

Cooperative Performance & Research Committee Meeting

February 11, 2026
2:00pm – 4:00pm (Eastern)



Touchstone Energy[®]
Cooperatives

Agenda

2:00PM	Call to Order, Roll Call, Approval of Minutes	Eric Hawkins
2:05PM	Touchstone Energy Strategic Priorities & Roundtable	Jana Adams
2:30PM	Update on Ad Awareness Research	Mary Ann Cristiano
2:45PM	Updates on ACSI®, Research, and More	Angelika Hoelger
3:00PM	2026 Research	
3:30PM	Other Business	Eric Hawkins
4:00PM	Adjourn	

Mission Statement

Cooperative Performance & Research Committee

Provides consumer-based research to increase member engagement and develops energy resources that enhance cooperative performance and demonstrate they are the “trusted source” with their members.

- Provides consumer-based research to improve member satisfaction and engagement through performance-based programs.
- Supports cooperatives with strategic resources such as the American Customer Satisfaction Index (ACSI®) survey efforts.
- Further advances beneficial electrification through energy solutions.
- Develops topics and provides guidance for national research projects and additional member insights.
- Reviews resources and collaborates with other committees on content development for energy efficiency and new technologies guided by consumer research.

Committee Roundtable

Ad Awareness Research



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National Advertising Strengthens Member Satisfaction

2025 Results

Measuring Ad Awareness and Satisfaction

Survey to test awareness and impact of the ad messages “Keeping You Connected to What Matters Most” and “We Not Only Work Here, We Live Here”

