



# **PPTA Membership Survey Results**

**Presented to the  
PPTA Board of Directors  
April 5, 2006**

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PPTA Marketing & Communications Committee



## Survey Collection

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The Membership Committee of the Pennsylvania Public Transportation Association (PPTA) conducted a survey of the membership on January 9 – 20, 2006. The entire membership was invited to complete an online survey. Multiple individuals from each member organization who participate in PPTA were encouraged to take part in the survey.

Ninety-eight (98) responses were collected.

Response Rate: 39.2%

Confidence Level: 95%

Confidence Interval: +/- 7.55



## Summary of Findings

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1. Nearly 1/3 of membership does not participate on a committee.
2. Networking is a key strength and reason for participating in PPTA.
3. Spring Conference in Hershey is a key strength of PPTA.
4. Legislative representation including the handling of state funding and overall government presence is a weakness of PPTA. Those most involved in the process (members of the Government Affairs committee) are most dissatisfied.
5. Board communications and board representation is a weakness.
6. Equitable and fair representation is a concern of membership.
7. The forums need to be promoted more.
8. There is a need to do more to promote the value of public transportation by PPTA.
9. PPTA is positioned for networking, training, and legislative representation – not necessarily as a resource (technical assistance, trends, news, regulatory updates, etc.)



## Summary of Findings

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10. There is a desire by the membership to be kept more informed.
11. There is a strong desire for a membership newsletter sent via email.
12. Overall, highly perceived as high value and highly regarded. Areas to work on to improve perceptions: becoming stagnant, non-inclusive and close-minded.
13. The Executive Director should be focusing her efforts on: the annual work plan/goals, facilitating policy and legislative/regulatory, and developing relationships with constituents.
14. Overall staff is focusing on the right things. However, more focus needs to be on communications, facilitating policy development and developing a relationship with constituents (note: these are two of the most important priorities for the Executive Director).
15. Key areas of concern for the membership – increasing ridership, training, and employee retention. These areas should be a focus of future PPTA training and development programs.



## Demographic Information

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### Top Job Titles:

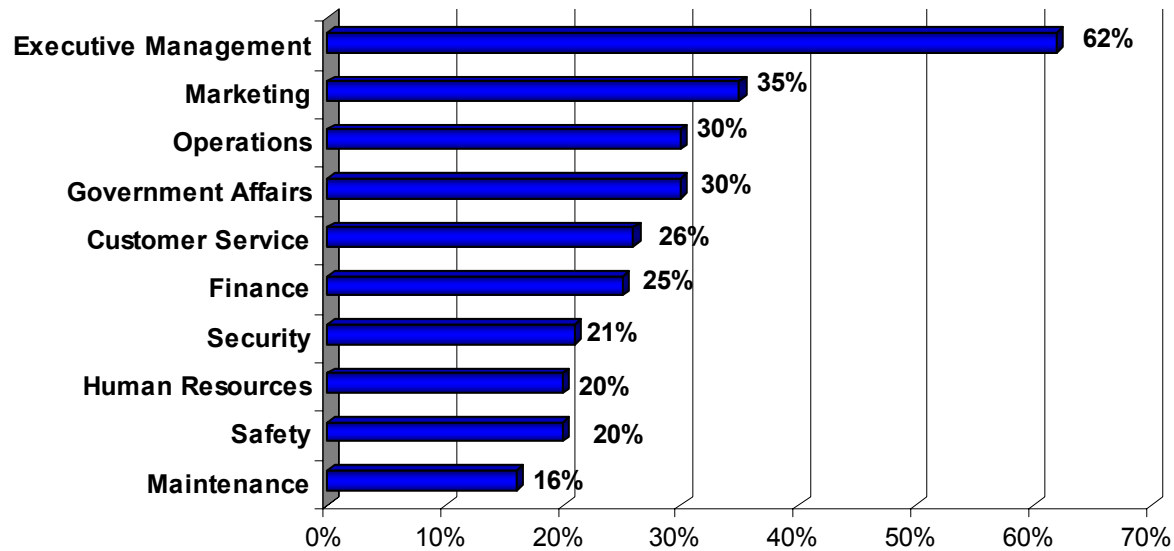
1. President/Executive Director/General Manager – 28
2. Operations – 10
3. Assistant Executive Director/Deputy – 7
4. Marketing/Business Development – 6
5. Vice President – 3
6. Maintenance – 3
7. Sales Manager – 3



## Demographic Information

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### Primary Job Responsibility

