



Communications & Business Services

Alyssa Clemsen-Roberts
Vice President, Communications & Business Services

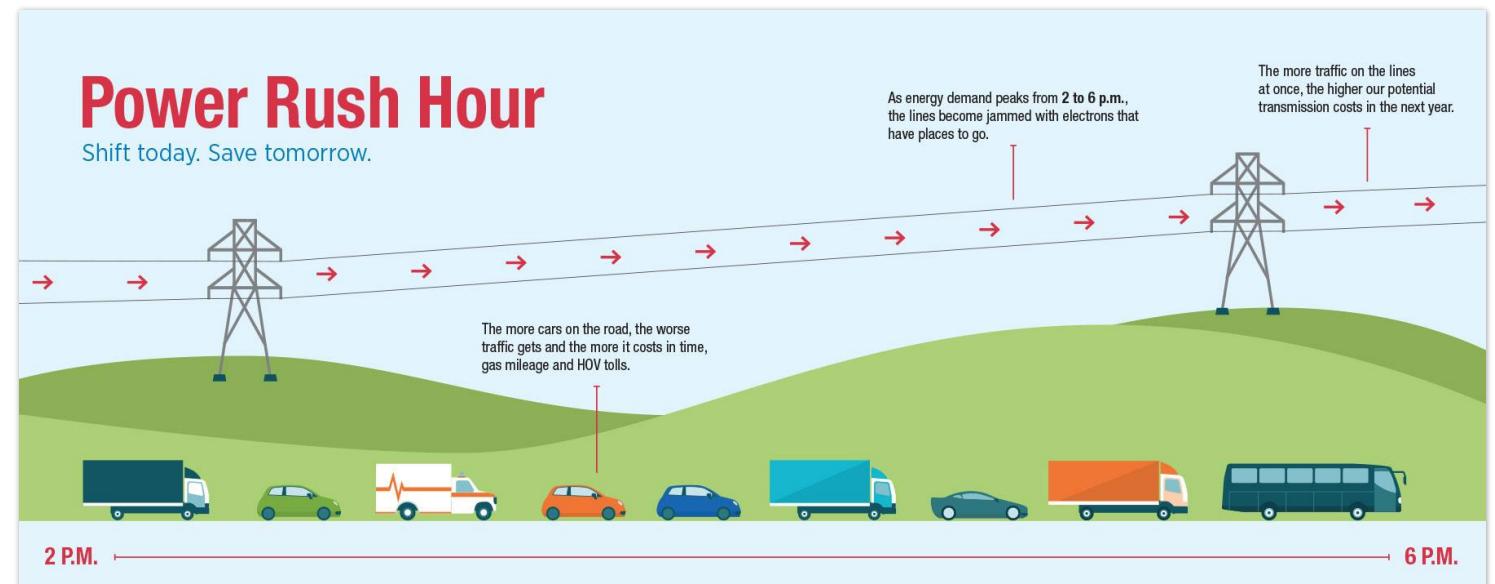
Communications & Marketing



Power Rush Hour

Campaign to educate members on 4CP

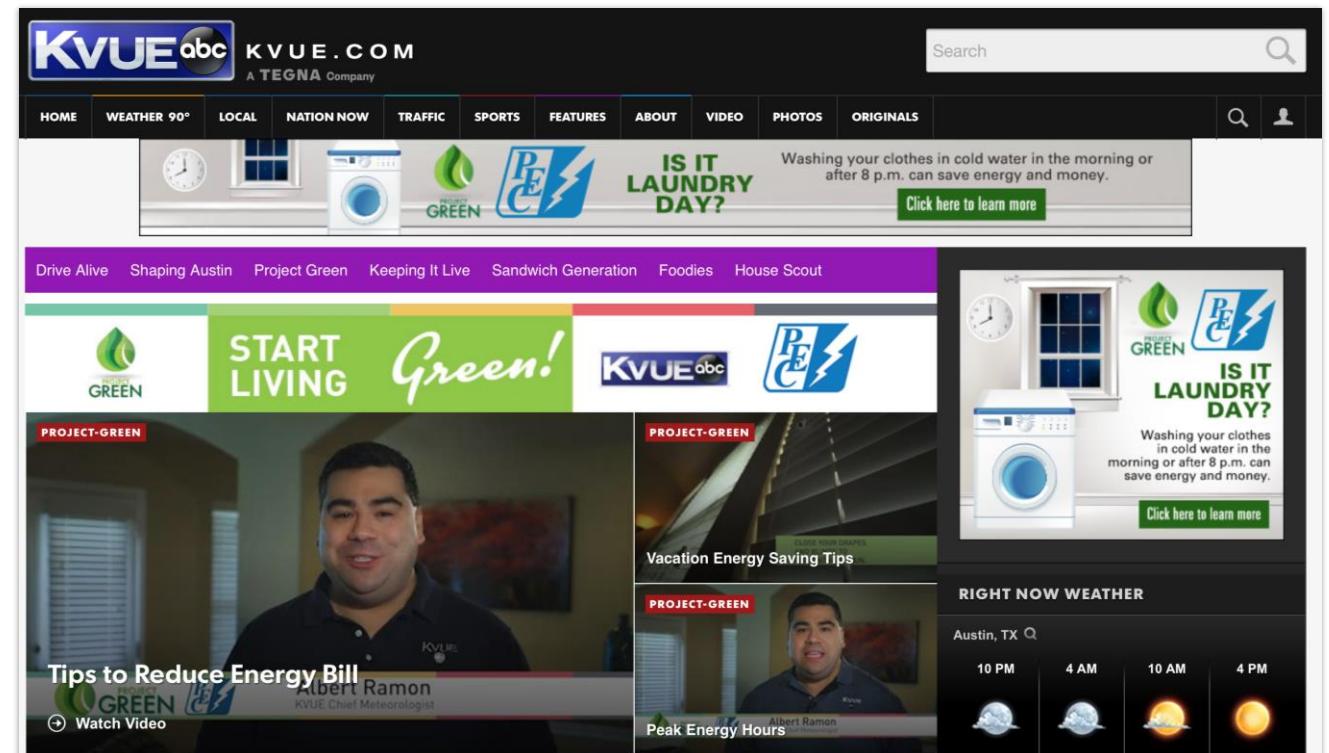
- Helping reduce transmission costs
- Traffic analogy
 - Promoting conservation between 2 – 6 p.m.
- Platforms
 - *Texas Co-op Power*
 - Website
 - Social media



Power Rush Hour

Partnership with KVUE (Project Green)

- Conservation tips throughout summer months
- Longer (:30) spots to explain campaign
- Page on KVUE website
- Social media sponsored posts



Texas Co-op Power Pages | July 2017

PEC MEMBER NEWS



Gage Fagie
Lineworker Apprentice

Online: pec.coop Payment line: 1-844-886-9798 Power interruptions: 1-888-883-3379



**BEYOND
the LINES**

Our promise to you

Across the vistas and valleys of the Texas Hill Country, electric lines travel from town to town and neighbor to neighbor, connecting all sorts of Central Texans. And no matter who you are or where you live, at PEC we understand you have unique needs for powering your life.

You might be interested in generating your own renewable energy. Maybe you're looking for a faster way to pay your bill or just want electricity delivered at the lowest possible price. Whatever your needs, you have one thing in common with every other member on the PEC system: the promise that we're working beyond the lines to serve you better.

As your cooperative, PEC is owned, governed and, in many cases, staffed by members like you. We're here to empower you, not to tell you what will work best for your family. We don't believe in a one-size-fits-all approach. Instead, we go above and beyond to offer a wide range of options you can mix and match to suit your lifestyle, whether you're powering your dream home or your dream cabin, a security light or a cybersecurity firm.

At PEC, you're more than a customer: You're a member, an owner with a voice and a vote. And we're more than your electric provider: We're your neighbors, your friends and your family. We're you. And together, we're PEC.

For the next year, we'll be highlighting all the ways we go above and beyond every day to both power and empower you. Watch a video about our promise and learn more about our commitment to our members at pec.coop/beyond. ■

18 Texas Co-op Power PEDERNALES ELECTRIC July 2017

pec.coop

July 2017 PEDERNALES ELECTRIC Texas Co-op Power 19



Texas Co-op Power Pages | July 2017

PEC MEMBER NEWS

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Power interruptions: 1-888-883-3379

Power Rush Hour

Shift today. Save tomorrow.

