



# Cooperative Update

Julie Parsley, Chief Executive Officer

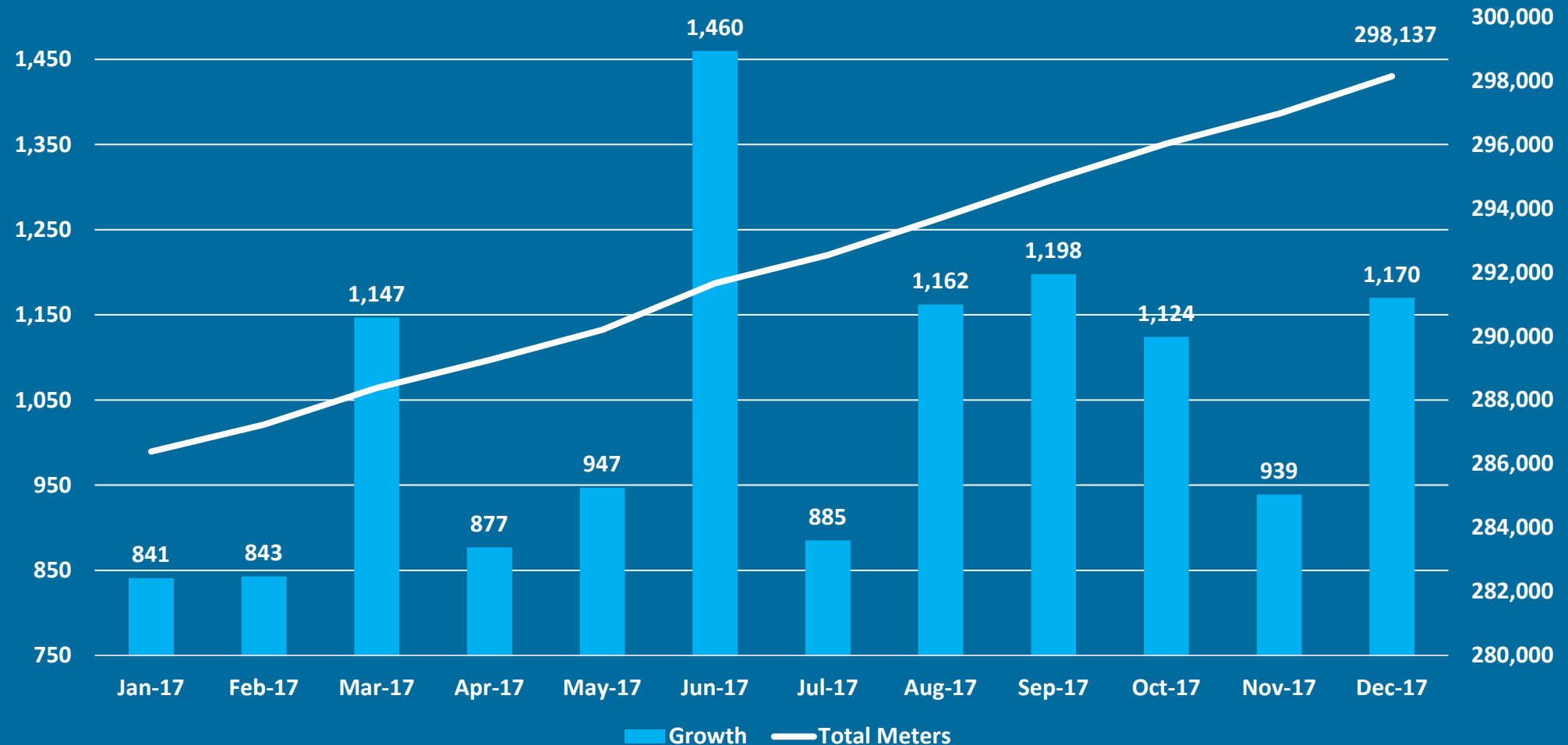
Feb. 19, 2018

Board Meeting | Open Session



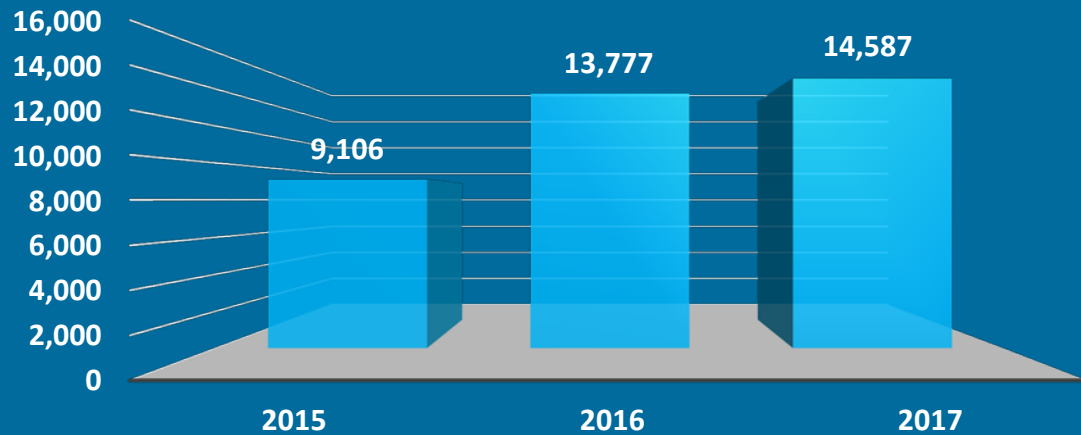
# System Growth: Meters

*2017 Monthly Growth and Total Meters  
(12,593 Meters in 2017)*



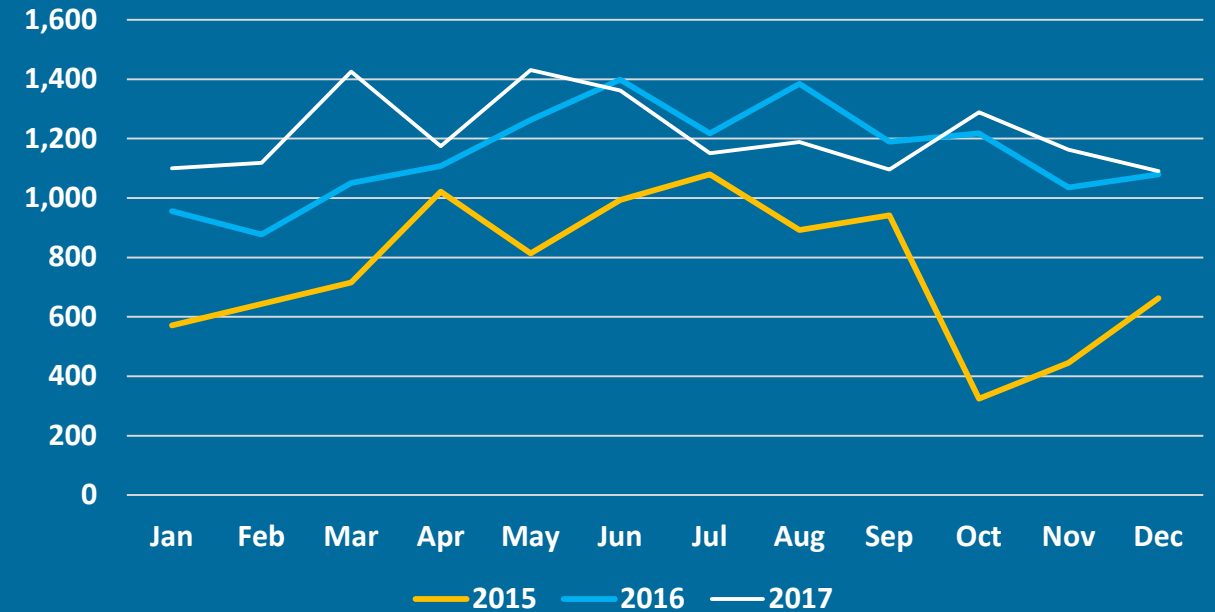
# System Growth: Line Extensions

**Line Extensions Annual Totals**  
*38% Increase from 2015 to 2017*



	2015	2016	2017
Totals	9,106	13,777	14,587


**Annual Line Extension Comparison**




- PEC provides service to approximately **1.5 million people!**
  - Based on data from the 2010 Census Bureau, so likely higher
  - Austin-Round Rock metro has over **1.9 million** people
  - Travis and Williamson Counties together have roughly **900,000** people
  - Provide service in 24 Counties

