



Communications & Business Services

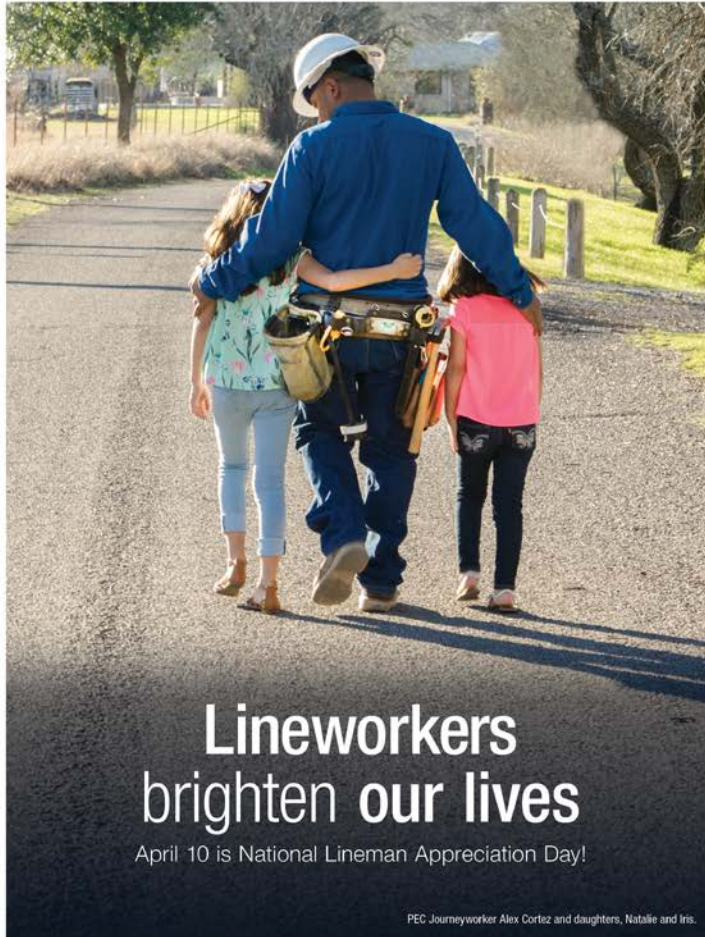
Alyssa Clemsen-Roberts

Vice President, Communications & Business Services

Communications & Marketing

Texas Co-op Power | April 2017

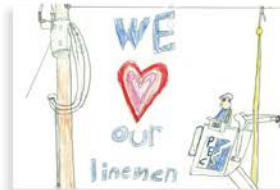
PEC MEMBER NEWS



Lineworkers brighten our lives

April 10 is National Lineman Appreciation Day!

PEC Journeyworker Alex Cortez and daughters, Natalie and Iris.



