



Communications & Business Services

Alyssa Clemsen-Roberts

Vice President, Communications & Business Services

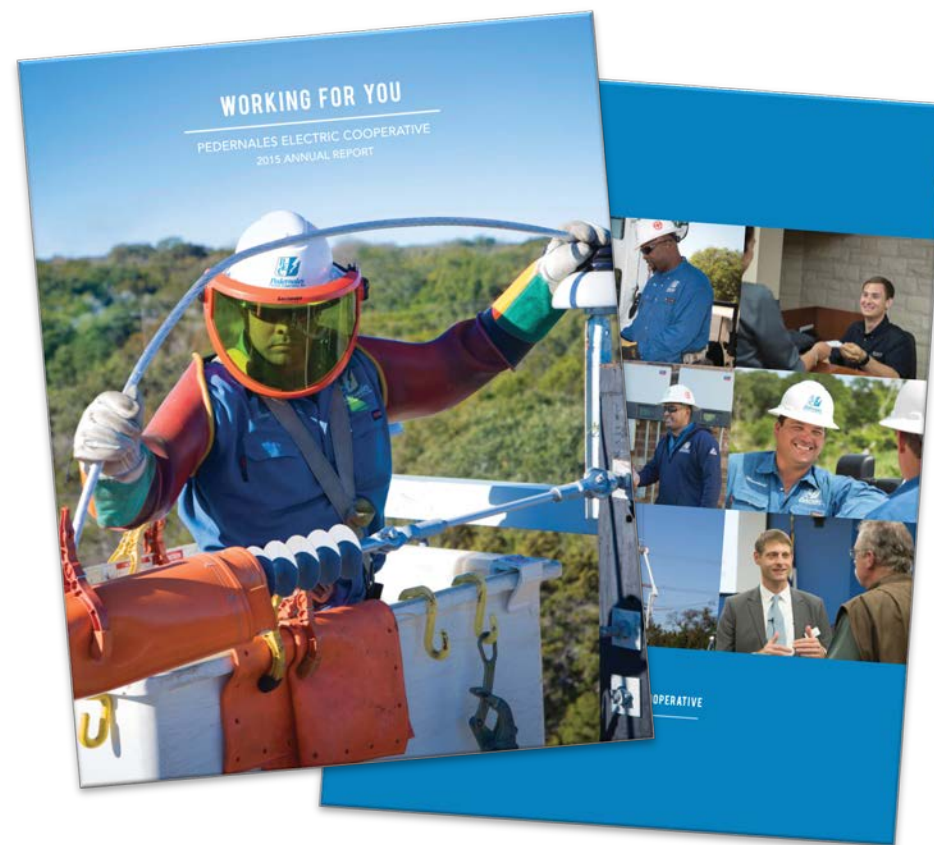
Communications & Marketing



SPOTLIGHT on Excellence Awards



Best Annual Report to Members
Classification 4: Silver



Texas Co-op Power | March 2017

PEC MEMBER NEWS



Stay safe!

How to plan(t) for spring



April showers may bring May flowers, but by March, spring has sprung in the Texas Hill Country. Before you grab your shovel and gardening gloves, take a spin through these tips so you can "spruce up" your yard safely this planting season.

Online: pec.coop

Payment line: 1-844-896-9798

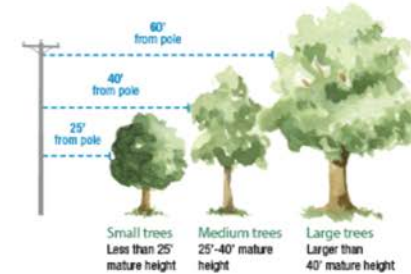
Power interruptions: 1-888-883-3379



Planting trees

Tree limbs and power lines are a dangerous combination, creating the risk of fires, outages and death from electric shock. To ensure safety and service reliability, our staff must routinely prune or remove trees planted too close to power lines.

When placing new trees, use the guidelines to the right to keep yourself and your trees safe.



PEC's Mike Ayala with a satisfied member in front of the young Monterey oak we planted on his property after a tree was removed from beneath a power line.

Tree replacement program

If there are trees growing beneath the electric lines on your property and you would like to see if you are a candidate for our tree replacement program, contact our Vegetation Maintenance team at 1-800-868-4791, ext. 5252. If you qualify, our staff will plant a beautiful 35-gallon hardwood or other tree of your choosing at a safe distance from electrical equipment. Learn more about this program on page 21.



