



OPALCO Member Survey 2018

Key Findings Overview

Project Goal

**Measure member awareness and satisfaction
for services and tools OPALCO provides
and gain an understanding of unmet needs.**



Survey Details

A 46-question survey was released to the OPALCO member base on April 17, 2018, and was closed on July 15, 2018. Members were contacted via email, phone and visits to senior centers and civic meetings. Members were offered a credit of \$5 on their bill for participating.

The final sample size was 1,080 respondents, about 10% of the OPALCO member base.

Statistical analysis was conducted using advanced modeling techniques.



Survey Key Takeaways

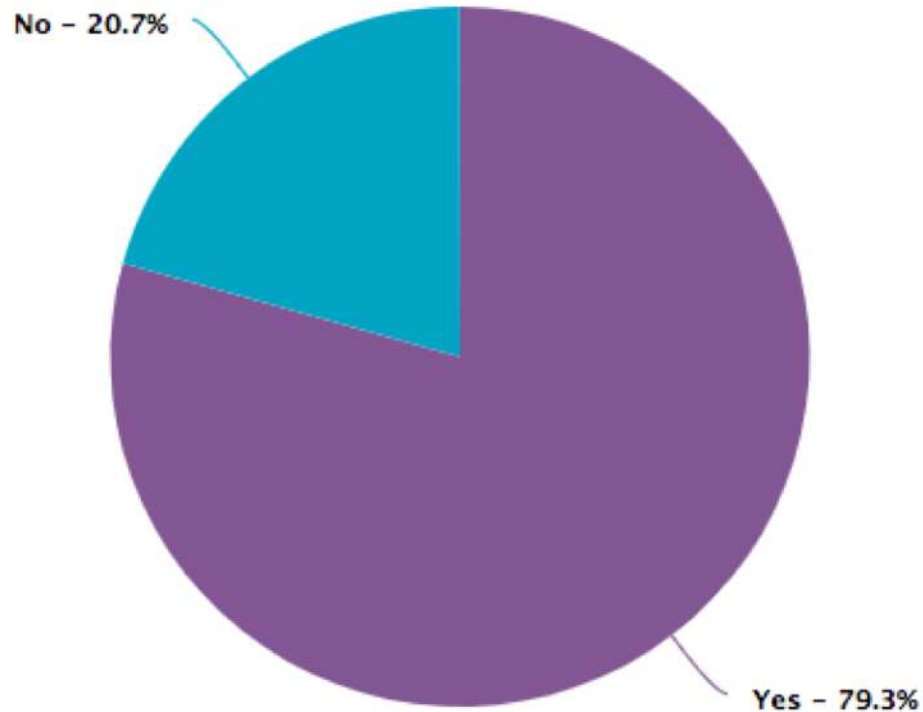
- Majority of members feel OPALCO is reliable and, as long as their lights are on, they're happy.
- The dissatisfied members continue to cite rising costs, lack of transparency and power outages.
- The purchase of Rock Island is a reason for both satisfaction and dissatisfaction, even for members who approve of OPALCO itself.



Demographics



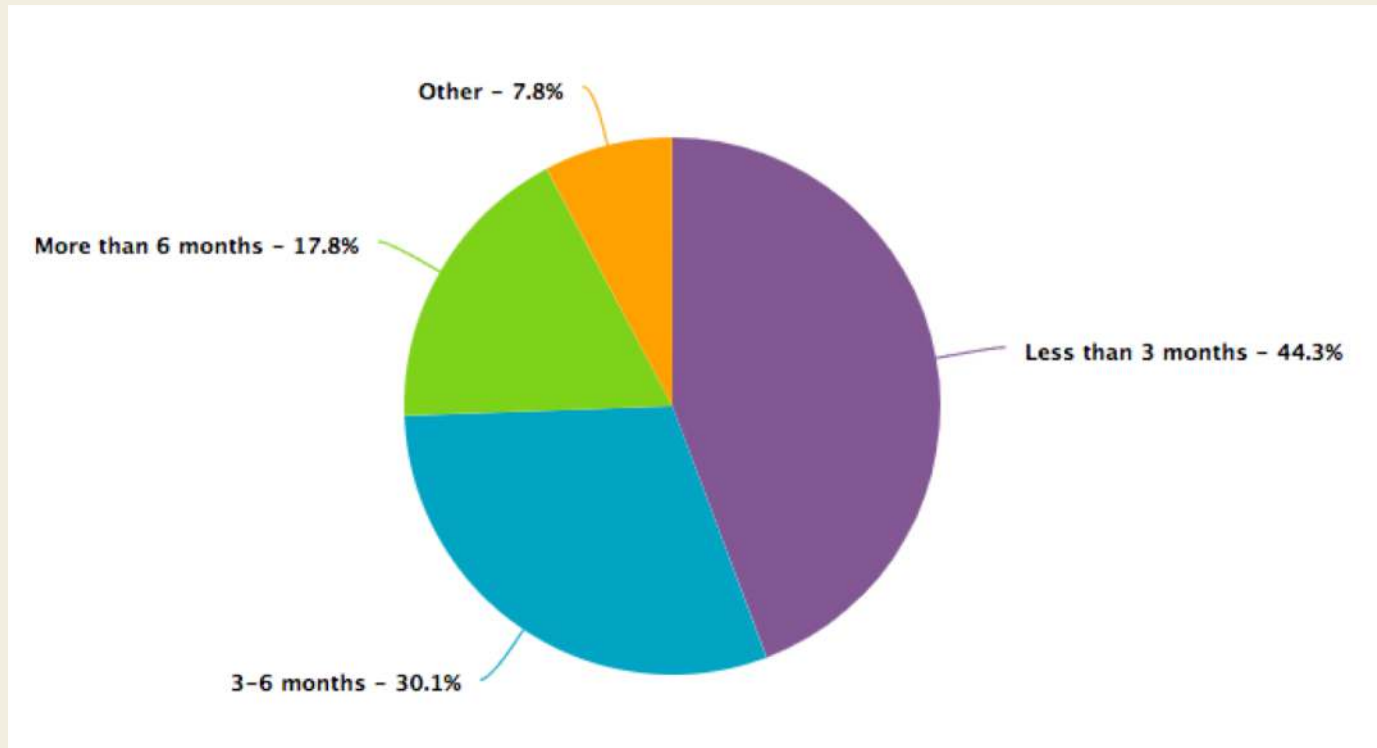
Full-time Resident?



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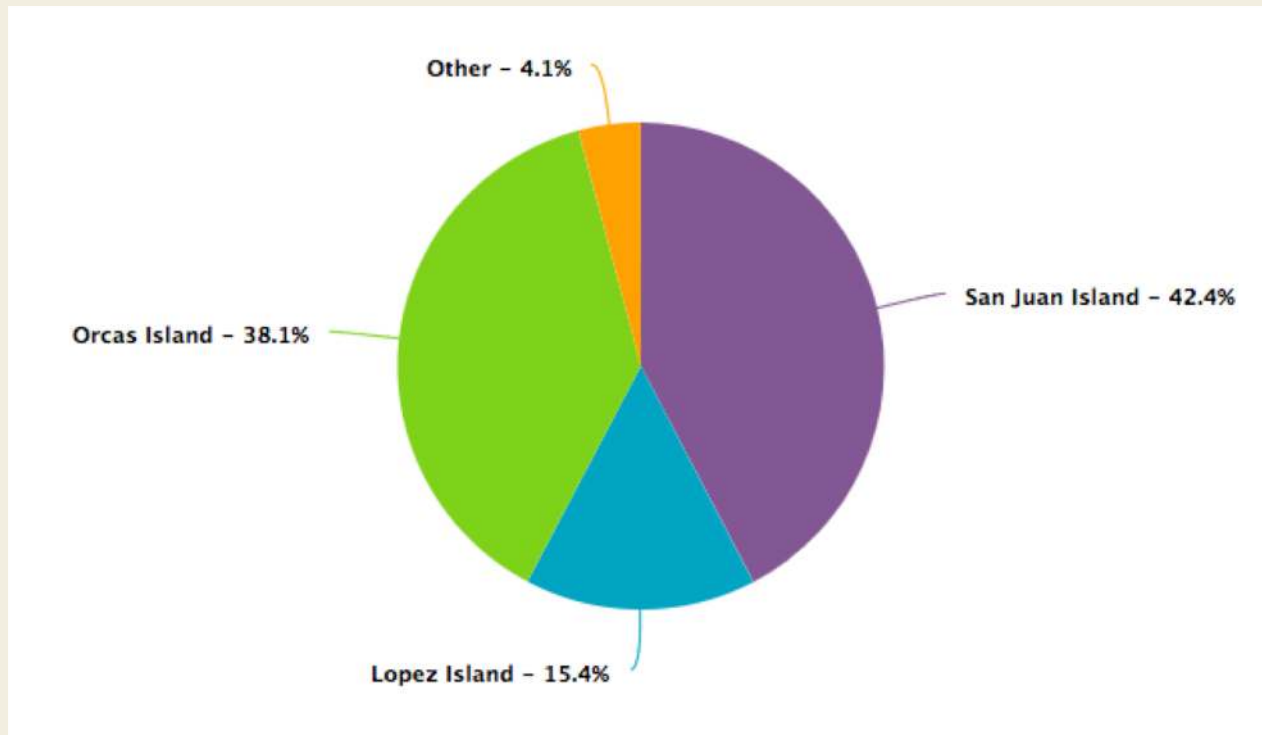
Months Per Year On Island



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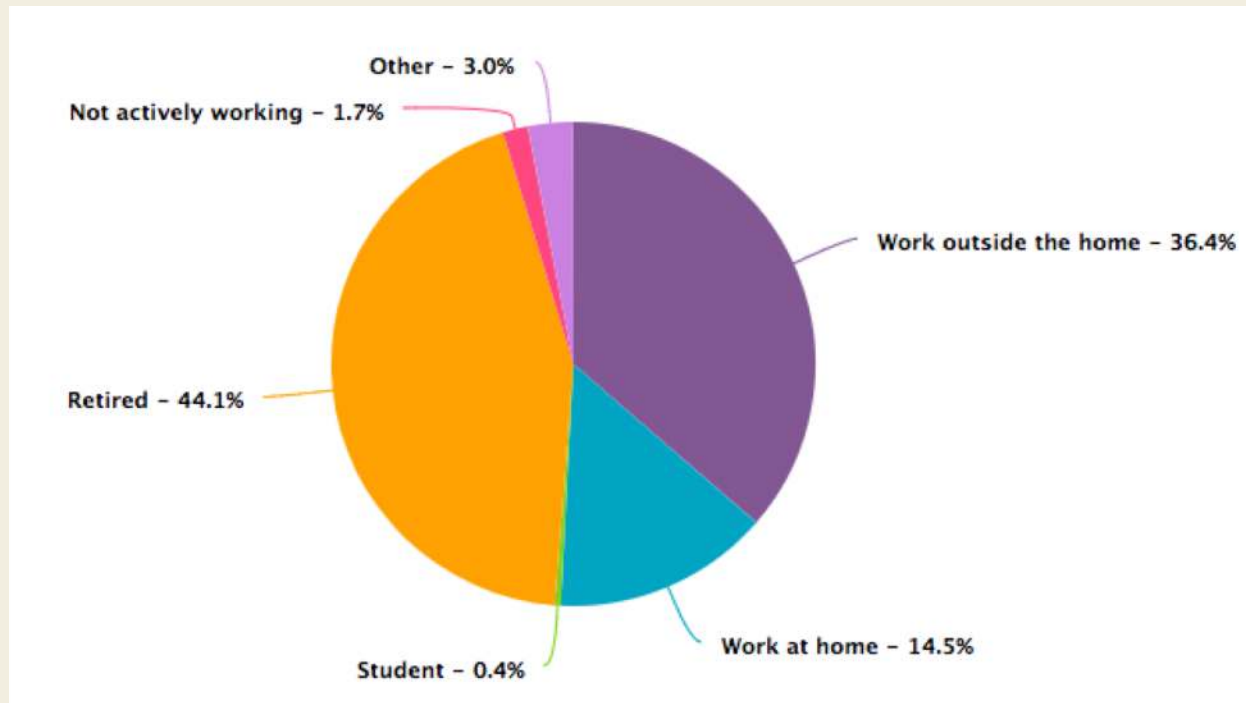
Island You Live On



