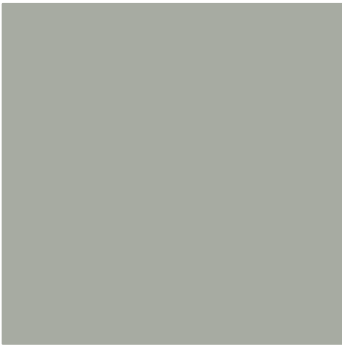




# 2015 Member Survey Results



# 2015 Results & Analysis

## Introduction

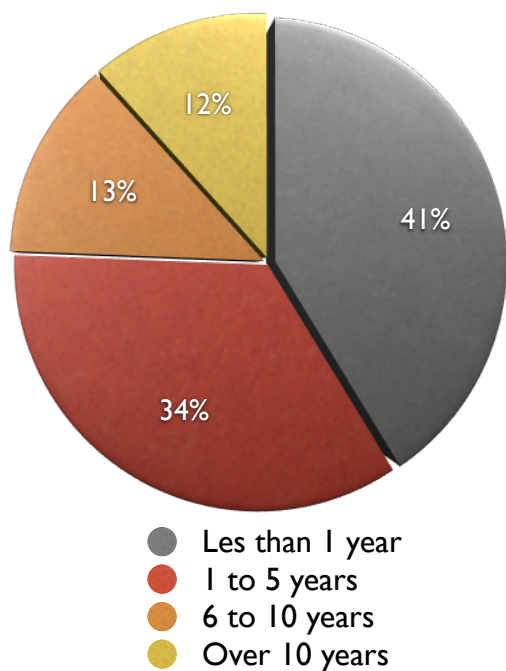
Since 1982, BOMA Manitoba has existed to serve members of the commercial real estate industry, including property management professionals, building owners, real estate developers, and service providers.

We try to ensure that everything we do is driven by our organization's mission, which is to create value for our members and the industry through the **four pillars of BOMA**: Networking, Education, Advocacy and Recognition.

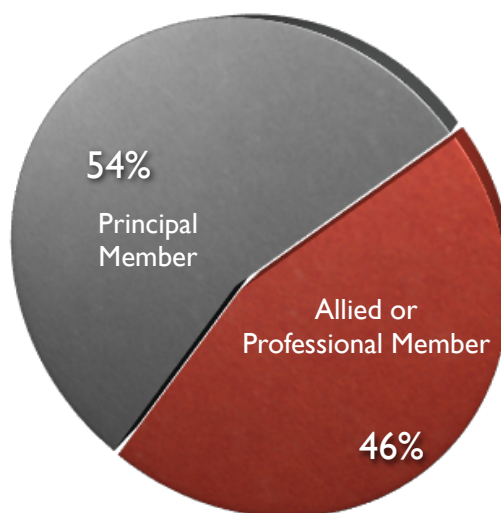
There were 91 members who responded to the survey.

## 1.0 Demographics

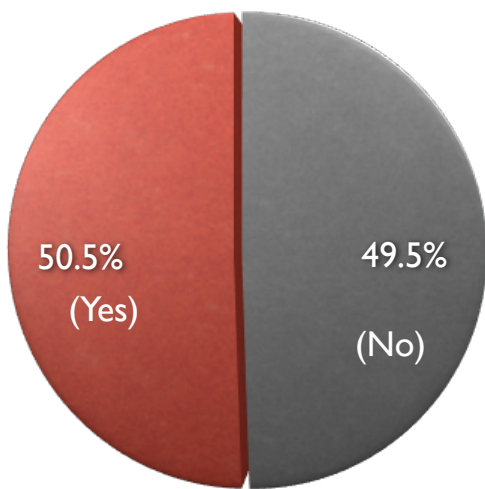
1.1 How long have you been a BOMA member?



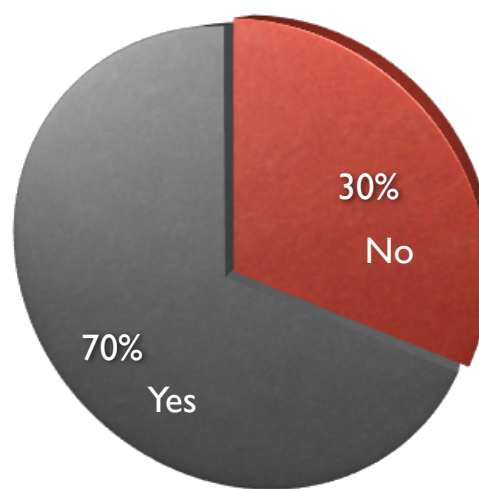
1.2 What is your membership category?



1.3 Are you currently the sole BOMA member representative from your firm?



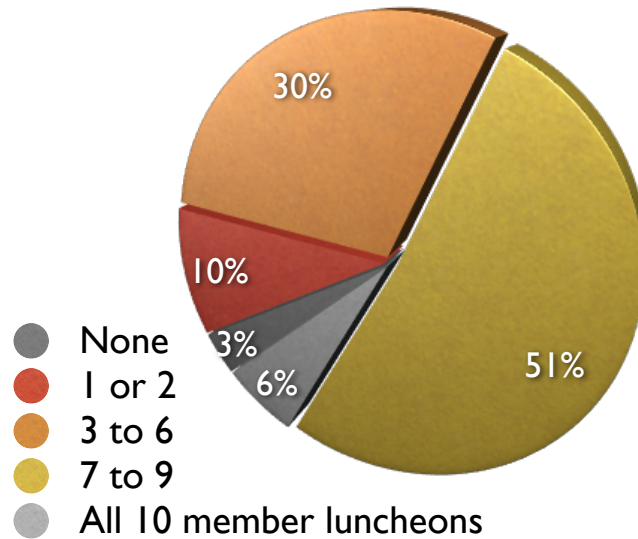
1.4 Do you currently serve on any of BOMA's committees?