As energy demand peaks from 2 to 6 p.m., the lines become jammed with electrons that have places to go.

The more traffic on the road, the worse traffic gets and the more it costs in time, gas mileage and HOV tolls.

The more traffic on the lines at once, the higher our potential transmission costs in the next year.

2 P.M. ————— 6 P.M.

We all know how bad traffic can be: The road that's perfectly clear at 10 a.m. becomes a parking lot at 5 p.m. The same thing happens to our power system.

When we all use electricity at the same time, more and more electrons have places to go, and the lines get crowded. Just as our costs in time, gas mileage and HOV tolls increase with the number of cars on the road, potential transmission costs for the next year become higher as the demand for energy increases. ■

If we all shift our use, we all save!

Shift non-time-sensitive tasks, like running your dishwasher or dryer, away from our electric "rush hour" of 2 to 6 p.m. and help save on transmission costs next year. Learn more ways you can shift your energy use at pec.coop/peak.

Biggest road hogs

Steer away from using these major appliances between 2 and 6 p.m.

HVAC

Pre-cool your home between 8 a.m. and 1 p.m., then bump the thermostat up a few degrees during peak hours.

DISHWASHER

Instead of running the dishwasher right after you get home from work, start it just before you go to bed.

WASHER & DRYER

Run your washing machine overnight, then start the dryer when you wake up in the morning.

WATER HEATER

Install a timer that turns your water heater off during hours you're not likely to use hot water.

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July 2017 PEDERNALES ELECTRIC Texas Co-op Power 21

Texas Co-op Power Pages | July 2017

PEC MEMBER NEWS



#PECGiving





Online: pec.coop Payment line: 1-844-886-9798 Power interruptions: 1-888-883-3379

[Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#) [Instagram](#)







Opposite: We sent volunteer line crews to help improve electric service in rural Haiti in 2015 (top) and 2016 (bottom left), and a third is ready to go later this year (bottom right). This page, top: PEC employees with Preacher Steve Sanchez (second from left) at our Hill Country Community Cupboard opening in Johnson City. Bottom left: Through grant-writing assistance, we helped the Kemper Volunteer Fire Department receive a \$25,000 grant from the Lower Colorado River Authority. Bottom right: PEC awarded the Science Mill a \$5,000 PEC Community Grant with the support of member contributions.

All the care in the world

For us, concern for community is a matter of principle. Here are some of the ways we're giving back this year.

PEC United Charities
Our staff donated \$145,118, and PEC contributed another \$100,000, which helped support 246 charitable organizations.

Hill Country Community Cupboard
Inspired by a story of neighbors helping neighbors, PEC Media Relations Specialist Caroline Tinsley Porter proposed a new giving

project at PEC: a freestanding food pantry we call the Hill Country Community Cupboard. Members of the community are encouraged to stock it with non-perishable food and hygiene items, and those in need are welcome to take what they need. The first cupboard now stands outside PEC's headquarters in Johnson City. Look for more coming soon to other PEC offices.

Community grants
We gave \$10,000 to area nonprofits in PEC Community Grants this year and, through grant-writing

assistance, helped secure another \$50,000 in LCRA grants for local community organizations.

Volunteering in Haiti
For the third year in a row, we're sending a crew of volunteer lineworkers to Haiti with NRECA International. PEC Journeyworker apprentices Sinjin Horton and Nick Morris will help extend and improve electric service to remote villages later this year. ■

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July 2017 PEDERNALES ELECTRIC Texas Co-op Power 23



Texas Co-op Power Pages | July 2017

PEC MEMBER NEWS

Meet your 2017 PEC Lineman's Rodeo team!



Four PEC journeyman lineworker teams and nine PEC apprentices will represent our cooperative at the Texas Lineman's Rodeo July 13-16 in Seguin.

The competition includes events like hurt-man rescue and pole climb, which are judged on speed and accuracy. Apprentices must also complete a written exam.

Good luck, y'all — we know you'll make us proud!