Determine

- Awareness of the ad messages

Gauge

- Association of national ad messages with the local cooperative

Measure

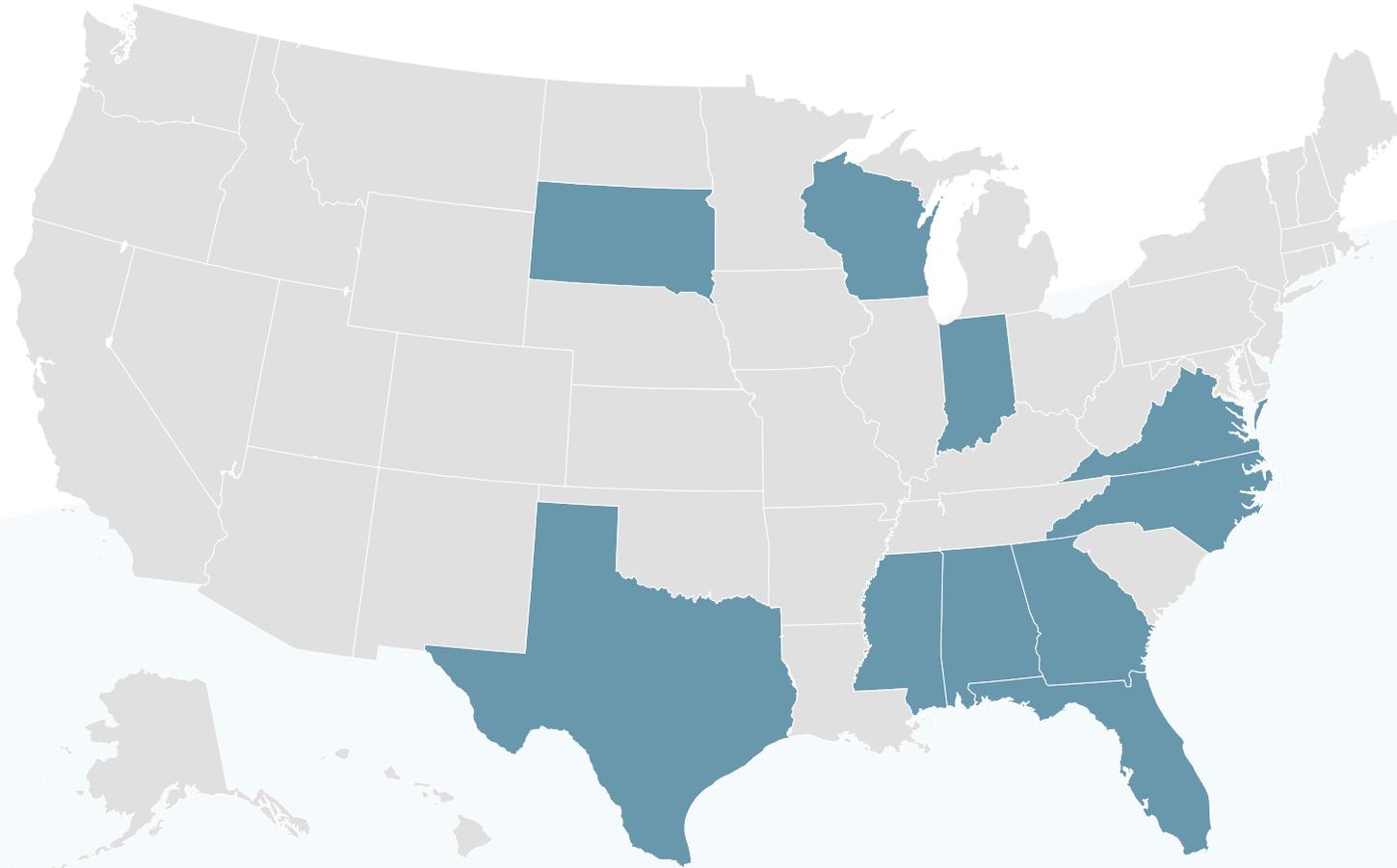
- Impact on satisfaction levels

Surveyed 3,703 member-owners in 10 states

- Blue Ridge Energy (NC)
- Brunswick EMC (NC)
- Central Alabama Electric Cooperative (AL)
- Central Electric (NC)
- Central Virginia Electric Cooperative (VA)
- CHELCO (FL)
- Coast Electric Power Association (MS)
- Coastal Electric Cooperative (GA)
- Four County EMC (NC)
- Grand Electric Cooperative (SD)
- Haywood EMC (NC)
- Hendricks Power Cooperative (IN)
- Jackson Electric Cooperative (WI)
- Jones-Onslow EMC (NC)
- Lumbee River EMC (NC)
- Medina Electric (TX)
- Pee Dee EMC (NC)
- Piedmont EMC (NC)
- Randolph EMC (NC)
- Singing River Electric Cooperative (MS)
