

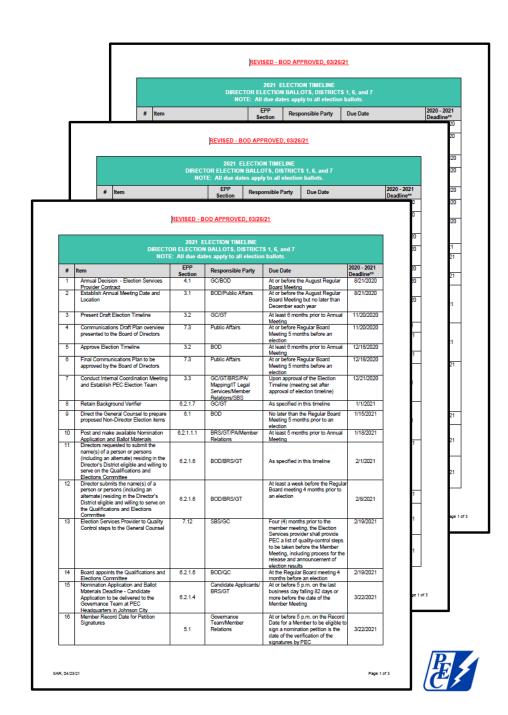
# 2022 Election Timeline and Communications Plan

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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%



# 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



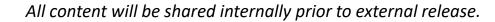














### **Communications Plan Timeline**

Phase	Timeline
<ul> <li>I - Nomination Application and Petition Forms</li> <li>Texas Co-op Power</li> <li>Bill Insert and Message</li> </ul>	January – March 2022
<ul> <li>II – Candidates</li> <li>Candidate Application Deadline through Digital Platforms</li> <li>Candidate Orientation, Candidate Photographs, and Candidate Videos</li> </ul>	March – April 2022
<ul> <li>III – Voting</li> <li>Voting Begins in May and Promote on all Media Channels</li> <li>Annual Meeting Notice</li> <li>PEC Corporate Statistics Provided to Membership</li> <li>Texas Co-op Power Dust Cover to Voting Districts</li> </ul>	May – June 2022
<ul> <li>IV – Election Results and Annual Meeting</li> <li>Election Results Released to Membership</li> <li>Annual Meeting: Election Results Announced and Welcome New Directors</li> <li>Inform Members of Election Results on Various Channels</li> </ul>	June – August 2022

Note: All phases include social media communications.



