



MEMBER ADVISORY

AMM MEMBER POLL

November 6, 2008 – Last spring, the AMM commissioned Viewpoints Research to administer an in-depth survey to gauge the opinions of our members on the AMM, our current role, the services we provide, and our communication.

Specifically, the research was designed to:

1. Explore the opinions of members regarding the value of various services and activities we offer;
2. Determine member communities' opinion of the type and scope of communication available from our office;
3. Evaluate members' opinions of the Trading Company (MTCML) and explore the level of support for new services we may be contemplating.

The survey took place between April 15th and May 8th, 2008 during which 328 members including Heads of Council and Chief Administrative Officers were interviewed by telephone.

Key Findings

- When asked what they would say is the most important issue facing Manitoba municipalities today, more than half of respondents mentioned infrastructure (53%) while one in eight (13%) said depleting revenues is their biggest issue.
- Regarding the AMM's performance on important issues, more than four out of five respondents said the AMM does an excellent job (33%) or good job (51%) dealing with important issues.
- In terms of doing enough to keep the membership informed on various issues, almost all (98%) said they agree somewhat or strongly that the AMM does this. There was also a high level of agreement among members on whether or not the AMM is a successful lobby group (93%). And, more than nine out of ten respondents (93%) said they agree the AMM makes it easy for members to have their issues heard.
- These statistics are fairly consistent throughout all regions, although municipalities in the Northern region were found to be somewhat less positive than their southern counterparts.
- The survey also indicated that CAOs, Mayors and Reeves all felt that the AMM does a good job communicating with our members and listening to your issues. As well, almost all respondents felt that the AMM is a successful lobby group.

Conclusion

Overall, the findings of the survey were supportive and the AMM appreciates this vote of confidence from our membership. However, we are always striving to improve what we do and there were areas identified where improvement can be made.

The information gleaned from the survey will be incorporated into our strategic plan in the New Year and will be a great help to us in planning our activities for the coming years.

Complete survey results are available for viewing on the AMM website at www.amm.mb.ca.