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. ■

Texas Co-op Power | April 2017

PEC MEMBER NEWS

Online: pec.coop

Payment line: 1-844-886-9796

Power interruptions: 1-888-883-3379

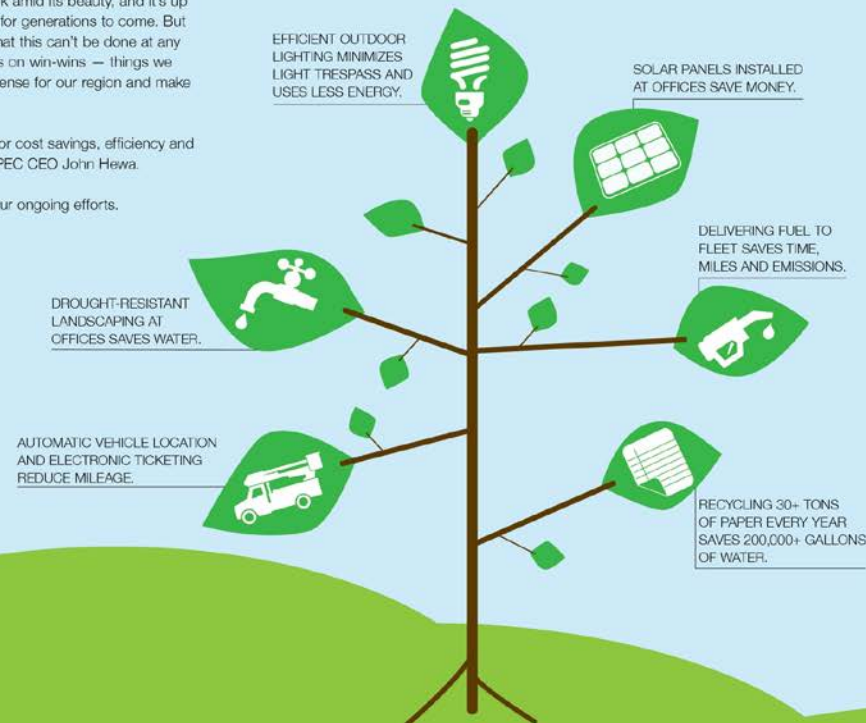


Protecting the Hill Country – \$martly and ¢ensibly

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.



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." ■

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.



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.

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.

2017 PEC ELECTION

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. ■



Heads up!

Watching out for overhead electric lines could save your life. pec.coop/safety

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

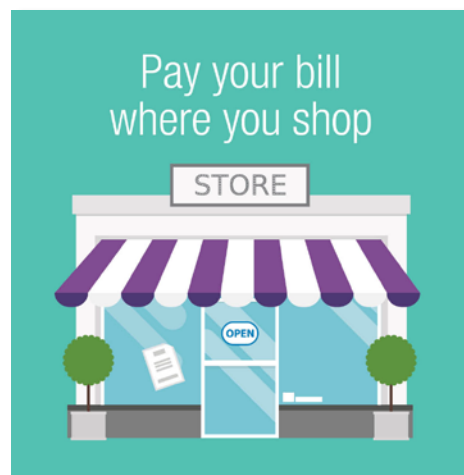
242,538
Members

\$106.95
February average residential bill

991 kWh
February average residential use

As of February 28, 2017

Bill Insert | April 2017



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.



PAY
YOUR WAY —



SmartHub web portal
or mobile app



By phone at
1-844-886-9798



At MoneyGram
locations

with more
options than
ever before!