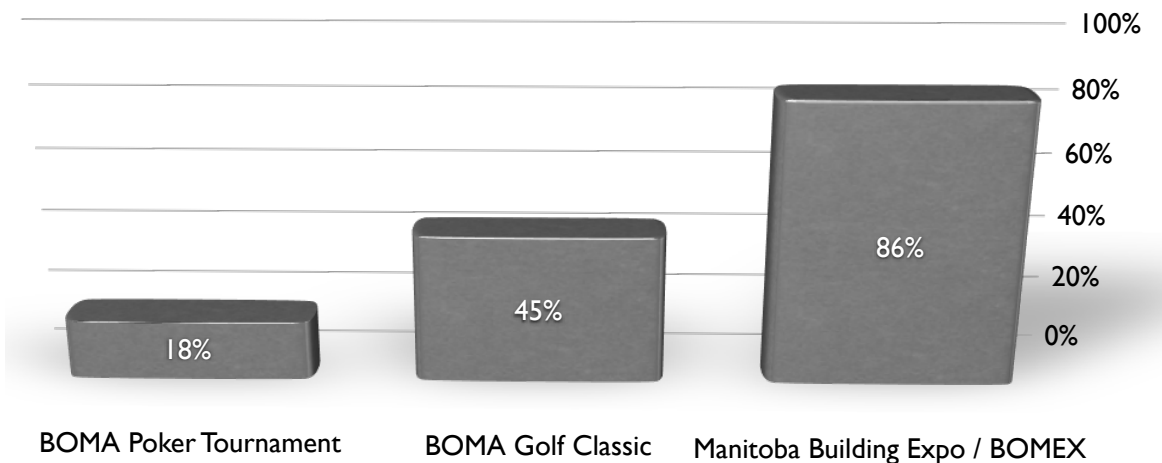
## 2.0 Pillar #1 NETWORKING

### *The BOMA Network*

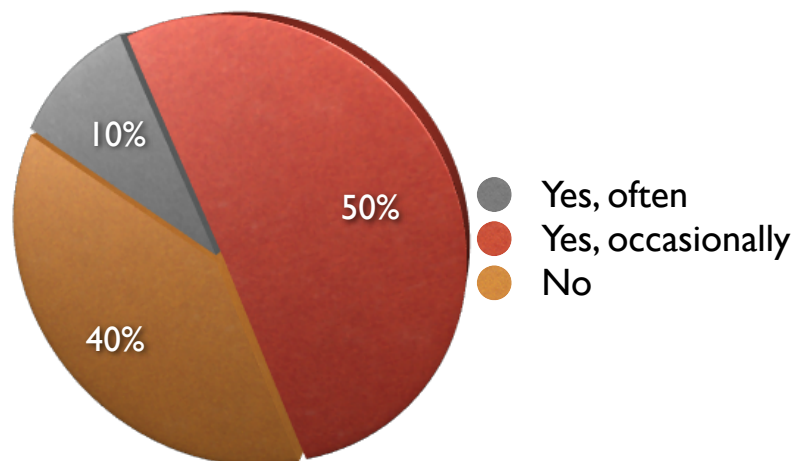
2.1 How many of BOMA's monthly member luncheons did you attend in the past year?



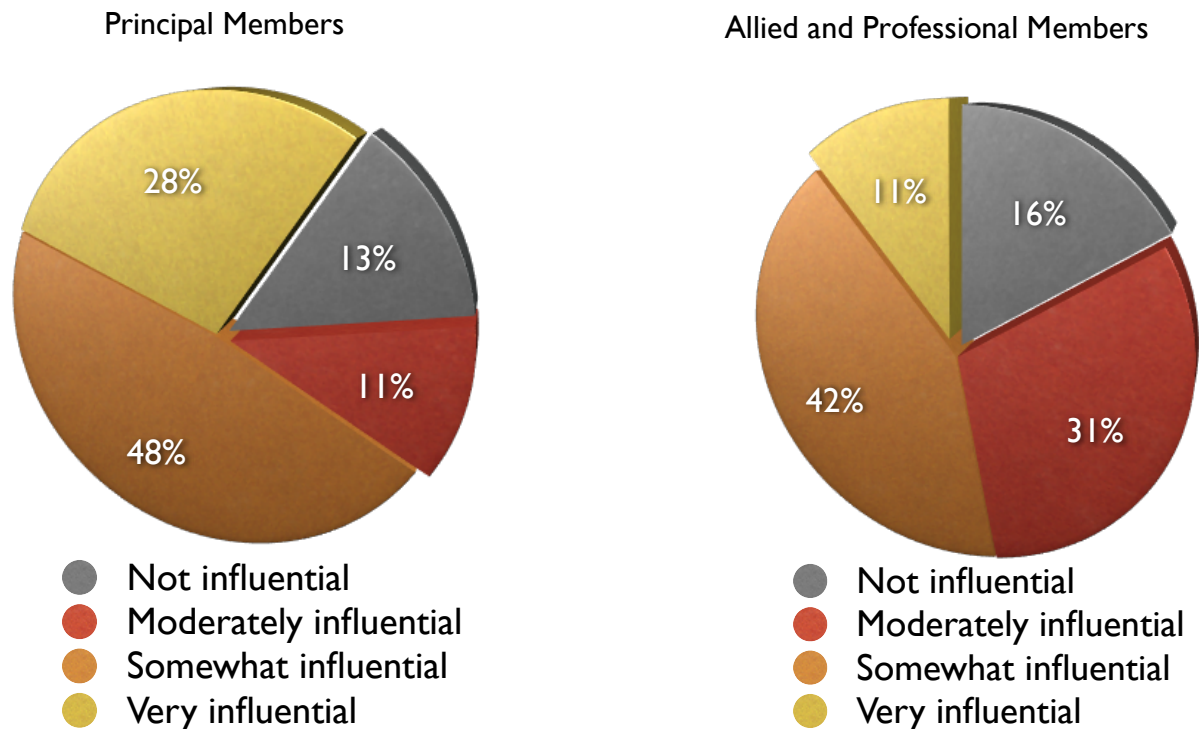
2.2 Which of BOMA's non-luncheon networking events did you attend last year?



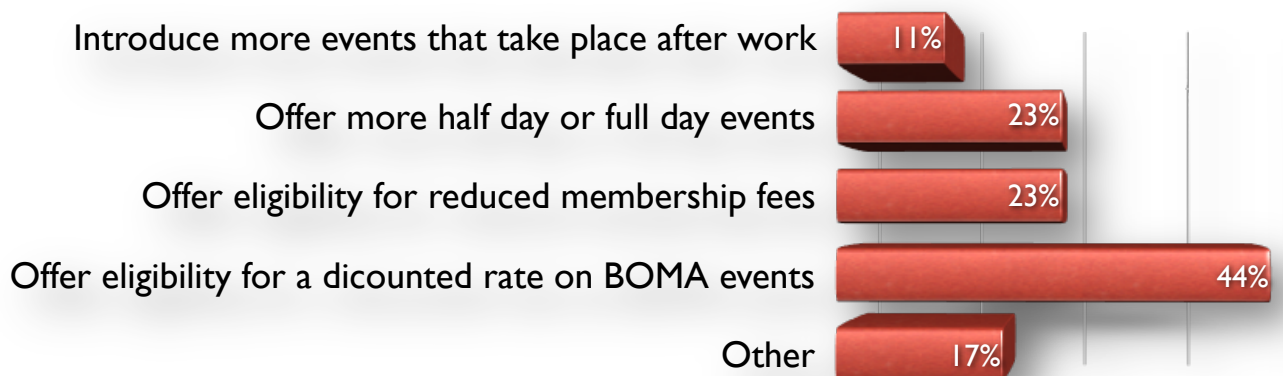
2.3 Do you invite guests to BOMA events?



2.5 How much of an influence does our featured speaker/topic have in your decision to attend a BOMA luncheon?



2.6 How can BOMA encourage you to invite more clients or colleagues to the BOMA events that you attend?



#### Other Responses:

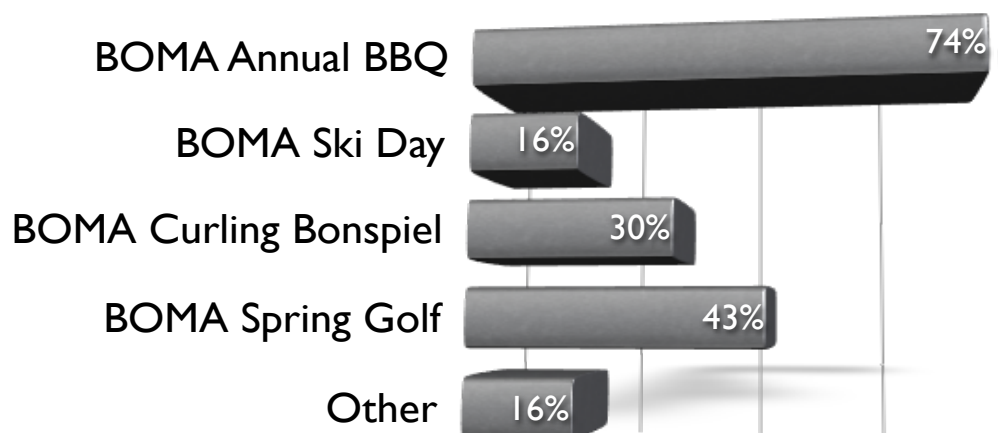
- Topics do not always align with clients interests (3)
- Have a free guest / discount at luncheons and events (2)
- Have a special event for prospective members
- WCA Connections Cafe type events
- Tours of businesses

