



PEDERNALES ELECTRIC COOPERATIVE

COMMUNICATIONS AND BUSINESS SERVICES BOARD REPORT

Alyssa Clemesen-Roberts
Vice President, Communications and Business Services

February 20, 2017

KEY HIGHLIGHTS



COMMUNICATIONS & MARKETING

2017 Election Campaign
Digital Metrics



CONNECTIONS & COMMUNITY ENGAGEMENT

Strategic
Relationships/Interactions
Key Public Outreach – Local Events
Community Partnerships Dinner
LCRA CDPP
Power of Change, Many Hands, &
Scholarship Programs



KEY ACCOUNT MANAGEMENT & BUSINESS GROWTH

Time-of-Use Pilot Disclaimers
Signed
Implementation of
Salesforce.com CRM

Communications & Marketing Update

2017 ELECTION CAMPAIGN

Website

- Election information
- Nomination petitions

Social media

- Nomination petitions
- Election information

Print

- Newspaper ads
- Flyers in office

Elections

At PEC, your voice matters. For more than 75 years, we've been owned and governed by members like you. Your vote in our annual board election is your voice in our cooperative, a chance to weigh in on leaders who will represent you and your interests.

2017 PEC ELECTION

Nominations

Interested in serving your district as a PEC director? Find the petition process, materials and [more here](#).

Voting

Your vote is your voice in our annual elections and information.

Timeline

Keep track of important voting dates, deadlines and more: find an overview of the 2017 [election year here](#).

FAQs

Learn more the cooperative questions, answers and more.

2017 PEC ELECTION

Nomination petitions now available

PEC board candidate nomination process

Pedernales Electric is guided by the unique principles of the cooperative business model, including democratic member control. Our Board of Directors, made up of democratically elected PEC members, provides leadership and oversight on...

PEC.COOP

Interested in serving on the PEC Board of Directors?

2017 PEC ELECTION

Being member-owned and member-controlled: that's at the heart of the cooperative difference. This year, members in Districts 2 and 3 will elect directors.

Deadline to file a nomination petition is March 27, 2017.

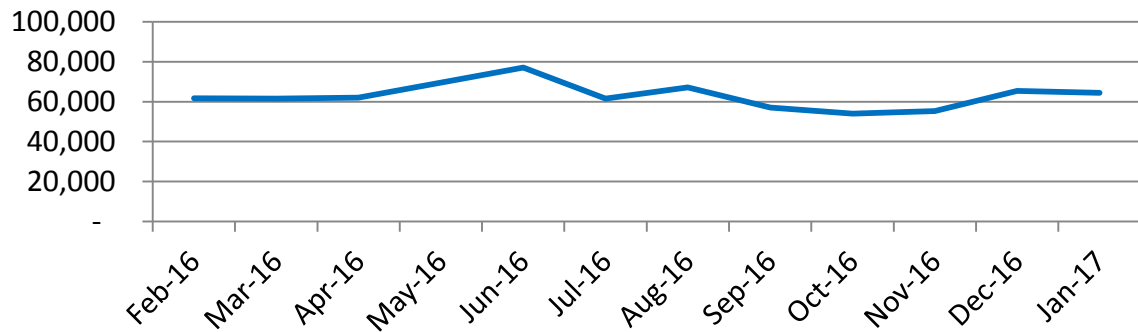
Visit [pec.coop/nomination](#) to learn more.

