



# 2022 Member Survey Results

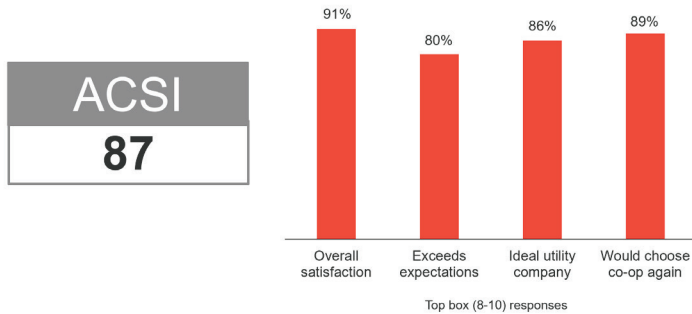
## Performance



Trustworthiness	Overall management	Truly cares about members
9.3	9.1	9.1

WREA is pleased with the increase in scores including the Cooperative Attitude and Performance Score (CAPS) of 91, scoring 9.3/10 in trustworthiness, 9.1/10 overall management and 9.1/10 for care for its members. This CAPS score of 91 is up from 89 in 2020. The most positive responses are associated with friendly and courteous employees, ease of doing business with the cooperative, overall reliability, and commitment to the Meeker community.

## Satisfaction



WREA's ACSI (American Customer Satisfaction Index) score for overall satisfaction was also 91% with a combined ACSI score of 87 up from 86 in 2020. The compiled ACSI score includes satisfaction with electric rates, exceeding consumer expectations, and comparison to the ideal utility.

Thank you to all the WREA members who participated in the 2022 Member Survey. We asked, you took the time to fill out the survey, and we listened. Inside Information conducts WREA's Member Survey and randomly selects 300 members to complete the on-line survey.

Many of the questions are "canned" based upon electric cooperative and national survey standards. These questions allow WREA to be compared to other electric cooperatives as well as other companies such as Apple, Walmart etc. WREA also asked questions unique to WREA's membership. Surveys highlight member trends and provide an important opportunity to hear directly from our membership.

WREA's CAPS and ACSI scores exceed the national average for member/customer satisfaction. In comparison, Apple's ACSI score is 80, Southwest Airlines is 79, and the national electric cooperative average is 73. The average CAPS score for electric cooperatives is 89 with the low at 79.

## Other Survey Areas of Interest:

- Respondents interest in investing in energy efficiency increased since 2020 with 79% stating they'd invest if its saves money as well as 15% are willing to invest even if doesn't save money.
- 72% of those surveyed want to see WREA expand its renewable energy programs.
- 36% of those surveyed either own an electric vehicle or plan to buy an EV within the next five years.
- Respondents indicated that being able to receive capital credits and elect board members are the two most important cooperative benefits.
- 56% of those surveyed utilize SmartHub to pay their bill, receive information and manage their electric account.
- Of those surveyed, the average length of electric service with WREA is 19 years and 35% have been a members for more than thirty years.
- The median age of those surveyed was 62 years with 6% of respondents between the ages of 25-34, 12% between 35-44, 13% between the ages of 45-54, 24% 55-64, 31% between ages of 65-74, and 14% over 75 years old.
- 83% of the respondents have either some college, college or graduate degrees.
- 37% of respondents were retired, 22% identified as professionals, with 18% of respondents employed by blue collar jobs, 13% with white collar jobs, 8% of respondents are in ranching and 2 % unemployed.

WREA received comments from about one-third of the total respondents. While the majority were very positive some raised important questions about trends in the electric industry and asked questions of WREA. Compliments are appreciated but the critical comments are equally important. This process gives WREA a great opportunity to address specific concerns and improve communications with our membership. The Survey comments primarily fell into five categories.

## Five Member Comment Themes:

### "Great Job WREA"

Several respondents took the opportunity to compliment WREA's line crews and front office staff; specifically the personalized attention members receive when working with the front office, extending service or when restoring power. Many also shared appreciation for WREA's commitment to community programs, local events, and the Meeker School District.

