



June 8, 2016

REPORT #E16-332

NEEA Funder and Board Member Satisfaction Survey Results

Prepared by:

Flynn Wright

1408 Locust Street

Des Moines, IA 50309

Northwest Energy Efficiency Alliance

PHONE

503-688-5400

FAX

503-688-5447

EMAIL

info@neea.org

In This Report

- Overview of the Stakeholder Satisfaction Survey 3

- Section I: Key Relationship Metrics 4
 - Satisfaction with the Alliance and NEEA Staff 5
 - Advocacy and Confidence in the Alliance..... 6
 - Perceived Value in the Alliance and Trust in NEEA Staff 7

- Section II: Engagement with NEEA..... 8
 - Perceived Engagement Among Stakeholders 9
 - Likelihood to Renew the Contract with the Alliance..... 10

- Section III: Views of Staff and the Alliance 11
 - Perceived Ability to Collaborate with NEEA Staff and Regional Partners 12
 - Views of the Alliance and NEEA Staff..... 13
 - Key Drivers 15

- Section IV: Perceptions of Services 16
 - Familiarity and Value of Alliance Activities 17
 - In Their Own Words: Perceived Value of Services (Most and Least Valuable Services)..... 18

- Section V: Respondent Characteristics 19



Overview of the Stakeholder Satisfaction Survey

In the spring of 2016, the Northwest Energy Efficiency Alliance (NEEA) worked with Flynn Wright to conduct a survey among current stakeholders in regards to their level of satisfaction with the Alliance and NEEA staff, as well as their perceptions of interactions, opportunities to engage and offered services.

The goals of the study were to explore the overall relationship of stakeholders with the Alliance. The following summary includes evaluation of the following areas:

- Key relationship metrics, including satisfaction, advocacy and confidence
- Engagement with NEEA
- Perceptions of NEEA staff and the Alliance
- Key drivers for improving the overall relationship with the Alliance
- Perceptions of services

Flynn Wright hosted the survey on its platform and provided a link to be delivered to stakeholders by the NEEA team. Initial invitations to participate were distributed beginning on April 13, 2016 and fieldwork wrapped up on May 11, 2016. This provided stakeholders with an opportunity to share their feedback, regardless of their immediate schedule. In total, approximately 90 fully-completed surveys were collected and respondents covered a range of roles, tenures with the Alliance, levels of involvement in the Alliance's programs and work groups and geographic location.

Key Findings

A series of key findings were revealed within the analysis and are highlighted below. These findings can serve as a guide to understanding the deeper perceptions of stakeholders and their attitudes towards the Alliance and NEEA staff.

1. The majority of stakeholders are satisfied with the Alliance and their interactions with NEEA staff. More than eight out of ten stakeholders were at least somewhat likely to speak positively about the Alliance to other colleagues in the industry. NEEA staff is seen as a trusted resource.
2. Opportunities exist to reinforce confidence in the Alliance's ability to help meet the future energy efficiency needs of stakeholder organizations and views of value for the investments of time, effort and dollars from stakeholders.
3. Improving perceptions of the value of the Alliance, in terms of time, effort and dollars invested, collaboration and the feeling of appreciation from NEEA staff were identified as key drivers that have the greatest impact on moving the needle for overall satisfaction with the Alliance, NEEA staff interactions, advocacy and confidence in the Alliance.
4. Improving the views that NEEA staff demonstrates that stakeholders have been heard with actions, that NEEA staff is committed to maintaining a long-term relationship with stakeholder's organizations and that NEEA staff show respect for stakeholders can have the greatest impact on improving perceived successfulness of the ability to collaborate with NEEA staff.



KEY RELATIONSHIP METRICS

SECTION I



Satisfaction with the Alliance and NEEA Staff

To better understand the relationship between stakeholders and the Alliance, two satisfaction questions were asked.

- “Overall, how satisfied are you with the Alliance?”
- “How satisfied are you with your interactions with NEEA staff?”

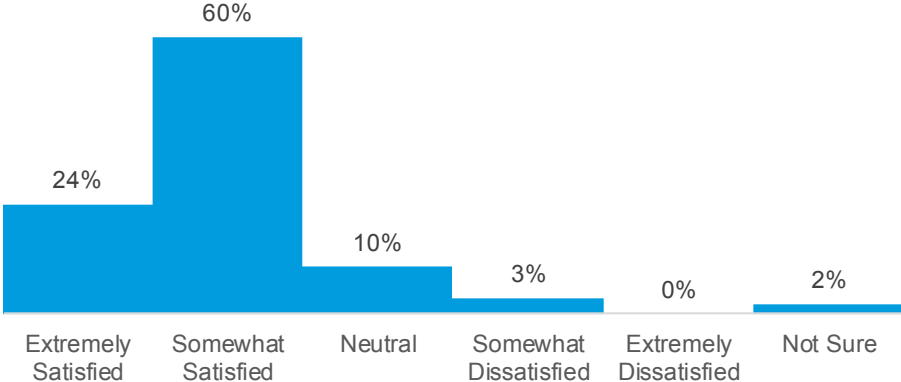
While the majority of responding stakeholders appeared satisfied with both the Alliance and NEEA staff interactions, satisfaction appeared stronger with views of NEEA staff interactions with approximately 45 percent reporting being extremely satisfied with interactions.