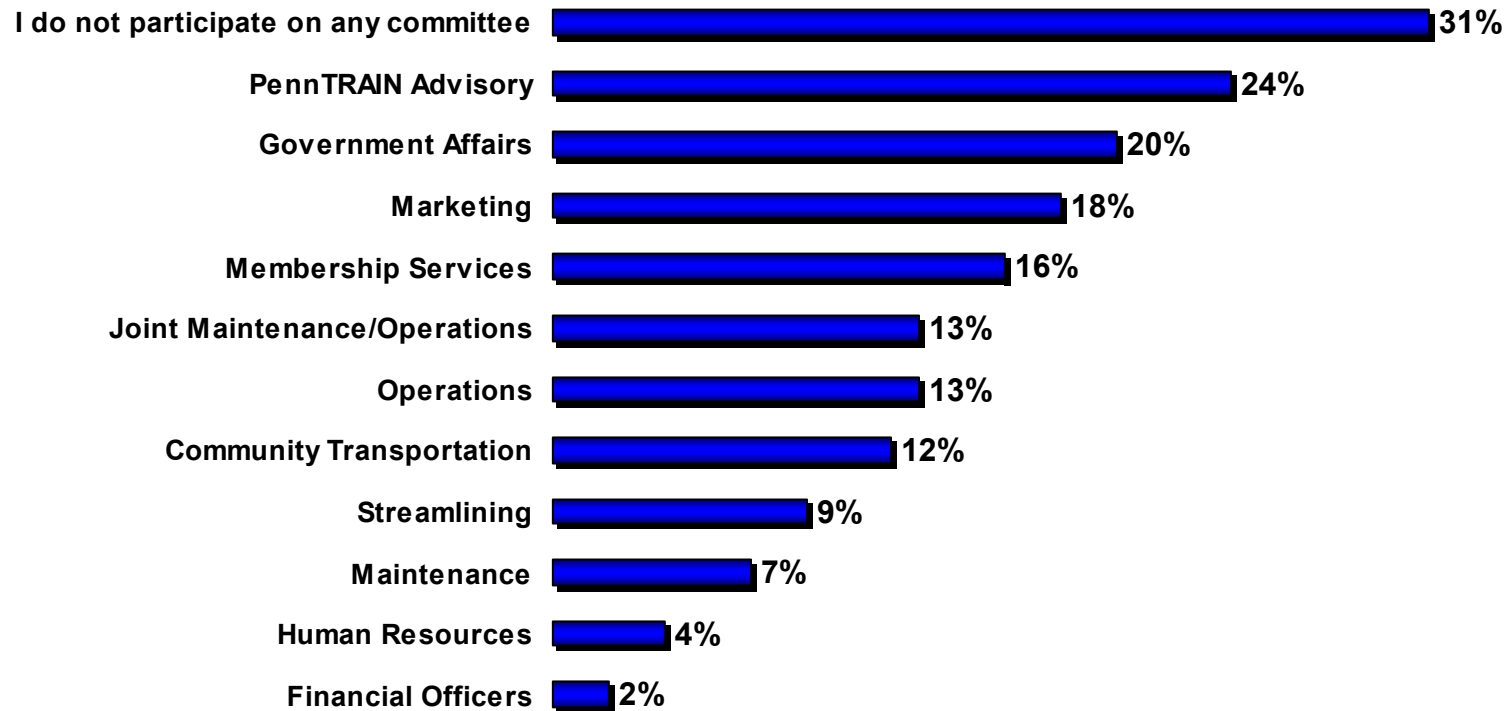




## Demographic Information

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### Participation in Committees

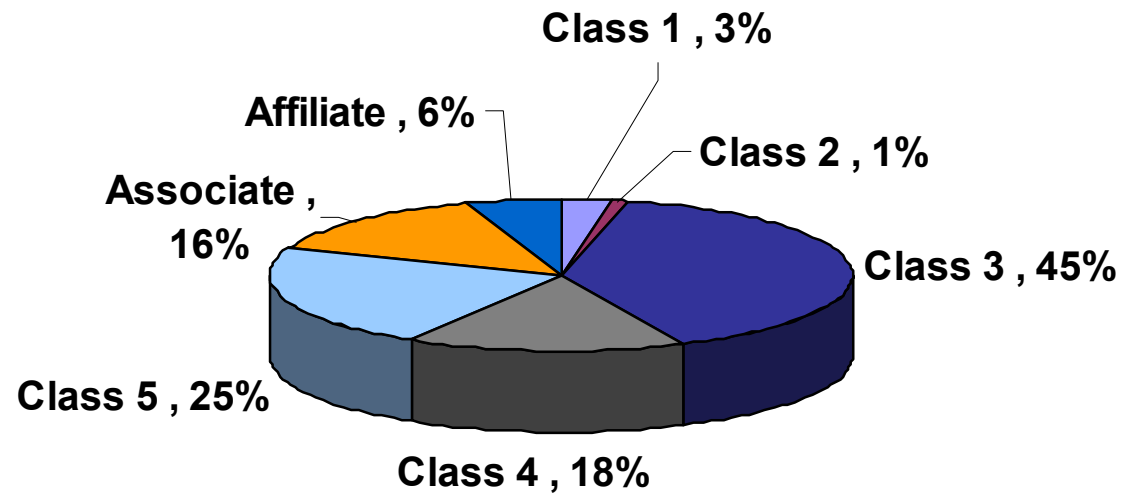




## Demographic Information

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### Class Distribution



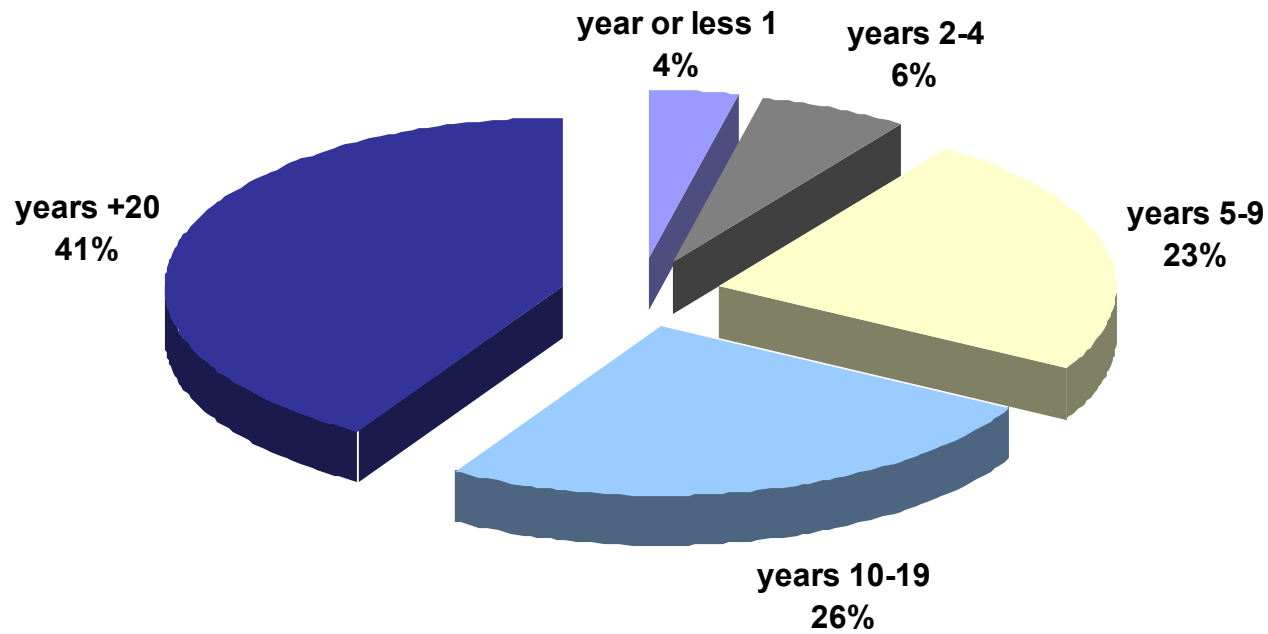




## Demographic Information

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### Tenure in PA Public Transportation