Journeyman teams

Thomas Logan, A.J. Mann, Andy Ridge – Canyon Lake
Chris Gerchman, Javier Soto, Randy Williams – Canyon Lake
Lonnie Campos, Roy Montemayor, Victor Stephens – Cedar Park
Amos Baker, Daniel Corley, Michael Gonzalez – Oak Hill

Apprentices

Nick Berrones – Canyon Lake
Hope Brown – Liberty Hill
Darren Donhauser – Canyon Lake
Justin Donovan – Oak Hill
Tim Johnson – Canyon Lake
Ben Juarez – Oak Hill
Jason King – Canyon Lake
Nick Morris – Canyon Lake
Daniel Sanders – Oak Hill



And our only linewoman: Hope Brown

Hope Brown is one of nine apprentices on the PEC team competing in the Texas Lineman's Rodeo. Read the full interview at pec.coop/HopeBrown.

What's your favorite part of the job?

I think climbing poles is probably my favorite thing to do so far.

Do you have any advice for women interested in pursuing line work?

I think women who want to be lineworkers shouldn't be intimidated by it. If you want to do it, you just have to be a good, hard worker. The job doesn't have to be just for the boys; it can be for whoever wants to do it. I did it, and so can anyone else.

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Are we holding your unclaimed funds?



pec.coop/unclaimedfunds

Many of our members or former members have unclaimed funds on file, primarily unredeemed capital credits.

Check our online list for your name. If you have questions, please call us at 1-800-230-2207, Monday through Friday, between 8 a.m. and 5 p.m. ■



Leaf 'em alone.

Don't trim your tree limbs near power lines.

pec.coop/safety

Check your July bill for your 2016 capital credits allocation

The amount of capital credits you earn in a given year is based on the amount of capital you contribute to PEC through payment of your monthly electric bills. The amount of operating margins (revenue less expenses) realized by the cooperative in a given year also affects the amount allocated to your account.

Basically, the more electricity you use, the greater your ownership

in PEC and the larger your capital credits allocation will be.

If you received an allocation for electricity used last year, the amount will be shown on your July bill. The next capital credits distribution (payout) will take place in December.

Visit pec.coop/capitalcredits to learn more. ■

Independence Day holiday

Our offices will be closed Tuesday, July 4.

To report a service interruption, please call 1-888-883-3379. As always, PEC crews will be on call 24/7.

PEC BY THE NUMBERS

293,315
Active accounts

245,399
Members

\$101.64
May average residential bill

929 kWh
May average residential use

As of May 31, 2017

Conservation tip of the month

Save on your summer vacation



For a lower electric bill when you get home from vacation, set your thermostat at 85 degrees and turn off your water heater while you're away.



Bill Insert | July 2017

Capital Credits: The Cooperative Difference



PEC is a cooperative, which means we're more than just an electric provider and you're more than just a customer. Our members are owners with a financial interest in the cooperative, and capital credits are one of several benefits unique to cooperative membership.

PEC is a not-for-profit cooperative owned by its members. When revenues exceed expenses, the cooperative doesn't technically earn profits; instead, it earns margins. Each year, these margins are assigned to our members in proportion to the amount of electricity **billed** to them during that year. These capital credits reflect your ownership in PEC but are not immediately returned to you. The cooperative uses capital credits to fund operating activities and reduce borrowing, with the intent of repaying them to you in later years.

How are capital credits calculated?
The amount of capital credits you earn in a given year is based on the amount of capital you contribute to the cooperative through payment of your monthly electric bills and the amount of operating margins realized by the cooperative. Basically, the more electricity you use, the greater your ownership in PEC and the larger your capital credits allocation will be.

How often will I receive an allocation notice?
You should receive an allocation notice annually after the finances for the previous year have been audited and the cooperative's books have been closed. If your PEC account is active, you'll see the allocation amount on your **bill**. If you have an inactive PEC account, you'll receive notice of the allocation by letter.

What do I have to do to start accumulating capital credits?
Your membership in PEC automatically activates your capital credits account. PEC allocates and retires capital credits for you and provides you with notice of these processes.

Do I have to be a member for an entire year to earn capital credits?
Capital credits are calculated based on the amount you are **billed** for electricity. If you are billed for service for even one month, you will accumulate some capital credits if PEC earned margins during that year.

What's the difference between allocated and retired capital credits?
Allocated capital credits appear as an entry on the permanent financial records of the cooperative and reflect your ownership in PEC. When capital credits are retired, a check or bill credit is issued to you and your ownership in the cooperative is reduced. After reviewing the cooperative's finances, the PEC Board of Directors determines the method, basis, priority and timing of all capital credits retirements.