Approximately 13 percent of stakeholders weren’t sure how to rate their interactions with NEEA staff; however this could be due to a lower level of interaction with staff members altogether.

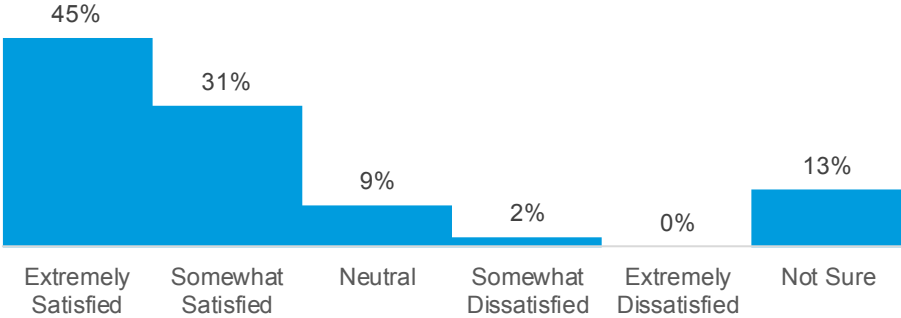
Impact of Communications on Satisfaction

Satisfaction with the Alliance and with NEEA staff interactions appeared stronger among those who reported reviewing NEEA news and updates via NEEA’s email newsletter, visited NEEA.org for news, updates or resources and subscribed to subscription-based email updates (such as the NEEA Bulletin), than among those stakeholders who were not engaged with these types of content. This suggests that the content may have some influence in improving views of the Alliance and NEEA staff.

Overall Satisfaction with the Alliance



Overall Satisfaction with NEEA Staff Interactions



Advocacy and Confidence in the Alliance

Understanding the advocacy, or the likelihood of speaking positively of the Alliance, and overall confidence in the Alliance’s ability to help meet the future energy efficiency needs of stakeholders’ organizations helps round out the view of stakeholder relationships.

Advocacy

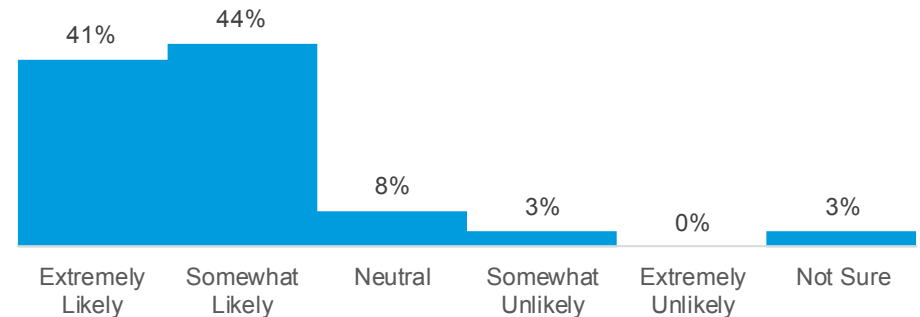
Approximately 41 percent of stakeholders reported being extremely likely to speak positively about the Alliance to other colleagues in the energy industry, with another 44 percent who appeared to be somewhat likely. Using net promoter methodology, where those who are extremely likely to speak positively represent Promoters and those who are neutral, somewhat unlikely or extremely unlikely to speak positively are considered to be Detractors, a net promoter score of +30 remains. This suggests the Alliance generally carries positive word-of-mouth throughout the industry.

Confidence in the Alliance’s Ability to Help Meet Needs

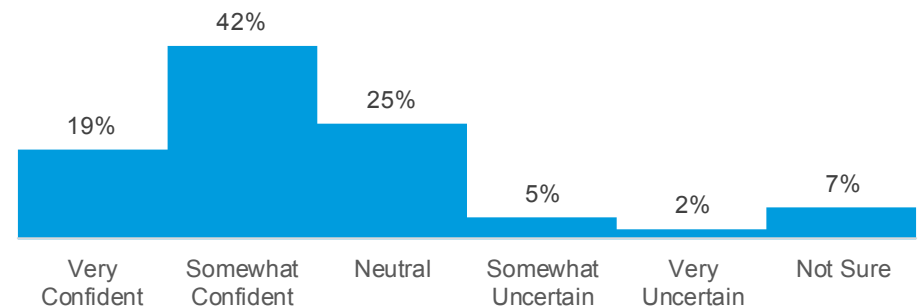
Approximately 19 percent of stakeholders were very confident in the Alliance’s ability to help meet the future energy efficiency needs of their organizations. Another 42 percent appeared somewhat confident in the Alliance’s ability.