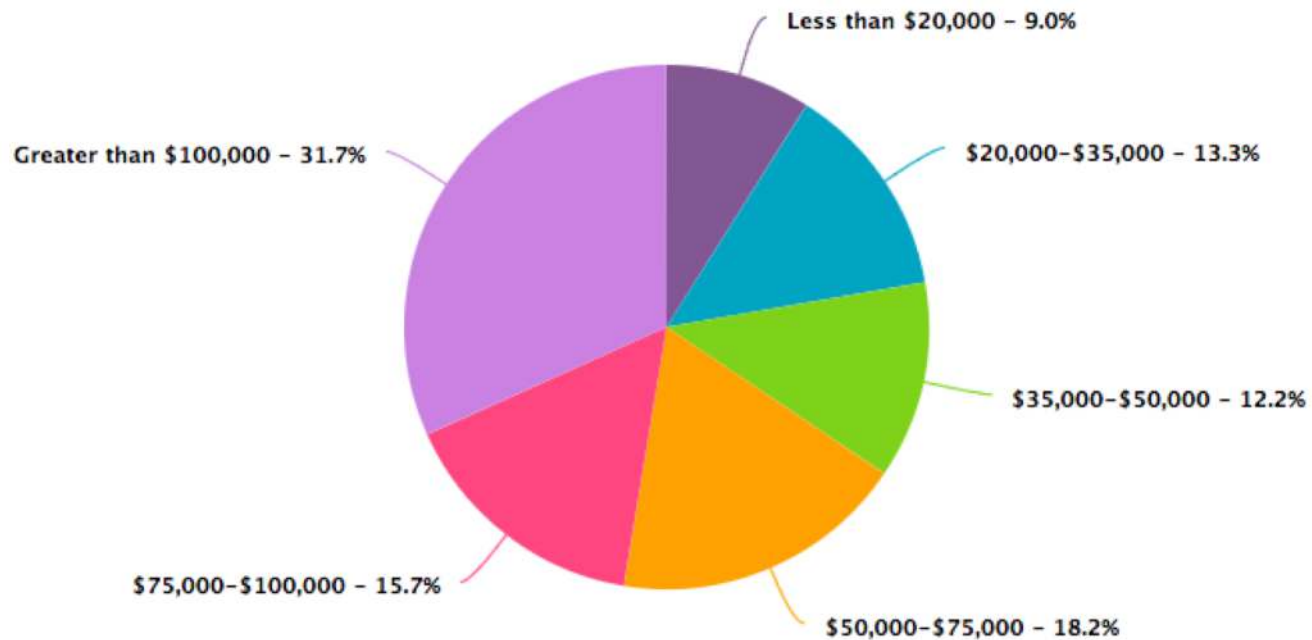
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Work Status



Household Income



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Satisfaction & Trust

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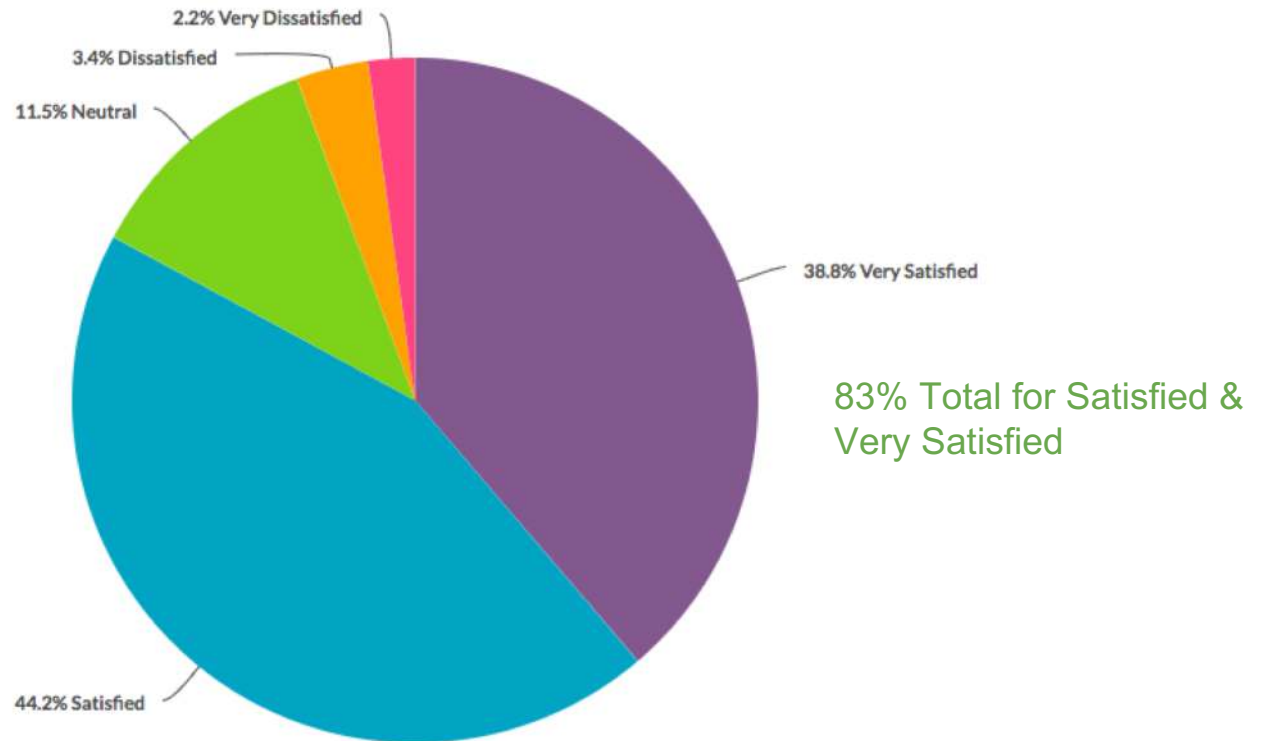


Key takeaways

1. **Satisfaction is very high. Key drivers of satisfaction are: keeping members informed, taking members' opinions into account, and rapid problem resolution.**
2. **Greatest areas of dissatisfaction are in keeping members informed, rising costs and the call center.**
3. **Co-op designation strongly matters to members, and don't want OPALCO to move away from the co-op character.**



Overall Satisfaction

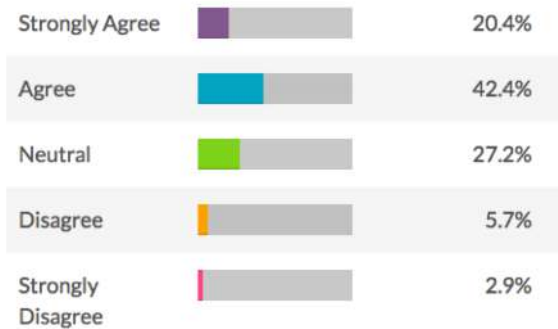


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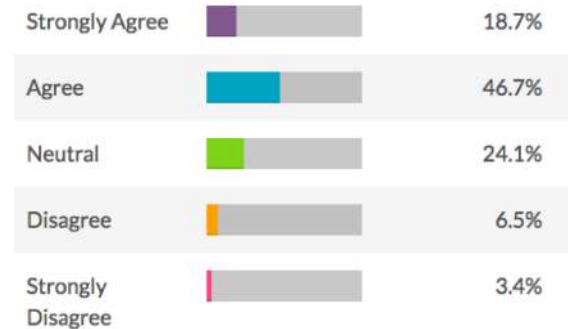


Trust

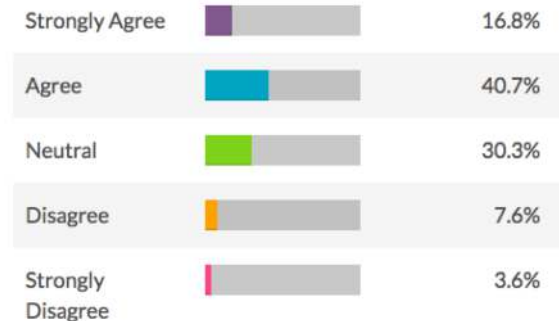
High Integrity



Run Efficiently



Do the Right Thing



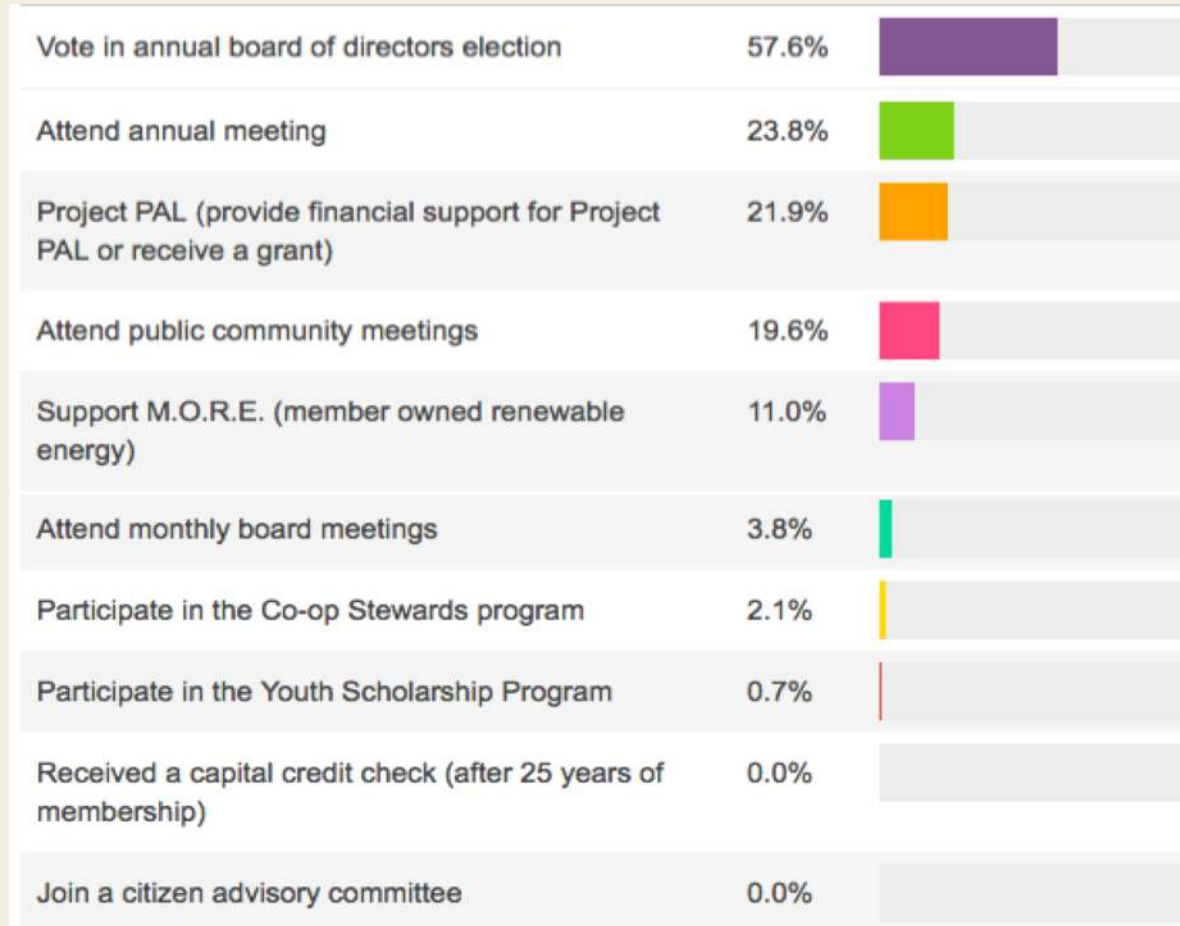
Performance Ratings

	Satisfied	Neutral	Dissatisfied
Overall member service	88%	9%	1%
Courtesy and helpfulness of employees	86%	8%	0.90%
Restoration of power after an outage	85%	11%	3%
Reliability of electric service	83%	13%	4%
Highly trained, professional employees	82%	11%	6%
Communicating, keeping members informed	80%	12%	2%
Environmental concern	77%	17%	4%
Speed and efficiency of responding to members	74%	14%	9%
Communicating outages	73%	16%	4%
Resolving issues/problems	73%	13%	3%