- South River EMC (NC)
- Union Power Cooperative (NC)
- United Cooperative Services (TX)
- Wake EMC (NC)

Surveyed Cooperatives in November - December 2025

Q4 (2025)



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Member-owners have high recall of ad messages

“Keeping You Connected to What Matters Most”
running for 11 months

37%



“We Not Only Work Here, We Live Here”
running for 22 months

40%



Both ad messages show a combined recall rate of 39%.

Co-op Members Associate Ads with Local Cooperative



61% of members recall the phrase **“Keeping You Connected to What Matters Most”** associated the ad with their local electric co-op.



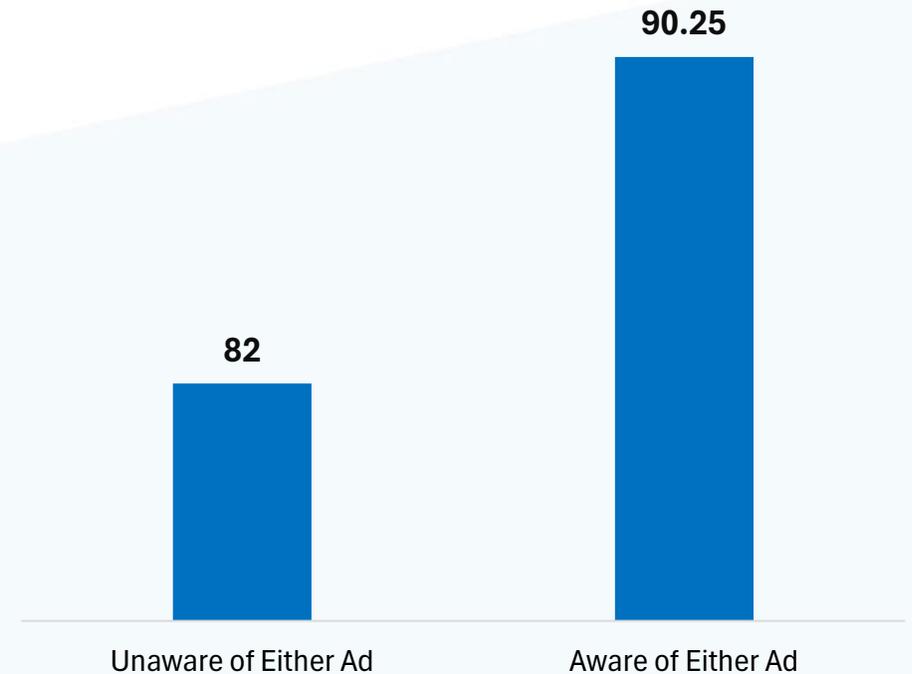
68% of members recall the phrase **“We Not Only Work Here, We Live Here”** and associated the ad with their local electric co-op.