The remaining 39 percent appeared either neutral, uncertain or unsure of how to rate the question, which suggests that efforts could be geared towards elevating confidence in the Alliance’s abilities for meeting future energy needs.

Likelihood of Speaking Positively of the Alliance



Confidence in the Alliance’s Ability to Help Meet Future Energy Efficiency Needs



Perceived Value in the Alliance and Trust in NEEA Staff

Perceptions of value and trust were also evaluated.

- Value: "The Alliance provides my organization with excellent value for our investments of time, effort and dollars." (Agreement)
- Trust: "I trust NEEA staff." (Agreement)

Perceived Value

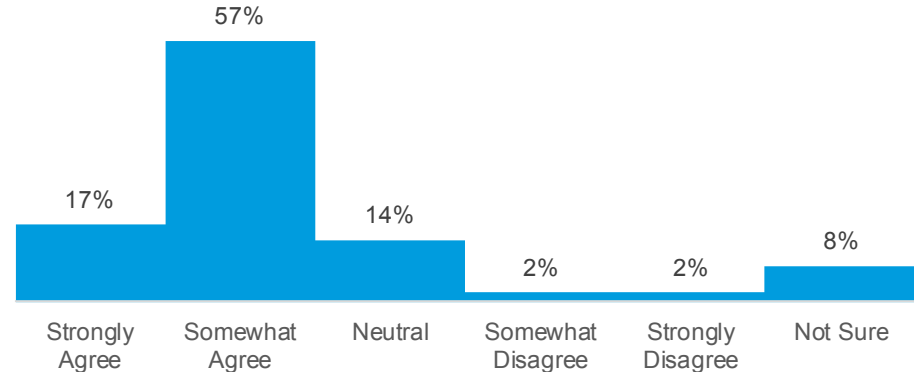
Approximately 17 percent of stakeholders strongly agreed that the Alliance provides an excellent value for their investments. An additional 57 percent agreed somewhat that the Alliance was an excellent value. Approximately one in four stakeholders appeared neutral, unsure how to rate the question or simply disagreed with the statement, suggesting that the concept could be reinforced among current stakeholders.

Trust of NEEA Staff

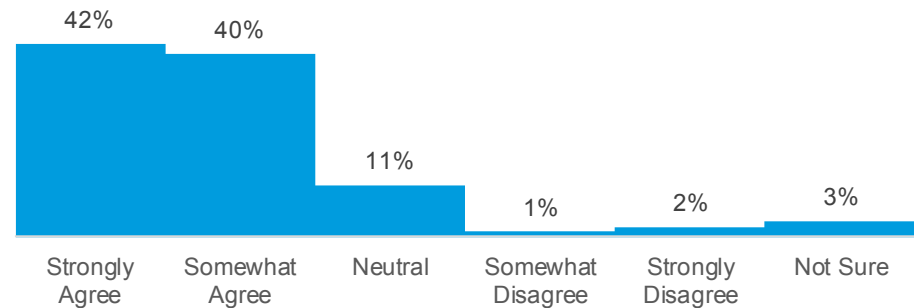
The vast majority of stakeholders reported that they trust NEEA staff. Approximately 42 percent strongly agreed that they trust NEEA staff, with an additional 40 percent responding that they somewhat agreed with the statement.

While the percentage of stakeholders who were unsure or disagreed was low, there appears to be an opportunity to improve trust among those who gave a neutral rating.

Agreement: the Alliance Provides an Excellent Value for Our Investments



Agreement: I Trust NEEA Staff



VIEWS OF STAFF AND THE ALLIANCE

SECTION II



Views of the Alliance and NEEA Staff

Agreement: Perceptions of the Alliance



Stakeholders were asked to rate their views of the Alliance and NEEA staff. On this page and the following page, agreement with these areas are shown in the associated graphs. These areas will be used to explore drivers of the relationship between stakeholders and the Alliance, as well as the perception of the ability to collaborate effectively with NEEA staff.

Perceptions of the Alliance

The strongest rated area was that the Alliance provides services that meet the needs of stakeholders' organizations. Approximately 17 percent strongly agreed with this area and another 51 percent agreed somewhat. The weakest rated area appeared to be that the Alliance helps stakeholders' organizational reputation, with less than half agreeing with this statement and nearly one in three stakeholders giving a neutral rating.

