



# Communications & Business Services

Alyssa Clemsen-Roberts  
Vice President, Communications & Business Services

# Communications & Marketing



# Texas Co-op Power | April 2017

## PEC MEMBER NEWS



## Lineworkers brighten our lives

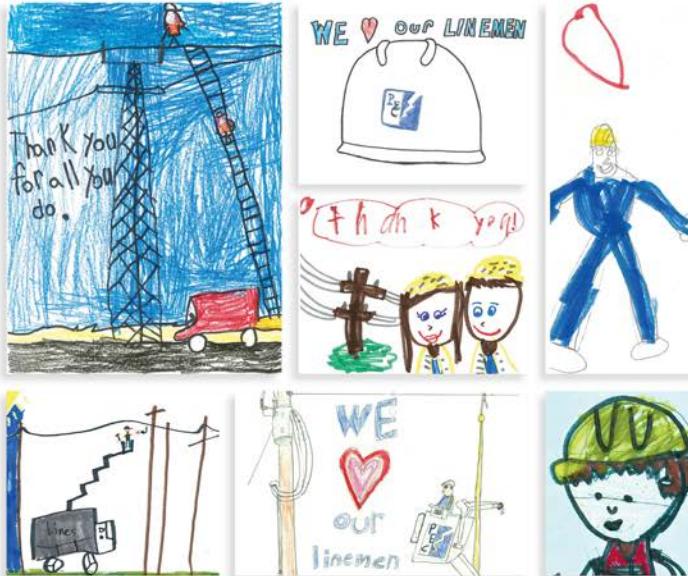
April 10 is National Lineman Appreciation Day!

PEC Journeyworker Alex Cortez and daughters, Natalie and Iris.

Online: [pec.coop](http://pec.coop)

Payment line: 1-844-886-9798

Power interruptions: 1-888-883-3379



Raging storms, winter sleet, scorching afternoons — everything's bigger in Texas, even weather events. You can bet that just when you're taking off your shoes to cozy up indoors, a PEC lineworker is lacing up their boots to head out.

Our lineworkers see it all — often from the top of a 45-foot pole — and they don't just stand ready for wild weather events. Any time a member's power goes out (even one!), no matter the day or time, our team dispatches quickly to the site of the interruption and doesn't quit until the job is done.

"That's just the way we roll at PEC," said PEC Lineworker Apprentice 4 Justin Rainwater, "safe, fast and furious, and with everybody's help, we get the lights on. Always."

On April 10 — and throughout the month — let's celebrate the unseen heroes behind the grid: the people who light up our lives and our community. At PEC, we're honoring National Lineman Appreciation Day with drawings of these heroes through the eyes of our children: because whether we're big or small, we all look up to lineworkers. ■



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**PEC MEMBER NEWS**

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## Protecting the Hill Country – \$martly and censibly

The Texas Hill Country is a special place. We're privileged to live and work amid its beauty, and it's up to all of us to preserve it for generations to come. But we at PEC understand that this can't be done at any cost; that's why we focus on win-wins – things we can do that both make sense for our region and make cents for your wallet.

"We are always looking for cost savings, efficiency and winning solutions," said PEC CEO John Hewa.

Take a look at some of our ongoing efforts.

DR. COOP DR. COOP

Awarded \$1M grant for protection of endangered species

Last October, we were awarded a \$1 million grant from the U.S. Fish & Wildlife Service for habitat conservation planning assistance. The funds will be used to research and develop a 30-year habitat conservation plan for the protection of approximately 34 species across five million acres of the cooperative's service territory.

"This program is extremely important to me," said PEC Vegetation Maintenance Supervisor Nina Alexander, who is leading the effort, "and I am very excited to be involved in such a milestone project." ■

Saving more than \$2.5 million through innovative wind power contract

PEC has been saving more than \$200,000 per month through an innovative short-term wind contract. Last July, we established a favorable one-year agreement with American Electric Power for a share of the production of the Trent Mesa Wind Farm, up to 50 megawatts of power.

