2023 Election Timeline and Communications Plan

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November 18, 2022

2022 Election Summary

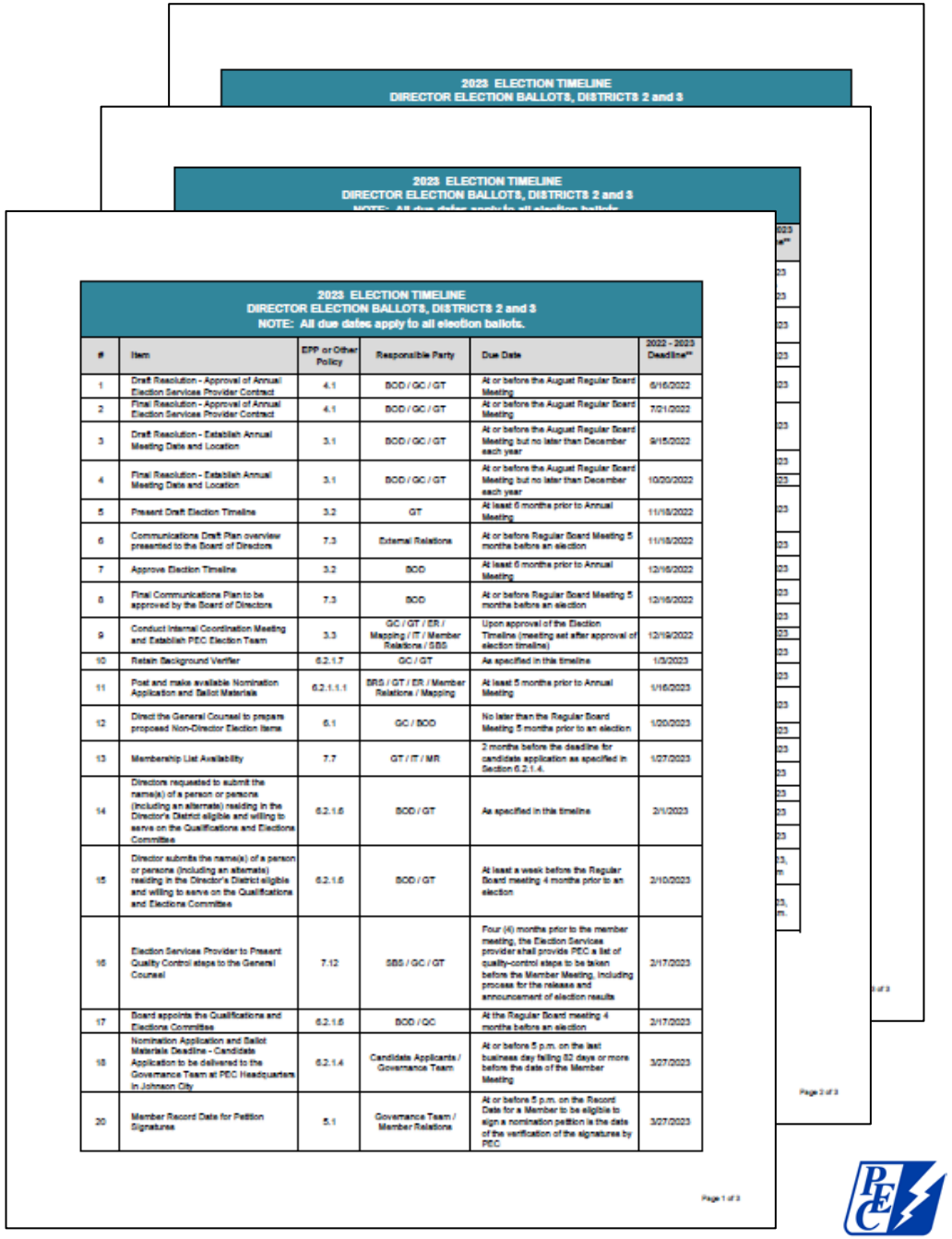
- Districts 4 and 5 were up for Election and both Incumbents were Re-Elected
- Online Ballots Continue to Increase
- Mail-in Ballots Remained Steady
- Use of SmartHub Single Sign-on Increased
- Increase in use of QR codes