Can I receive my capital credits allocation now?
Capital credits allocations are simply a record of your ownership in the cooperative. Because the capital is not held in an account and is reinvested to support operating activities, the entire balance cannot be retired to you at once.

Can I use the capital credits that have been allocated to me to pay my electric bill?
Because capital credits have no cash value until the PEC Board of Directors calls for the retirement of a previous year's allocated capital credits, they can't be used to pay your current bill. Your electric bill is due now, but you may not be entitled to receive your capital credits for many years.

What happens to my capital credits when I leave the cooperative?
Your capital credits remain on the books in your name and account number until they are retired. Because payments are made years after capital credits have been allocated, you should be sure that we always have your current mailing address. We may retire capital credits outside the normal schedule for retirements when the cooperative receives proper notification that a member or former member is deceased.

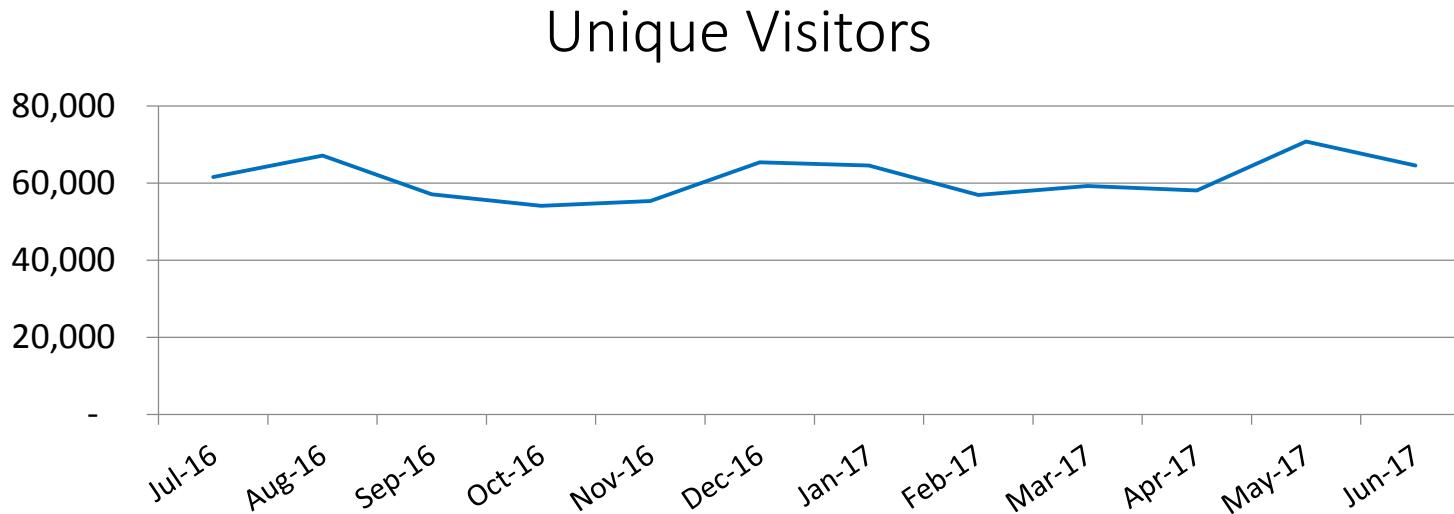
When will my capital credits be retired?
According to the cooperative's current policy, each year capital credits will be retired to these four groups:

1. The oldest outstanding year(s) that have not yet been retired.
2. The most recent year(s) that have been allocated.
3. All consumers that have been inactive for five years, upon request.
4. The estates of deceased members, upon request.

For more information on capital credits, read the policy online at pec.coop/capitalcredits.