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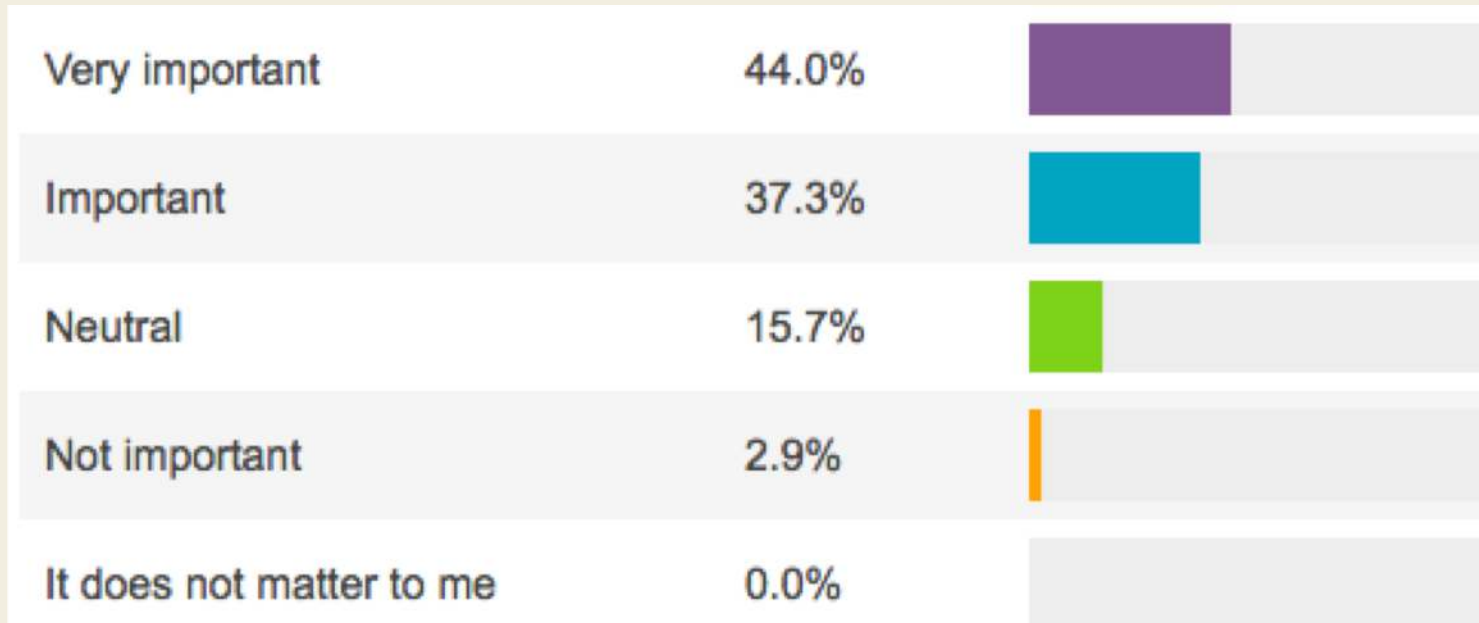
Member Participation



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Importance of Co-op Classification



Satisfied Member Perceptions

- Small and well-managed company
- Good local people and customer service
- Doing the best they can with a critical public service in remote area



Dissatisfied Member Perceptions

- Service is good but rates are high
- Less listened too; less of a co-op
- People answering phones don't listen or have accurate information



Communication

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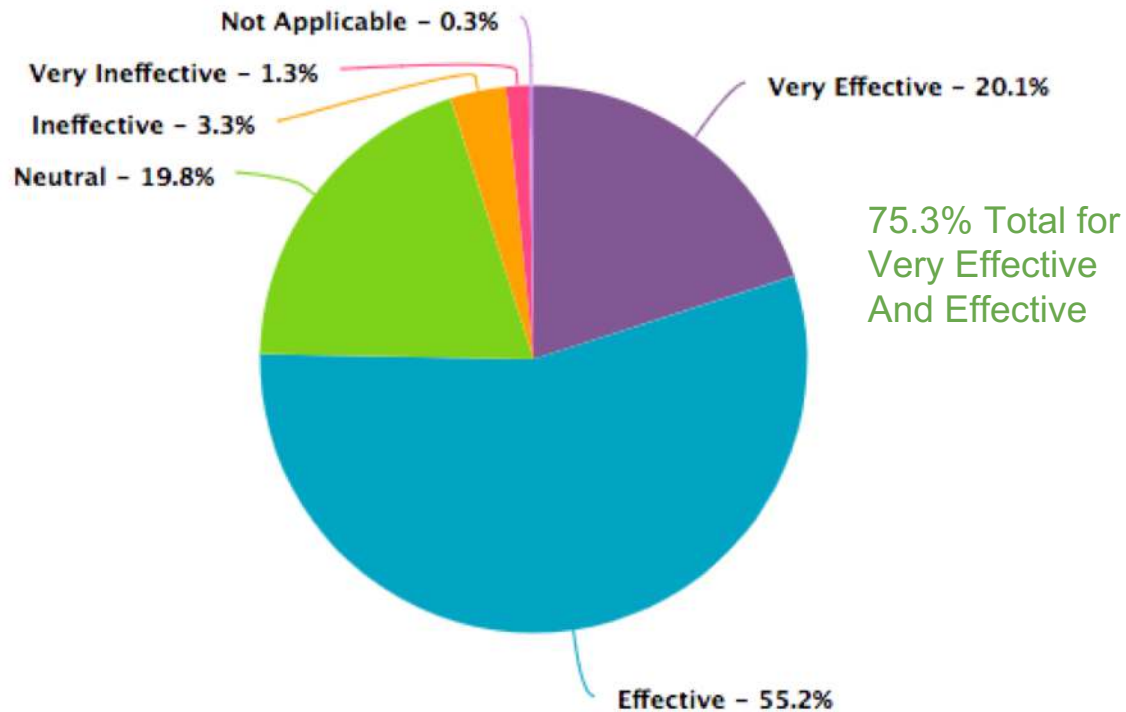


Key takeaways

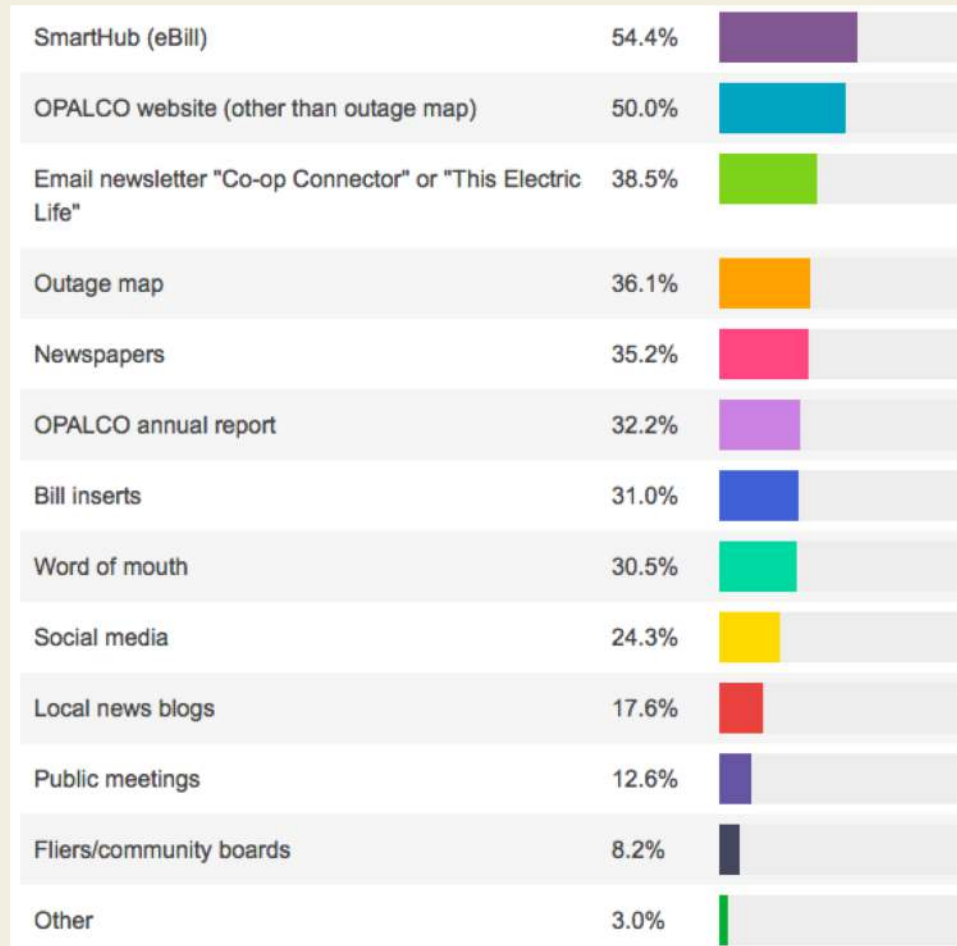
1. **Communication efforts are perceived to be effective.**
2. **Website, eBill, and email newsletter are by far the most effective, but traditional communications such as bill inserts and newspapers still work well.**
3. **Strong demand for faster outage communication via more accessible methods (text, email, live phone responders, etc.).**