Know what's below

Injury and power outages can occur when metal tools contact buried electric lines. If you'll be digging 16 inches or deeper anywhere in your yard, call Texas811 first — it's the law. Texas811 staff will come to your location and mark all underground equipment. Make a request by calling 811 or visiting texas811.org at least two working days before you plan to dig.



Planting around underground equipment

To work safely, lineworkers require ample space around underground electric equipment. When planting near pad-mounted transformers, leave a 10-foot clearance in front of this equipment and a three-foot clearance around the sides and back. And be careful — call 811 before digging! Buried utility lines run out from these transformers in many directions. ■



Texas Co-op Power | March 2017

PEC MEMBER NEWS

STRONG ROOTS NEW GROWTH

Spotlight on the PEC Vegetation Maintenance team



It may seem like common sense math: trees plus power lines equal bad news.

But as PEC Vegetation Maintenance Manager George Leader explained, running a safe, successful vegetation management team involves a complex order of operations.

There's member education: teaching our members the importance of "right tree, right place."

There's keeping up to date with standards and methods that protect against environmental threats to trees, such as oak wilt, emerald ash bore and invasive species like kudzu.

And then, of course, there's coordinating efforts across our 8,100 square miles to keep tree limbs off power lines.

"Trees, when they touch power lines, can cause fires and outages, particularly in wet conditions," Leader said. One wet tree limb in the wrong place can knock out power for hundreds of our members.

Going out on a limb: being proactive

But our Vegetation Maintenance team, newly centralized in 2016, has embraced the challenge. Part of their success has come from taking a proactive rather than reactive approach.

"Being reactive is going out there and chasing tree problems," Leader explained. "Being proactive is getting out and trimming trees before they become a problem — being ahead of the game."

Several recent innovations have helped Vegetation Maintenance's proactive approach to flourish:

Online: pec.coop

Payment line: 1-844-886-9798

Power interruptions: 1-888-883-3379



Left: PEC Utility Forester Mike Ayala (right) consults with a contractor about the right-of-way clearance beneath a transmission line. Right: PEC Utility Forester Penny Whisenant surveys the electric equipment on a members' property.

Tree replanting

Two years ago, Vegetation Maintenance Supervisor Nina Alexander and Utility Forester Mike Ayala introduced a program that simultaneously increased our member satisfaction and potentially saves the cooperative tens of thousands of dollars: a tree replacement program.

"When we have a member who will allow us to remove a tree out from underneath a line," Leader said, "we'll plant them a new tree" in a safe place, away from power lines.

This saves years of trimming and maintenance down the line, and eligible members are given their choice of a brand new, beautiful 35-gallon hardwood the team plants and fertilizes.

"It works out really well," Leader said, "and it makes our members happy."

Eye in the sky

Tree trimming may be as old as the cooperative, but now it's getting a boost from brand new technology. Our new small unmanned aircraft, flown by PEC Technical Services Supervisor Eric Bitzko, allows us to get ahead of the game by scanning lines and identifying hotspots from the air.

"Inspecting lines by air is faster, cheaper and less intrusive than using boots on the ground," Bitzko said. "Instead of PEC crews and contractors knocking on doors and entering backyards one by one, we can fly our [unmanned aerial system] along our easements to identify areas that need tree trimming."

Growing forward

As part of its proactive approach, the team is also looking to incorporate new technologies in the future that monitor rainfall, analyze plant species and produce growth predictions. This data can be used to create a long-range vegetation management strategy, resulting in a sleek, efficient team, decreased outages and savings for our members.

Solid heart

The real secret behind Vegetation Maintenance's flourishing these past years, said Leader, isn't fancy technology. It's the people.

Leader glowed with pride as he discussed the men and women who work with him: Vegetation Maintenance Supervisors Nina Alexander and Ryan Krause and Utility Foresters Mike Ayala, Maria Gonzalez, Penny Whisenant, John Fortune, Matt Austin and Scott Lindquist.

Krause agrees. "I'm proud of the team that I have," he said. "I'm in awe. They really know what they're doing."

"They're conscientious," Leader said, calling his team men and women "of honor and integrity."

