



Cooperative Update

Julie C. Parsley, Chief Executive Officer

February 22, 2019

Board Meeting | Open Session

District Office Remodels

- Cedar Park
 - Finalizing renovations
 - Reopen to the membership March 4
 - Considering Member Appreciation event
- Oak Hill
 - Closed to public beginning March 1
 - Renovations anticipated to take 3-5 months
 - Alternative member contact options include Dripping Springs office



Office to close
for renovations
starting
March 1

Convenient ways to pay



Through
PEC's secure
payment line at
844-886-9798.



Online at
pec.smarttillab.coop.



Through
the SmartHub
mobile app.



By visiting our
Oak Hill location at
9115 Circle Dr.



By speaking with one
of PEC's agents at
888-554-4792.



Pay at MoneyGram
retail locations. Find
one near you at
moneygram.com.

pec.coop



2019 Partnership with Spectrum



- Official Spectrum News partner
- Capability for targeted broadcast (traditional and smart TV), digital promotion (desktop, tablet, and mobile browsers), and social media campaigns
- Spectrum Reach provides tools and platforms to help strengthen member engagement and satisfaction, and raise brand awareness
- Sponsored weather camera at the Marble Falls District Office
- Ability to push key messaging using automated weather triggers

Spectrum Partnership Campaign Examples

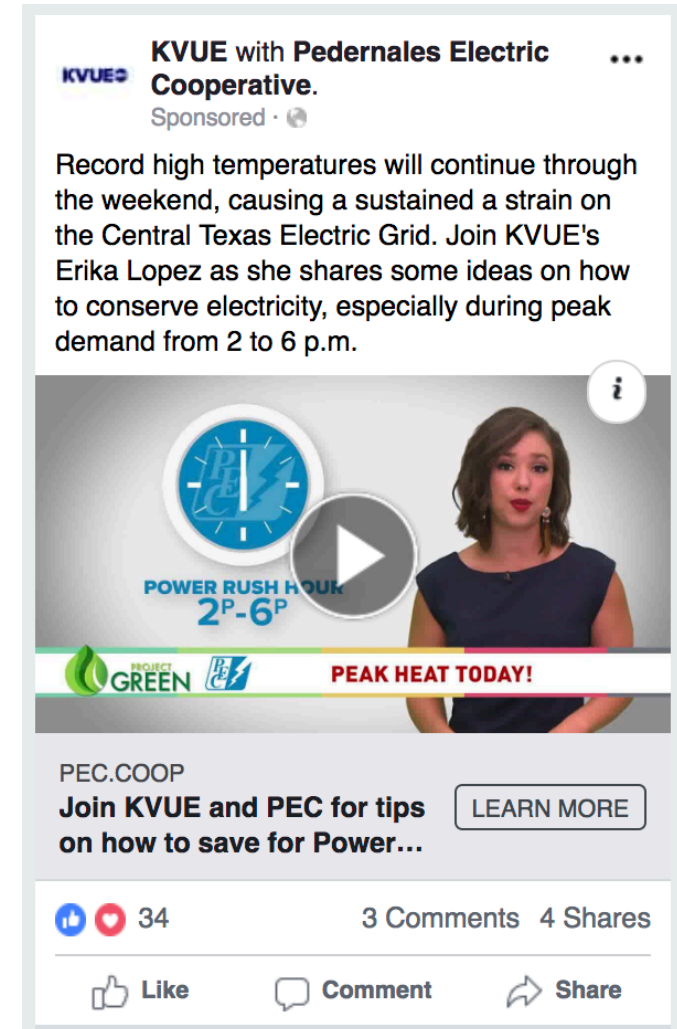
- Weather triggers: thunderstorms, flooding, tornadoes, hurricanes, high and low temperatures
- Safety
- Scams
- Conservation (summer and winter)
- Storm preparedness and outage information
- Power Rush Hour
- Annual Meeting
- Cooperative wins (i.e., J.D. Power)



2019 Partnership with KVUE

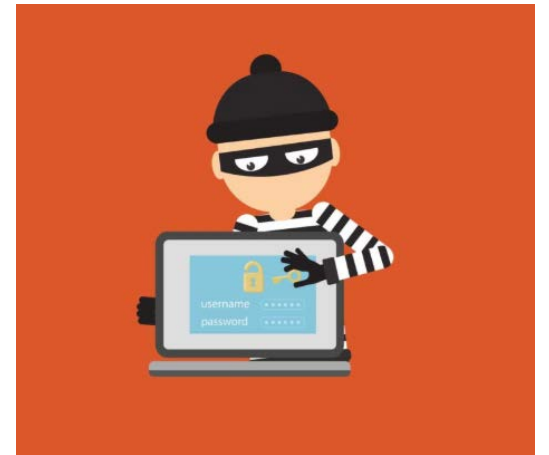


- Continued partnership for Power Rush Hour program
 - May through September
 - Weather partnership
 - Broadcast component, with digital and social promotion



PEC Shuts Down Scammers Targeting Members

- January 22 - Member Relations agents received ~50 scam reports
- Scammers requested payments be made to a toll-free number to avoid disconnection
- PEC action:
 - Immediately posted scam alert to pec.coop and SmartHub to notify members
 - Reported number to the group that manages the national database registry, who was able to shut down the number
 - Shared information with Utilities United Against Scams (UUAS) group
- Unfortunately, three members fell victim to this scam, losing almost \$1500



Deadline for Scholarship Applications

- Scholarship applications open through March 21
 - \$120,000 available to students to attend the college, university, or trade school of their choice
 - Scholarships range from \$2,500 to \$10,000 and are supported by unclaimed property funds
 - Last year, had over 365 applicants

COMMUNITY

Celebrating 20 years of scholarships

We're awarding an extra \$20,000 for a total of \$120,000 in scholarships this year.

APPLY BY MARCH 21 »



Deadline for Community Grants

- Community Grants open through April 1
 - Area nonprofits may apply for up to \$5,000 for projects that include technology, capital improvements, or equipment related to energy efficiency
- Funded by PEC's Power of Change
- Last winter awarded over \$24,000 to eight organizations
- Had 23 applications last round



2019 Youth Tour

- PEC has participated in the NRECA's Government in Action Youth Tour program for over 60 years
- 10 PEC youths will join 1,500 other high schools students from electric cooperatives across the county to tour Washington, D.C. June 12-21
- 108 PEC youths submitted five short answer questions and two letters of recommendation
- Applications and reference letters were scored by an independent panel of 10 representatives from other Texas cooperatives
- Sought at least one delegate from each of the seven PEC Board districts and reserved one spot for a PEC employee's child/dependent



2019 Youth Tour – Meet the Delegates



Elisabeth Allbritton, Akins High School; Alexa Harper, John Paul II Catholic High School; Hallie Gloor, Blanco High School; Barbara Gano, Leander High School; Madeleine Morris, Canyon Lake High School; Marcos Martinez, Westwood High School; Kenadee Stewart, Marble Falls High School; Harrison Fugate, Lehman High School; Abigail Truman, Cedar Park High School; Matthew Roiland, Jack C. Hays High School

2019 Community Partnerships Dinner

Wednesday, March 6
6:30 p.m.

Star Hill Ranch
15000 Hamilton Pool Rd.
Bee Cave