By mail

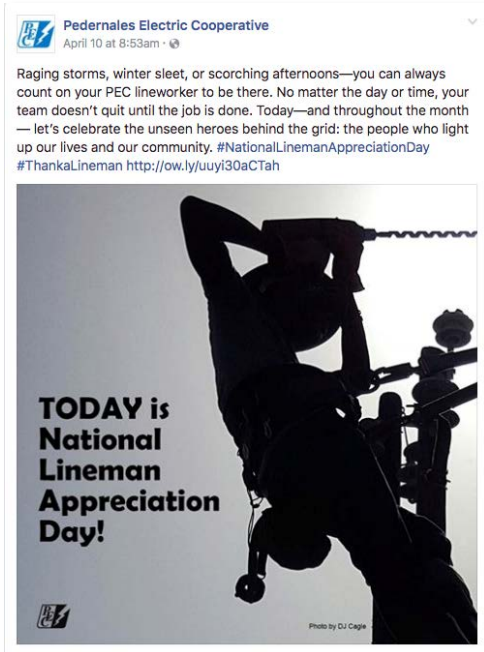


At PEC offices

pec.coop/billing

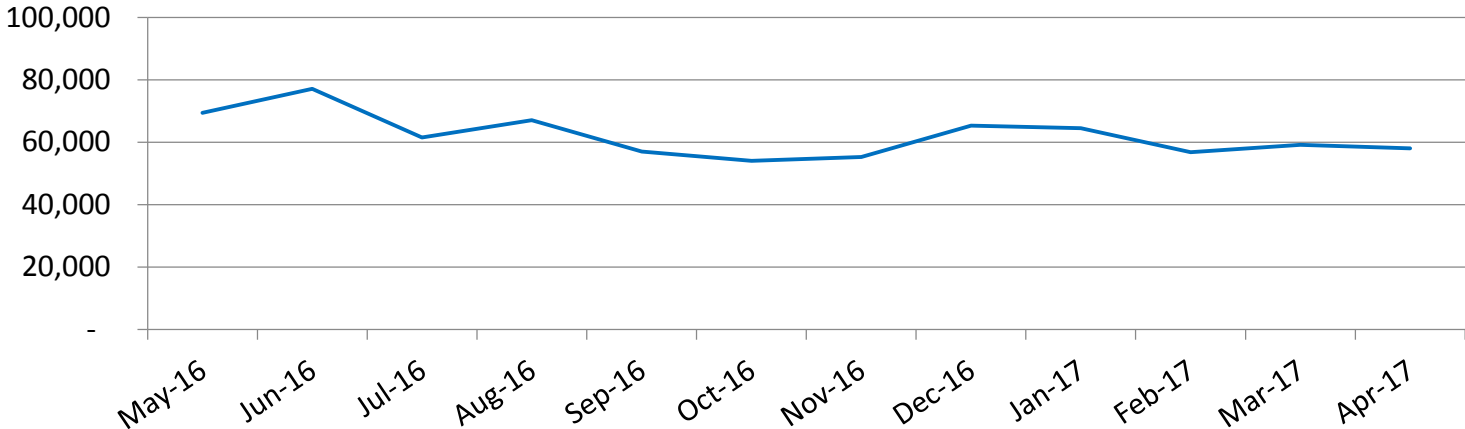


National Lineman Appreciation Day | April 2017



Digital Metrics | Website

Unique Visitors



Pageviews

133,076

Most-visited Pages

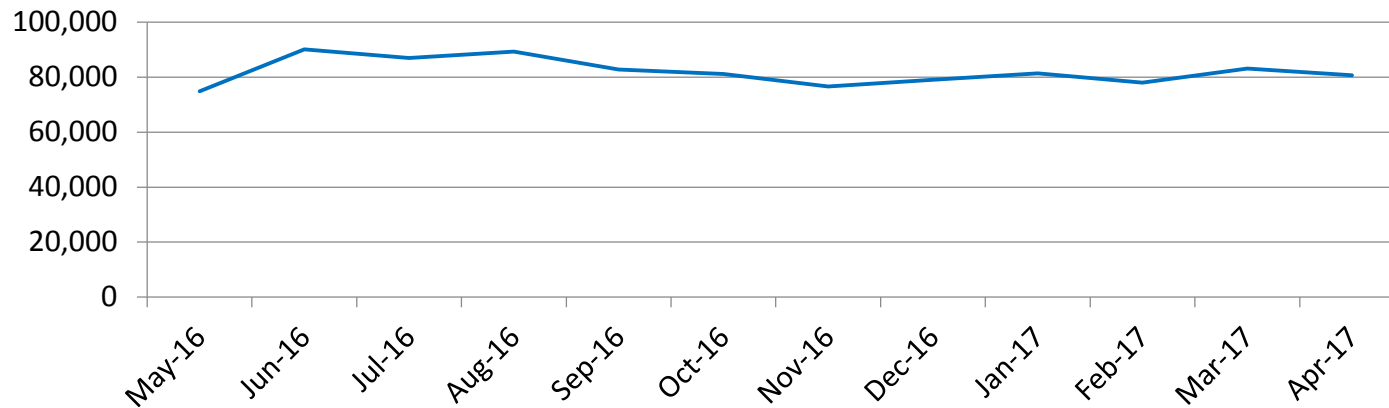
- Power Outage Center
- Contact Us
- Residential Members
- Getting Started
- Billing & Payments

