



2021 Member Survey Results

Board of Directors Presentation

March 22nd, 2022

Carly Davidson – Public Relations Specialist

Purpose

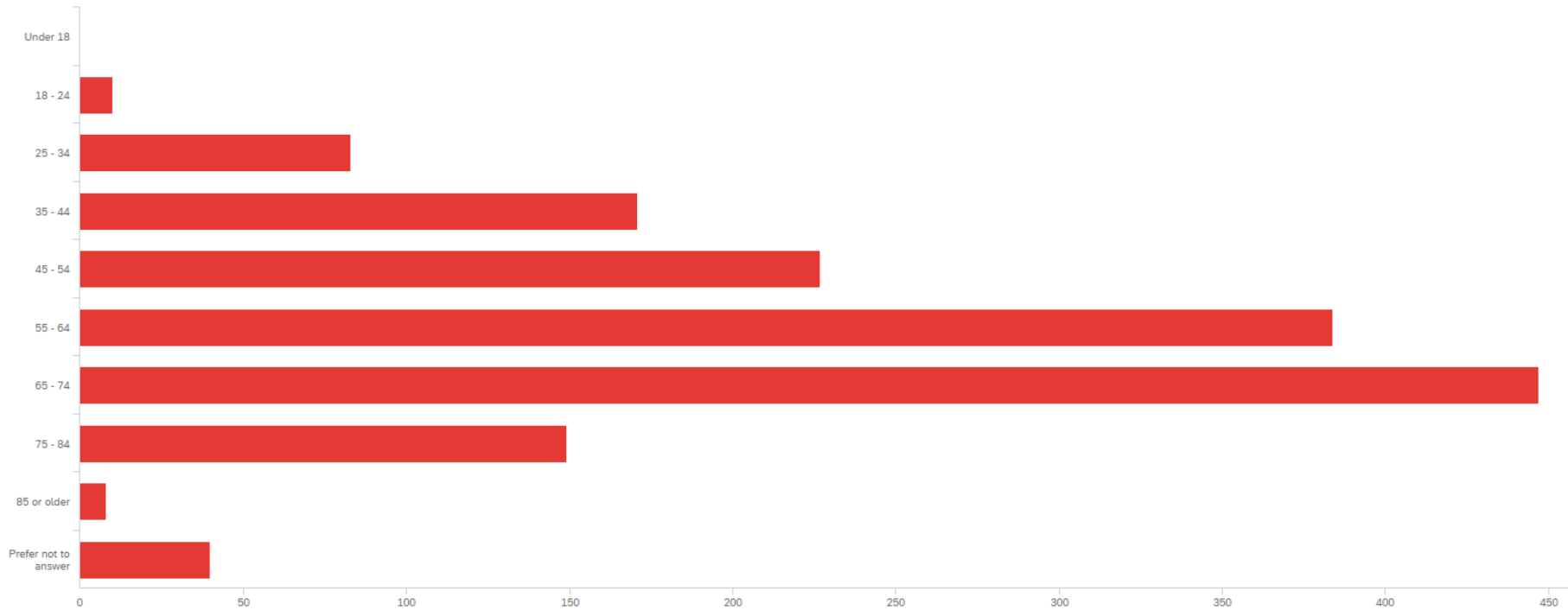
- YVEA's performance as a service provider
- Avenue to increased member satisfaction and engagement
- Gauge potential for new programming offerings
- Gain a better understanding of Luminare awareness in our entire service territory



Methodology

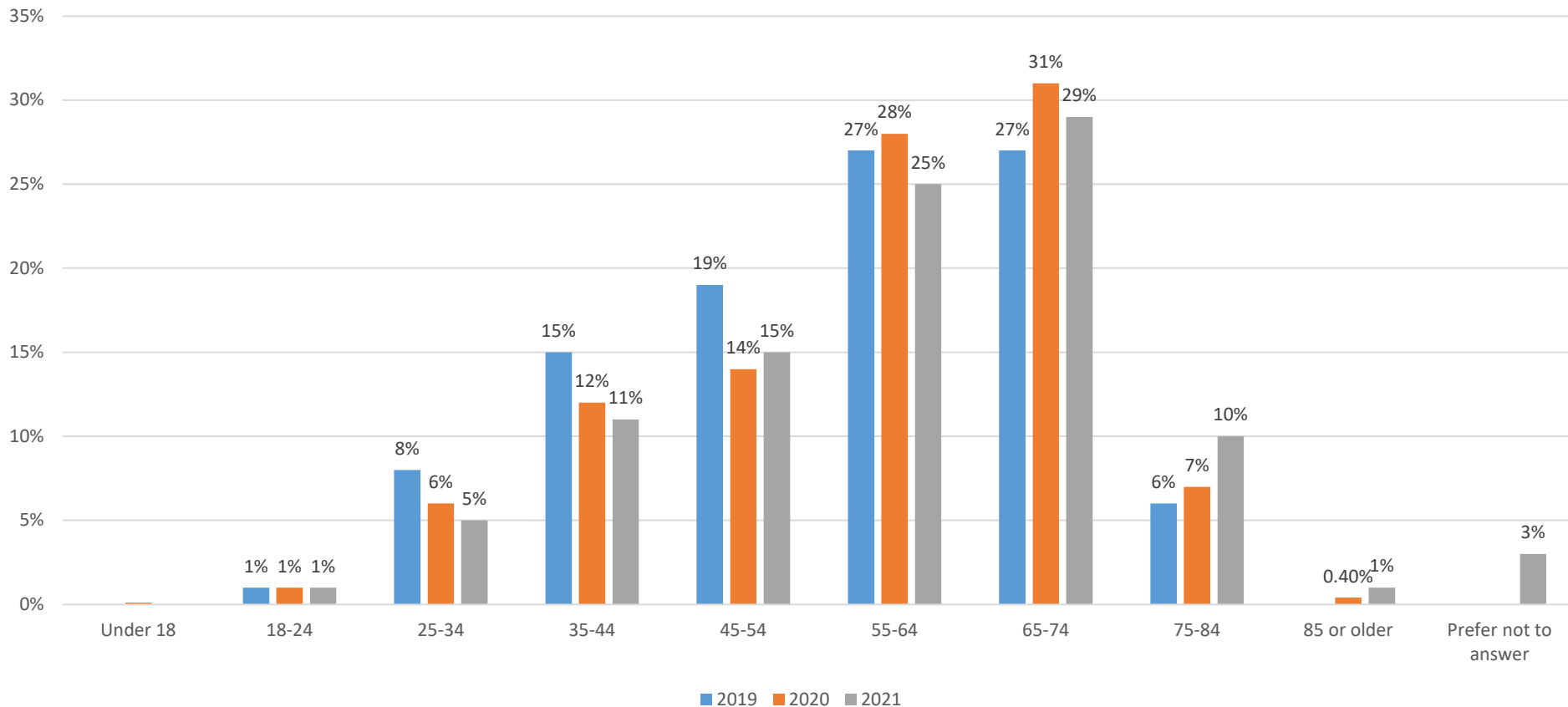
- YVEA conducted using Qualtrics
- Driven by benchmark questions + 2021 strategic plan
- Available from November 10 – December 31, 2021; hard copies were available in both offices
- 2021 survey was sent to 19,483 members this year.
 - 2020 survey was offered to 11,000 members with an email address (residential & commercial), with 953 participants; previous surveys used a phone sampling of 200-250 selected YVEA members
- 1988 YVEA members participated
- We incentivized member participation by offering five \$50 gift cards to randomly selected participants





Which of the following categories includes your age?

Age Demographic

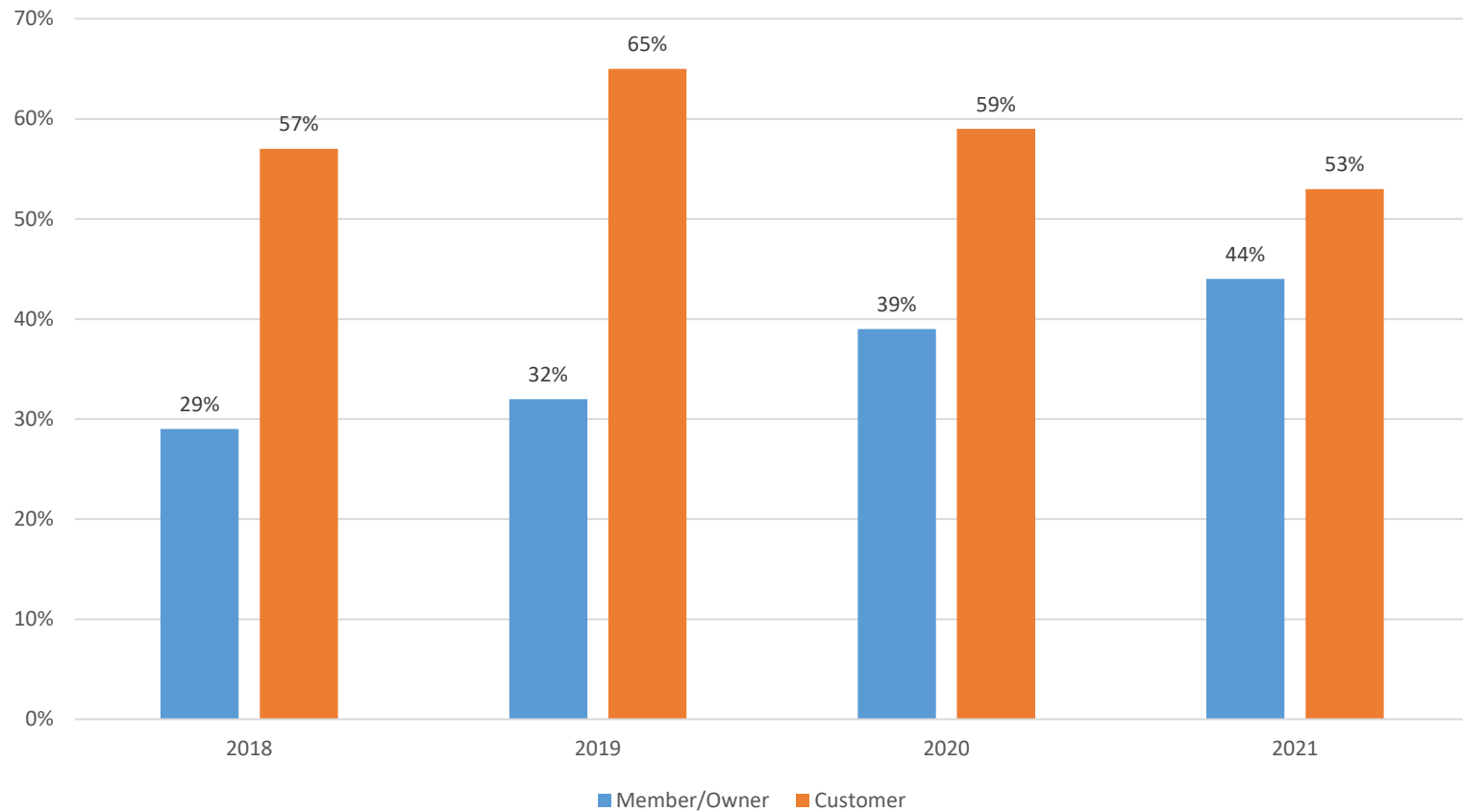


Which of the following categories includes your age?