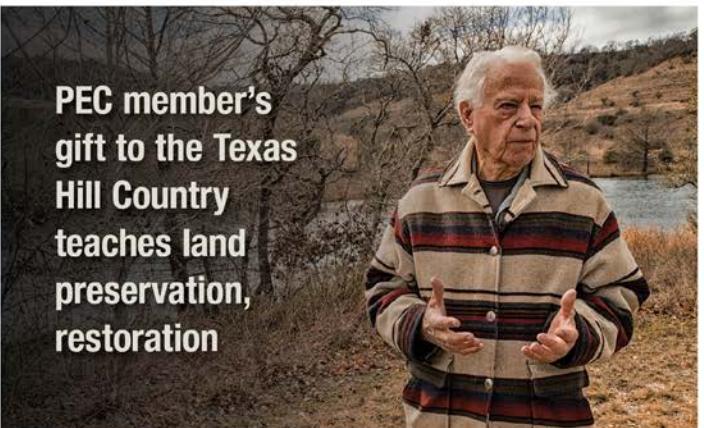
"We're acting nimbly in the market on behalf of our members to attain a low cost, diversified, flexible power portfolio," PEC Vice President of Power Supply and Energy Services Ingmar Sterzing said. "This strategy has been delivering savings to our members." ■

20 Texas Co-op Power PECERNALES ELECTRIC April 2017

April 2017 PECERNALES ELECTRIC Texas Co-op Power 21

# Texas Co-op Power | April 2017

## PEC MEMBER NEWS



### PEC member's gift to the Texas Hill Country teaches land preservation, restoration

Every step through Selah Bamberger Ranch Preserve takes you through lush native grasses. Water ripples in the natural springs, and gravel trails climb the green hilltops. But 48 years ago, there was no grass at Selah, no water. No one wanted the land. PEC member and land steward David Bamberger had a vision for Selah, though, and more importantly, he had hope. ■

#### Online story

Read how he restored the land and brought water back to Selah at [pec.coop/news](http://pec.coop/news).



### Take a breath of fresh air

#### Conservation tip of the month

Head off any issues before they cost you — now's the time to schedule an HVAC check-up to prepare your system for optimal performance this summer.

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### CANDIDATE FORUM



Your vote is your voice in your cooperative. Now, meet the candidates running for director in districts 2 and 3. PEC's 2017 candidate forum will take place at 5:30 p.m. April 20 at our Johnson City headquarters.

Learn more at [pec.coop/election](http://pec.coop/election).

### 2017 PEC ELECTION



### Good Friday holiday

Our offices will be closed Friday, April 14.

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

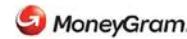
**289,582**  
Active accounts

**242,538**  
Members

**\$106.95**  
February average residential bill

**991 kWh**  
February average residential use

As of February 28, 2017



### Pay your bill where you shop

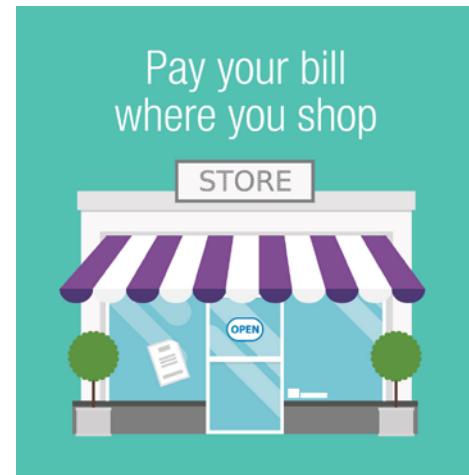
We are excited to announce that you can now pay your PEC bill through MoneyGram.

A nationwide service, MoneyGram offers locations within many businesses across our service area, including CVS and Walmart stores.

For a \$1.50 fee, MoneyGram will accept cash payments and apply them securely and immediately to your account.

Find locations across our service area and learn more about our payment options at [pec.coop/billing](http://pec.coop/billing). ■

# Bill Insert | April 2017



**MoneyGram.**

You can now pay your electric bill at local businesses, including Walmart and CVS. For a \$1.50 fee, MoneyGram will accept cash payments and apply them securely and immediately to your account.

Find a MoneyGram location near you at [pec.coop/billing](http://pec.coop/billing).