Communication Effectiveness



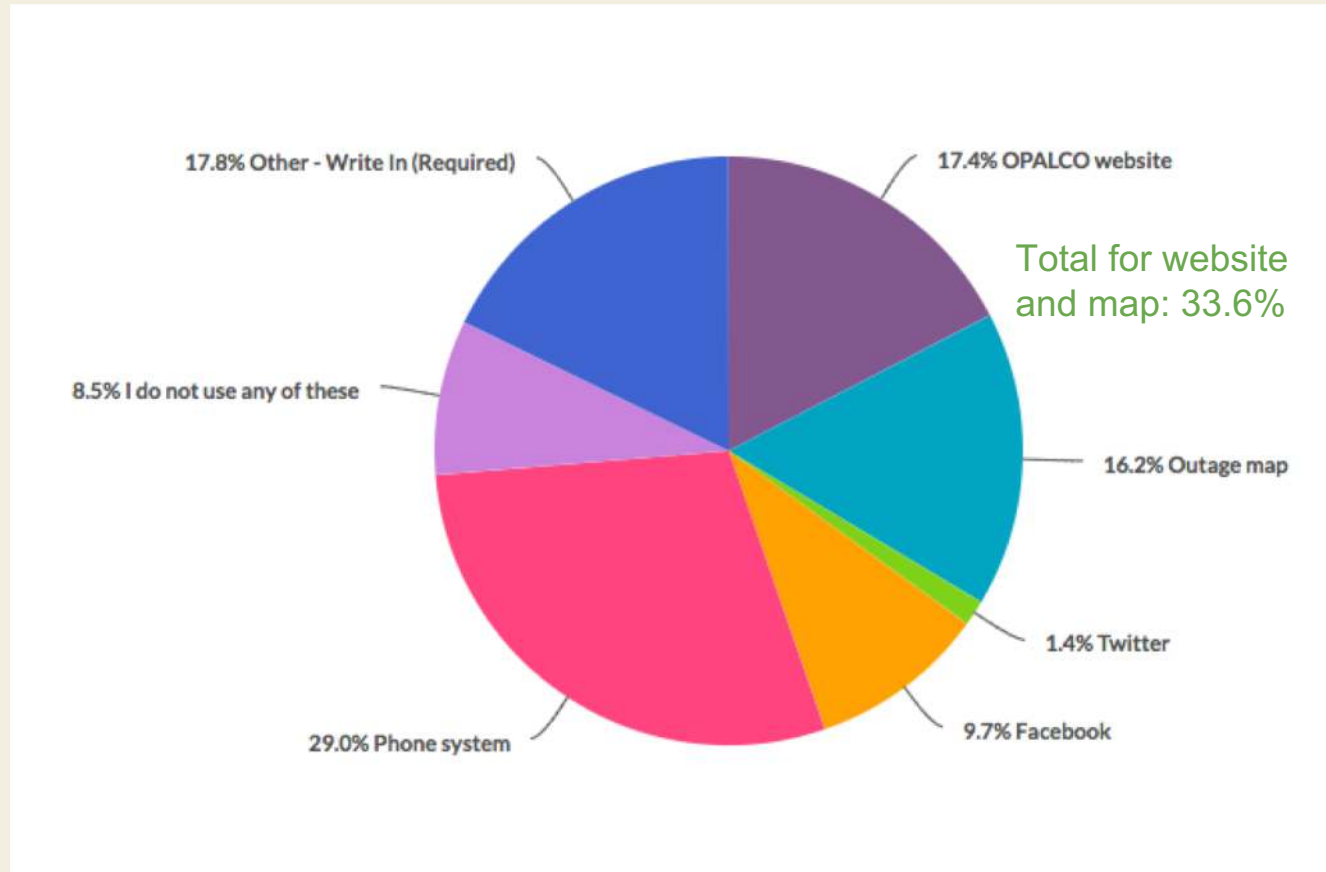
How Do You Stay Connected?



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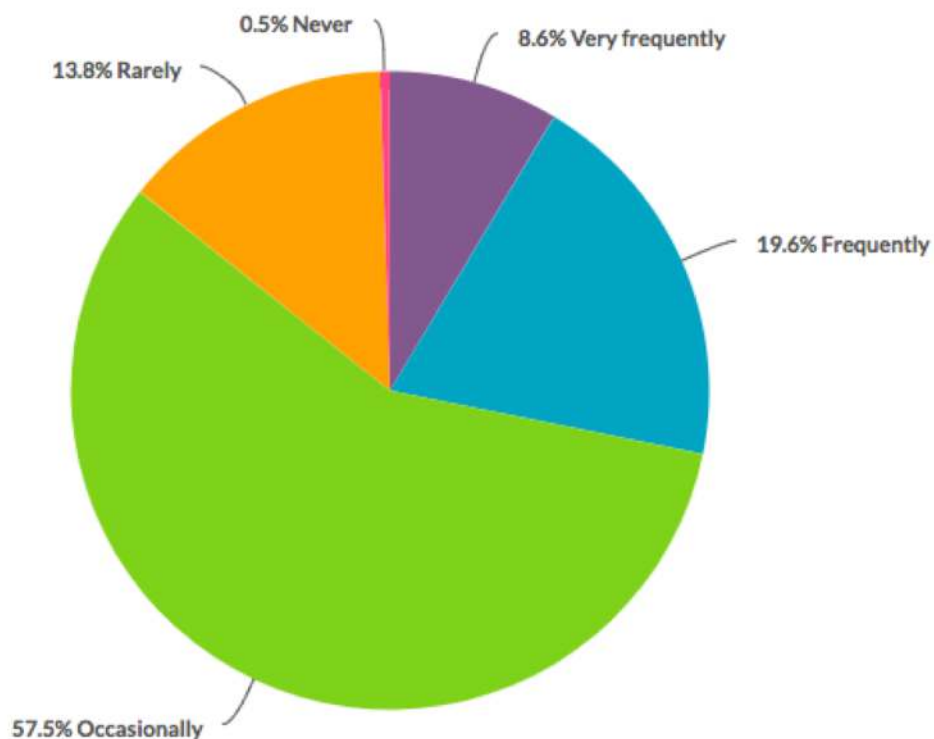
How Do You Find Out About Outages?



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How often do you use the outage map?



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Rates



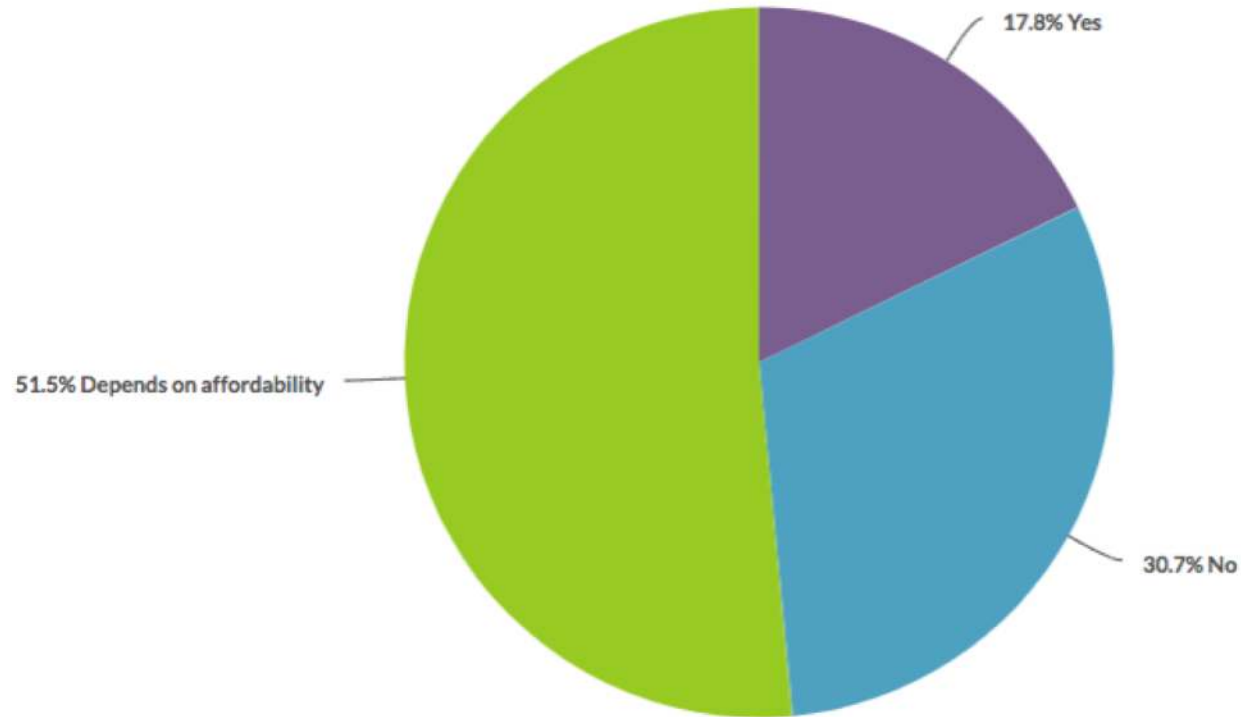
Key takeaways

QUESTION: Would you support raising rates to produce local renewable energy in order to keep emergency services powered up in times of need?
IF SO: How much of a rate increase would you support?

- 1. 51.5% of respondents would support a rate increase *if they perceived it to be affordable.***
- 2. Almost a third of respondents would not support a rate increase.**
- 3. Of respondents who would either support a rate increase outright or would support a rate increase “depending on affordability,” almost 60% would support a 1-2% rate increase and an additional 27% would support a 3-5% rate increase.**
- 4. Only 13.9% of respondents would support above a 5% rate increase.**



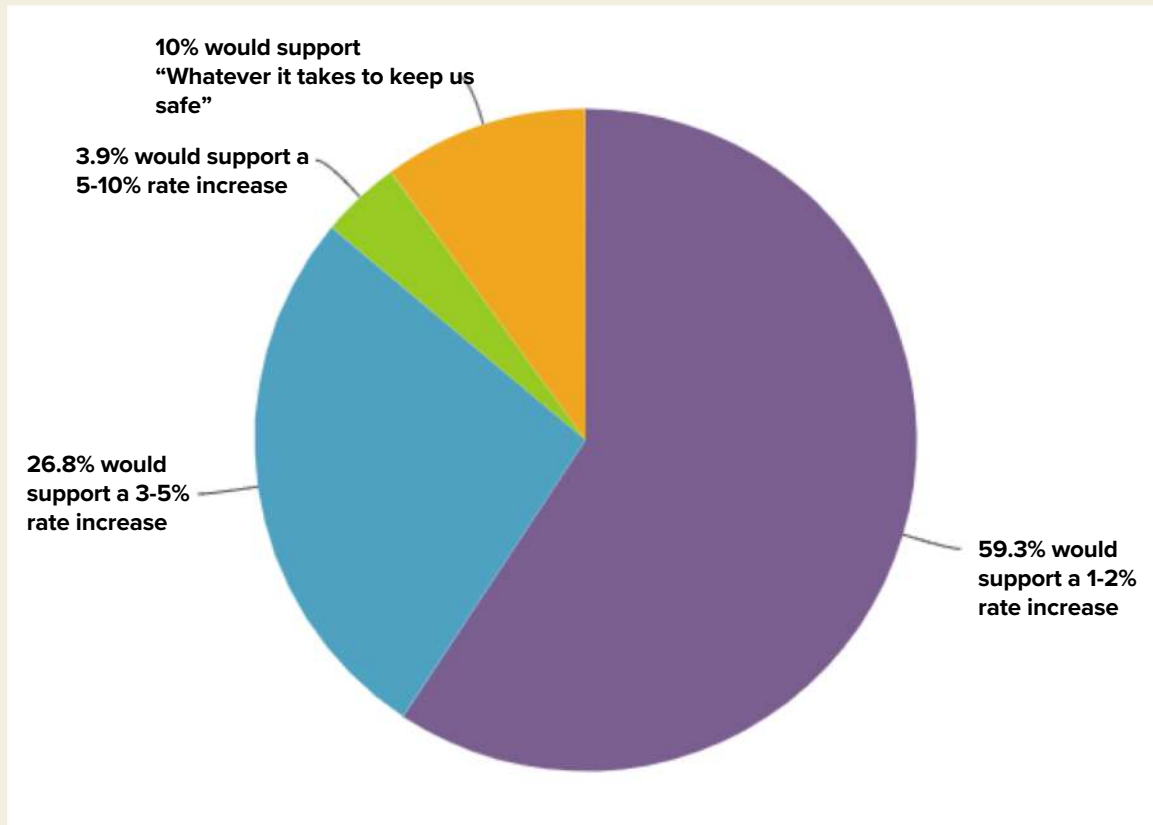
Support for Raising Rates for Renewable Energy



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Acceptable Level to Raise Rates for Renewable Energy