Most Frequent Searches

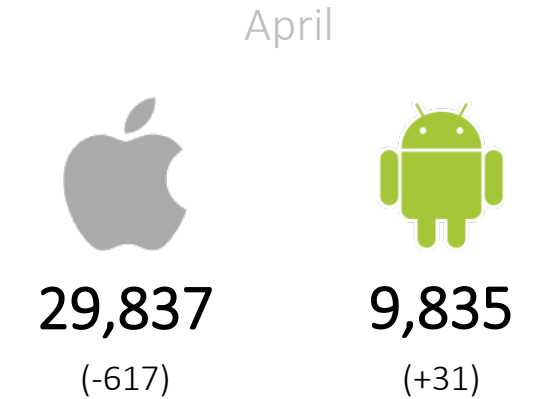


Digital Metrics | SmartHub

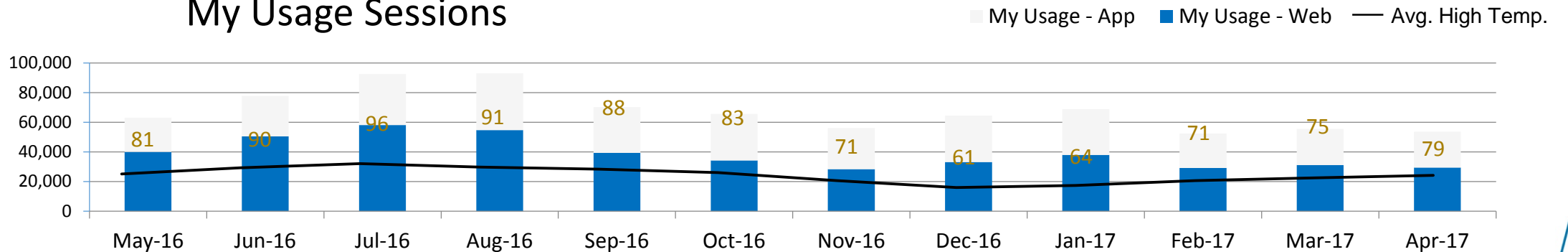
Unique Visitors



Mobile App Sessions

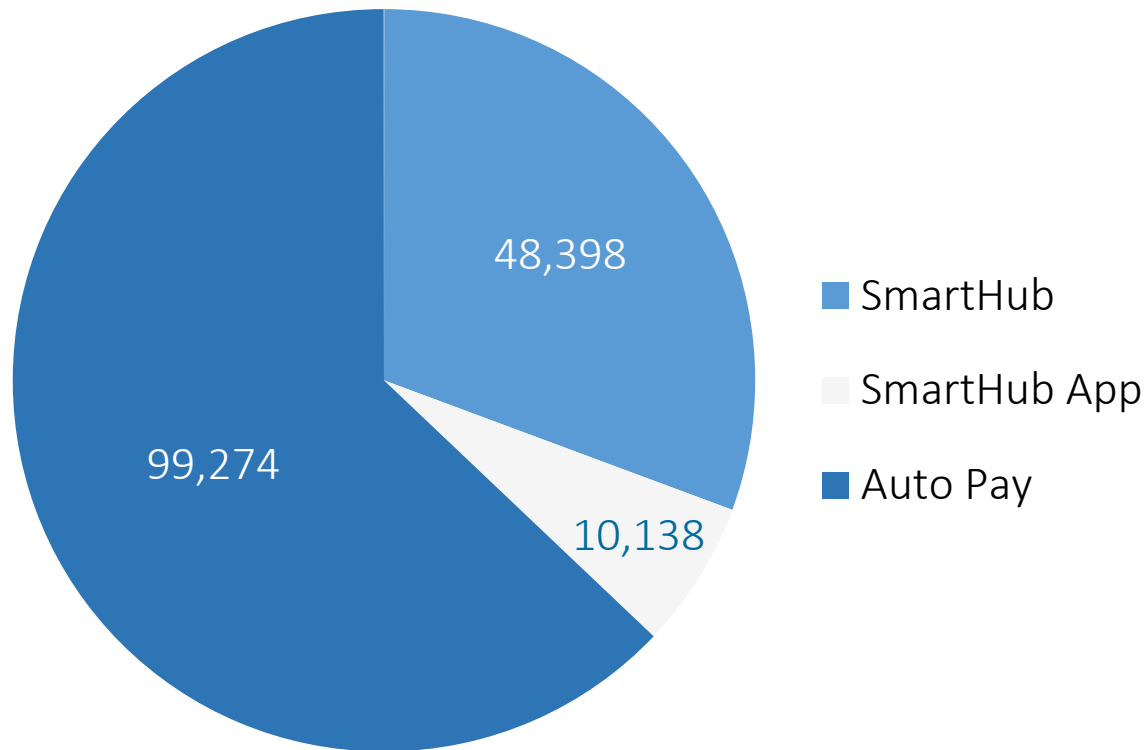


My Usage Sessions



Digital Metrics | Payments and Social Media

Payments (April 2017)



Social Media (April 2017)



5,892 (+108) Likes



4,424 (+62) Followers



122 (+9) Followers