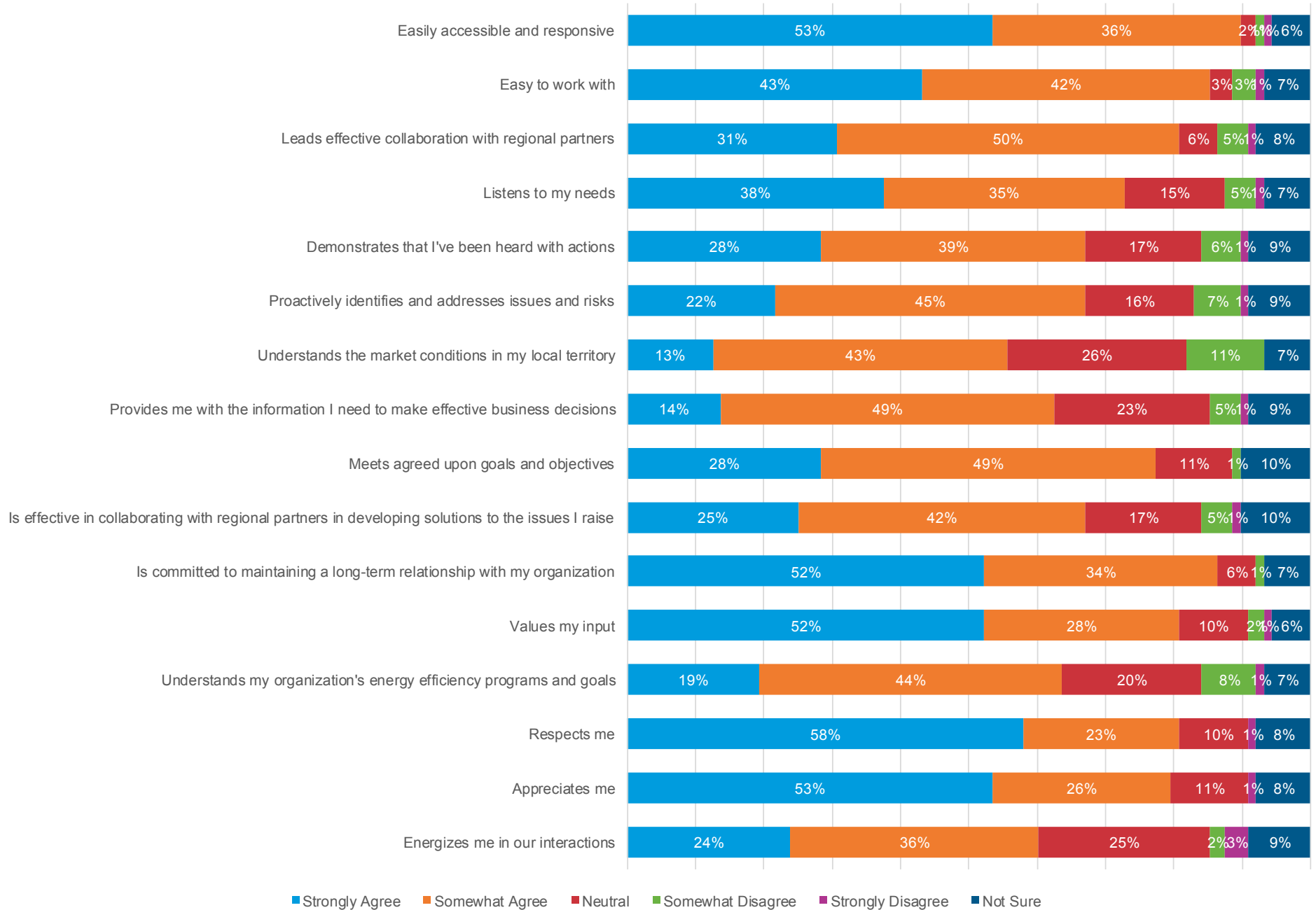
Perceptions of NEEA Staff

On the following page, a graph displays response across sixteen measurements specifically related to NEEA staff. The strongest levels of agreement were found among the perceptions that NEEA staff are easily accessible and responsive, are easy to work with and that NEEA staff is committed to maintaining a long-term relationship with stakeholders' organizations.

The weakest rated areas included that NEEA staff understands the market conditions in stakeholders' local territory, energizes stakeholders in their interactions and provides stakeholders with the information they need to make effective business decisions. While these areas were found to have lowest percentages of outright agreement, this is largely due to higher percentages of neutral ratings.



Agreement: Perceptions of NEEA Staff



Key Drivers

Key driver analysis was used to explore opportunities to improve overall metrics, including:

- Satisfaction with the Alliance
- Satisfaction with NEEA staff interactions
- Advocacy
- Confidence in the Alliance’s ability to help meet the future energy efficiency needs of stakeholders’ organizations

Key drivers identify which areas have the greatest potential impact in moving the needle for these overall metrics. Primary drivers are the drivers that have the largest influence in making an impact and secondary drivers show the next greatest area of influence in moving the needle. Driver analysis uses these perceptual areas to identify areas of influence, regardless of how strongly they are rated by the stakeholders.