### "Don't Understand the Service Charge"

Members commented on WREA's monthly Service Charge which is \$15.00 for residential and single phase small commercial. The monthly Service Charge is a facilities charge for the infrastructure that supports each meter including the meter, the poles, electric lines and general system maintenance. This is not a tax or other form of a fee. Please call WREA if you have additional questions about the Service Charge.

### "Why is the WREA front office closed on Fridays?"

A few members commented on WREA's front office being closed on Fridays. WREA's employees have worked four, ten-hour days since the 1980s with rotating crews to keep the front office open on Fridays. WREA closed its front office for two months during the pandemic. WREA reopened the front office to the public in June 2020 but determined to keep the front office closed on Fridays. With recent retirements, today's staff is working more efficiently than ever with fewer employees. The goal to maintain reliability and quality customer service while doing more with less is balanced by our goal to keep rates stable. WREA has not had a rate increase in over four years. In addition, our member patterns have also evolved. Over half of WREA's members pay their monthly electric bill on-line and member traffic at the front counter dramatically declined during and following the pandemic. The Board and management made the decision that it is in the financial best interest of the company not to reopen the front office on Fridays. Members may drop payments off at the front door drop box and are encouraged to utilize the online Smarthub functions. Call or stop by the office Monday through Thursday for personalized assistance.

### Reliability

Members responded favorably to WREA's ability to quickly restore power during outages and WREA's overall electric system reliability is 99%. Members also commented on an increase in blinks and power outages in the rural areas. Weather continues to be the biggest cause of blinks and outages, but in recent years WREA has taken proactive measures during wildfire season to put its system on "fire settings" which has increased temporary outages and blinks. Fire settings make the electric system more sensitive to line interferences which help WREA prevent sparks or the spread of wildfires. Advanced use of technology and system coordination will help reduce these issues. WREA appreciates everyone's patience and cooperation as it works to proactively address the dangers of wildfires.

### Generation Sources and Energy Industry

Member trends indicate an increased interest in support for energy efficiency programs, electric vehicles and renewable projects, but there is no doubt that WREA remains an "energy" community with strong support for the coal, oil and gas industries and employees. WREA shares and applauds this support for our energy community. The reality is that WREA and its wholesale power supplier, Tri-State Generation & Transmission (Tri-State) are subject to state and national regulatory mandates. These mandates have the greatest impact on the generation side of the electric business. In January 2020, Tri-State announced its plan to close the Colowyo Mine and the Craig Power Plant by 2030. This was a difficult decision for Tri-State driven by mandates with real consequences for northwest Colorado and the Meeker community. WREA continues to advocate for our area by encouraging Tri-State and the State of Colorado to support our communities during this ten-year transition.

WREA's loads have declined by 20-25% in recent years due to the reduction in our oil and gas loads. WREA works behind the scenes to support our oil and gas community including consistent communication with our oil and gas members and participation in state oil and gas commission committees.

It is WREA's job to provide members safe, reliable, affordable and responsible electric service and we take that obligation seriously. Through diligent planning and commitment to our core values, WREA believes that Tri-State and WREA are well situated to continue to provide safe, reliable and affordable power well into the future.

WREA is proud of the great work our employees do each day to serve our membership which is highlighted throughout the survey. WREA will utilize the survey information to help us better serve our membership. Please call WREA's General Manager, Alan Michalewicz at 970-878-5041 if you have additional questions about the survey or with other questions and comments.

**WREA Member Appreciation Event & Annual Meeting:** WREA is looking ahead to the summer and WREA's second Annual Member Appreciation Event on Friday, July 22, 2022. It will once again be on the RBC Courthouse lawn with food, membership gifts, and music. Director elections will be held by mail-in ballot on September 14, 2022, with two directors from the Rural District and one from the Town of Meeker up for election. You can find more information about these events on our website at [www.wrea.org](http://www.wrea.org). Thank you again to our membership.