Benchmark Questions

Member vs. Customer

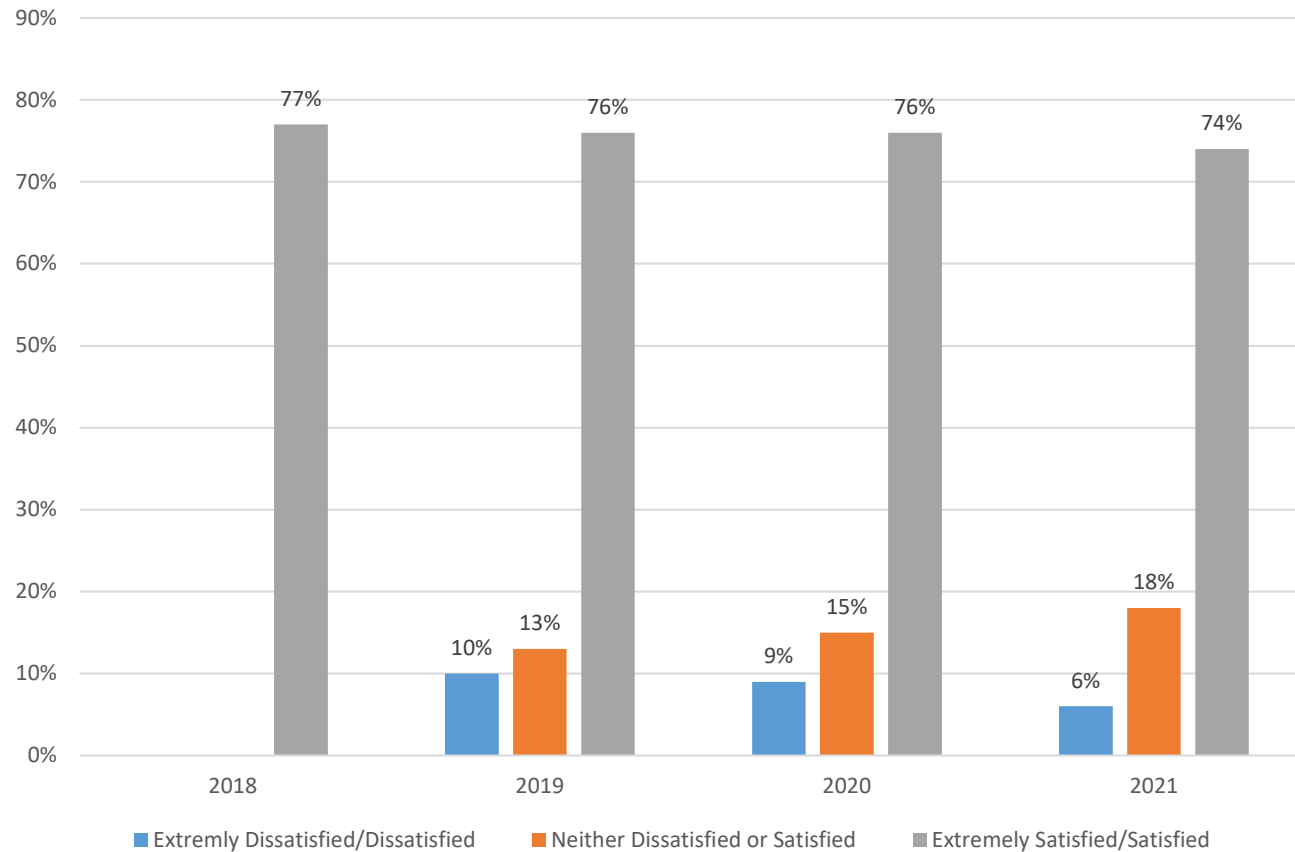


Do you view yourself as a member, an owner, or a customer of your co-op?

- 15% gain since 2018 in members self-identifying as members or owners, rather than customers
- “Satisfaction and engagement scores are higher for respondents expressing some degree of member or owner identity.” Touchstone
- Action: Keep highlighting member/owner identity whenever possible, especially with new members

Lessons Learned

Overall Satisfaction



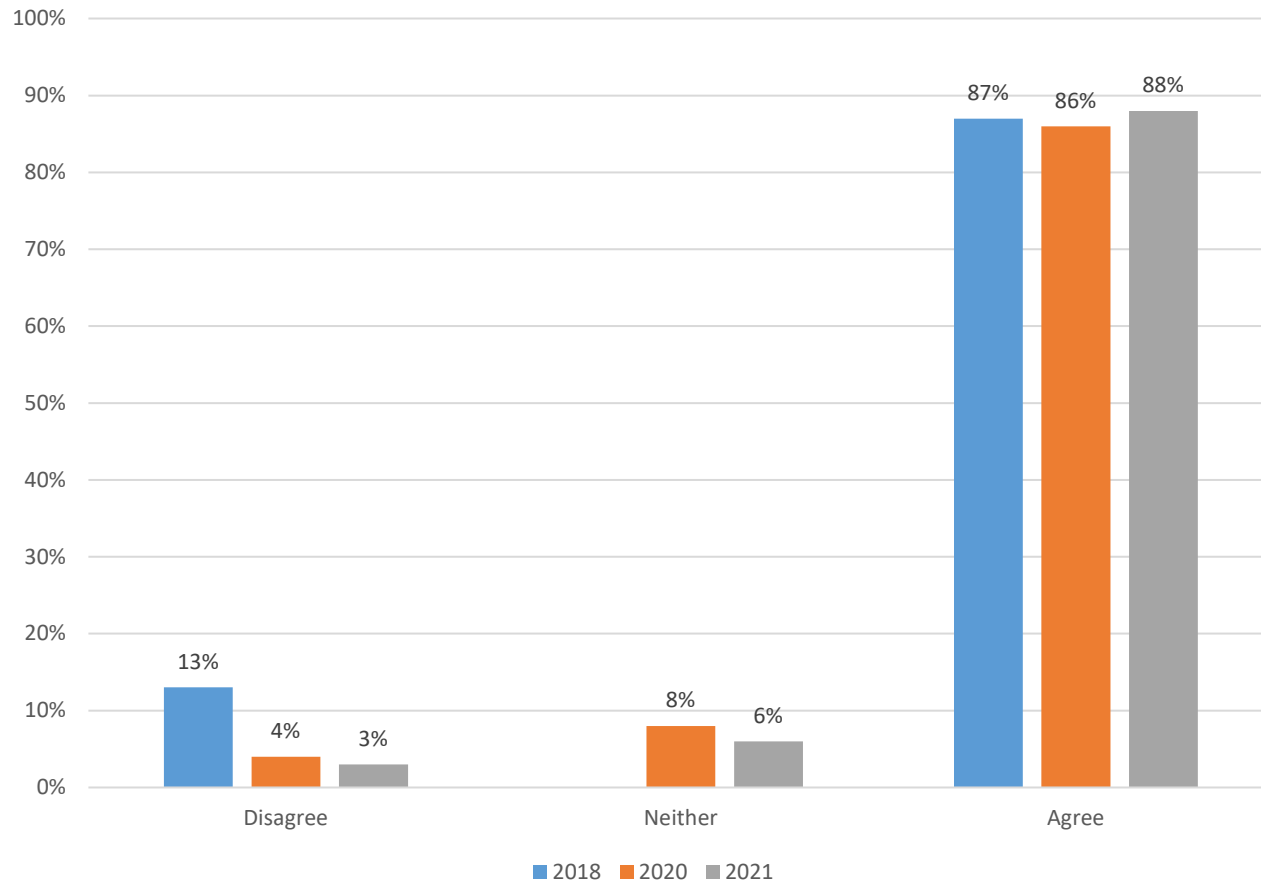
“Please consider all of your experiences to date with YVEA. How satisfied are you with YVEA?”

Do you agree or disagree that YVEA....