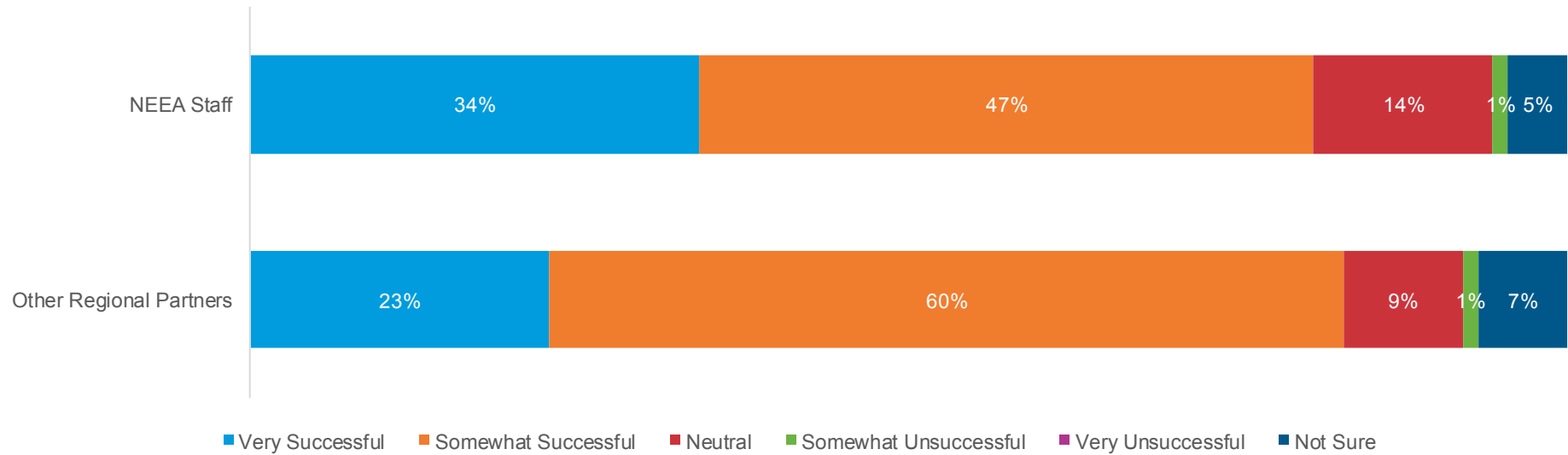
Across three out of four areas, improving the perception that the Alliance provides an excellent value for the investment of time, efforts and dollars from a stakeholder is a critical, primary driver.

Additionally, the concept of collaboration is important to take note of, as it is largely a secondary theme seen across satisfaction with the Alliance, satisfaction with NEEA staff interactions and confidence in the Alliance’s ability to help meet the future energy efficiency needs of stakeholders’ organizations.

Metric to Improve	Primary Driver	Secondary Driver
Satisfaction with the Alliance	Excellent value	Effective collaboration with NEEA staff
Satisfaction with NEEA staff interactions	NEEA staff appreciate the stakeholder	The Alliance conducts activities that do not compete with the stakeholder’s organization
Advocacy	Excellent value	
Confidence in the Alliance’s ability to help meet the future energy efficiency needs of stakeholders’ organizations	Excellent value	NEEA staff is effective in collaborating with regional partners in developing solutions to the issues stakeholders raise



Perceived Ability to Collaborate with NEEA Staff and Regional Partners



Stakeholders were asked to rate how successful they felt about their ability to effectively collaborate with NEEA staff and other regional partners in Alliance-sponsored events. Overall, the majority of stakeholders felt at least somewhat successful in their ability to collaborate with staff and other regional partners; however the perception of successful collaboration with NEEA staff appeared slightly stronger among stakeholders.

Approximately 34 percent of stakeholders rated their ability to collaborate with NEEA staff as being very successful. Another 47 percent believed they were somewhat successful in their ability to effectively collaborate with NEEA staff.

Approximately 23 percent of stakeholders viewed their ability to collaborate with other regional partners on initiatives as being very successful and another 60 percent believed they were somewhat

successful. Approximately one out of five stakeholders were either unsure, neutral or negative in their views of successful collaborations with NEEA staff and other regional partners.

Improving Perceived Success in Collaborating with NEEA Staff
Key driver analysis reveals that improving the views that NEEA staff demonstrate that stakeholders have been heard with actions, that NEEA staff is committed to maintaining a long-term relationship with stakeholder’s organizations and that NEEA staff show respect for stakeholders would have the greatest impact on improving the overall perceived successfulness of the ability to collaborate with NEEA staff.