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Energy Efficiency

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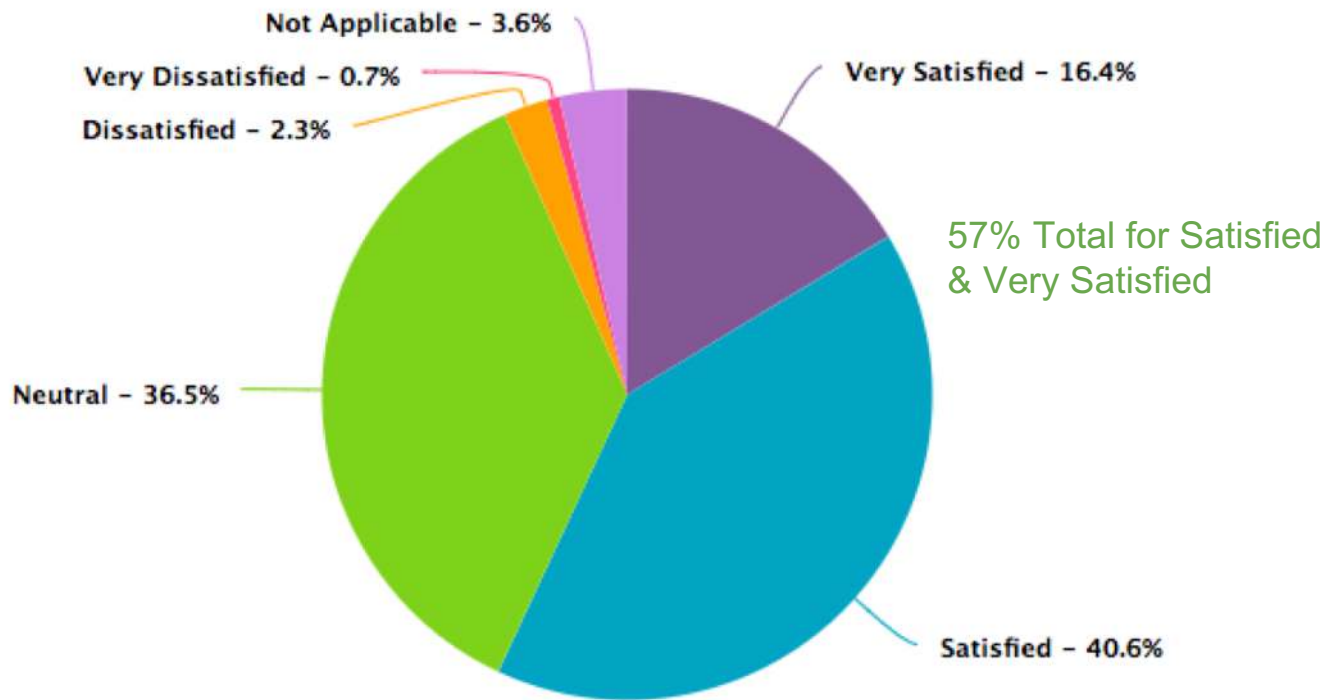


Key takeaways

1. Overall high satisfaction with efficiency programs,
2. Opportunity for improvement in awareness about energy rebates
3. Belief that potential savings from energy efficiency are very limited due to rate structure



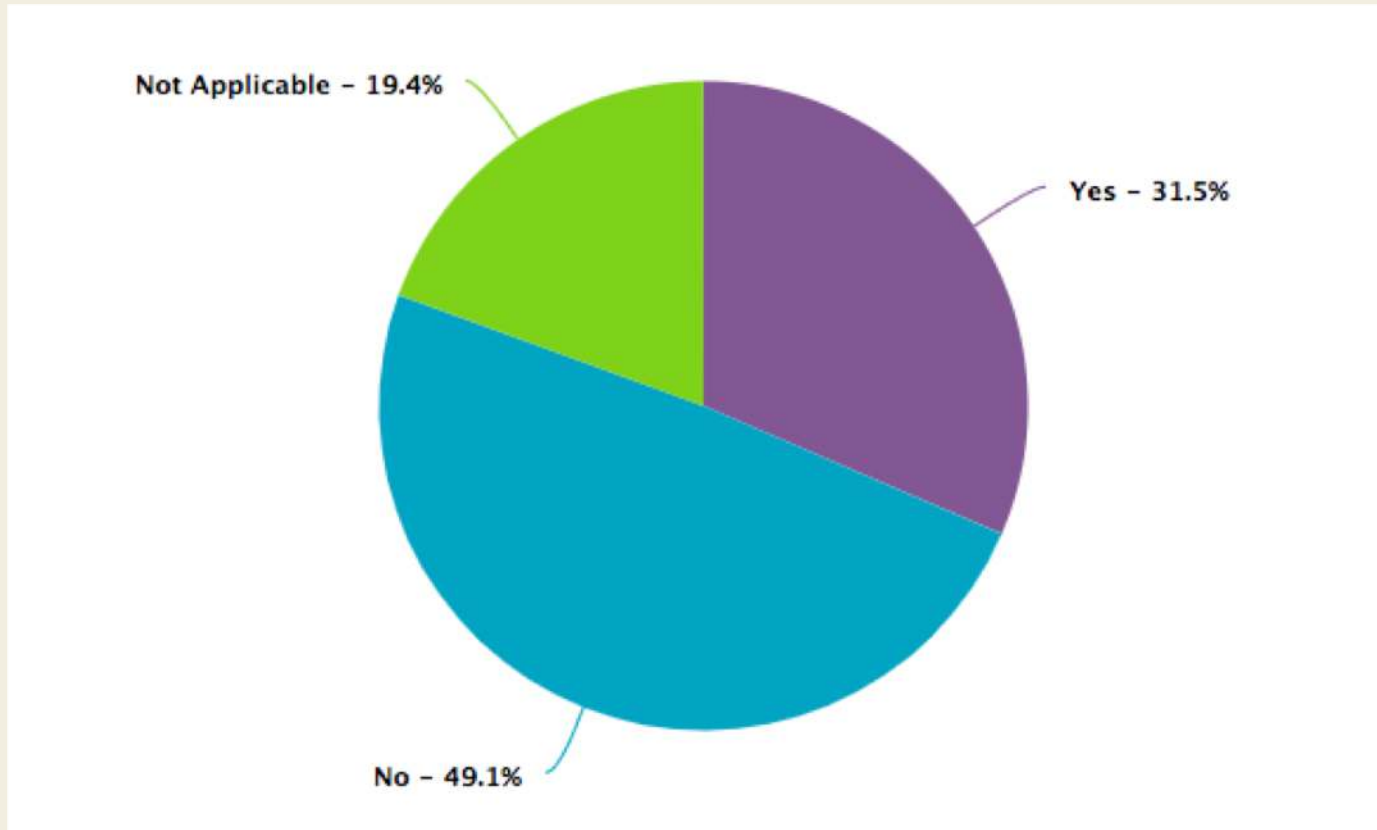
Satisfaction with Efficiency Programs



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Energy Rebates Usage



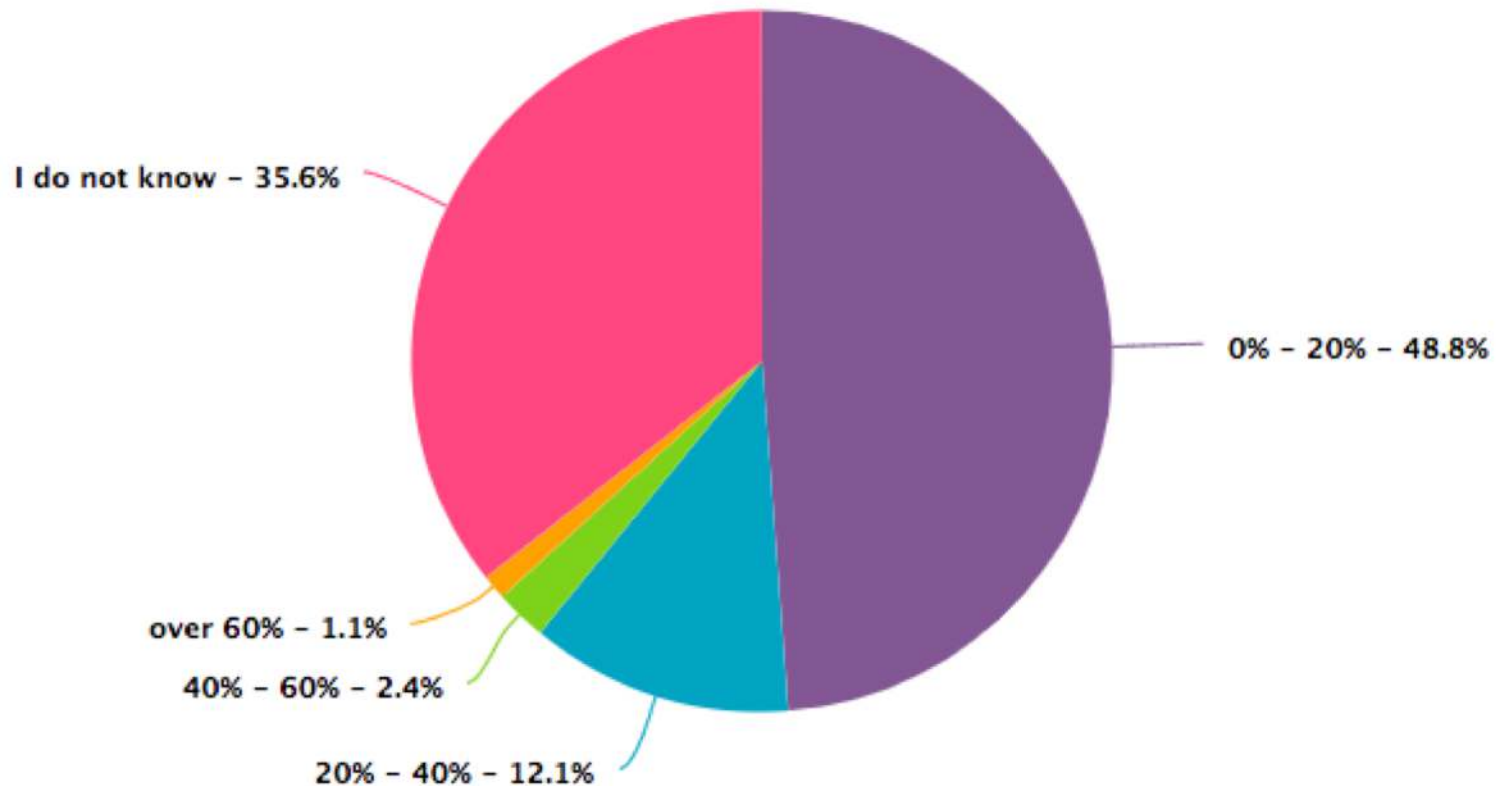
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Energy Rebates Used