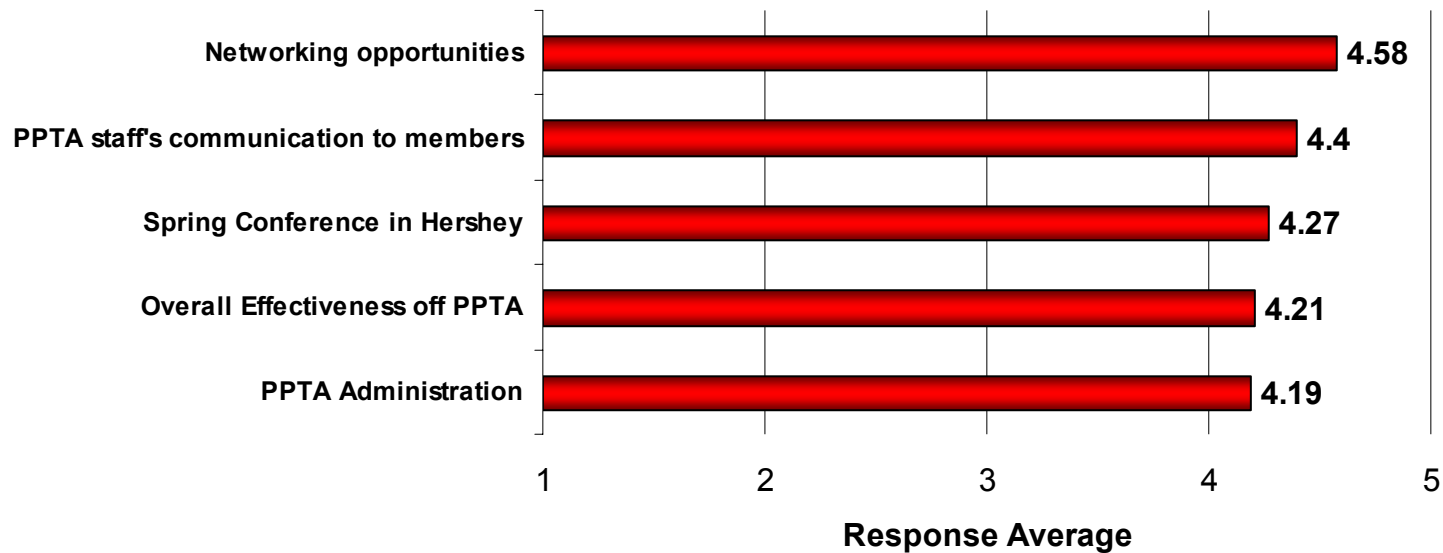




## Satisfaction with PPTA Services

What is your level of satisfaction with the following services provided by PPTA? Select the number that best describes your level of satisfaction with 1 = very dissatisfied and 5 = very satisfied.

### Top 5 - PPTA Service Strengths

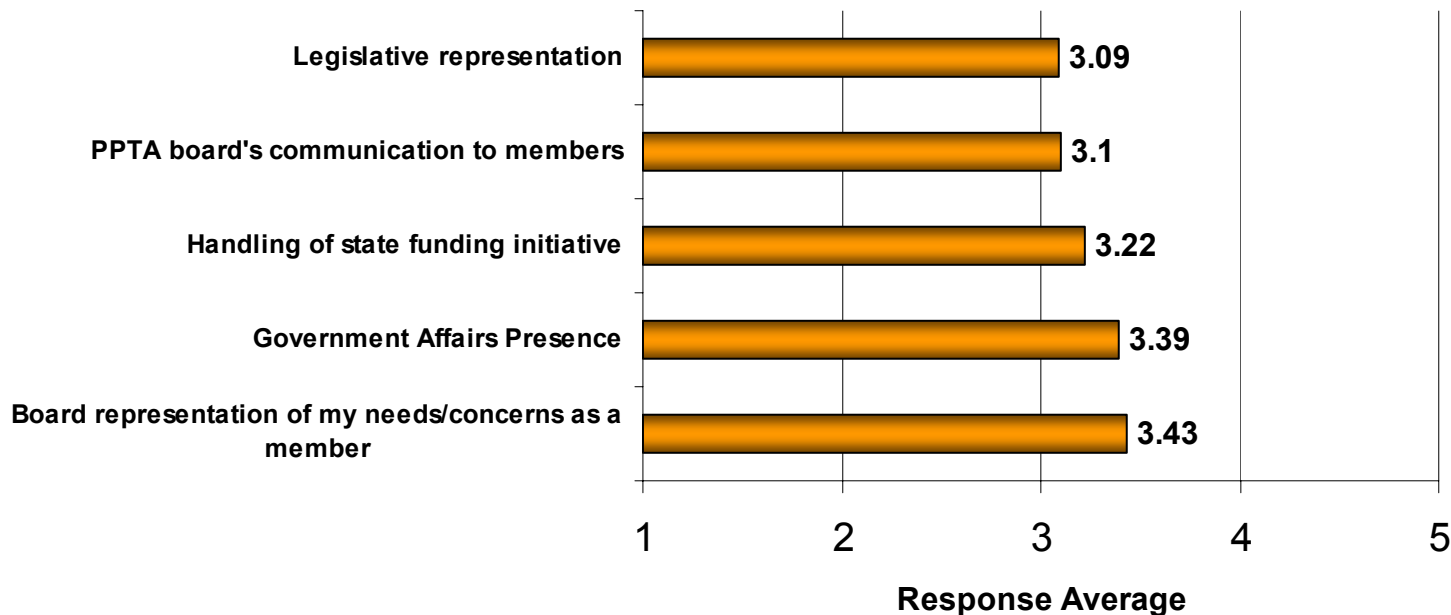




## Satisfaction with PPTA Services

What is your level of satisfaction with the following services provided by PPTA? Select the number that best describes your level of satisfaction with 1 = very dissatisfied and 5 = very satisfied.

### Top 5 - PPTA Service Weaknesses



- Legislative representation – more dissatisfaction among individuals with government affairs and human resource responsibilities
- PPTA Board Communication – dissatisfaction evenly distributed among all respondents
- Streamlining, Government Affairs and PennTRAIN Advisory most commonly responded with the lowest satisfaction



## Satisfaction with PPTA Services

What is your level of satisfaction with the following services provided by PPTA? Select the number that best describes your level of satisfaction with 1 = very dissatisfied and 5 = very satisfied.

	Don't Know	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Average Response	Standard Deviation
PPTA staff's communication to members	3.2%	4.3%	1.1%	3.2%	17.0%	<b>71.3%</b>	4.40	1.24
PPTA board's communication to members	13.0%	3.3%	18.5%	16.3%	23.9%	<b>25.0%</b>	3.10	1.66
Board representation of my needs/concerns as a member	13.2%	1.1%	11.0%	14.3%	25.3%	<b>35.2%</b>	3.43	1.69
Good value for the dues	6.5%	3.3%	1.1%	10.9%	32.6%	<b>45.7%</b>	3.97	1.40
Networking opportunities	2.2%	2.2%	1.1%	3.3%	12.1%	<b>79.1%</b>	4.58	1.04
Quality of meetings	4.3%	2.2%	4.3%	5.4%	33.7%	<b>50.0%</b>	4.12	1.27
Committee structure	5.4%	2.2%	2.2%	8.7%	<b>43.5%</b>	38.0%	3.97	1.28
Committee effectiveness	5.5%	1.1%	7.7%	12.1%	<b>44.0%</b>	29.7%	3.77	1.29
Spring Conference in Hershey	3.3%	1.1%	5.5%	4.4%	26.4%	<b>59.3%</b>	4.27	1.19
PennTRAIN	12.2%	1.1%	3.3%	5.6%	14.4%	<b>63.3%</b>	3.99	1.71
Public relations	6.9%	2.3%	11.5%	14.9%	26.4%	<b>37.9%</b>	3.66	1.49
Membership directory	8.8%	1.1%	4.4%	14.3%	29.7%	<b>41.8%</b>	3.80	1.49
Government affairs presence	14.4%	2.2%	12.2%	12.2%	18.9%	<b>40.0%</b>	3.39	1.78