Results show that, combined, the two messages generate a **65% rate of association with the local electric cooperative.**

Awareness of Ads Correlates to Higher Satisfaction

Member-owners that are aware of the ads gave their co-op **10.0 percent higher** satisfaction scores.

ACSI® Scores Comparison Q4-2025



National Advertising Strengthens Your Member Satisfaction

2021-2025 Results



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National ads resonate with member-owners across the network

17% of member-owners recall these ads.

69% associate them with their local cooperative.

5 years
12 surveys
79 cooperatives
50,939 member-owners



Connected



Powerful



We Never Stop



Safety Runs Through Everything



Community



Power On

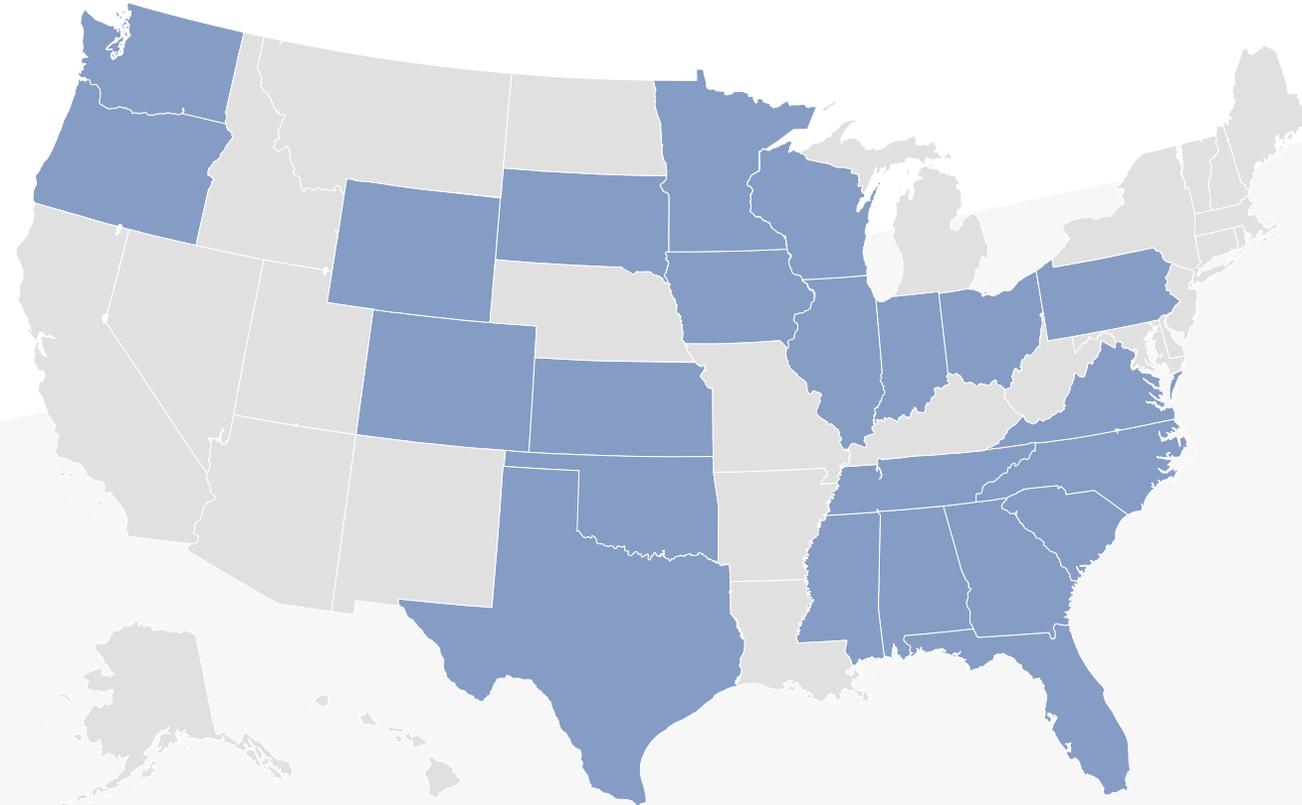


We've Got You

Surveyed Cooperatives 2021- 2025

- Alabama
- Colorado
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kansas
- Minnesota
- Mississippi
- North Carolina
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- South Carolina
- South Dakota
- Tennessee
- Texas
- Virginia
- Washington
- Wisconsin
- Wyoming

Surveyed Cooperatives, 2021-2025

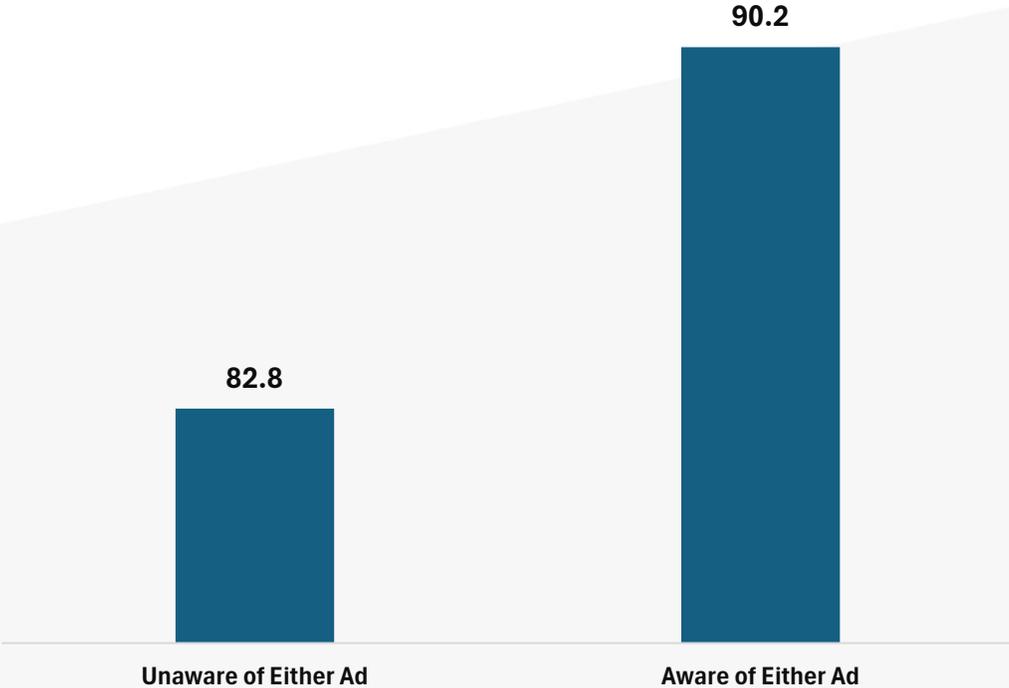


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National Advertising Drives Up Satisfaction Levels

Member-owners aware of the ads gave their co-op almost **9.0% higher satisfaction scores** in surveys over a five-year period.

