



# 2024 Election Timeline and Communications Plan

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# 2023 Election Summary

- Districts 2 and 3 were up for Election and both Incumbents were Re-Elected
- Voter turnout remained steady
- Voting through SmartHub Mobile Application made available

2023 ELECTION TIMELINE  
DIRECTOR ELECTION BALLOTS, DISTRICTS 2 and 3

2023 ELECTION TIMELINE  
DIRECTOR ELECTION BALLOTS, DISTRICTS 2 and 3  
NOTE: All due dates apply to all election ballots.

| #  | Item  | EPP or Other Policy | Responsible Party                                    | Due Date   | 2022 - 2023 Deadline** |
|----|---|---------------------|--|--|------------------------|
| 1  | Draft Resolution - Approval of Annual Election Service Provider Contract  | 6.1                 | BOD / GC / GT  | At or before the August Regular Board Meeting  | 8/16/2022              |
| 2  | Final Resolution - Approval of Annual Election Service Provider Contract  | 6.1                 | BOD / GC / GT  | At or before the August Regular Board Meeting  | 7/21/2022              |
| 3  | Draft Resolution - Establish Annual Meeting Date and Location   | 3.1                 | BOD / GC / GT  | At or before the August Regular Board Meeting but no later than December each year   | 8/16/2022              |
| 4  | Final Resolution - Establish Annual Meeting Date and Location   | 3.1                 | BOD / GC / GT  | At or before the August Regular Board Meeting but no later than December each year   | 10/02/2022             |
| 5  | Present Draft Election Timeline   | 3.2                 | GT   | At least 6 months prior to Annual Meeting  | 11/18/2022             |
| 6  | Communications Draft Plan overview presented to the Board of Directors  | 7.3                 | External Relations                                   | At or before Regular Board Meeting 5 months before an election   | 11/18/2022             |
| 7  | Approve Election Timeline   | 3.2                 | BOD  | At least 6 months prior to Annual Meeting  | 12/16/2022             |
| 8  | Final Communications Plan to be approved by the Board of Directors  | 7.3                 | BOD  | At or before Regular Board Meeting 5 months before an election   | 12/16/2022             |
| 9  | Conduct Internal Coordination Meeting and Establish PEC Election Team   | 3.3                 | GC / GT / ER / Mapping / IT / Member Relations / SBS | Upon approval of the Election Timeline (meeting set after approval of election timeline)   | 12/19/2022             |
| 10 | Retain Background Verifier  | 6.2.1.7             | GC / GT  | As specified in the timeline   | 1/3/2023               |
| 11 | Post and make available Nomination Application and Ballot Materials   | 6.2.1.1.1           | ERS / GT / ER / Member Relations / Mapping           | At least 5 months prior to Annual Meeting  | 1/16/2023              |
| 12 | Direct the General Counsel to prepare proposed Non-Director Election Items  | 6.1                 | GC / BOD   | No later than the Regular Board Meeting 5 months prior to an election  | 1/02/2023              |
| 13 | Membership List Availability  | 7.7                 | GT / IT / MR   | 3 months before the deadline for candidate application as specified in Section 6.2.1.4.  | 1/27/2023              |
| 14 | 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 / GT   | As specified in the timeline   | 2/1/2023               |
| 15 | 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 / GT   | At least a week before the Regular Board meeting 4 months prior to an election   | 2/10/2023              |
| 16 | Election Service Provider to Present Quality Control steps to the General Counsel   | 7.12                | SBS / GC / GT  | Four (4) months prior to the member meeting, the Election Service 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 | 2/17/2023              |
| 17 | Board appoints the Qualifications and Elections Committee   | 6.2.1.6             | BOD / GC   | At the Regular Board meeting 4 months before an election   | 2/17/2023              |
| 18 | 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 / Governance Team               | At or before 5 p.m. on the last business day falling 32 days or more before the date of the Member Meeting   | 3/27/2023              |
| 20 | 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  | 3/27/2023              |

Page 1 of 3



# 2024 Important Dates and Information (Districts 1, 6, & 7 Board Seats up for Election)

- **Candidate Application/Petition Forms**
  - ✓ Opens – January 16, 2024
  - ✓ Deadline – March 27, 2024
- **Qualifications and Elections Committee (QEC)**
  - ✓ Names due February 9, 2024
  - ✓ Board Approves QEC, February 16, 2024
  - ✓ QEC meets April 3 and April 4, 2024
- **Board Candidate Orientation:** April 8, 2024
- **Voting**
  - Begins May 21, 2024
  - Ends June 14, 2024, 5:00 p.m.
- **Election Results Released:** June 17, 2024, to Candidates, Board of Directors, and Membership
- **Annual Member Meeting:** June 21, 2024, 9:00 a.m.  
(June Board Meeting will be held immediately after the Annual Member Meeting)



# Communications Objectives and Platforms

## Objectives

- Promote and inform members of the 2024 election, including voting, district boundaries, registration, respective candidates, and deadlines
- Encourage member participation and provide instructions and tools for members to check voting eligibility
- Highlight convenient ways to vote: by mail, online, SmartHub, or QR code scanner on ballot
- Reinforce the cooperative difference

## Platforms

- PEC Website
- Texas Co-op Power
- Press Releases
- Bill Messaging
- Social Media
- SmartHub
- Print and Digital Advertising

# Communications Plan Timeline

| Phase   | Timeline             |
|---|----------------------|
| <b>I - Nomination Application and Petition Forms</b> <ul style="list-style-type: none"><li>• Texas Co-op Power</li><li>• Bill Insert and Message</li></ul>  | January – March 2024 |
| <b>II – Candidates</b> <ul style="list-style-type: none"><li>• Candidate Application Deadline through digital platforms</li></ul>   | March – April 2024   |
| <b>III – Voting</b> <ul style="list-style-type: none"><li>• Voting begins in May and promote on all communications platforms</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 2024      |
| <b>IV – Election Results and Annual Meeting</b> <ul style="list-style-type: none"><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 2024   |

Note: All phases include social media communications.



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614