"With a team like that," he added, "there's nothing we can't accomplish." ■

Texas Co-op Power | March 2017

PEC MEMBER NEWS



Introducing our new interactive outage map

Nobody likes being in the dark, especially during a power outage. That's why our new interactive outage map puts real-time information directly into your hands.

The map allows you to view outages anywhere in our service area. You can see at a glance how many locations are affected by a particular outage, whether we have crews on the way and the estimated time of restoration.

Knowledge is power, and at PEC, we're proud to bring you both! Learn more at outages.pec.coop.



Have it
made in the
shade

Conservation tip of the month

Planting deciduous trees on the south and west sides of your residence can do more than beautify your property. Trees, depending on their size and placement, can reduce your energy bill during the hot summer months by up to **25 percent!**



Weather the storm

If your power goes out, it's important to notify us by calling our toll-free outage reporting number — 1-888-863-3379 — or by reporting your outage via SmartHub. You can also track our restoration efforts at outages.pec.coop.

It's a good idea to keep a storm kit ready. You'll need:

- Flashlights and batteries — they're safer to use than candles.
- A battery-powered radio and clock so you can stay informed.
- A cellular or corded telephone for emergency calls.
- A supply of bottled water and food, along with a manual can opener.

Online: pec.coop Payment line: 1-844-886-9796 Power interruptions: 1-888-863-3379



Community Grants applications due April 1

10 Hill Country nonprofits received \$40,382 total in 2016

Applications are once again being accepted for our Community Grants program, which awards funds to qualifying nonprofit organizations for projects that benefit our community.

In 2016, 10 Hill Country nonprofits received a combined \$40,382 for projects like installing a rainwater catchment system, purchasing energy efficient freezers and upgrading fire alarms. The

program is administered through a competitive application process.

Starting last year, contributions from members like you through our Power of Change program, which rounds electric bills up to the nearest dollar, help support this program.

The 2017 deadlines to apply for a community grant are April 3 and Oct. 2. Learn more at pec.coop/grant.

New time-of-use rates launch April 1

Option may fit your bill and save you money

At PEC, we're dedicated to providing you with affordable rate options that meet your individual energy needs. In keeping with this commitment, we are excited to announce that our time-of-use rates option will be available April 1.

The concept behind time-of-use rates is simple: You pay a different rate for electricity at different times of the day and year. Energy used during low demand times (say, between 3 and 5 a.m.) costs less than energy used during peak demand times (like 4 to 6 p.m.). If

you and your family are able to shift your energy consumption, the time-of-use rates option may save you money.

Want to find out how the time-of-use rates option could affect your energy bill? Log on to SmartHub, click the "My Usage" drop-down menu and select "Usage Management" to use our new time-of-use calculator tool and learn about possible savings.

To enroll in this optional rate, call us at 1-888-554-4732. Learn more at pec.coop/rates.

Plan(t) safely
Call 811 before you dig.



pec.coop/safely

2017 PEC ELECTION

Nomination petition
deadline is March 27

This year, members in districts 2 and 3 will elect directors. Deadline to file a nomination petition is March 27, 2017. Learn more at pec.coop/nomination.

PEC BY THE NUMBERS

288,562
Active accounts

241,725
Members

\$123.46
January average
residential bill

1,185 kWh
January average
residential use

As of Jan. 31, 2017

Bill Insert | March 2017

KEEPING YOU OUT OF THE DARK

Introducing our new interactive outage map, which puts real-time information in your hands when you need it most.

- View outages anywhere in our service area.
- See at a glance how many locations are affected.
- Follow our progress as we work to get your lights back on.
- Find estimated restoration times.
- Optimized for mobile devices.

Knowledge is power, and we're proud to bring you both!

