



2015 C&I MEMBER SATISFACTION



7/6/2015

Vermont Electric Cooperative

Survey Results Prepared by:

NRECA
**MARKET
RESEARCH
SERVICES**

VERMONT ELECTRIC COOPERATIVE

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2015 C&I Member Satisfaction

VERMONT ELECTRIC COOPERATIVE

EXECUTIVE SUMMARY

Following are the top-line findings for the study's main objectives based on the results of a phone survey of 100 C&I members of Vermont Electric Cooperative (VEC) conducted in May and June of 2015:

- Overall satisfaction among C&I members is very good. The mean rating is 8.81 on a 10-point scale and 62% give ratings of “9” or “10”. This is among the highest mean ratings VEC has received from C&I members, and is significantly higher than each of the studies conducted in 2010 and earlier.
- The 23 performance attributes evaluated also receive very positive ratings. Ten of them have mean ratings above 4.50 on a 5-point scale, which can be considered excellent. The highest mean ratings are in regards to the payment options, bills, electric service reliability, outages, and employees. Eight of the mean attribute ratings are significantly higher than the 2014 study and while two are significantly lower.
- The strongest key driver of overall satisfaction is **Member Service**. Mean ratings in this area are all above the “good” level of 4.0. However, two have decreased significantly from the 2013 and 2014 studies: *communicating with members and keeping them informed* and *the speed and efficiency of responding to customers*. The vast majority of those who contacted VEC in the past year say their expectations were exceeded and 71% say they only needed to contact the co-op once regarding their most recent issue. Twenty-two percent rate the value of having an account rep high.
- The second-strongest key driver of overall satisfaction is **Bills and Payment Options**. VEC is evaluated as “excellent” in this area. *Having convenient payment options* and *providing accurate and easy to understand bills* have both improved significantly from almost all previous studies.
- **Electric Service** is the next key driver of overall satisfaction. Ratings in this area are near or above the “excellent” level, with approximately nine in ten members giving positive ratings. Slightly more than half say it is absolutely necessary to have power 24 hours a day, 7 days a week. However, the seriousness of power outages lasting three to four hours has decreased significantly and is now rated similarly to shorter outages and inconsistent power quality.
- **Cost** is also a key driver of satisfaction. As is typical, this area receives lower ratings. However, mean ratings for all components of this key driver are above 4.0 and have improved significantly for *their monthly service fee* and *charging reasonable rates*. Nearly two-thirds of the C&I members say they are not aware of how their rates compare to other electric utilities in the area. About half (49%) say that electricity is their single biggest utility cost, but 22% say they do not know. Unawareness of the impact of electricity on their budget is significantly higher than past studies.

BACKGROUND

Vermont Electric Cooperative (VEC) is a consumer-owned electric distribution cooperative headquartered in Johnson, Vermont with service centers in Grand Isle, Newport, and Richford. VEC currently serves more than 4,400 commercial and industrial members and approximately 34,000 residential members in 74 communities. The co-op has more than 2,800 miles of distribution line over 2,000 square miles in northern Vermont (Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, and Orleans Counties).

VEC has previously conducted C&I member satisfaction studies, with the most recent survey completed in 2014. The results of tracking surveys provide value in two ways: by demonstrating when results remain consistent and by indicating where there has been significant change over time.

OBJECTIVES

This commercial and industrial member survey addresses but is not limited to the following informational objectives:

- **Overall Performance:** Assess how satisfied C&I members are with VEC.
- **Performance Quality Attributes:** Evaluate C&I member perceptions of service quality on a variety of attributes (e.g., rates, billing, outages, customer service, etc.).
- **Performance Quality Trends:** Compare the results to past studies to identify trends.
- **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.
- **Other:** Explore other areas of specific interest to the co-op, including members' perception of the value of having an account representative, power delivery requirements, and the impact of power outages.
- **Member Characteristics and Segmentation:** Provide business characteristics of the C&I membership base and identify differences in attitudes between segments.

METHODOLOGY

Telephone surveying was again used as the data collection technique. Interviewers were thoroughly trained on telephone 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 16 minutes.

Calls were completed with 100 commercial and industrial members of VEC between May 21 and June 9, 2015. Of those contacted, 53 declined to participate, resulting in a response rate of 65%. The margin of error at the 95% confidence level for the sample is plus or minus 9.5 percentage points. This means that a result of 50% in the survey may range from 40.5% and 59.5% in an infinite number of samples this size.

ANALYSIS

The graphics presented in this report are based on data collected from the current study and tracking results from ten studies conducted between 2005 and 2014.

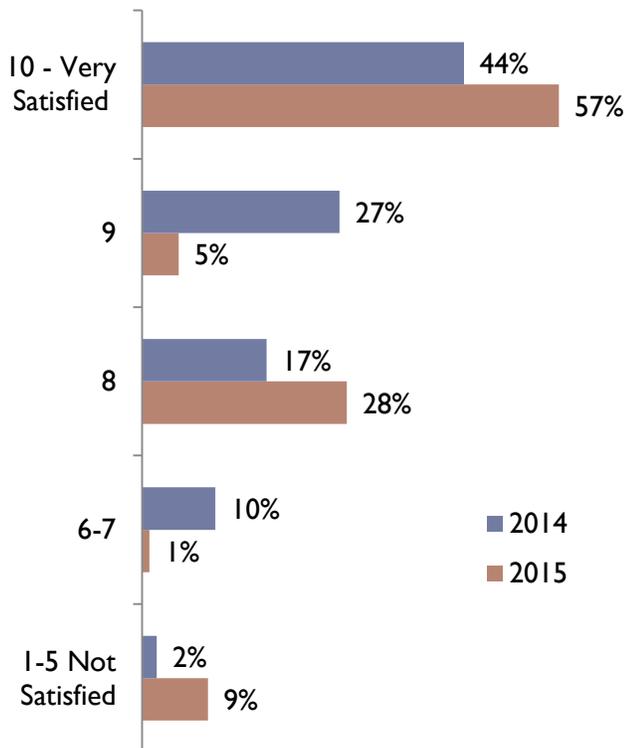
Differences between years and differences between member segments, such as business type or tenure, are pointed out and characterized as being either statistically significant or not. When the term “significant” is used, this refers to the certainty of a difference, not the magnitude or size of the difference. 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. It is important to note that many of the C&I member segments are very small (fewer than 30 respondents), so tests for significant differences among these segments are not valid.

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

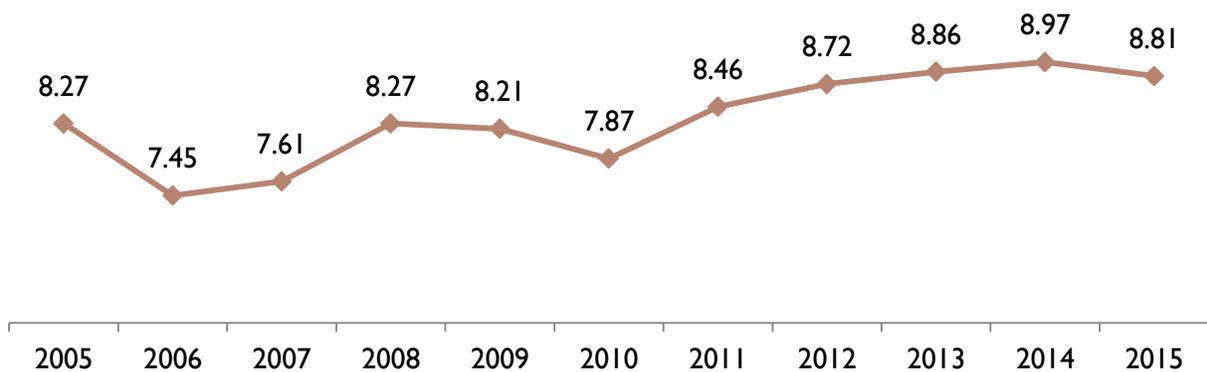
Overall satisfaction among C&I members is very good. The mean overall satisfaction rating is 8.81 on a 10-point scale and 62% give ratings of “9” or “10”.



The mean satisfaction rating in 2015 is not significantly different from recent studies, but is significantly higher than each of the studies conducted in 2010 and earlier. In addition, the percentage giving the top rating of “10” is significantly higher than studies conducted in 2012 and earlier.

C&I members served by the co-op for 20 years or more are significantly more likely to give the top rating of “10” than are those served for 6 to 19 years (63% vs. 38%). There are no significant differences in satisfaction ratings between business type or location.

Mean Ratings by Year



Performance Quality Attributes

C&I members were asked to evaluate 23 performance quality attributes related to member service, electric service, communication, billing, and cost. On all but one of the attributes measured, the mean ratings are above 4.00, a “good” rating on a 5-point scale.

Additionally, mean ratings for 10 attributes are above 4.50, which can be considered “excellent” and evaluations of eight attributes have improved significantly from 2014.

	Mean above 4.50	Improved Sig. from 2014	Improved Sig. from 2013	Improved Sig. from 2012	Improved Sig. from Earlier
Convenient payment options	4.77	X	X	X	X
Minimizing longer power outages	4.74	X	X	X	X
Accurate and easy to understand bills	4.72	X	X	X	X
Reliability of service and frequency of interruptions	4.72	X			
Consistent voltage without surges or brownouts	4.71	X			
Accuracy of meter reading and billing	4.66	X			X
Professional employees	4.63				X
Courtesy, understanding, helpfulness of employees	4.62				X
Restoration of power after an outage	4.57				X
Minimizing blinks and momentary outages	4.52				X
Charging reasonable rates		X	X	X	X
Monthly service fees		X	X	X	X
Delivering good value for the money				X	
Concern for customers’ best interests					X
Helping customers keep bills low					X
Keeping members informed on outages					X

The attributes on which VEC is rated least well by C&I members are *delivering good value for the money* (65% rating “4” or “5”) and *the monthly service fees* (71%). The mean rating for *delivering a good value for the money* is below 4.0 making it an area for improvement in members’ perceptions. Additionally, the mean ratings have decreased significantly since 2014 for *communicating with members and keeping them informed* (from 4.56 to 4.18) and *the speed and efficiency of responding to customers* (from 4.60 to 4.20).

Prioritizing Improvement and Maintenance Efforts

The key drivers of overall satisfaction among VEC’s C&I members are member service, bills and payment options, electric service, cost, and employees. Going forward, these are the areas that VEC 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 *member service* has a score of 0.60 and *bills and payment options* has a score of 0.28, we can say that C&I members’ perception of the member service they receive has about twice the impact on their overall satisfaction as their perception of the bills and payment options. 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.

Key Drivers of Overall Satisfaction

Member Service	Bills and Payment Options	Electric Service	Cost	Employees
<ul style="list-style-type: none"> • Resolving any issues or problems • Communicating with members & keeping them informed • Overall customer service they provide • Speed & efficiency of responding to customers • Demonstrating concern for customers' best interests 	<ul style="list-style-type: none"> • Having convenient payment options • Providing accurate, easy to understand bills • Accuracy of meter reading, billing 	<ul style="list-style-type: none"> • Providing consistent voltage without surges or brownouts • Keeping the number of longer outages to a minimum • The restoration of power after an outage • The reliability of service and frequency of interruptions • Keeping you informed on the status of outages 	<ul style="list-style-type: none"> • Their monthly service fees • Charging reasonable rates • Helping customers keep bills as low as possible • Helping members be more efficient in their electric use 	<ul style="list-style-type: none"> • Courtesy, understanding, helpfulness of employees • Having professional employees
.60	.28	.25	.18	.17

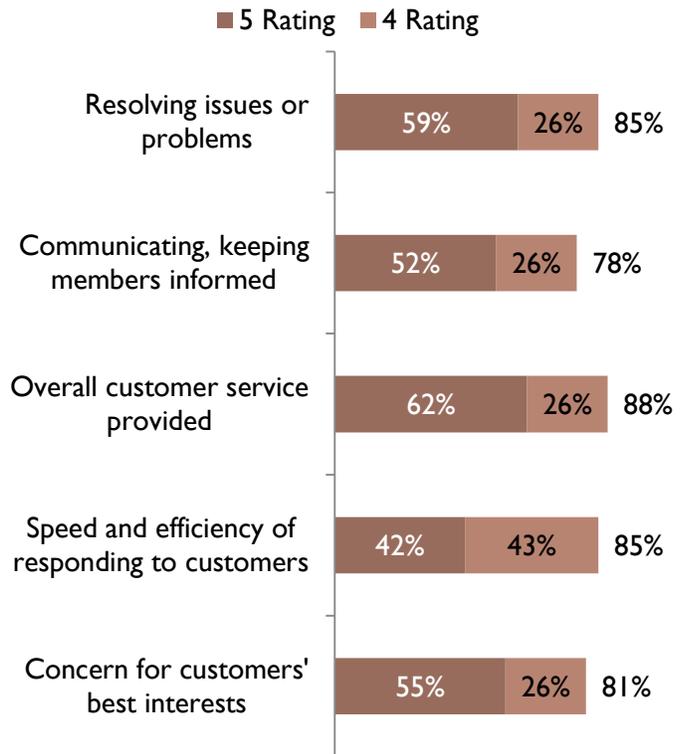
Member Service

The strongest key driver of overall satisfaction is “Member Service”. This is an area in which VEC is rated positively.

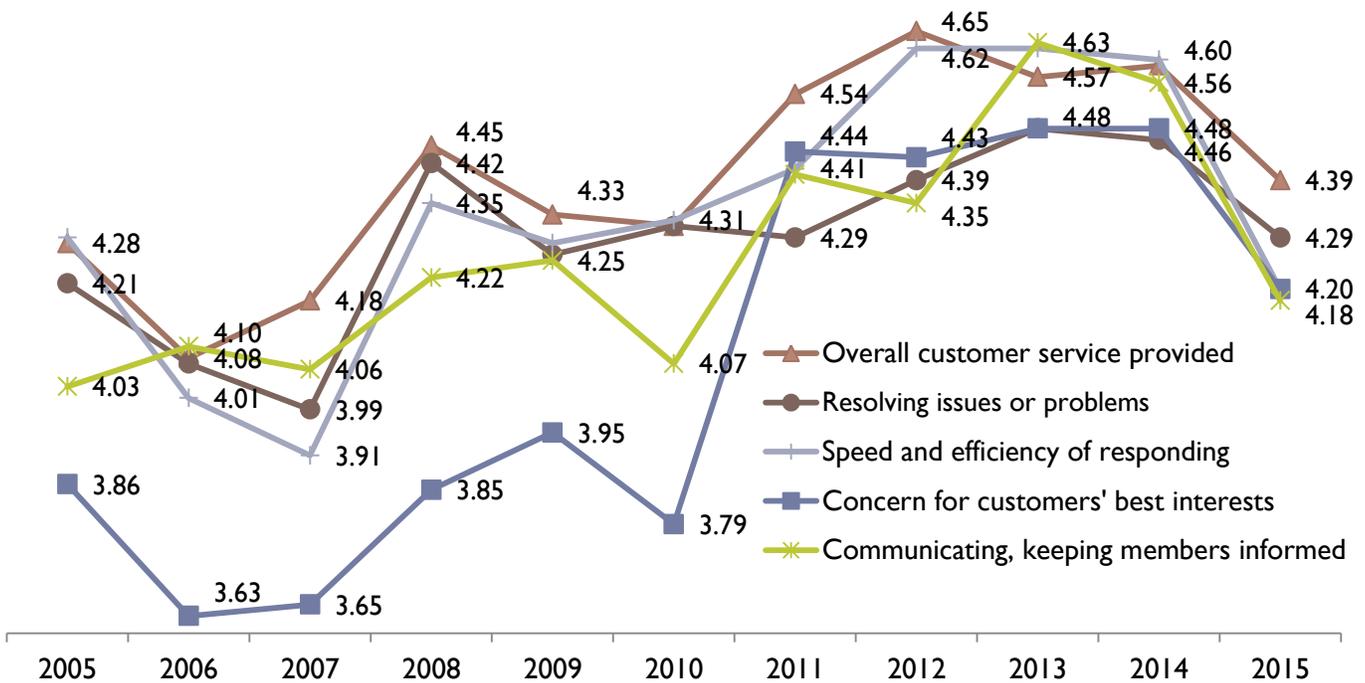
However, there is room for improvement in this area as the mean ratings are lower than in 2014. Ratings significantly declined for communicating with members and keeping them informed and the speed and efficiency of responding to customers compared to the 2013 and 2014 studies.

