2018 RESIDENTIAL SATISFACTION

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Vermont Electric Cooperative

Survey Results Prepared by:

NRECA MARKET RESEARCH SERVICES

VERMONT ELECTRIC COOPERATIVE

Final Report
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2018 Residential Satisfaction

VERMONT ELECTRIC COOPERATIVE

EXECUTIVE SUMMARY

Following are the top-line findings based on the results of a telephone/online survey of 432 residential members of Vermont Electric Cooperative (VEC) conducted in May and June of 2018:

- Overall satisfaction with VEC is very good, with a mean rating of 8.66. This has increased significantly from the 2017 study. Additionally, among just the phone respondents, the mean rating in 2018 (8.69) is significantly higher than all of the studies between 2003 and 2013.
- The mean ratings for 19 of the 23 performance attributes are evaluated above 4.00, which is considered good. The co-op is rated highest on attributes related to customer service – *having professional employees*; *the courtesy, understanding, and helpfulness of employees*; and *the overall customer service provided*. VEC's electric service is also evaluated as being excellent. Compared to the 2017 study, three attributes – *having professional employees*; *the courtesy, understanding, and helpfulness of employees*; and *the accuracy of meter reading and billing* – increased significantly and none decreased. Additionally, compared to studies between 2014 and 2016, almost all of the attributes are significantly higher than at least one of these studies and none are significantly lower.
- **Demonstrating concern for customers' best interests** is the strongest key driver of overall satisfaction among VEC residential members. With a mean rating of 4.35, this attribute is evaluated as being very good and is higher than all of the recent studies, significantly higher than 2014 and 2015. Maintaining high ratings on this attribute will have the biggest impact on members' overall satisfaction with the co-op.
- The second-strongest key driver of satisfaction is **Member Service**. This is an area in which the co-op is evaluated very well, including the three of the highest rated attributes in the study. In fact, all six attributes in this driver have mean ratings above 4.40. Additionally, *having professional employees* and *the courtesy, understanding, and helpfulness of employees* are significantly higher than the 2017 study. Among the 57% who indicate they contacted VEC in the past year, evaluations of that contact are high.
- **Cost of Electricity** and **Electric Service** are the next two key drivers of satisfaction and are nearly identical in the impact they have on overall satisfaction.
  - **Cost of Electricity:** While the three attributes in this driver along with *helping customers to be more efficient in their use of electricity* are the lowest rated attributes in the study, the mean ratings for all four attributes continue to increase, significantly compared to studies between 2014 and 2016. Just over half of the members are not aware of how their rates compare to other electric companies, 23% feel they are higher, 7% think they are lower, and 19% say they are about the same.

- **Electric Service:** This is another area in which VEC is doing very well and should keep up the good work. Mean ratings for the five attributes included in this study are well above 4.0 and *the reliability of service and frequency of interruptions* and *providing consistent voltage without surges or brownouts* are evaluated close to or above the 4.50 excellent threshold.

- Younger members continue to be an area where there is room for improvement. Members under the age of 45 are significantly less satisfied with the co-op and less likely to feel they are a member of the co-op. Younger members also tend to give lower ratings for the performance attributes, although not all of the differences are statistically significant. Newsletter readership is also significantly lower among those who are younger than 55.

OBJECTIVES

This residential member survey addresses but is not limited to the following informational objectives:

- ***Overall Satisfaction:*** Assess how satisfied members are with Vermont Electric Cooperative.
- ***Performance Quality Attributes:*** Evaluate residential member perceptions of service quality on a variety of attributes (e.g., rates, billing, outages, problem resolution, etc.).
- ***Performance Quality Trends and Benchmarks:*** Compare the results to past studies to identify trends and benchmark the results against co-ops nationwide using NRECA's Co-op Norms Database.
- ***Prioritizing Improvement and Maintenance Efforts:*** Derive the key drivers of overall satisfaction and to what degree consumer needs are being met to help VEC prioritize any improvement efforts.
- ***Member Identity:*** Estimate the proportion of consumers who identify themselves as member-owners, member-customers, or just customers of the co-op.
- ***Other:*** Explore other areas of specific interest to the co-op, including perceived importance of power sources, benefit from Efficiency Vermont, newsletter readership, and communication systems used to get information.
- ***Member Demographics and Segmentation:*** Provide demographics of the residential membership base and identify differences in attitudes between segments.

METHODOLOGY

As in recent years, data were collected through telephone and online surveying. Telephone interviewers were thoroughly trained on interviewing techniques and on the questionnaire prior to initiating the survey. During this training, the survey instrument was reviewed to ensure that all surveys would be completed in the same manner. On average, the telephone interviews lasted approximately 11 minutes.

Telephone surveys were completed with a total of 301 residential members of Vermont Electric Co-op between May 29 and June 12, 2018, with random sampling done proportionate to connect date and district. Of those contacted, 458 declined to participate, resulting in a response rate of 40%. Additionally, 301 of the phone numbers attempted were disconnected or were otherwise unable to be used to complete a survey (place of business, fax number, etc.).

An e-mail invitation was sent to a random sample of 1,000 members for whom VEC has an e-mail address, with 24 returned as being undeliverable. A total of 131 surveys were completed online, resulting in a response rate of 13%. The data are weighted so that the online methodology represents 25% of the total data. The online data are also weighted by service tenure group, so that the service tenure distribution of the online respondents matches that of VEC's full membership.

The margin of error at the 95% confidence level for the entire sample is plus or minus 5.0 percentage points. This means that a result of 50% in the survey may range between 45% and 55% in an infinite number of residential samples this size.

ANALYSIS

The graphics presented in this report are based on data collected from the current study and tracking results from 14 studies conducted between 2003 and 2017. The results of tracking surveys provide value by demonstrating when results remain consistent and indicating where there has been significant change over time.

The co-op has experienced some recent events that are likely to have an impact on attitudes and satisfaction:

- Rates have not been raised since January 2014.
- VEC started offering a number of programs in 2017 under the Energy Transformation Program. These include bill credits for: the installation of cold-climate heat pumps, heat pump water heater, and pellet stoves; and the purchase or lease of a new/used electric vehicle or plug-in hybrid electric vehicle.

Comparisons are also made to results from similar studies conducted by 75 co-ops among more than 78,000 residential members across the nation between January 2015 and December 2017. These "Co-op Norms" are not taken from the universe of all cooperatives; rather these are co-ops who value, monitor and measure the satisfaction of their members and therefore represent higher performing co-ops, not all co-ops.

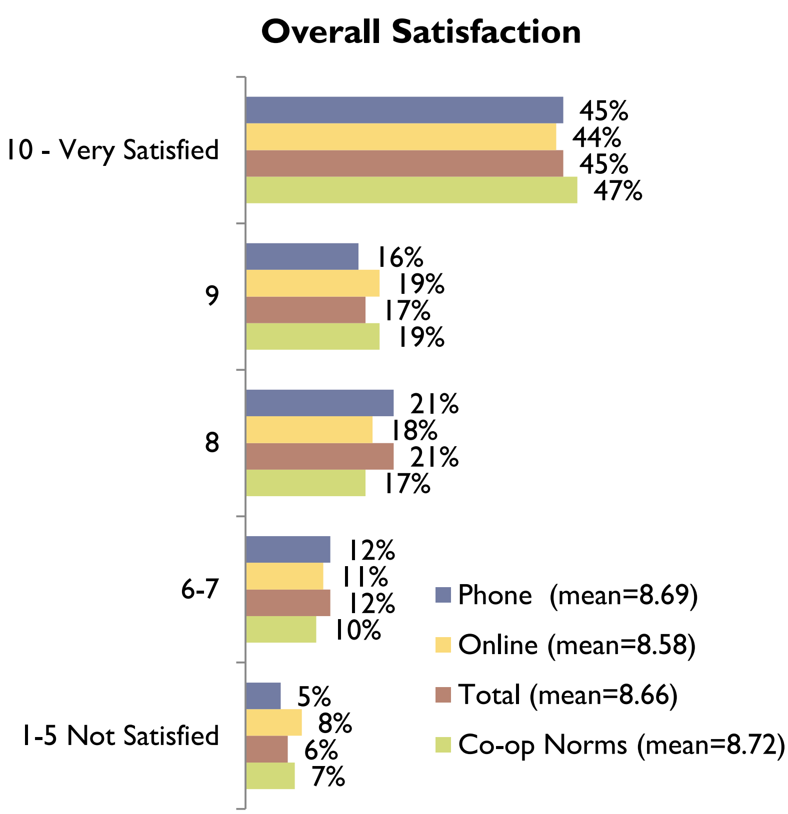
Differences between member segments, such as differences by age or service tenure, are pointed out and characterized as being either statistically significant or not. When the term "significant" is used, this refers to the certainty of a difference, not the magnitude or size of the difference. Significance is measured at the 95% confidence level, meaning that 95% of the time or more this difference will occur; the difference is likely not a matter of chance due to sampling.

When evaluating the mean ratings in this report, on a 5-point scale a mean of 4.50 or above should be considered "excellent" and a mean between 4.00 and 4.49 is considered "good". Means below 4.00 may be cause for concern and those below 3.75 indicate problems and a need for improvement.

KEY FINDINGS

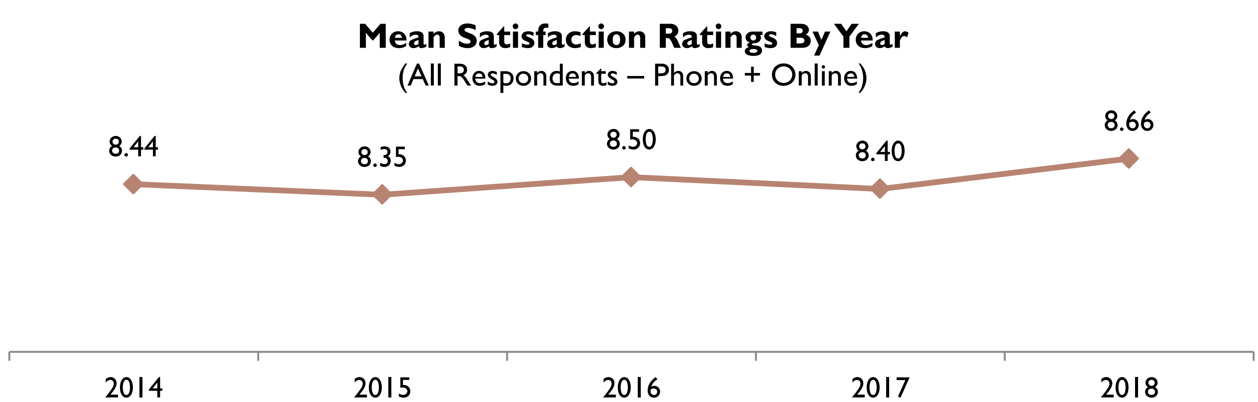
Overall Satisfaction

Overall satisfaction among Vermont Electric Cooperative's residential members is very good. The mean overall satisfaction rating is 8.66 on a 10-point scale and 62% give ratings of "9" or "10".



Older members, those paying lower monthly electric bills, and those living in smaller households (3 people or fewer) are significantly more satisfied than are their individual counterparts.

Among all phone and online respondents, the mean satisfaction rating (8.66) is significantly higher in 2018 than in 2017 and among just the phone respondents, the mean rating of 8.69 is significantly higher than all of the studies between 2003 and 2013. However, satisfaction is lower than the Co-op Norms.



Performance Quality Attributes

Members were asked to evaluate 23 performance quality attributes related to member service, electric service, communication, billing, and cost. On 19 of the attributes measured, the mean ratings are above 4.00, a "good" rating on a 5-point scale.

Additionally, mean ratings for eight attributes are approximately 4.50 or higher which can be considered excellent. These include:

- Having professional employees (4.66)
- The courtesy, understanding, and helpfulness of employees to inquiries or problems (4.61)
- The overall customer service they provide (4.58)
- Providing consistent voltage without surges or brownouts (4.58)
- Having convenient payment options (4.56)
- Providing accurate and easy to understand bills (4.48)
- The reliability of service and frequency of interruptions (4.47)
- The accuracy of meter reading and billing (4.47)

Conversely, the attributes on which VEC is rated least well are *the monthly service fees* (66% rating "4" or "5"), *helping customers keep bills as low as possible* (66%), *helping customers to be more efficient in their use of electricity* (66%), and *charging reasonable rates* (67%). While this is an area that is often rated lower in cooperative satisfaction research and means often fall below the "good" threshold of 4.00, with mean ratings well below 4.0 (between 3.81 and 3.89), this is an area for improvement in members' perceptions. Although the differences are not statistically significant, all four mean ratings have increased from the 2017 study.

While it is typical for telephone respondents to give higher ratings than online respondents, this is not consistently true among Vermont Electric members. Many of the mean ratings are either identical or very close and just one is statistically significant. *Providing accurate and easy to understand bills* is evaluated significantly higher among phone respondents than it is among online respondents.

Performance Quality Trends and Benchmarks

Compared to the 2017 study, the mean ratings for three performance attributes have increased significantly and none have decreased significantly.

