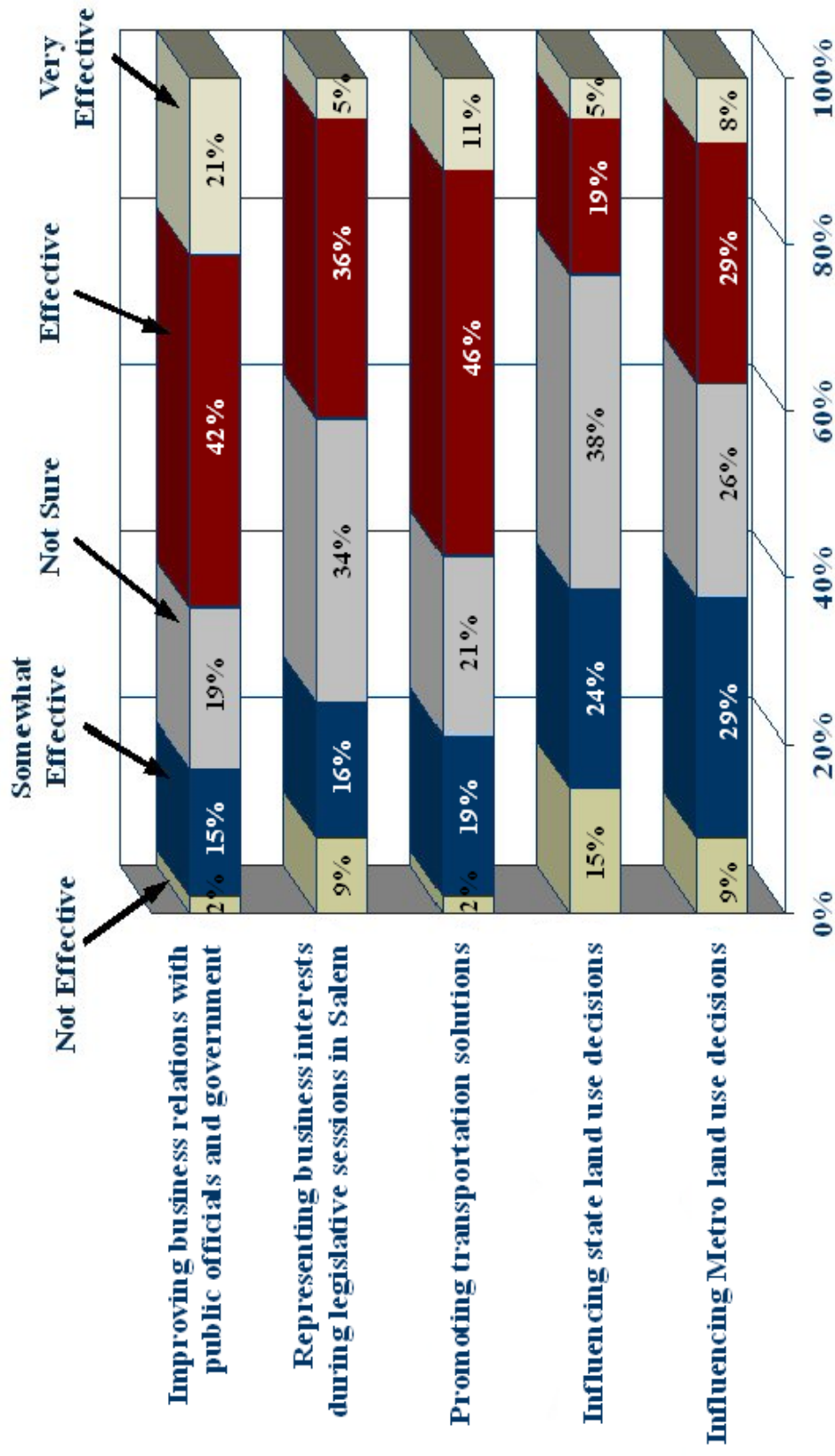
- ◆ WEA's strengths are improving business and government relations, and promoting transportation solutions
- ◆ WEA is less effective at representing business interests during legislative sessions, and influencing Metro and state land use policy decisions