- Provides Reliable Service
- Is a company you can always trust
- Communicates with you about important issues
- Handles complaints and problems promptly
- Keeps you informed when they are doing work in your area
- Provides a good value for the money you spend
- Improves the quality of life in your community
- Strives to provide electricity at an affordable cost
- Helps you learn to manage your electricity usage and control costs

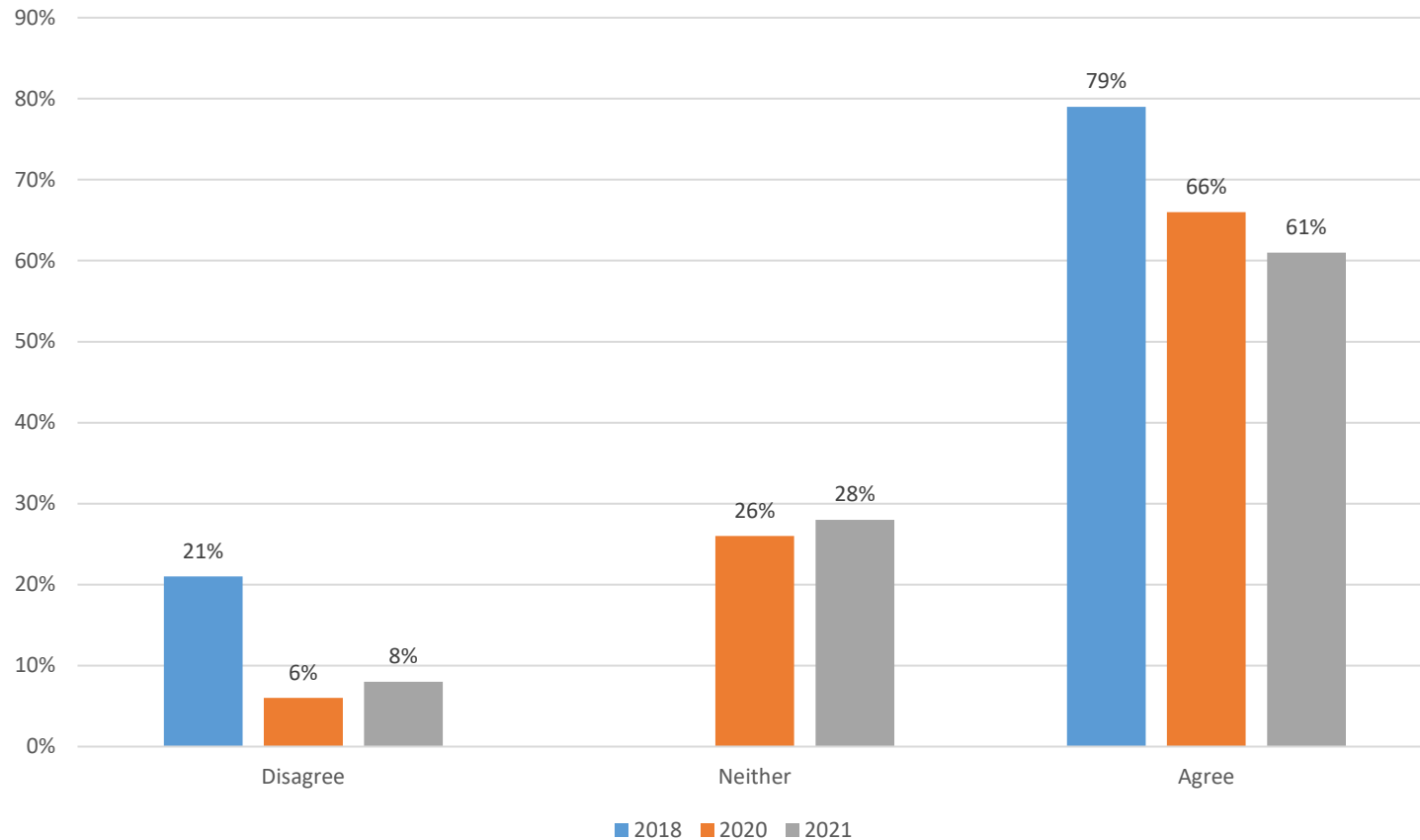
“Please consider all of your experiences to date with YVEA. How satisfied are you with YVEA?”

Provides Reliable Service



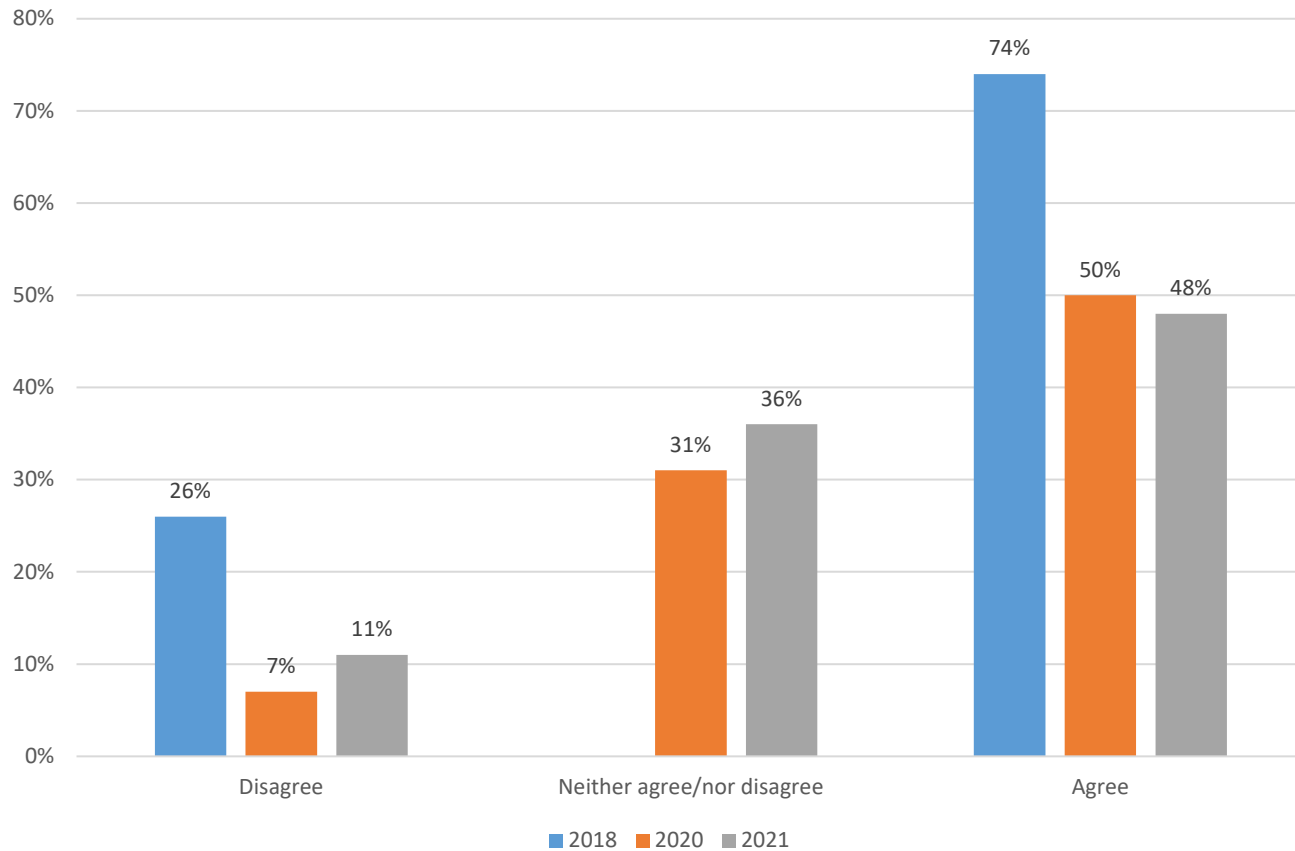
...Provides Reliable Service?

Company you trust



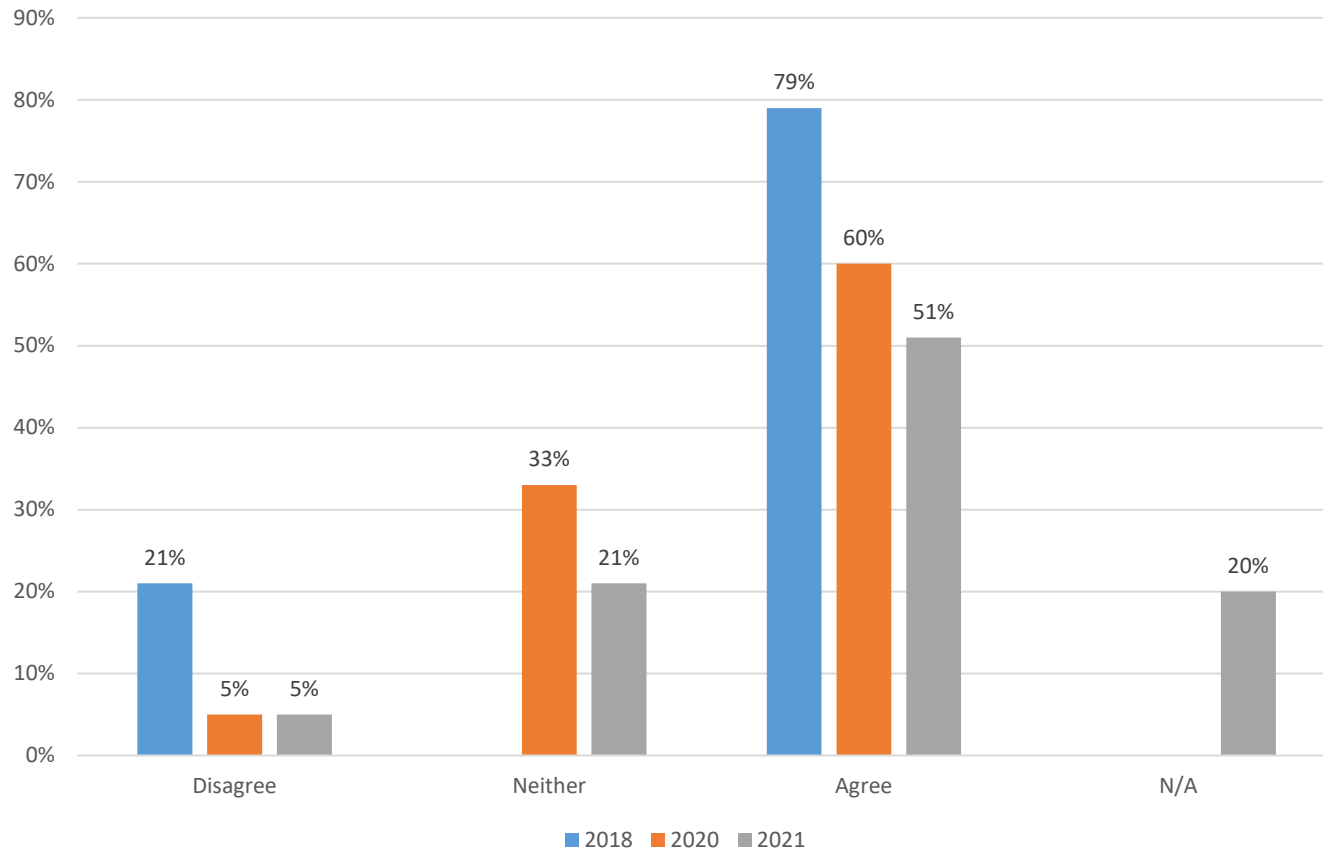
...is a company you can trust?