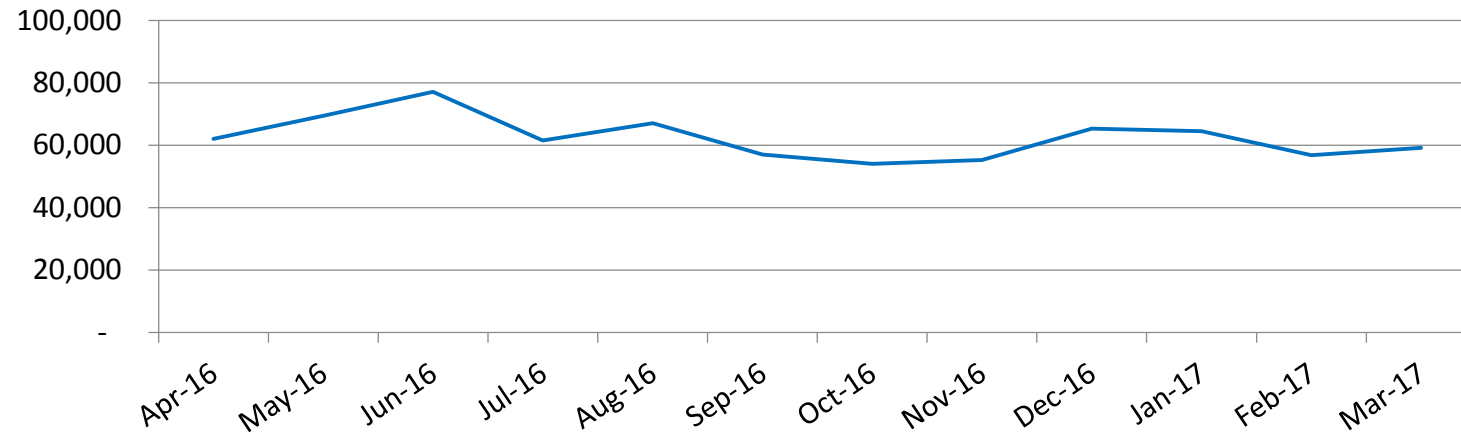


outages.pec.coop



Digital Metrics | Website

Unique Visitors



Pageviews

132,509

Most-visited Pages

[Power Outage Center](#)

[Residential Members](#)

[Connect Service](#)

[Getting Started](#)

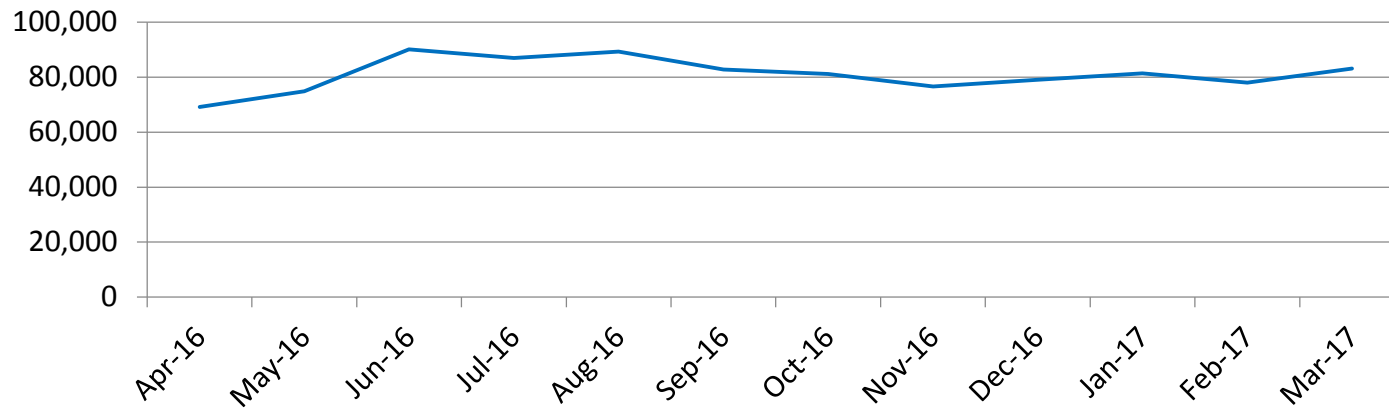
[‘A reminder for heat pump owners’ \(blog post\)](#)