## 2.6 What could BOMA do to encourage you to attend more BOMA events (including luncheons)?

Responses:

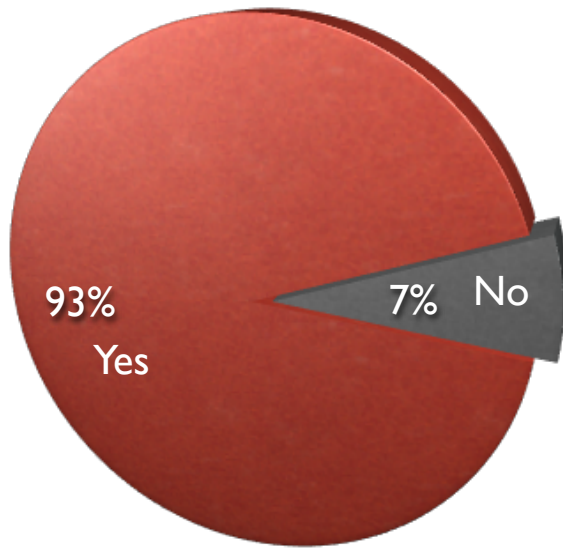
- Have relevant and engaging speakers and topics (3)
- The luncheons are too long (2)
- Events that encourage learning, like building tours or tours of landscaping design
- More networking time during events
- More events at the RBC Convention Centre
- Offer more educational sessions i.e. BOMA Breakfast Series
- Company profiling to prospective clients
- Have a minimum attendance policy in order to keep membership in good standing

## 2.7 What additional networking events would you like to see offered by BOMA Manitoba? *(check all that apply)*



### Other Responses:

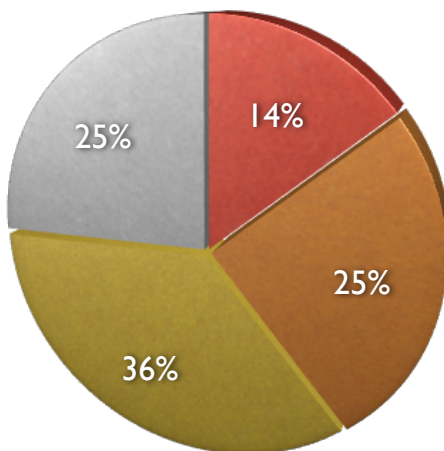
- Outdoor BBQ (2)
- Reception type events / wine tasting (2)
- Outdoor winter events (sleigh ride, skating) (2)
- Specific topic round-tables for networking
- BOMA Jets Box night, BOMA Goldeyes Box day, BOMA Bomber Box night
- Bowling
- Speed marketing
- Tours of facilities



2.8 We often raise funds to support local charities (e.g. Habitat for Humanity Manitoba, The Dream Factory, etc.) at select BOMA events. Is this something that you support as a BOMA member?

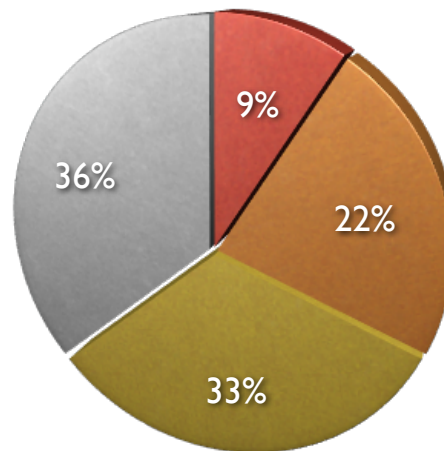
2.9 How do you rate the importance of BOMA's networking offering as a benefit of your membership?

Principal Members



- Not at all important
- Somewhat important
- Important
- Very important
- Vitally important

Allied and Professional Members



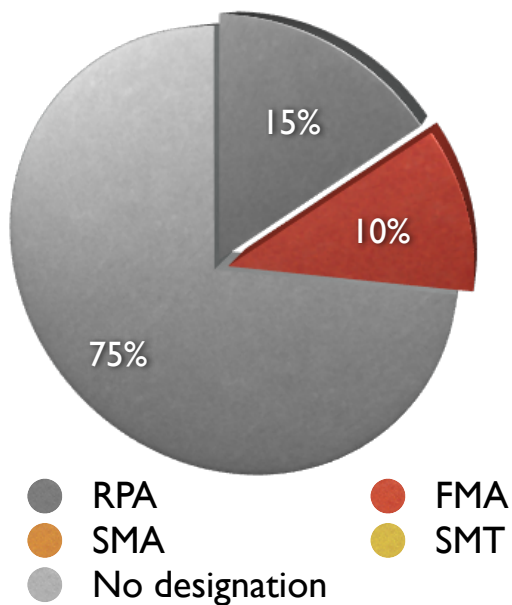
- Not at all important
- Somewhat important
- Important
- Very important
- Vitally important

