



Membership Survey Results

2020



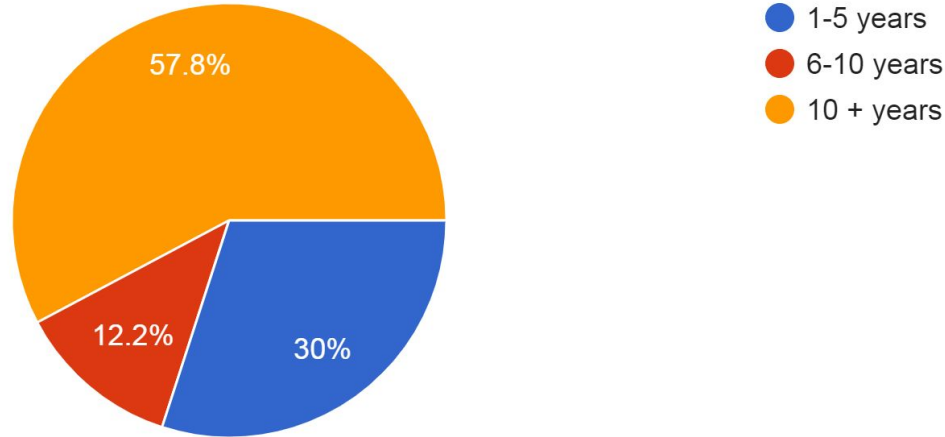
Thank you!

We had a great response rate, 90 in total - We appreciate each of you taking the time to provide feedback to inform our directions as we move forward together.

A large portion of the responses came in during the first week of the survey being posted and the results were largely positive with some expected negatives regarding return on investments (ROI) on Bear Mountain Wind Park.

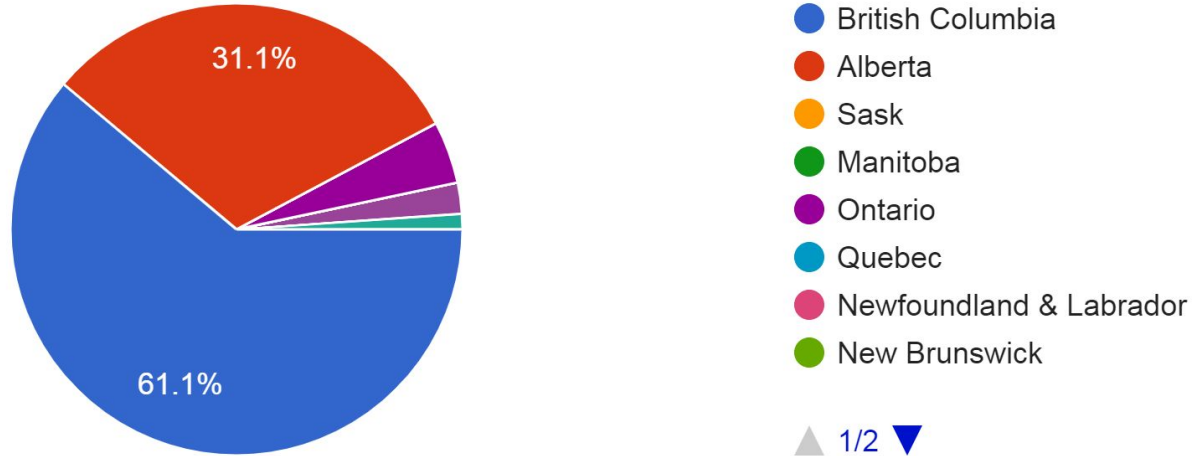
The following slides are graphics and short summaries of our findings with some suggestions for actions.

How long have you been a member? - 90 responses



- This chart demonstrates the long term loyalty of the membership base and acknowledges the new growth and energy that has come in the last 5 years.

Which province are you from? - 90 responses



- As we already know, most members reside in **BC (60.7%)** followed by **31.5% in Alberta**. This highlights that the membership base is spread throughout Canada and provides an opportunity to understand members in various regions, possibilities for expansion, and engagement etc.

