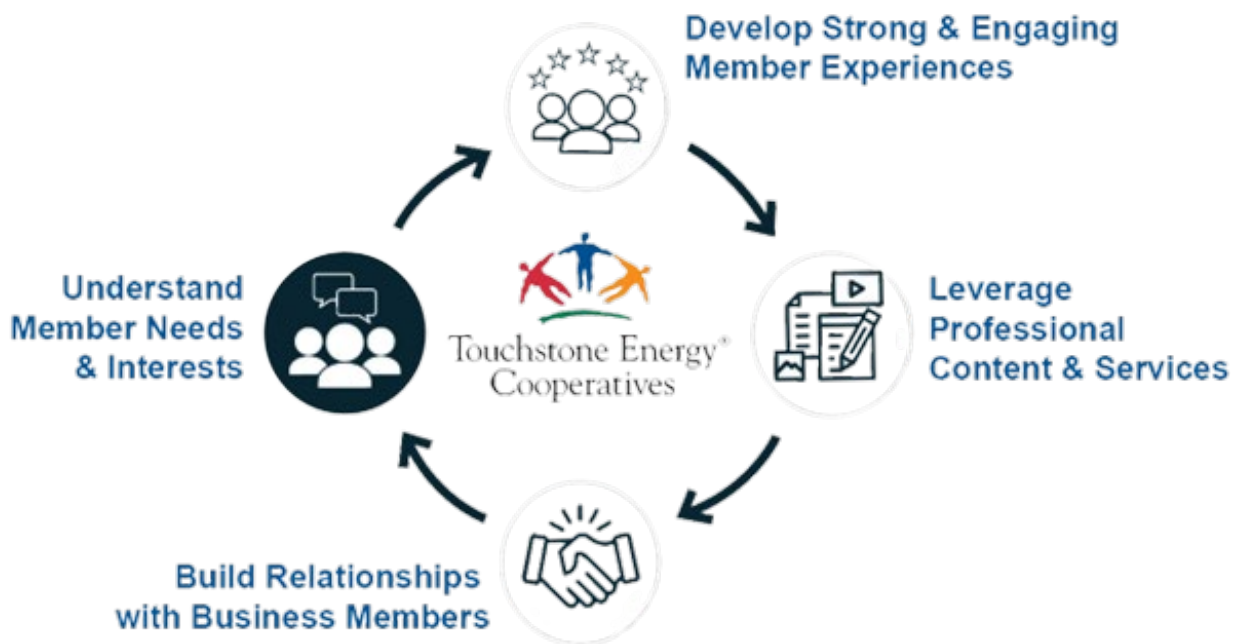


2026

MEMBER VALUE REPORT



Commitment to Service Excellence

Oregon Trail Electric Cooperative

State: OR
Co-op Champion(s): Lea Hoover

Understanding Member Needs and Interests

ACSI Score(s) Provided Through Your Membership: 2022, 2023, 2024, 2025, 2026

ACSI Recognition (debuted in 2023): 2023, 2024, 2025

Cooperative Advantage Report Participation: 0

- The Cooperative Advantage Report grew to more than 17,000 member-owner responses from 32 states in year two and provides a no-cost opportunity for co-ops to gauge member satisfaction. The report identifies and prioritizes methods to meet and exceed member expectations.
- **New:** Expanded Member Satisfaction Measurement & Benchmarking Services provide cooperatives an edge in elevating member satisfaction, engagement, and loyalty while lowering costs.

Member Perspectives Participation: Young Adult Members

- Released Member Perspective reports on:
 - Coming Soon: Community Engagement (2026)
 - Engaging with Generation Z (2026)
 - Broadband (2026)
 - Social and New Media (2025)
 - Home Energy Efficiency (2025)
 - Outage Communications (2025)
 - Electricity Demand (2025)
 - EVs/Charging Stations (2024)
 - Rates and Member Communications (2024)
 - Young Families (2024)

Leverage Professional Content & Services

Your employees took advantage of Touchstone Energy's membership in the Association of National Advertisers (ANA) providing access to marketing and communications experts, conferences and materials at no cost.