## 3.0 Pillar #2 EDUCATION

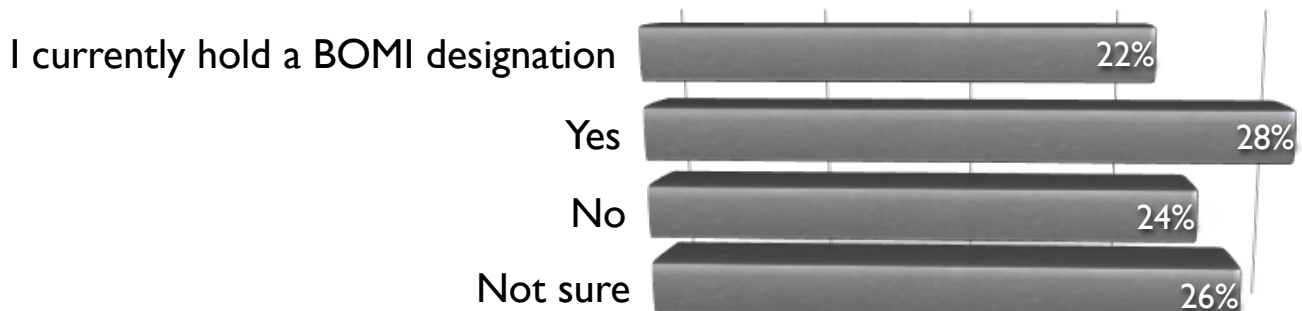
### *The BOMA Professional*

3.1 Do you currently hold a BOMI designation?

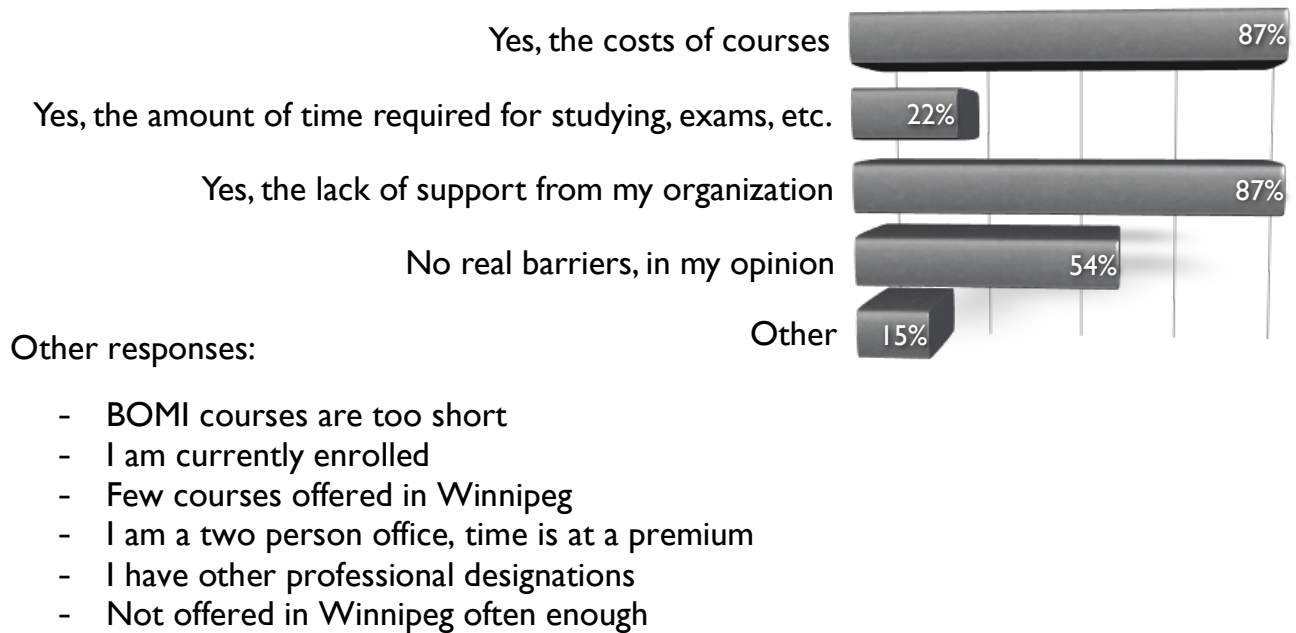
*Only principal members are reflected in this chart as BOMI designations are generally held by Principal Members only.*



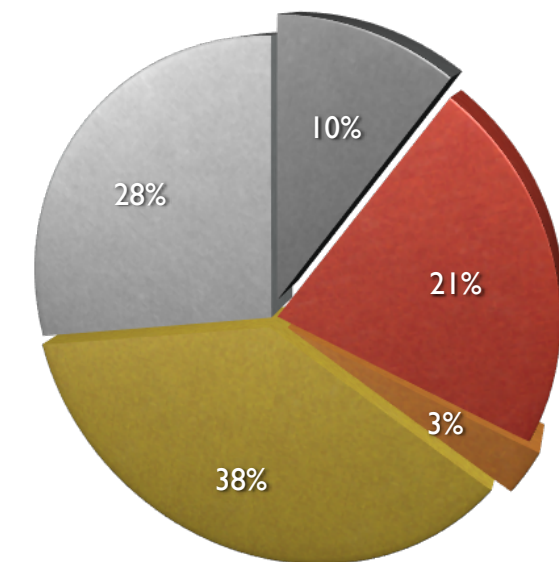
3.2 If you do not currently hold a BOMI designation, will you be pursuing one in the possible future?  
*Of principal members who answered this question:*



3.3 In your personal opinion, are there any barriers to enrolling in BOMI courses in pursuit of a professional designation? *Of principal members who responded to the survey:*



3.4 Would you and/or our staff be interested in completing a BOMI certificate (eg. Property Administrator Certificate, Facilities Management Certificate, etc.) if BOMA Manitoba could host all required courses within a 12-month period?



This chart reflects the responses of principal members, as the BOMI courses apply to real estate.

- Yes, I would personally be very interested
- Yes, my staff/colleagues would be very interested
- Yes, both I and my staff/colleagues would be very interested
- My staff/colleagues would be somewhat interested
- Not interested

### 3.5 What topics would you like to see offered for our next BOMA breakfast session?

#### **Responses:**

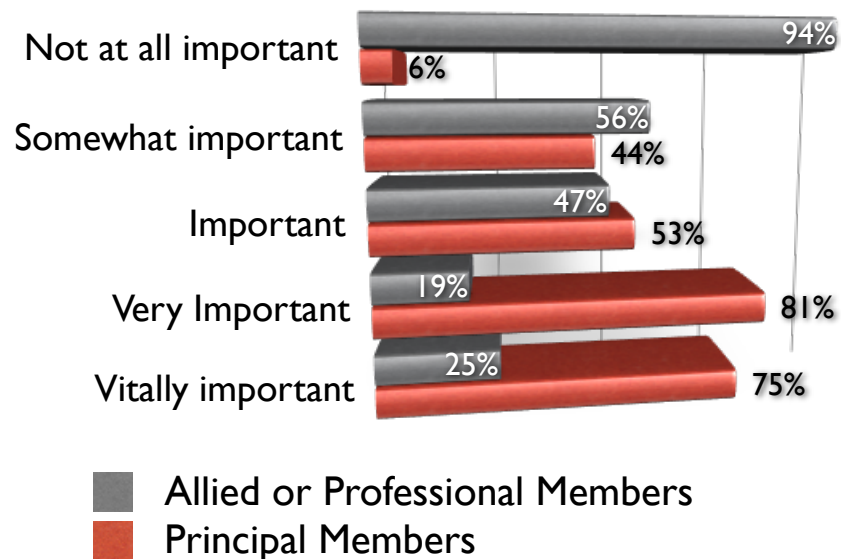
- Sustainability & Environment (5)
- Recycling of light bulbs / lighting (4)
- Taxation (2)
- Roof repair and a primer on types of roof systems.
- Types of building reskin options
- Succession planning
- Disaster/ emergency recovery planning
- The measurement of BOMA space
- Real Estate Sustainability/Greenbuild
- Nature Sciences
- Business Continuity
- Civility at work
- Operational and Capital Budgeting and planning
- How to go about getting your building BOMA BEST certified
- A baliff
- Tours, equipment overviews
- Win-win negotiation
- People management: conflict resolution, motivation, etc.
- Elevator assessments
- Contract management (both the contractor management issues like safety and compliance and the service aspects)
- Developing RFP/EOI for service
- Housekeeping issues (carpet extraction, floor maintenance, window cleaning, measurement of quality)
- Developing customer surveys for tenants
- Using social media in a world of property management
- Life extension of concrete structures.
- Safety and health related topics
- Hydro incentive offerings
- Reducing Green House Gas
- Downtown development
- Commercial vs retail vs residential development
- Physical and technically related items
- Arc flash
- Brush up on Manitoba Energy Code for Buildings - for non-technical people
- Energy audits & how they should guide capital planning

3.6 BOMA will be hosting a professional development day in October, as part of our Manitoba Building Expo (which will also include our October monthly luncheon). What topics would you like to see offered for professional development sessions?