**PAY  
YOUR WAY —**



SmartHub web portal  
or mobile app



By phone at  
1-844-886-9798



At MoneyGram  
locations



By mail



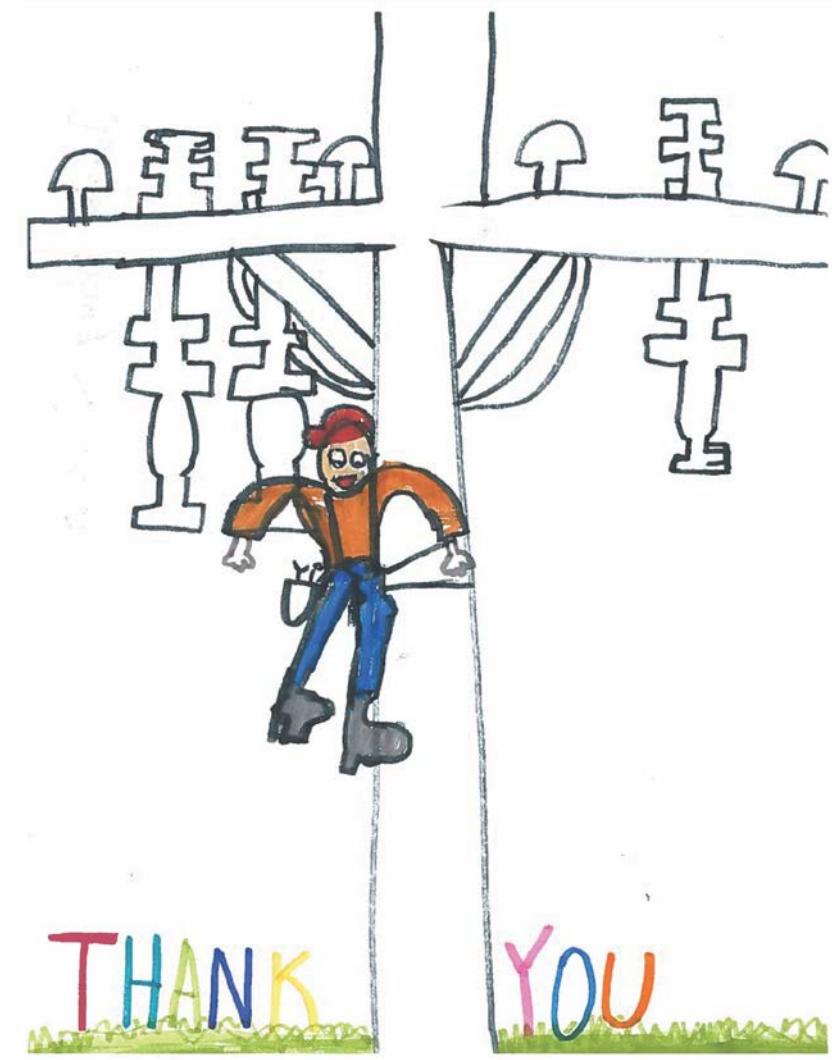
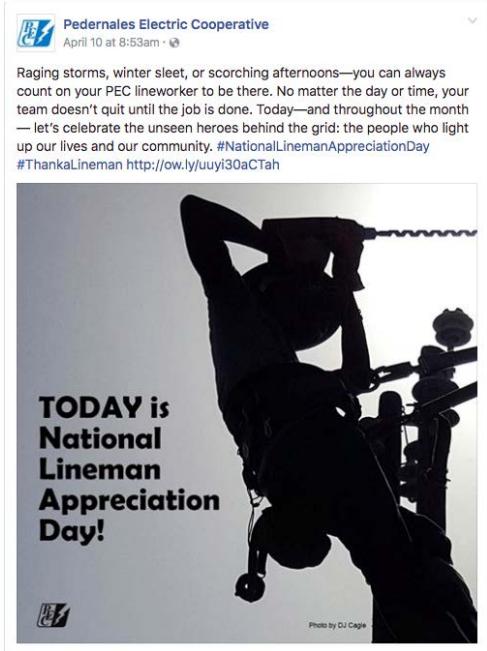
At PEC offices