Digital Metrics | Website



Pageviews

157,041

Most-visited Pages

[Power Outage Center](#)

[Contact Us](#)

[Residential Members](#)

[Connect Service](#)

[Billing & Payments](#)

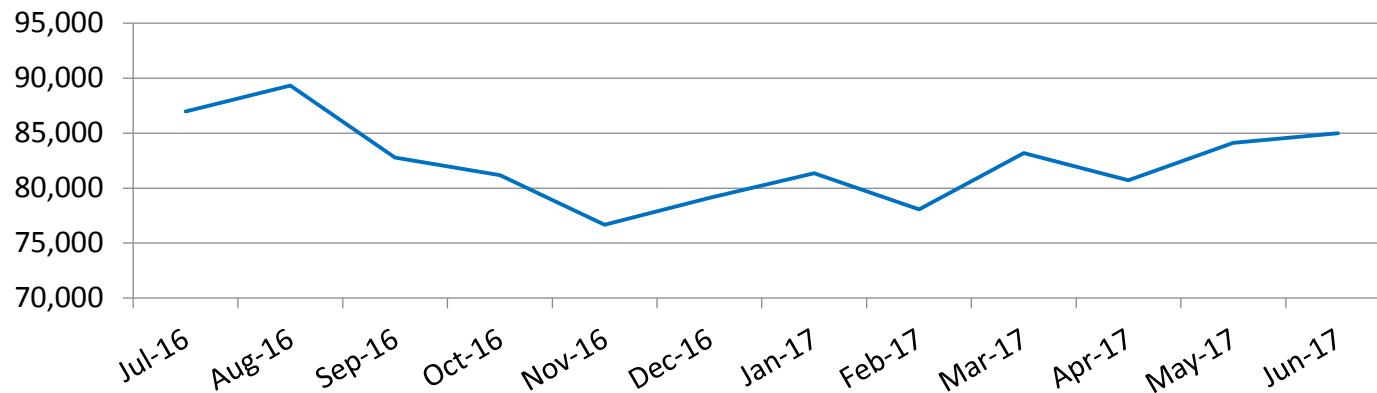
Most Frequent Searches

time-of-use rates
new service
power outage
solar
rebates
broadband
unclaimed funds
interconnection
Nest
temporary
moving
rates
new service
power outage
solar
cancel service
letter of credit
annual report
eSaver Plan
service area
annual meeting
unclaimed funds
broadband
interconnection
Nest