The three attributes that increased are:

- Having professional employees
- The courtesy, understanding, and helpfulness of employees to inquiries or problems
- The accuracy of meter reading and billing

In addition to none of the attributes being significantly lower than in 2017, none are significantly lower than in any of the studies between 2014 and 2016. Further, almost all of the attributes are significantly higher than in at least one of studies between 2014 and 2016. These include:

Phone and Online Survey Respondents	2016	2015	2014
Delivering good value for the money	↑	↑	↑
Monthly service fees	↑	↑	↑
Charging reasonable rates	↑	↑	↑
Supporting the local community	↑	↑	↑
Having convenient payment options	↑	↑	↑
Helping customers keep bills as low as possible	↑	↑	↑
Courtesy, understanding, helpfulness of employees	↑	↑	↑
Helping customers to be more efficient in electric use	↑		↑
The accuracy of meter reading and billing		↑	↑
Keeping customers informed on status of outages		↑	↑
Providing consistent voltage		↑	↑
Operating with concern for the environment		↑	↑
Demonstrating concern for customers' best interests		↑	↑
Resolving any issues or problems		↑	↑
Speed, efficiency of responding to customers		↑	↑
Having professional employees		↑	
Providing accurate, easy to understand bills		↑	
Communicating, keeping customers informed			↑
Overall customer service provided			↑

On many of the comparable attributes, mean ratings among VEC members are equal or similar to the Co-op Norms, although there are some that are higher and lower. The attributes with the biggest gaps between mean ratings are shown below.

Phone and Online Survey Respondents	VEC Mean Rating	Co-op Norms Mean Rating	Gap
Keeping members informed on status of outages	4.27	4.02	+0.25
Providing consistent voltage	4.58	4.41	+0.17
Overall customer service provided	4.58	4.43	+0.15
The monthly service fees	3.81	3.71	+0.10
Helping members to be more efficient in electric use	3.89	4.07	-0.18
Keeping the number of longer outages to a minimum	4.36	4.51	-0.15
Restoration of power after an outage	4.35	4.46	-0.11
Supporting the local community	4.38	4.49	-0.11

Prioritizing Improvement and Maintenance Efforts

The key drivers of overall satisfaction among residential members are: demonstrating concern for customers' best interests, member service, cost of electricity, electric service, bills and payments, and social responsibility. Going forward, these are the areas that Vermont Electric Cooperative should focus on most.

Regression analysis was used to determine the key drivers of overall satisfaction. The scores are to be interpreted relative to each other. For example, since *demonstrating concern for customers' best interests* has a score of 0.49 and *cost of electricity* has a score of 0.23, we can say that members' perceptions of the co-op's concern for their best interests have twice the impact on overall satisfaction as their perceptions of the cost of their electricity. Attributes and factors not shown below are not significant drivers of overall satisfaction. More information on how the factors were formed and importance scores derived can be found in Appendix A.

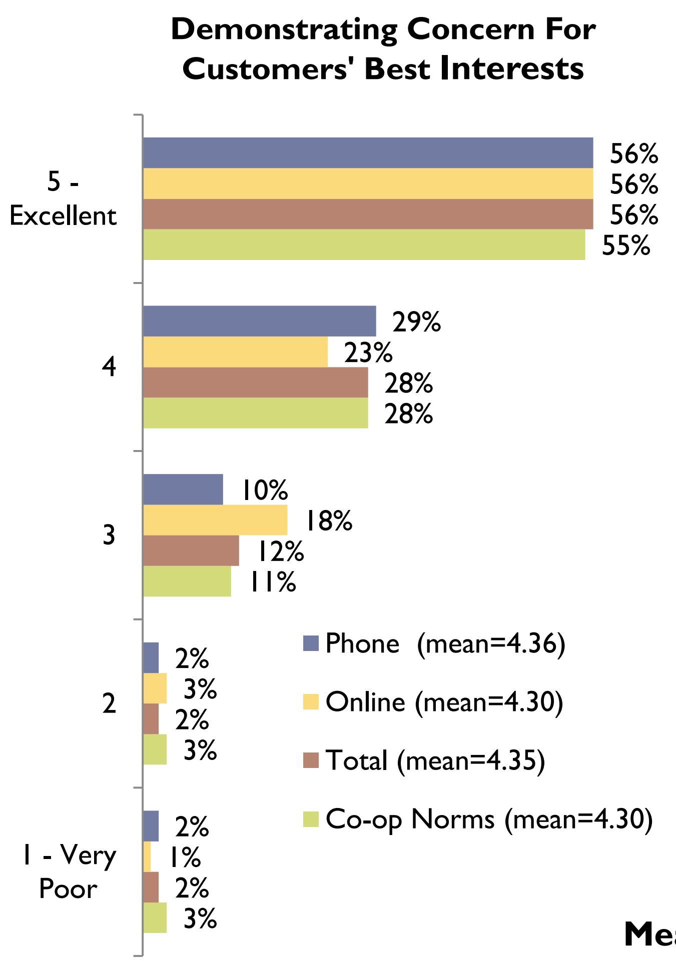
Demonstrating Concern For Customers' Best Interests		**0.49**
Member Service	• Courtesy, understanding, helpfulness of employees • Speed and efficiency of responding to customers • Resolving any issues or problems • Having professional employees • The overall customer service they provide • Communicating with customers, keeping them informed	**0.30**
Cost of Electricity	• Their monthly service fees • Charging reasonable rates • Helping customers keep bills as low as possible	**0.23**
Electric Service	• Reliability of service and frequency of interruptions • Keeping longer outages to a minimum • Keeping blinks, momentary outages to a minimum • Restoration of power after an outage • Providing consistent voltage without surges, brownouts	**0.22**
Bills and Payments	• Accuracy of meter reading and billing • Providing accurate and easy to understand bills • Having convenient payment options	**0.18**
Social Responsibility	• Supporting the local community • Operating with concern for the environment	**0.12**

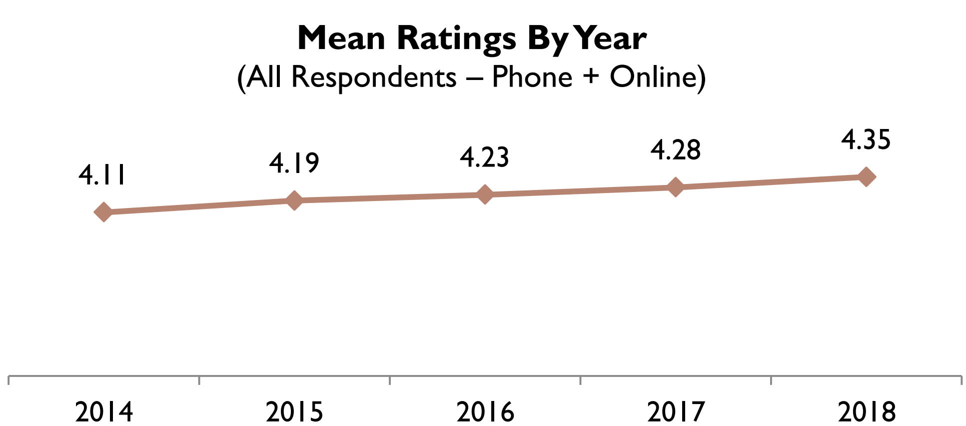
Overall Satisfaction

Demonstrating Concern

The strongest key driver of overall satisfaction is the attribute "demonstrating concern for customers' best interests". This is an area that is evaluated very well.

The overall mean rating of 4.35 continues to increase, significantly compared to the 2014 and 2015 studies. It is also slightly higher than the Co-op Norms.

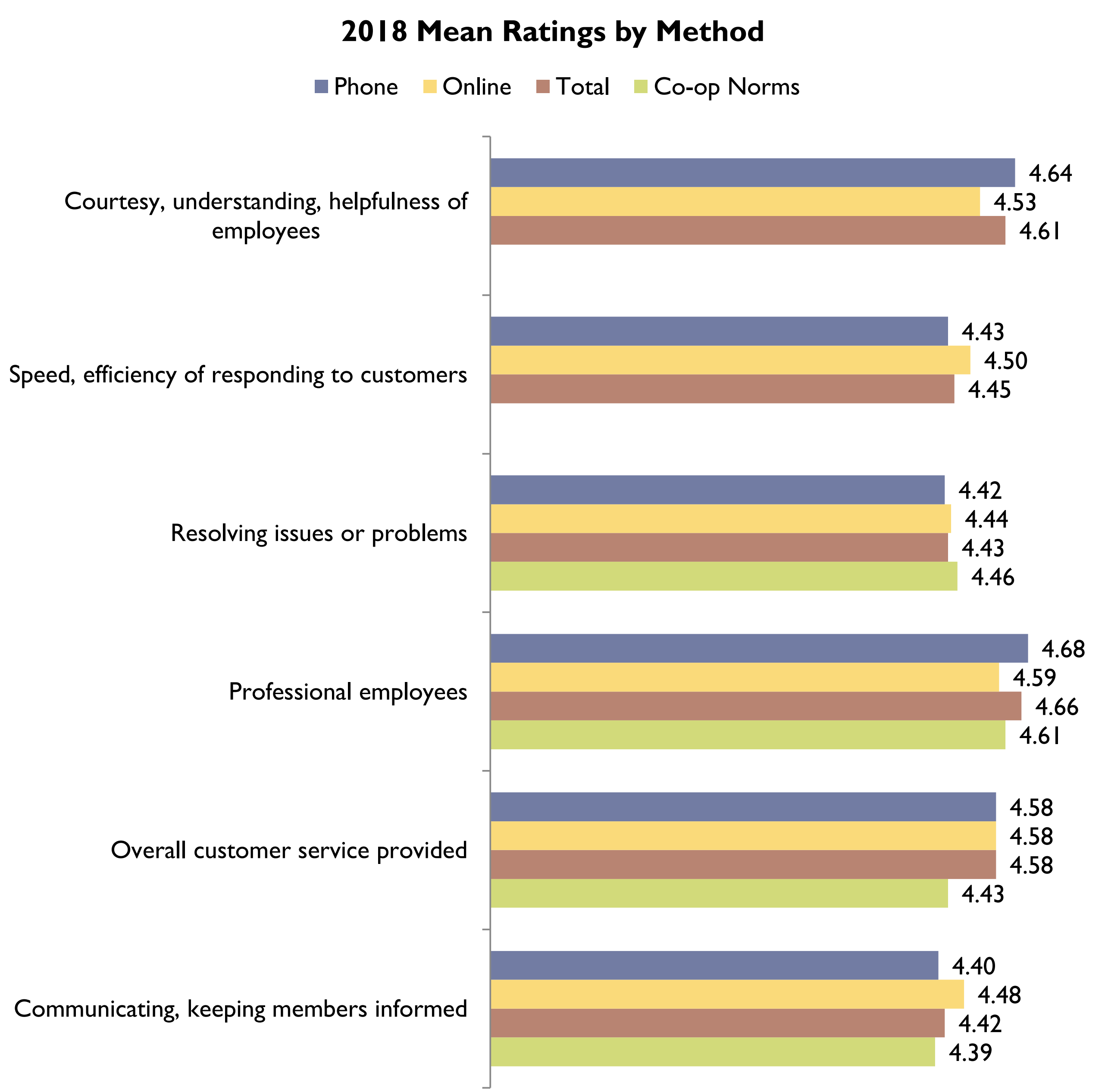




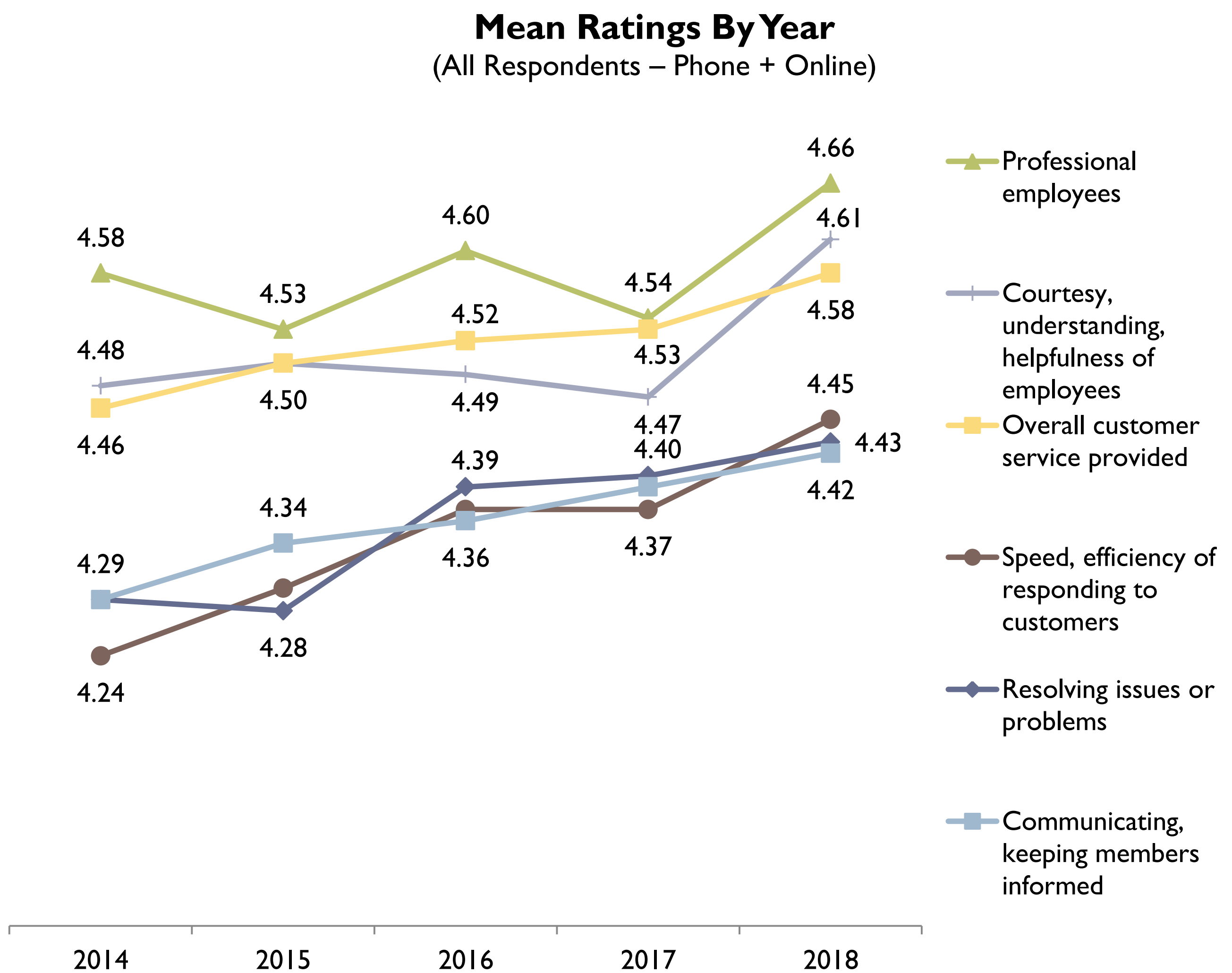
Member Service

"Member Service" is the second-strongest key driver of overall satisfaction. This is the area that includes the three of the four highest rated attributes in the study.