## Satisfaction with PPTA Services

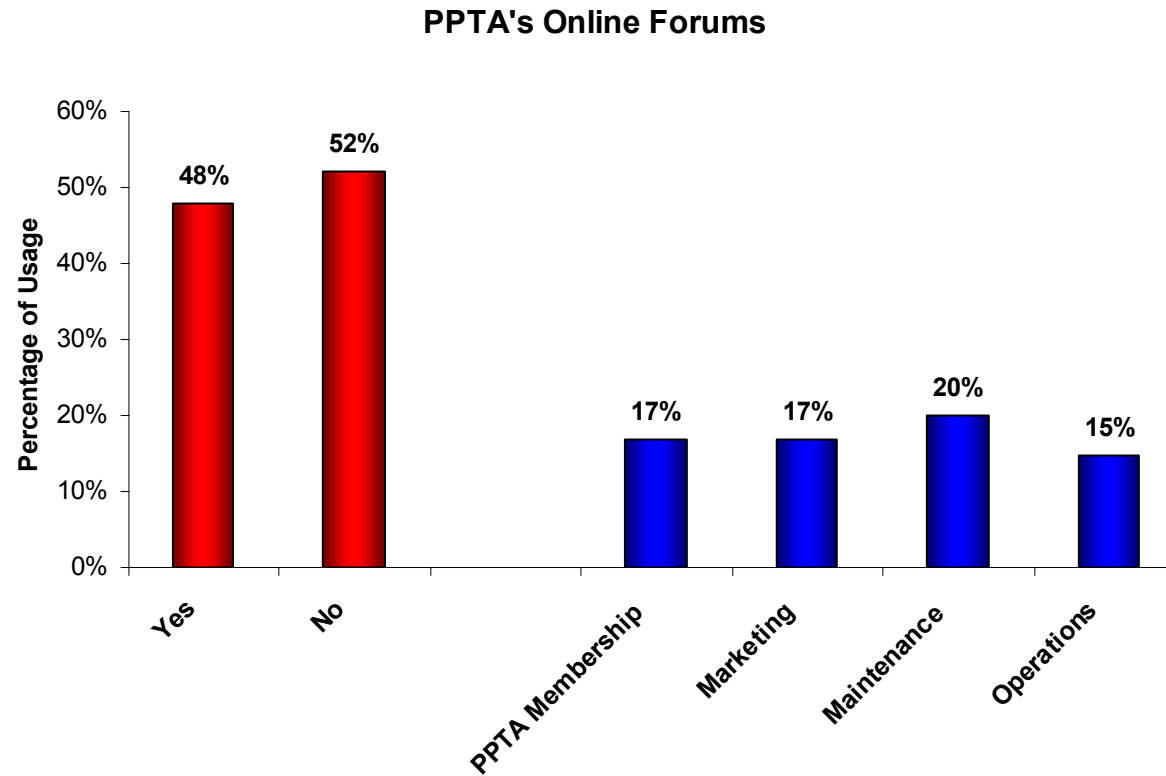
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	Don't Know	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Average Response	Standard Deviation
Being kept informed of state funding issue	7.6%	5.4%	5.4%	9.8%	26.1%	<b>45.7%</b>	3.78	1.57
Being kept informed of other pending legislation (beyond state funding issue)	12.1%	4.4%	9.9%	9.9%	26.4%	<b>37.4%</b>	3.46	1.72
Legislative representation	17.6%	4.4%	8.8%	14.3%	<b>30.8%</b>	24.2%	3.09	1.77
Handling of state funding initiative	14.4%	2.2%	8.9%	21.1%	<b>27.8%</b>	25.6%	3.22	1.66
PPTA's administration	5.6%	3.3%	1.1%	7.8%	21.1%	<b>61.1%</b>	4.19	1.38
Overall effectiveness of PPTA as an association	1.1%	2.2%	3.3%	9.8%	35.9%	<b>47.8%</b>	4.21	1.02



## Online Forums Usage

Have you ever used any of PPTA's online forums? If yes, which forum did you use?

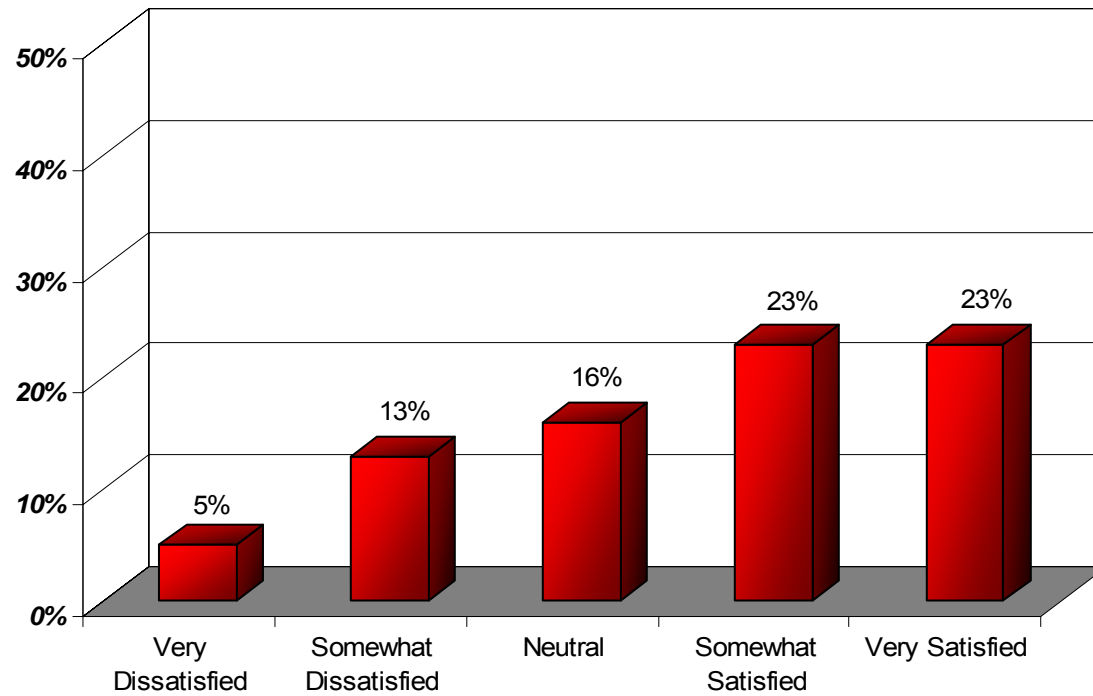




## Online Forums Satisfaction

Have you ever used any of PPTA's online forums? If yes, which forum did you use?