Communicates with you



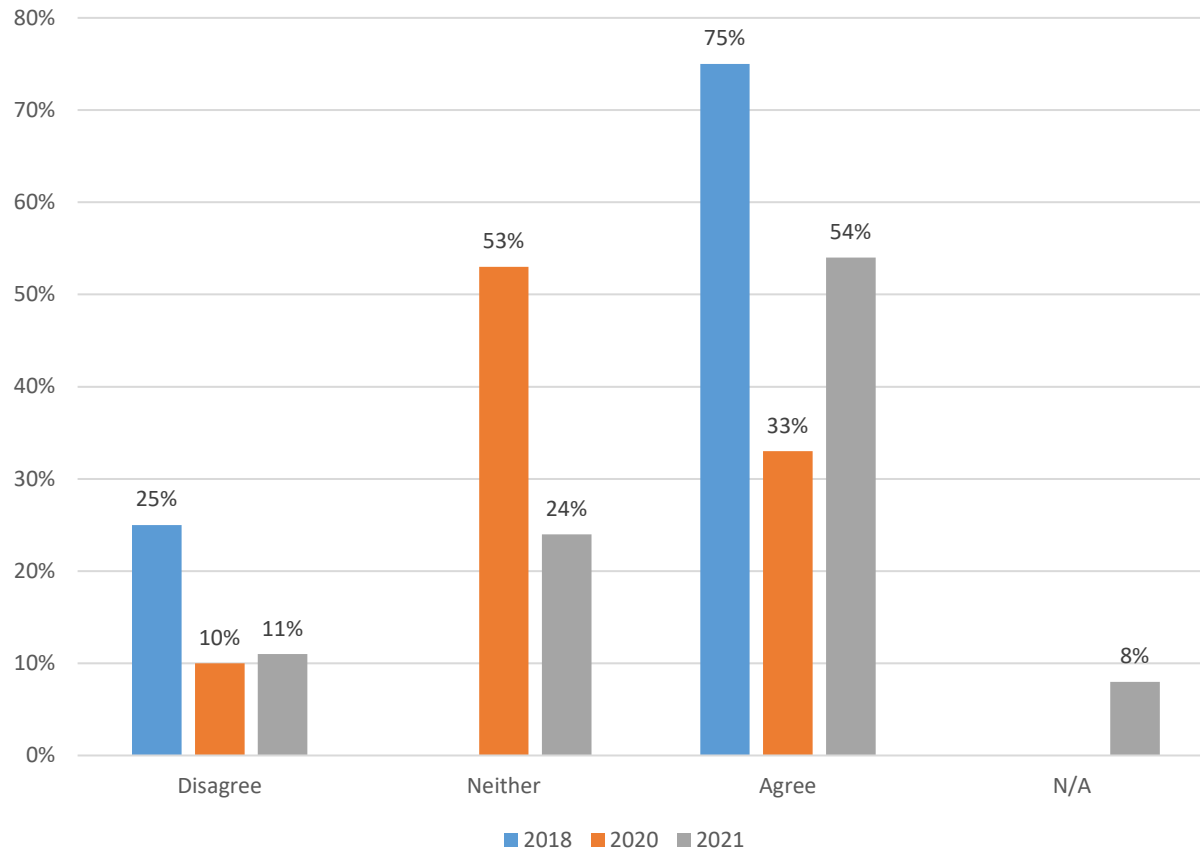
...communicates with you
about important issues?

Handles Complaints Promptly



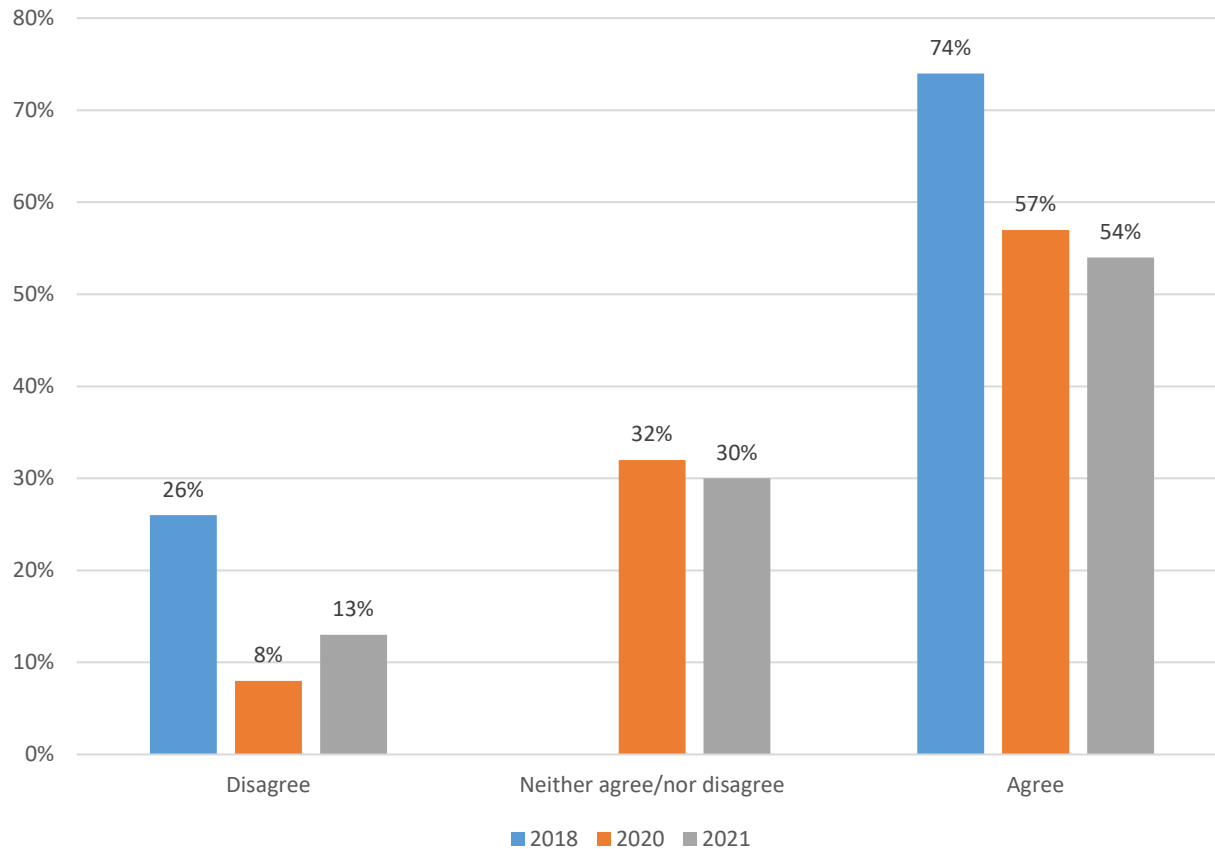
...handles complaints and problems promptly?

Keeps you informed when doing work in the area



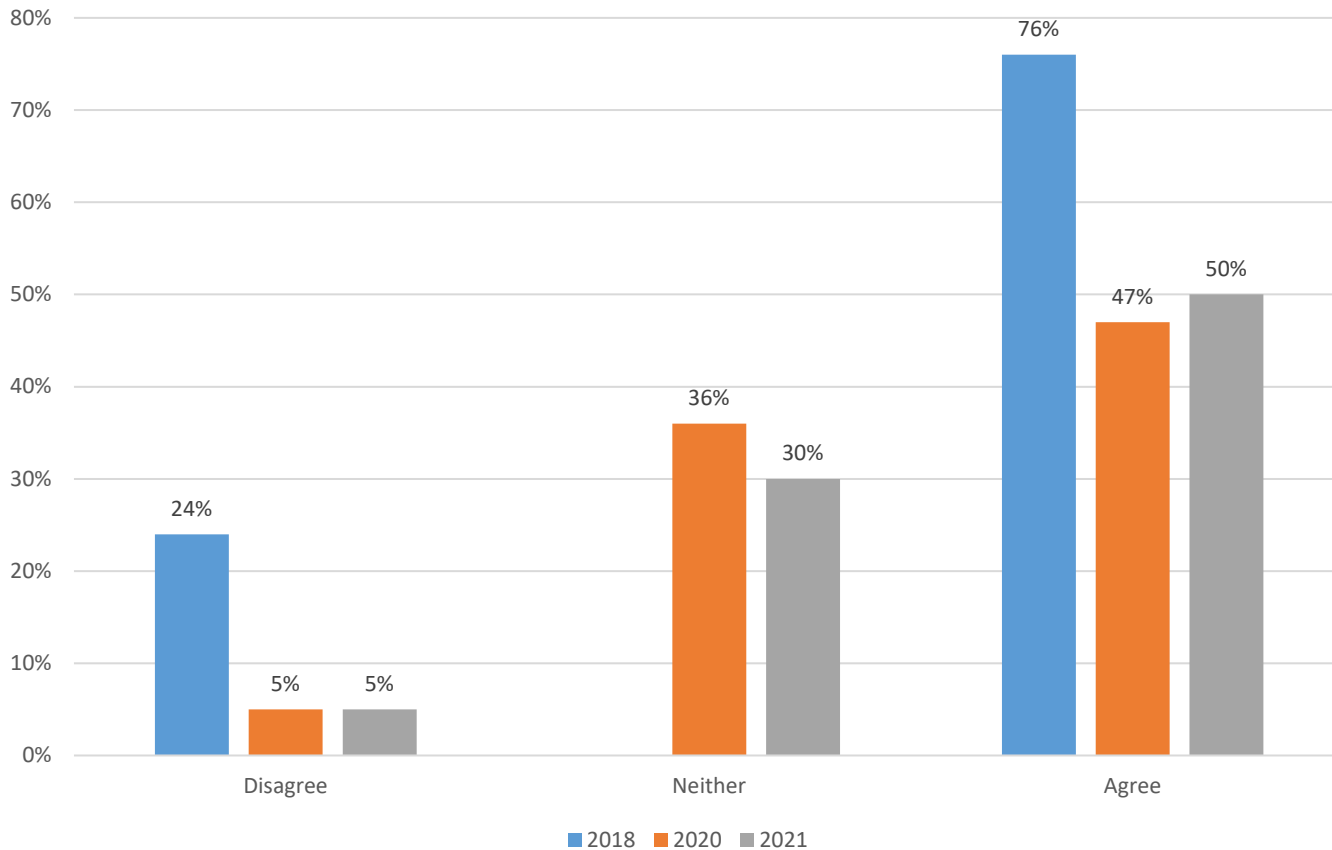
...keeps you informed when they are doing work in your area?