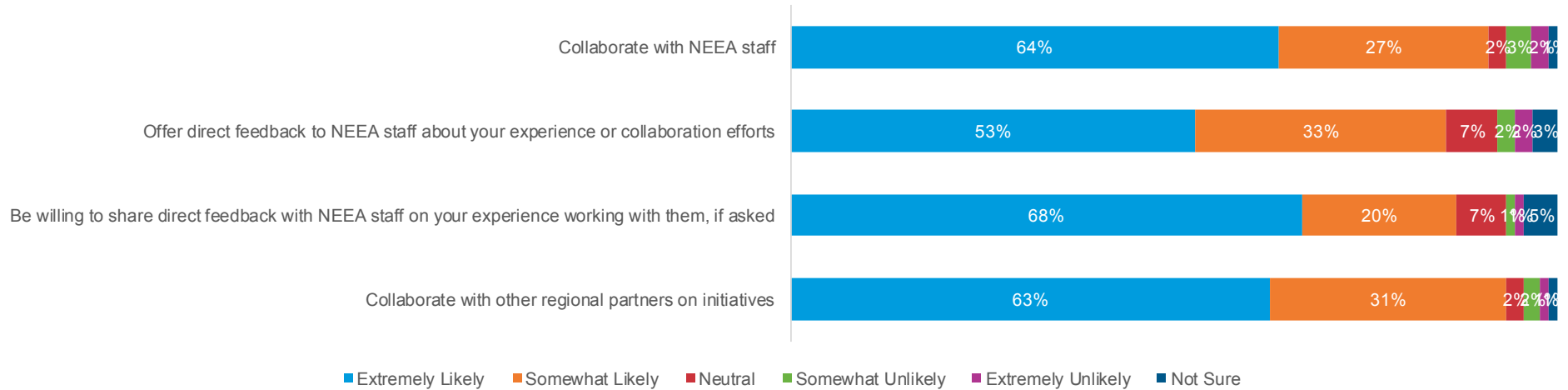


ENGAGEMENT WITH NEEA

SECTION III



Perceived Engagement Among Stakeholders



Beyond exploring the nature of the relationship between stakeholders and the Alliance, we evaluated perceived engagement in collaboration efforts and interactions with NEEA staff.

Collaboration

The vast majority of stakeholders appeared willing and likely to collaborate with NEEA staff and other regional partners on initiatives. Approximately 64 percent of stakeholders reported being extremely likely to collaborate with staff and another 27 percent appeared somewhat likely. This was approximately even with the percentage of stakeholders who reported being extremely likely or somewhat likely to collaborate with other regional partners on initiatives.

It is interesting to note that while the vast majority of stakeholders are willing to engage in collaboration with NEEA staff and other regional partners, the perception of how successful those collaborations are rated more moderately. (Refer to page 12.)

Offering Feedback

Two additional questions were asked about stakeholders' likelihood to share feedback about their experiences or collaboration efforts. Stakeholders, though willing to share their feedback, appeared more likely to be willing to share direct feedback with NEEA staff on their experiences in working with them, if asked, than to offer feedback directly to NEEA staff about their experiences.

It is important to note that approximately one in ten stakeholders were either neutral or unlikely to share feedback, suggesting that there may be some level of hesitation to do so through the path of direct feedback with NEEA staff.



Likelihood to Renew the Contract with the Alliance

To further explore engagement, stakeholders were asked, “if it were solely your decision, how likely would you be to renew your organization’s contract with NEEA?” While the question does not imply a commitment, the results are interesting.

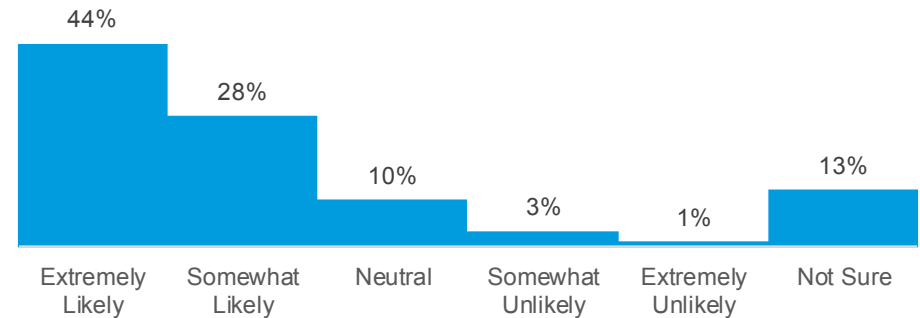
Approximately 44 percent appeared extremely likely to renew their organization’s contract with the Alliance. Another 28 percent appeared somewhat likely to do so.

However, approximately one in four respondents were either unsure, neutral or unlikely to want to renew their contract with the Alliance.