**with more  
options than  
ever before!**

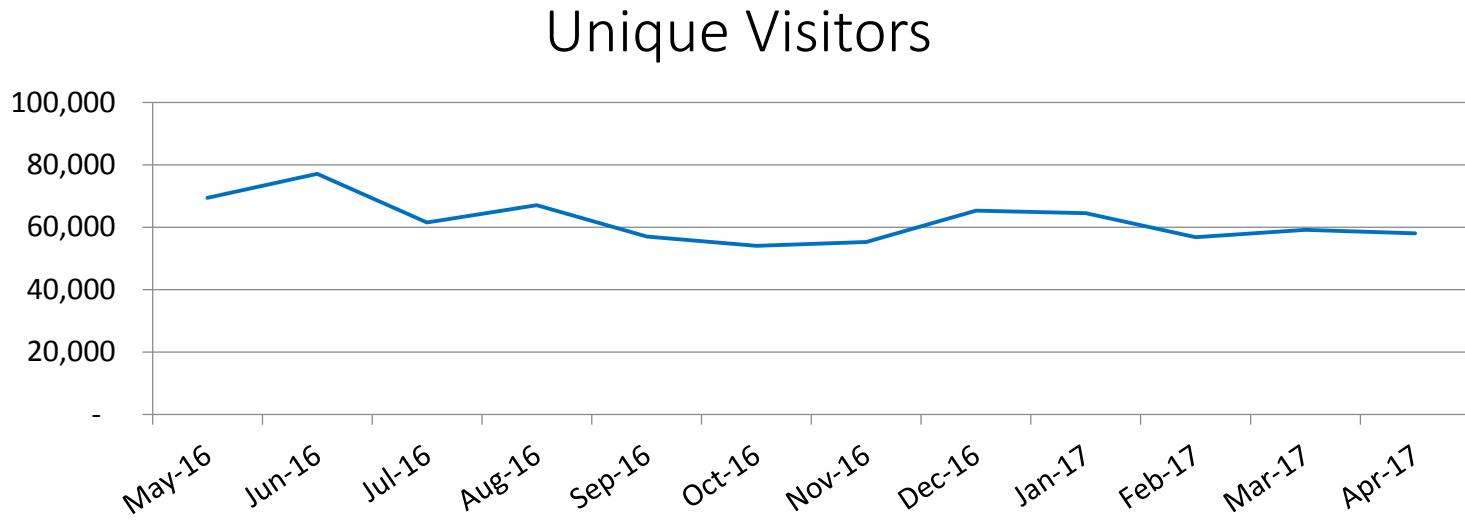
[pec.coop/billing](http://pec.coop/billing)



# National Lineman Appreciation Day | April 2017



# Digital Metrics | Website



Pageviews

133,076

Most-visited Pages

[Power Outage Center](#)

[Contact Us](#)

[Residential Members](#)

[Getting Started](#)

[Billing & Payments](#)

