



# 2017 ANNUAL DIRECTOR BOARD ELECTION

SYLVIA ROMERO, GOVERNANCE & POLICY MANAGER

July 1, 2017

## ELECTION SERVICES PROVIDER: SURVEY & BALLOT SYSTEMS



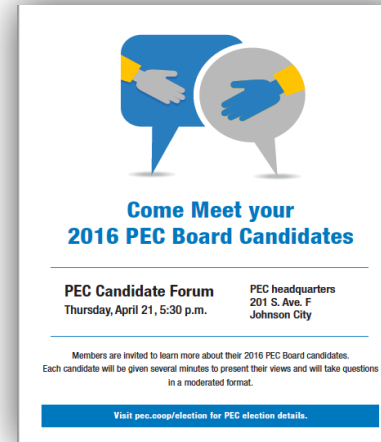
- Established in 1990 - Headquarters Eden Prairie, MN
- Offer paper, online, telephone & on-site election services
- 40 full & part time staff members
- Co-op clients in 35 states including 10 in Texas
- 400+ Elections per Year
- NRECA preferred vendor & member of Texas Electric Cooperatives (TEC)



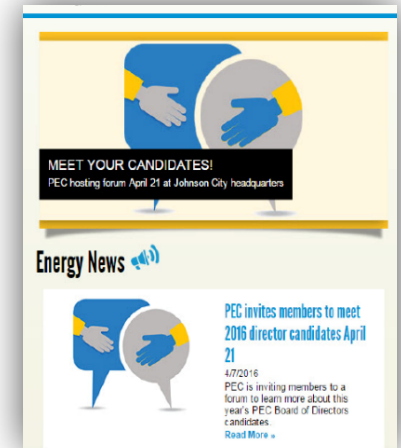
# INVITE



# ENGAGE



# ANNOUNCE



- ✓ Election Guidelines Posted to Website
- ✓ Candidate Forums & Candidate Orientation
- ✓ Membership List
- ✓ Voter History List (3 years of data)
- ✓ PEC Corporate Statistics Emails During Election
- ✓ Board Candidate Bios & Videos Posted to PEC Website
- ✓ Members Receive Hardcopy of Ballot & Bio
- ✓ Board Candidate Questionnaire Posted to Website
- ✓ Early Voting Incentives Program
- ✓ Aspiration Goal Set Annually for Participation
- ✓ Tablet Devices for Voting at all PEC Offices

## Election Services Provider

- Oversees Voting Process
- Provides Online Voting
- Links to Bios, Videos, & Voting
- Phone & internet Support
- Email Voting Reminders

**1,000,000 (approx) Member Contacts**

# FACILITATED CANDIDATE COLLATERAL

## Email Notifications

- ✓ Candidate Biography
- ✓ Candidate Forum Video
- ✓ Candidate Questionnaire
- ✓ Direct Link to Electronic Ballot



## 2016 Board Candidate Questionnaire

1. What interests you most about serving on the PEC Board of Directors?\*
2. What education, skills, or life experiences do you have that would benefit PEC?
3. What other boards or committees have you served on or leadership positions have you held in the past?\*
4. Are you familiar with the elements of the cooperative business model?\*
5. How would you approach working with your fellow PEC Board of Directors to achieve collaboration and consensus?

\*Resource: NRECA Director Recruiting Toolkit, March 2013



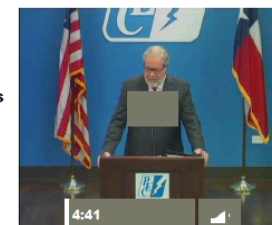
Director District 4  
Your Voting Status:  
Select 0 to 1 from below.  
Selected: 0

[Previous Bio](#) [Next Bio](#) [Return To Ballot](#)

☒ Vote For: Jim Powers



Jim Powers



*"A commitment to transparency, fiscal responsibility and level-headed leadership – those are three key traits you can count on me to deliver to the members of the Pedernales Electric Cooperative if I'm honored with the opportunity to serve. I commend the executive staff and the many employees of the PEC for their diligence and hard work on behalf of the people they serve. If I am elected to the Board of Directors, my commitment to the members of the Pedernales Electric Cooperative is to work alongside the executive staff to insure the provision of consistently reliable energy at the lowest possible rate."*

—Judge Jim Powers

A proven leader in every regard – business, politics and personal life – Judge Jim Powers stands ready to offer a wealth of recognized fiscal and governmental experience as a member of Pedernales Electric Cooperative's Board of Directors.