Correlation analysis explored the connections between other views of the Alliance, NEEA staff and the likelihood to renew the contract with the Alliance. The areas with the strongest relationship to renewing a contract included:

- The perception that the Alliance provides the stakeholder’s organization with excellent value for our investments of time, effort and dollars.
- Confidence in the Alliance’s ability to help meet the future energy efficiency needs of stakeholder’s organizations.
- A willingness to share direct feedback with NEEA staff on their experience in working with them.
- The perception that the Alliance provides services that meet the business needs of the stakeholder’s organization.
- Overall satisfaction with the Alliance.
- The likelihood of a stakeholder to speak positively about the Alliance to other colleagues in the industry.

Likelihood to Renew the Alliance’s Contract



PERCEPTIONS OF SERVICES

SECTION IV



Familiarity and Value of Alliance Activities

Stakeholders were asked to evaluate their familiarity and perceived value of a series of Alliance activities, including:

- Programs
- Building stock assessments
- Technical training
- Emerging technical evaluation

Familiarity

Stakeholders appeared most familiar with the Alliance’s programs, with 36 percent of stakeholders reporting being very familiar and another 45 percent appearing somewhat familiar. Technical training was the area that stakeholders were least familiar with.

Perceived Value of Alliance Activities

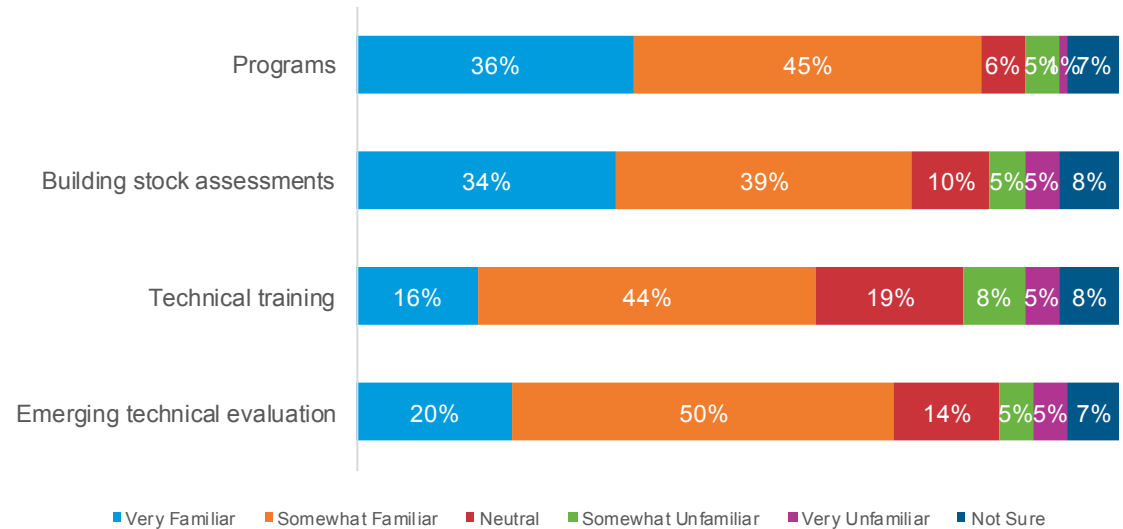
Building stock assessments carried the strongest levels of value among stakeholders, followed by programs and emerging technical evaluation.

Refining Value Among Those Familiar with the Activities

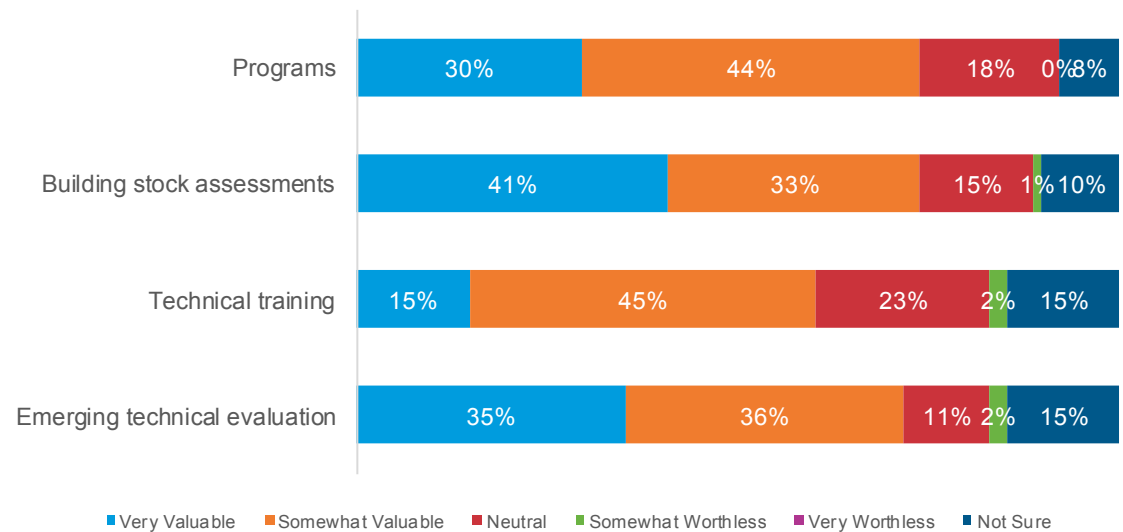
The value of Alliance activities were shown to be stronger among those who were at least somewhat familiar with the activity.