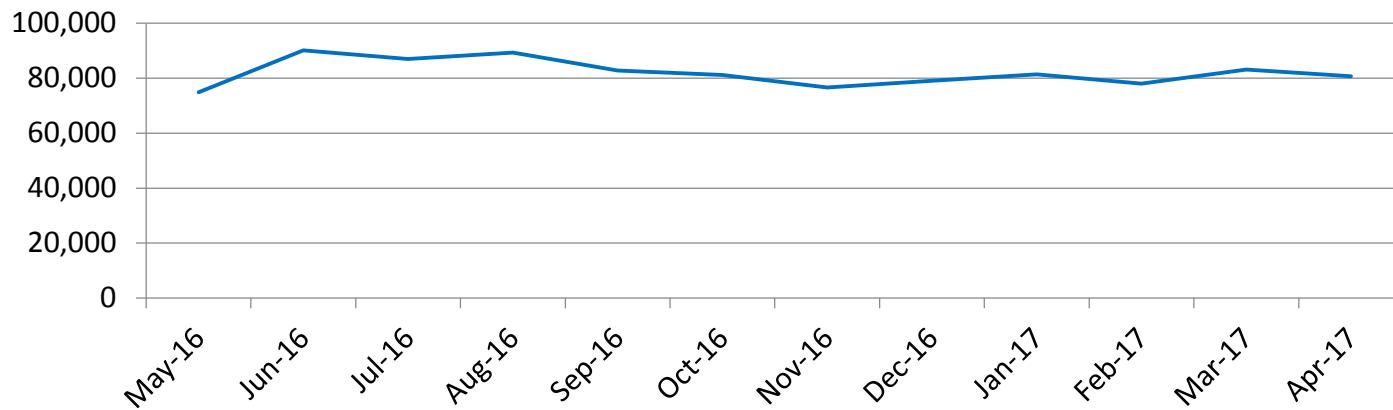
### Most Frequent Searches

scholarship, rebates, outages, new service, cancel service, solar, Nest, annual report, rates, capital credits, unclaimed funds, disconnect, meter, tariff, Selah, Bamberger



# Digital Metrics | SmartHub

## Unique Visitors



## Mobile App Sessions

April

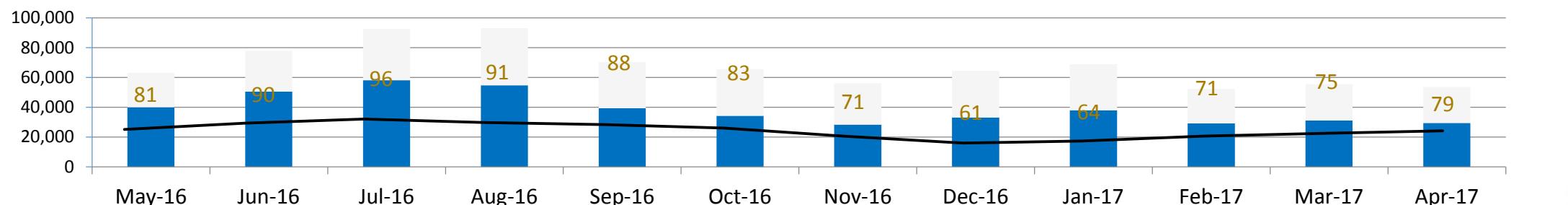


**29,837**  
(-617)



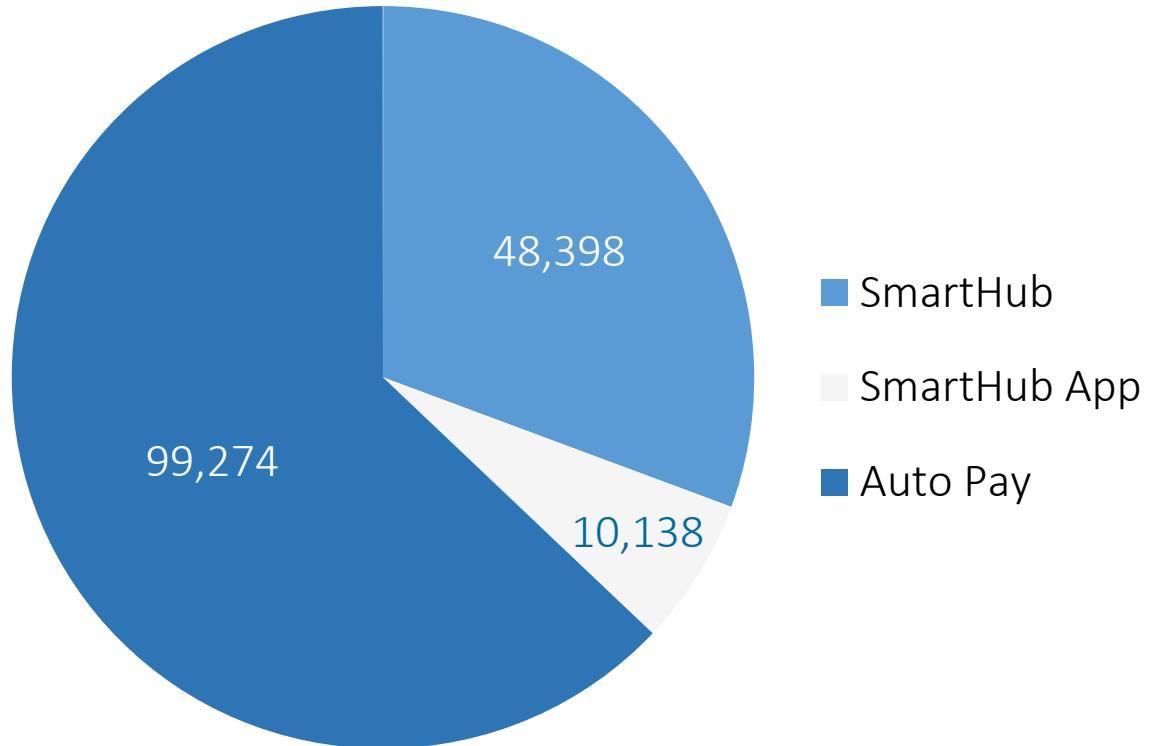
**9,835**  
(+31)