Most Frequent Searches



Digital Metrics | SmartHub

Unique Visitors



Mobile App Sessions

March

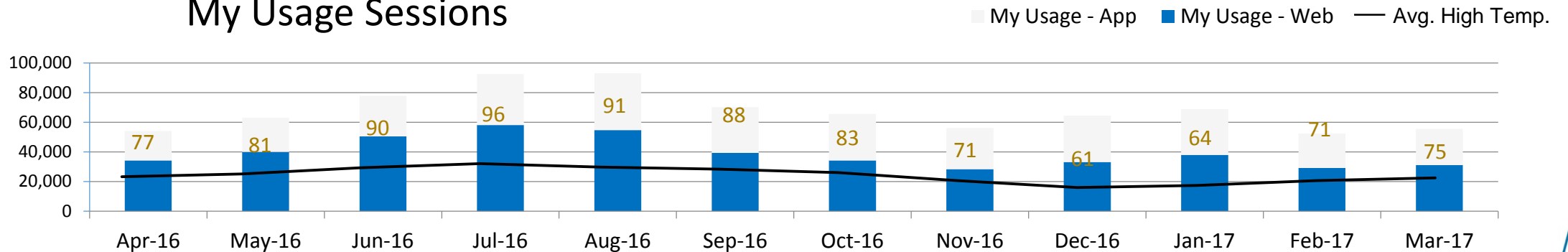


30,454
(+2,245)



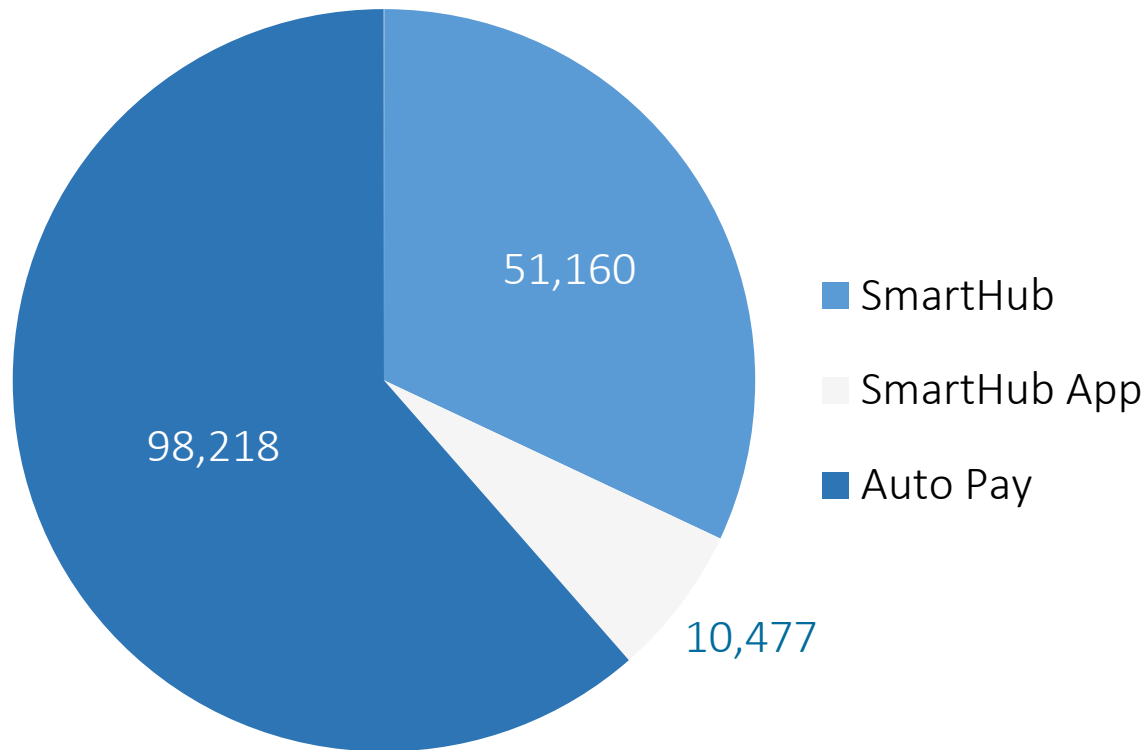
9,804
(+842)

My Usage Sessions



Digital Metrics | Payments and Social Media

Payments (March 2017)



Social Media
(March 2017)



5,784 (+50) Likes



4,362 (+18) Followers



113 (+10) Followers

Connections & Community Engagement

Community Engagement

Strategic Relationships/Interactions (March)

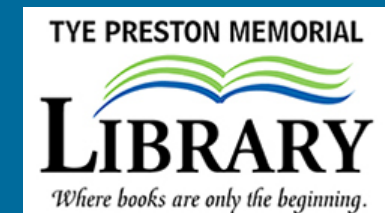
- 19 area Chamber meetings/events
- 10 economic development organization meetings
- 9 youth presentations
- 2 community partner meetings