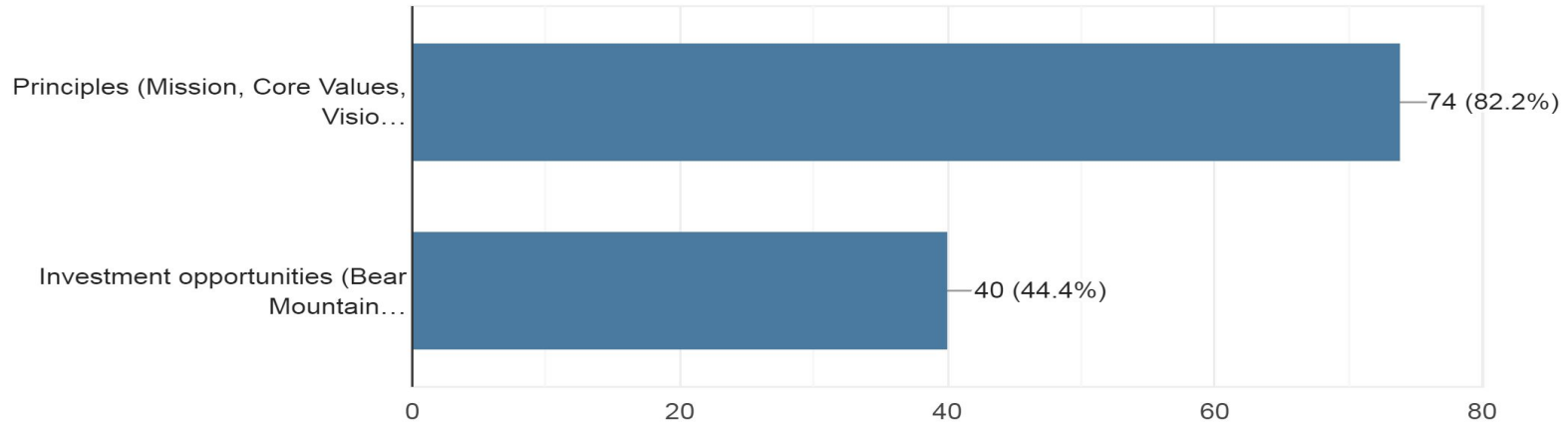
How did you hear about PEC? 89 Responses



- **Word of mouth was the strongest at about 60%** and was heavily influenced by Don Pettit, (his blog), family and friends, Wanda Laurin, and Rural Routes for Climate Solutions. This suggests that this mode of outreach should be leveraged in the future.
- **The use of media came in at a close second with 21%** of members having heard about PEC through local (radio, newspapers, posters) and online media tools (Facebook, Don's blog). From this, we conclude that we should continue promoting PEC with both local and online media. It's worth the time, effort, and expense.

What are/were your biggest reasons for joining PEC?

90 responses



- Based on previous input, we inferred there are two major reasons for joining PEC. The results of this question confirms that most people join PEC to support our continued vision. We are committed to ensuring that our members feel involved with the cooperative by increasing opportunities for our members to be engaged and feel connected with our goals and directions.
- To address the second most important reason, we must continue to develop new investment opportunities with good returns that can be shared among all members.

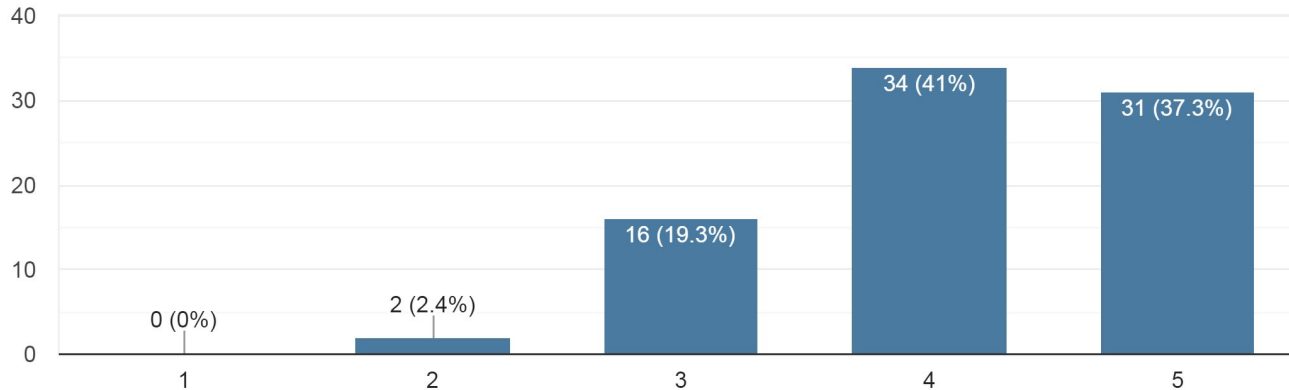
If PEC's principles were a driving force in joining, how satisfied are you with this aspect of membership?



83 responses

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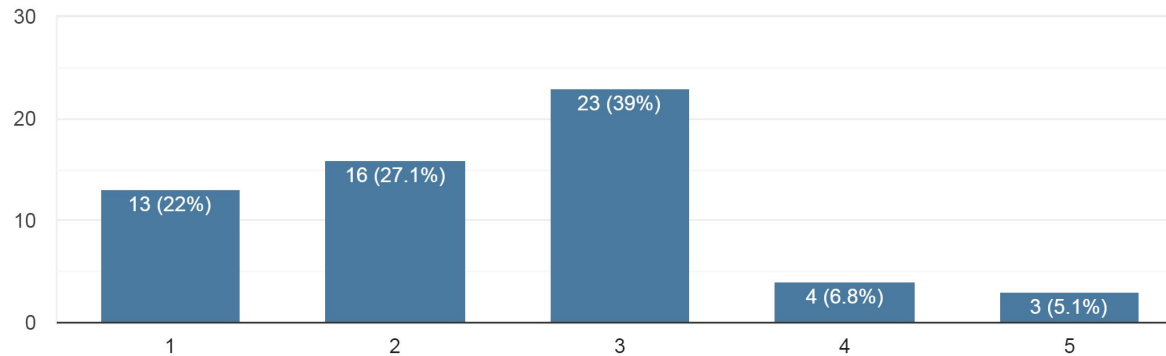
- Those who felt principles were their driving force had a largely positive outlook on what they have experienced so far with the **highest responses being '4' with '5' as a close second.**