## My Usage Sessions

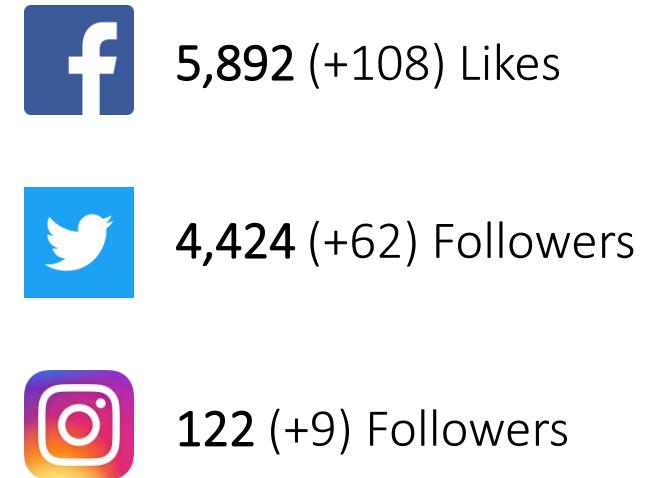


# Digital Metrics | Payments and Social Media

Payments (April 2017)



Social Media (April 2017)



# Connections & Community Engagement



# Community Engagement

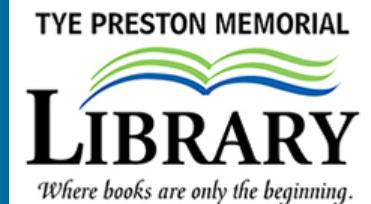
## Strategic Relationships/Interactions (April)

- 13 area Chamber meetings/events
- 3 economic development organization meetings
- 2 community partner meetings
- 1 public event

## Upcoming Local Events

May 4: Kyle Chamber Business Expo

May 4: Wimberley Chamber Small Business Expo





## Earth Day

- Tye Preston Memorial Library
- April 22
- 10 a.m. – 2 p.m.
- Sponsored by Lindheimer Master Naturalists and Tye Preston Memorial Library

*Pictured to the left:*  
Jacob and his grandma learning about renewable energy by building a pinwheel

# 2017 PEC Scholarship Recipients



# 2017 PEC Scholarship Recipients

**\$10,000**

Kirby Cathey, Dripping Springs High School

**\$7,500**

Brooke Dew, Georgetown High School

Quint Smith, Lampasas High School

**\$5,000**

Briahna DeAnda, Ann Richards School for Young Women Leaders

Emma Jones, Cedar Park High School

Karen Crews, Dripping Springs High School

Morgan Alana, Wimberley High School

Hannah Col, Westwood High School

**\$2,500**

Jacob Fuller, Blanco High School

Mark Kuebel, Blanco High School

**\$2,500 (cont'd)**

Zachary Albrecht, Boerne Samuel V. Champion High School

Cole Meadlin, Boerne Samuel V. Champion High School

Blake Jonas, Canyon High School

Avery Deen, Cedar Park High School

Grace Baxter, Dripping Springs High School

Aidan Williams, Dripping Springs High School

Kaitlyn Arvesen, LBJ High School

Charles Hedlund, LBJ High School

Rachel Coursey, Marble Falls High School

Madelyn Maples, Marble Falls High School

Ishav Desai, McNeil High School

Jacob Lane, Memorial Early College High School

Ashley Bruno, Penn Academy

James Wheelock, Veritas Academy

Ethan Brown, Westwood High School

Claire Jahnke, Westwood High School

Samantha Guidry, Wimberley High School

Mariel Mayhew, Wimberley High School



# Save the Dates!

## LCRA Community Development Partnership Program grant check presentations

- May 8, 3:30 p.m.: Hill Country Science Mill - \$25,000 to construct the Creekside Monitoring Station exhibit
- May 23, 1:30 p.m.: Kempner VFD - \$25,000 to purchase self-contained breathing apparatus refill station