Upcoming Local Events

April 22: Tye Preston Memorial Library Earth Day Event

May 4: Kyle Chamber Business Expo

May 4: Wimberley Chamber Small Business Expo



LCRA Community Development Partnership Program

Grants funded in March with the assistance of PEC

- Hill Country Science Mill - \$25,000 to construct the Creekside Monitoring Station exhibit
- Kempner VFD - \$25,000 to purchase self-contained breathing apparatus refill station

Note: PEC Board members will be invited to attend grant check presentations once they are scheduled



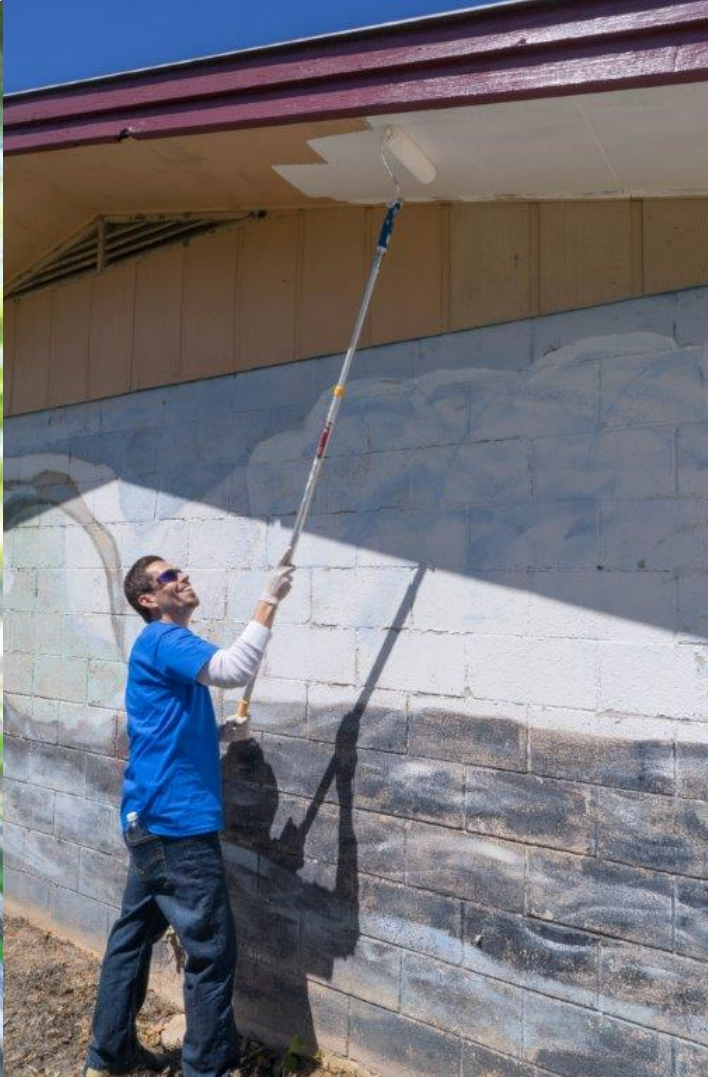


Day of Service – March 31

- For the third consecutive year, PEC held a day of service in conjunction with the LCRA's Steps Forward program
- Three projects were completed in the Blanco, Johnson City and Woodcreek areas
- 19 PEC employees volunteered



Day of Service – Employees hard at work!



Save the Date!

PEC Scholarship Winners Reception

- \$100,000 in scholarships will be awarded on **April 27** at a reception held at 6 p.m. in the Headquarters Auditorium
- 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



Key Account Management & Business Growth

March Review



*Dawn Southwell tours Vista Ridge High School in Cedar Park

- Revised List of Key Accounts – 97 accounts with annual revenue of \$65.5 million
- 97 Key Accounts divvied up between Director, Manager & Coordinator
- First full month with Salesforce.com Customer Relationship Management (CRM) - 41 customer interactions logged including Leander ISD schools*
- KPI Goals on track for Platinum rating

Time-of-Use Rate Pilot Review

- 100% of Small & Large Power Time-of-Use Rate Pilot Participants continuing on rate into April and beyond
- New Large Power Time-of-Use participant (major “big box” retailer) starting in April – 6 Locations
- More assessments of Key Account locations coming in April



pec.coop