Responses:

- Sustainability & Environment (4)
- People management: conflict resolution, motivation, etc. (2)
- BOMA BESt Certification (2)
- How we can promote Winnipeg & Manitoba as the place to do business
- Paint specifications and maintenance
- MECB
- Life cycle costing in particular to equipment and building upgrades
- Taxation
- Nature Sciences
- Latest and greatest technology in the various building management fields (HVAC, elevators, lighting, etc.)
- LEED vs BOMA go green
- Have all vendors associated with training attend
- Given the Building Expo has trade booths - have some more technical sessions to support our operating engineers - maintenance issues, energy savings tips & tricks
- The legal side of service contracts
- Spec writing for landscape and snow removal contracts
- Life extension of concrete structures.
- Adapting to changes in workplace and environment
- Permit process
- Customer service basics

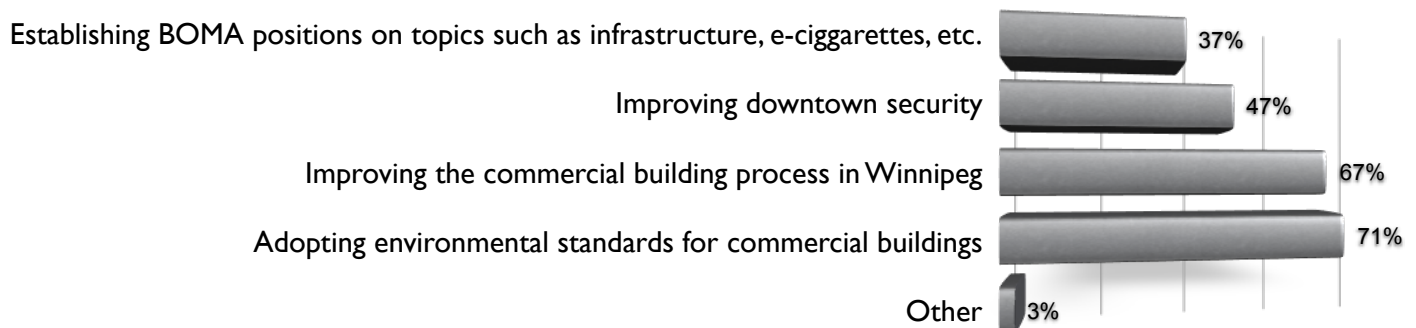
3.7 How do you rate the importance of BOMA's education offering as a benefit of your membership?



## 4.0 Pillar #3 **ADVOCACY**

### *The BOMA Voice*

4.1 Are you aware if BOMA's work on the part of members in the area of: (check all that apply)?

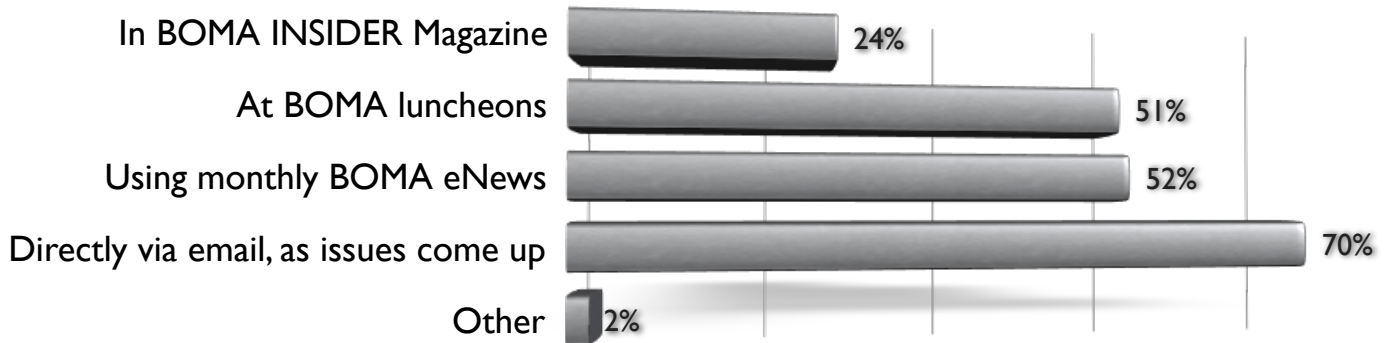


4.2 Are there any advocacy issues in which you would like to see BOMA take a more active role? If so, which ones?

Responses:

- Promotion of Winnipeg and Manitoba as a place to do business (2)
- Building permit process (2)
- Sustainability & environment
- Assistance with local authorities, either city or provincial, in an easier way to communicate between suppliers, designers, and owners on the implementation of new technologies
- Downtown development
- Enforcement of building codes
- Skywalk hours of operation (consistency)
- Press MB Hydro to come up with more incentives and rebates for efficiency in buildings
- Political issues
- Promoting light bulb recycling
- Elimination of business taxes by rolling them into the real estate taxes as has been done elsewhere in Canada

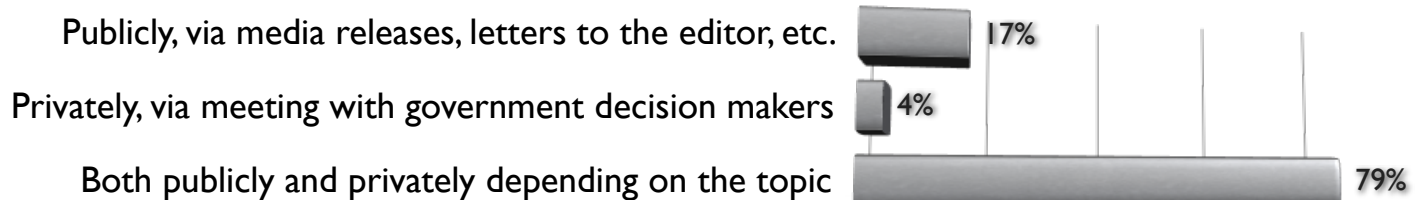
4.3 How would you prefer that BOMA communicate important advocacy issues to members? (Check all that apply)



**Other Responses:**

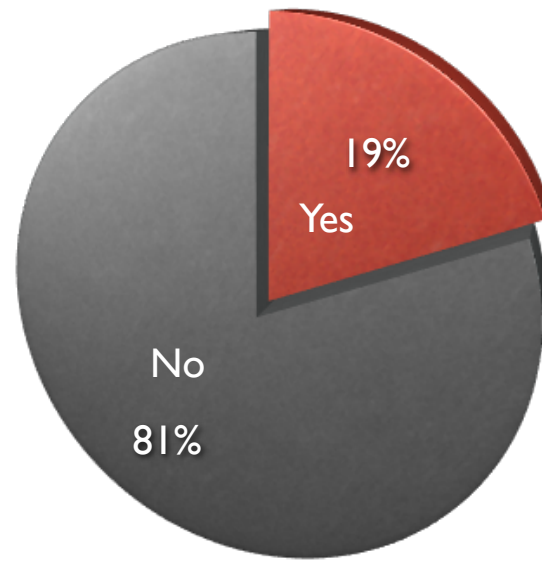
- A brief summary would be good at the luncheons just highlighting what BOMA is looking at and that more info could be found at the website, in the eNews or in the Magazine.
- Luncheons are already long, so please email it