WEA Activities

WESTSIDE

ECONOMIC ALLIANCE

*The leader in advocating
for a healthy economic environment*



Member Services

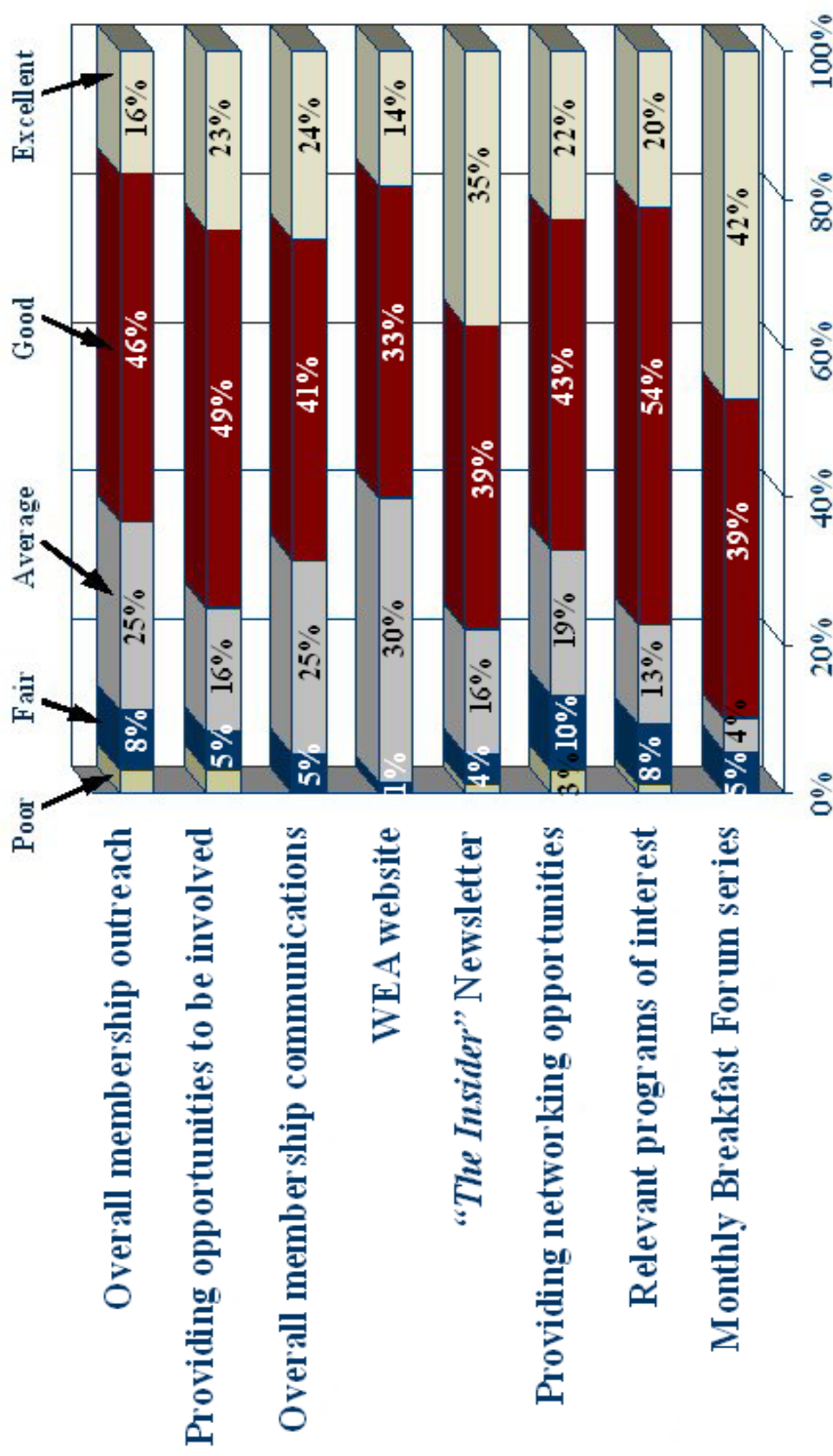
- ◆ Forums are excellent with relevant programs and good networking opportunities
- ◆ *The Insider* newsletter is strong, as are overall member communications and outreach
- ◆ WEA provides members with opportunities to be involved in activities
- ◆ Website is above average

Member Services

WESTSIDE

ECONOMIC ALLIANCE

*The leader in advocating
for a healthy economic environment*



Committees

◆ Interested/very interested in joining a committee if it became active

Legislative/Government Affairs	35% (28)
Westside Economic Strategy	34% (27)
Education	14% (11)
Marketing/Communications	14% (11)

◆ 40.5% of survey respondents are currently a member of an Alliance committee

Committees

- ◆ Membership, Transportation, and Golf Committees are effective
- ◆ Many Land Use & Housing Committee members are unsure of effectiveness
- ◆ Comments mention a “disconnect” between WEA Board members and committees

Committees

- ◆ Committee members who rated each current committee as effective/very effective

Membership	75%
Board of Directors	72.7%
Transportation	61.5%
Golf Scramble	60%
Land Use & Housing	44.4%

WEA Membership Survey



*The leader in advocating
for a healthy economic environment*

Summer 2006