Programs.....87% valuable
 Building stock assessments.....92% valuable
 Technical training84% valuable
 Emerging technical evaluation92% valuable

Familiarity of Alliance Activities



Perceived Value of Alliance Activities

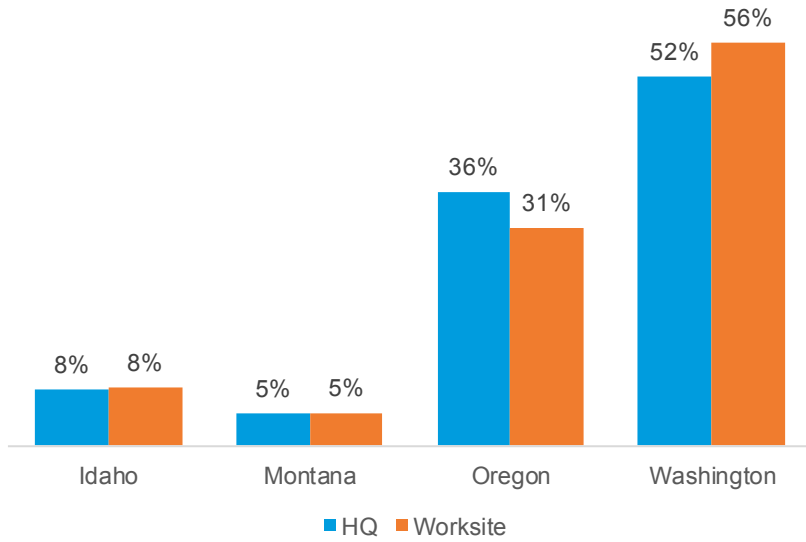


RESPONDENT CHARACTERISTICS

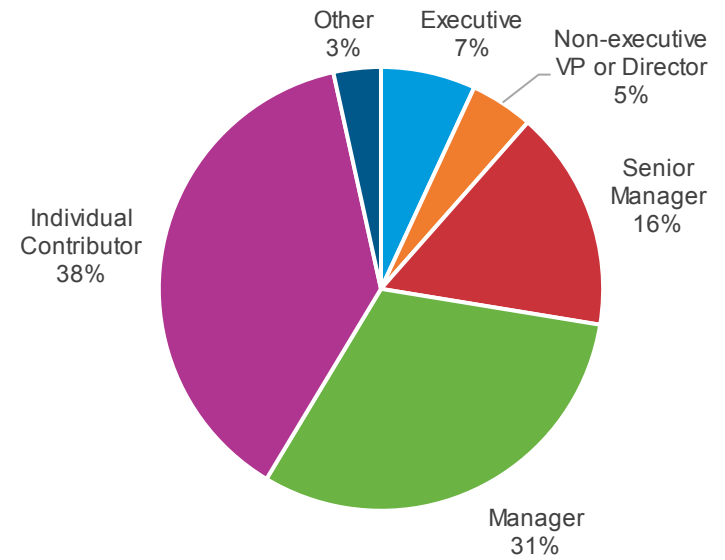
SECTION V



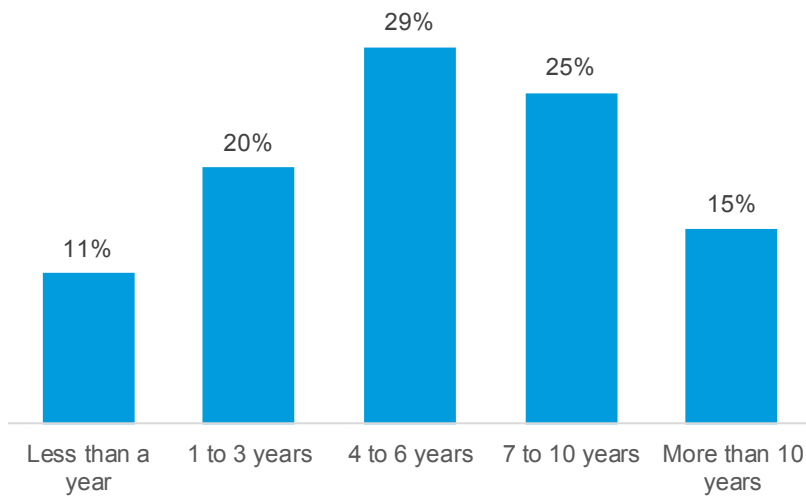
Location of HQ and Worksite



Role



Activities Tenure



Engagement