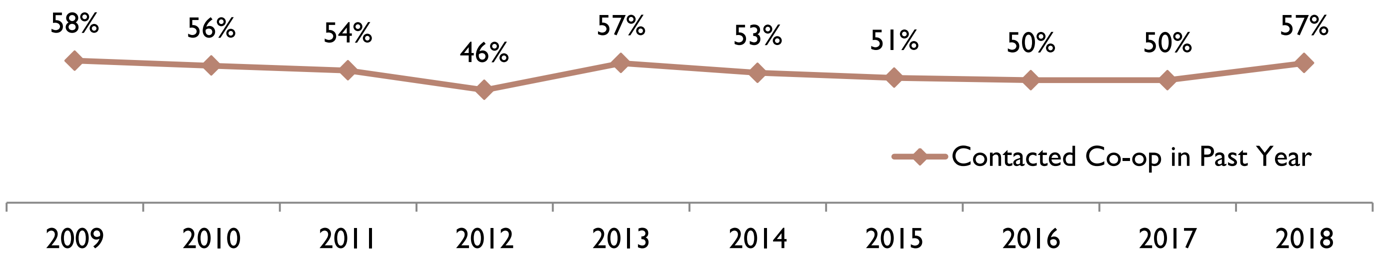
All six attributes in this driver are evaluated above 4.40 and *the courtesy, understanding, and helpfulness of employees to inquiries or problems; the overall customer service they provide;* and *having professional employees* are rated as excellent with means above 4.50.



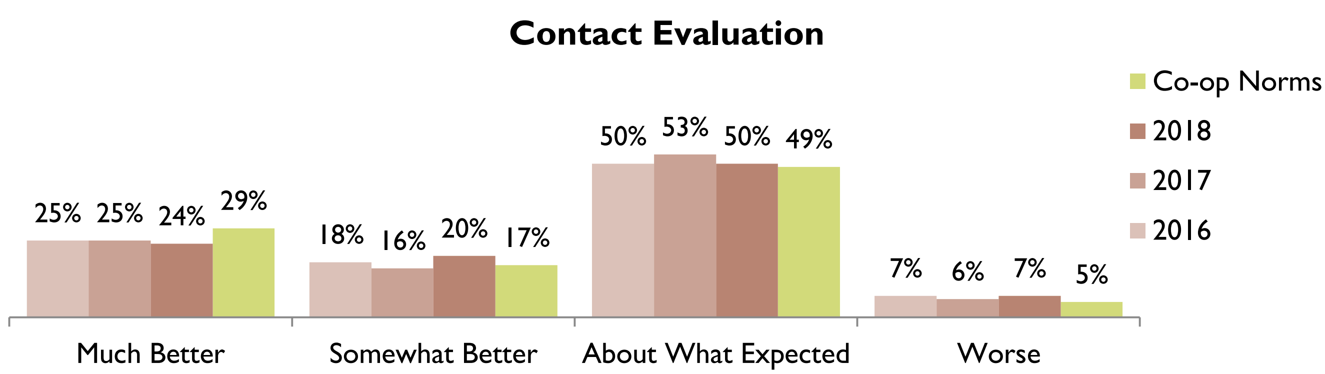
Five of the six attributes are significantly higher than in 2014. The exception is *having professional employees*, which is significantly higher than both 2015 and 2017. *The courtesy, understanding and helpfulness of employees* is also significantly higher in 2018 than in 2017.



Fifty-seven percent of the members say they have contacted VEC over the past year. This is significantly higher than in 2016 and 2017 as well as the Co-op Norms. Younger members, those paying higher electric bills, those living with at least one other person, and those currently employed are significantly more likely than their counterparts to have contacted the co-op.



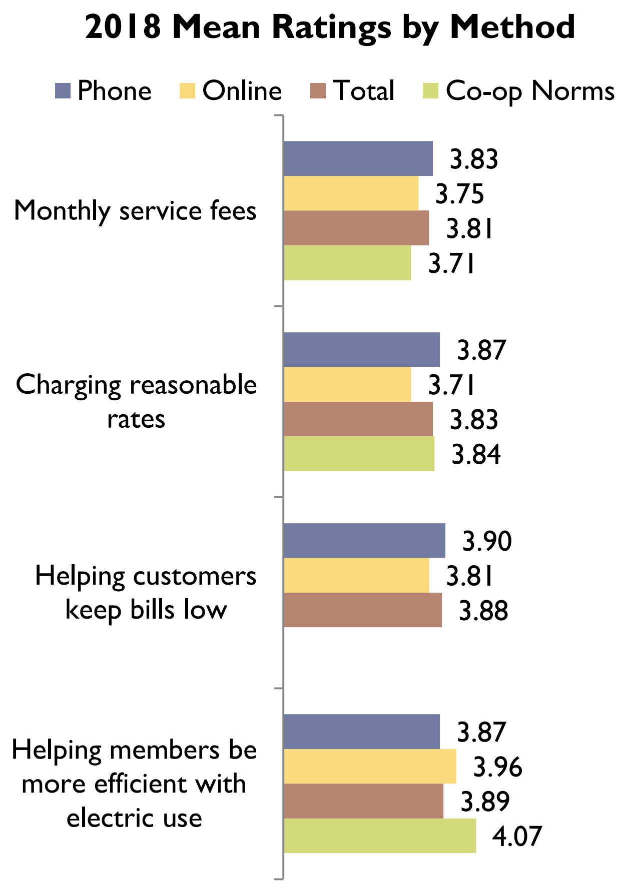
Consistent with recent studies, 44% say their contact with VEC was somewhat or much better than expected and very few say it was worse.

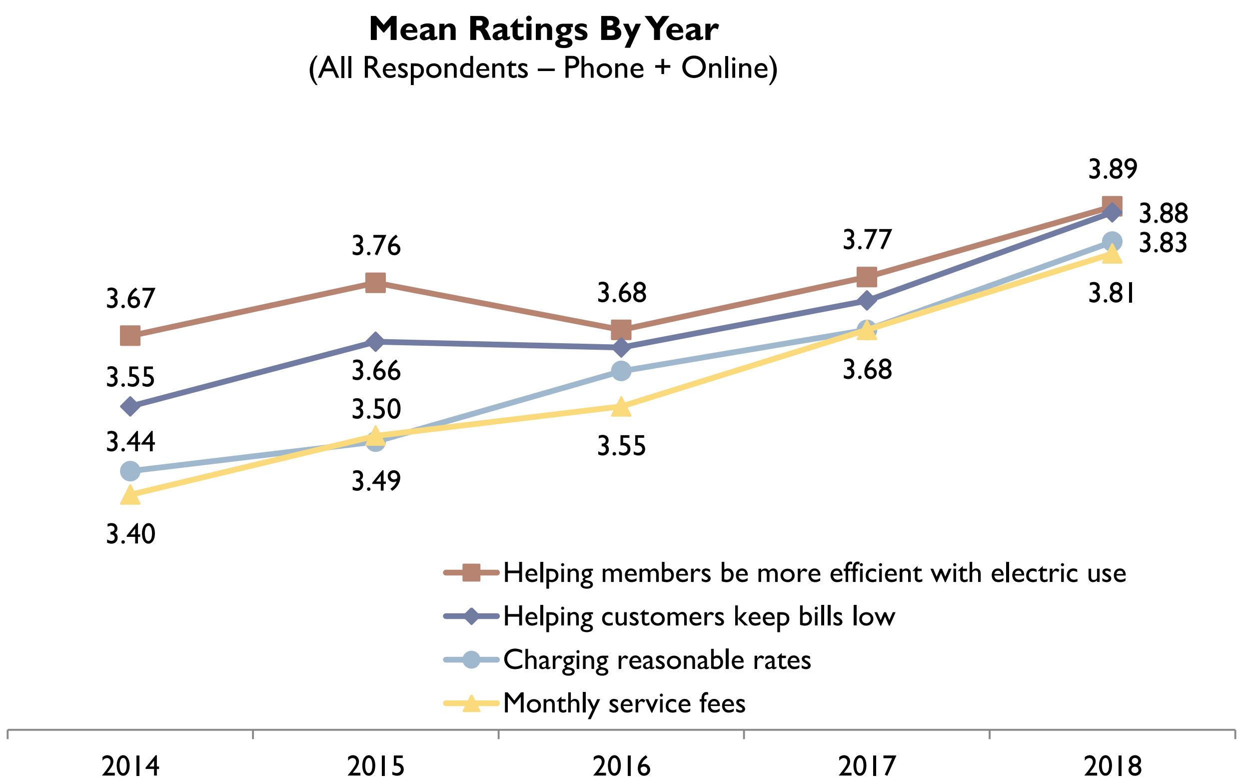


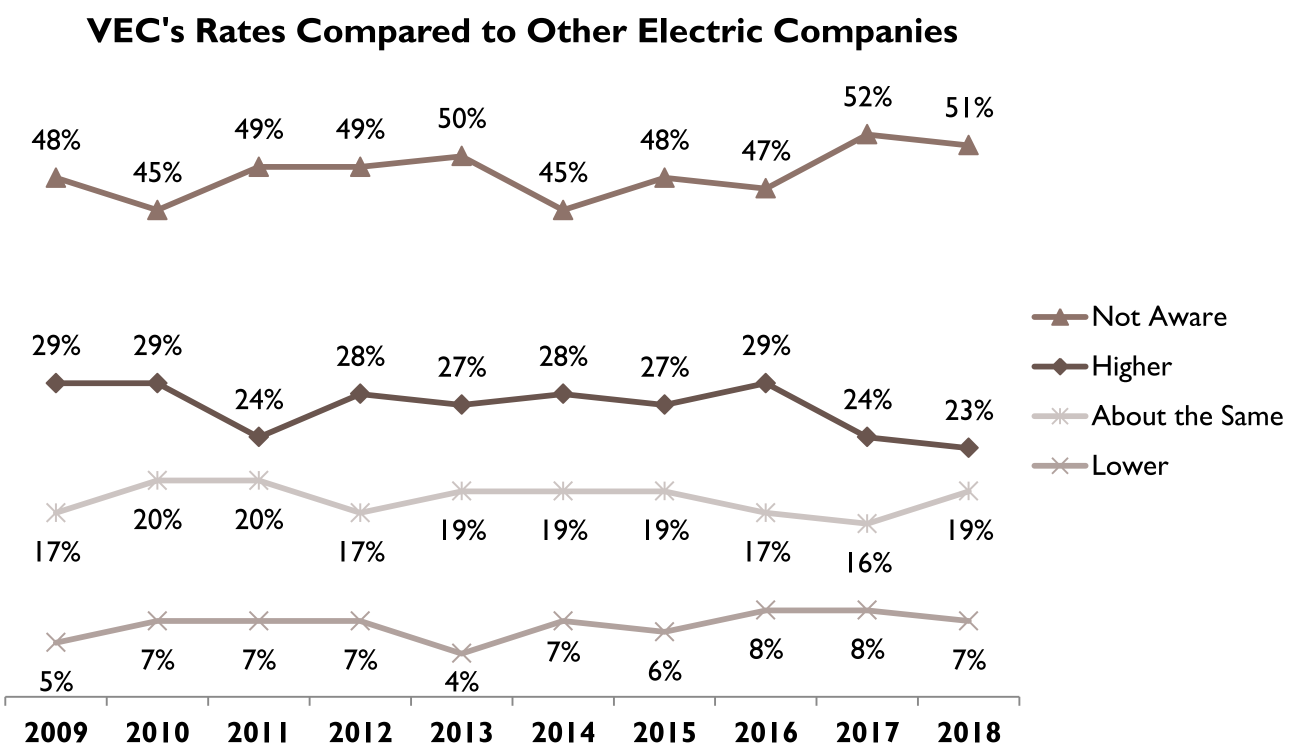
Cost of Electricity and Value

The next strongest key driver of overall satisfaction is "Cost of Electricity". This is the area that includes the lowest rated attributes in the study, which is very typical in studies of this type.