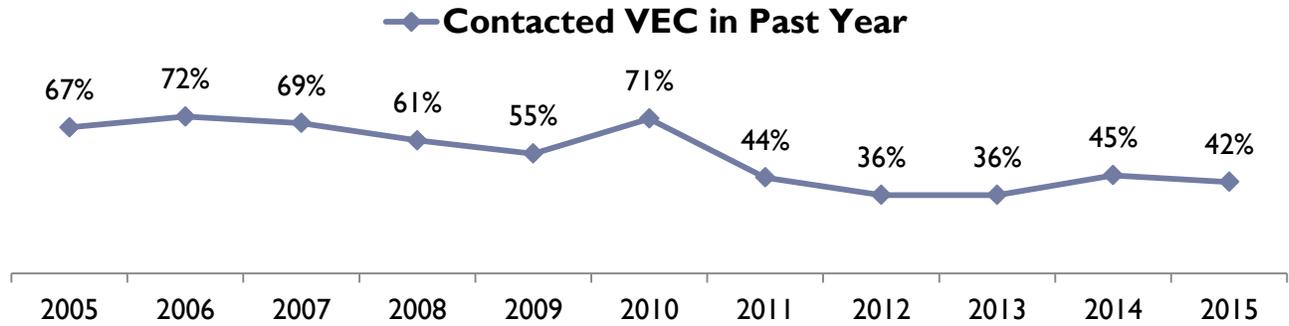
There are no significant differences in mean ratings based on business types or tenure with the co-op.

Top Two Box Ratings



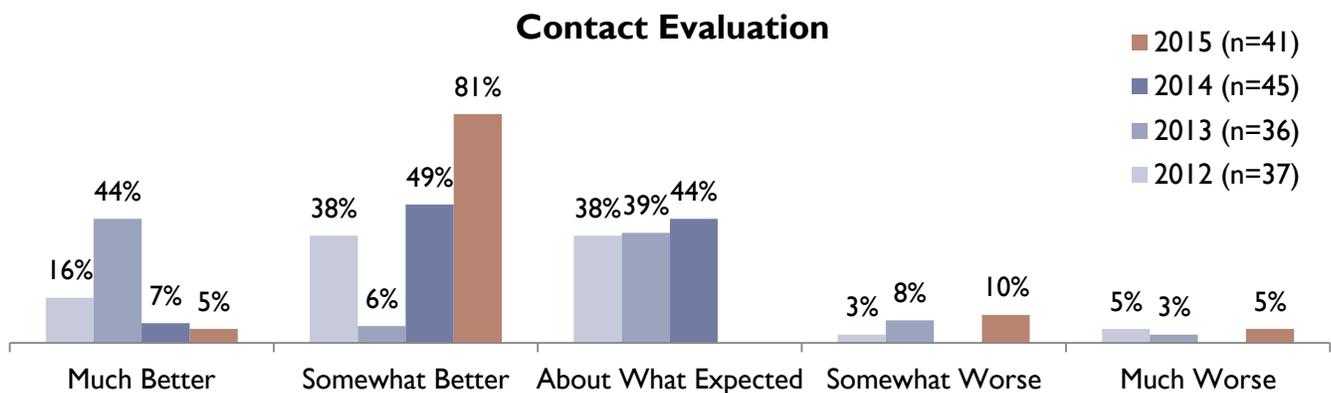
Mean Ratings By Year





Forty-two percent of the C&I members say they have contacted VEC over the past year. This is significantly less contact than in most studies before 2011. Contact was most often initiated regarding an outage. Those in government, non-profit or agriculture are the most likely to have contacted VEC.

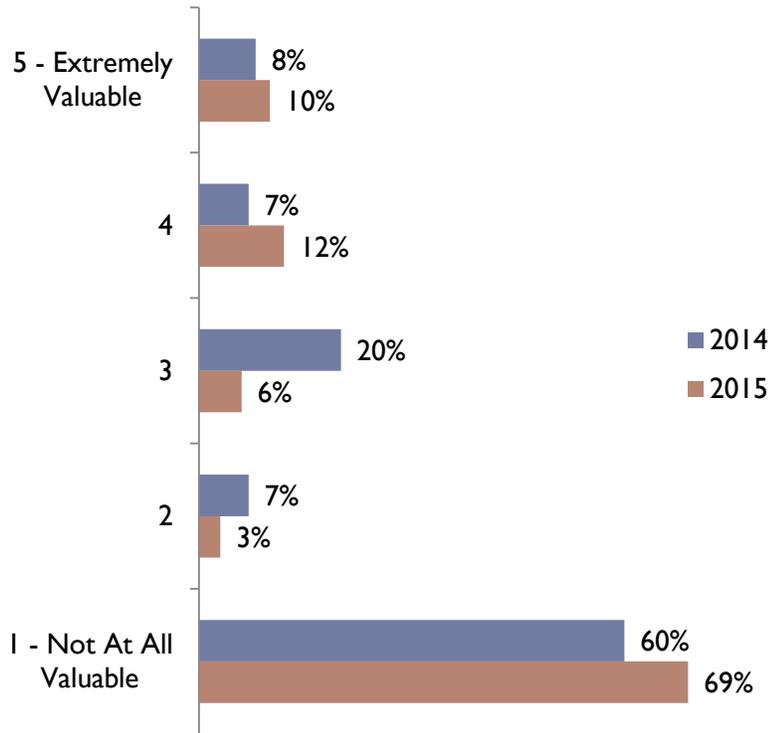
Eighty-six percent of those who contacted the co-op in the past year say their expectations were exceeded. Although the proportion of members who say their contact was much better than expected has decreased significantly, the proportion who say it was somewhat better is significantly higher.



Forty-one percent of those who contacted VEC did so to report or get information on an outage and 71% report their issue was resolved with just one contact.

Reason for Most Recent Contact	% of Those Who Contacted	Number of Contacts	% of Those Who Contacted
Outage	41%	1	71%
Bill Question	31%	2	12%
Tree Trimming	5%	3-4	17%
General Service	5%		

Value of Having VEC Account Rep



Twenty-two percent say that it is valuable to their business to have an account representative from VEC (rating of “4” or “5”). Perceived value has decreased significantly from 2011 and earlier studies.

Mean Value Rating by Year

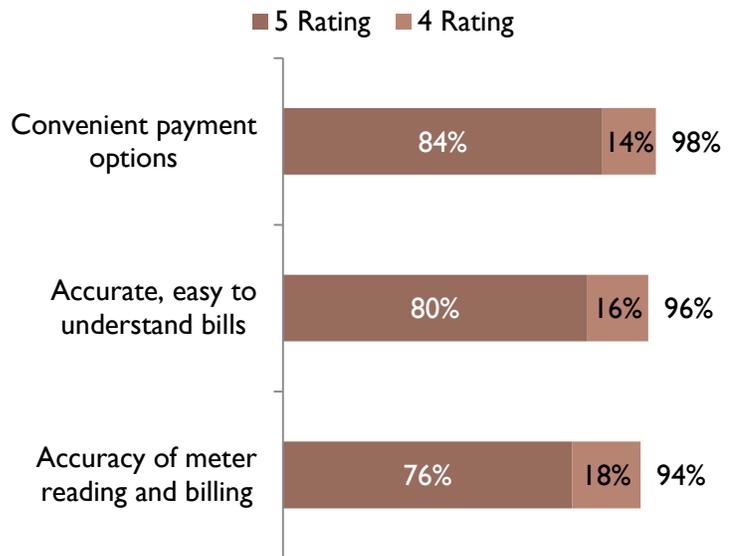


Bills and Payment Options

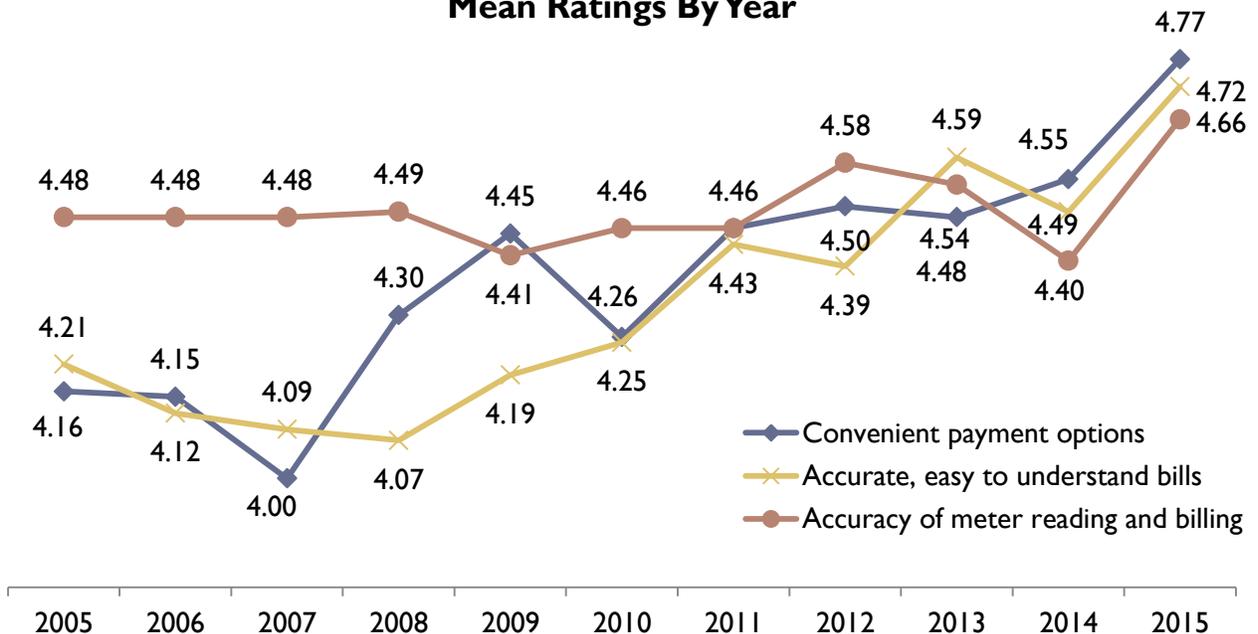
The attributes related to billing, meter reading, and payment options make up the second-strongest key driver of overall satisfaction among C&I members. VEC receives excellent ratings in these areas.

Mean ratings have increased significantly from almost all prior studies for *having convenient payment options* and *providing accurate and easy to understand bills*. Additionally, *the accuracy of meter reading and billing* has improved significantly from 2014 and 2009.

Top Two Box Ratings



Mean Ratings By Year



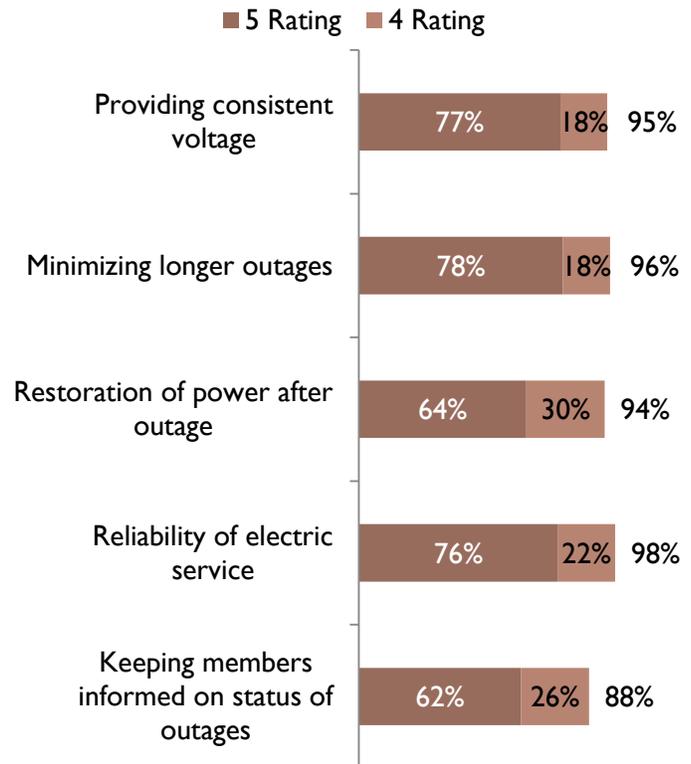
Electric Service

“Electric Service” is the next key driver of overall satisfaction. This is an area in which VEC is doing very well.

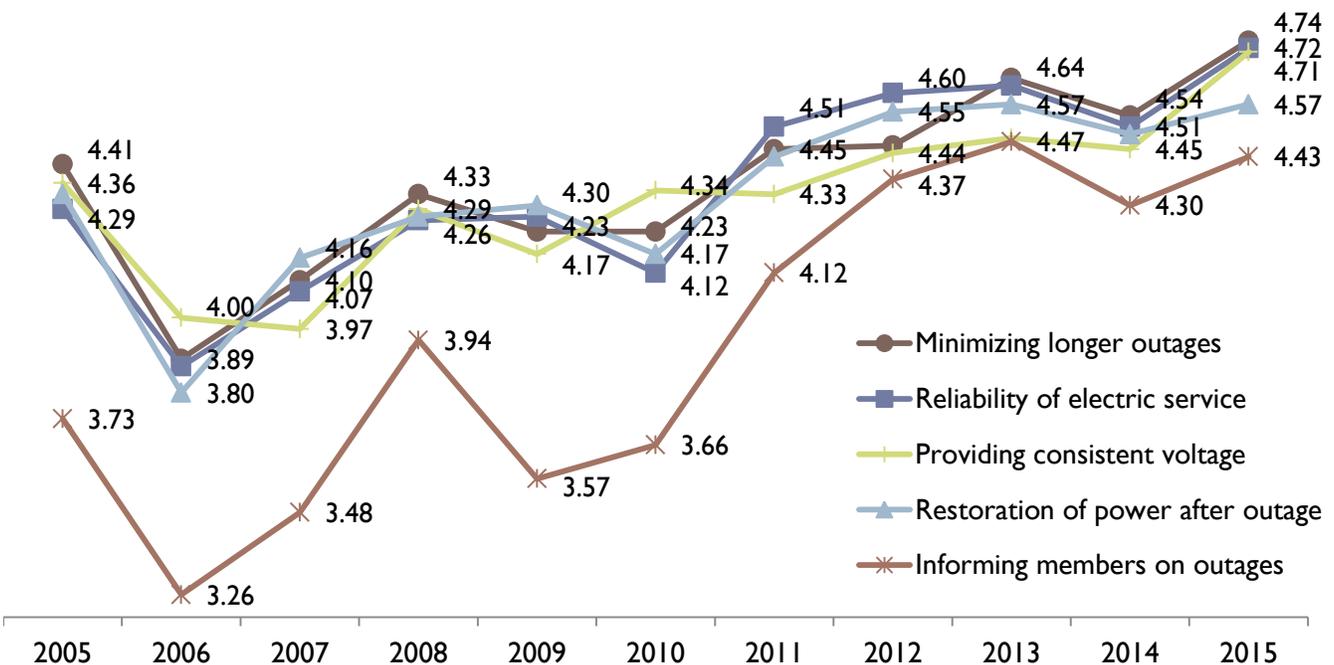
Approximately nine in ten or more give high ratings for all of the attributes involving reliability and outages. Additionally, these attributes have mean ratings near or above 4.50. Mean ratings for *providing consistent voltage without surges or brownouts, keeping longer outages to a minimum and the reliability of electric service and frequency of interruptions* have increased significantly from 2014 and most prior studies.