✓ Voter Turnout: 17.74%

✓ Votes Cast: 16,342

✓ 3-Year Average Turnout 15.14%

✓ Online voting member satisfaction 96.7%



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 Services Provider Contract	4.1	BOD / GC / GT	At or before the August Regular Board Meeting	6/16/2022
2	Final Resolution - Approval of Annual Election Services Provider Contract	4.1	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	9/15/2022
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	10/20/2022
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 this timeline	1/3/2023
11	Post and make available Nomination Application and Ballot Materials	6.2.1.1.1	SBS / 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	1/20/2023
13	Membership List Availability	7.7	GT / IT / MR	2 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 this 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 Services 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 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	2/17/2023
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 92 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

Member Engagement and Voting Methods

Texas Co-op Power	Mail-in ballot
Press Releases	Online ballot
PEC Corporate Statistics	Online via Mobile Devices at District Offices
Bill Messaging	Email to Members with Voting Link
Social Media	Email Reminders to Members
Digital Advertising	iCalendar Reminders to Members
Print Advertising	QR Code Technology on all Ballots
Election Webpage	Early Voting Incentives Program
Candidate Collateral Webpage	Voting Through SmartHub Single Sign-On
Election Services Provider Administers Ballots and Customer Voting Support	Online Voting Methods and Instructions

2023 Election – What's New for Member Engagement

Smart Hub Mobile Device Application – Available on App Store and Google Play

SMS Text Messaging – One Way Communication Includes Voting Link Specific to Each Member

2023 Important Dates and Information (Districts 2 & 3 Board Seats Up for Election)

- Candidate Application/Petition Forms
  - ✓ Opens – January 17, 2023
  - ✓ Deadline – March 27, 2023

- Qualifications and Elections Committee (QEC)
  - ✓ Names due February 10, 2023
  - ✓ Board Approves QEC, February 17, 2023
  - ✓ QEC Meets April 5 and April 6, 2023

- Board Candidate Orientation: April 10, 2023

- Voting
  - Begins May 16, 2023
  - Ends June 9, 2023, 5:00 p.m.

- Election Results Released: June 13, 2023, to Candidates, Board of Directors and Membership

- Annual Member Meeting: June 16, 2023, 9:00 a.m.
  (June Board Meeting will be held immediately after the Annual Member Meeting)

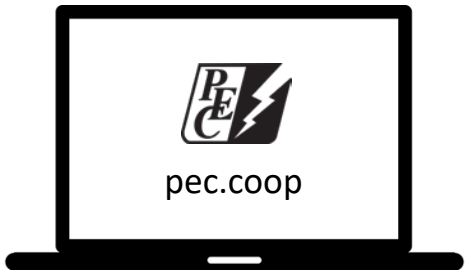
Communications Objectives and Platforms

Objectives

- Promote and inform members of the 2022 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, or QR code scanner on ballot
- Reinforce the “cooperative difference”

Platforms

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



Communications Plan Timeline

Phase	Timeline
I - Nomination Application and Petition Forms • Texas Co-op Power • Bill Insert and Message	January – March 2023
II – Candidates • Candidate Application Deadline through Digital Platforms	March – April 2023
III – Voting • Voting Begins in May and Promote on all Communications Platforms • Annual Meeting Notice • PEC Corporate Statistics Provided to Membership • Texas Co-op Power Dust Cover to Voting Districts	May – June 2023
IV – Election Results and Annual Meeting • Election Results Released to Membership • Annual Meeting: Election Results Announced and Welcome New Directors • Inform Members of Election Results on Various Channels	June – August 2023

Note: All phases include social media communications.

PEC
Pedernales
Electric Cooperative, Inc