Provides Value



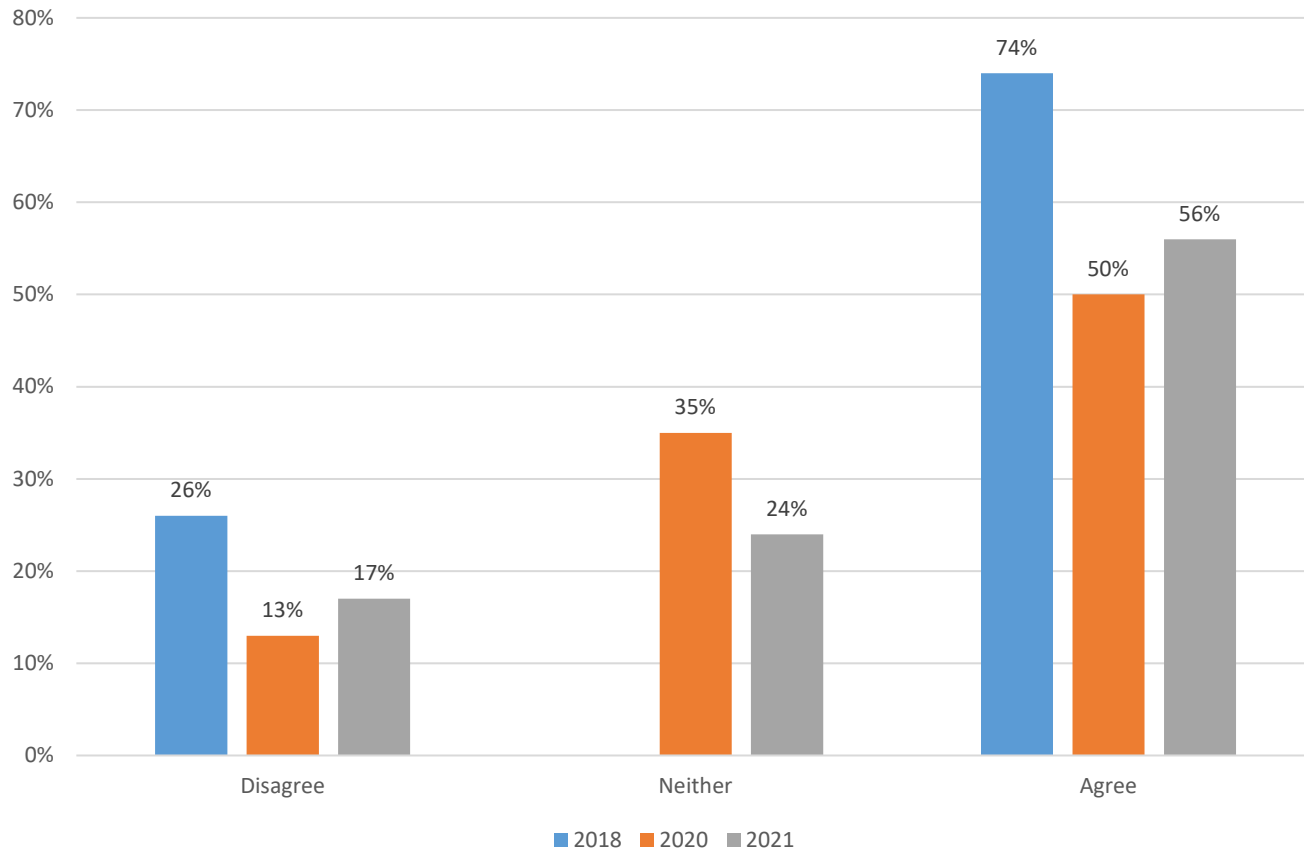
...provides good value for the money you spend?

Improves Quality of Life



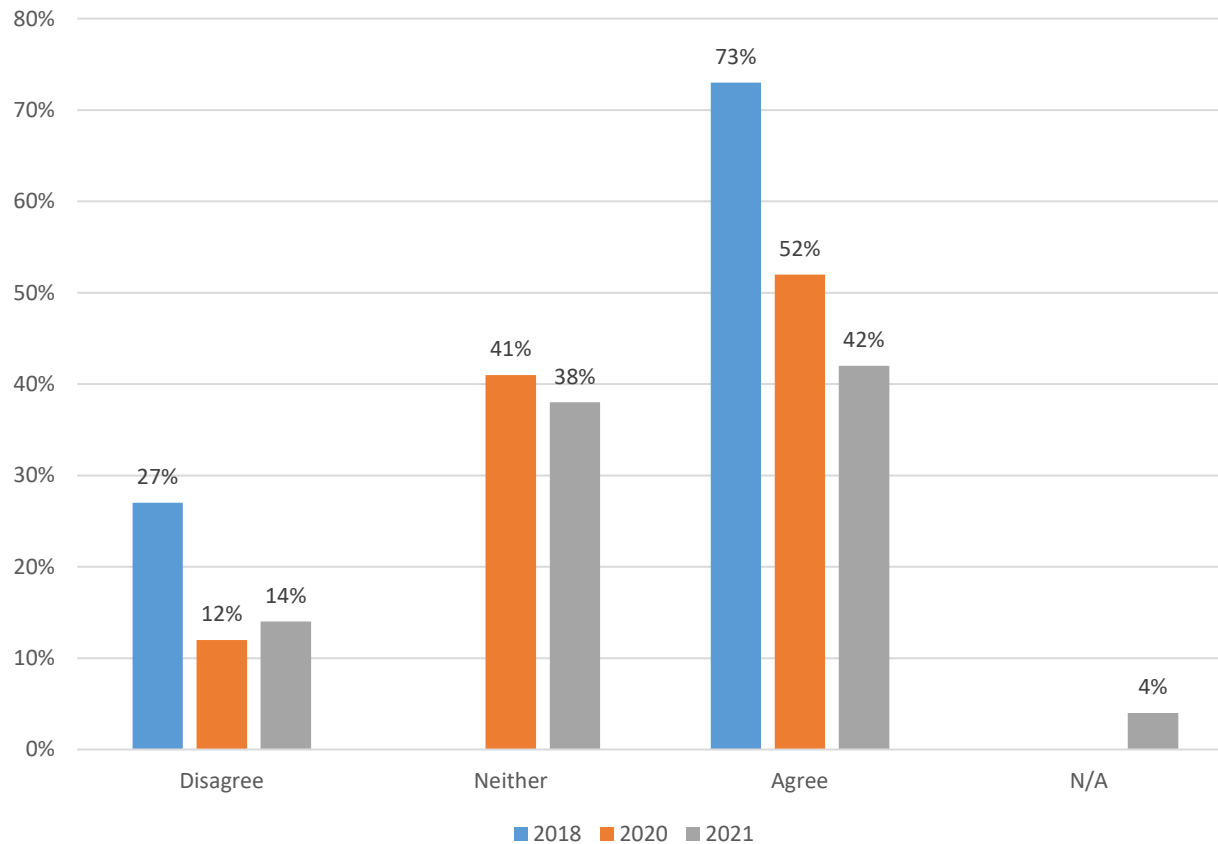
...improves the quality of life
in your community?

Strives to provide electricity at an affordable cost



...strives to provide electricity at an affordable cost?

Helps you to learn to manage your electricity

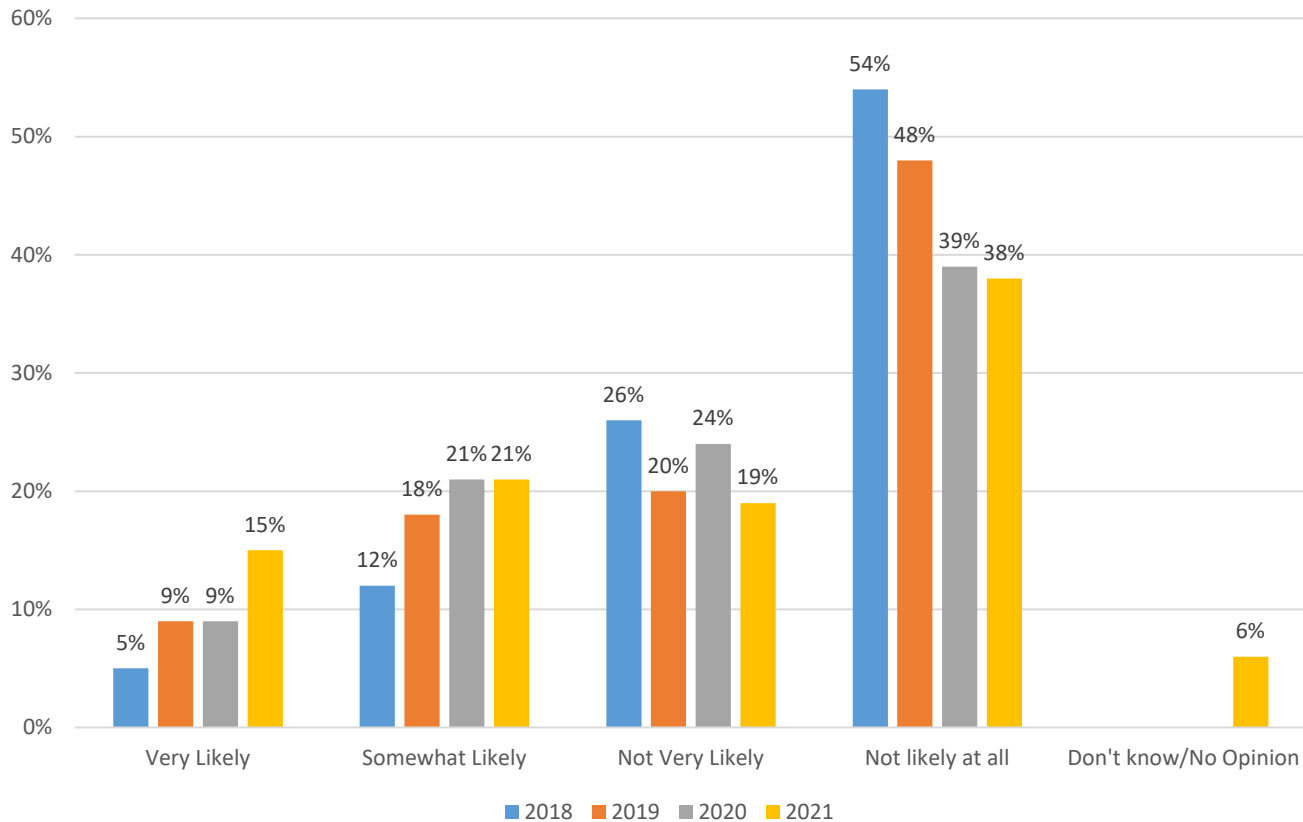


...helps you learn to manage your electricity and control cost?