Members in a service industry/business give significantly higher ratings on the *reliability of electric service and providing consistent voltage* than do those in agriculture.

Top Two Box Ratings

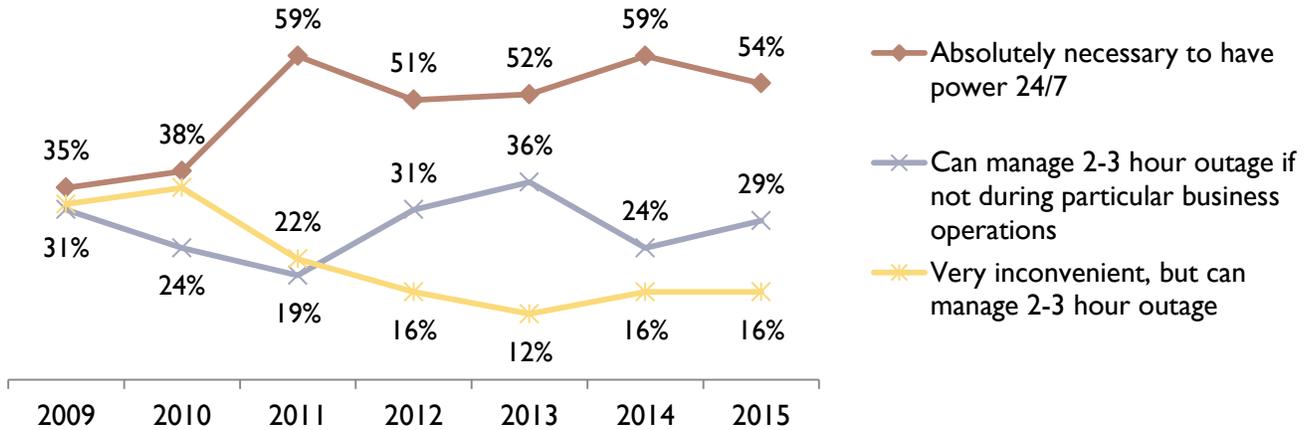


Mean Ratings By Year



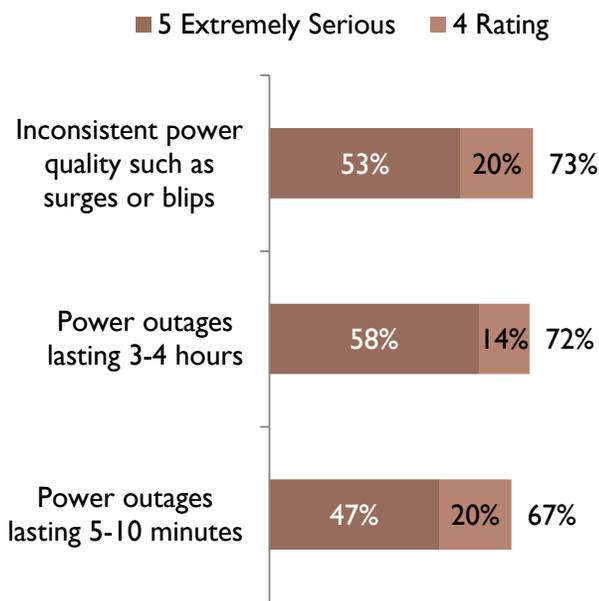
Slightly more than half of the members indicate that it's absolutely necessary for their business to have power 24 hours a day, 7 days a week. This has not changed significantly from recent studies, but is significantly higher than 2007, 2009 and 2010.

Electric Power Delivery Requirements

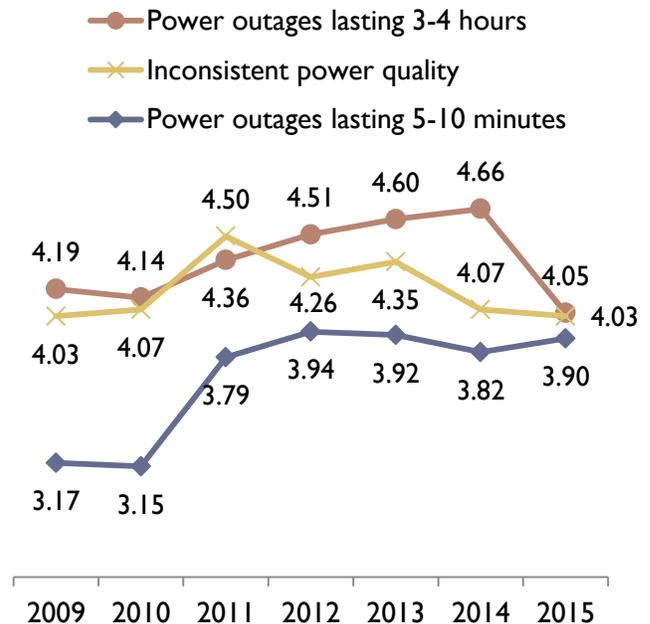


More than seven in ten say that inconsistent power quality and power outages lasting 3-4 hours have a serious impact on their business. The mean rating for the seriousness of power outages lasting 3-4 hours has dropped significantly from 2012, 2013, and 2014. The seriousness of power outages lasting 5-10 minutes has increased significantly compared to 2010 and earlier.

Seriousness of Power Quality/Outage on Business



Mean Ratings by Year



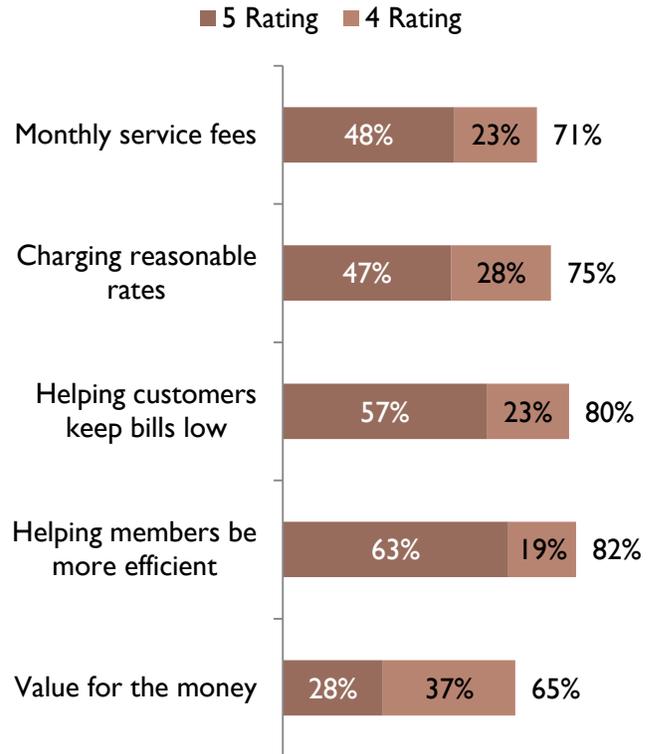
Cost

The next key driver of overall satisfaction is “Cost”. The attributes that make up this key driver are among the lowest rated in the study, which is very typical across studies of this type.

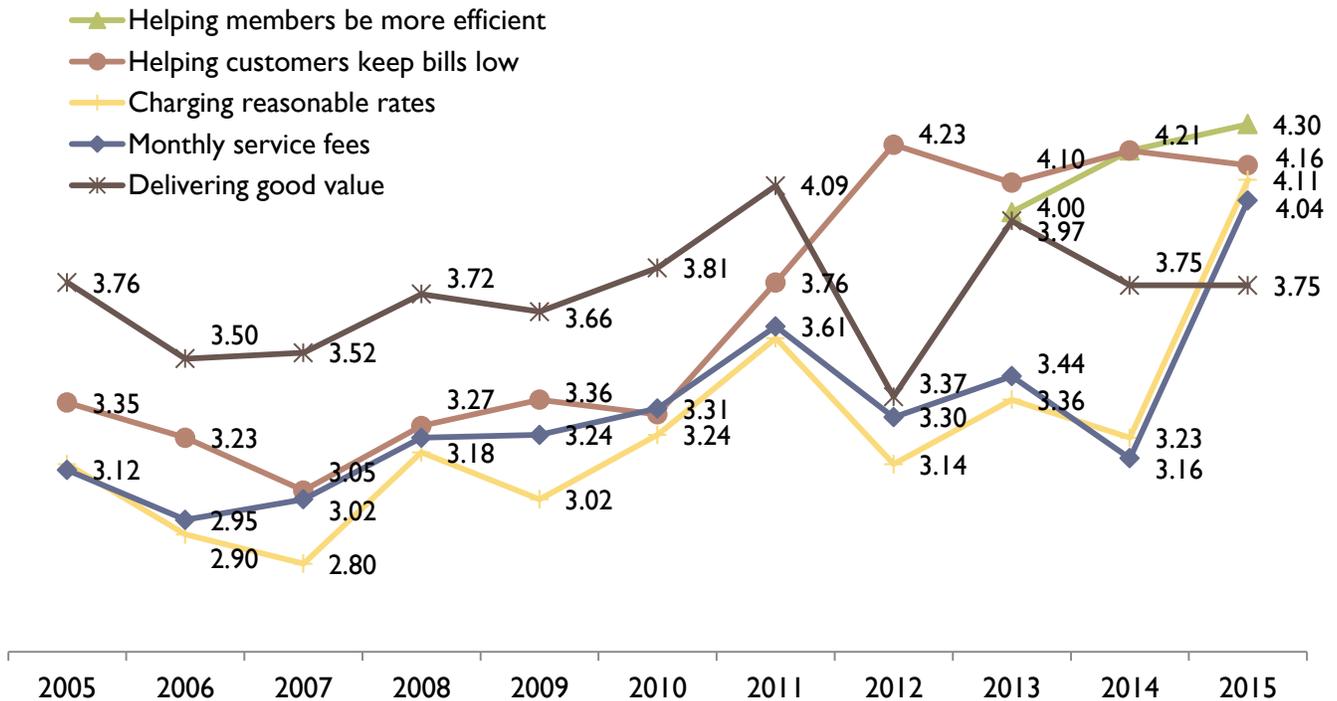
All attributes related to this key driver have mean ratings that are at or above the 4.0 “good” threshold. Additionally, the mean ratings for the *monthly service fees* and *charging reasonable rates* have increased significantly compared to all prior studies.

Members in a service industry/business evaluate the *monthly service fees* significantly more positively than do those in manufacturing, retail, wholesale and agriculture.

Top Two Box Ratings

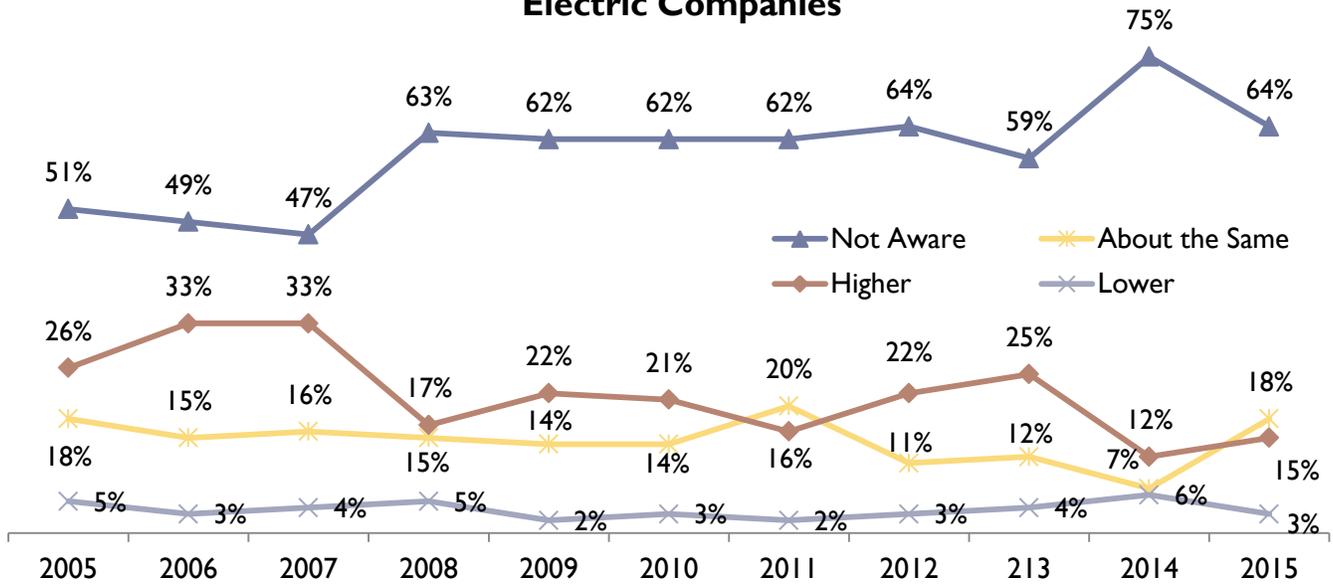


Mean Ratings by Year



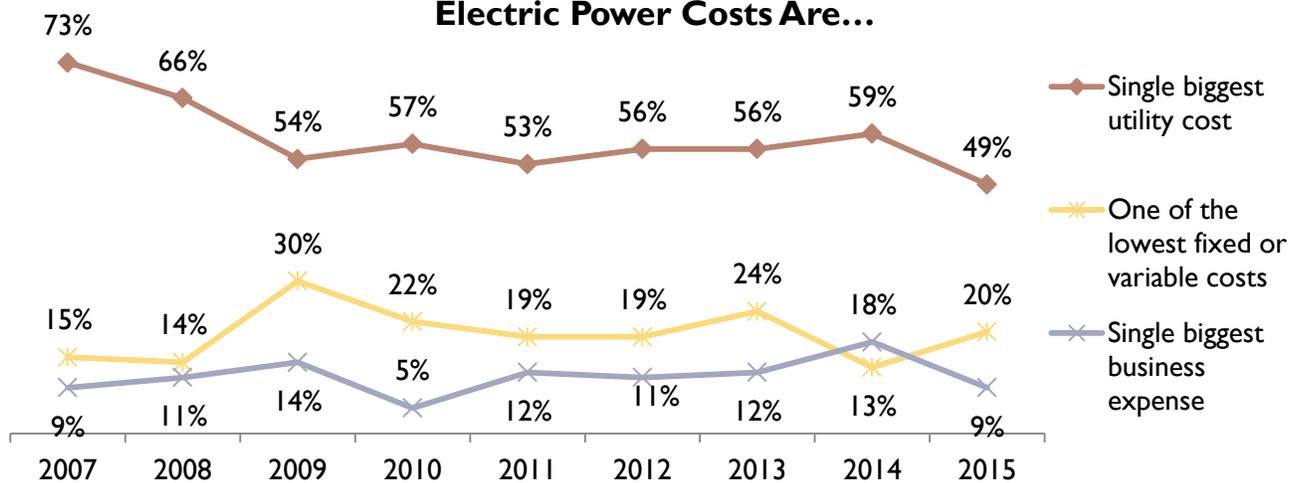
Sixty-four percent of the C&I members are not aware of how their rates compare to other electric utilities in the area. Eighteen percent believe their rates are about the same as other utilities, up significantly from 2014. Fifteen percent believe their rates are higher while few think their rates are lower.

Vermont Electric's Rates Compared to Other Electric Companies



Forty-nine percent indicate that electric costs are their single biggest utility cost and an additional 9% say it's their single biggest business expense. Twenty-two percent of members did not know, which is up significantly compared to most previous studies. Those involved in agriculture are significantly more likely to say it is their single biggest utility cost compared to those in service industry/business and government or non-profit.

Electric Power Costs Are...



