



2020 Elections Communication Plan

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Objectives

Inform members of upcoming election

Educate members on district rebalancing and boundaries

Encourage member participation and promote convenient ways to vote

All members have now voted as part of single member district voting (second rotation)

Promote and reinforce the “cooperative difference”



Continued Single-Member District Voting System

Educate members on district rebalancing and boundaries

Highlight districts in 2020 election (Districts 2 & 3) and respective candidates; provide any instructions on election for District 4

Provide instructions and tools for members to check voting eligibility

Voting & Incentives

Promote convenient ways members will be able to vote: by mail, online, online via SmartHub, or in a district office

**New in 2020: no in-person voting at Annual Meeting*

Voting incentives will apply to members voting in eligible districts



Communications Platforms

Website

- New district boundary maps
- Election information
- Voting instructions
- PEC corporate statistics

Press releases

Texas Co-op Power

Bill inserts

Print advertising

Social media

SmartHub

Office flyers

Digital advertising

Member agent talking points/packet

All content will be shared internally prior to external release.



TEXAS CO-OP POWER



Phase One

Nomination Petition

January 2020

Early January

- Teaser that Election HQ and nomination petitions are coming

Mid-January

- Launch “Election HQ” webpage
 - 2020 election overview
 - PEC News story explaining district boundary changes
 - New district maps

January *(DATE TBD)*

- Nomination applications posted to website
 - Press release
 - Social media

Phase One

Nomination Petition
February – March 2020

Early February

- *Texas Co-op Power* released to members
 - Election overview (including information on new district boundaries)
 - Call for nominations
- Bill insert/message

February & March

- Social media promotion
 - Call for nominations (targeted)
 - Promote the cooperative difference
- Print advertisements
 - Call for nominations (targeted)

All content will point back to website, which acts as “hub” for all election-related information.



Phase Two

Candidates + Forum

March – April 2020

March

- Announce deadline for nomination petitions two weeks prior (*DATE TBD*)
- Remove nomination applications from website (*DATE TBD*)

April

- Candidate photographs
- Candidate videos and make-up opportunity
- Candidate forum at HQ
 - Promote through all platforms

Phase Three

Voting

May – June 2020

May

- Voting begins (ballots mailed and online)
 - Promote on all channels (website, social media and print advertising)
- Email corporate statistics to voting membership
- Targeted dust covers for *Texas Co-op Power* to voting districts

June

- Continue promoting voting options and deadline to eligible districts
- Showcase candidates in *Texas Co-op Power*



Phase Three

Voting

June 2020

June

- Online voting and mail-in ballot deadline
- Election results announced
- Inform members of the results
 - Update website
 - Press release
 - PEC News
 - Social media
 - *Texas Co-op Power (Aug. publication)*



pec.coop