42 Creative Animations that can be branded to your co-op

- **Coming soon:** *Right of Way*
- Cooperative Difference & Core Values - 7 animations
- Broadband – Tips to help your broadband customers improve their web experience
 - Clear Cache
 - Parental Controls
 - Streaming Quality
 - Ethernet
 - Update Router
- Energy Solutions
 - Understanding the Charges & Components of Your Electric Bill
 - Understanding Demand Charge
 - Home Generator Buying & Safety Tips – 3 animations
 - Wildfire Risk & Mitigation Best Practices

- Summer & Winter Storm Safety Tips –7 animations
- How Co-ops Restore Power When the Lights Go Out
- Electrical Safety Tips- 6 animations
- Road Safety: Downed Power Lines
- Flood Safety
- Things for Members to Consider Before Switching to Solar
- Solar Power: Fact or Fiction - 3 animations
- 5 Ways Renters Can Save
- Save with LEDs
- Power Restoration (Hurricane)

12 Complete Campaigns that you can customize with your branding and name in the voice-over

- **Coming soon:** People First (2026)
- The Cooperative Advantage (2025)
- Connected: Reliable energy that powers the community (2024)
- Community- Where We Live: Co-ops live in the communities they serve (2023)
- Safety Runs Through Everything: Safety is a priority (2023)
- We've Got You: Focuses on reliability and trust (2022)
- Smarter: Beneficial Electrification message (2022)
- Powering On: Focuses on Commitment to Community (2021)
- Serving You: The cooperative provides value beyond energy (2021)
- We Never Stop: Co-ops are always there for members (2020)
- Powerful: Cooperative Difference messaging (2018)
- What Lies Ahead: Co-ops are positioned for the future (2018)

Continuous Influx of Member-Owner Informational Resources

- New Questline articles, infographics, and videos (added to our database of more than 200 content items) addressing seasonally relevant topics and titles revolving around efficiency, technology, and safety. Content is updated monthly and available for linking and sharing via your website or social media.
- Two recently updated member-owner printable fact sheets on “Residential Generators” and “Commercial Generators” available in English and Spanish.

Connect Through Creative Outreach

Your SHiNE Site(s): <https://otec.coop/>

Using Content Support

- The SHiNE web platform launched in July 2024 with user friendly interface, enhanced layouts and graphic options, and expanded design and site build support. We have launched more than 150 SHiNE sites to date.
- NISC Certified Partner to support system integration, communications, and brand consistency.
- Optional Web Content Support services to maintain and optimize your website.
- In-depth Google Analytics reporting.
- New Employee or Statewide Directory module.
- Custom rate calculators and program specific page templates available for all SHiNE co-ops.

Touchstone Energy Social: Yes

Lands' End Store Front (20% discount on merchandise and logos):

<https://business.landsend.com/store/oregontrailelectric>

Pre-paid Credit Cards Dollar Amount Distributed (All Time): \$96217

Meet your members where they are. Touchstone Energy offers an array of unique and valuable member engagement resources from mascots and hot air balloons to pre-paid credit cards and Social Media support that helps co-ops engage and build loyalty among their member-owners.

Advance Commitment to Service Excellence

Total LinkedIn Learning Licenses Available to Your Co-op: 60

Licenses In Use: 49

Learning Video Views in the last 12 Months: 1197

Service Excellence Training Participation: 4

- Total of 6,011 active Touchstone Energy LinkedIn Learning licenses across the network, yielding 260,789 videos viewed since 2025.
- 4,258 Co-op employees have completed a Service Excellence program session since 2025.
- Energy Services-focused webinars hosted with Questline Digital:
 - Energy Savings Opportunities for Schools
 - Using AI in Predictive Maintenance
 - Energy Management Systems for Small Business
 - Utility Key Account Manager Training: Success Strategies
 - Smart Data: How to Better Manage Your Facility
 - Energy Efficiency for Commercial Customers
 - Best Practices in Energy Management

Leadership

Your Co-op's Leadership Participation: Member Engagement Committee, Business Development Committee

Touchstone Energy Cooperative is member led. We have over 100 cooperative employees engaged on our Board, Regional Member Committee and four Advisory Committees. Everything we do is directed by the needs and interests of our membership.

Maximizing Your Touchstone Energy Member Value

Take these simple steps to ensure strong value from your Touchstone Energy membership:

- **Customize our professional ads and social media content** with your co-op's branding and name to save on production costs and leverage proven messaging and graphics.

For more information or to begin expanding your Touchstone Energy Value, contact:

Sandy Flores at 703-907-5640 or Sandy.Flores@nreca.coop