Level of Satisfaction With Forum





## Online Forums – Reasons to not use

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If not, why have you not used a forum?

### Top Reasons

1. Not aware of availability – 11
2. Not applicable – 6
3. Time / No opportunity – 5
4. Cumbersome Process / Set-up – 4
5. No need – 2

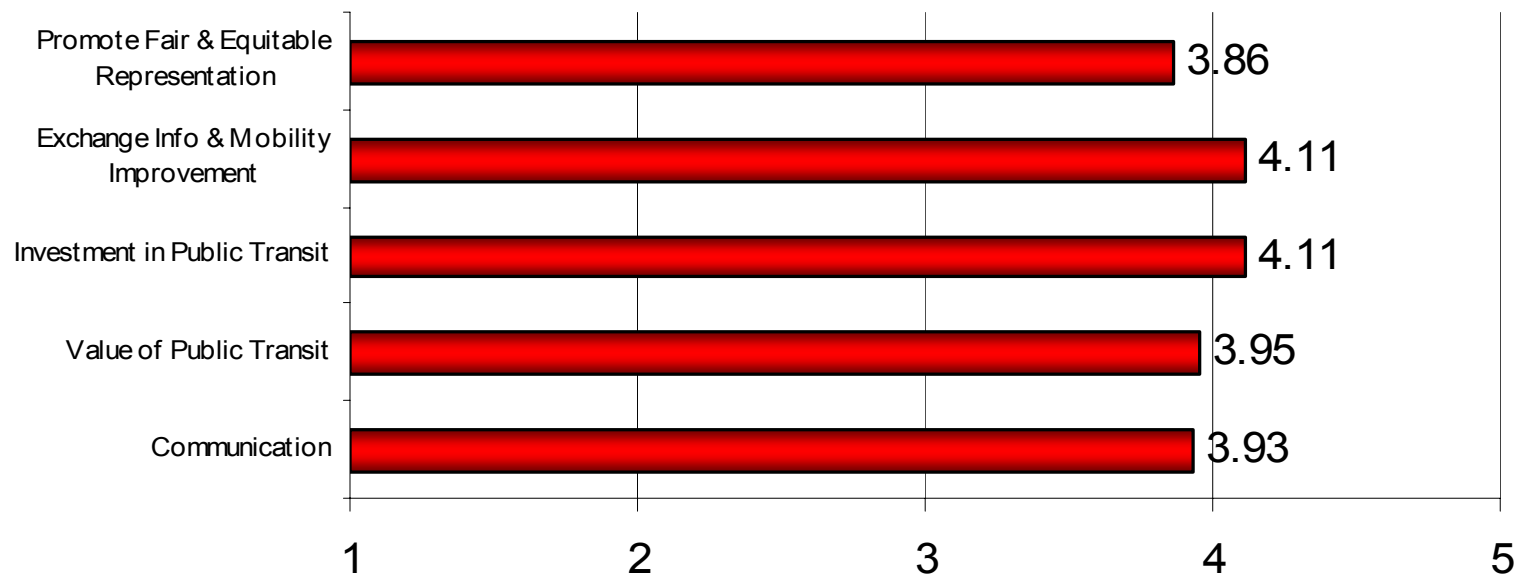




## Satisfaction with Meeting Stated Goals

What is your level of satisfaction that PPTA is meeting its stated goals:

### Level of Satisfaction that PPTA is Meeting Stated Goals





## Satisfaction with Meeting Stated Goals

What is your level of satisfaction that PPTA is meeting its stated goals:

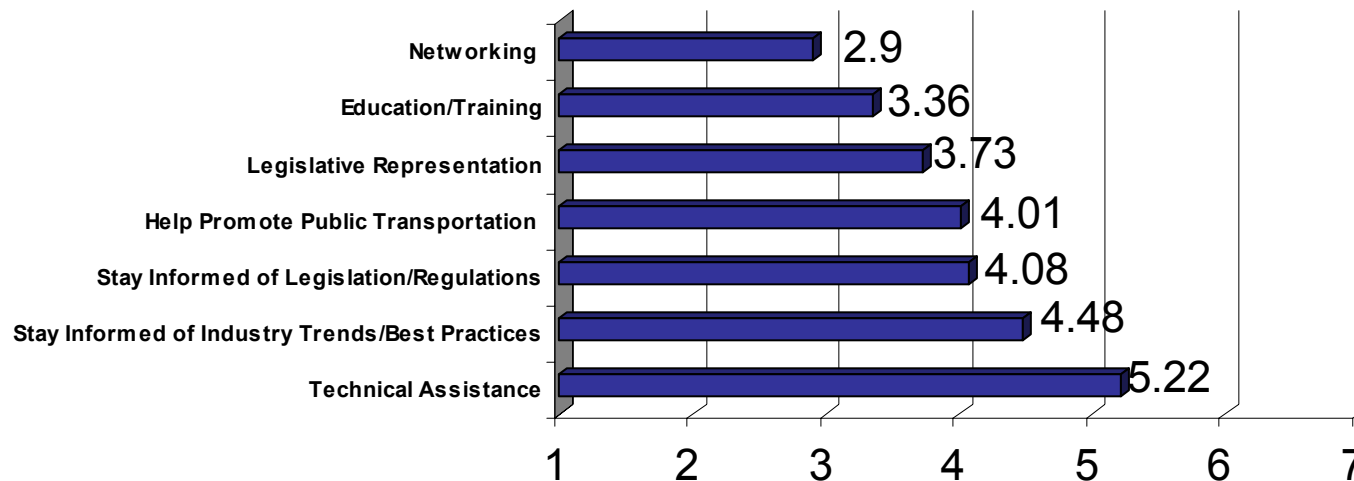
	Don't Know	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Average Response	Standard Deviation
PPTA develops and maintains communication with Federal, State and Local governments to foster and promote an awareness and support of public transportation and mobility services	4.3%	4.3%	2.2%	17.4%	26.1%	45.7%	3.93	1.349
PPTA promotes the value of public transportation and mobility services	3.3%	3.3%	12.0%	5.4%	29.3%	46.7%	3.95	1.354
PPTA advocates for the investment in public transportation, equipment, and infrastructure	3.3%	3.3%	4.3%	6.5%	33.7%	48.9%	4.11	1.244
PPTA provides a forum for members and stakeholders to interact, exchange information and to continuously improve mobility services	5.5%	3.3%	2.2%	6.6%	28.6%	53.8%	4.11	1.37
PPTA promotes equitable and fair representation of all members	4.4%	2.2%	12.1%	9.9%	27.5%	44.0%	3.86	1.387



## Reasons to Participate in PPTA

Why do you and your organization participate in PPTA? Rank the reasons in order of importance. Begin by picking your most important reason and assign it the number 1. Then find the second most important reason and assign it the number 2. Continue until you assign a number to all the reasons that apply. Leave blank any reasons that do not apply.

