



Cooperative Update

John D. Hewa, CEO

February 20, 2017

Enhanced board software



More interactive platform

- Robust agenda and video repository
- Enhanced search ability for members

Streamlined board meeting process

- Board can vote electronically

Improved online viewing experience

- Members can track meeting progress in real-time



Co-op Snapshot

37.6%

Equity (EST)

\$52.45M

Margin (EST)

728

Employees
(As of Feb. 1)

288,562

Active Accounts
(As of Feb. 1)



87%

January
service level

15,078

Members served
in offices

00:15

Average phone
wait time

27,306

Phone calls
answered

Member Satisfaction

As of Feb. 1, 2017



Welcome to the PEC Election

2017 PEC ELECTION



175,315

Active SmartHub
registrations

81,358

January active users
on desktop + mobile

71,865

Members enrolled in
paperless billing

107,066

Members enrolled
in Auto Pay

As of Feb. 8, 2017



2017-20 Strategic Plan

Over the next four years, PEC will be recognized as an industry leader by earning high member satisfaction.



2017-18 Business Plan



Driving strategic initiatives

Optimized Operations

Member Engagement

Service Innovation

Corporate Citizenship



Monthly milestones

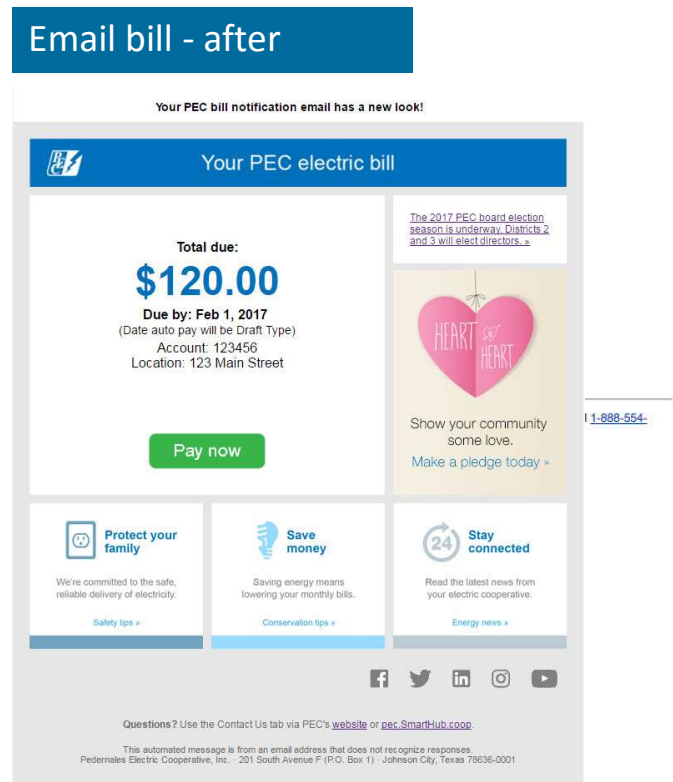
Projects launched in February

outages.pec.coop

Scholarship applications opened

Heart to Heart Power of Change
campaign

Enhanced email bill





Community Engagement

Promoting the Power of Change

Heart to Heart campaign
continues through Feb. 28



Areas of interest

Legislation impacting electric cooperatives

State grant for battery storage system

Federal grant for microgrid technology



Outage map demonstration

outages.pec.coop