Employees

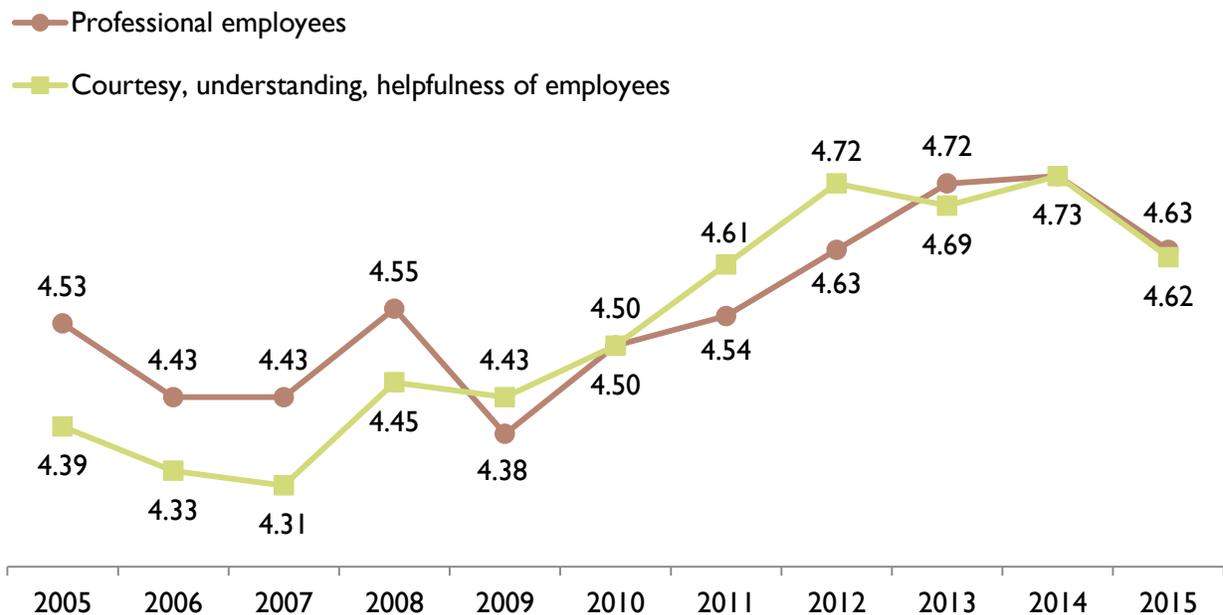
The final key driver of overall satisfaction is “Employees”. The mean ratings for both attributes in this key driver are excellent.

Top Two Box Ratings



Mean ratings for these attributes are consistent with 2014. *Having professional employees* is evaluated significantly higher than the 2009 study and the mean rating for *the courtesy, understanding and helpfulness of employees to your inquiries or problems* has increased significantly since 2006 and 2007.

Mean Ratings by Year



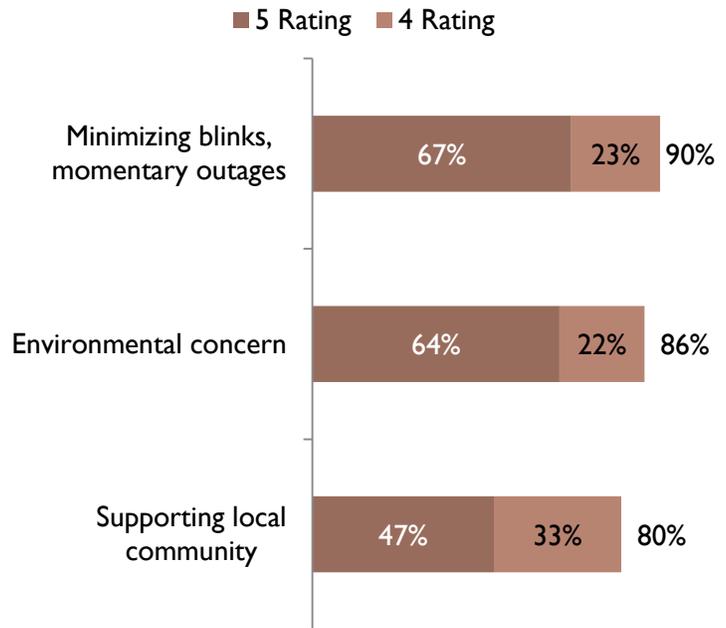
Other Attributes

Three attributes are not significant drivers of satisfaction. VEC is evaluated very positively on these as well.

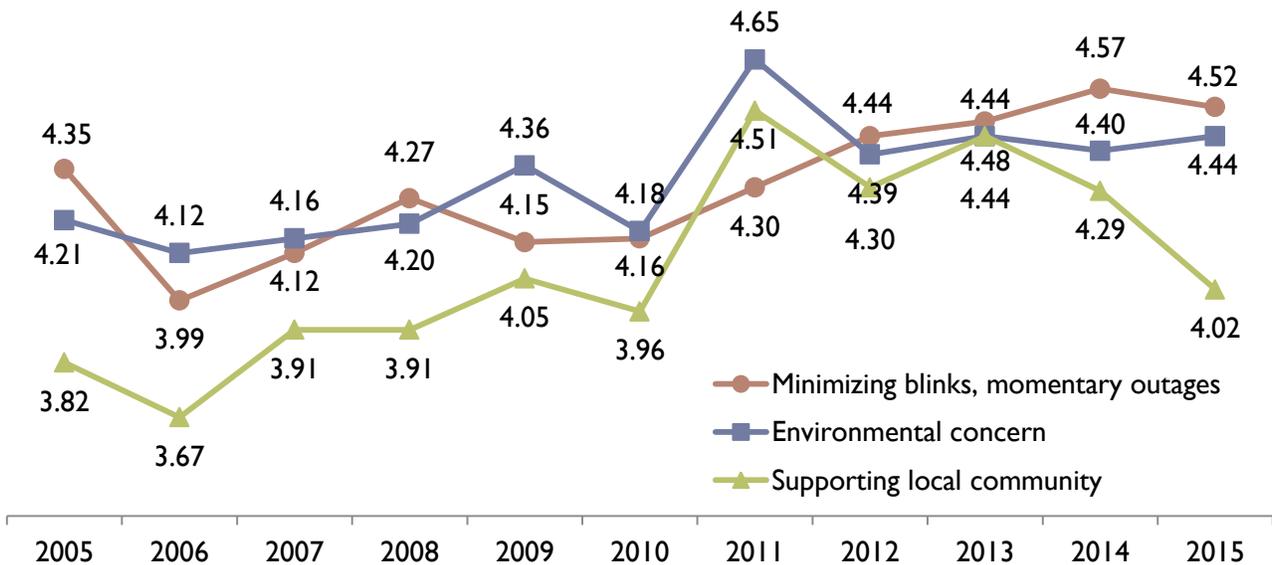
All three attributes have mean ratings that are above the 4.0 “good” threshold. The mean rating for *keeping blinks and momentary outages to a minimum* is excellent and has improved significantly compared to the studies conducted between 2006 and 2010.

The mean rating for VEC’s *support of the local community* has decreased significantly from 2011.

Top Two Box Ratings

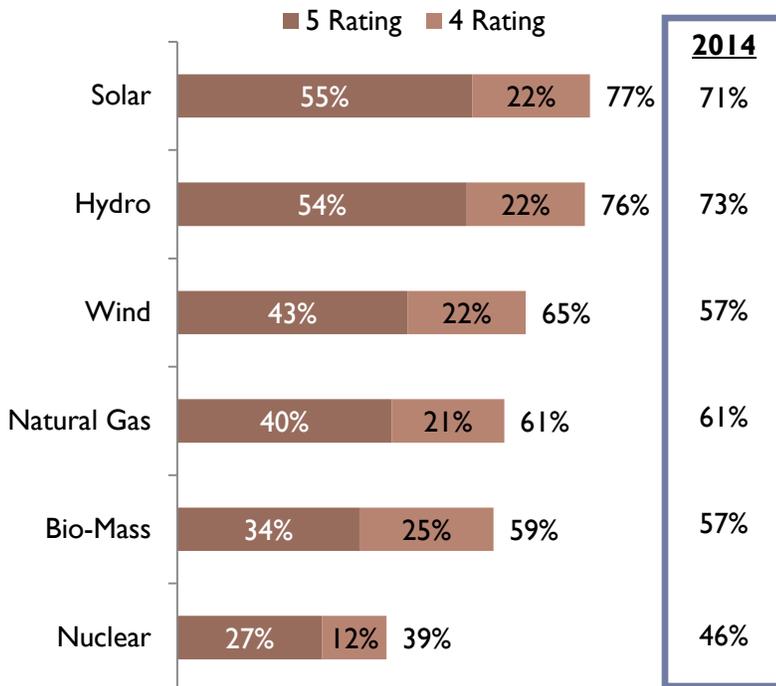


Mean Ratings by Year



Energy Efficiency and Renewable Energy

Importance of Power Sources

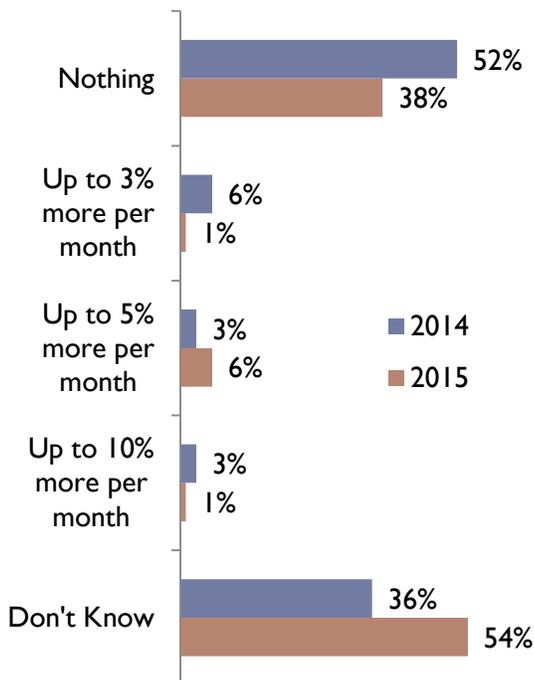


More than seven in ten C&I members give high ratings for the importance of utilities providing power from solar and hydro. More than half feel power from wind, natural gas, and/or bio-mass is important.

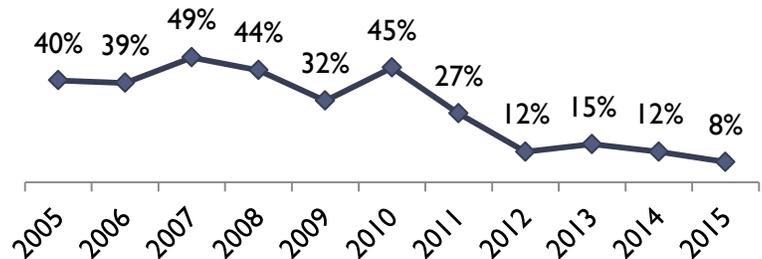
The perceived importance of solar power is significantly higher than in 2009, 2011, and 2013. The importance of bio-mass has decreased significantly since 2012.

Less than 10% say they would be willing to pay more on their monthly bills for renewable energy. The proportion of members who say they don't know is up significantly from almost all prior studies. Those in a government or non-profit business are significantly more likely to say they don't know than all other industry segments.

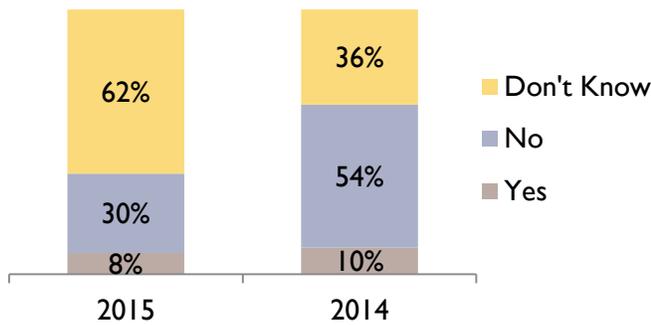
How Much More Willing to Pay Monthly to Get Renewable Power



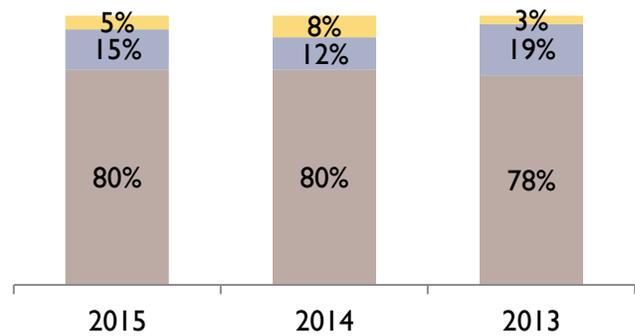
Willing To Pay Additional Amount



Support Rate Increase From State Requirement to Add Renewables



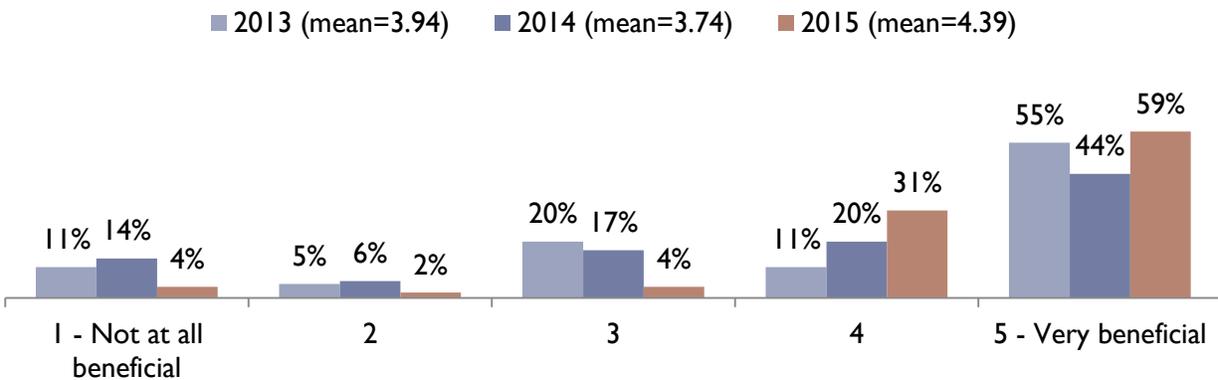
Heard of Efficiency Vermont



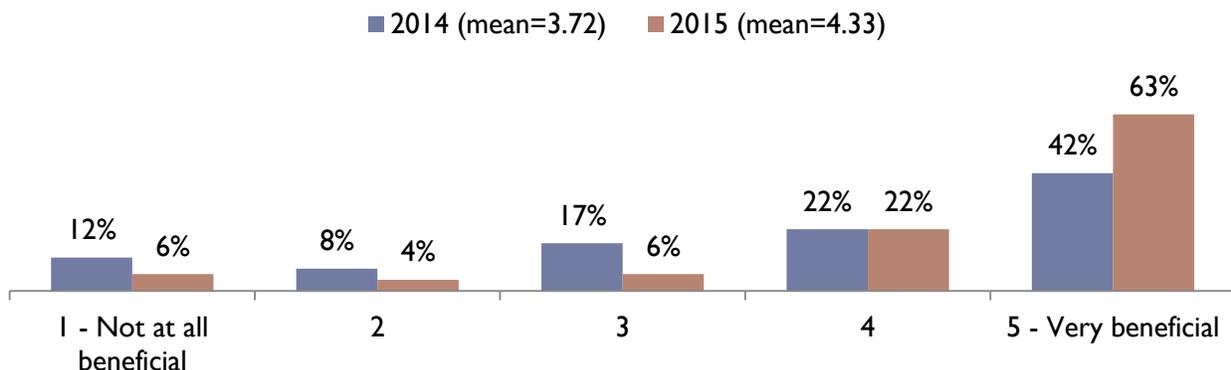
Similar to 2014, just 8% of the C&I members say they would support a rate increase driven by a Vermont state requirement to increase the amount of renewables in VEC's energy portfolio.