However, mean ratings for the three attributes in this driver – *the monthly service fees*, *charging reasonable rates*, and *helping customers keep bills as low as possible* – continue to increase, significantly compared to the studies between 2014 and 2016. *Helping customers to be more efficient in their use of electricity* is not a part of this driver, but is also significantly higher than in 2014 and 2016.

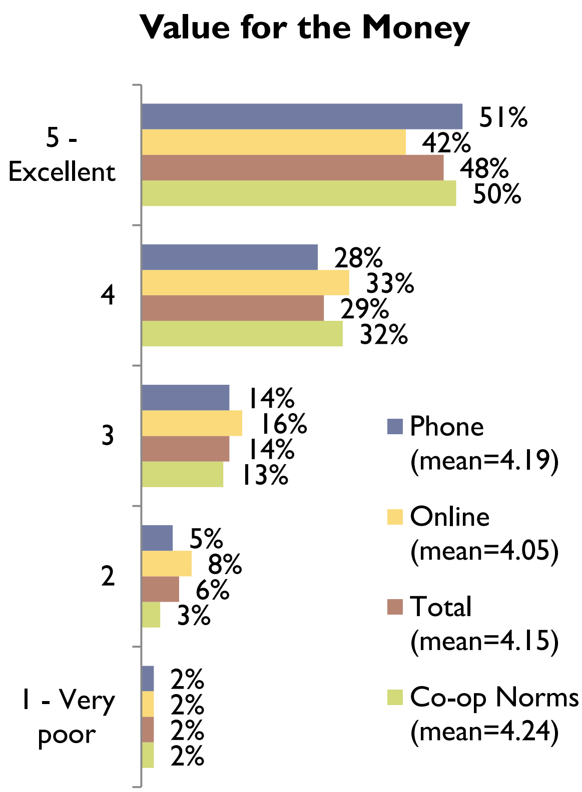






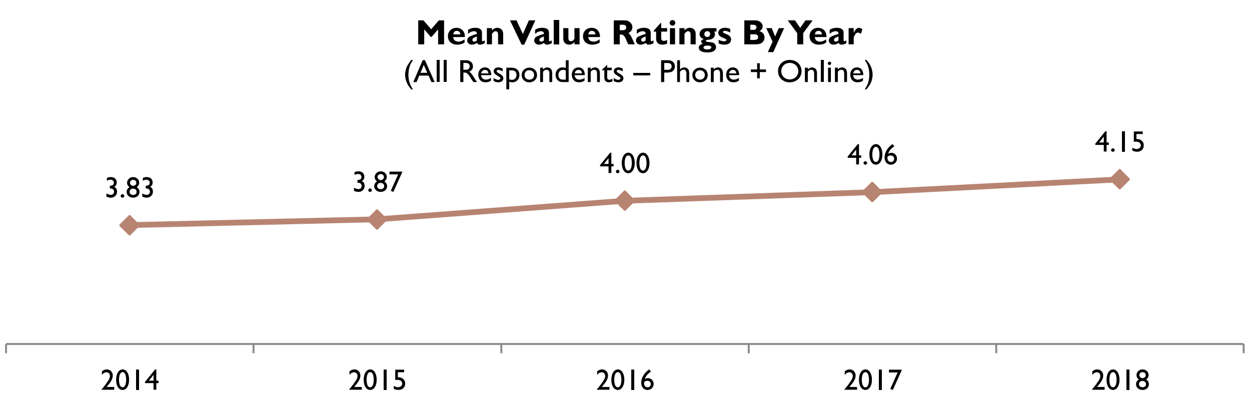
Rate perceptions are consistent with recent studies, with just over half indicating they are not aware of how their rates compare to other electric companies. Those less satisfied with the co-op, those living with at least one other person, and those paying higher electric bills are significantly more likely than their individual counterparts to think their rates are higher.

Members evaluate *the value they receive for their money* as good, with an overall mean rating of 4.15 on a 5-point scale. Although this has increased significantly from the studies between 2014 and 2016, it remains lower than the Co-op Norms.



A regression analysis was also conducted to determine the key drivers of *delivering good value for the money*. As shown in the table below, it was found that six attributes or factors are significant drivers of value. Although the perception of the cost of electricity has a strong impact on the value members feel they receive, it is not the strongest driver.

Key Drivers of Value	
Demonstrating Concern	0.58
Cost of Electricity	0.47
Social Responsibility	0.19
Bills and Payments	0.15
Member Service	0.13
Electric Service	0.08

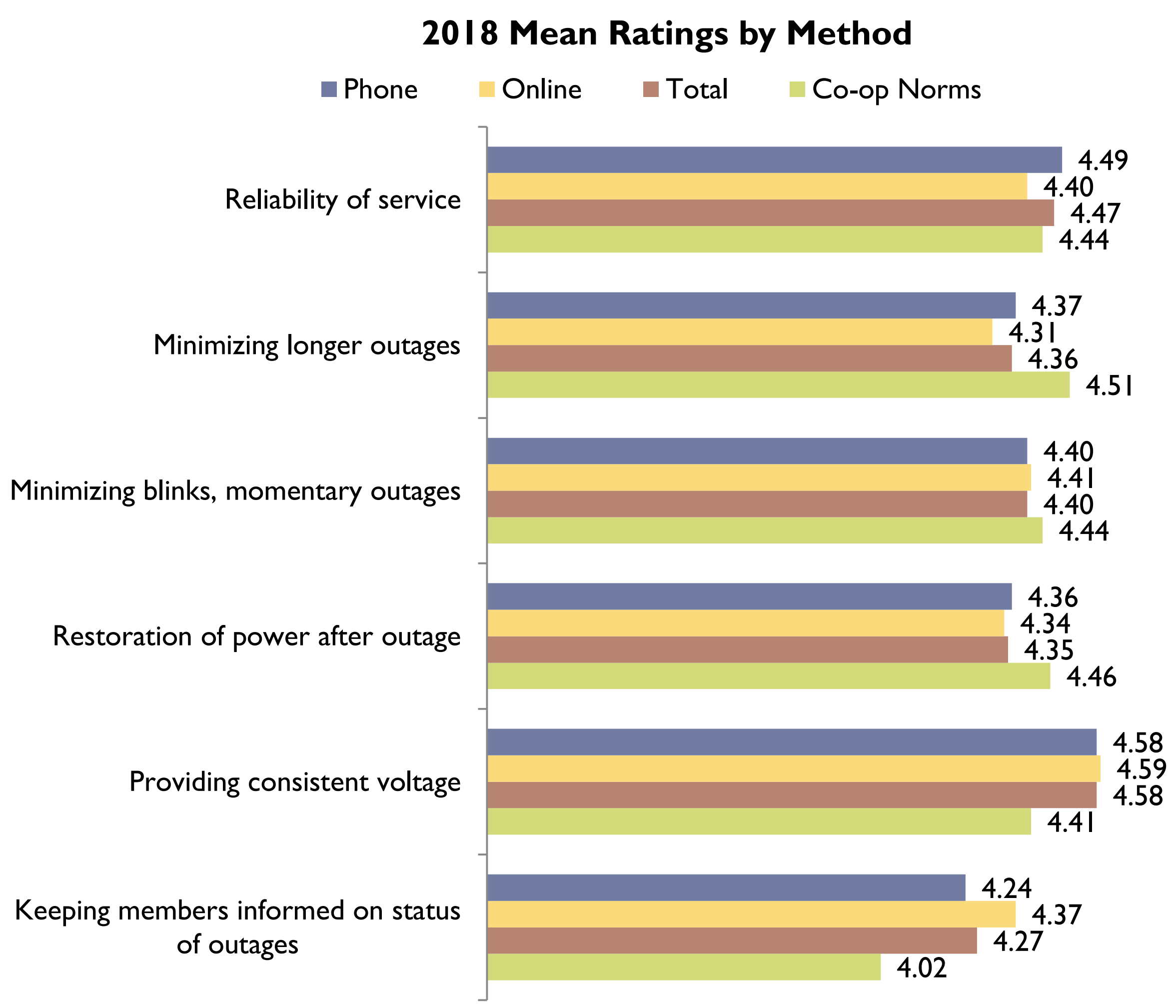


Electric Service

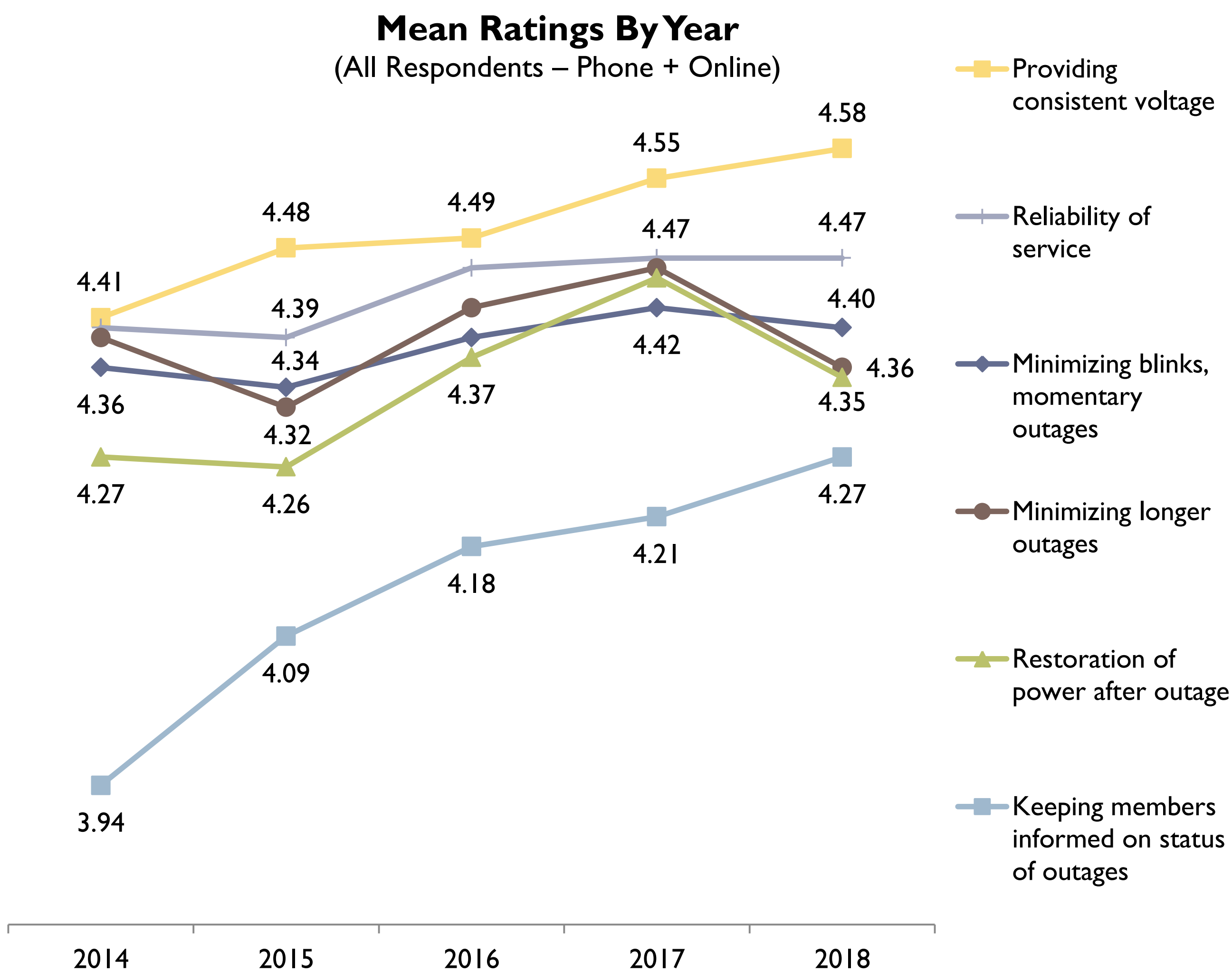
"Electric Service" is the next-strongest key driver of overall satisfaction. This is another area in which the co-op receives very good performance ratings.

The five attributes included in this driver are evaluated at or above 4.35, with *the reliability of service and frequency of interruptions* and *providing consistent voltage without surges or brownouts* close to or above the 4.50 "excellent" threshold. *Providing consistent voltage* is also higher than the Co-op Norms, but *the restoration of power after an outage* and *keeping the number of longer outages to a minimum* are both lower.

Keeping members informed on the status of outages is not a part of this key driver. Although it is evaluated lower than the other attributes, the mean rating is well above 4.0 and is higher than the Co-op Norms.



