

Member Engagement Survey 2025



We want your feedback! North West REC exists to provide our members with safe, reliable and affordable electricity. As a member owned electric cooperative, we value your feedback and input to ensure that we are meeting your needs now and in the future. We are conducting a member satisfaction survey to gauge how we are doing.

Through our partnership with Touchstone Energy, we are using the American Customer Satisfaction Index (ACSI) to conduct the survey and benchmark our results. The ACSI is the only national cross-industry measurer of customer satisfaction in the United States.

This is a voluntary survey. In addition to the four ACSI questions, we are asking a few other questions that will assist us with our attempts to continue to improve our overall member engagement. We would appreciate your participation. You can complete this survey online at our website www.nwrec.coop. A drawing for a Blackstone grill and a Frosted Frog 54 quart cooler along with eight (8) \$100 bill credits will be held for all completed surveys returned by May 31, 2025.

For future improved communication opportunities, would you please provide the following optional information? (This information will only be used by NWREC and not shared with any other entity.)

Name(s) on account: _____ Account Number: _____

Address: _____ Email: _____

Cell Phone(s): _____ Home Phone: _____

Please circle all answers.

1. The age of the person completing this survey: **18-30** **31-45** **46-60** **61+**

2. Communication with our members is very important.

- | | | | | | | | | | |
|---|-----------------|------------|-----------|------------------|------------|-----------|----------------|----------------|-----------|
| a. Do you read our monthly newsletter? | | | | | | | YES | NO | |
| b. Do you find the newsletter informative? | | | | | | | YES | NO | |
| c. Do you read the IAEC "Living with Energy in Iowa" magazine? | | | | | | | YES | NO | |
| d. Do you prefer to receive NWREC's Annual Report by mail or is it acceptable to only post it on our website? | | | | | | | mail | website | |
| e. Do you use social media? | Facebook | YES | NO | Instagram | YES | NO | Twitter | YES | NO |
- please list other forms of social media you use: _____

3. We continue to try to find ways to encourage our younger and newer members to participate in the Cooperative's Annual District Meetings, Member Appreciation Day events, and programs.

- | | | | | | | | | |
|---|----------------------|------------|-----------|----------------------------|------------|-----------|------------|-----------|
| a. Have you attended an Annual District Meeting or a Member Appreciation Event in recent years? | | | | | | | YES | NO |
| b. Which of the following are important for your decision to attend one of these events? | | | | | | | | |
| | Meal | YES | NO | Information Meeting | YES | NO | | |
| | Entertainment | YES | NO | Door Prizes | YES | NO | | |

c. Suggestions for changing the format to attract more members to attend these events: _____

4. Are you aware that NWREC offers rebates on energy efficient heating/cooling systems & other energy efficiency measures?

- | | | | | | | | | |
|---|--|--|--|--|--|--|------------|-----------|
| | | | | | | | YES | NO |
| a. If you have received a rebate, did it impact your buying decision? | | | | | | | YES | NO |
| b. Would you like more information on our rebate program? | | | | | | | YES | NO |

5. NWREC offers a SmartHub program that gives our members the ability to pay their bill, check their usage, report service issues & contact NWREC from their mobile device or the Web.

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|---|--|--|--|--|--|--|-----------------------|------------------|----------------------|
| a. Are you using this service? | | | | | | | YES | NO | |
| b. If you are using it, how is it working for you? | | | | | | | Very Satisfied | Satisfied | Not Satisfied |
| c. If you sign up for SmartHub, you are able to receive text messages about outage restoration. Is this something that interests you? | | | | | | | YES | NO | |

6. Renewables - NWREC's power supply mix through WAPA & Basin now includes nearly 45% hydro, wind, and other renewables.

a. How would you rate our current renewables involvement? **Good Too involved Not involved enough**

7. NWREC has purchased an electric vehicle (EV) and is offering a rebate for EV chargers.

a. Have you considered purchasing an EV for yourself? **YES NO**
b. Do you think you may purchase an EV in the next 5 years? **YES NO**

8. Are you aware that NWREC has a new mobile app? YES NO

We encourage all of our members to download this App to stay up to date with the most current information from your Cooperative.

9. Do you have access to High Speed Internet YES NO

10. What other services would you like to see NWREC provide? _____

11. How would you rate your level of satisfaction with NWREC's:

("10" means "very satisfied" and "1" means "very dissatisfied".)

a. **Billing system Very satisfied 10 9 8 7 6 5 4 3 2 1 Very dissatisfied**

comments: _____

b. **Service Reliability Very satisfied 10 9 8 7 6 5 4 3 2 1 Very dissatisfied**

comments: _____

c. **Energy Efficiency Programs Very satisfied 10 9 8 7 6 5 4 3 2 1 Very dissatisfied**

comments: _____

d. **Communications Very satisfied 10 9 8 7 6 5 4 3 2 1 Very dissatisfied**

comments: _____

12. Customer satisfaction means many things. We would like feedback regarding your overall satisfaction with NWREC.

a. Please consider all your experiences to date with NWREC. How would you rate your level of satisfaction with NWREC?

Very satisfied 10 9 8 7 6 5 4 3 2 1 Very dissatisfied

b. To what extent has NWREC fallen short of your expectations or exceeded your expectations?

Exceeds your expectations 10 9 8 7 6 5 4 3 2 1 Falls short of your expectations

c. Forget NWREC for a moment. Now, imagine an ideal utility company. How well do you think NWREC compares with that ideal utility company?

Very close to the ideal 10 9 8 7 6 5 4 3 2 1 Not very close to the ideal

d. Assume for the moment, that you could choose from among more than one utility company. The next time you are going to choose a utility company, how likely is it that it will be NWREC?

Very likely 10 9 8 7 6 5 4 3 2 1 Very unlikely

13. Other comments or suggestions: _____

Thank you for completing the survey!