Eighty percent say they have heard of the energy efficiency utility Efficiency Vermont. Among those aware of Efficiency Vermont, almost all give high ratings ("4" or "5") for how beneficial it is for Vermont consumers as well as their own business. The benefit ratings for Vermont consumers and their businesses are both up significantly from 2014

How Beneficial is Efficiency Vermont For Vermont Consumers



How Beneficial is Efficiency Vermont for Your Business



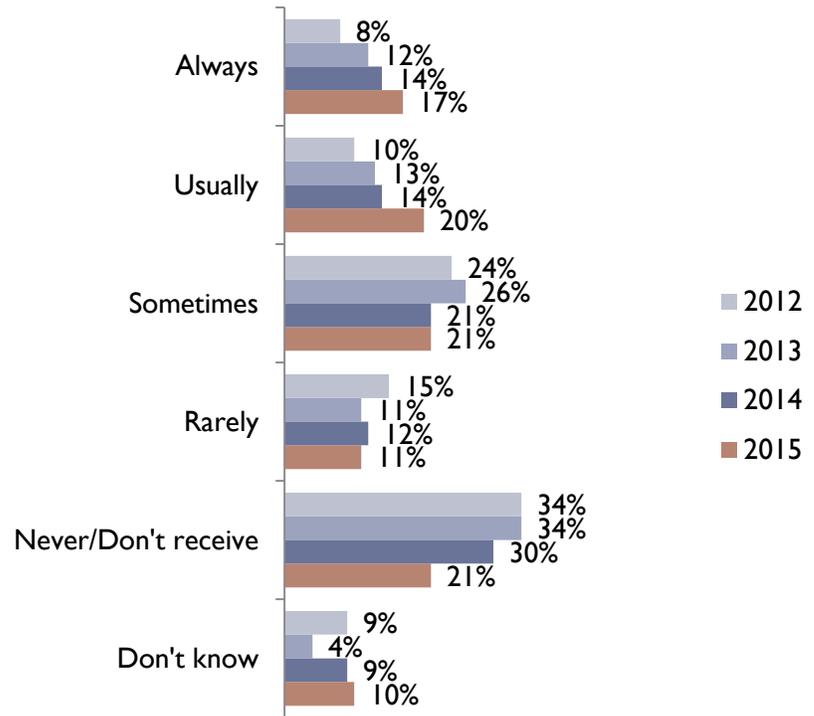
Communication

Thirty-seven percent say they always or usually read VEC's newsletter *Co-op Life*. Twenty-one percent say they never read the newsletter or don't receive it, which is significantly less than in 2012 and 2013.

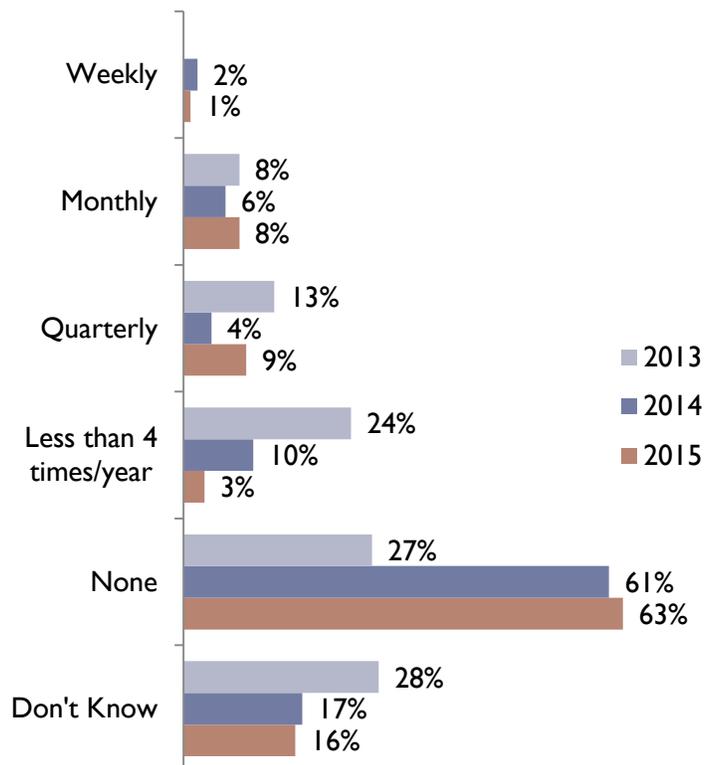
Those in agriculture are significantly more likely to say they always read *Co-op Life* compared to all other business segments.

Similar to the 2014 study, 63% of the C&I members say they would prefer not to receive email from VEC.

How Often Read Co-op Life



Preferred Frequency of E-mail Communication From VEC



Commercial Member Characteristics

One-third of the C&I members are in a service industry and 28% are in agriculture. Two-thirds have been served by Vermont Electric Cooperative for 20 years or more.

Commercial and industrial members in 2014 are longer-tenured (20 years or more) and more likely to be agricultural compared to most past studies. Just 45 respondents answered the question pertaining to their organization's annual revenue, with 58% reporting annual income over one million dollars.

	2015	2014	2013	2012	2011
Agriculture	28%	14%	18%	15%	11%
Healthcare, Financial, Real Estate, Construction, or Other Service Industry	34%	27%	27%	34%	45%
Wholesale/Retail	16%	28%	34%	26%	17%
Government/Municipalities	11%	10%	7%	14%	9%
Served 5 Years or Less	12%	10%	14%	19%	12%
Served 6 to 19 Years	21%	38%	39%	49%	29%
Served 20 Yrs or More	66%	53%	48%	32%	60%

Verbatim Comments

At the conclusion of the survey, C&I members were given the opportunity to share any comments, concerns, or questions they had. Forty-seven 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
<i>Operations/Engineers – blinks, outages, tree trimming, AMI/AMR</i>	27	11	5	11
<i>Renewable Energy</i>	21			
<i>Rates/Fees</i>	20	0	18	2
<i>Overall Satisfaction</i>	19	17	2	0
<i>Member Services/Marketing – resolving issues, customer service reps</i>	15	3	8	4
<i>Additional Services</i>	12	1	8	3
<i>Efficiency Vermont/Energy Efficiency</i>	5	2	0	3
<i>Billing/ Finance (Problems With bills)</i>	5	0	3	2

Appendix A:

Key Driver/Factor Explanation

Factor Analysis

Factor analysis was used to reduce the many service attributes rated in the survey to a core set of issues. This analysis shows how consumers unconsciously think about or group the many different performance attributes. Five factors were found and named Member Service, Bills and Payment Options, Electric Service, Cost, and Employees.

The performance quality attributes that make up each factor are listed below in order of the performance attribute most related to the factor down to the attribute least related to the factor.

Member Service Factor

- Resolving any issues or problems
- Communicating with you and keeping you informed
- The overall customer service they provide
- The speed and efficiency of responding to customers
- Demonstrating concern for customers' best interests
- Keeping you informed on the status of outages
- The restoration of power after an outage
- Having professional employees
- The courtesy, understanding and helpfulness of employees to your inquiries or problems

Bills and Payment Options Factor

- Having convenient payment options
- Providing accurate and easy to understand bills
- The accuracy of meter reading and billing
- Helping you to be more efficient in your use of electricity

Electric Service Factor

- Providing consistent voltage without surges or brownouts
- Keeping the number of longer outages to a minimum
- The restoration of power after an outage
- The reliability of service and frequency of interruptions
- Keeping you informed on the status of outages

Cost Factor

- Their monthly service fees
- Charging reasonable rates
- Helping customers keep bills as low as possible
- Helping you to be more efficient in your use of electricity

Employees Factor

- The courtesy, understanding and helpfulness of employees to your inquiries or problems
- Having professional employees

The following attributes are not included in the factors found because they are not highly correlated with other attributes:

- Operating with concern for the environment
- Supporting the local community
- Keeping blinks and momentary outages to a minimum

Key Driver Analysis

To help determine where expectations are and are not being met for co-op members, we calculate importance scores for the factors and attributes. The importance scores were derived using the beta scores from a regression of the factors and attributes on overall satisfaction. What we are looking for is significance. If a factor or attribute is positively significant, it has a positive relationship with satisfaction. If the factor/attribute receives a high rating, overall satisfaction/loyalty also receives a high rating. That is, the more a factor or attribute influences overall satisfaction, the higher its importance score. Factors and attributes that are found to be significant in the regression are labeled as key drivers of overall satisfaction and shown in the figure.

A separate analysis was done to find the key drivers of value among C&I members of Vermont Electric Cooperative. Rather than regressing the factors and attributes on overall satisfaction, they were regressed on the attribute “delivering good value for the money”. The key drivers of value are shown below.

Key Drivers of Value	
Member Service	0.51
Bills and Payment Options	0.34
Cost	0.29
Electric Service	0.27

Appendix B:

Verbatim Responses

VERMONT ELECTRIC COOPERATIVE VERBATIM RESPONSES

ADDITIONAL COMMENTS

In order to present comments in their entirety, verbatim responses may appear under more than one heading. The portion of the comment pertaining to the section is in black, while portions covered under other areas are colored in gray.

Overall Satisfaction – Positive Responses

Everything is fine. I just do not even look at detail of the bill, it is all automatic. I just look at what it is and it is paid.

Everything is good! (2 mentions)

Everything is good, but we do have to have electricity always, can't be without at all!

Everything is good. I do have a solar field right next to us. I think it is good to use what we can for energies. I can't make decisions on some of this. We would make group decisions since we are a church. Thanks for calling.

Everything is good. If I had outages and blips I would probably have something to say. Everything is in my computer so I have to have power during the work hours.

Everything is good. This business has been here quite a while. We just have had it over a year.

Everything pretty good.

Everything works and is good. I did use Efficiency Vermont a few years ago and it was good to help with cooling the milk.

I am actually satisfied, just that the cost is high. Efficiency Vermont I feel is too high for what we pay in and not much that we get out. Just like they come out here and say, this will pay back in 7 years. Okay, but I have to pay for it in 30 days. I can't make payments over those 7 years! That isn't quite right. I would like to look at solar! Thanks for calling me.

I don't think we have ever had any contact or needed to call the co-op and we have no other choice for service in this area! Everything is good.

I think we are good!

Additional Comments**Overall Satisfaction – Positive Responses
(continued)**

It makes a lot of sense for our co-op to take care of trimming the trees like they do. My husband sees the issues the other companies have and he always says if they would trim like our co-op, they wouldn't have those problems. We are fine, get good service from our co-op.

They could lower my bill a little bit! Otherwise, it is good. I have to have electric all the time for the heifers to have water.

This is just a propane bulk station, just a holding area. There is no office or anything there at all! Just the power for this holding spot. Everything good as far as we know!

Vermont Electric Cooperative does so much better than they did a few years back, I appreciate that. I do feel that Efficiency Vermont calls and they are so ambiguous. They call, but it should be what can you do for me and that is not how they approach it. I guess I don't know enough other than that impression of them to comment or rate them. Thanks for calling.

We are at the end of the line and we are the last to be back on. The co-op really reaches out to us! We have to keep our lines cleared, the trees grow and they need to be trimmed. That is so important. We are a dairy farm so there is no question we have to have power 24/7. Thanks! I do want to be sure to add that in 30 years the co-op has so improved, they are so much better than it was then!

Overall Satisfaction – Negative Responses

I am not happy. I battled over losing a lot of money to a transformer that blew. I even took it to higher authority and they did nothing. In fact they told me that I should have had the transformer checked, me the consumer, I would not have even thought to do that. I didn't know I needed to. Then they tried to tell me that I would have to pay 2K for the new transformer. I lost over \$1000 just that one night in business and got no satisfaction or care from them. I have a business that runs for 6 months. I have to make my living in that time. I always open in April and they will tell me they will cut the power off instead of working with me to get the place open and running for the summer. I wish they would be more understanding and try to know and understand the businesses. I pay over 6K a year in electricity. I would be interested in information about solar or wind power to help cut my electric bills in half and I would have extra power to sell back or however that works. I would like someone to call me, Loraine 802 796 3399. I am so glad you called me back. Thanks.

Additional Comments**Overall Satisfaction – Negative Responses
(continued)**

Not happy at all with the co-op. I had high bills and it took them forever to figure it out and was a shortage underground. I knew something was wrong because the bills were sky high. Instead of them helping, since was not my issue that there was a problem underground; they did not reimburse me at all. Plus they made me pay \$4000 to run the new wire from a pole to the house. That was just not

right, but I couldn't do anything about it. I was never helped with any of this expense; this was about 2 years ago. That is why I am dissatisfied with the co-op!

Management/Board – Positive Responses

Nothing to add but I do like to see the survey being done. It tells me that the co-op is interested in the feedback and information that this gathers. Thanks for calling.

Management/Board – Negative Responses

In Vermont we need the lines to run along the road, running thru the woods is dangerous and hard to get to. Efficiency Vermont is a very expensive tax that we pay and what I do not like is it is not just for the electric industry they are out supporting other areas. That should be used just for the industry. Do not go out promoting other not related areas. They are taking more from us than they are sharing. That is very inappropriate, if there is more than needed then our rates should be adjusted not go to outside the industry with support. I so appreciate you calling. I pay \$1000 a month to Vermont Electric.

This is a monopoly. If I had a choice I would cut this operation off in a heartbeat. We tried to go with telephone with them. We are in Vermont. They awarded the contract to a company in MA! I am not sure why you are calling when this is a monopoly! In Canada we pay a third of what power is here. They say the rates will increase 18% by 2020. In Canada they have rates set for 25 years. Turning my AC on this summer will kill me on the electric bill. Efficiency Vermont is great if you are broke and poor. I checked with them and it would cost me \$600 because I make too much money for the help. I never hear a thing from the co-op. I love talking to you as a live person and not someone I can't even understand. I get a paper survey once a year and that is as personable as it gets! I will say their Arborist they sent out to look at the trees was wonderful, he said he needed to be called, a storm and we would have had major issues. Again, thanks for calling, I do appreciate this, although the co-op has a captive audience!

Additional Comments (continued)

Management/Board – Neutral Responses

see that we are doing anything different. It can jump up or down as much as \$20 to \$30. Can that be checked? But I really don't need a call because we have no choice for our service. It is like it is a monopoly; we have to have this electric company. This jump is not winter to summer, it is on a monthly basis.

Operations/Engineering – Positive Responses

Everything is good. If I had outages and blips I would probably have something to say. Everything is in my computer so I have to have power during the work hours.

I did have to call them once about my light here and they fixed it and it didn't work so they came back and just put up a new one and has been working good since. I don't want to pay more, but seems the state sticks it to you anyway.

I need someone to call. I have tried to get someone to respond and to come talk to me about saving energy. My bills are so high and I have light bulbs that burn out in a week. Something needs to be checked out and I can't get a response by calling. I changed a security lite with Efficiency Vermont and was promised a rebate. I have not been paid back a thing. The rates are so high. **The service in general is great.** I would like to have a live person answer the phone so you have someone to talk to. I won't pay any more, seems corporations get the benefits of any tax dollars when the individual should get the ability to put in solar or whatever to help with the energy bills. Hope you can get someone to respond or call me. I have tried and no one ever calls back or contacts me. I need help getting these bills down or help knowing what to do about it. Thanks.

I think overall we are pleased with our service. We do have blinks at the property down the road, but we don't here. It would be difficult with all the motors and etc. in the barns if we had to deal with that. I prefer a phone call from the co-op to an email. On the bill I do wish they would spell out rather than use letters to abbreviate the different charges. There is no way to know what it is.

If we need them they are good to come out. I just think the rates are so up and down, never steady.

It makes a lot of sense for our co-op to take care of trimming the trees like they do. My husband sees the issues the other companies have and he always says if they would trim like our co-op, they wouldn't have those problems. We are fine, get good service from our co-op.

Additional Comments

Operations/Engineering – Positive Responses (continued)

My husband would have more on Efficiency Vermont. We usually get an email and then nothing more. We have asked for solar information and get no information at all. I will say the co-op, years ago, was so rude and that has changed, they are good to help, but we would like a rep that could come know our place. We have 2 houses and a barn and help us be more efficient and get these bills down. We pay almost \$700 a month. **We have not had the stray voltage that made the cows jump like we use to, that is good.** It is a waste of my money to send me 3 of everything, newsletter and etc. There are 2 accounts, but that doesn't mean I need 3 copies of everything sent to this address. Most of all we need one person to come and help us be more efficient not just pass it to someone else to handle. Thanks for calling.