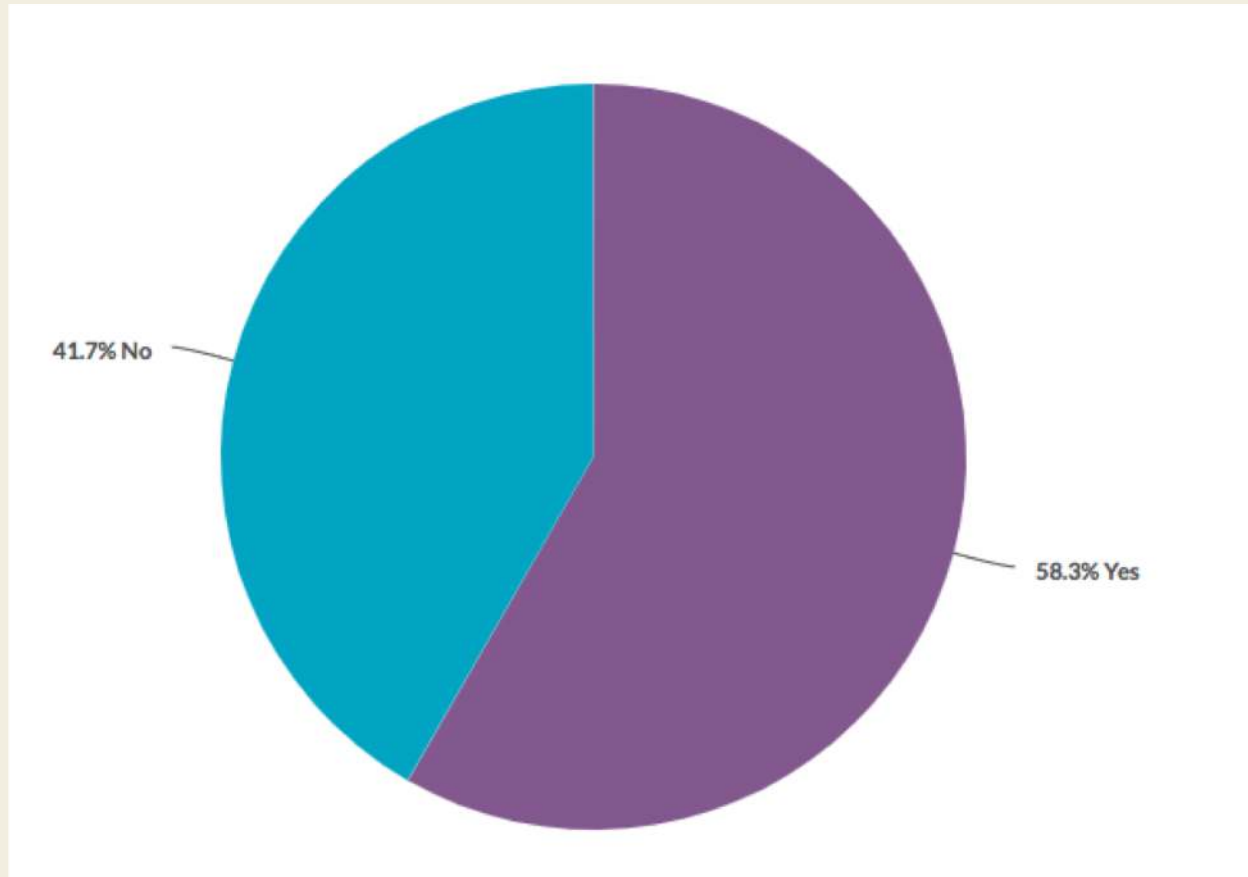
Perceived Energy Efficiency Savings



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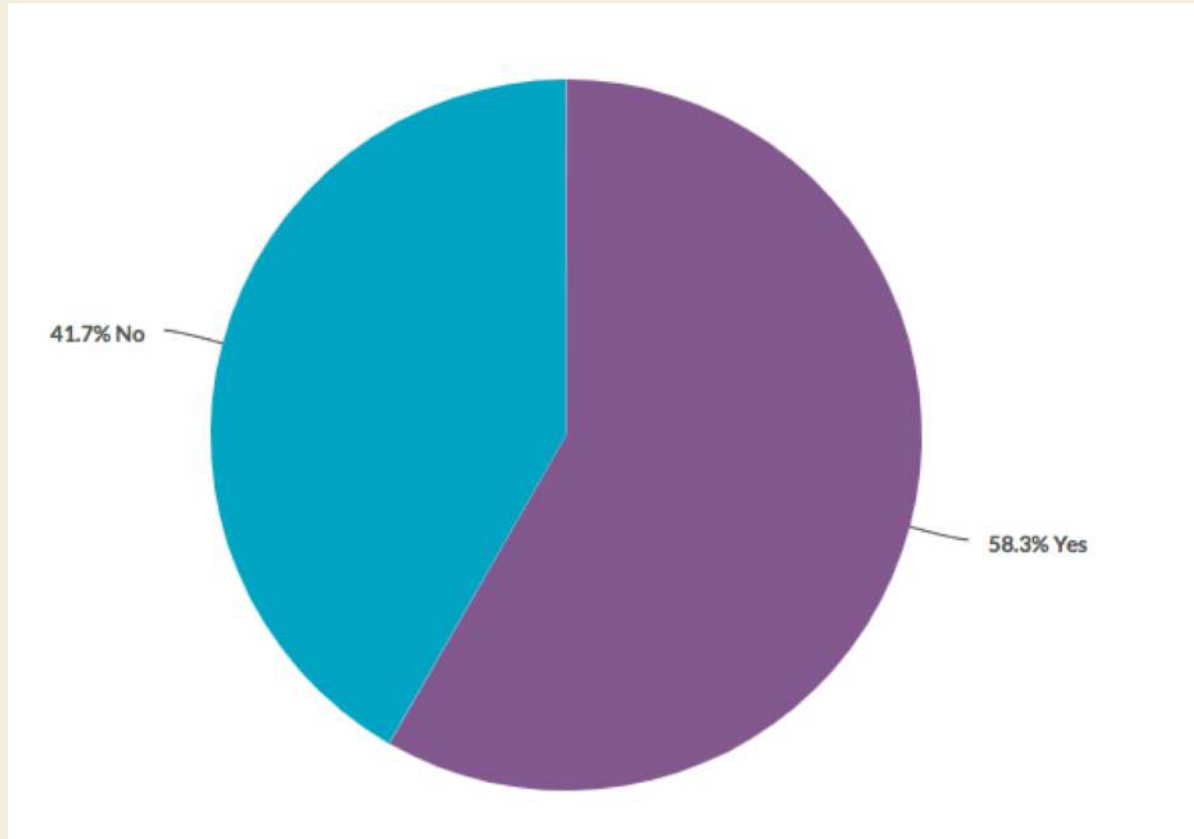
House Heated with Non-Electric Source



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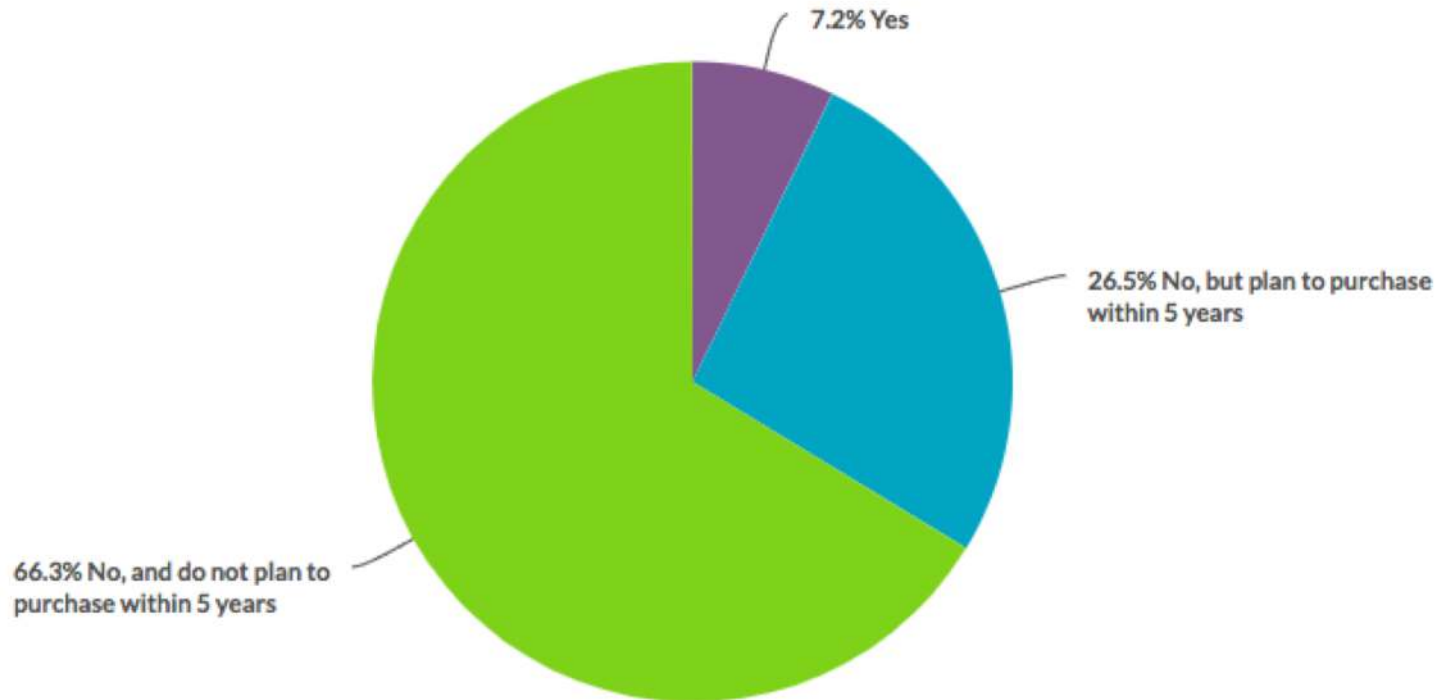
Would Consider a HI Ductless Heat Pump



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Own an Electric Vehicle



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Why Don't You Use Rebates?



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Members Said About Efficiency...

- **Already doing everything they can – don't see much potential for additional efficiency gains.**
- **Concern that the rate structure provides little incentive towards conservation and efficiency with the increase in facilities charge.**



