

Strategic Focus: Commitment to our Communities
Goal: Develop Additional Communication Tools

Champion: Mark Schwantes

Task	Date Due	Status
Develop New Member Packet	3 rd Qtr 2010	<p align="center">Complete</p> <p align="center">Updated with current information</p> <p align="center">Includes: General Information Rules, Regulations and Policies, Payment Options Commitment to Members Commitment to Community</p> <p align="center">This also has been added to the LPEA web site</p>
Increase Utilization of Constant Contact & Twitter	3 rd Qtr 2010	<p align="center">Complete</p> <p align="center">Utilizing Constant Contact for: Renewable Generators Outage Notification Solar Installations Irrigation membership Net Metering Time of Use Job Openings CCL availability News releases</p> <p align="center">Grew the contact lists for members to 1,202 for Constant Contact and 102 followers on Twitter</p> <p align="center">Direct information through new avenues if appropriate & requested by members</p> <p align="center">Communicated to many Watt Watcher member in November</p>
Enhance and Update Website	On Going	<p align="center">Complete</p> <p align="center">Increased use of interactive "sign up" forms</p>

		<p>Continuing to utilize the website as a “resource” for our members</p> <p>Added in 2010: Touchstone Energy’s “Together We Save” campaign Corporate Goals New Legislative Directory Leadership Camp Product Price Sheets Scholarship Information Educations Donations</p>
Utilize available publications to share LPEA’s communications	On Going	<p>Complete</p> <p>Colorado Country Life monthly impact stories. Beginning in August issue and new look</p> <p>CREA Business Fall Newsletter sent to commercial members</p> <p>Numerous stories and press releases appeared in local news papers and on web sites</p>
Position and promote Radio as the primary communications tool	1 st Qtr 2010	<p>Complete</p> <p>Weekly Enlightening Energy Updates</p> <p>Monthly Radio Ads</p>
Update On-Hold Messages	1 st Qtr 2010	<p>Complete</p> <p>Now provides helpful LPEA member information</p>
Mail letters to land owners that may be affected by LPEA crews	On Going	<p>Letters mailed when:</p> <p>Construction Crews are in the area, outlining the project and approximate start date</p> <p>Tree Trimming Crews are in the area, outlining the project and approximate start date</p>
Use the Porsche/OMS phone system to contact the member	On Going	<p>In Progress</p> <p>A minimum of two days</p>

		notification to each customer of a planned outage Prior to TOU Season Changes Prior to upcoming LPEA events and meetings
Enhance and update LPEA brochures	On Going	Complete Energy Efficiency Magnets Time of Use Brochure Round Up Brochure Energy Efficiency Credit Handouts
Information Series	4 th Qtr 2010	Complete Developed 2011 Information Series of workshops, seminars and classes for the membership

Strategic Focus: Commitment to our Communities Goal: Economic Development Champion: Greg Munro		
Task	Date Due	Status
DIDF Project Support	On Going	Airport Business Park County Development Agreement being finalized Development agreement will again be presented to the La Plata BoCC after the first of the year <u>Strategic Planning in Process for short term and long term activities to be worked on</u>
LEAD 2010 goals support	On Going	On going LEAD changing it's structure and name. Membership in new organization being evaluated <u>New La Plata County Economic Development Alliance has been formed. LPEA has joined the Alliance and has a seat as an Ex-</u>

		<u>official Board member</u>
AEDA changes - support	On Going	New ED has been hired – Meeting between he and Greg being organized Membership in new organization being evaluated <u>LPEA has not joined the new organization at this time.</u> <u>Waiting to see what they plan to accomplish and how.</u>
Region 9 activities	On Going	Possible REDLG Program was rejected by LPEA. LPEA still working with Region 9 on other issues SWBB Grant Application for Boardband services took some LPEA staff time to work thru SWBB did not receive funding

Strategic Focus: Commitment to our Communities Goal: Networking with Local, State, & National Officials and Organizations Champion: Greg Munro		
Task	Date Due	Status
Local Networking Evaluate value of internships with Charter Schools Participate in career activities in middle school, high schools	2 nd Qtr 2010 On Going	Lead BID 4CORE Non-Profits School Districts Fort Lewis College Service Organizations SUIT Home Builders Associations Chamber Offices Municipals
State Networking	On Going	Tri-State GEO CREA RMEL
National	On Going	NRECA Touchstone DOE EPA
Work with Region 9 on REDLG Program	Completed	Board decided not to pursue

Strategic Focus: Commitment to our Communities Goal: Communicate Legislative and Regulatory Impacts Champion: Greg Munro		
Task	Date Due	Status
Reports after major legislation is complete – CCL and Website	June 1, 2010	Complete The June issue of CCL includes an article by director Compton with an update on legislative activities at the state level
New Board Election Procedures Policy 127 to conform to revised 2010 State Statue	December 1, 2010	HB10-1098 was recently signed by the Governor – reviewing and understand what needs to be changed in Policy 127 Local CPA firm interested in handling the Ballots – Team working on Policy changes Draft Revised Policy 127 to the LPEA Board in Oct for action in November Draft Policy completed – Legal looking at Bylaw changes <u>Revised Policy 127 adopted – Staff is reviewing other policies that may need revised</u> <u>Bylaw admentmend will be necessary in 2011</u>

Strategic Focus: Commitment to our Communities Goal: Communicate LPEA Performance & Objective of Renewable, EE, and Conservation Programs Champion: Mark Schwantes		
Task	Date Due	Status
Update 2009 EE Report to 2010	3 rd Qtr 2010	Complete Updated with year 2009 data
Board Communications	On Going	Complete Annual Report given to the Board in March Monthly Board CEO Reports <u>Emailing news and information</u>

		<p><u>from CFC, CREA, Tri-State, NRECA and others are becoming the norm</u></p> <p>News Releases</p> <p>Miscellaneous presentations during regular board meetings throughout 2010</p>
Member Communications	On Going	<p>Complete</p> <p>Quarterly Renewable Generation Meeting have been held in February, May, August and November 2010</p> <p>Appropriate News Stories and Press Releases</p> <p>2009 Activities were highlighted in the Annual Report "Watts Up" which was developed, laid out and mailed in April 2010</p> <p>Information shared in presentations, handouts and at table top displays during the 2010 Annual Meeting of the Membership</p> <p>Many radio scripts and Enlightening Energy Updates throughout 2010 focused on EE, RG and Conservation</p> <p>Gearing up for 2011 service club speaking tour</p> <p>Developed 2011 Information Series list of Events</p>