2017 PEC ELECTION



DIGITAL METRICS | Website

Unique Visitors



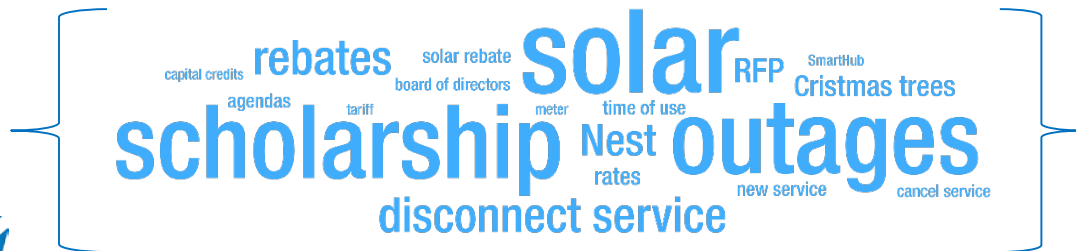
Pageviews

147,746

Most-visited Pages

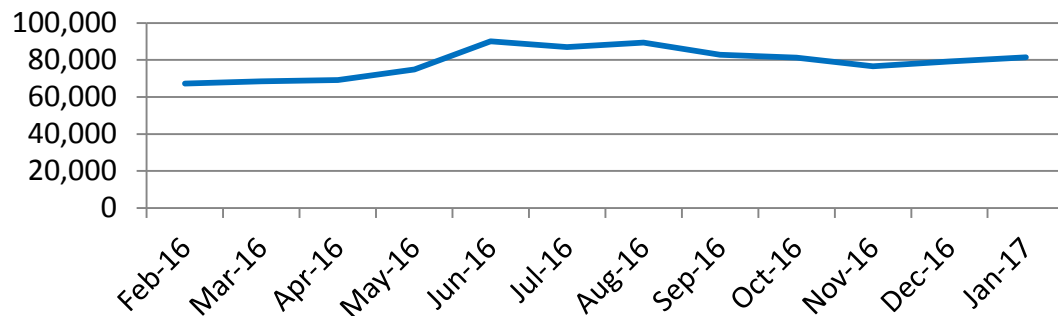
1. Contact Us
2. "A reminder for heat pump owners" (*blog post*)
3. Power Outage Center
4. Connect Service
5. Residential Members