ACSI Scores Comparison (2021-2025)



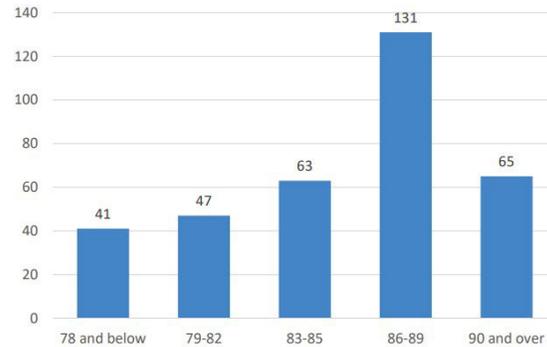
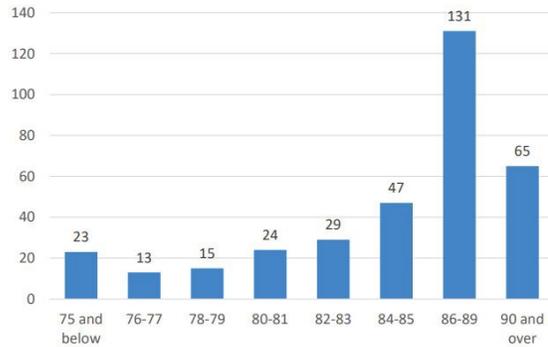
ACSI[®], Research, and Other Updates

Research Schedule 2026

Time Frame	Publish	Item	Objective	Research Partner	Data Collection Period
Q1	March	ACSI Recap Report	Annual ACSI Trends	ACSI	2025
	April	Broadband	Member Perspectives	CFI Group/ACSI	February 2026
	TBD	Home Buying in the Energy Transition	Sponsored Study	SECC	Completed
Q2	July	Gen Z	Member Perspectives	CFI Group/ACSI	April/May 2026
	TBD	Cooperative Advantage Report	National Survey	CFI Group/ACSI	April 2026
Q3	TBD	Community Engagement	Member Perspectives	CFI Group/ACSI	July/August 2026
Q4	TBD	TBD	Member Perspectives	CFI Group/ACSI	October 2026

ACSI® Trends: 2025

YTD Distribution of ACSI® Scores: Jan. – Dec. 2025



Descriptive:

Total number* of ACSI scores: 347

High = 97 Low = 56

Mean = 84.9 St. Dev. = 5.91

*Count does not include multiple co-op aggregate scores or score cuts by demographics



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- Between January 1 and December 31, 2025, **347 scores** across **208 co-ops** were received for energy utility services.
- **28 new users**, that is, co-ops and affiliates that have either never received an ACSI score or not since / before 2018
- **34 co-ops** received ACSI score through ACSI DIY/ACSI SHiNE in 2025
- **12 co-ops** have ongoing or pending ACSI DIY/ACSI SHiNE at end of 2025

Questline Selection for Q1 (2026)

January 2026

Residential

- Are Your Energy-Saving Habits Making the Impact You Think?*
- Top 6 Winter Energy-Wasting Mistakes*
- 5 Signs You Should Replace an Electrical Outlet*

Business

- Your Business: A Midwinter Check-In

February 2026

Residential

- 24 Ways to Save Energy Today
- Make Your Home Smarter with Smart Plugs*
- Recipe for Energy-Efficient Cooking*

Business

- 4 Benefits of EV Fleets for Your Business

March 2026

Residential

- How Energy Efficiency Upgrades Make Your Home Healthier*
- Go Green This St. Patrick's Day
- Profiles: Women in Energy History

Business

- Quick No-Cost Energy Wins That Deliver Results*

*available for all Touchstone Energy® member cooperatives to embed content & request newsfeed on SHiNE website

Upcoming Questline Webinars

<i>Webinar Title</i>	<i>Date</i>
Energy Saving Opportunities for Schools	Tuesday, April 14, 2026 at 2pm Eastern
Electrical Safety in the Workplace	Tuesday, May 12, 2026 at 2pm Eastern
Hidden Energy Costs	Tuesday, September 15, 2026 at 2pm Eastern
A Battery of Choices: Energy Storage	Tuesday, October 13, 2026 at 2pm Eastern

2026 Research

2026 Cooperative Advantage Report

- **Free Participation for All Touchstone Energy® Members**

- **Free ACSI® Score**

Receive your co-op's individual ACSI score—on top of the credits included in your Touchstone Energy membership.

- **Stronger Benchmarking**

Compare your results to national peers and regional/national satisfaction trends to identify strengths and opportunities.