Digital Metrics | SmartHub

Unique Visitors



Mobile App Sessions

June 2017

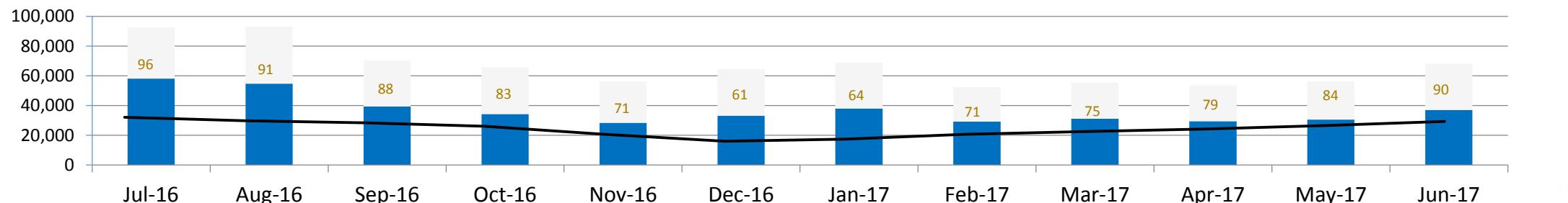


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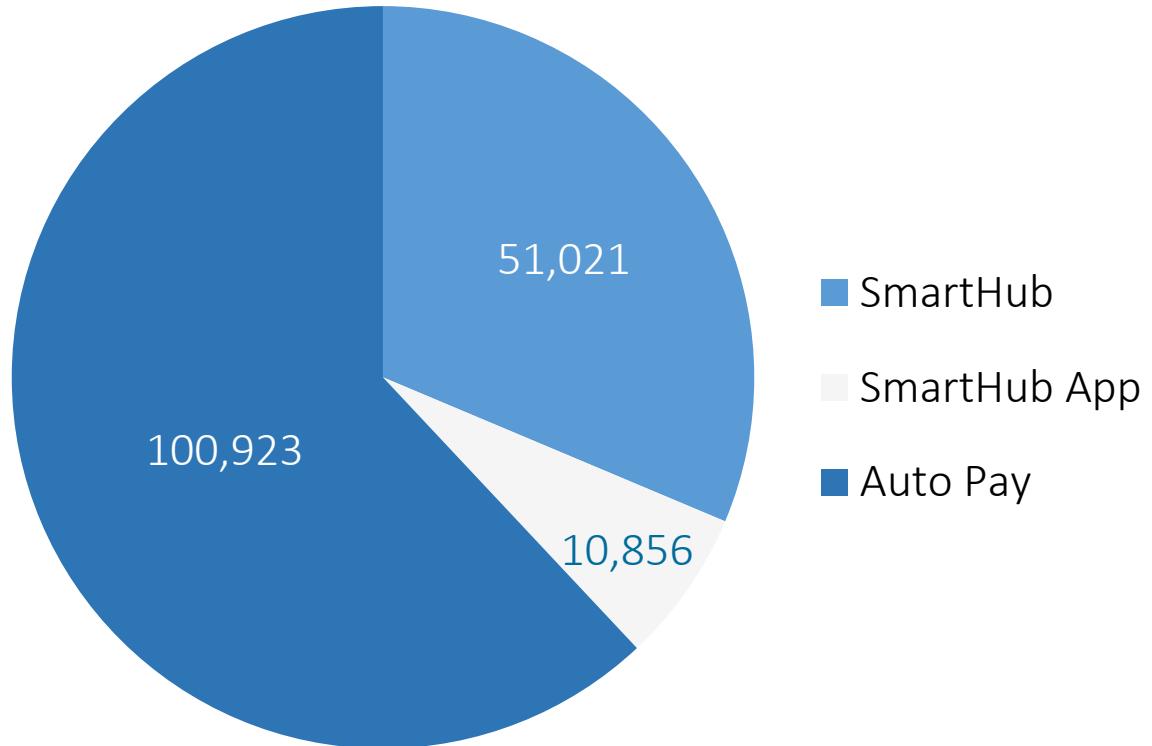
10,939
(+405)

My Usage Sessions



Digital Metrics | Payments and Social Media

Payments (June 2017)



Social Media (June 2017)



Connections & Community Engagement



Community Engagement

Strategic Relationships/Interactions (June)

- 9 area Chamber meetings/events
- 3 economic development organization meetings
- 5 community partner meetings
- 6 youth engagements

Upcoming Local Events

Aug 5: Cedar Park Business Expo

Aug 8: San Marcos Chamber Business Expo

Aug 12: Buda Business Showcase



PEC Community Grants | Check Presentations

- Science Mill (Johnson City) - \$5,000 to purchase 15 tablets for the museum's new 3D Avatar experience
- Twin Sisters Hall Club, Inc. (Blanco) - \$5,000 to replace the roof of the historic Texas dancehall



PEC Youth Tour | June 7 - 16



PEC Annual Meeting | June 17



Solar Tour Coloring Contest | Enter by Aug 21!



ENTRY FORM: 2017 PEC Coloring Contest

This side for ages 10-13

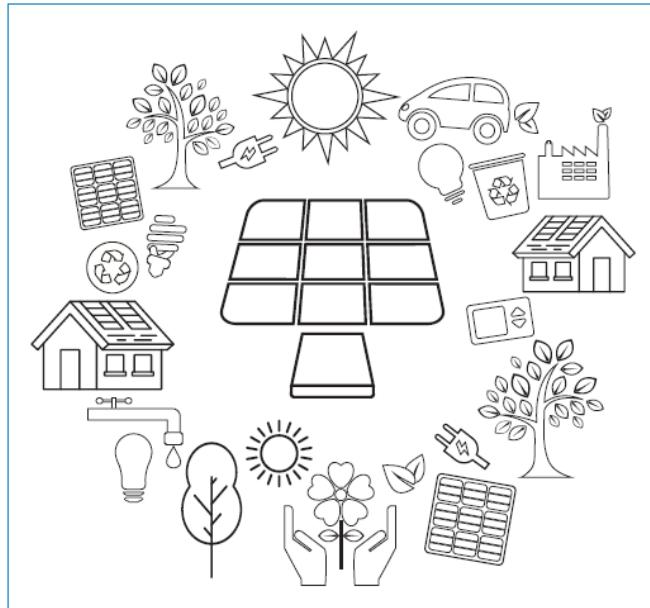
Age: _____



ENTRY FORM: 2017 PEC Coloring Contest

This side for ages 6-9

Age: _____



Child's Name: _____

PEC Account Number: _____

Parent or Legal Guardian's Name:
(must be a PEC member)