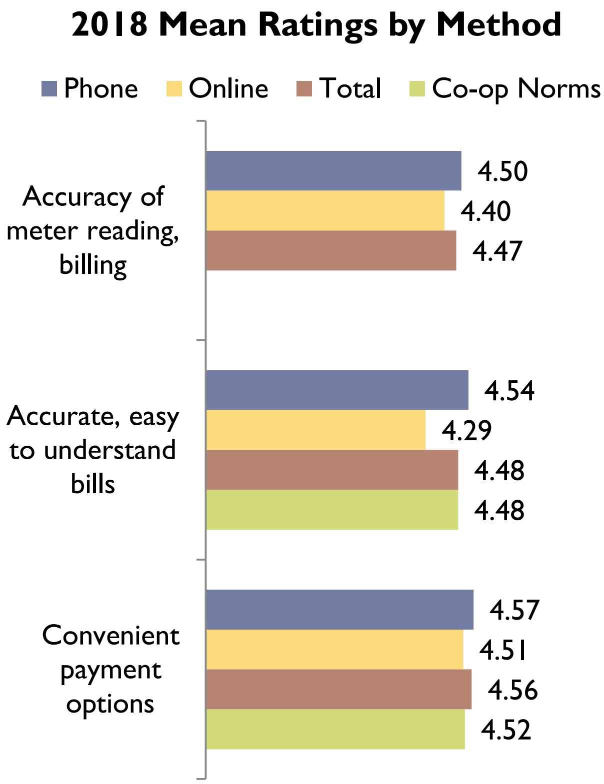
In addition to being higher than the Co-op Norms, *providing consistent voltage* and *keeping members informed on the status of outages* are evaluated significantly higher than the 2014 and 2015 studies.

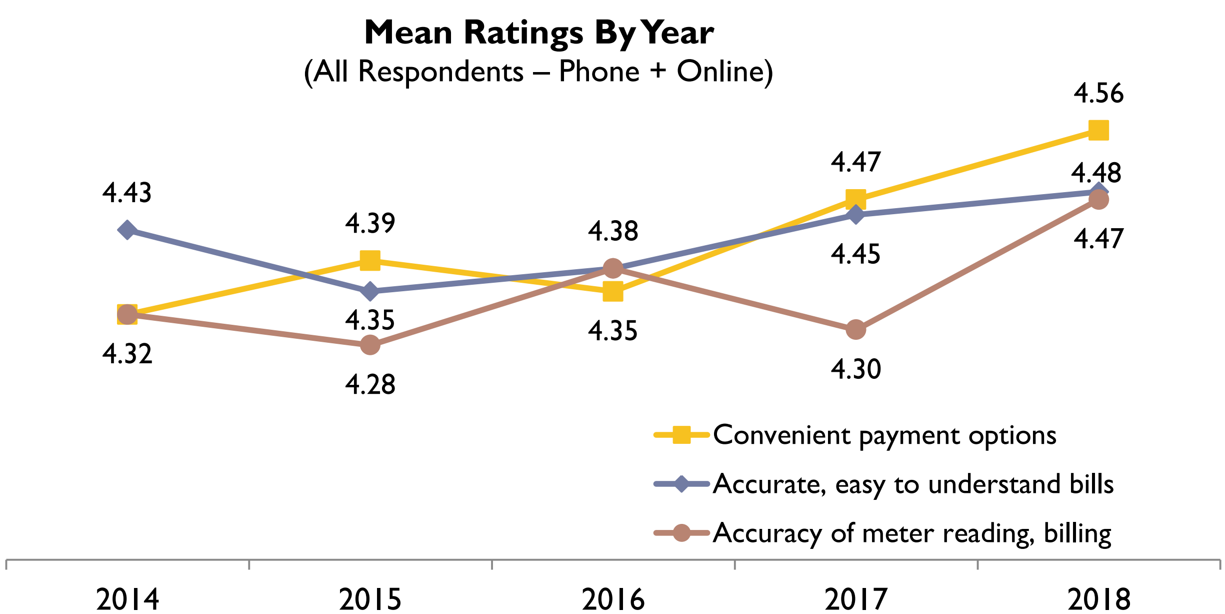


Bills and Payments

The next key driver of overall satisfaction is "Bills and Payments". Again, this is an area in which VEC is rated very well with mean ratings close to or above 4.50.

The accuracy of meter reading and billing is significantly higher than in 2017 as well as 2014 and 2015. *Providing accurate and easy to understand bills* is significantly higher than in 2015 while *having convenient payment options* is significantly higher than the studies between 2014 and 2016.

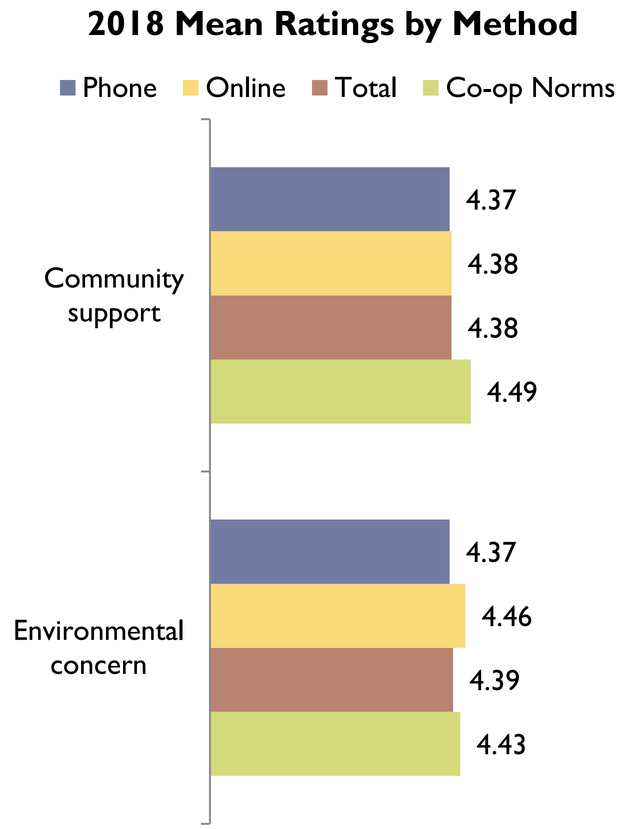


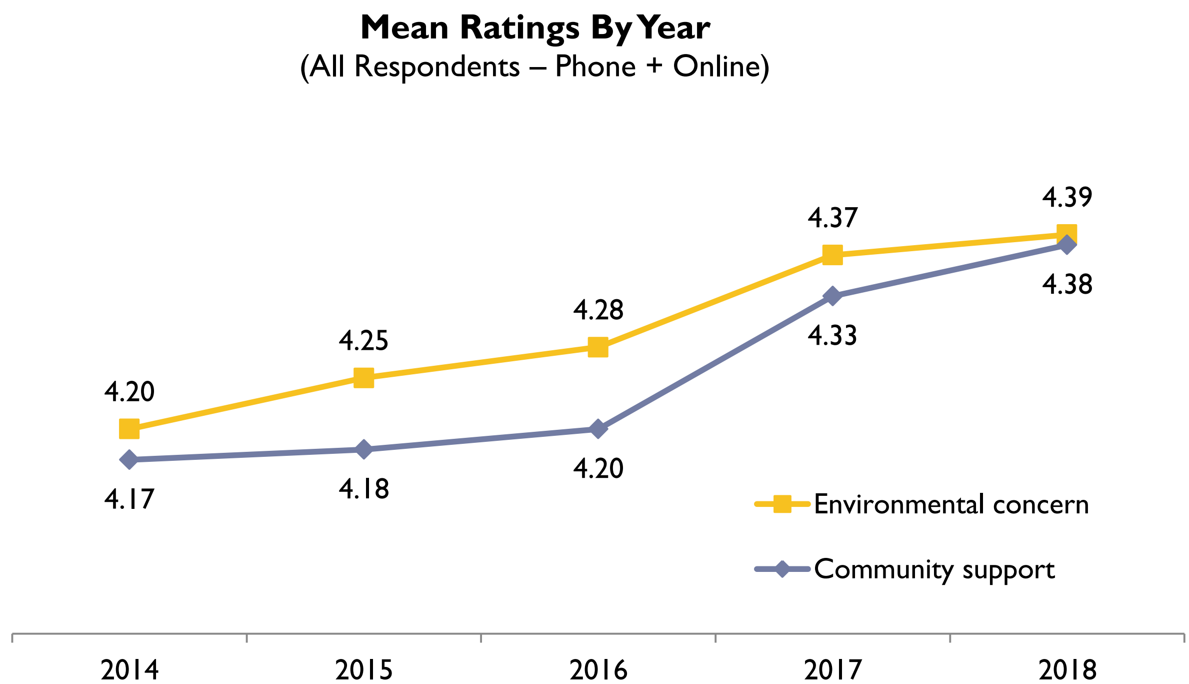


Social Responsibility

"Social Responsibility" is the final key driver of overall satisfaction. Again, this is an area where the co-op is doing very well.

Mean ratings are well above the 4.0 "good" threshold for these attributes. Although *supporting the local community* is lower than the Co-op Norms, it is significantly higher than the studies between 2014 and 2016. *Operating with concern for the environment* is also significantly higher than in 2014 and 2015.

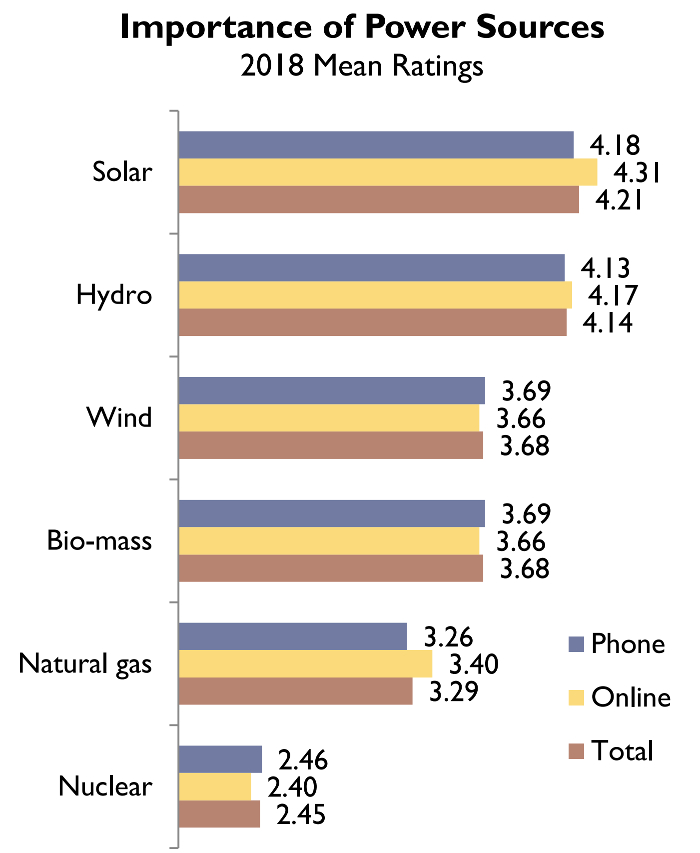


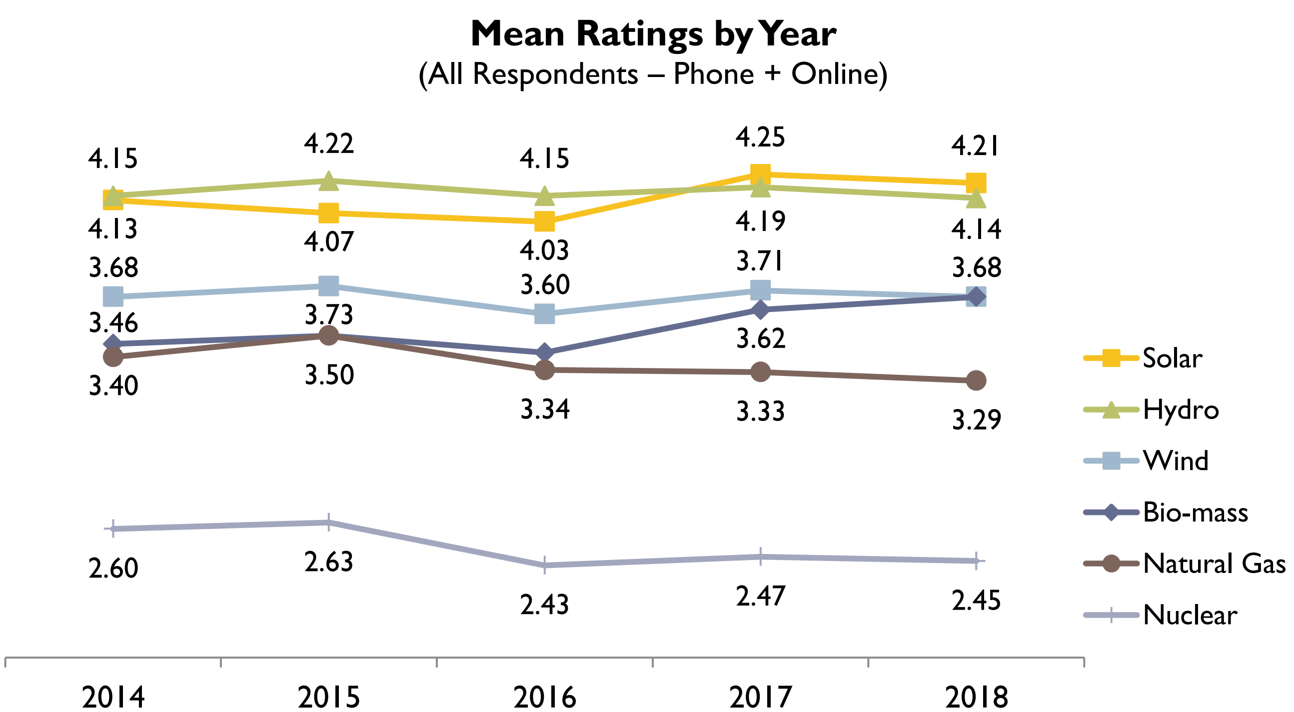


Approximately eight in ten give high ratings ("4" or "5") for the importance of VEC providing power from hydro or solar sources. Importance ratings continue to be lower for wind, bio-mass, natural gas, and especially nuclear.