### Reason for Participating in PPTA





## Reasons to Participate in PPTA

Why do you and your organization participate in PPTA? Rank the reasons in order of importance. Begin by picking your most important reason and assign it the number 1. Then find the second most important reason and assign it the number 2. Continue until you assign a number to all the reasons that apply. Leave blank any reasons that do not apply.

	1	2	3	4	5	6	7	Response Average	Standard Deviation
Legislative Representation	<b>25.6%</b>	12.8%	11.6%	7.0%	15.1%	11.6%	16.3%	3.73	2.236
Networking	<b>36.8%</b>	12.6%	17.2%	13.8%	3.4%	9.2%	6.9%	2.9	1.959
Education/Training	17.2%	<b>27.6%</b>	12.6%	11.5%	12.6%	12.6%	5.7%	3.36	1.886
Technical Assistance	5.1%	3.8%	13.9%	3.8%	21.5%	19.0%	<b>32.9%</b>	5.22	1.802
Help Promote Public Transportation	9.5%	16.7%	8.3%	<b>26.2%</b>	17.9%	10.7%	10.7%	4.01	1.794
Stay Informed of Legislation/Regulations	3.5%	18.6%	15.1%	22.1%	12.8%	<b>25.6%</b>	2.3%	4.08	1.61
Stay Informed of Industry Trends/Best Practices	3.4%	10.2%	<b>21.6%</b>	17.0%	17.0%	9.1%	<b>21.6%</b>	4.48	1.794



## **Areas for PPTA Improvement**

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If PPTA could improve in two areas what would they be?

### **Top Areas:**

1. Keep members more informed – 10
2. Legislative representation – 6
3. More member involvement – 5
4. Image of public transportation – 5
5. Better and more educational sessions – 4
6. Paid lobbyist – 3



## **PPTA Strengths**

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What is PPTA's greatest strength?

### **Top Strengths:**

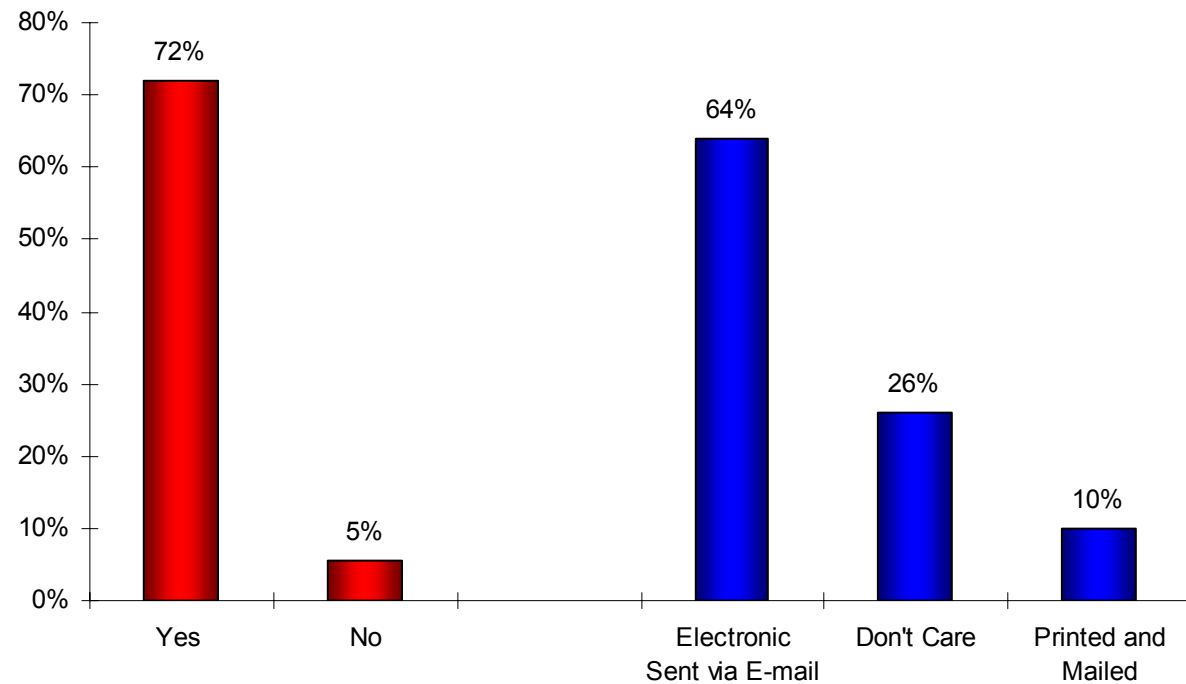
1. Networking – 14
2. PennTRAIN / Training – 12
3. Solid Administration – 7
4. Member Cohesiveness – 5
5. Member Driven – 5
6. Diversity of Membership – 4



## Membership Newsletter

Should PPTA consider producing a members newsletter? Which format would you prefer for a membership newsletter?