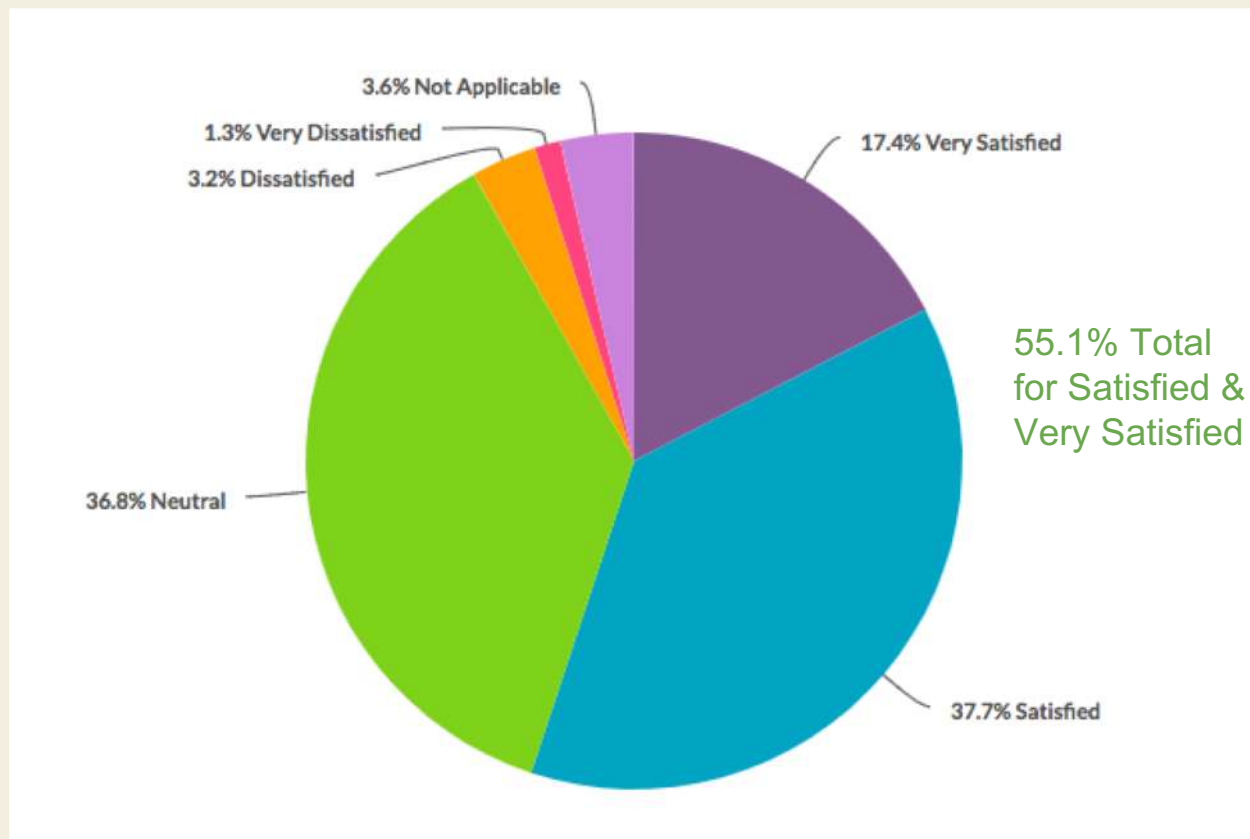
Renewable Energy Programs

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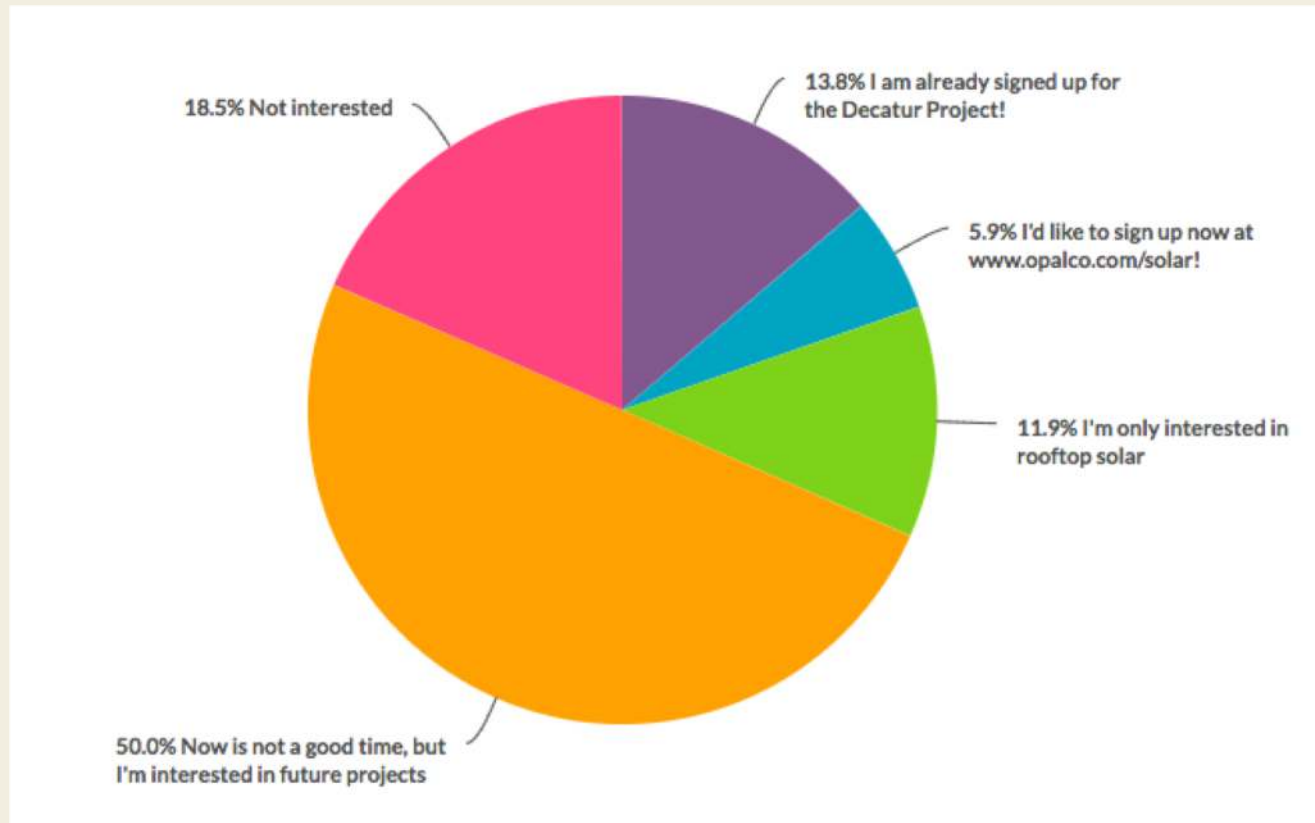
Satisfaction with Renewable Energy Programs



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Ready to Participate in Solar Project



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Rock Island

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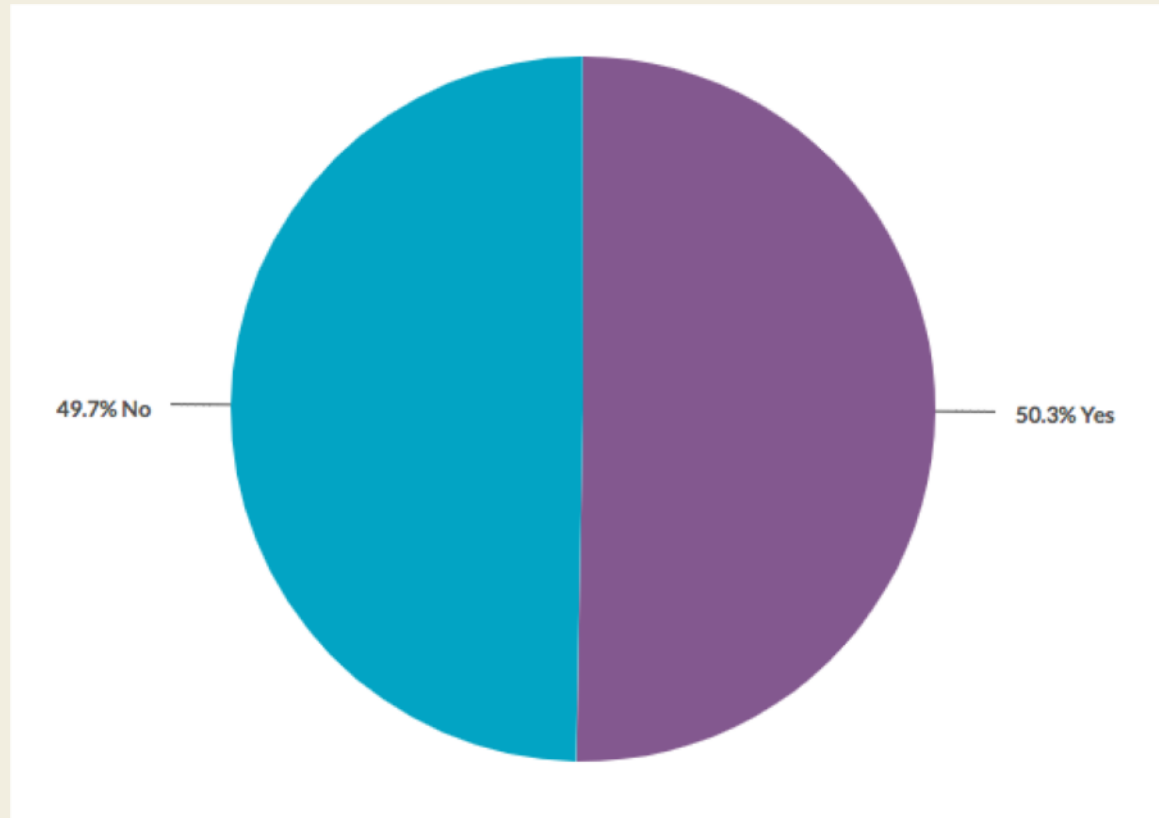


Key takeaways

- **Very high satisfaction with Rock Island internet service**
- **Dissatisfaction with Rock Island customer service.**
- **Much of Rock Island dissatisfaction comes from members who say they have paid for it but are not yet able to receive services.**

Lingering misperception correlating rate increases with startup funding.

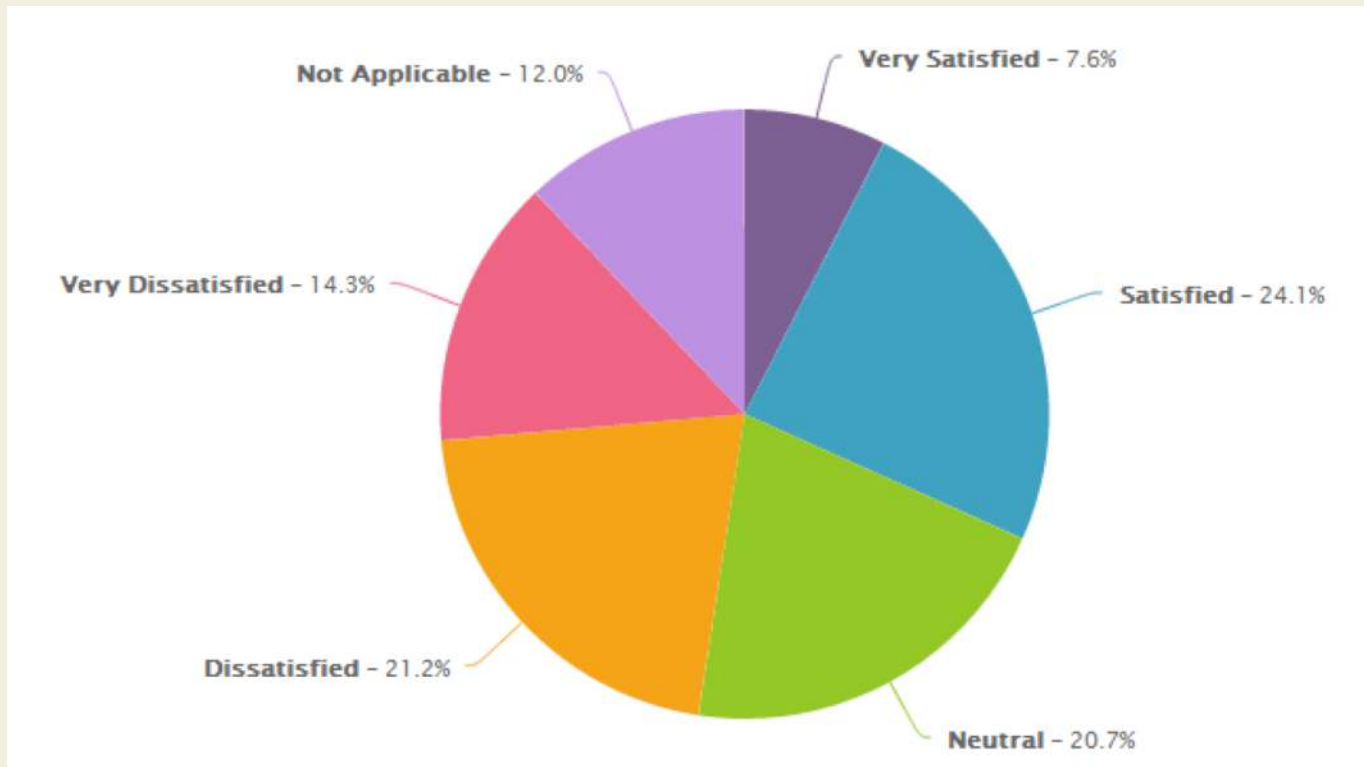
Internet from Rock Island



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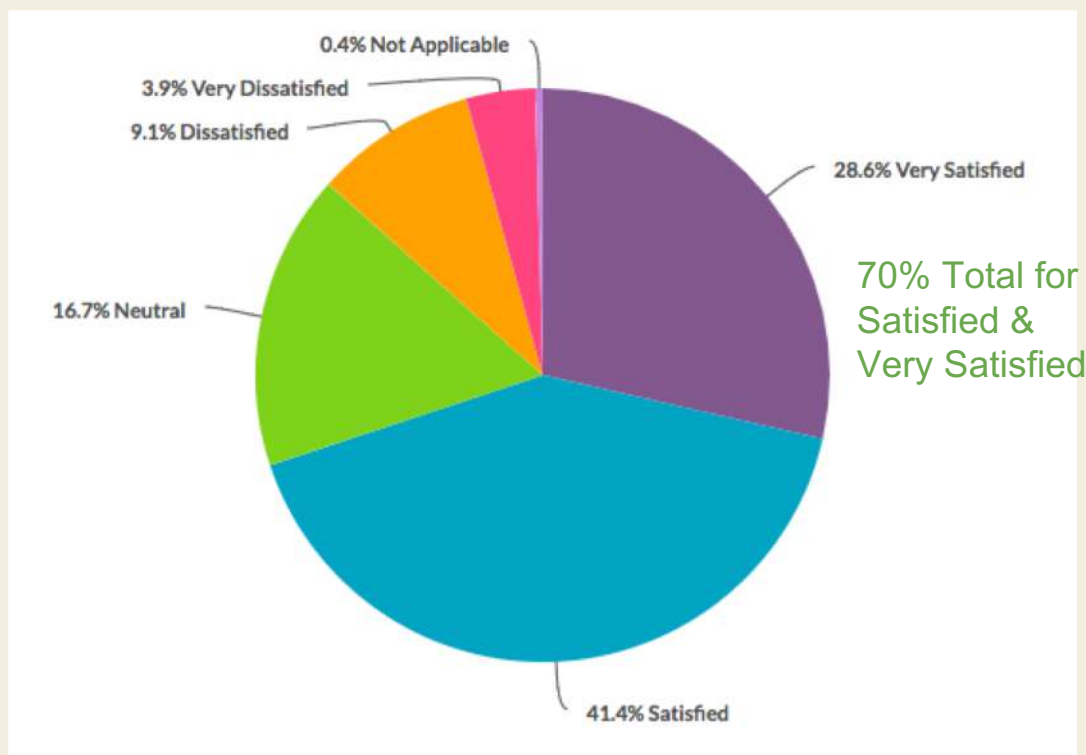
Satisfaction with Internet in 2014*



**In 2014, this question was not specific to Rock Island*

2018 Higher Satisfaction with Rock Island

Satisfaction of members using Rock Island is 38% higher than general satisfaction with Internet service in 2014.