The importance of providing power from wind has decreased significantly from the 2009, 2010, and 2011 studies. Conversely, the perceived importance of providing power from bio-mass is significantly higher than in 2014, 2015, and 2016. The importance of solar has also increased significantly from 2013 and 2016.

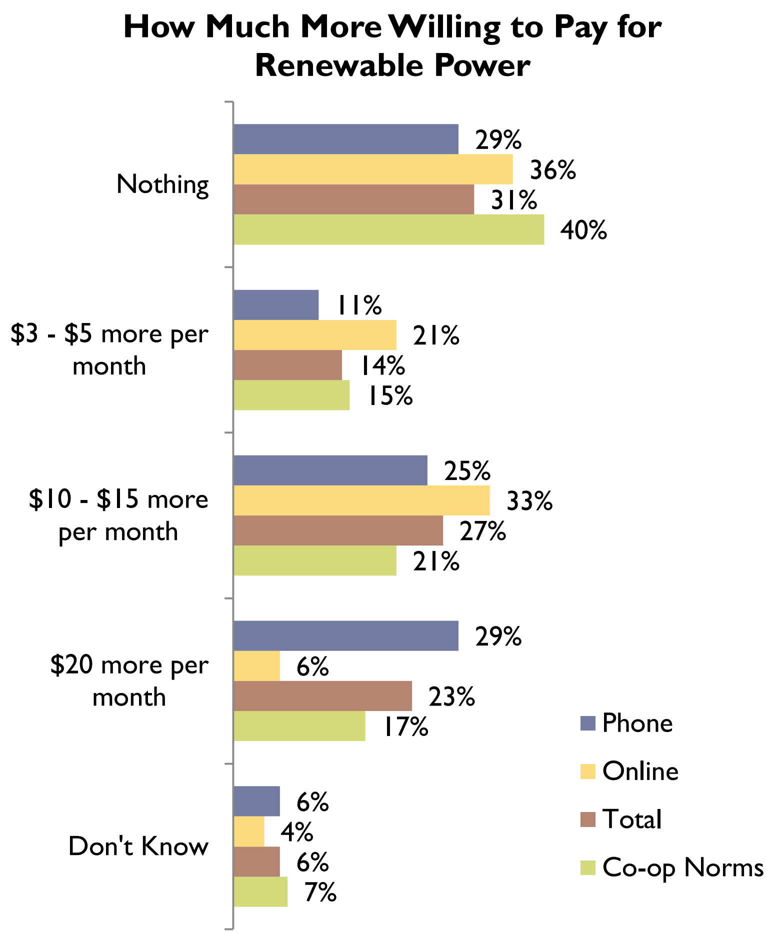
Those more satisfied with the co-op overall place significantly higher importance on natural gas. Females give higher ratings than males for wind and solar power while males give higher ratings for nuclear power. Younger members give higher ratings than older members for wind and solar while older members give higher ratings for nuclear.

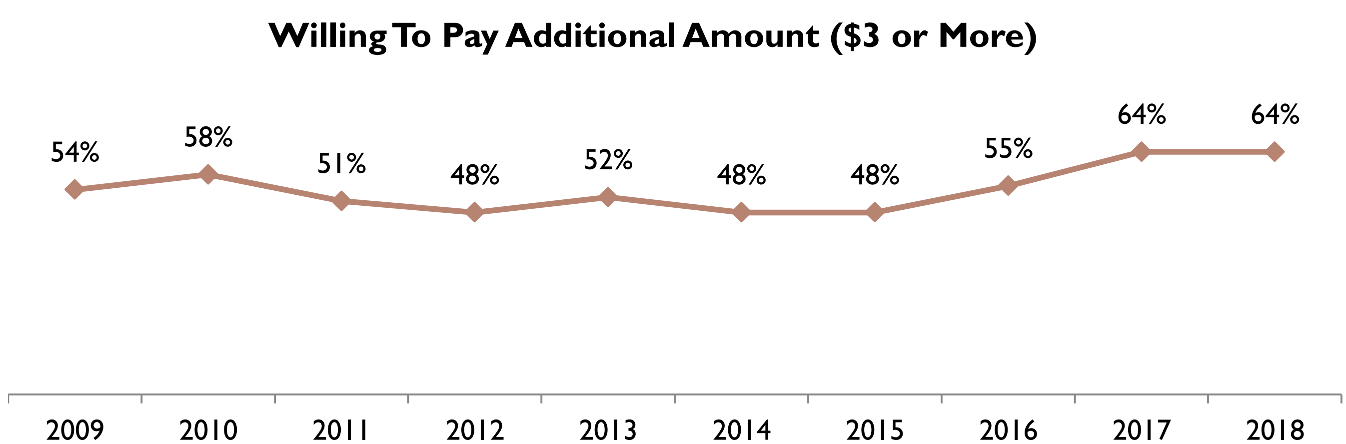




Approximately two-thirds say they are willing to pay something extra each month for renewable energy, including 50% who indicate they would be willing to pay $10 or more per month. The proportion of members who are willing to pay something extra to get renewable power remains significantly higher than all the studies between 2011 and 2016. Not only are members more willing to pay something extra, the proportion of members who say they would pay $20 more per month has also increased significantly, compared to the studies between 2009 and 2015.

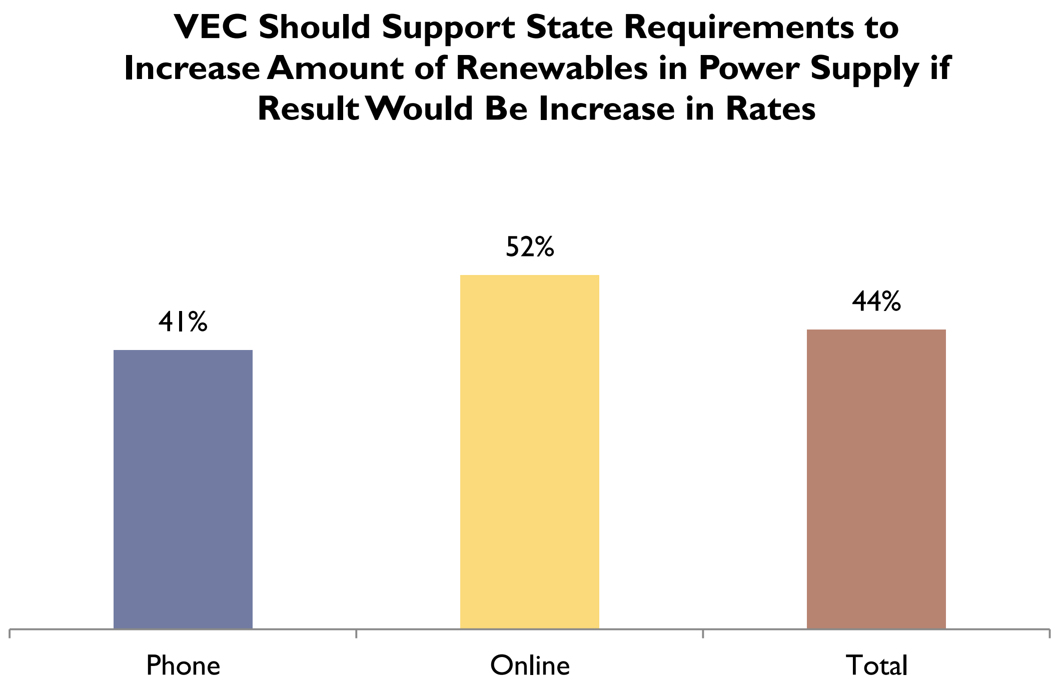
Those more satisfied with the co-op, younger members, those paying lower electric bills, those currently employed, and females are significantly more willing than their individual counterparts to pay something extra.





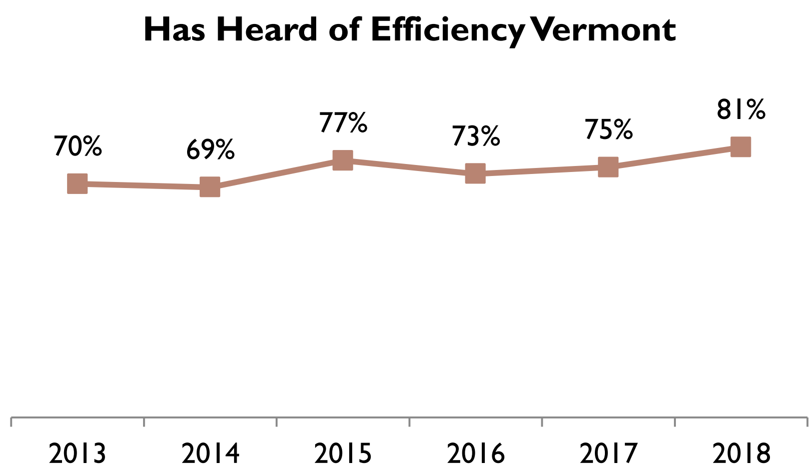
Overall, 44% of the members say that VEC should support state requirements to increase the amount of renewables in the co-op's power supply portfolio even if it would result in increased rates.

Online respondents, those more satisfied with VEC overall, younger members, newer members, and those who are currently employed are significantly more likely than their individual counterparts to say the co-op should support state requirements.



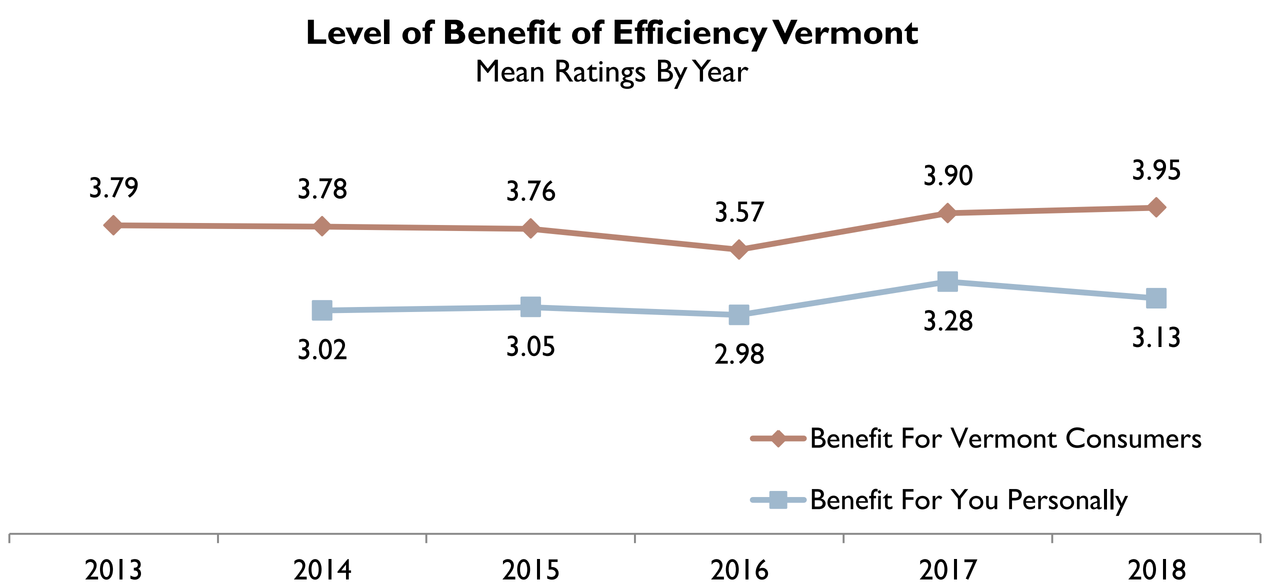
Fully eight in ten say they have heard of the energy efficiency utility Efficiency Vermont. This is significantly higher than in the 2013, 2014, and 2016 studies.

Those paying higher electric bills, homeowners, and those who are currently employed are significantly more likely than their counterparts to have heard of Efficiency Vermont.



Among those aware of Efficiency Vermont, 68% give high ratings for how beneficial it is for consumers. Forty-three percent give high ratings for how beneficial Efficiency Vermont is to them, personally.

Both evaluations are consistent with the 2017 study and the perceived benefit to Vermont consumers is significantly higher than in 2015 and 2016.