The co-op came and cut our trees for us and did a real good job. We do have someone coming to check the TV that quit working and they ask me about the blips and outages too. I don't think we ever have them. If we do, I don't know when.

This is a monopoly. If I had a choice I would cut this operation off in a heartbeat. We tried to go with telephone with them. We are in Vermont. They awarded the contract to a company in MA! I am not sure why you are calling when this is a monopoly! In Canada we pay a third of what power is here. They say the rates will increase 18% by 2020. In Canada they have rates set for 25 years. Turning my AC on this summer will kill me on the electric bill. Efficiency Vermont is great if you are broke and poor. I checked with them and it would cost me \$600 because I make too much money for the help. I never hear a thing from the co-op. I love talking to you as a live person and not someone I can't even understand. I get a paper survey once a year and that is as personable as it gets! **I will say their Arborist they sent out to look at the trees was wonderful, he said he needed to be called, a storm and we would have had major issues.** Again, thanks for calling, I do appreciate this, although the co-op has a captive audience!

We are in the middle of the town so we never have an outage or any problems. We never see the co-op!

Additional Comments (continued)

Operations/Engineering – Negative Responses

I am not happy. I battled over losing a lot of money to a transformer that blew. I even took it to higher authority and they did nothing. In fact they told me that I should have had the transformer checked, me the consumer, I would not have even thought to do that. I didn't know I needed to. Then they tried to tell me that I would have to pay 2K for the new transformer. I lost over \$1000 just that one night in business and got no satisfaction or care from them. I have a business that runs for 6 months. I have to make my living in that time. I always open in April and they will tell me they will cut the power off instead of working with me to get the place open and running for the summer. I wish they would be more understanding and try to know and understand the businesses. I pay over 6K a year in electricity. I would be interested in information about solar or wind power to help cut my electric bills in half and I would have extra power to sell back or however that works. I would like someone to call me, Loraine 802 796 3399. I am so glad you called me back. Thanks.

I appreciate your call, thanks! My only problem is the blips and momentary outages that we get. It messes up the computers and etc. That is our only issue!

None of this pertains and I have no interest in answering as though someone lived there. This is a septic pump station for our houses and the houses are not served by the co-op. I will say we would very much like the meter box or whatever that is, all on one pole rather than 2, but we checked and it would be thousands of dollars to do that. If that has changed and could be done without cost to us we would talk about it. No reason to have 2 poles at one site!

Not happy at all with the co-op. I had high bills and it took them forever to figure it out and was a shortage underground. I knew something was wrong because the bills were sky high. Instead of them helping, since was not my issue that there was a problem underground; they did not reimburse me at all. Plus they made me pay \$4000 to run the new wire from a pole to the house. That was just not right, but I couldn't do anything about it. I was never helped with any of this expense; this was about 2 years ago. That is why I am dissatisfied with the co-op!

They have been cutting back the lines. It is kind of ugly now and people complain. I do know that Green Mountain Power did this same thing about 10 years ago, but it has been very good in the long run. I want to compliment you for cutting the trees back. Thanks.

Operations/Engineering – Neutral Responses

I like to think that we are on the same grid as others that need power all the time. Thanks for calling.

Additional Comments Operations/Engineering – Neutral Responses (continued)

I would like nuclear if it could be in Africa and piped over here to us. I don't want to be close to it. Also I think the cost of putting up wind or solar power for the individual has very little if any benefit. I have to have power without interruption in winter and during work hours, otherwise I could manage the 2-3 hour outage.

In Vermont we need the lines to run along the road, running thru the woods is dangerous and hard to get to. Efficiency Vermont is a very expensive tax that we pay and what I do not like is it is not just for the electric industry they are out supporting other areas. That should be used just for the industry. Do not go out promoting other not related areas. They are taking more from us than they are sharing. That is very inappropriate, if there is more than needed then our rates should be adjusted not go to outside the industry with support. I so appreciate you calling. I pay \$1000 a month to Vermont Electric.

This is a dairy and the tanks have to keep the milk cool. We have to have power. We do have the blips, but not sure if it is because we are at the end of the line or what. I wish we could pay the bill by credit card and not be charged a rate to do that. Thanks for calling.

We are a medical facility so we have to have power and have a generator so we don't know when the power is off except to reset the computers. I have never seen a bill go down. If the renewables are to lower the rates or find another power source, then lower the G...Damn bill, don't ask to raise it! The solar fields are so ugly. Why are they right there where they are seen? The windmills are much better than those things! Thanks for calling.

We are at the end of the line and we are the last to be back on. The co-op really reaches out to us! We have to keep our lines cleared, the trees grow and they need to be trimmed. That is so important. We are a dairy farm so there is no question we have to have power 24/7. Thanks! I do want to be sure to add that in 30 years the co-op has so improved, they are so much better than it was then!

We could handle the planned outage if not during school hours, but we have to know or be aware of it so our tech support folks can plan for it. Thanks.

We did have a 3 phase put in now. I need to find out if we don't use it if we are still paying for it.

We have our own power plant here so if there is an issue with the power we would not know it. I am a fan of any energy that is created naturally. I would have no problem raising the rates if they would do what they said they are with the money or if we could see the results. Just to raise the rates and have nothing to show or for us to see I do not like. Cable and social media expenses are out of site, they have surpassed the electricity. We pay over \$600 a month for those items alone.

Additional Comments

Operations/Engineering – Neutral Responses

(continued)

We work with repairs and computer boards all the time and inconsistent power or outages would be very serious for us.

We are in Newport and have no outages and etc. other than weather, so we just don't ever see the co-op folks or communicate with them. We do have an old meter and it really probably should be upgraded. I am not sure how they handle that, but we would be willing to have someone call us about it or come by and check it, it is old!

Member Services/Marketing/Communications – Positive Responses

I am happy with the way the co-op is heading with the Smart Hub. It has been a while coming and getting our meters on it and I do like that. Our next step we are installing photos and getting the net meter figured is what the calls are about now and how to understand and the performance graph. Don't think we are quite there yet, but we are figuring it out. I just don't want to go there on the renewables with you guys yet, so just leave those questions for now. I do like the idea of the account rep, and because of that I would not need the emails, I would rely on that person for our communication, good idea. Thanks for calling.

My husband would have more on Efficiency Vermont. We usually get an email and then nothing more. We have asked for solar information and get no information at all. I will say the co-op, years ago, was so rude and that has changed, they are good to help, but we would like a rep that could come know our place. We have 2 houses and a barn and help us be more efficient and get these bills down. We pay almost \$700 a month. We have not had the stray voltage that made the cows jump like we use to, that is good. It is a waste of my money to send me 3 of everything, newsletter and etc. There are 2 accounts, but that doesn't mean I need 3 copies of everything sent to this address. Most of all we need one person to come and help us be more efficient not just pass it to someone else to handle. Thanks for calling.

This is a cabin and horse arena and etc. They are good to notify us when the power is off. The horses have to always have water available to them. I would pay more for the renewables if they made it very clear what it actually was being used for, what is the increase for? Thanks for calling.

Member Services/Marketing/Communications – Negative Responses

Efficiency Vermont is a joke. No one responds when you call or email. They have no interest in getting back to us or even letting us know what we can do and what they can do. It seems to work well before the "government" got their hands into it and now it is a joke. No one knows what it really is.

Additional Comments
Member Services/Marketing/Communications – Negative Responses
(continued)

I am not happy. I battled over losing a lot of money to a transformer that blew. I even took it to higher authority and they did nothing. In fact they told me that I should have had the transformer checked, me the consumer, I would not have even thought to do that. I didn't know I needed to. Then they tried to tell me that I would have to pay 2K for the new transformer. I lost over \$1000 just that one night in business and got no satisfaction or care from them. I have a business that runs for 6 months. I have to make my living in that time. I always open in April and they will tell me they will cut the power off instead of working with me to get the place open and running for the summer. I wish they would be more understanding and try to know and understand the businesses. I pay over 6K a year in electricity. I would be interested in information about solar or wind power to help cut my electric bills in half and I would have extra power to sell back or however that works. I would like someone to call me, Loraine 802 796 3399. I am so glad you called me back. Thanks.

I have tried for a year and half or 2 years to get a 100 amp service out here. I have not had anyone do a thing about it or even contact me about it. Also, can we still do the LED lights? Also, I see all the solar panels and I have land out here, how do I check into those solar panels? I need someone to call me about all of this. I am very interested and need the 100 AMP! If you can get this to someone to respond I will be very happy! Thanks.

I need someone to call. I have tried to get someone to respond and to come talk to me about saving energy. My bills are so high and I have light bulbs that burn out in a week. Something needs to be checked out and I can't get a response by calling. I changed a security light with Efficiency Vermont and was promised a rebate. I have not been paid back a thing. The rates are so high. The service in general is great. I would like to have a live person answer the phone so you have someone to talk to. I won't pay any more, seems corporations get the benefits of any tax dollars when the individual should get the ability to put in solar or whatever to help with the energy bills. Hope you can get someone to respond or call me. I have tried and no one ever calls back or contacts me. I need help getting these bills down or help knowing what to do about it. Thanks.

Not very happy because one time the electric company cut the power off and did not let us know they were going to do that. We were not happy!

Additional Comments**Member Services/Marketing/Communications – Negative Responses
(continued)**

This is a monopoly. If I had a choice I would cut this operation off in a heartbeat. We tried to go with telephone with them. We are in Vermont. They awarded the contract to a company in MA! I am not sure why you are calling when this is a monopoly! In Canada we pay a third of what power is here. They say the rates will increase 18% by 2020. In Canada they have rates set for 25 years. Turning my AC on this summer will kill me on the electric bill. Efficiency Vermont is great if you are broke and poor. I checked with them and it would cost me \$600 because I make too much money for the help. I never hear a thing from the co-op. I love talking to you as a live person and not someone I can't even understand. I get a paper survey once a year and that is as personable as it gets! I will say their Arborist they sent out to look at the trees was wonderful, he said he needed to be called, a storm and we would have had major issues. Again, thanks for calling, I do appreciate this, although the co-op has a captive audience!

We called the co-op in December about trees that need to be looked at and trimmed before an issue and we have not heard a word since. They came and looked months ago and nothing since. I would rather look at these 21 windmills than have a nuclear plant to look at any day. Thanks for calling.

We had a fire at the church and we heard nothing from the co-op. Nothing at all that they turned the power off or that they were going to turn it off. There was no communication at all. I thought it would have been nice had they communicated with us at that time.

Member Services/Marketing/Communications – Neutral Responses

I don't think we have ever had any contact or needed to call the co-op and we have no other choice for service in this area! Everything is good.

I think overall we are pleased with our service. We do have blinks at the property down the road, but we don't here. It would be difficult with all the motors and etc. in the barns if we had to deal with that. I prefer a phone call from the co-op to an email. On the bill I do wish they would spell out rather than use letters to abbreviate the different charges. There is no way to know what it is.

We are in Newport and have no outages and etc. other than weather, so we just don't ever see the co-op folks or communicate with them. We do have an old meter and it really probably should be upgraded. I am not sure how they handle that, but we would be willing to have someone call us about it or come by and check it, it is old!

We are in the middle of the town so we never have an outage or any problems. We never see the co-op!

Additional Comments (continued)

Billing/Finance – Negative Responses

Billing is where I have the issues. The bill is very difficult to understand. What I pay and what is shown that I pay never adds up or comes out the same. The old amount is always still on the bill. Just very hard to understand. I am not sure what my options to pay are, I get a bill, and the option is send a check! I think if we had some choices it would be different, but there is no competition here at all. How do we know what others pay or what is available, we just have the one choice?

I am not happy. I battled over losing a lot of money to a transformer that blew. I even took it to higher authority and they did nothing. In fact they told me that I should have had the transformer checked, me the consumer, I would not have even thought to do that. I didn't know I needed to. Then they tried to tell me that I would have to pay 2K for the new transformer. I lost over \$1000 just that one night in business and got no satisfaction or care from them. I have a business that runs for 6 months. I have to make my living in that time. I always open in April and they will tell me they will cut the power off instead of working with me to get the place open and running for the summer. I wish they would be more understanding and try to know and understand the businesses. I pay over 6K a year in electricity. I would be interested in information about solar or wind power to help cut my electric bills in half and I would have extra power to sell back or however that works. I would like someone to call me, Loraine 802 796 3399. I am so glad you called me back. Thanks.

This is a dairy and the tanks have to keep the milk cool. We have to have power. We do have the blips, but not sure if it is because we are at the end of the line or what. I wish we could pay the bill by credit card and not be charged a rate to do that. Thanks for calling.

Billing/Finance – Neutral Response

I do at times pay my bill late and they do remind me like I am not going to pay! I see a problem with your questions, the answers are black and white and that is not always the case. I will say I tried to talk to the folks about solar and I felt they just brushed me off, like I was a nuisance to them, so I quit asking. I wanted to know about net metering.

I think overall we are pleased with our service. We do have blinks at the property down the road, but we don't here. It would be difficult with all the motors and etc. in the barns if we had to deal with that. I prefer a phone call from the co-op to an email. On the bill I do wish they would spell out rather than use letters to abbreviate the different charges. There is no way to know what it is.

Additional Comments (continued)

Rates/Fees – Negative Responses

Efficiency Vermont; I have checked and it would take too long to recoup any benefit from it. As far as wind power, we hauled windmills to CA and they are all eye sores now. I think it would be wise to have the solar panels on the roof of public buildings. I would like for someone to come by or call me about our garage (we are a trucking co with garage by the house). **The bill is not adjusting like the house. Usually it goes down this time of year and it has not yet.**

I am actually satisfied, **just that the cost is high.** Efficiency Vermont I feel is too high for what we pay in and not much that we get out. Just like they come out here and say, this will pay back in 7 years. Okay, but I have to pay for it in 30 days. I can't make payments over those 7 years! That isn't quite right. I would like to look at solar! Thanks for calling me.

I am not happy. I battled over losing a lot of money to a transformer that blew. I even took it to higher authority and they did nothing. In fact they told me that I should have had the transformer checked, me the consumer, I would not have even thought to do that. I didn't know I needed to. **Then they tried to tell me that I would have to pay 2K for the new transformer. I lost over \$1000 just that one night in business and got no satisfaction or care from them.** I have a business that runs for 6 months. I have to make my living in that time. I always open in April and they will tell me they will cut the power off instead of working with me to get the place open and running for the summer. I wish they would be more understanding and try to know and understand the businesses. **I pay over 6K a year in electricity.** I would be interested in information about solar or wind power to help cut my electric bills in half and I would have extra power to sell back or however that works. I would like someone to call me, Loraine 802 796 3399. I am so glad you called me back. Thanks.

I did have to call them once about my light here and they fixed it and it didn't work so they came back and just put up a new one and has been working good since. **I don't want to pay more, but seems the state sticks it to you anyway.**

I need someone to call. I have tried to get someone to respond and to come talk to me about saving energy. My bills are so high and I have light bulbs that burn out in a week. **Something needs to be checked out and I can't get a response by calling.** I changed a security light with Efficiency Vermont and was promised a rebate. I have not been paid back a thing. **The rates are so high.** The service in general is great. I would like to have a live person answer the phone so you have someone to talk to. I won't pay any more, seems corporations get the benefits of any tax dollars when the individual should get the ability to put in solar or whatever to help with the energy bills. Hope you can get someone to respond or call me. I have tried and no one ever calls back or contacts me. I need help getting these bills down or help knowing what to do about it. Thanks.

Additional Comments
Rates/Fees – Negative Responses
(continued)

It is too high. I won't comment any more than that on any of the rate questions. I don't even want to go there!

Just make it cheaper, it is expensive!