Email Address: _____

Official Contest Rules:

1. Entries must be received by 5 p.m. on **Monday, Aug. 21**. Entries received after this date and time will not be eligible for prizes.
2. Entries can be mailed to PEC, Attn: Community Engagement, P.O. Box 1, Johnson City, Texas 78636 or dropped off at any PEC office location. Visit pec.coop/locations for a list of PEC office locations.
3. Entries become the property of PEC and will not be returned.
4. All winners will be notified by phone or email. All entries will be displayed at the

2017 Hill Country Solar Tour on Sept. 30, 2017 at the PEC Oak Hill District Office. The grand prize winning entry will be featured as the 2017 Solar Tour t-shirt design. The grand prize winner will be announced and recognized at the event and awarded a \$100 Visa gift card. First and second place winners in each age category will be awarded a \$50 Visa gift card.

5. Winners agree to pose for a photo that may appear in PEC publications.
6. All decisions of the judges are final.

Please email celeste.mileska@peci.com with questions.



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Key Account Management & Business Growth



Key Account Activities | June 2017

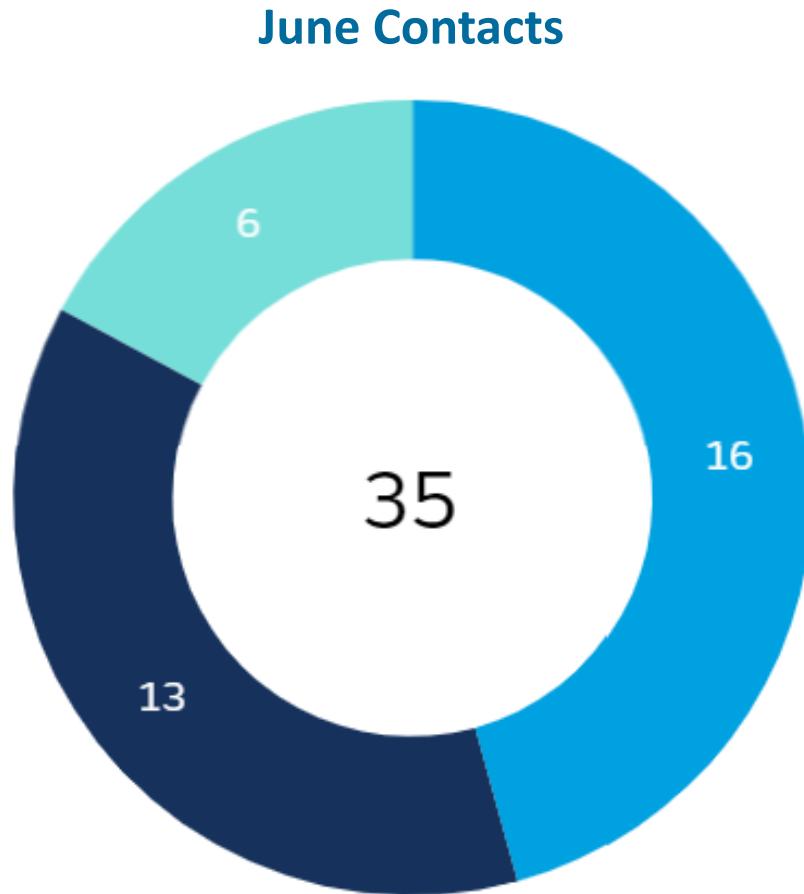


Plant Tour - Buda Woodworks

- Solar Interconnection Assistance
- Outage Communication Program Installation
- Power Quality Assessments
- Meeting with Developer in Cedar Park on future facility
- Time-of-Use Rate Assessments
- Pre-construction Meetings
- Service Upgrade Assistance
- Filming for Annual Meeting Video in Buda
- Outage Assistance
- Plant Tours
- Billing Clarification
- Budget Inquiry Assistance
- Commercial/Industrial Rebate Coordination



Key Account Interaction | June 2017



Key Account Coordinator
Key Account Manager
Key Account Director



Key Account Program Snapshot | 2017



Texas Olive – Dripping Springs

- 84 Tier I Accounts
- 12 Tier II Accounts
- 2,478 Meters
- Annual Revenue of \$65.6 Million



pec.coop