- How likely is it that your car could be an electric vehicle?
- What role should YVEA play in EV adoption?
- Which barriers exist for you to adopt EV? Rank biggest to least.
- Are there other barriers to EV adoption not listed?
- When do you plan on purchasing an EV?
- Time of use and reducing costs question

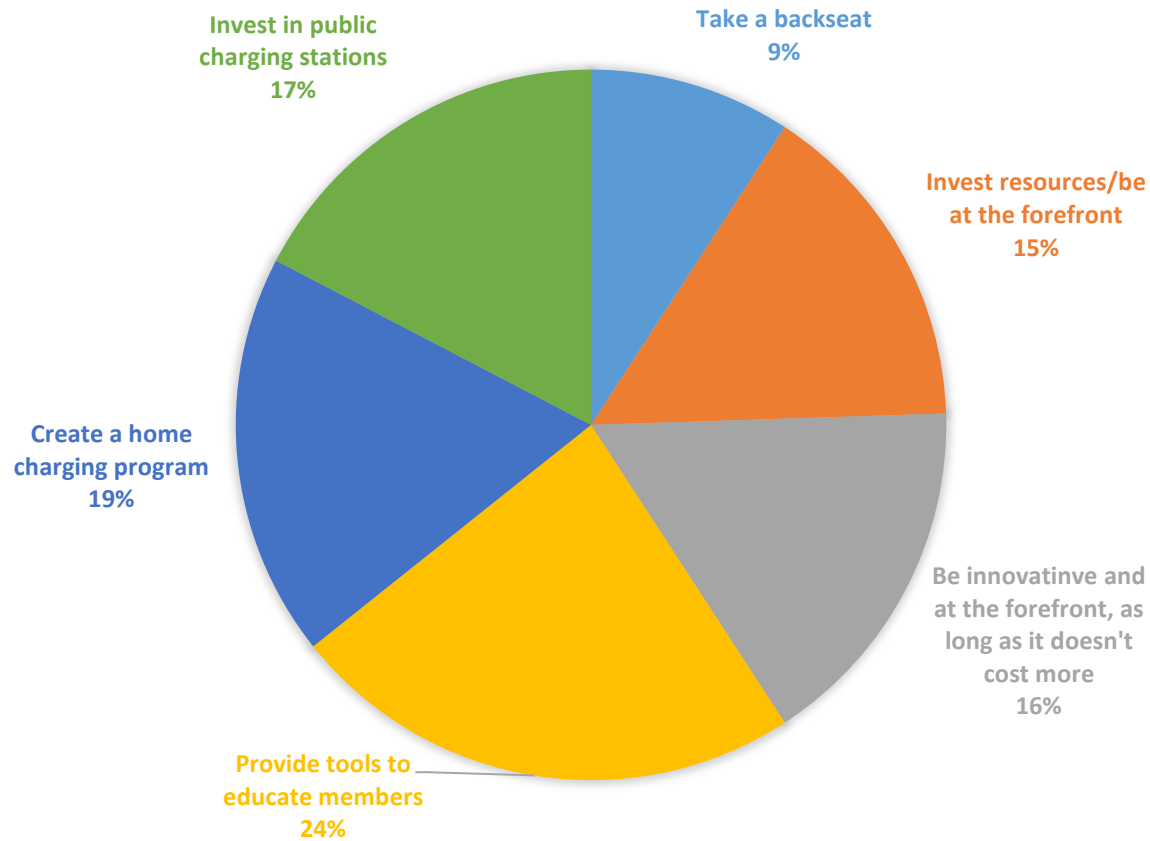
Electric Vehicles

Next Car Purchase will be EV Purchase



How likely is it that your next car could be an electric car?

YVEA EV ADOPTION

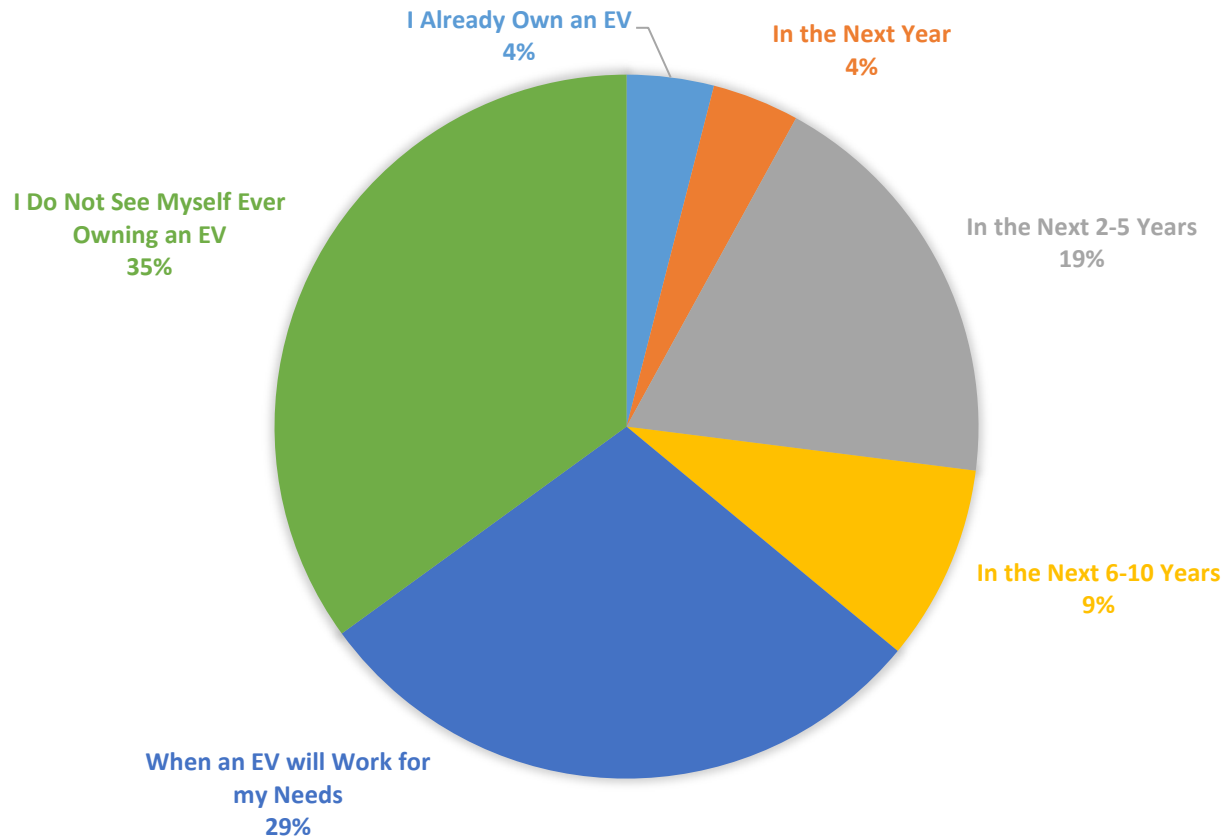


What role should YVEA play in EV adoption?

1. Range Anxiety
2. Initial Cost of an EV
3. Lack of Charging Infrastructure
4. Lack of Models for Different Lifestyles & Cold Weather
5. I Need More Information on EVs
6. Lack of Local Dealer Knowledge and Support
7. Lack of Local Repair Services
8. I Disagree with EVs
9. Inconvenience of Charging (i.e. it takes too long)
10. No Barriers/I Already Own an EV