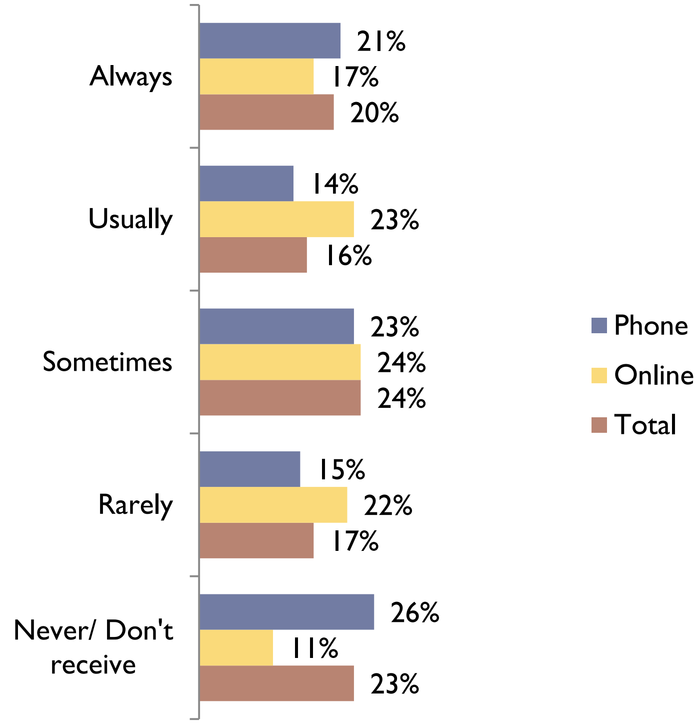


Communication

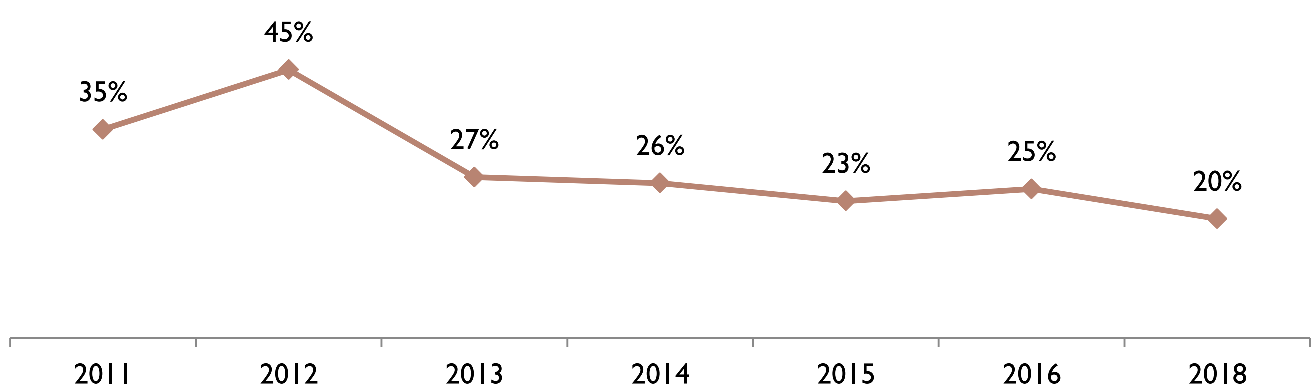
Just over one-third say they always (20%) or usually (16%) read VEC's newsletter *Co-op Life*. Conversely, 23% say they never read the newsletter or don't receive it. Newsletter readership is down significantly from all of the previous studies in which readership was measured.

Older members, those living in smaller households, and retired members are significantly more likely than their individual counterparts to "always" read the newsletter.

How Often Read *Co-op Life*



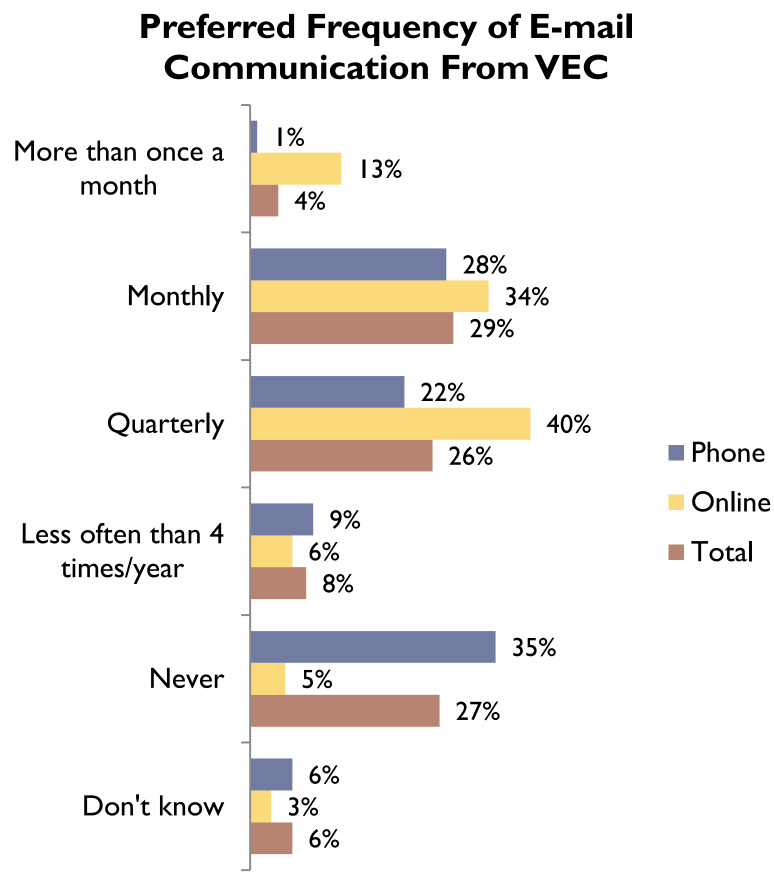
"Always" Read Newsletter
(All Respondents – Phone + Online)

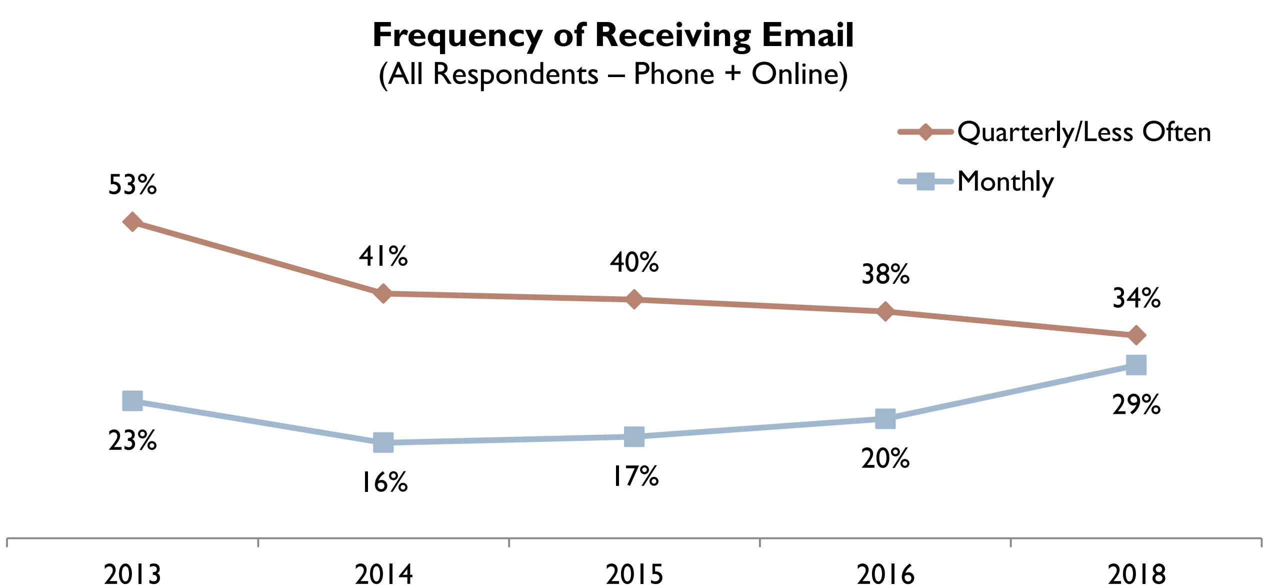


A majority of residential members prefer email communication from VEC on a quarterly (26%) or monthly (29%) basis.

Overall, 27% say they would prefer not to receive email from VEC. Phone respondents are significantly more likely than online respondents to prefer no communication from the co-op.

Members in 2018 are significantly more likely than in previous studies to prefer receiving communication monthly, while those preferring communication quarterly or less often has decreased.

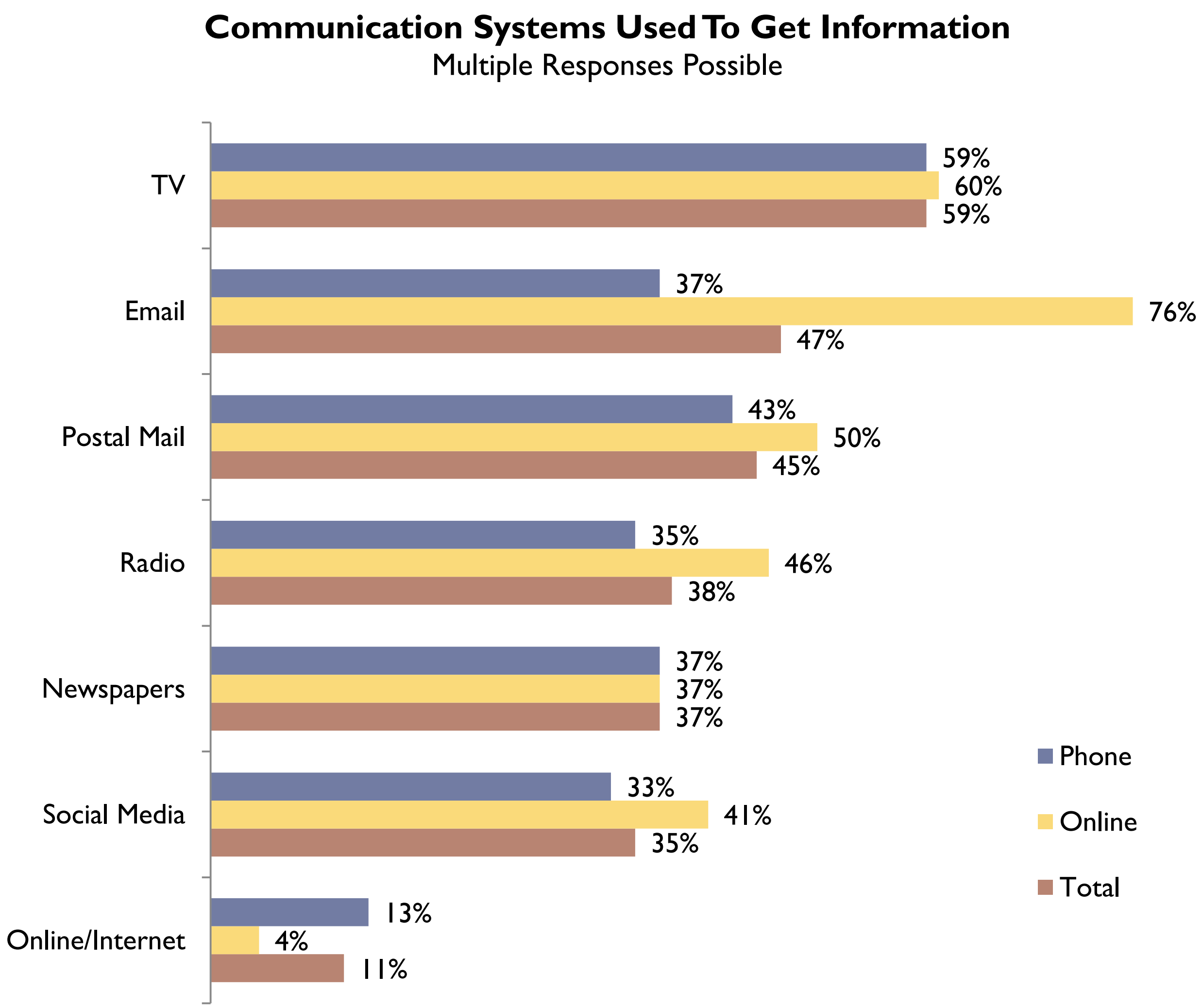




Members are most likely to use television for information followed by email and postal mail. It is not surprising that online respondents are significantly more likely than phone respondents to use email. They are also significantly more likely to use radio.

Note that while it appears that phone respondents are much more likely to use online/internet sources, this response was not included in the list of possible responses and were instead given by the respondents as an "other-specify" response.

Older members, especially those 65 or older, are significantly more likely than younger members to use television while younger members are significantly more likely to use radio, social media, and email.



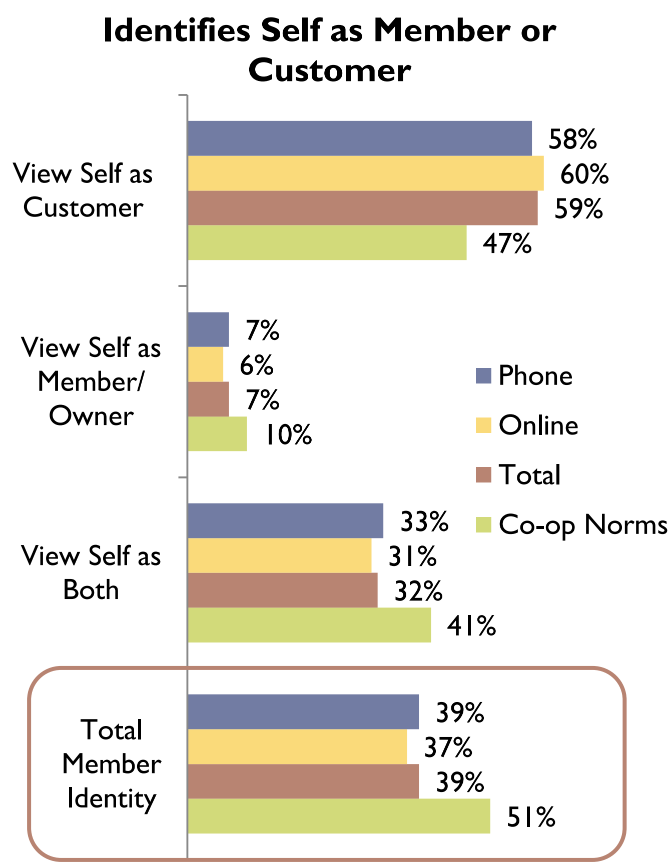
Member Identity

Approximately four in ten have member identity, viewing themselves as a member-owner or both a member-owner and a customer, as opposed to feeling they are just a customer. Total member identity is consistent with recent studies.

