




Grayson RECC

Strategic Planning System – Wide Focus Groups Report on Findings




November 4, 2004




Logistical Information

□ 6 Focus Groups

- Carter County 9/13
 - Elliott County 9/14
 - Greenup County 9/21
 - Rowan County 9/20
 - AEP Customers in Carter County 9/13
 - KU Customers in Rowan County 9/20
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Logistical Information Continued

- ❑ Approximately 35 Grayson customers total
 - ❑ Approximately 20 IOU customers total
 - ❑ Each participant was paid \$50
 - ❑ Focus groups were videotaped and audiotaped
 - ❑ Grayson was not revealed to be the sponsor
 - ❑ Cable service and Local Phone service were also discussed in the focus group, in order to preserve the anonymity of the sponsor
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Electric Bills


- There is clear recognition that price differences exist, with only an occasional understanding of why
- When asked about why a difference in price exists between Grayson and IOUs, the convenient answer is that Grayson buys from the IOU, marks the power up and resells it. Both Grayson and IOU customers mention that as a reason.
- A general indication that Grayson is small and less efficient than other electric providers in the area, including other cooperatives


Reliability - You Flip The Switch And The Light Comes On

- Relatively few negative remarks about reliability
- Many comments about Grayson line crews being good guys and hard workers
- Numerous comments about trees and right of ways
- Once again, the perplexing idea of low service but high prices




Reliability Continued

- ❑ AEP customers not as pleased with reliability as with other aspects
 - ❑ Credit is given for really trying and for effort (particularly with line crews and servicemen), but...
 - ❑ AEP continues to fit the corporate mold, cutting back on maintenance for additional profit
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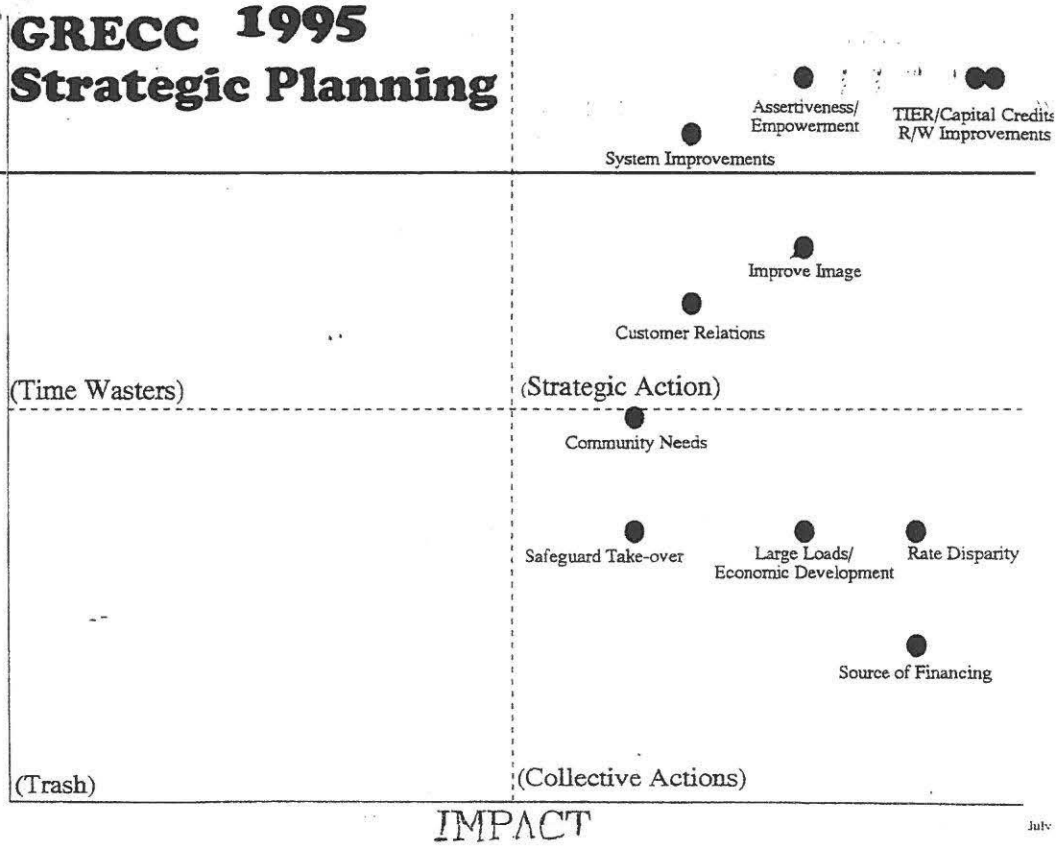


Community Involvement Sure, But...

- ❑ Grayson is far and away more connected to the local communities than either IOU – the Board Of Directors is an important part of that
 - ❑ The idea of community involvement is good and has a place with customers. That place is behind price and reliable service.
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GRECC 1995 Strategic Planning

CONTROL



IMPACT

July

1998 KEY ISSUES

	High Control Low Impact	High Control Low Impact
C O N T R O L		Image/Member Relations Financing/Capital Credits Technologies/Efficiencies Employee Empowerment
		Marketing/Community Development Economic Development New Ventures
	Low Control Low Impact	Low Control High Impact
	I M P A C T	

2004 KEY ISSUES

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High Control
Low Impact

High Control
Low Impact

Low Control
Low Impact

Low Control
High Impact

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Action Steps/Notes