Connections & Community Engagement

Community Engagement

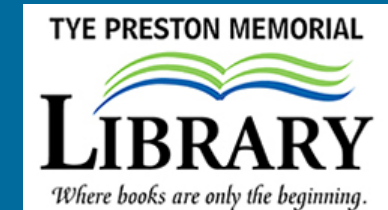
Strategic Relationships/Interactions (April)

- 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

Marriel 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

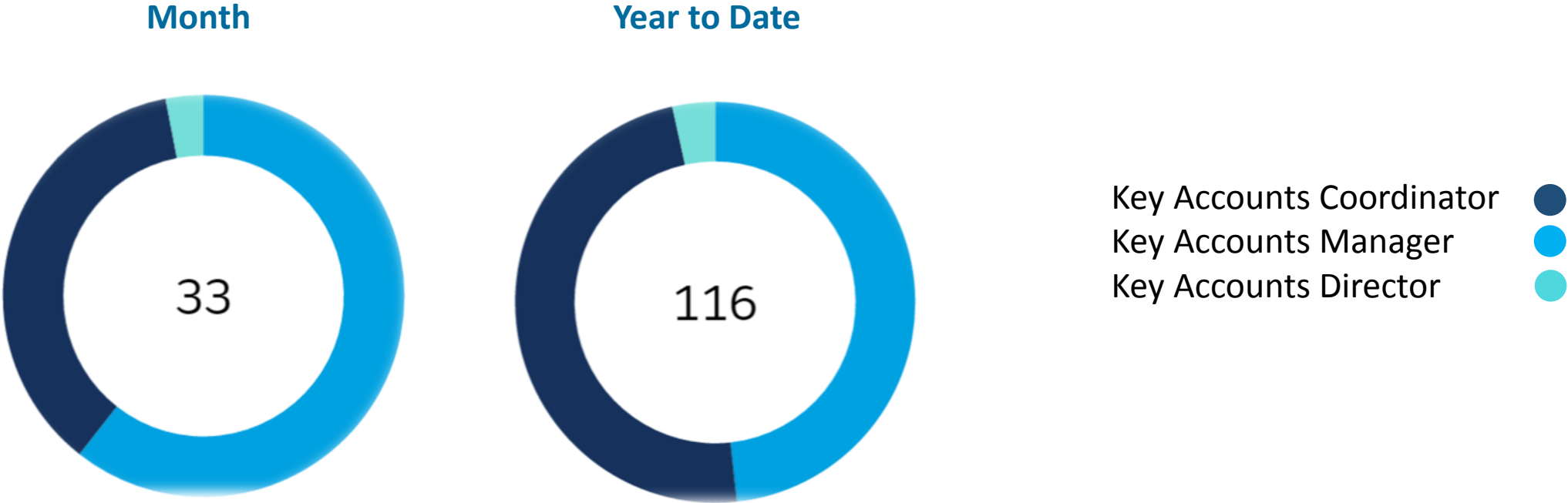


Meeting with Whataburger rates consultant on April 11th in Kyle

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