

About People's Energy Cooperative

Rural Electric Cooperative serving farms and towns surrounding Rochester, MN

~24,000 Meters, ~25% of electrical load is C&I

1/3 of Meters and more than half of C&I acquired in 2015

Economic Development Manager role created in 2020 after years of contracting Economic Development support.

Why Engage in BRE

Identified a need to set a baseline for Economic Development work going forward

Identified a need to establish PEC as a stronger player in Economic Development in the area

Identified a need to understand the relationship between Energy and Economic Development

Challenges in Rollout

Some communities did not view us as partners and were unwilling to participate.

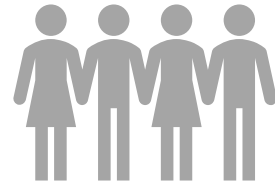
Some communities did not have capacity to participate, and we did not have networks in place to support them.

Some businesses were initially reluctant to participate and did not understand the role of the co-op in Economic Development.

Immediate Benefits



Built relationships with several dozen large C&I Members



Identified holes in program and community relationships



Extended the timeline of co-op awareness of member expansions – critical given supply chain challenges

Long Term Benefits

More partners recognize
the role of the co-op in
Economic Development

More partners understand
how to support the co-op
as we support local
development

Data to support long term
Economic Development
Strategic Goals –
Automation, Housing,
Electric Vehicles, Energy
Storage

What to do Differently

1

Take more time to understand and build community support and relationships at a granular level.

2

Enlist existing co-op volunteers into the program (i.e. MAC members at PEC).

3

Work more closely with Engineers to shape questions and create a specific red flag pathway for them.

4

Pre-program some support materials for when respondents ask for information offered in the questionnaire.