4.4 How would you like to see BOMA communicate the opinions of our industry and members on important advocacy topics?



#### 4.5 The BOMA Advocacy

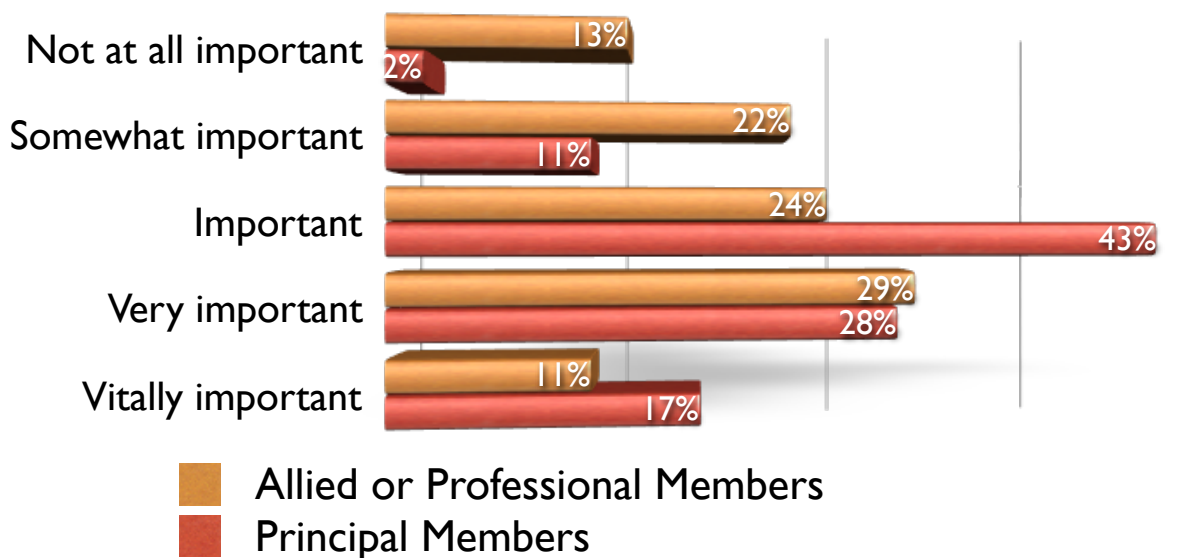
Committee is planning an information session delivered by representatives from the City of Winnipeg discussing building permit/occupancy requirements. Are there any specific questions or issues that you would like included on the agenda?



Other topics suggested:

- Building permit process

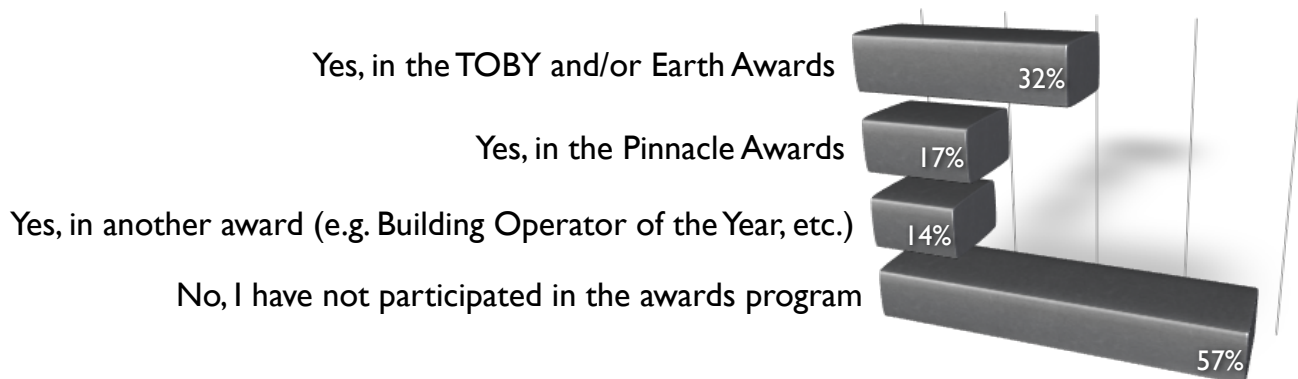
#### 4.6 How do you rate the importance of BOMA's advocacy work as a benefit of your membership?



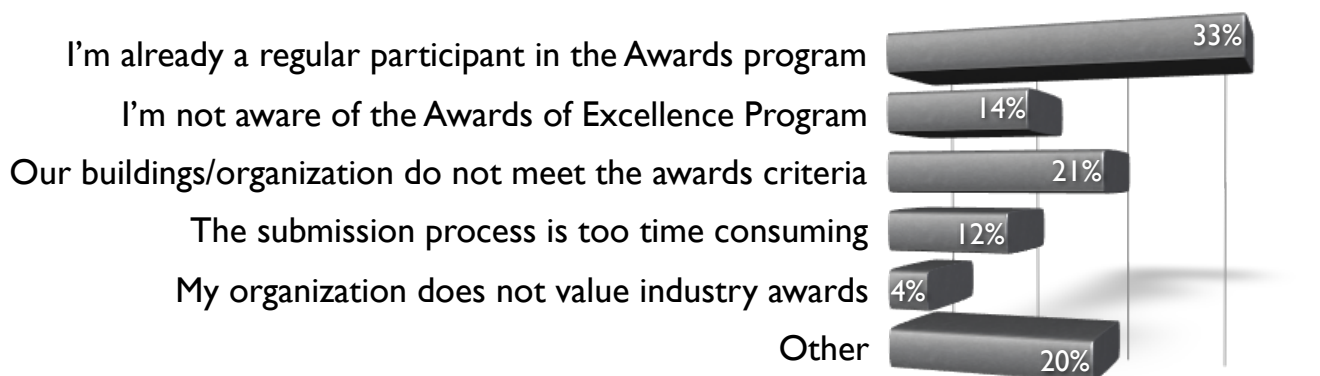
## 5.0 Pillar #4 EXCELLENCE

### *The BOMA Building*

#### 5.1 Have you participated in BOMA's Awards of Excellence Program?



#### 5.2 If you are not a regular participant in the Awards of Excellence program, please tell us why (please check all that apply).



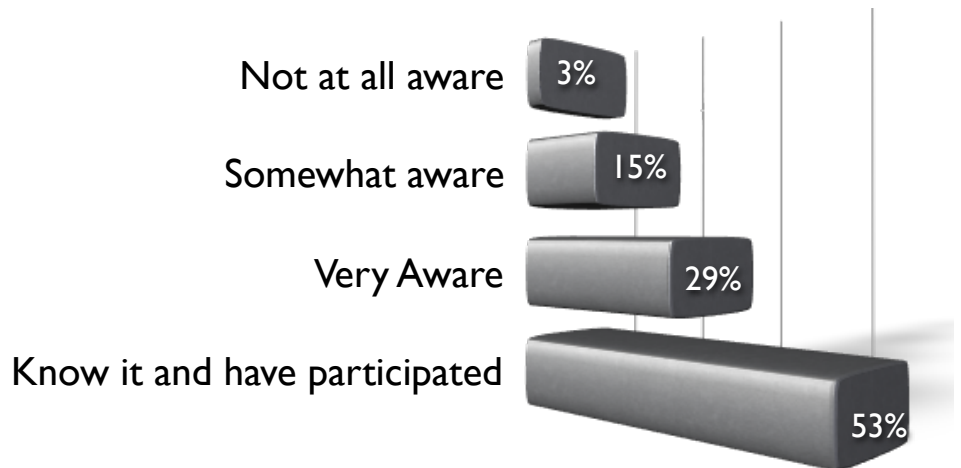
#### Other responses:

- Award process is time consuming (3)
- I am a new member (2)
- We value awards but prefer not participate due to Headquarters instruction. (2)
- I am still relatively new in this position learning more about the various programs. I've only been a participant in the judging process as that would be all that applies.
- Our organization represents building owners, but we do not directly own properties
- As specifiers we do not participate but our clients will
- Not sure how to participate