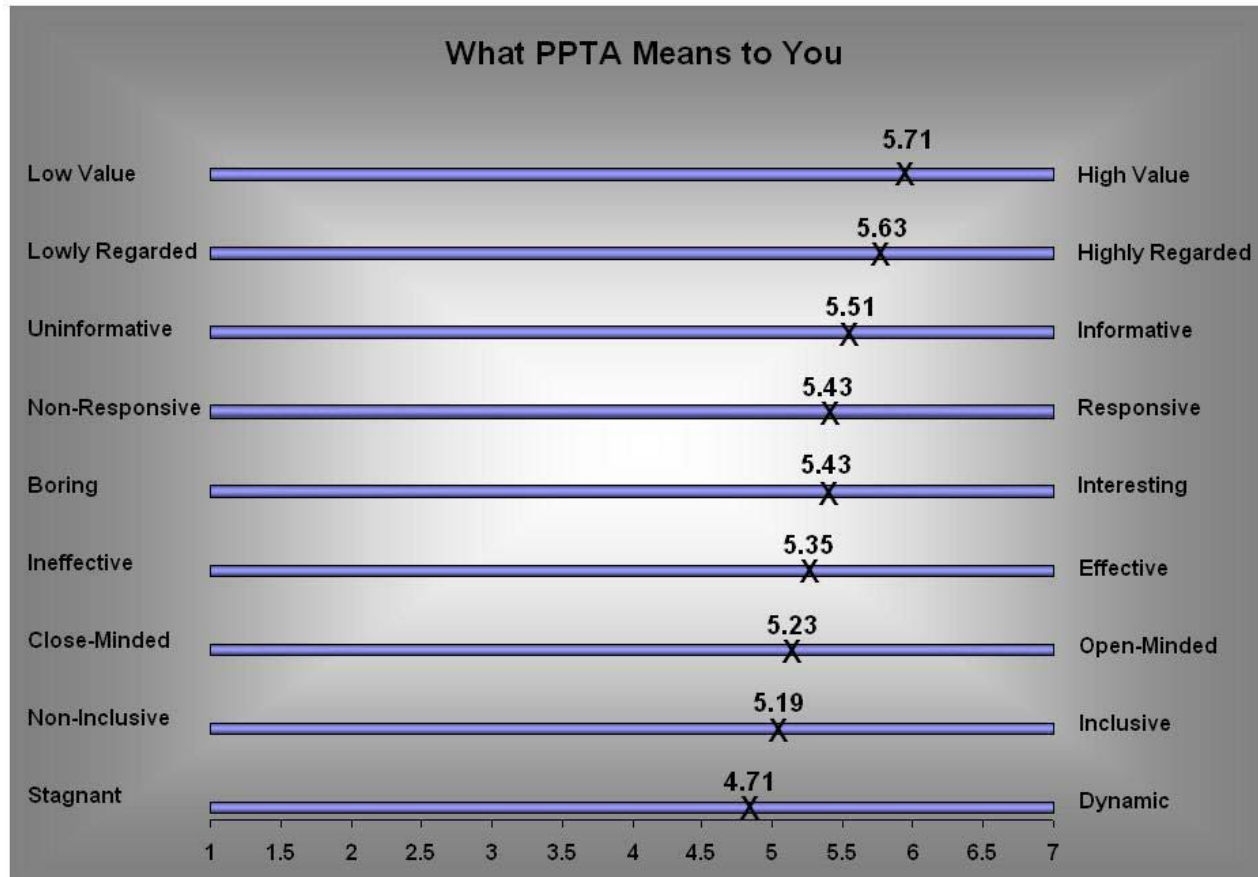
**Production of Membership Newsletter**





## PPTA Perceptions

This part of the survey measures what PPTA means to you by having you judge PPTA on a series of descriptive scales bound at each end by two opposing words. Please mark the blank that indicates how accurately one of the words describes what PPTA means to you.



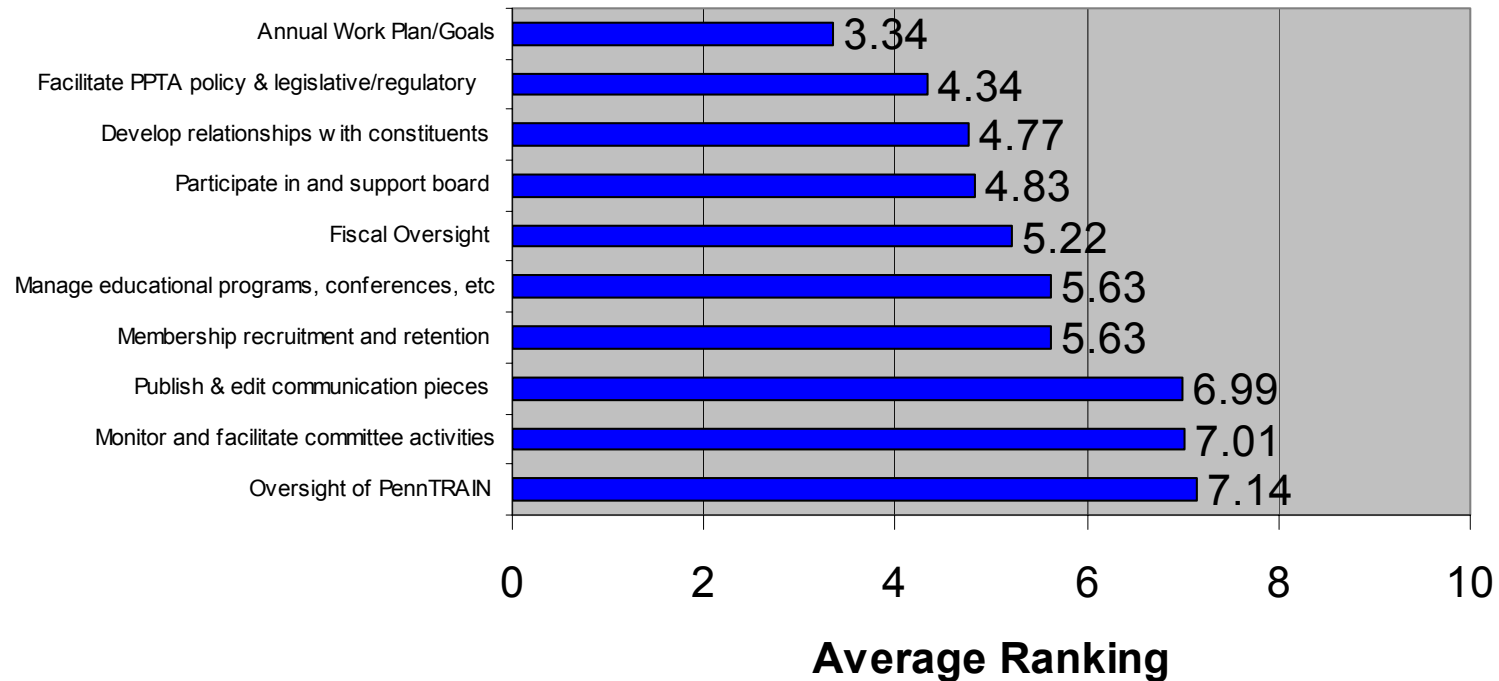




## Executive Director Job Responsibility Prioritization

How would you prioritize the PPTA Executive Director's job responsibilities? Please prioritize based on the duties and responsibilities outlined in the PPTA Executive Director's job description. Rank the duties/responsibilities in order of importance and priority. Begin by picking what the Executive Director's most important duty should be and assign it the number 1. Then find the second most important duty and assign it the number 2.