My bill is probably \$500 a month. I would like to know if there is anyone at the co-op that could come talk to me about energy efficiency. I am a taxidermist and have 14 freezers that I have to have power to, but would be open to suggestions on how to save on my bill each month. Call: Walter 802 723 6290

My husband would have more on Efficiency Vermont. We usually get an email and then nothing more. We have asked for solar information and get no information at all. I will say the co-op, years ago, was so rude and that has changed, they are good to help, but we would like a rep that could come know our place. We have 2 houses and a barn and help us be more efficient and get these bills down. **We pay almost \$700 a month.** We have not had the stray voltage that made the cows jump like we use to, that is good. It is a waste of my money to send me 3 of everything, newsletter and etc. There are 2 accounts, but that doesn't mean I need 3 copies of everything sent to this address. Most of all we need one person to come and help us be more efficient not just pass it to someone else to handle. Thanks for calling.

Not happy at all with the co-op. I had high bills and it took them forever to figure it out and was a shortage underground. I knew something was wrong because the bills were sky high. Instead of them helping, since was not my issue that there was a problem underground; they did not reimburse me at all. Plus they made me pay \$4000 to run the new wire from a pole to the house. That was just not right, but I couldn't do anything about it. I was never helped with any of this expense; this was about 2 years ago. That is why I am dissatisfied with the co-op!

Taxes are awful here in Vermont! We are taxed on everything, even the service fees and taxes with the electricity. It is ridiculous what we pay. Nuclear energy is the cheapest energy there is and people are afraid of it. A cell as big as your fist could run us for years, but people don't understand that. It is safe here. We aren't talking about across the seas; we are talking here in America. Thank you so much for calling me.

They could lower my bill a little bit! Otherwise, it is good. I have to have electric all the time for the heifers to have water.

Additional Comments

Rates/Fees – Negative Responses

(continued)

This is a monopoly. If I had a choice I would cut this operation off in a heartbeat. We tried to go with telephone with them. We are in Vermont. They awarded the contract to a company in MA! I am not sure why you are calling when this is a monopoly! In Canada we pay a third of what power is here. They say the rates will increase 18% by 2020. In Canada they have rates set for 25 years. Turning my AC on this summer will kill me on the electric bill. Efficiency Vermont is great if you are broke and poor. I checked with them and it would cost me \$600 because I make too much money for the help. I never hear a thing from the co-op. I love talking to you as a live person and not someone I can't even understand. I get a paper survey once a year and that is as personable as it gets! I will say their Arborist they sent out to look at the trees was wonderful, he said he needed to be called, a storm and we would have had major issues. Again, thanks for calling, I do appreciate this, although the co-op has a captive audience!

We are a medical facility so we have to have power and have a generator so we don't know when the power is off except to reset the computers. I have never seen a bill go down. If the renewables are to lower the rates or find another power source, then lower the G...Damn bill, don't ask to raise it! The solar fields are so ugly. Why are they right there where they are seen? The windmills are much better than those things! Thanks for calling.

We burn wood to heat! Our electric bill seems to fluctuate quite a lot each month and we cannot see that we are doing anything different. It can jump up or down as much as \$20 to \$30. Can that be checked? But I really don't need a call because we have no choice for our service. It is like it is a monopoly. We have to have this electric company. This jump is not winter to summer, it is on a monthly basis.

We have our own power plant here so if there is an issue with the power we would not know it. I am a fan of any energy that is created naturally. I would have no problem raising the rates if they would do what they said they are with the money or if we could see the results. Just to raise the rates and have nothing to show or for us to see I do not like. Cable and social media expenses are out of site, they have surpassed the electricity. We pay over \$600 a month for those items alone.

We only use the electric for sugaring 5 weeks a year. I asked the co-op to turn off the electric the rest of the year, thinking that saved us and someone else can use that electricity. I was told to run the numbers and it would cost me more to turn it off and reconnect. With Green Mountain Power it is cost effective to shut the power off and start it when needed. I thought that was not good. Not sure how I feel about the wind turbines, I don't understand how on windy days they can be shut off. Thanks for calling us, appreciate it.

Winter gets really spendy, but summer is good, my bill dropped \$100 from March to now. I can't pay any more, I pay the bills on Social Security and it is hard to pay anything more!

Additional Comments (continued)

Rates/Fees – Neutral Responses

I see the bills when they come in, but my wife writes the checks so I can't answer about any of that. I guess it is OK she doesn't complain. That solar power I think we are drawing too much down here from the sun and the whole place is going to burn up some day! That is what I think about solar!

If we need them they are good to come out. I just think the rates are so up and down, never steady.

Energy Efficiency/Energy Audits - Positive Response

I am happy with the way the co-op is heading with the Smart Hub. It has been a while coming and getting our meters on it and I do like that. Our next step we are installing photos and getting the net meter figured is what the calls are about now and how to understand and the performance graph. Don't think we are quite there yet, but we are figuring it out. I just don't want to go there on the renewables with you guys yet, so just leave those questions for now. I do like the idea of the account rep, and because of that I would not need the emails, I would rely on that person for our communication, good idea. Thanks for calling.

My husband would have more on Efficiency Vermont. We usually get an email and then nothing more. We have asked for solar information and get no information at all. I will say the co-op, years ago, was so rude and that has changed, they are good to help, but we would like a rep that could come know our place. We have 2 houses and a barn and help us be more efficient and get these bills down. We pay almost \$700 a month. We have not had the stray voltage that made the cows jump like we use to, that is good. It is a waste of my money to send me 3 of everything, newsletter and etc. There are 2 accounts, but that doesn't mean I need 3 copies of everything sent to this address. Most of all we need one person to come and help us be more efficient not just pass it to someone else to handle. Thanks for calling.

Energy Efficiency/Energy Audits - Neutral Responses

I need someone to call. I have tried to get someone to respond and to come talk to me about saving energy. My bills are so high and I have light bulbs that burn out in a week. Something needs to be checked out and I can't get a response by calling. I changed a security light with Efficiency Vermont and was promised a rebate. I have not been paid back a thing. The rates are so high. The service in general is great. I would like to have a live person answer the phone so you have someone to talk to. I won't pay any more, seems corporations get the benefits of any tax dollars when the individual should get the ability to put in solar or whatever to help with the energy bills. Hope you can get someone to respond or call me. I have tried and no one ever calls back or contacts me. I need help getting these bills down or help knowing what to do about it. Thanks

Additional Comments
Energy Efficiency/Energy Audits - Neutral Response
(continued)

Interested in Efficiency Vermont. I would like to know how to get money for switching out the lights to be more energy efficient.

My bill is probably \$500 a month. I would like to know if there is anyone at the co-op that could come talk to me about energy efficiency. I am a taxidermist and have 14 freezers that I have to have power to, but would be open to suggestions on how to save on my bill each month. Call: Walter 802 723 6290

Additional Services – Positive Responses

Everything works and is good. I did use Efficiency Vermont a few years ago and it was good to help with cooling the milk.

Additional Services – Negative Responses

Efficiency Vermont is a joke. No one responds when you call or email. They have no interest in getting back to us or even letting us know what we can do and what they can do. It seems to work well before the "government" got their hands into it and now it is a joke. No one knows what it really is.

Efficiency Vermont; I have checked and it would take too long to recoup any benefit from it. As far as wind power, we hauled windmills to CA and they are all eye sores now. I think it would be wise to have the solar panels on the roof of public buildings. I would like for someone to come by or call me about our garage (we are a trucking co with garage by the house). The bill is not adjusting like the house. Usually it goes down this time of year and it has not yet.

I am actually satisfied, just that the cost is high. Efficiency Vermont I feel is too high for what we pay in and not much that we get out. Just like they come out here and say, this will pay back in 7 years. Okay, but I have to pay for it in 30 days. I can't make payments over those 7 years! That isn't quite right. I would like to look at solar! Thanks for calling me.

Additional Comments
Additional Services – Negative Responses
(continued)

I need someone to call. I have tried to get someone to respond and to come talk to me about saving energy. My bills are so high and I have light bulbs that burn out in a week. Something needs to be checked out and I can't get a response by calling. I changed a security light with Efficiency Vermont and was promised a rebate. I have not been paid back a thing. The rates are so high. The service in general is great. I would like to have a live person answer the phone so you have someone to talk to. I won't pay any more, seems corporations get the benefits of any tax dollars when the individual should get the ability to put in solar or whatever to help with the energy bills. Hope you can get someone to respond or call me. I have tried and no one ever calls back or contacts me. I need help getting these bills down or help knowing what to do about it. Thanks

In Vermont we need the lines to run along the road, running thru the woods is dangerous and hard to get to. Efficiency Vermont is a very expensive tax that we pay and what I do not like is it is not just for the electric industry they are out supporting other areas. That should be used just for the industry. Do not go out promoting other not related areas. They are taking more from us than they are sharing. That is very inappropriate, if there is more than needed then our rates should be adjusted not go to outside the industry with support. I so appreciate you calling. I pay \$1000 a month to Vermont Electric.

This is a monopoly. If I had a choice I would cut this operation off in a heartbeat. We tried to go with telephone with them. We are in Vermont. They awarded the contract to a company in MA! I am not sure why you are calling when this is a monopoly! In Canada we pay a third of what power is here. They say the rates will increase 18% by 2020. In Canada they have rates set for 25 years. Turning my AC on this summer will kill me on the electric bill. Efficiency Vermont is great if you are broke and poor. I checked with them and it would cost me \$600 because I make too much money for the help. I never hear a thing from the co-op. I love talking to you as a live person and not someone I can't even understand. I get a paper survey once a year and that is as personable as it gets! I will say their Arborist they sent out to look at the trees was wonderful, he said he needed to be called, a storm and we would have had major issues. Again, thanks for calling, I do appreciate this, although the co-op has a captive audience!

Vermont Electric Cooperative does so much better than they did a few years back, I appreciate that. I do feel that Efficiency Vermont calls and they are so ambiguous. They call, but it should be what can you do for me and that is not how they approach it. I guess I don't know enough other than that impression of them to comment or rate them. Thanks for calling.

Additional Comments (continued)

Additional Services – Neutral Responses

I have tried for a year and half or 2 years to get a 100 amp service out here. I have not had anyone do a thing about it or even contact me about it. Also, can we still do the LED lights? Also, I see all the solar panels and I have land out here, how do I check into those solar panels? I need someone to call me about all of this. I am very interested and need the 100 AMP! If you can get this to someone to respond I will be very happy! Thanks.

I very much enjoy the co-op newsletter. I always read it. I would appreciate more information from Efficiency Vermont, especially in the home heating areas. I would appreciate a call about this and with the information. Sylvia 802 309 5500 (this is a new phone number, do not use the one listed, that is at her work place)

Where is the dump site for the old light bulbs after we change them all out? What do we do with them since they can't just go in the trash? There needs to be some information out there about this and let us know what to do and where! It is really a pain to figure out what to do with them.

Newsletter/Information/Social Media – Positive Responses

I very much enjoy the co-op newsletter. I always read it. I would appreciate more information from Efficiency Vermont, especially in the home heating areas. I would appreciate a call about this and with the information. Sylvia 802 309 5500 (this is a new phone number, do not use the one listed, that is at her work place)

Need to warn people not to get too dependent on solar, just something as simple as a natural disaster could block the sun and we would be in trouble! Newport area is building another solar farm and it is in an area that should be prime commercial. Why use that area for a solar farm? That could be put anyplace. I am in Florida in the winter and Clay Electric gives us back 5.3M a year in capital credits. I think all co-ops should do that. I don't believe Vermont Electric does. Also, they have a little flyer in the bill for people to advertise things for sale, just for co-op members and that is a great service. There should not be any water heaters except solar. That should be mandated. There is enough to heat all the water that ever could be used by the sun!

Additional Comments (continued)

Newsletter/Information/Social Media – Negative Responses

It seems the cost of setting up renewables is the problem. You don't reap much back. Efficiency Vermont; I did the light bulbs, but the timer stuff is sitting here. We have to read how to even use the stuff. I couldn't figure it out.

My husband would have more on Efficiency Vermont. We usually get an email and then nothing more. We have asked for solar information and get no information at all. I will say the co-op, years ago, was so rude and that has changed, they are good to help, but we would like a rep that could come know our place. We have 2 houses and a barn and help us be more efficient and get these bills down. We pay almost \$700 a month. We have not had the stray voltage that made the cows jump like we use to, that is good. It is a waste of my money to send me 3 of everything, newsletter and etc. There are 2 accounts, but that doesn't mean I need 3 copies of everything sent to this address. Most of all we need one person to come and help us be more efficient not just pass it to someone else to handle. Thanks for calling.

Member Identity, Annual Meeting, Cap Cred/Dividend, Part of/owner – Negative Responses

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Member Identity, Annual Meeting, Cap Cred/Dividend, Part of/owner – Neutral Responses

I don't think we have ever had any contact or needed to call the co-op and we have no other choice for service in this area! Everything is good.

Additional Comments**Member Identity, Annual Meeting, Cap Cred/Dividend, Part of/owner – Neutral Responses
(continued)**

Need to warn people not to get too dependent on solar, just something as simple as a natural disaster could block the sun and we would be in trouble! Newport area is building another solar farm and it is in an area that should be prime commercial. Why use that area for a solar farm? That could be put anywhere. I am in Florida in the winter and Clay Electric gives us back 5.3M a year in capital credits. I think all co-ops should do that. I don't believe Vermont Electric does. Also, they have a little flyer in the bill for people to advertise things for sale, just for co-op members and that is a great service. There should not be any water heaters except solar. That should be mandated. There is enough to heat all the water that ever could be used by the sun!

Renewable Energy

Efficiency Vermont; I have checked and it would take too long to recoup any benefit from it. As far as wind power, we hauled windmills to CA and they are all eye sores now. I think it would be wise to have the solar panels on the roof of public buildings. I would like for someone to come by or call me about our garage (we are a trucking co with garage by the house). The bill is not adjusting like the house. Usually it goes down this time of year and it has not yet.

Everything is good. I do have a solar field right next to us. I think it is good to use what we can for energies. I can't make decisions on some of this. We would make group decisions since we are a church. Thanks for calling.

I am actually satisfied, just that the cost is high. Efficiency Vermont I feel is too high for what we pay in and not much that we get out. Just like they come out here and say, this will pay back in 7 years. Okay, but I have to pay for it in 30 days. I can't make payments over those 7 years! That isn't quite right. I would like to look at solar! Thanks for calling me.

I am happy with the way the co-op is heading with the Smart Hub. It has been a while coming and getting our meters on it and I do like that. Our next step we are installing photos and getting the net meter figured is what the calls are about now and how to understand and the performance graph. Don't think we are quite there yet, but we are figuring it out. I just don't want to go there on the renewables with you guys yet, so just leave those questions for now. I do like the idea of the account rep, and because of that I would not need the emails, I would rely on that person for our communication, good idea. Thanks for calling.

Additional Comments
Renewable Energy
(continued)

I am not happy. I battled over losing a lot of money to a transformer that blew. I even took it to higher authority and they did nothing. In fact they told me that I should have had the transformer checked, me the consumer, I would not have even thought to do that. I didn't know I needed to. Then they tried to tell me that I would have to pay 2K for the new transformer. I lost over \$1000 just that one night in business and got no satisfaction or care from them. I have a business that runs for 6 months. I have to make my living in that time. I always open in April and they will tell me they will cut the power off instead of working with me to get the place open and running for the summer. I wish they would be more understanding and try to know and understand the businesses. I pay over 6K a year in electricity. I would be interested in information about solar or wind power to help cut my electric bills in half and I would have extra power to sell back or however that works. I would like someone to call me, Loraine 802 796 3399. I am so glad you called me back. Thanks.

I do at times pay my bill late and they do remind me like I am not going to pay! I see a problem with your questions, the answers are black and white and that is not always the case. I will say I tried to talk to the folks about solar and I felt they just brushed me off, like I was a nuisance to them, so I quit asking. I wanted to know about net metering.

I guess solar is OK if not in my yard!