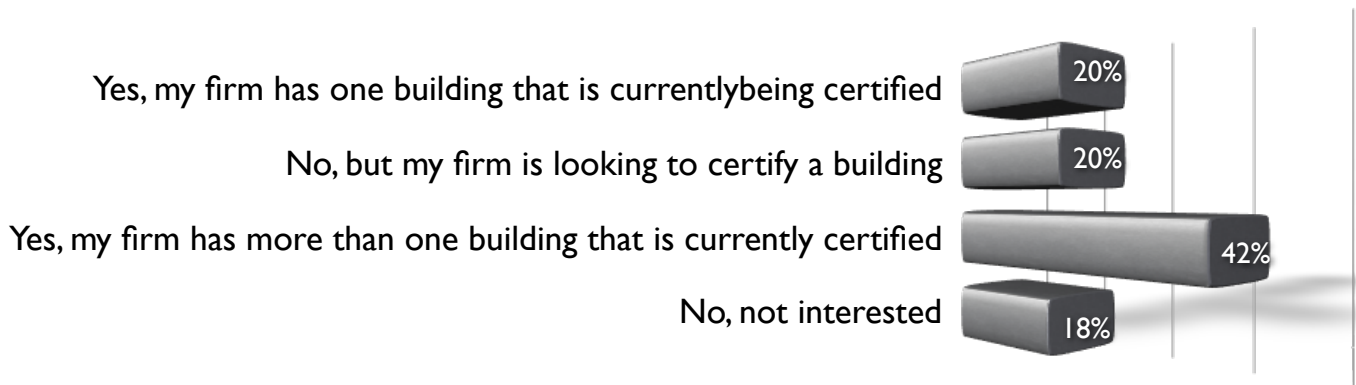
### Other responses continued

- Lack of resources to prepare the submission
- We are a supplier
- We provide a service to help others achieve the goal of the Excellence Program
- Having to nominate yourself
- Did not want to compete against a client who was already applying for the award

5.3 How aware are you of the BOMA BESt Program, a comprehensive program designed to recognize commitment to environmental excellence in your building?



5.4 Do you currently participate in the BOMA BESt Program?



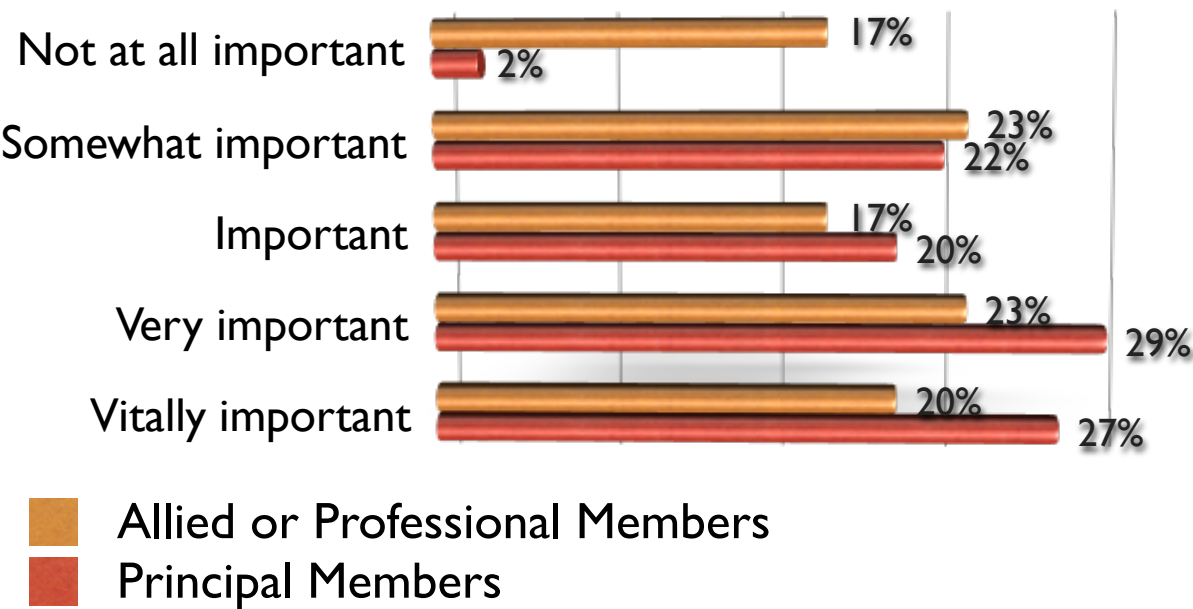
5.5 If you do not currently participate in the BOMA BESt Program, please tell us why not.

Responses:

- Given the complexity of our industry & my own ignorance of the program, I don't know what options would be available (2)
- I do not own a building and or work for anyone that owns a building
- Cost is sometimes prohibitive, need to get the owner's buy in
- Our buildings do not begin to meet the necessary criteria



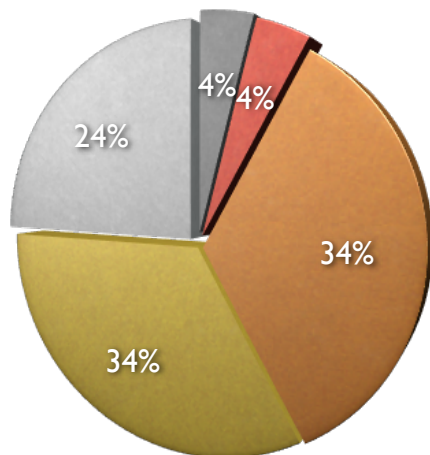
5.6 How do you rate the importance of BOMA’s recognizing building excellence as benefit of you membership?



## 6.0 BOMA Communications

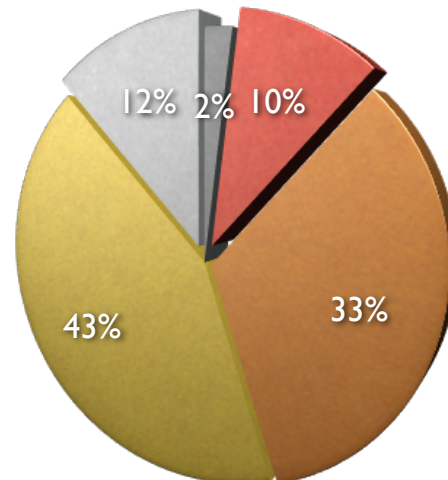
### 6.1 How valuable do you feel BOMA's monthly e-news bulletin is?

Principal Members



- Didn't know it existed
- Never read
- Sometimes read
- Read often
- Must read

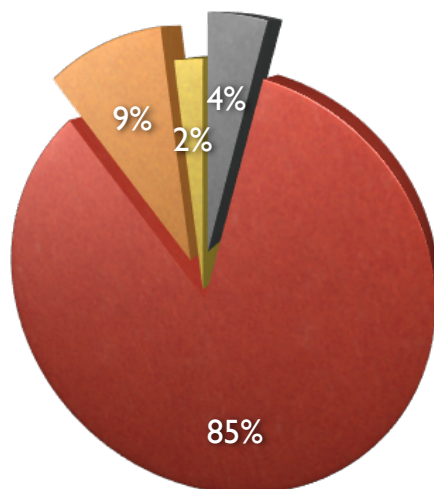
Allied and Professional Members



- Didn't know it existed
- Never read
- Sometimes read
- Read often
- Must read

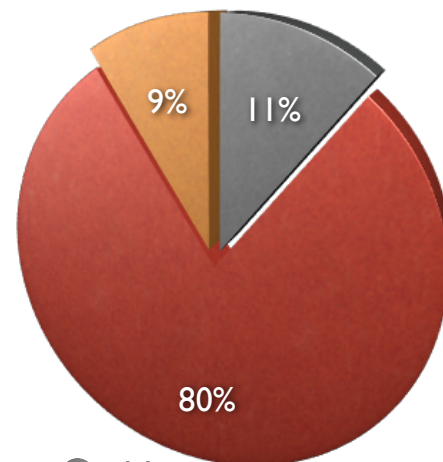
### 6.2 How often do you visit BOMA Manitoba's Website?