### Executive Director Priorities

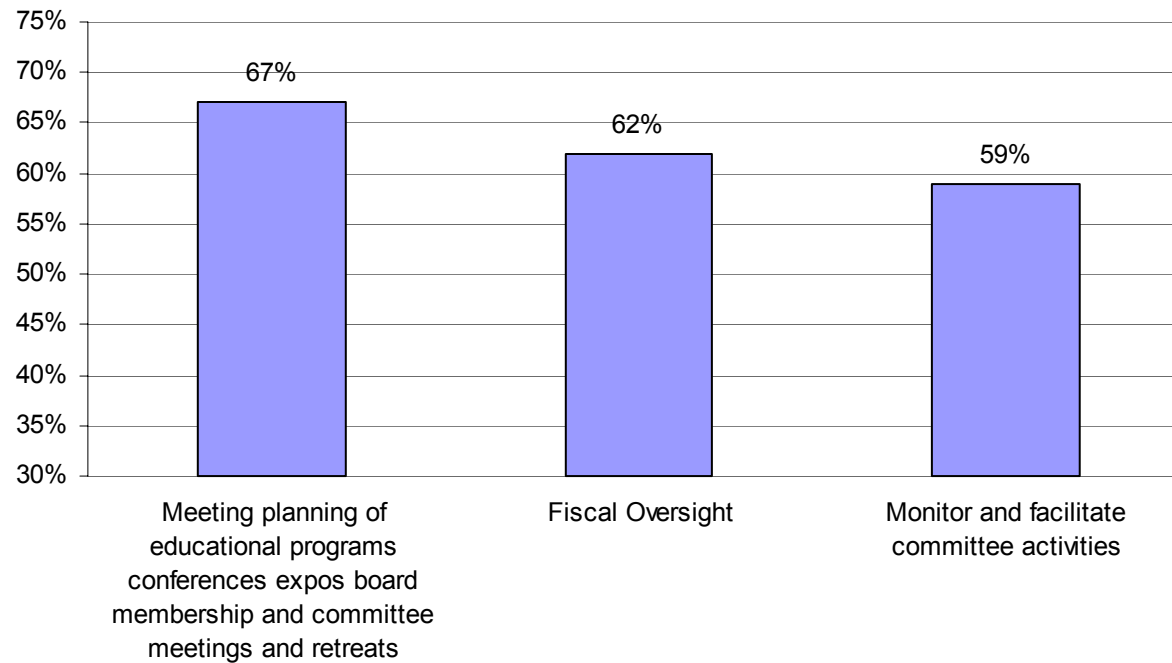




## PPTA Staff Job Duty Attention

Based on duties and responsibilities as outlined in the PPTA staff's job descriptions, please rate if the PPTA staff should be giving more, less or the same amount of attention to each area.

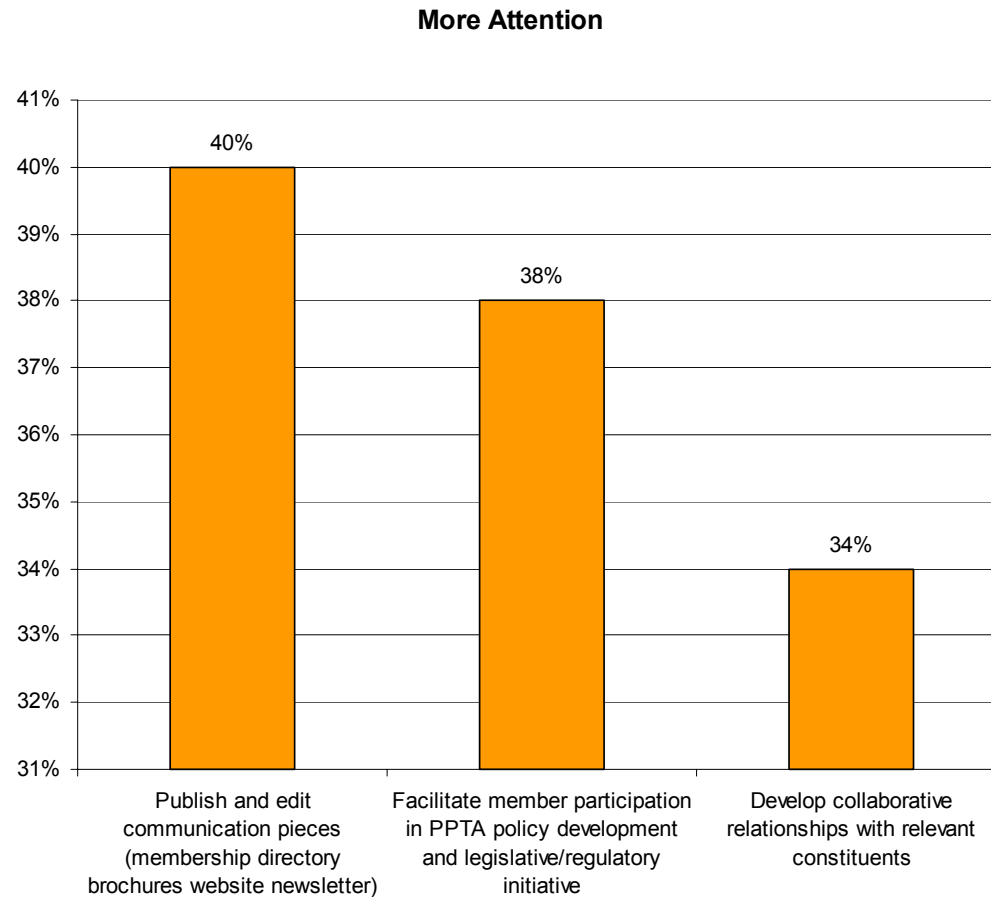
### Same Attention





## PPTA Staff Job Duty Attention

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## PPTA Staff Job Duty Attention

Based on duties and responsibilities as outlined in the PPTA staff's job descriptions, please rate if the PPTA staff should be giving more, less or the same amount of attention to each area.

	Don't Know	More	Less	Same
1. Develop and implement annual work plan and association goals	28%	20%	5%	46%
2. Develop collaborative relationships with relevant constituents	27%	34%	0%	39%
3. Oversight of PennTRAIN	25%	11%	12%	52%
4. Marketing of education programs and meetings	16%	29%	3%	52%
5. Fiscal Oversight	28%	7%	3%	63%
6. Facilitate member participation in PPTA policy development and legislative/regulatory initiative	22%	38%	0%	40%
7. Membership recruitment and retention	21%	29%	1%	49%
8. Participate in and support board	25%	13%	4%	58%
9. Monitor and facilitate committee activities	23%	17%	1%	59%
10. Publish & edit communication pieces (membership directory, brochure, website, newsletter)	18%	40%	1%	40%
11. Meeting planning of educational programs, conferences, expos, board, membership and committee meetings and retreats	14%	18%	1%	67%
12. Content development of educational programs	19%	25%	7%	49%
13. Maintain library resources	29%	10%	14%	47%



## **Most Pressing Issue Facing Membership**

Beyond funding issues, what is the most pressing issue facing your organization?

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### **Top Issues:**

1. Ridership – 8
2. Fiscally driven – 6
3. Retaining employees – 6
4. Training – 4
5. Keeping pace with society – 3