



Touchstone Energy[®]
Cooperatives

2022

ANNUAL REPORT

FINANCIALS

Touchstone Energy® is committed to bringing member cooperatives true value for their investment by reinvesting their dollars wisely. In 2022, we reinvested **\$10.2 million** in our dedicated programs and resources to help member systems enhance their relationships with their member-owners. We closed the year with 672 **member organizations**. Here are highlights of just a few programs delivered to those members in 2022. For complete details, please contact us at tseinfo@nreca.coop.





RESEARCH, BEST PRACTICES AND BENCHMARKING TOOLS

- 43 co-ops in 17 states had more than 11,500 members participate in the National Survey on the Cooperative Difference, gaining insights into members' opinions about cooperative innovation, renewable energy, and SmartHome technology, as well as billing, communications, and other utility experiences.
- 11 cooperatives in 10 states participated in four Front Porch Forum marketing research online communities. The four qualitative research studies focused on home heating experiences, energy use in the home, natural disaster responses and risk mitigation, and electric vehicles.
- Touchstone Energy co-sponsored the study "Electric Bills and Rate Plans: Consumer Awareness and Understanding," conducted by the Smart Energy Consumer Collaborative.
- Published 2022 Trends & Tactics Report, an at-a-glance look at a full year's worth of Touchstone Energy-sponsored quantitative and qualitative market research.
- 326 American Customer Satisfaction Index (ACSI®) scores received by 197 distribution co-ops and cooperative affiliates in 36 states.
- Touchstone Energy cooperatives averaged an ACSI score of 84.9.

TRAINING AND EDUCATION

- Hosted 891 participants in Service Excellence training.
- Trained five co-ops through the full four sessions of the Service Excellence Suite.
- Admire & Acquire Library reached 72 articles.
- Hosted 12 Educational Webinars & Seminars with co-op employees.
- Hosted 12 in-person Member Engagement Workshops with co-op employees.
- 7,000 LinkedIn Learning users viewed 327,171 videos.
- Nearly 350 attended and interacted with over 40 speakers at the NEXT Conference in Indian Wells, California.
- Directly engaged 479 member co-ops via personal and group interaction.

EFFECTIVE MEMBER COMMUNICATIONS AND ENGAGEMENT PROGRAMS

- The iconic hot air balloon traveled to 36 communities to increase member engagement at special events.
- Featured Dolly Parton's Imagination Library and supported their surpassing 2 million children receiving monthly books and education.
- The Co-op Connections® program helped save members over \$500,000 in prescription savings, totaling nearly \$114 over the program's lifetime.
- Over 40,000 Co-ops Connections smartphone app users.
- Hosted 30 national businesses and energy managers at the NEXT Conference & virtual summit events.
- **2022 Co-op Web Builder Highlights:**
 - Created three template layouts with quick edit and plug & play features.
 - Launched Accessibility toolkit and AI platform - WCAG 2.1 AA Compliance for all 510+ sites.
 - Migrated 125+ member websites to Co-op Web Builder 3.0.
 - Added Google Analytics 4, A+ Security Header & SSL Configuration for all websites.
 - 510+ Co-op Web Builder websites on our Co-op Managed Security Platform.
 - Created 11+ region-influenced scalable footer artwork options for CWB member websites.
 - Added Questline article newsfeed and embed capabilities to all sites.

NATIONAL BRANDING AND ADVERTISING

- Ad awareness testing shows average increase of 8.5% in member satisfaction.
- National media buy delivered 178 million impressions.
- Released Summer Storm & Power Restoration animations.
- Released Powering On, Serving You and Value of Electricity campaigns.
- Released Electric Vehicle Car Club Playbook to create community EV clubs.
- Launched the new TouchstoneEnergy.com website and the Seven On 7 podcast.



25 YEARS OF SERVICE CELEBRATING 25 YEARS OF SERVICE

On November 24, 1998, Touchstone Energy® Cooperatives came to life with the approval of the iconic “Three Amigos” by the United States Patent and Trademark Office. 25 Years later, we kicked off the year-long celebration on November 24, 2022, which was gratefully Thanksgiving Day.

IN CELEBRATION OF THIS MILESTONE WE HAVE:

- Featured the 25th Anniversary at CEO Close-Up, Directors and Connect Conferences.
- Published a Community Service Playbook with 25 Inspiring Ways to Help In Your Community.
- Launched the “We’re Just Getting Started” video to commemorate 25 years of strengthening relationships.
- Celebrated with our largest national key account business members at the NEXT Conference.
- Donated and assembled 25,000 Meals at TechAdvantage® Experience & Expo for the annual Community Service Project.
- Featured the NFL’s first round, 25th draft pick Tim Tebow as keynote speaker at Touchstone Energy Annual Meeting at PowerXchange.

COMING THIS YEAR

- Updated Solar & EV Fact Sheets.
- Four residential Front Porch Forums on “Residential Solar,” “Young Adult Members,” “Energy Use and Understanding,” and “New Members: Experiences and Expectations.” One Front Porch Forum focusing on commercial members.
- National Survey on the Cooperative Difference, including members’ feedback on community enrichment and engagement priorities, home solar interest, and more.
- Touchstone Energy-sponsored SECC study on “Customer Satisfaction and the Smart Grid.”
- New and free ACSI survey option available through Touchstone Energy-generated survey link.
- 2023 Trends & Tactics Report.
- Economic and Business Development videos.
- Animations on Solar, Safety & Non-EV Beneficial Electrification.
- Touchstone Energy Social.
- Digital Media Playbook refresh.
- Touchstone Energy Prepaid Credit Cards.



To view all of our resources, please visit the Co-op Quick Links on [TouchstoneEnergy.com](https://www.TouchstoneEnergy.com)

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