

APPENDIX C: METHODOLOGY

2007 SUSTAINABILITY STUDY

Purpose	To develop a baseline and understand member priorities for sustainability and community leadership at MEC
Conducted by	Angus Reid
Methodology	Qualitative: Secondary Scan, Expert Interviews, Member Scrapbooks, Ethnography, Consumer Online Group Quantitative: Online survey
Respondents	• Member and non-member • Quantitative survey - 2,409 completes (622 members, 1,787 non-members) between Oct 1-4th
Time period	September-October 2007

2007 STAFF ENGAGEMENT SURVEY

Purpose	To understand MEC staff engagement levels, benchmarked against top 50 employers in Canada
Conducted by	Hewitt Associates
Methodology	Paper survey
Respondents	MEC employees at all locations, 1,090 completes (79% response rate)
Time period	Conducted bi-annually, September 17 - October 1, 2007

MEMBER RESEARCH PANEL

Purpose	To understand member satisfaction (trust, pride, recommend) and levels of participation in core MEC activities
Conducted by	MEC; Angus Reid
Methodology	Online survey with panel
Respondents	MEC members (a panel of 5,000 active members with email addresses)
Time period	February, 2008

2007 MEMBER SATISFACTION SURVEY

Purpose	To understand overall and attribute specific member satisfaction (e.g., expertise, staff availability)
Conducted by	MEC Operations Department
Methodology	In-store paper survey; recruitment is passive (members take survey on own initiative) and active (staff encourage members to take survey)
Respondents	MEC members shopping in store
Time period	Conducted on ongoing basis, collated monthly

2008 STAFF COMMUTING SURVEY

Purpose	To understand MEC staff commuting patterns and resulting greenhouse gas emissions
Conducted by	Consultant (Clark Lim)
Methodology	Based on Vancity and TransLink; online survey of employees
Respondents	MEC employees at all locations, 656 completes (45% response rate)
Time period	Conducted annually, February 11-18, 2008

PRODUCT TRANSPORTATION GREENHOUSE GAS (GHG) EMISSIONS

Purpose	To assess GHG emissions from product transportation
Conducted by	MEC Logistics Department
Methodology	• The MEC Transportation Calculator methodology was developed by British Columbia Institute of Technology (BCIT) graduate students in 2005. It was reviewed and refined in 2007 by MEC and the Pembina Institute • MEC Logistics department tracks data for all products including: shipping mode, distance travelled, weight (estimated by standard container weights and/or specifically weighed) and volume. The data is gathered from freight receipts and supplier tracking • GHG intensity factors are from the World Resources Institute (WRI) GHG Protocol website: www.ghgprotocol.org • MEC's methodology differs from the WRI GHG Protocol in that it enables us to consider partial loads and is thus a more accurate reflection of our business impact
Reporting	Tonnes or kilograms of CO ₂ equivalent
Time period	Annually

BUILDING GREENHOUSE GAS (GHG) EMISSIONS

Purpose	To assess facilities energy use and GHG emissions
Conducted by	MEC Operations Department, reviewed by the Pembina Institute
Methodology	• The Pembina Institute established a facilities GHG inventory in 2000 • Methodology and intensity factors are based on Natural Resources Canada's Voluntary Challenge Registry GHG Protocol • Energy consumption includes electricity, natural gas and oil used to operate MEC's 15 active locations; based on the actual energy mix of the region • GHG emissions associated with natural gas are life-cycle (e.g., they account for embodied energy) whereas electricity emissions account only for generation, transmission and distribution (e.g., GHG emitted in manufacturing concrete for hydropower dams are not included) • GHG intensity factors are region specific
Reporting	Tonnes or kilograms of CO ₂ equivalent
Time period	Annually