Most Frequent Searches

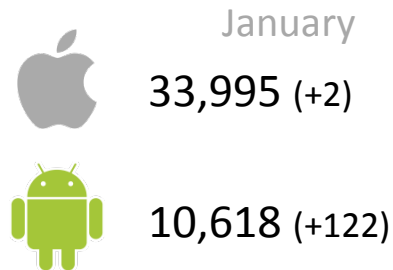


DIGITAL METRICS | SmartHub

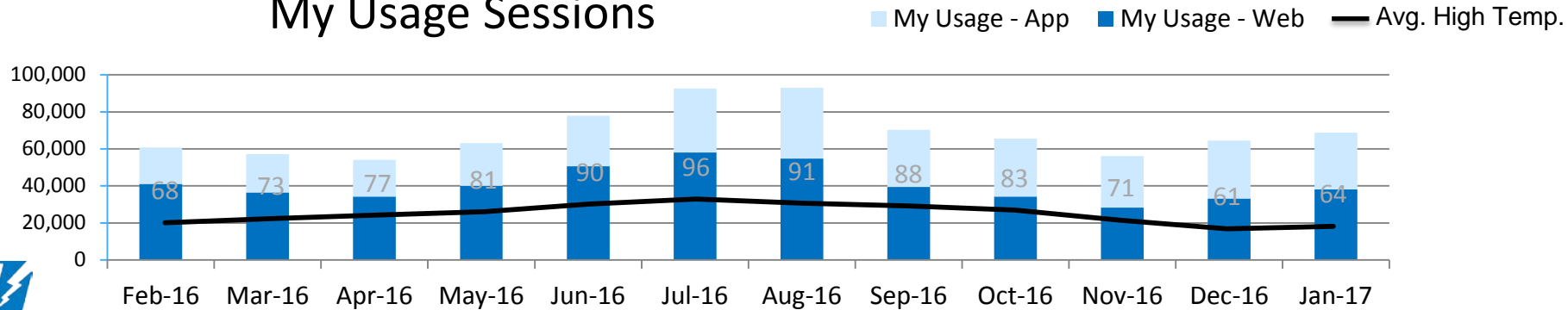
Unique Visitors



Mobile App Sessions

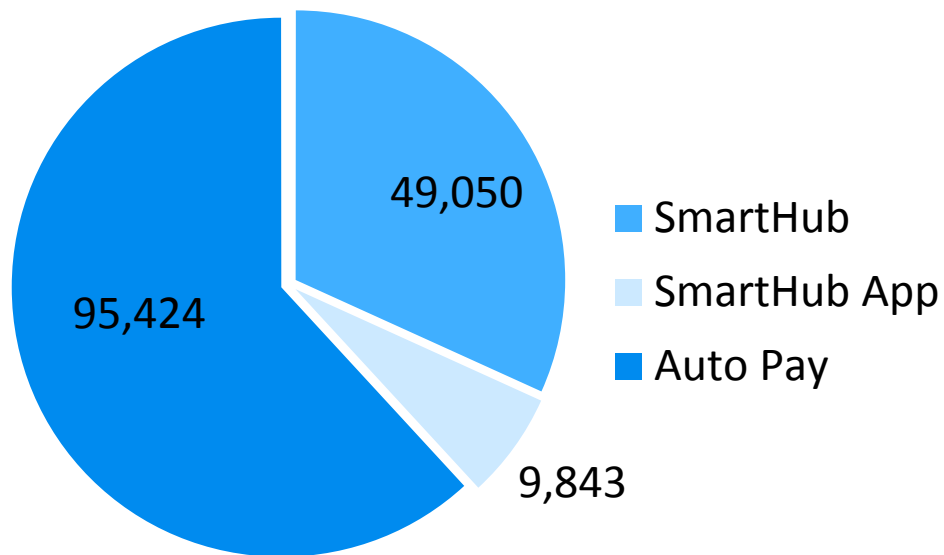


My Usage Sessions



DIGITAL METRICS | Payments and Social Media

Payments



Social Media



5,650 (+122)
Likes



4,313 (+50)
Followers



88 (+5)
Followers

CONNECTIONS & COMMUNITY ENGAGEMENT UPDATE

Strategic Relationships/Interactions

- 13 area Chamber meetings/events
- 6 community partner meetings
- 5 economic development organization meetings
- 8 youth presentations



Key Public Outreach – Local Events

- Feb. 10: Wimberley Senior Expo
- Feb. 24: Leander Community Expo



CONNECTIONS & COMMUNITY ENGAGEMENT UPDATE

Community Partnerships Dinner

- Jan. 11, 2017
- LBJ National Historical Park
- 62 elected officials & 50 guests attended
- 20 franchise tax cities represented
- 8 counties represented



CONNECTIONS & COMMUNITY ENGAGEMENT UPDATE

January LCRA Community Development Partnership Program (CDPP) grant check presentations

- Jan. 10: Round Mountain Volunteer Fire Department (VFD)
- Jan. 11: City of Horseshoe Bay Police Department
- Jan. 20: Bergheim VFD
- Jan. 25: Johnson City VFD



CONNECTIONS & COMMUNITY ENGAGEMENT UPDATE

Jan. 31 LCRA CDPP grant applications submitted

- Bertram Economic Development Corporation (EDC) – \$25,000
Construct American with Disabilities Act (ADA)-compliant restrooms at baseball field
- Hill Country Science Mill – \$50,000
Updates to backyard exhibit
- Kempner VFD – \$25,000
Purchase Self Contained Breathing Apparatus (SCBA) equipment
- Travis County Emergency Services District (ESD) 3 – \$25,000
Upgrades to training facility



Hill Country Science Mill backyard exhibit area



CONNECTIONS & COMMUNITY ENGAGEMENT UPDATE

Power of Change

- As of Feb. 1, **6,827** members are participating
- **\$3,533.44** raised YTD
- **\$22,142.14** was raised in 2016

Heart to Heart Campaign

- February 2017 pledge drive supporting Power of Change program





CONNECTIONS & COMMUNITY ENGAGEMENT UPDATE

Many Hands program (In-kind community support)