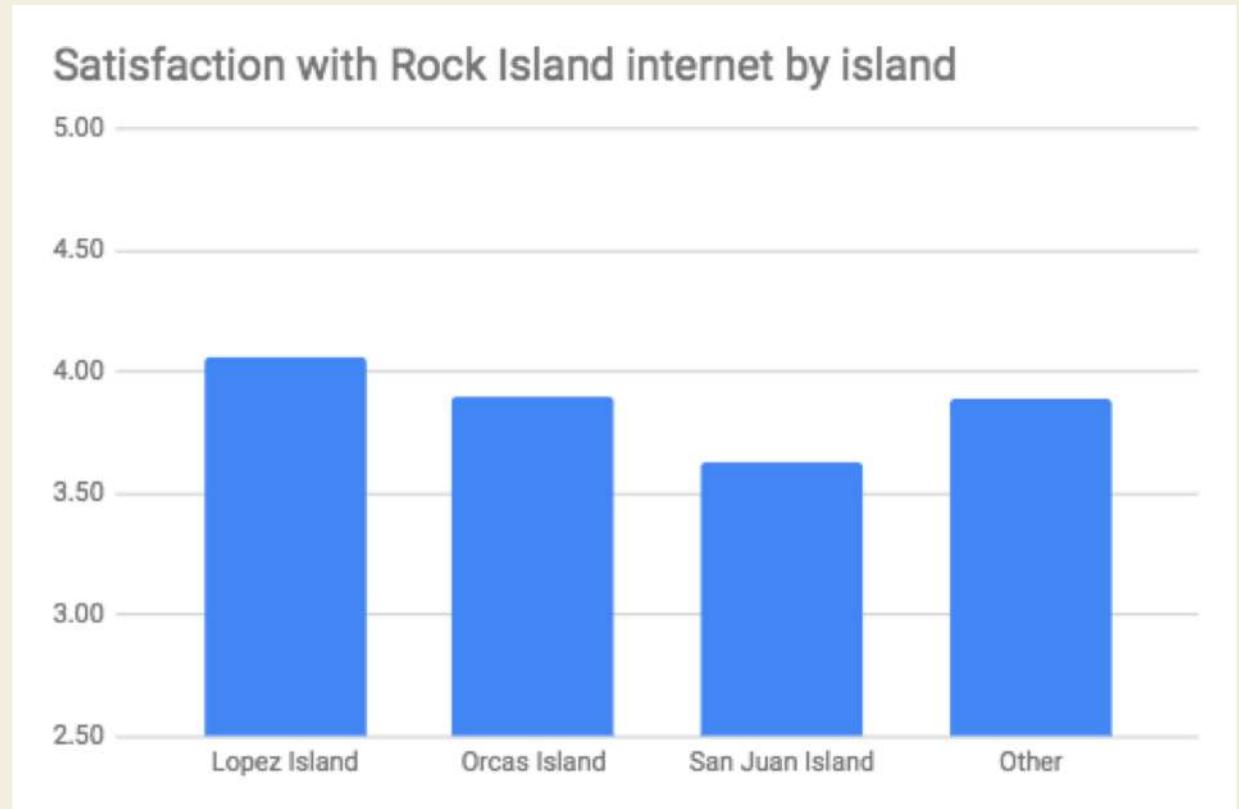
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Satisfaction with Rock Island internet

1 = Very dissatisfied

5 = Very satisfied



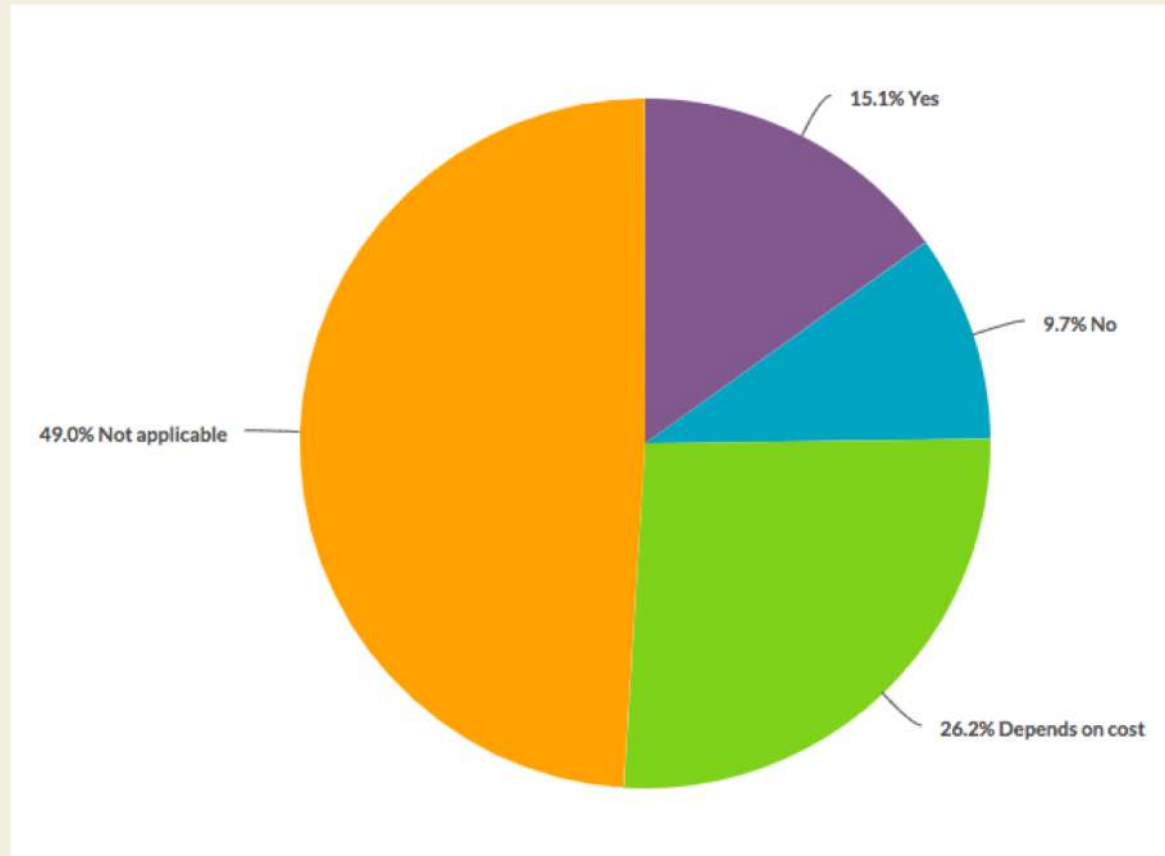
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What would make it worth switching to Rock Island?



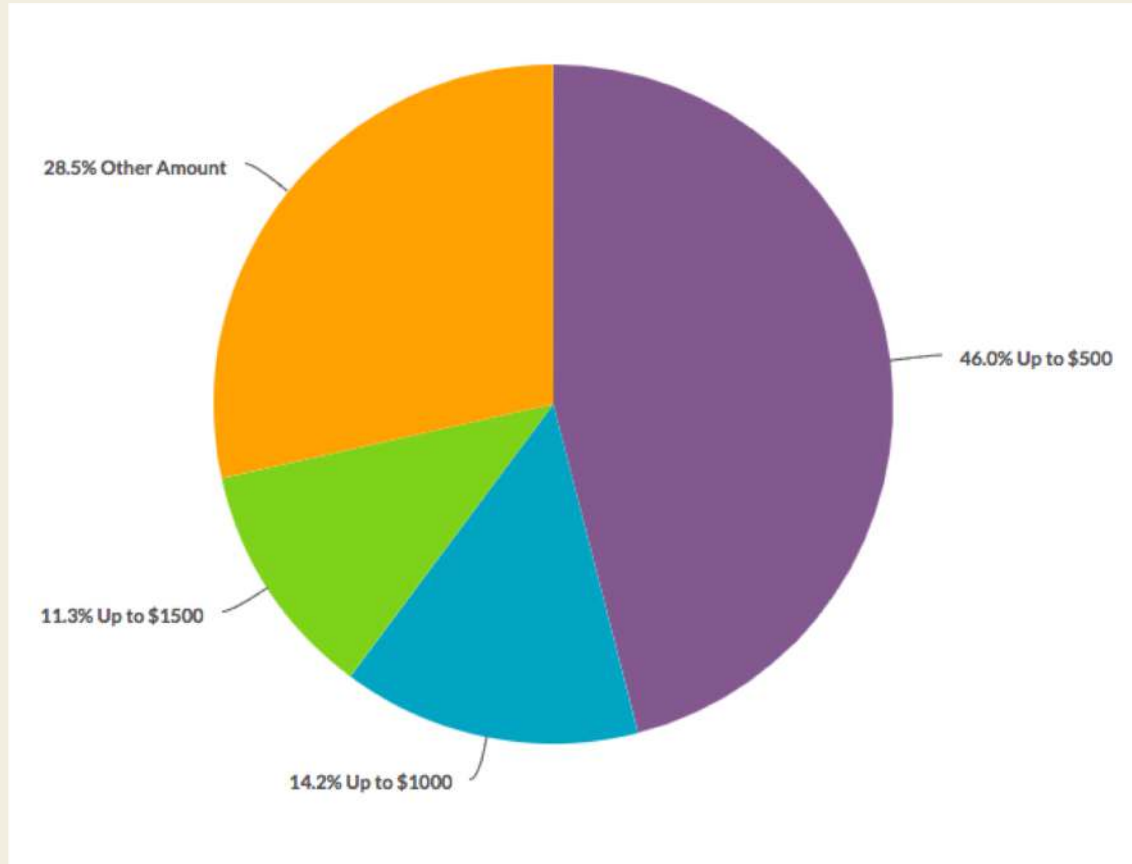
Interested in upgrading to fiber?



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How much would you be willing to pay to upgrade to fiber?



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Overall: Ideas for Improvement

- Research sending outage alerts via text
 - Provide after-the-fact info about why outages happened and how they were handled
 - “We Love Our Linemen” campaign
 - Request more onsite training for third party call center
 - Update the Rates Calculator page to communicate how rates are impacted by things out of OPALCO’s control, and/or how OPALCO works to negotiate with companies like BPA for lower rates for members
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Thank you

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Appendix

- [Survey Questions](#)