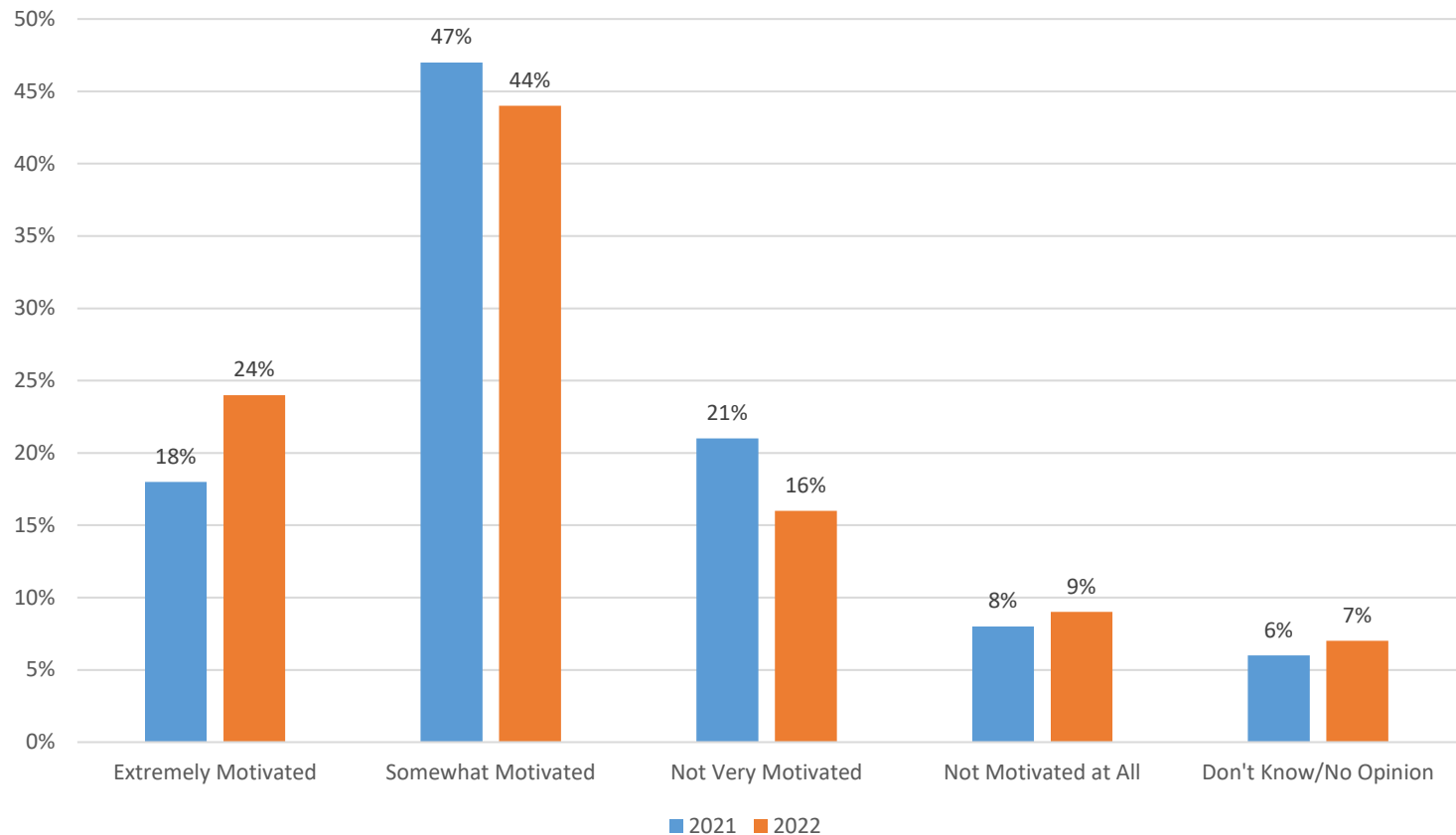
Which barriers exist for you to adopt EVs? Rank biggest to least.

WHEN DO YOU PLAN ON PURCHASING AN EV?



When do you plan on purchase an EV?

High Energy Demand

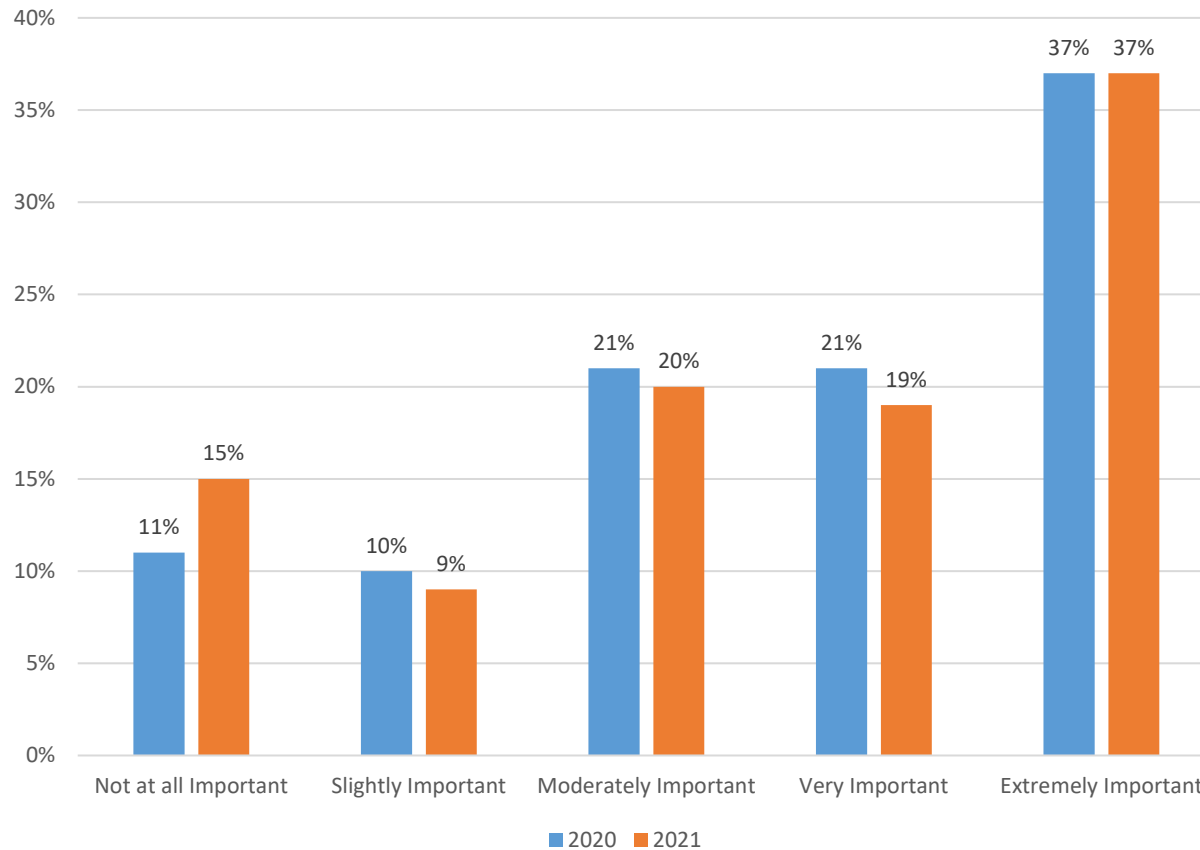


How motivated would you be to reduce your consumption of energy during these periods of high cost/high demand energy to control your energy costs?

- How important is it to you that YVEA has renewable power as part of our power mix?
- Do you have a preference if it is produced locally?
- Would you pay more for locally produced renewables? How much more?
- Would you be interested in joining a community solar garden?

