SDAO conducted a member satisfaction survey in February/March 2017 to help us ensure we are meeting the needs and expectations of our members. This survey also helps us identify any new products and/or services that the membership would be interested in receiving.

An internet link to the 2017 SDAO Membership Survey was distributed via email and mail to all board members and staff listed in our database as being associated with SDAO member districts. Survey results were collected using Survey Monkey and respondents needed access to a computer to participate.

**Respondent Profile**

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Member/Commissioner/Director</td>
<td>43.3%</td>
</tr>
<tr>
<td>Manager</td>
<td>34.11%</td>
</tr>
<tr>
<td>Staff Member (non-management)</td>
<td>17.13%</td>
</tr>
<tr>
<td>Other</td>
<td>5.45%</td>
</tr>
</tbody>
</table>

**District Types Represented**

- Fire: 32%
- Irrigation: 35%
- Park & Recreation: 12%
- Port: 6%
- Sanitary: 3%
- Water: 5%
- Other: 7%

**Satisfaction Level**

We were pleased to see that 98.44% of respondents were somewhat or very satisfied with SDAO. 1.57% expressed they were somewhat to very dissatisfied with the association. We also received written feedback on this question to help us understand these responses.
Value of SDAO Programs and Services
We asked members to rank the value of the various programs and services offered by the association. Respondents indicated that access to the SDIS insurance programs, education and training, and legislative advocacy were the top three most valuable to their district.

Value of SDIS Programs and Services
We asked members to rank the value of the various programs and services offered by Special Districts Insurance Services. Respondents indicated that the Property Casualty Program, Board Practices Assessment, and onsite risk management visits were the top three most valuable to their district.
SDAO and SDIS Trainings and Events
70.8% of respondents indicated they had been to an SDAO or SDIS training or event in the last three years. The three most attended were the board member and management staff training, annual conference, and risk management trainings.

97.31% of respondents indicated they are satisfied or very satisfied with the selection of trainings and events offered by the association and 96.9% found the trainings to be valuable for the price paid.

25.52% find cost to be a barrier to attend SDAO and SDIS trainings. In response to this, SDAO is offering more trainings online through SafePersonnel and has videos of past SDAO training sessions uploaded to the SDAO website. Our risk management team also offers onsite trainings at no cost to SDIS members.

The majority of our members who responded (79.08%) prefer to receive training in-person. Online videos were second preferred, followed by webinars and DVDs.

Communication
The majority of respondents (81.82%) prefer to receive communications by email and 16.93% prefer regular mail. 1.26% asked for both or for social media.

Publications
SDAO publications rated consistently well with our bi-monthly newsletter (News & Risk Management Review) being rated as most useful at 80.68%. The rankings then followed with the Weekly News Update (79.33%), Management and Policy Resource Guide (73.76%), Elected Officials Guide (73.52%), Legislative Session Report (72.94%), and Annual Report (67.6%).

Our bi-monthly newsletter has a strong readership among respondents with 83.63% reading it sometimes or more often. Some members indicated that they do not receive the newsletter or hadn’t heard of it. It is mailed and emailed out to each individual associated with our members based on their communication preferences. Each year, contact information and preferences are verified for each individual through our membership database update mailing sent to each district.
**SDAO Website**

50.55% of respondents reported being able to easily find information on the SDAO website. 25.52% reported sometimes being able to easily find information and 21.55% do not visit the website. It is a goal of SDAO to continually make the website accessible and user friendly for all members. We are also working to encourage users to visit the site more frequently.

Those that visit the site indicated they typically visit less than once a month (57.65%) with 42.35% visiting once a month or more.

**Social Media**

31.87% of respondents indicated they use social media to follow companies for news, information, and announcements. Of those, only 37.38% follow SDAO. Though this number may be small, we understand that more and more people are using social media each day. SDAO has begun utilizing Facebook as a communication platform to expand our outreach to members.

We have also created a Facebook group, SDAO Connections, for our members to utilize to discuss important issues and network with other special district board members and staff.

**Comments and Suggestions**

We received great feedback with this survey and appreciate everyone who took the time to share their comments with us. The results of this survey will help us to plan for future programs, trainings, events, and benefit offerings for members.