# Save the Date!



Join us at the  
2017 PEC Annual Meeting!

**June 17, 2017**

Registration starts at 9 a.m.

Meeting starts at 10:30 a.m.

Family friendly activities from 11:30 a.m. - 2 p.m.

**Don Tew Performing Arts Center**

Leander High School

3301 S. Bagdad Road

Leander, Texas 78641

Members will have the chance to win  
some fabulous door prizes:



Surplus PEC truck



Home theater package



iPad Pro



Gift cards  
\$500, \$250, \$100



# Key Account Management & Business Growth



# April Review



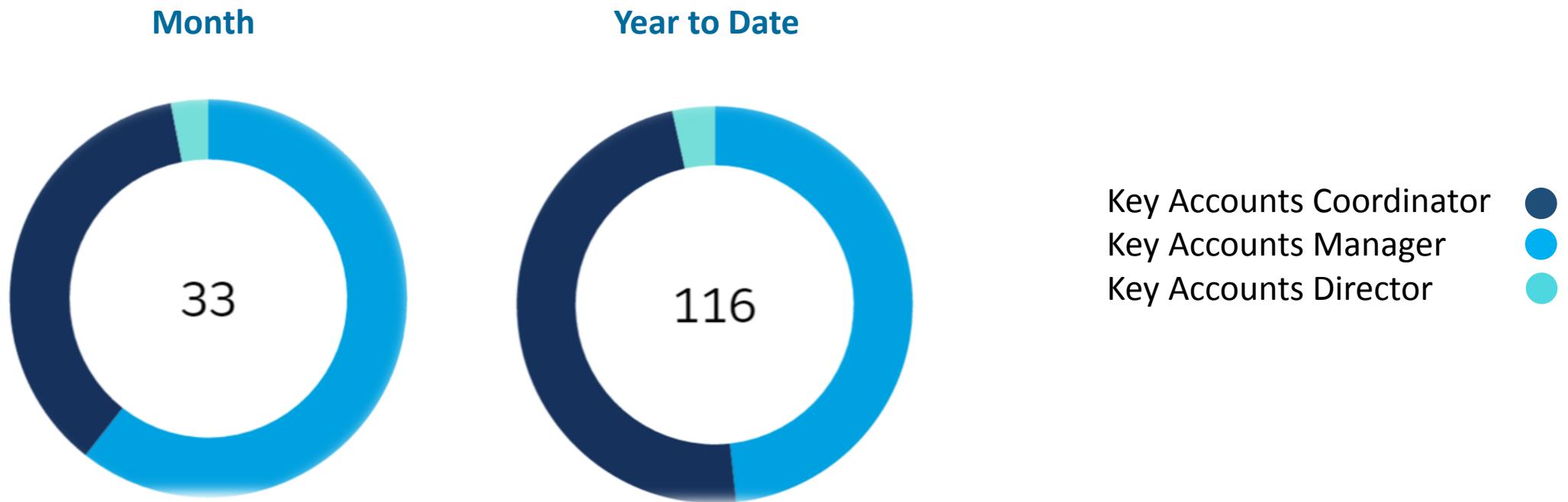
Meeting with Whataburger rates consultant on April 11<sup>th</sup> in Kyle

## 33 Key Account interactions (included 7 school districts)

- Energy audit planning
- Circuit conversion planning notifications
- Outage history reports
- Rate reviews including time-of-use
- Rebate program promotion
- Proposed retail site visits
- Construction coordination meetings
- Lighting retrofit analysis
- Outage communication plan



# Key Account Interaction | April 2017





pec.coop