Principal Members



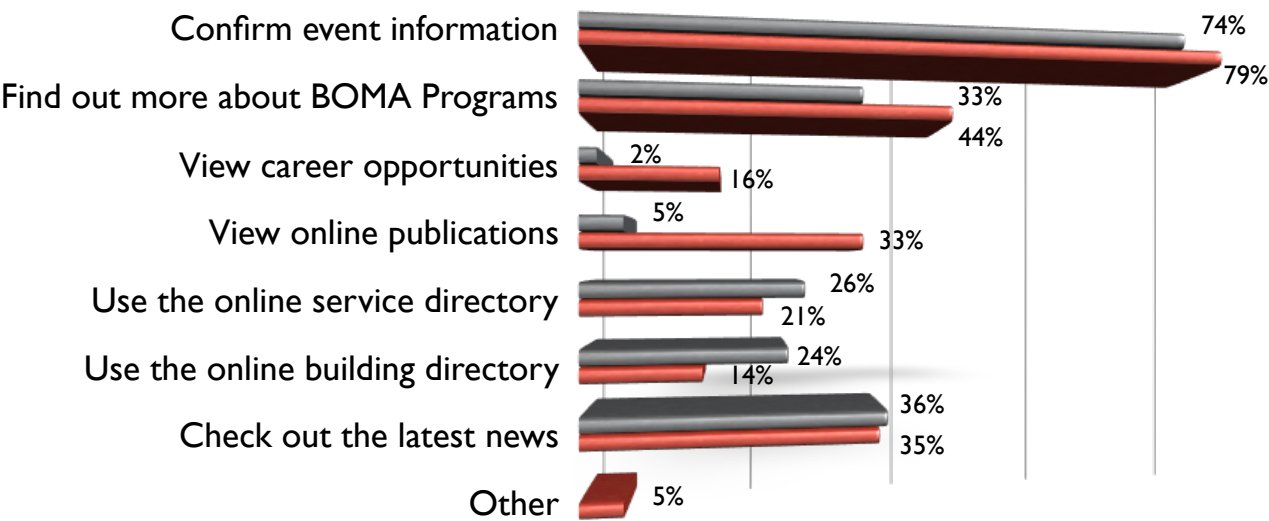
- Never
- Occasionally
- Frequently
- Very frequently

Allied and Professional Members



- Never
- Occasionally
- Frequently
- Very frequently

6.3 What are your primary reasons for visiting the BOMA Manitoba website?

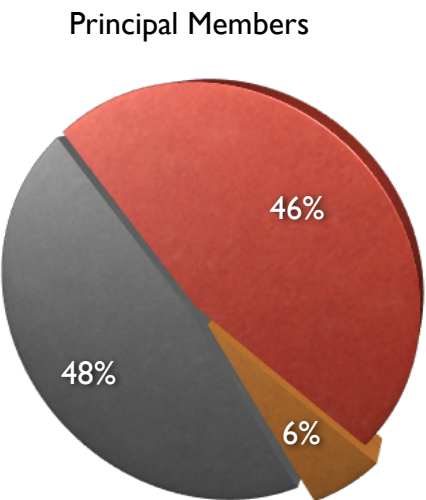


■ Allied or Professional Members  
■ Principal Members

Other Responses:

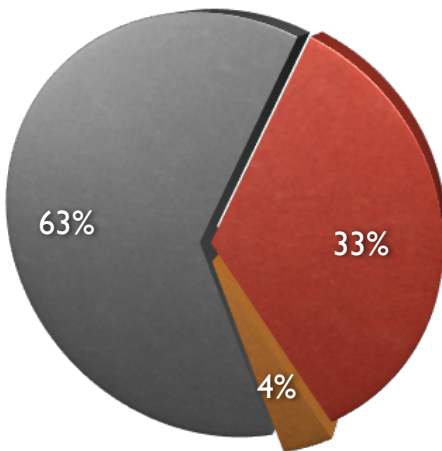
- Verify education offerings through BOMI
- Salary Survey

6.4 Do you use the online Membership Directory as a reference tool?



● Yes  
● No  
● Didn't know it existed

Allied and Professional Members



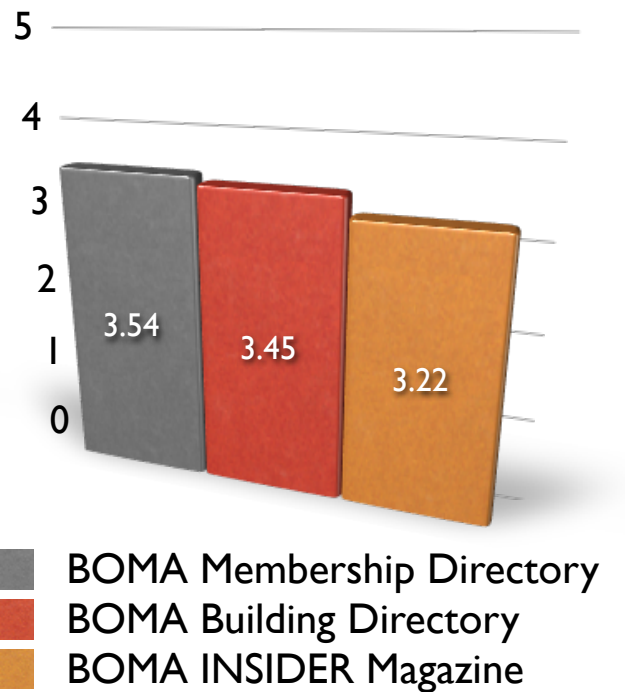
● Yes  
● No  
● Didn't know it existed

6.5 How valuable do you feel BOMA's printed publications are?

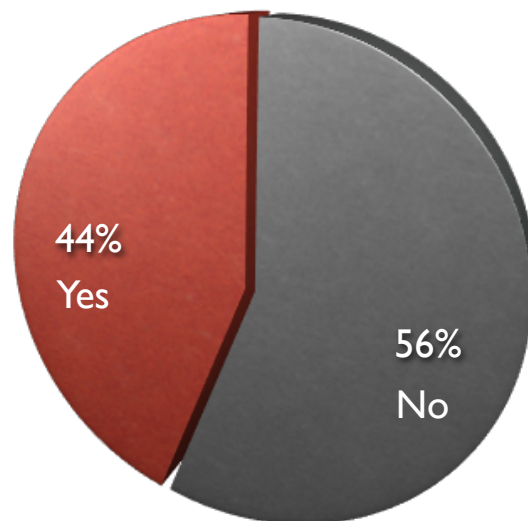
This chart represents the weighted average per publication. On average, each publication is seen as valuable by BOMA members.

Rating:

- 1- Not at all valuable
- 2- Somewhat valuable
- 3-Valuable
- 4- Quite valuable
- 5- Extremely valuable



6.6 Do you currently support any of BOMA's publications (printed or electronic) by way of advertising?



6.7 Do you have any suggestions for how we can improve communications to our members?

Responses:

- More email communications (2)
- Do not have time to read magazines or emails
- Less emails, add more content to eNews
- BOMA members' company advertised on rotation at luncheons

## 7.0 Additional Comments

7.1 Do you have any suggestions for how we can make BOMA's offering more relevant and valuable for you and your firm?

Responses:

- Keep members updated on what is happening at City Hall and in provincial legislature
- Offer courses that qualify for CPD points
- Table introductions at some luncheons
- Promote my company and services provided
- More luncheons at RBC Convention Centre