# SCAM Attempt in January

## Social Media

 **PEC**  
@PedernalesCoop [Follow](#)

SCAM ALERT: PEC members have received phone calls from people claiming to be PEC agents asking for payment and threaten to disconnect service within 15 minutes. PEC will never threaten immediate disconnection. (1/2)



6:26 PM - 30 Dec 2017

21 Retweets 13 Likes

1 21 13

50°  29% 9:50



 [Following](#)

**Jeff Stensland**   
@JeffStensland

Sr. Reporter for @SpecNewsATX, proud @Cronkite\_ASU alum. Known for my passion to get answers and desire to dig deep. Opinions=mine; RT≠endorsements.

📍 Austin, TX [spectrumlocalnews.com](https://spectrumlocalnews.com)

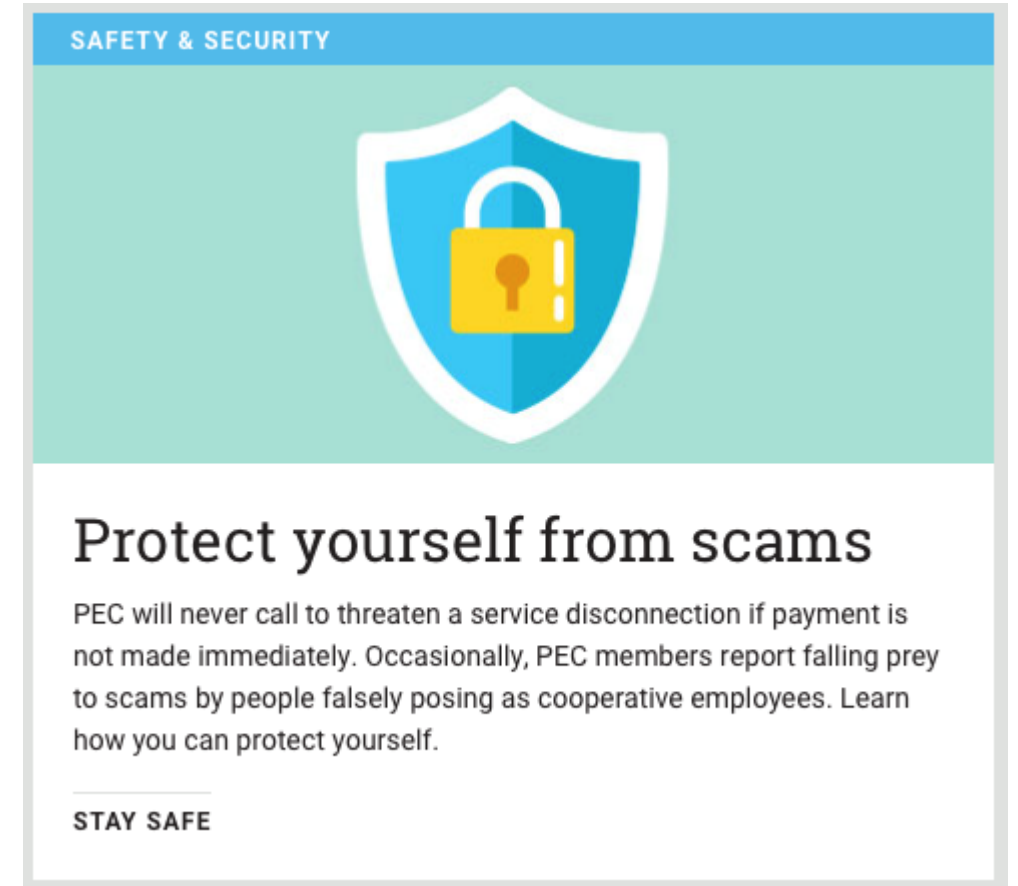
2,688 Following 3,160 Followers

Tweets Tweets & replies Media Likes

 **Jeff Stensland**  @JeffStensland · 59m  
#SCAM #ALERT: @PedernalesCoop reports some PEC members have received phone calls from people claiming to be PEC agents asking for payment and threaten to disconnect service within 15 minutes company states they will never threat immediate disconnection.