A Cooperative is an organization made up of many members. Sheer numbers give that group the ability to negotiate for the absolute best terms as they collectively bargain for whatever commodity they need. The Directors of any such group are responsible to insure its efficient operation. To do so they need the knowledge and experience of those who have managed successful businesses, and they must also be men and women of the highest integrity. Thousands of members count on them to represent their interests and manage their investments with skill and honesty.

**Jim Powers is just such a man.**

## 2017 ELECTION SUMMARY

6,201 Votes Cast  
8.72% Turnout  
(2,819 – Paper  
3,320 – Web  
62 - Onsite)

Drive Participation  
With Early Vote  
Incentives

96.2% Online  
Voting Satisfaction

Mail  
Online  
In-Person  
PEC Offices (iPads)

Open Democratic  
Election Resulted in  
Incumbent &  
Non-Incumbent  
Candidates

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017**
Total Members	196,443	194,012	197,824	204,803	202,835	212,609	219,571	226,880	235,393	71,095
Participation	30,715	23,125	20,722	20,398	21,589	18,332	17,813	23,404	26,664	6,201
Turnout	15.64%	11.92%	10.47%	9.96%	10.64%	8.62%	8.11%	10.32%	11.33%	8.72%
Petitioners	58	12	13	7	9	6	6	11	5	7

\*\*Note: 2017 Voting Methodology was Single Member Districts. All Prior Years were Under At-Large Voting Methodology.



## VOTER TURNOUT SUMMARY – DISTRICTS 2 & 3

### 2017 Total Votes Cast

District 2: 3,424 - 4.82%

District 3: 2,777 - 3.90%

Total: 6,201 - 8.72%

### 2017 - % Votes Cast Per District

District 2: 38,605 – 8.87%

District 3: 32,490 – 8.55%

### 2017 vs. 2016 - % Votes Cast Per District

District 2: 8.87% vs 8.22% .67↑

District 3: 8.55% vs 8.81% .26↓

\*\*Note: 2017 Voting Methodology was Single Member Districts. All Prior Years were Under At-Large Voting Methodology.



## VOTER TURNOUT SUMMARY (HISTORICAL) – DISTRICTS 2 & 3

### District 2 – % Votes Cast Per District

**2016: 35,806 – 2,946 – 8.22%**

**2015: 40,867 – 3,219 – 7.88%**

**2014: 37,440 – 2,728 – 7.29%**

**(3 year average – 7.80%)**

### District 3 – % Votes Cast Per District

**2016: 31,928 – 2,812 – 8.81%**

**2015: 36,002 – 2,848 – 7.91%**

**2014: 34,454 – 2,478 – 7.19%**

**(3 year average – 7.95%)**

**\*\*Note: 2017 Voting Methodology was Single Member Districts. All Prior Years were Under At-Large Voting Methodology.**



## MEMBER SATISFACTION – ONLINE VOTING (96.2% SATISFIED)

### FAVORABLE

- Ease of voting (easy and convenient, candidates' data very informative, voting process exceeded expectations, and some even commented that we exceeded local, state, and national standards)
- Appreciated all board candidate data housed on individual webpages for each board candidate
- Online voting cuts costs for the membership

### OPPORTUNITIES

- Add voting district to the email distribution
- Consider QR codes for future voting log-ins
- Search ability of Elections and Voting Portal on PEC website (information should be easier to navigate)
- Participation in Power of Change should include "yes" and "no" options
- Ballot should be utilized for election and referendum matters only





# QUESTIONS



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