



2022 Election Timeline and Communications Plan

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2021 Election Summary

- Districts 1, 6, and 7 Were up for Election and all 3 Incumbents Were Re-Elected
- Online and Mail-In Ballots Remained Steady
- Use of SmartHub Single Sign-on Increased
- Voter Turnout: 16,993 Votes Cast, 12.99%
- 3-Year Average Turnout 14.12%
- Increase in use of QR codes
- Online voting member satisfaction 96.2%

REVISED - BOD APPROVED, 03/26/21

2021 ELECTION TIMELINE
DIRECTOR ELECTION BALLOTS, DISTRICTS 1, 6, and 7
NOTE: All due dates apply to all election ballots.

#	Item	EPP Section	Responsible Party	Due Date	2020 - 2021 Deadline**
1	Annual Decision - Election Services Provider Contract	4.1	GC/BOD	At or before the August Regular Board Meeting	8/21/2020
2	Establish Annual Meeting Date and Location	3.1	BOD/Public Affairs	At or before the August Regular Board Meeting but no later than December each year	8/21/2020
3	Present Draft Election Timeline	3.2	GC/GT	At least 6 months prior to Annual Meeting	11/20/2020
4	Communications Draft Plan overview presented to the Board of Directors	7.3	Public Affairs	At or before Regular Board Meeting 5 months before an election	11/20/2020
5	Approve Election Timeline	3.2	BOD	At least 6 months prior to Annual Meeting	12/18/2020
6	Final Communications Plan to be approved by the Board of Directors	7.3	Public Affairs	At or before Regular Board Meeting 5 months before an election	12/18/2020
7	Conduct Internal Coordination Meeting and Establish PEC Election Team	3.3	GC/GT/BRS/PA/Mapping/IT Legal Services/Member Relations/SBS	Upon approval of the Election Timeline (meeting set after approval of election timeline)	12/21/2020
8	Retain Background Verifier	6.2.1.7	GC/GT	As specified in this timeline	1/1/2021
9	Direct the General Counsel to prepare proposed Non-Director Election items	6.1	BOD	No later than the Regular Board Meeting 5 months prior to an election	1/15/2021
10	Post and make available Nomination Application and Ballot Materials	6.2.1.1	BRS/GT/PA/Member Relations	At least 5 months prior to Annual Meeting	1/18/2021
11	Directors requested to submit the name(s) of a person or persons (including an alternate) residing in the Director's District eligible and willing to serve on the Qualifications and Elections Committee.	6.2.1.6	BOD/BRS/GT	As specified in this timeline	2/1/2021
12	Director submits the name(s) of a person or persons (including an alternate) residing in the Director's District eligible and willing to serve on the Qualifications and Elections Committee.	6.2.1.6	BOD/BRS/GT	At least a week before the Regular Board meeting 4 months prior to an election	2/8/2021
13	Election Services Provider to Quality Control steps to the General Counsel	7.12	SBS/GC	Four (4) months prior to the member meeting, the Election Services provider shall provide PEC a list of quality-control steps to be taken before the Member Meeting, including process for the release and announcement of election results.	2/19/2021
14	Board appoints the Qualifications and Elections Committee	6.2.1.6	BOD/QC	At the Regular Board meeting 4 months before an election	2/19/2021
15	Nomination Application and Ballot Materials Deadline - Candidate Application to be delivered to the Governance Team at PEC Headquarters in Johnson City	6.2.1.4	Candidate Applicants/ BRS/GT	At or before 5 p.m. on the last business day falling 82 days or more before the date of the Member Meeting	3/22/2021
16	Member Record Date for Petition Signatures	5.1	Governance Team/Member Relations	At or before 5 p.m. on the Record Date for a Member to be eligible to sign a nomination petition is the date of the verification of the signatures by PEC.	3/22/2021


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2022 Important Dates and Information

- Districts 4 and 5 up for Election
- Candidate Application/Petition Forms
 - ✓ Opens – January 17, 2022
 - ✓ Deadline – March 28, 2022
- Qualifications and Elections Committee (QEC)
 - ✓ Names due February 7, 2022
 - ✓ Board Approves QEC, February 18, 2022
 - ✓ QEC Meets April 6 and April 7, 2022
- Board Candidate Orientation, April 4, 2022
- Board Candidate Video Recording, April 20, 2022
- Voting Begins May 18 and ends June 10, 2022, 5:00 p.m.
- Election Results Released on June 14 to Candidates, Board of Directors and Membership
- Annual Member Meeting, June 17, 2022, 9:00 a.m.
(June Board Meeting will be held immediately after the Annual Member Meeting)



Member Engagement and Voting Methods

Texas Co-op Power

Press Releases

PEC Corporate Statistics

Bill Messaging

Social Media

Digital Advertising

Print Advertising

Election Webpage

Candidate Collateral Webpage

**Election Services Provider Administers
Election and Customer Voting Support**

Mail-in ballot

Online ballot

**Online via Mobile Devices at District
Offices**

Email to Members with Voting Link

Email Reminders to Members

iCalendar Reminders to Members

QR Code Technology on all Ballots

Early Voting Incentives Program

Voting Through SmartHub Single Sign-On

Online Voting Methods and Instructions



Communications Plan Objectives

- Promote and inform members of the 2022 election, including voting, registration, respective candidates, and deadlines
- Encourage member participation and provide instructions and tools for members to check voting eligibility, as well as promote early voting incentives
- Highlight convenient ways to vote: by mail, online, QR code scanner on ballot, or on an iPad in a district office
- Reinforce the “cooperative difference”



Communications Platforms

Website

- Election information
- Voting instructions
- PEC corporate statistics
- PEC News

Press releases

Texas Co-op Power

Print advertising

Social media

Bill messages

Digital advertising

Member agent talking points and educational material

All content will be shared internally prior to external release.



TEXAS CO-OP POWER



Communications Plan Timeline

Phase	Timeline
I - Nomination Application and Petition Forms <ul style="list-style-type: none">• Texas Co-op Power• Bill Insert and Message	January – March 2022
II – Candidates <ul style="list-style-type: none">• Candidate Application Deadline through Digital Platforms• Candidate Orientation, Candidate Photographs, and Candidate Videos	March – April 2022
III – Voting <ul style="list-style-type: none">• Voting Begins in May and Promote on all Media Channels• Annual Meeting Notice• PEC Corporate Statistics Provided to Membership• Texas Co-op Power Dust Cover to Voting Districts	May – June 2022
IV – Election Results and Annual Meeting <ul style="list-style-type: none">• Election Results Released to Membership• Annual Meeting: Election Results Announced and Welcome New Directors• Inform Members of Election Results on Various Channels	June – August 2022

Note: All phases include social media communications.