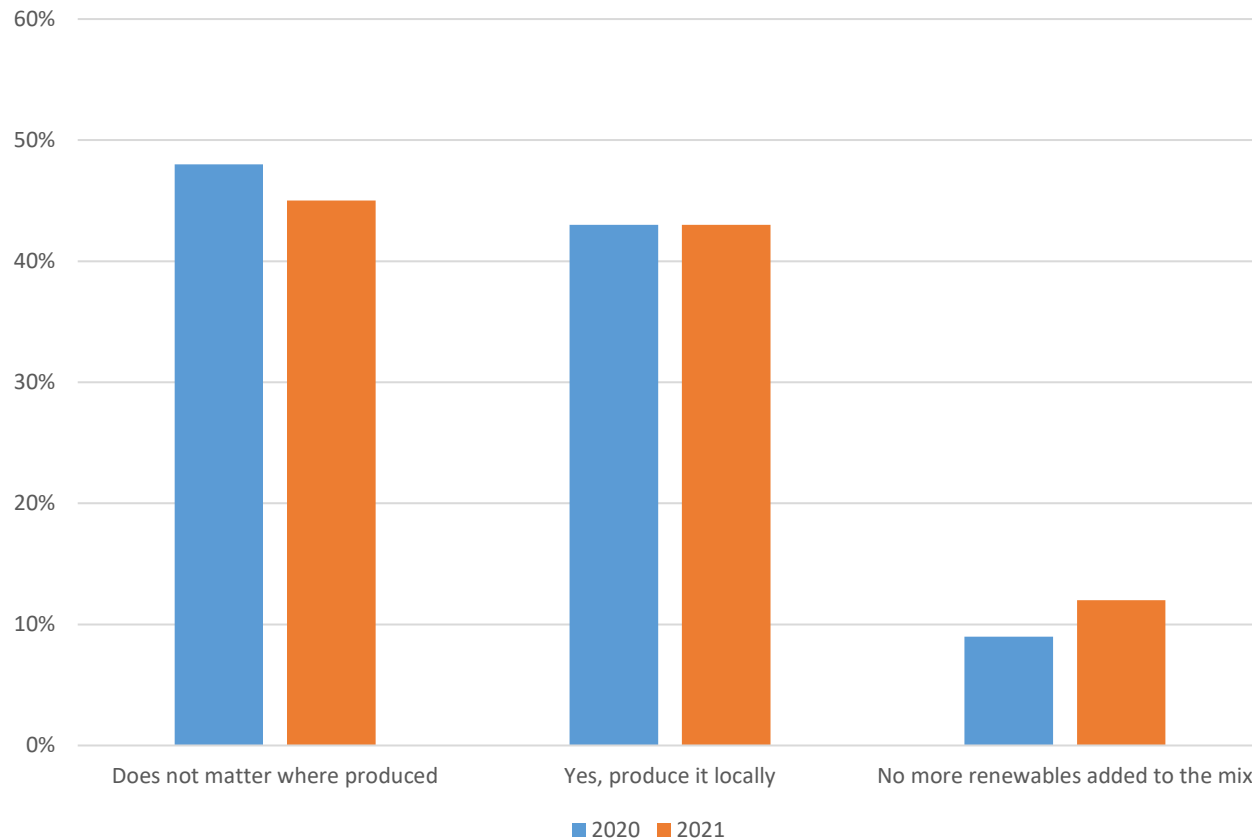
Renewable Energy Questions

Importance of Renewable Power



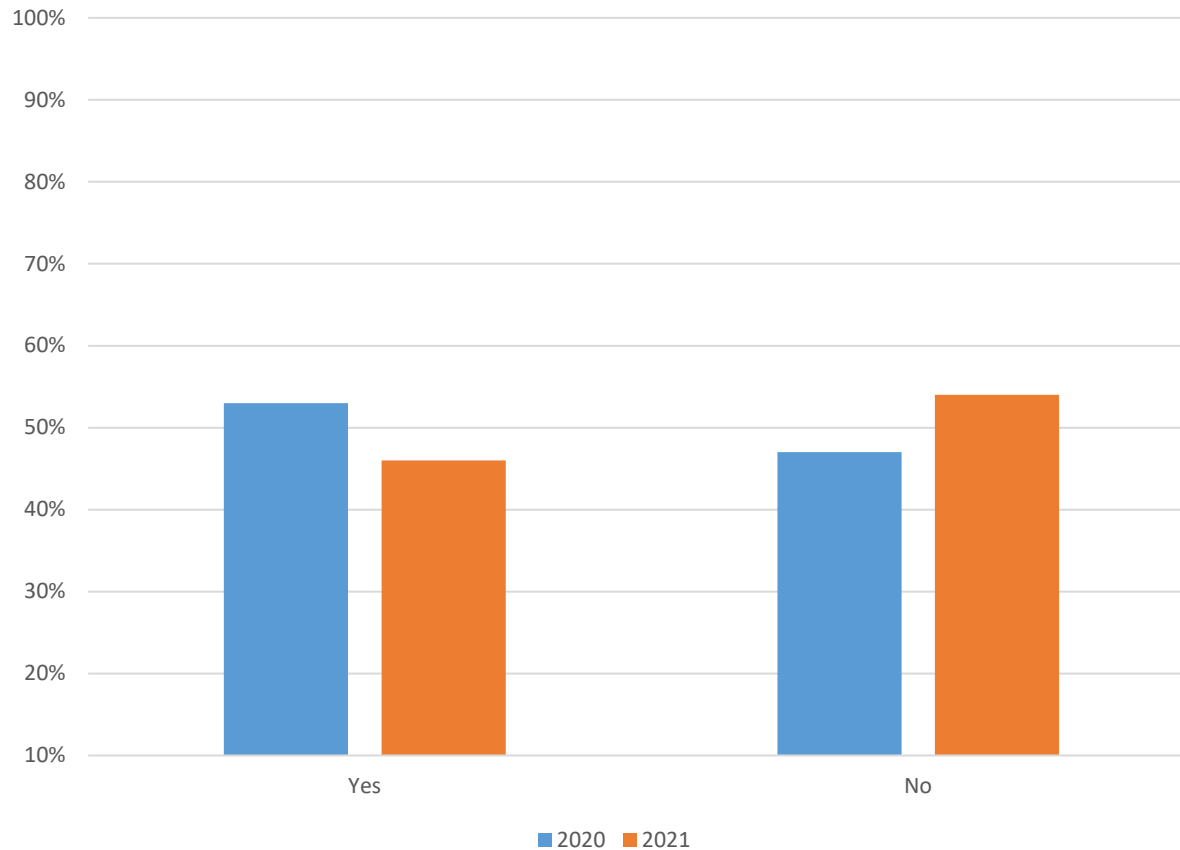
How important is it to you that YVEA has renewable power as part of our power mix?

Locally Produced Renewables



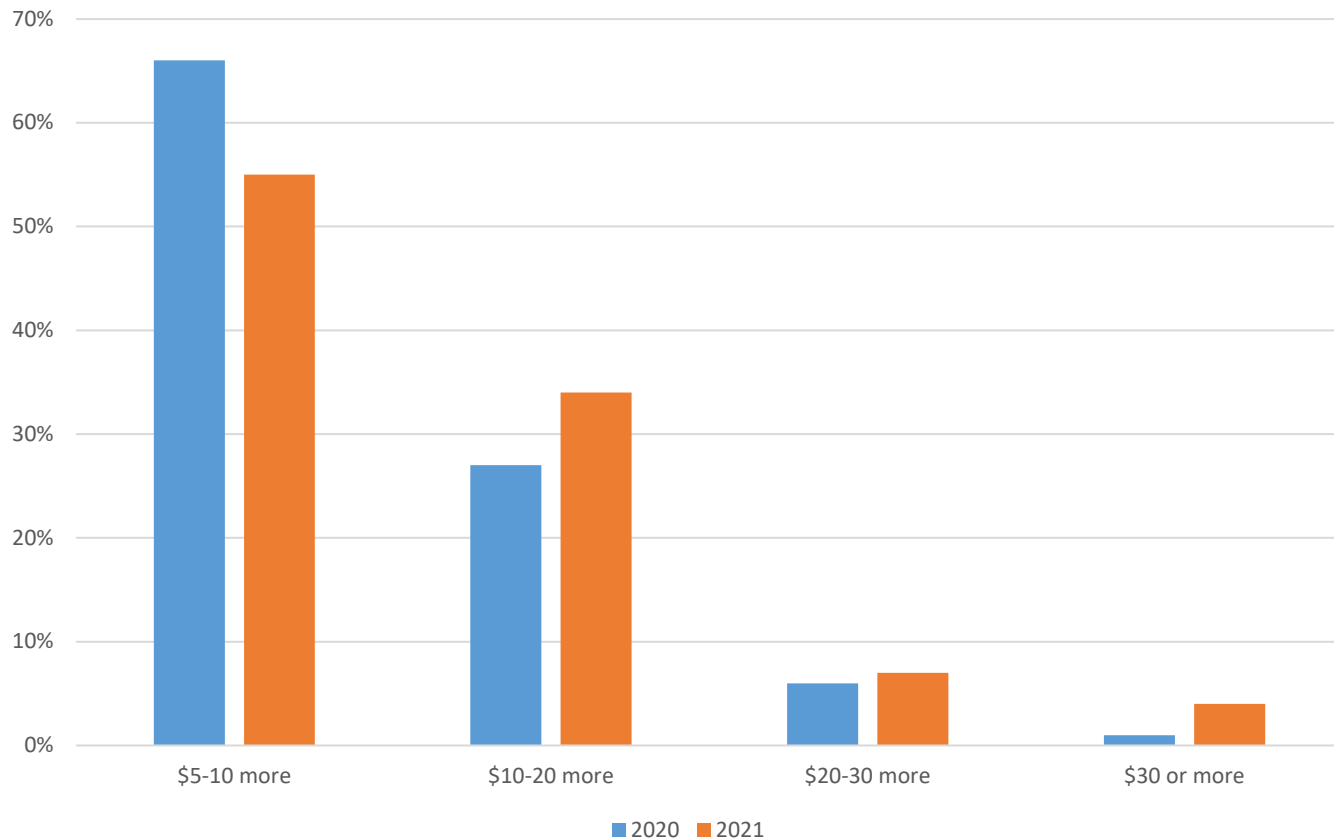
...do you have a preference of whether or not this power is produced locally?

Pay More for Renewables



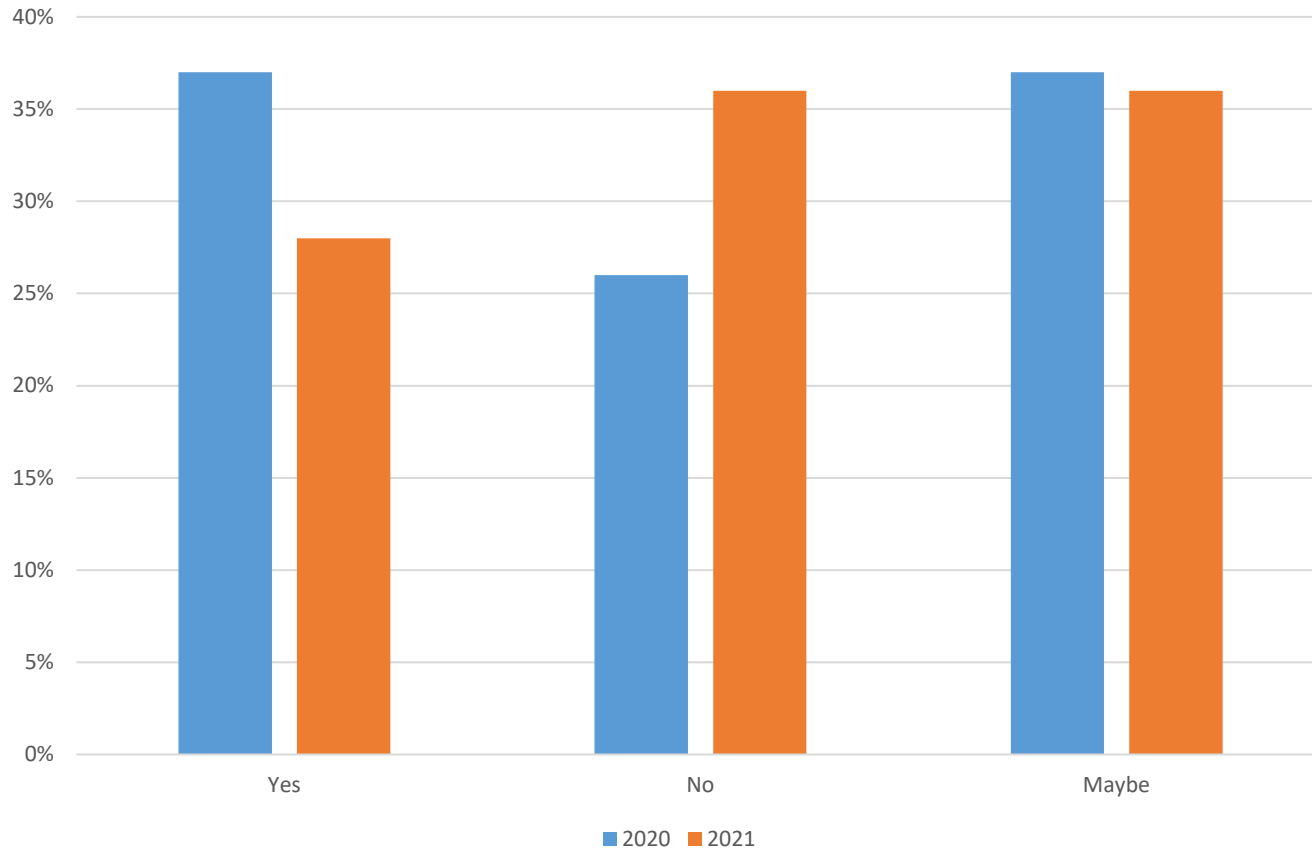
Would you pay more for locally produced renewables?

How Much More Would You Pay?



...if yes, how much more?

Community Solar Garden



Would you be interested in joining a community solar garden?

- Concerns about climate change mentioned repeatedly
- Concerns about loss of coal mentioned repeatedly
- Desire to support local jobs in energy
- Good data on willingness to pay
- Change: difficult and desired
- Action:
 - Continue marketing Green Choice
 - If we do local projects, place them in District 3, 6, and 7
 - Communications: change management

Lessons Learned: Renewables

Conclusion