- **Increased Visibility During the Survey**

Participating co-ops receive **additional ad impressions** from our national ad buy—boosting brand recognition while members are actively evaluating their satisfaction.

- **Optional Local Insights Package** (*fee-based*)

- PowerPoint report with all survey responses
- Two Excel files with demographic & performance-based ACSI breakdowns
- Summary of verbatim member comments

- **Part of a Major National Study**

The 2025 survey was **one of the largest cooperative-exclusive satisfaction studies in the country**—your co-op can be part of this impactful research.

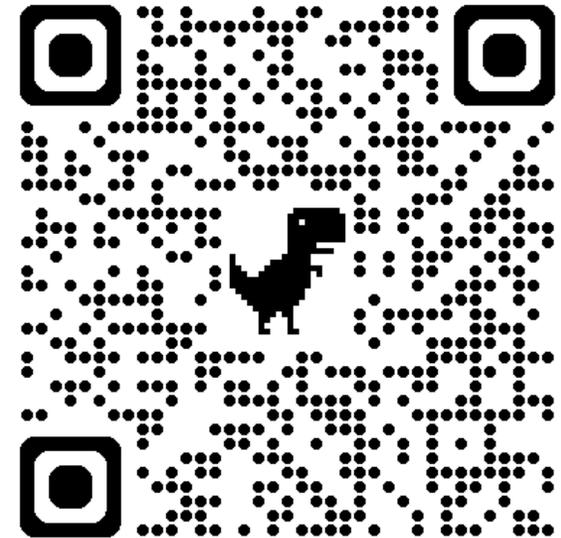
THE COOPERATIVE ADVANTAGE

Sign-Up is Open for 2026!

Your cooperative can already sign up to participate in the **2026 Cooperative Advantage Report**. Participation is free to Touchstone Energy members and each participating co-op receives an ACSI® score and the national report at no cost.

Visit: <https://www.cooperativeadvantage.coop/cooperative-advantage-report>

Or scan the QR code



New Research Series: Member Perspectives



Starting in 2026, Touchstone Energy will work with CFI Group/ACSI® to conduct the qualitative research series *Member Perspectives*, the successor of the Online Focus Groups. The new collaboration will also provide additional benefits:

- 4 cooperatives participating per survey (instead of 3)
- 200 residential member-owners being surveyed (instead of 75)
- Incentives will be cooperative-branded prepaid cards with logo of participating cooperatives
- Local reports available for a fee

New Online Focus Group Topics 2026

Q1 (2026): Broadband

Q2 (2026): Gen Z

Q3 (2026): Community Engagement

Q4 (2026): TBD

Questions for Q2 (2026): Gen Z

SECC Research Calendar 2026

- 1.) Exploring Energy Affordability: Barriers and Opportunities
- 2.) Analyzing Rate Choices: Implications for Consumer Behavior
- 3.) Pathways for Home Electrification: Exploring Consumer Adoption

New Resources in 2026

Touchstone Energy has commissioned Advanced Energy to create three new resources:

- Air Source Heat Pumps
- Geothermal
- Beneficial Electrification

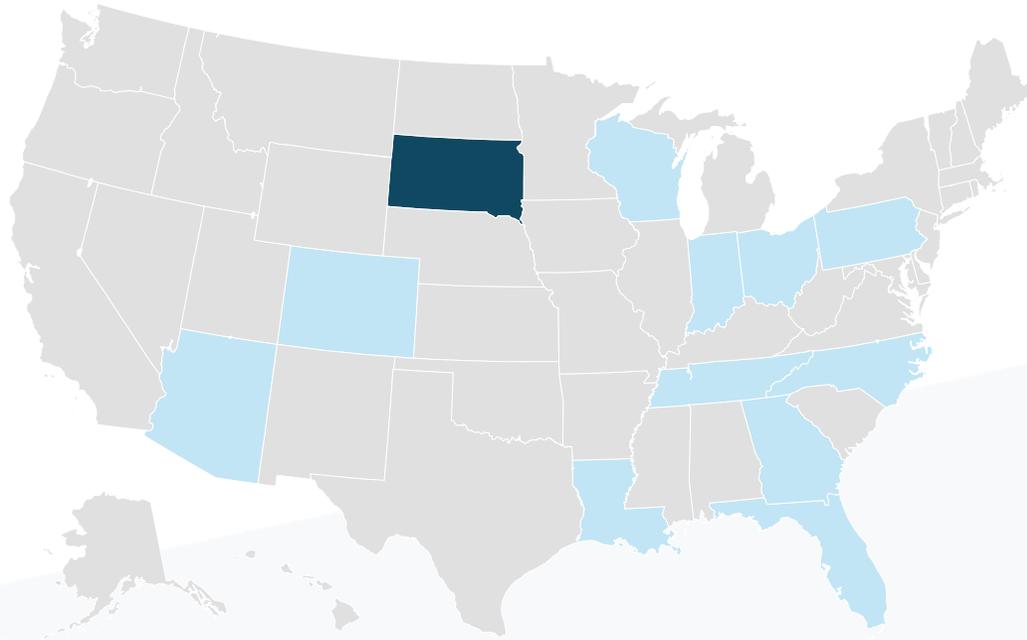
Other Business Committee Vacancies/Nominations