- Call center alerted
- Notice placed on home page of website

Website



Began tracking in 2016 with 116 scam attempts reported since then

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PEC Member Scam Solution Committee formed from Member Services, Safety, Communications, Legal, and Information Technology

- Joined Utilities United Against Scams (UUAS), a group of 100+ U.S. and Canadian utilities raising awareness and acting as a resource against fraud
- Committee works to promote continued awareness across the membership and to stay informed of the latest threats from scammers

**\*\*\*PEC NEVER calls demanding immediate payment\*\*\***

**\*\*\*Members should always contact PEC directly with any questions about service\*\*\***



## First 30 Days

### Learned & Observed:

- HQ & District visits to meet
  - District Directors
  - Lineman
  - Engineers
  - Member Services
  - Staff

Gathered information and shared my thoughts about the future



## First 60 Days

### Clarified & Refined:

- Organizational structure
- Expectations
- Existing plans
- Plans, decisions & actions

Moved to a structure that will best serve the employees, members, and co-op as a whole



## Next 30 Days

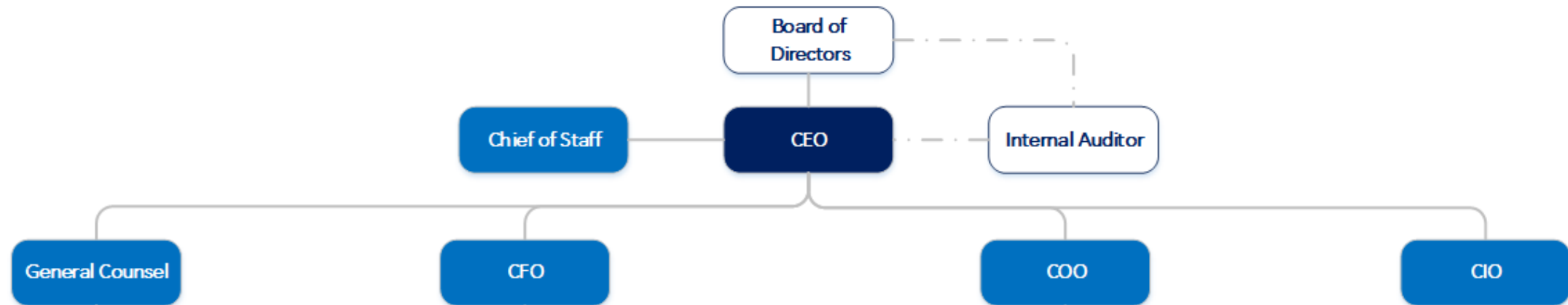
### Alignment & Structure:

- For an effective and efficient organization
- Promoting teamwork
- Streamlining functions within the Cooperative

Will continue to define and clarify goal standards, and reinforce valued behaviors to ensure we recruit and retain talented teams



# Organizational Restructuring



- Organization restructured to align functions and reduce departmental “silos”
- Open VP positions posted, with goal to have offers made by March Board meeting

# Community Partnerships Dinner



You and a guest are cordially invited to

## Pedernales Electric Cooperative's **Community Partnerships Dinner**

The event will honor elected officials and feature  
a cooperative update from CEO Julie Parsley.

Wednesday, Feb. 21, 2018  
6 to 8 p.m.

Pecan Grove at The Salt Lick BBQ  
18300 Farm to Market Rd. 1826  
Driftwood, Texas 78619

Please RSVP by Jan. 24, 2018 at [pec.coop/rsvp](http://pec.coop/rsvp).

Contact Tessa Schmitzinsky at  
[tessa.schmitzinsky@peci.com](mailto:tessa.schmitzinsky@peci.com) or  
830-868-6082 with questions.



- Celebrates the partnerships that PEC has with its local government officials and the communities they represent
- Currently expect 74 officials and 57 guests to attend
- Officials include local, State and Federal representatives



pec.coop