I have tried for a year and half or 2 years to get a 100 amp service out here. I have not had anyone do a thing about it or even contact me about it. Also, can we still do the LED lights? Also, I see all the solar panels and I have land out here, how do I check into those solar panels? I need someone to call me about all of this. I am very interested and need the 100 AMP! If you can get this to someone to respond I will be very happy! Thanks.

I see the bills when they come in, but my wife writes the checks so I can't answer about any of that. I guess it is OK she doesn't complain. That solar power I think we are drawing too much down here from the sun and the whole place is going to burn up some day! That is what I think about solar!

I wonder how the solar farm is going on the parcel up here that the town was going to vote on. Where does it all stand?

I would like nuclear if it could be in Africa and piped over here to us. I don't want to be close to it. Also I think the cost of putting up wind or solar power for the individual has very little if any benefit. I have to have power without interruption in winter and during work hours, otherwise I could manage the 2-3 hour outage.

Additional Comments

Renewable Energy (continued)

It seems the cost of setting up renewables is the problem. You don't reap much back. Efficiency Vermont; I did the light bulbs, but the timer stuff is sitting here. We have to read how to even use the stuff. I couldn't figure it out.

My husband would have more on Efficiency Vermont. We usually get an email and then nothing more. We have asked for solar information and get no information at all. I will say the co-op, years ago, was so rude and that has changed, they are good to help, but we would like a rep that could come know our place. We have 2 houses and a barn and help us be more efficient and get these bills down. We pay almost \$700 a month. We have not had the stray voltage that made the cows jump like we use to, that is good. It is a waste of my money to send me 3 of everything, newsletter and etc. There are 2 accounts, but that doesn't mean I need 3 copies of everything sent to this address. Most of all we need one person to come and help us be more efficient not just pass it to someone else to handle. Thanks for calling.

Need to warn people not to get too dependent on solar, just something as simple as a natural disaster could block the sun and we would be in trouble! Newport area is building another solar farm and it is in an area that should be prime commercial. Why use that area for a solar farm? That could be put anywhere. I am in Florida in the winter and Clay Electric gives us back 5.3M a year in capital credits. I think all co-ops should do that. I don't believe Vermont Electric does. Also, they have a little flyer in the bill for people to advertise things for sale, just for co-op members and that is a great service. There should not be any water heaters except solar. That should be mandated. There is enough to heat all the water that ever could be used by the sun!

Taxes are awful here in Vermont! We are taxed on everything, even the service fees and taxes with the electricity. It is ridiculous what we pay. Nuclear energy is the cheapest energy there is and people are afraid of it. A cell as big as your fist could run us for years, but people don't understand that. It is safe here. We aren't talking about across the seas; we are talking here in America. Thank you so much for calling me.

This is a cabin and horse arena and etc. They are good to notify us when the power is off. The horses have to always have water available to them. I would pay more for the renewables if they made it very clear what it actually was being used for, what is the increase for? Thanks for calling.

We are a medical facility so we have to have power and have a generator so we don't know when the power is off except to reset the computers. I have never seen a bill go down. If the renewables are to lower the rates or find another power source, then lower the G...Damn bill, don't ask to raise it! The solar fields are so ugly. Why are they right there where they are seen? The windmills are much better than those things! Thanks for calling.

Additional Comments Renewable Energy (continued)

We are looking into solar right now. We are a dairy farm and doing fine, but we must have power 24/7.

We called the co-op in December about trees that need to be looked at and trimmed before an issue and we have not heard a word since. They came and looked months ago and nothing since. I would rather look at these 21 windmills than have a nuclear plant to look at any day. Thanks for calling

We have our own power plant here so if there is an issue with the power we would not know it. I am a fan of any energy that is created naturally. I would have no problem raising the rates if they would do what they said they are with the money or if we could see the results. Just to raise the rates and have nothing to show or for us to see I do not like. Cable and social media expenses are out of site, they have surpassed the electricity. We pay over \$600 a month for those items alone.

We only use the electric for sugaring 5 weeks a year. I asked the co-op to turn off the electric the rest of the year, thinking that saved us and someone else can use that electricity. I was told to run the numbers and it would cost me more to turn it off and reconnect. With Green Mountain Power it is cost effective to shut the power off and start it when needed. I thought that was not good. Not sure how I feel about the wind turbines, I don't understand how on windy days they can be shut off. Thanks for calling us, appreciate it.

Other Comments

Everything is good. I do have a solar field right next to us. I think it is good to use what we can for energies. I can't make decisions on some of this. We would make group decisions since we are a church. Thanks for calling.

I can't answer the questions about other energy sources since I don't know the formula for them. Thanks for calling.

I do at times pay my bill late and they do remind me like I am not going to pay! I see a problem with your questions, the answers are black and white and that is not always the case. I will say I tried to talk to the folks about solar and I felt they just brushed me off, like I was a nuisance to them, so I quit asking. I wanted to know about net metering.

None of this pertains and I have no interest in answering as though someone lived there. This is a septic pump station for our houses and the houses are not served by the co-op. I will say we would very much like the meter box or whatever that is, all on one pole rather than 2, but we checked and it would be thousands of dollars to do that. If that has changed and could be done without cost to us we would talk about it. No reason to have 2 poles at one site!

**Other Comments
(continued)**

The Chamber of Commerce is really pissed that the co-op is not a member and a part of them!

This is just a propane bulk station, just a holding area. There is no office or anything there at all! Just the power for this holding spot. Everything good as far as we know!

Those were very good questions and I hope they help the company out. Good luck on the survey!

We basically just get a bill from the co-op for a Power House that happens to sit right across the border from Canada. That is why so many questions not answered as they did not pertain! Nothing there, but power house and critters!

Appendix C: Questionnaire

**2015 Vermont Electric Cooperative
COMMERCIAL SATISFACTION AND CO-OP COMMITMENT SURVEY**

FINAL 5/9/14

INTRODUCTION:

May I please speak with the person who is primarily responsible for making decisions regarding electric power at your company or organization? Hello, my name is _____ and I am with NRECA Market Research Services. We are conducting a confidential survey for **Vermont Electric Cooperative** on the service they provide you. Let me assure you, we are not selling anything. May I have about 10 minutes of your time to ask you some questions now?

Yes ... **Continue** No ... When would be a more convenient time for me to call back?
Date to call: _____ Time to call: _____

1. First, how long has your company or organization (at your location) received your electric service from Vermont Electric Cooperative? (*tenure1*)

1 Less than 1 year 3 3 to 5 years 5 10 to 14 years 7 20 years or more
2 1 to 2 years 4 6 to 9 years 6 15 to 19 years 8 Don't Know/Refused

Satisfaction and Performance Ratings

2. Now, please consider all your experiences to date with Vermont Electric Cooperative. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how satisfied are you with Vermont Electric Cooperative? (*satis*)

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

3. Now, again on a 5-point scale where 1 means "very poor" and 5 means "excellent," how would you rate Vermont Electric Co-op's performance on the following? (**Randomize after b.**)

On ...	Very Poor				Excellent	DK
a. The overall customer service they provide (<i>cust_svc</i>)	1	2	3	4	5	6
b. Delivering good value for the money (<i>value</i>)	1	2	3	4	5	6
c. Resolving any issues or problems (<i>resolve</i>)	1	2	3	4	5	6
d. Having professional employees (<i>htemp</i>)	1	2	3	4	5	6
e. Demonstrating concern for customers' best interests (<i>best_int</i>)	1	2	3	4	5	6
f. Communicating with you and keeping you informed (<i>communic</i>)	1	2	3	4	5	6
g. Operating with concern for the environment (<i>environ</i>)	1	2	3	4	5	6
h. Supporting the local community (<i>community</i>)	1	2	3	4	5	6
i. The speed and efficiency of responding to customers (<i>respond2</i>)	1	2	3	4	5	6
j. The courtesy, understanding and helpfulness of employees to your inquiries or problems (<i>courtesy</i>)	1	2	3	4	5	6

Contact

4. In the past year, did you contact VERMONT ELECTRIC COOPERATIVE for any reason? (*cntc_yn*)
1 Yes 2 No (**Skip to Q.8**)

5. What was the REASON for the most recent call or visit you made? [Do not read/Check all that apply]
___Reason (**specify**) ___Don't Know/Refused (*cntcreas*)

6. How many TIMES did you contact the co-op concerning this issue/reason? (*cntctimes*)
1 2 3-4 5-6 7-9 10+ ___Don't Know/Refused

7. Based on your contact with Vermont Electric, was your experience much better, somewhat better, about what you expected, somewhat worse, or much worse than you expected? (*cntceval*)

1 Much worse 4 Somewhat worse 3 As expected 2 Somewhat better 1 Much better

8. On a scale of 1 to 5, where 1 means "not at all valuable" and 5 means "extremely valuable," how valuable is it to your business to have an account representative from Vermont Electric Cooperative who works with you to determine how best to meet your business needs?

Not valuable at all		Extremely Valuable			DK/Ref
1	2	3	4	5	6

Electric Service Performance

9. Now, on a 5-point scale where 1 means "very poor" and 5 means "excellent," how would you rate Vermont Electric Co-op's performance on the following ...? (**randomize after b**)

On ...	Very Poor			Excellent		DK
a. Keeping blinks and momentary outages to a minimum (<i>limit_blink</i>)	1	2	3	4	5	6
b. Keeping the number of longer outages to a minimum (<i>limit_outg</i>)	1	2	3	4	5	6
c. The reliability of service and frequency of interruptions (<i>elec_svc</i>)	1	2	3	4	5	6
d. The restoration of power after an outage (<i>restore2</i>)	1	2	3	4	5	6
e. Keeping you informed on the status of outages (<i>outinfo2</i>)	1	2	3	4	5	6
f. Providing consistent voltage without surges or brownouts (<i>pwr_qal2</i>)	1	2	3	4	5	6

10. Which of the following best describes your electric power delivery requirements for your business or organization?

- It's absolutely necessary to have electric power 24 hours a day, 7 days a week.
- It's strongly desired to have power at all times, especially during business hours, but your business can manage any 2 or 3 hour outage. It's very inconvenient but not seriously damaging.
- It's strongly desired to have power at all times, but your business can only manage a 2 or 3 hour outage if it does not occur during particular business operations.
- Don't Know/Refused

11. On a 5-point scale where 1 is not at all serious and 5 is extremely serious, how would you rate the impact on your business of experiencing...?

	Not at all serious			Extremely Serious		DK/Ref
a. Inconsistent power quality such as surges, blips, dips, or other voltage variations	1	2	3	4	5	6
b. Power outages lasting 5 to 10 minutes	1	2	3	4	5	6
c. Power outages lasting 3 to 4 hours	1	2	3	4	5	6

Rates and Fees

12. How would you rate Vermont Electric Co-op's performance on the following using a 5-point scale where 1 means "very poor" and 5 means "excellent?" (**randomize**)

On ...	Very Poor			Excellent		DK
a. Charging reasonable rates (<i>reasrate</i>)	1	2	3	4	5	6
b. Their monthly service fees (<i>svcfes</i>)	1	2	3	4	5	6
c. Providing accurate and easy to understand bills (<i>clearbil</i>)	1	2	3	4	5	6
d. Having convenient payment options (<i>payoptn</i>)	1	2	3	4	5	6
e. Helping customers keep bills as low as possible (<i>billslow</i>)	1	2	3	4	5	6
f. The accuracy of meter reading and billing (<i>meter</i>)	1	2	3	4	5	6
g. Helping you to be more efficient in your use of electricity (<i>efficien</i>)	1	2	3	4	5	6

13. Compared to other electric companies, would you say Vermont Electric's rates are higher, lower, about the same or you aren't aware? (*ratecomp*)
]1 Higher]2 Lower]3 About the same]4 Not aware

14. Which of the following best describes your electric power costs? [*READ and Check only one*]

- Electric power costs are the single biggest expense in your business, greater than labor or insurance costs.
- Electric power costs are the single biggest utility cost but not the biggest cost overall in the business.
- Of all the fixed or variable costs of your business, electric power is among the lowest.
- DK/Refused

Energy Efficiency and Renewable Energy

15. Have you heard of the energy efficiency utility in Vermont, called "Efficiency Vermont"?
]1 Yes]2 No (***Skip to Q18***)

16. Using a 5-point scale where "1" means not at all beneficial and "5" means very beneficial, how beneficial do you feel "Efficiency Vermont" is for Vermont consumers?
 Not at all beneficial 1 2 3 4 5 Very Beneficial 6 – DK

17. Again using the 5-point scale, how beneficial do you feel "Efficiency Vermont" has been to you, helping your business to be more efficient in your use of electricity?
 Not at all beneficial 1 2 3 4 5 Very Beneficial 6 – DK

18. On a scale from 1 to 5 where 1 is "not at all important" and 5 means "extremely important," how important is it to you for utilities to provide power from the following energy sources? (*randomize*)

	Not at all	Important		Extremely	Important		DK
a. Wind	1	2	3	4	5		6
b. Solar	1	2	3	4	5		6
c. Hydro	1	2	3	4	5		6
d. Bio-mass	1	2	3	4	5		6
e. Natural gas	1	2	3	4	5		6
f. Nuclear	1	2	3	4	5		6

19. Would you support an electric rate increase if it were caused by Vermont state requirements to increase the amount of renewables in our portfolio of electric generation sources?
]1 Yes]2 No]3 Don't know

20. If electricity from renewable energy sources were not available at the same rates you are paying now, how much more would you be willing to pay, if anything, to get this renewable power? Would you pay ... [***Stop when respondent agrees***] (*greenpay*)

-]1 Up to 15% more per month]3 Up to 5% more per month]5 Nothing more per month
-]2 Up to 10% more per month]4 Up to 3% more per month]6 Don't Know/Refused

***Just a note that in the residential survey, we gave them choices of dollar amounts, not percentages. This is purposely different for commercial members.**

Communications

21. How often do you read the quarterly newsletter called "Co-op Life"?
]1 always]2 usually]3 sometimes]4 rarely]5 never/don't receive it

22. How often would you like to receive email communications from VEC?
]1 weekly]2 every-other-week]3 monthly]4 quarterly]5 less often than 4 times/year

FIRMOGRAPHICS

Thank you for your patience. There are just a few final questions that are used for classification purposes only. This information is completely confidential.

23. Which of the following best describes your company or organization's primary business? (*ageresp*)

- | | |
|---|--|
| <input type="checkbox"/> 1 Manufacturing | <input type="checkbox"/> 7 Other service industry/business |
| <input type="checkbox"/> 2 Wholesale or retail distribution | <input type="checkbox"/> 8 Government and municipalities |
| <input type="checkbox"/> 3 Health Care | <input type="checkbox"/> 9 Agriculture |
| <input type="checkbox"/> 4 Financial or insurance services | <input type="checkbox"/> 10 Transportation and utility |
| <input type="checkbox"/> 5 Construction | <input type="checkbox"/> 11 Not for profit |
| <input type="checkbox"/> 6 Real Estate | <input type="checkbox"/> 12 Other (specify) _____ |

24. Into which of the following categories does your company or organization's annual revenue fall? (**Read list**)

- | | | |
|---|---|---|
| <input type="checkbox"/> 1 Less than \$50,000 | <input type="checkbox"/> 2 \$50,000 to \$100,000 | <input type="checkbox"/> 3 \$100,001 to \$150,000 |
| <input type="checkbox"/> 4 \$150,001 to \$200,000 | <input type="checkbox"/> 5 \$200,001 to \$300,000 | <input type="checkbox"/> 6 \$300,001 to \$500,000 |
| <input type="checkbox"/> 7 \$500,001 to \$1,000,000 | <input type="checkbox"/> 8 Over \$1 million | <input type="checkbox"/> 9 DK/Ref. |

25. Zip Code at your business location _____

DO NOT ASK (BUT MAKE SURE THE FOLLOWING IS COLLECTED):

- Respondent's Name:
- Company Name:
- Company Phone Number:

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION. HAVE A PLEASANT DAY