CURRENT COMMITTEE COMPOSITION

Position	Name	Cooperative	State	Start Date	End Date	Term Number
Chair	Eric Hawkins	Trico Electric	Arizona	11/15/2022	11/30/2025	1
Member	Beau Baggett	Cumberland EMC	Tennessee	7/24/2024	7/24/2027	1
Member	Chelsie Bakken	East River Electric	South Dakota	6/29/2023	6/29/2026	1
Member	Dana Bolwerk	Dairyland Power Cooperative	Wisconsin	3/9/2025	3/9/2028	1
Member	Emily Cowan	CHELCO	Florida	7/23/2021	7/23/2027	2
Member	Matthew Hackman	Bartholomew County REMC	Indiana	11/20/2020	11/20/2026	2
Member	Heather Juzenas	The Energy Cooperative	Ohio	3/3/2024	3/3/2027	1
Member	Brett Kinlaw	Lumbee River EMC	North Carolina	11/5/2025	11/5/2028	1
Member	David Latona	DEMCO	Louisiana	3/3/2024	3/3/2027	1
Member	Stephanie Okuniewski	Pennsylvania REA	Pennsylvania	7/23/2024	7/23/2027	1
Member	Ben Pierson	East River Electric	South Dakota	6/29/2023	6/29/2026	1
Member	Rita Sanders	Grand Valley Power	Colorado	6/29/2023	6/29/2026	1
Member	Krista Williams	Cobb EMC	Georgia	1/13/2023	1/13/2026	1

Committee Composition February 11, 2026

As of February 11, 2026, the Cooperative Performance & Research Committee has 13 members from



- ✓ Distribution Cooperatives (9)
- ✓ G&T (2)
- ✓ Statewide (1)

- Arizona (1)
- Colorado (1)
- Florida (1)
- Georgia (1)
- Indiana (1)
- Louisiana (1)
- North Carolina (1)
- Ohio (1)
- Pennsylvania (1)
- South Dakota (2)
- Tennessee (1)
- Wisconsin (1)

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Committee Member Recruitment

If you know someone who might be a good fit for the Cooperative Performance & Research Committee and is interested in actively contributing to ongoing research efforts, please encourage them to submit an application.

Governed and Guided by our Members

Touchstone Energy® Cooperatives is governed by a [board of directors](#) that makes policy decisions.

Cooperative employees across each region of Touchstone Energy serve on four [advisory committees](#) to provide guidance and program insight.

[Regional Members](#), formed of co-op employees from statewide associations and G&Ts, help communicate and implement programs and initiatives to their member cooperatives.

For information on the roles and responsibilities of the Board, Regional Members and Advisory Committees, [download this guide](#).

TOUCHSTONE ENERGY COOPERATIVES ADVISORY COMMITTEE APPLICATION

APPLY TODAY!

Meetings

Cooperative Performance & Research Committee Meeting

JAM Meeting 2026 (In person)

July 21-22, 2026

Chicago, IL

Power XChange

March 6-11, 2026

Nashville, TN

Connect

May 5-7, 2026

San Diego, CA