If investment opportunities were a major incentive for joining, how satisfied are you? 59 responses



If investment opportunities were a major incentive for joining, how satisfied are you with this aspect of membership?

59 responses



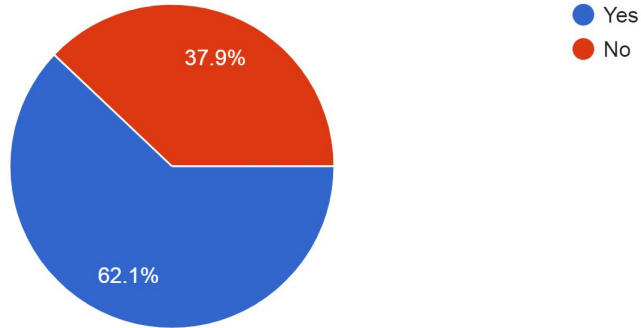
- Despite PEC's awareness that investment opportunities have not been as strong as the co-op strives for, most members have stated that they are seated at a 3 out of 5 in terms of satisfaction. We acknowledge that this is a reflection of our membership's support, and we strive to increase this level of satisfaction by pursuing new investment opportunities with better ROI while simultaneously strengthening the financial viability of the cooperative overall.

Why have you remained a member of PEC? - 88 responses



- The responses to this question varied; some related to an affinity to the core values while others implied optimism towards future investment opportunities.
- Many responses also suggested an indifference or passiveness to continued membership which illuminated the need to strengthen engagement and opportunities for members to be more involved.
- PEC is currently updating all contact lists and modes of communication to ensure that all members are updated and aware of PECs endeavors, something that may not have been consistent in the past.
- We are exploring models such as Participatory Democracy, Substantive Democracy, Holacracy, and Sociocracy - frameworks that harvest direct input from membership allowing space for feedback and participation. Members can input suggestions, feedback, ideas, and the board has an obligation to analyze and respond in some way. This enlivens the membership and creates a stronger buy-in to the organization as well as better decision making.

Interest and concerns in investing in the Alberta Community Energy Project (ACEP)



We would like to improve these numbers as we work to address the 'why' behind those not interested and how we can support them.

- Most of the responses from this question identified that more information is needed in order to make an informed decision on whether one will invest or not.
- More information will be forthcoming as the project is developed. The business plan is in development, location is being finalized, engineering studies are currently being conducted. These details will be released as they become available over the upcoming year with a quarterly newsletter.
- Following the AGM, we are confident that more members would respond 'yes' to investing in ACEP with additional information provided and confidence in the project's ability to offer a good ROI.

How would we be able to address these concerns?

45 responses



- Responses here seem to indicate that the right information is not reaching the member base; whether that is in the newsletters or communications that go out, many people have additional questions and there is need for consistent updates on the details of processes.
- We feel confident that these concerns will be addressed as we engage more with our membership, update our member database, increase the number of newsletters distributed, and provide opportunities for more online info sessions.

Would you be interested in attending online sessions?

73 responses



The following sessions received the highest level of interest:

- The future direction of Peace Energy Cooperative (65.8%) - The results of this question in addition to responses around indifference to continued membership offer the opportunity to enliven PEC's member base through engagement and feedback; the importance of providing a space for members to share their input and feel that their voices are heard.
- ACEP (54.8%) - Hosting sessions to provide more info on ACEP and updates for the project will be able to address some of the concerns highlighted in the previous question.
- Investment Opportunities (54.8%) - We are aware that this is an area we would like to strengthen and providing sessions to explore opportunities with members.

In Summary

- Peace Energy Co-op hosted our first Zoom AGM and although technically a challenge, members attended from BC, Alberta and Ontario. We appreciated the patience of each of you and received excellent feedback reiterating the strength of support demonstrated by PEC's membership.
- We had 6 members put their names forward to step into board positions, with 2 new board directors elected. We recognize this as a time of change, but we intend to carry the online portion of our AGMs into the future for members who live in various parts of the country.
- With Covid-19 and the climate crisis, we continue to live in uncertain times. PEC is in an excellent position to provide renewable energy expertise, leadership, training, education, and infrastructure that is cooperatively owned by local communities. We create investment projects that not only help the environment but also provide income to members, all with a growing community of like-minded people and a common purpose.

Without our members we are nothing.

But with our membership we are strong, resilient, and capable of amazing things!

Thank you!