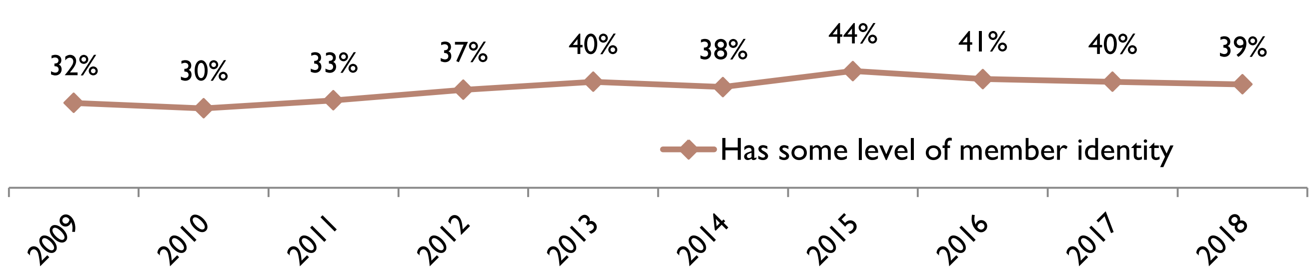
Those who are more satisfied with VEC overall, older members, and those who live alone are significantly more likely than their individual counterparts to have member identity.

Those with member identity are significantly more satisfied than "customers" and give significantly more positive evaluations on most of the performance attributes. "Members" are also significantly more likely to:

- Feel that Efficiency Vermont is beneficial for Vermont consumers as well as for themselves, personally
- "Always" read *Co-op Life*
- Be aware that they may receive a patronage capital allocation through an annual bill credit
- Be aware of bill credits for electric vehicles, heat pumps, heat pump water heaters, and pellet stoves

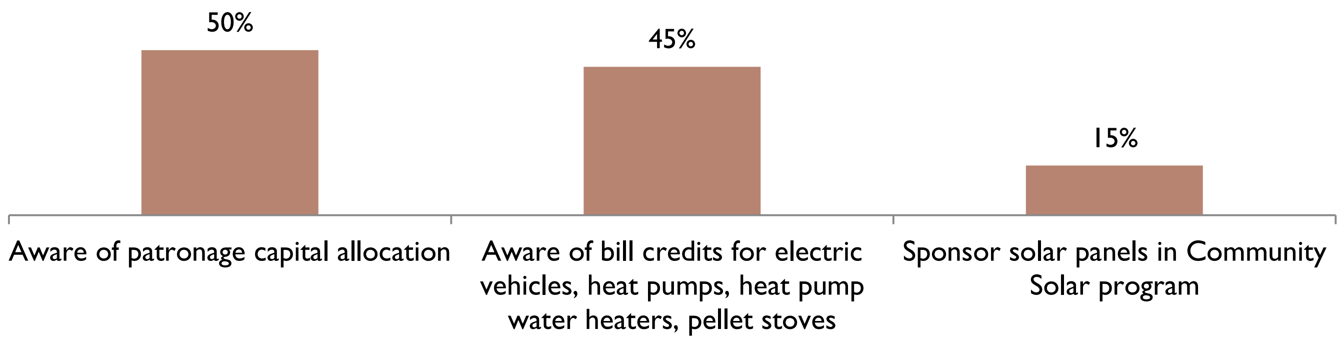


"Members" are also significantly more likely to feel their rates are lower than at other electric companies, while "customers" are more likely to think they are higher.



Half of the members indicate they are aware of the patronage capital allocation they may receive as an annual bill credit; 45% say they are aware of VEC bill credits for electric vehicles, heat pumps, heat pump water heaters, and/or pellet stoves; and 15% sponsor solar panels in VEC's Co-op Community Solar program.

Participation in/Awareness of Co-op Programs and Services



Member segments that are significantly more likely than their counterparts to be aware of or participate in these services/programs include:

- Patronage capital allocation: longer-tenured members and homeowners
- Bill credits for electric vehicles, heat pumps, heat pump water heaters, pellet stoves: online respondents, those paying lower electric bills, and males
- Community solar: online respondents

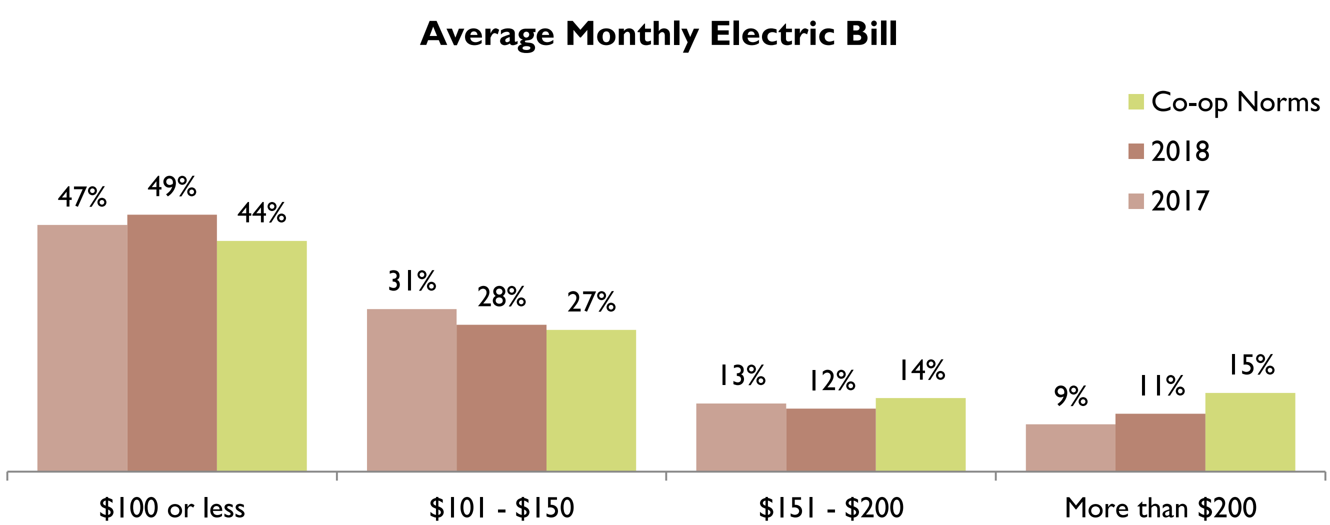
The top reason given for not sponsoring solar panels in VEC's Co-op Community Solar program is they do not know about it. Members not being interested in participating and the cost are also cited often.

Member Demographics and Segmentation

Forty-two percent of the responding members are 65 years of age or older and 53% have received their electricity from VEC for 20 years or more.

The only significant difference between phone and online respondents is that online respondents are more likely to own their home while phone respondents are more likely to rent. Compared to the Co-op Norms, VEC members are longer-served and have lower average monthly electric bills.

	2018 (Total)	2018 (Online)	2018 (Phone)	2017	2016	2015	Co-op Norms
Under 55	34%	29%	36%	35%	35%	34%	35%
55 to 64	25%	29%	23%	27%	24%	27%	25%
65 or Older	42%	42%	42%	38%	41%	40%	40%
Served < 10 Years	25%	26%	24%	28%	25%	23%	31%
Served 10-19 Years	22%	24%	22%	26%	26%	30%	24%
Served 20+ Years	53%	50%	54%	46%	49%	48%	45%
1 or 2 in Household	70%	70%	70%	66%	68%	70%	70%
Employed FT/PT	54%	60%	52%	55%	51%	54%	50%
Retired	40%	36%	41%	39%	41%	40%	42%



Member segments that give significantly higher ratings than their counterparts for their overall satisfaction include those with member identity, older members, those paying lower electric bills, and those living in smaller households.

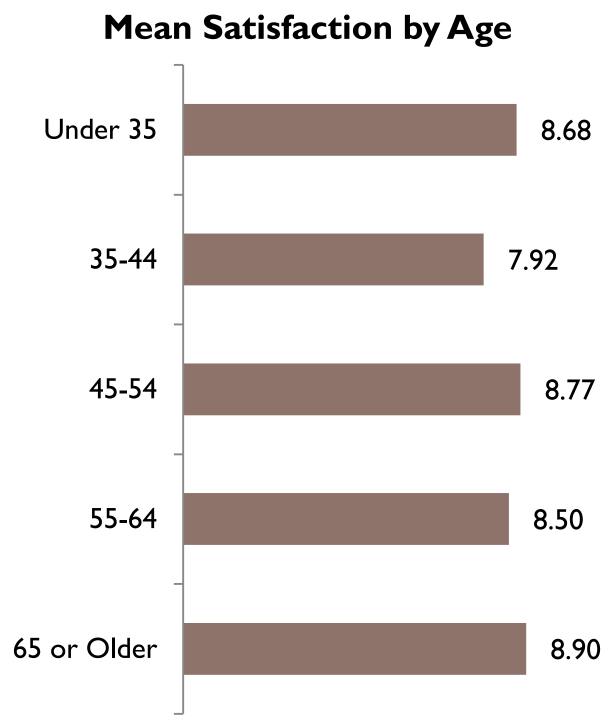
These are also the member segments that tend to give more positive evaluations of the performance attributes, although not all of the differences are statistically significant.

In addition to giving higher satisfaction and performance attribute ratings, older members are significantly more likely than younger members to:

- Feel they are a member-owner of the co-op
- Read VEC's quarterly *Co-op Life* newsletter
- Feel providing power from nuclear power is important
- Give higher ratings for the benefit that Efficiency Vermont has been to them, personally
- Use television to get information

Conversely, younger members are significantly more likely than older members to:

- Have contacted the co-op in the past year
- Feel providing power from wind and/or solar is important
- Be willing to pay more each month to receive renewable power
- Believe VEC should support state requirements to increase the amount of renewables in the power supply even if it would results in increased rates
- User radio, social media, and/or email to get information



Overall satisfaction is highest among members in District 1 with the difference being significant compared to Districts 4, 5, and 6.

Significant differences in the attribute ratings and other questions are shown in the table below.

Significant Differences by District		
Attributes	**Highest Ratings**	**Lowest Ratings**
Overall customer service provided	1, 7	5, 6
Delivering good value for the money	1, 2	4, 6
Resolving any issues or problems	1, 3, 7	5
Having professional employees	1, 7	5
Demonstrating concern for customers' best interests	1, 2, 3	4
Communicating, keeping members informed	7	4, 5, 6
Operating with concern for the environment	1, 2	4
The speed and efficiency of responding to customers	7	2, 4, 5, 6
Courtesy, understanding, helpfulness of employees	7	6
Keeping blinks, momentary outages to a minimum	1, 2, 3, 7	4, 5
Keeping number of longer outages to a minimum	1, 2, 3, 6, 7	4, 5
Reliability of service, frequency of interruptions	1, 2, 7	4, 5
Restoration of power after an outage	1, 2, 3, 7	4, 5
Keeping members informed on the status of outages	1, 2	4, 5, 6
Providing consistent voltage without surges, brownouts	7	5
Charging reasonable rates	1	3, 4, 6
The monthly service fees	1, 2, 7	4
Having convenient payment options	7	6
Other		
Rates are higher than other electric companies	4	1, 2, 3
Contacted co-op in past year	5	1, 2, 3, 6, 7
Wind power important	5	3
Solar power important	5	1, 6, 7
Hydro power important	1, 2, 3	7
Natural gas important	3	4, 5
Willing to pay more for electricity from renewables	5	1
Heard of Efficiency Vermont	2, 3, 4, 5	1, 6, 7
VEC should support state req. to increase renewables	4, 5	1, 3
Always read Co-op Life	3, 5	2
Aware may receive patronage capital allocation	3	1, 4, 6, 7
Aware VEC offers bill credits for electric vehicles, heat pumps, heat pump water heaters, pellet stoves	5	1, 2, 6

Verbatim Comments

At the conclusion of the survey, members were given the opportunity to share any comments, concerns, or questions they had. Forty-two percent of the respondents offered input.

Among those who commented, the following table provides a breakdown of the subjects mentioned and the number of comments that were positive, negative, or neutral. A full listing of comments can be found in Appendix B.

Subject/Topic	Total # Comments	Positive	Negative	Neutral
Operations/Engineering	54	36	15	3
Overall Satisfaction	44	41	0	3
Rates/Fees	35	3	28	4
Renewable Energy	21			
Member Services/Marketing/Communication	19	14	1	4
Newsletter/Information	11	5	1	5
Energy Efficiency/Energy Audits	8	3	3	2
Billing/Finance	8	1	4	3
Co-op Membership/Member Identity	7	3	1	3
Management/Board	6	1	3	2
Additional Services	3	0	0	3
Community Support	1	0	0	1