- Requests for use of specialized equipment and/or labor as well as surplus materials
- Effective Feb. 1
- Eligible entities include franchise tax cities, counties served by PEC and nonprofits within the service area
- Projects must be physically located within the PEC service area
- Requests should be made via an on-line form at least 10 days before assistance is needed
- Questions may be directed to ***communitysupport@peci.com***

The screenshot shows the 'Many Hands program' page on the Power of Community website. The page includes a navigation bar with links for Residential Members, Commercial Members, Energy Services, Savings & Conservation, Your Cooperative, Local Involvement, and Sign In Here. The main content area is titled 'Many Hands program' and describes the initiative where members donate labor or specialized equipment for community projects. It lists eligible entities and provides a 'Community help request' form. The form fields include: Name of requesting entity/organization, PEC account number, Project name, Project address, Assistance requested (with a text area), Date assistance needed, Primary contact's name, Email address, and Phone number. A 'Submit' button is at the bottom. A sidebar on the left contains links for Local Involvement, Calendar of PEC Events, How We're Helping, and Power and Safety.

POWER OF COMMUNITY
PEDERNALES ELECTRIC COOPERATIVE

RESIDENTIAL MEMBERS COMMERCIAL MEMBERS ENERGY SERVICES SAVINGS & CONSERVATION YOUR COOPERATIVE LOCAL INVOLVEMENT SIGN IN HERE

Home > Local Involvement > How We're Helping > Request Form

LOCAL INVOLVEMENT

Calendar of PEC Events

How We're Helping

Community Engagement
Employee Volunteers
Green Works
Habitat for Humanity
Income Qualified Weatherization Program
Member Assistance
Night Sides
Power of Change
Scholarship Program
United Charities
Youth Tour Contest

Power and Safety

Many Hands program

Many hands make light work, and being a good neighbor means lending a tool or pitching in from time to time. That's why we donate labor, the use of our specialized equipment or surplus materials when eligible organizations request them. Whenever we're lending tools to eight youth sports fields or mulling Christmas trees for area parks and playgrounds, we love to lend a hand to make our community an even better place to live, work and play.

Eligible entities include our franchise tax cities, counties, we serve and nonprofits within our service area. The project must also be physically located within our service area. Requests must be made via the form below at least 10 days before our help is needed. This allows us to schedule staff and equipment to minimize any impact on our regular operations. If you have questions, please contact us at communitysupport@peci.com.

Community help request

*All fields required

Name of requesting entity/organization

PEC account number

Project name

Project address

Assistance requested

Please describe your project and note any specialized equipment required, if applicable.

Date assistance needed

Requests must be submitted at least 10 days in advance of the date assistance is needed.

Primary contact's name

Email address

Phone number





CONNECTIONS & COMMUNITY ENGAGEMENT UPDATE

PEC Scholarship Program

- **\$100,000** in scholarships will be awarded in April
- Scholarships range from **\$2,500** to **\$10,000**
- May be used to pay expenses at any accredited university, college, junior college, technical school or trade school
- Scholarship recipients must be at the 12th grade level through public, private or home-schooled education, and their parent or legal guardian must be a PEC member

PEC Lineman Rodeo Team Scholarship

- The first- and third-place wins by PEC lineman teams at the 2016 Texas Lineman's Rodeo earned us a full-tuition and tools scholarship to the Northwest Lineman College
- \$15,750 value

Deadline
MARCH
24



KEY ACCOUNT MANAGEMENT & BUSINESS GROWTH

Time-Of-Use (TOU) Pilot Program Participants

- Texas State – 2 Accounts
- Round Rock ISD – 2 Accounts
- Onion Creek Senior Center
- CFAN – 2 Accounts
- Marble Falls ISD*



*Colt Elementary in Marble Falls will be participating in the TOU Pilot

KEY ACCOUNT MANAGEMENT & BUSINESS GROWTH

Customer Relationship Management (CRM) Program February 2017 Implementation



- Salesforce.com – Internet (Cloud) based
- Customer interaction recording
- Microsoft Outlook integration
- Robust reporting
- Additional departments can be added



PEDERNALES ELECTRIC COOPERATIVE

pec.coop

