

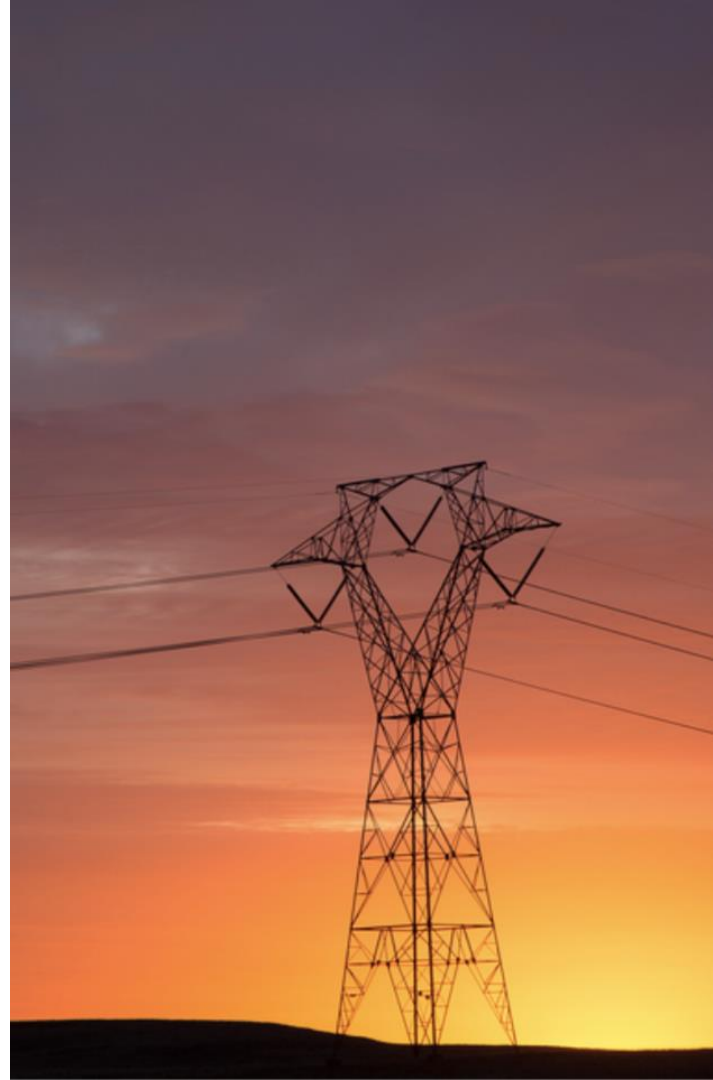
Basin Electric Cooperative

Cooperative Awareness Campaign

9.17.20

Objectives

- Identify and prioritize key challenges
- Measure alignment
 - Basin BOD
 - Senior Staff
 - Class A GMs
 - Class A Board Members
 - Class A MACs
- Identify gaps in understanding and sentiment



Process

- Discovery Session with Basin leadership
- Interview BEPC Senior Staff (10)
- Interview BEPC BOD (11)
- Interview Class A General Managers (18)
- 27 Interactive Feedback Sessions
 - 135 Class A Board Members
 - 80 Class A MAC participants



Overview

- All responses were anonymous.
- Every voice was heard.
- Identify & prioritize Basin's key challenges
- Quantified importance to each cooperatives
- Help Basin prioritize which challenge requires the most attention and where time and energy should be directed.



Key Issues

- Affordable rates
- Reliable power
- Resolving DGC
- Long-term strategic plan
- Member communications
- FERC
- Transition from coal
- Increasing renewables
- Maintaining long-term contracts
- Future workforce needs



Basin Electric family of co-ops are unique because of large service territory. There are cultural, economic and demographic differences between ranch/coal states and row-crop/urban areas.

Powerful economic engine for RURAL AMERICA!

“The Co-op Way”

Reports

Each Class A member will receive:

1. An executive summary
2. Detailed report/data from its own individual sessions





Q&A