

Member Advisory Committee

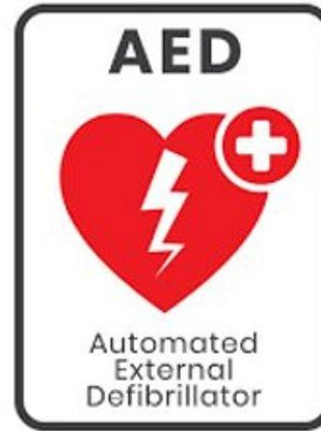
June 2026

Welcome



Adam Martin
Manager, Corporate Communications

SAFETY FIRST



Important Building Information

Safety In Action



The EnergyUnited Way

Be Safe

Every Employee. Every Task. Every Day.

Be Secure

Cybersecurity is a shared responsibility.

Be Present

Working intentionally with our core values in mind.

Be Member Focused

Empower. Serve. Deliver. Engage.

AGENDA

Safety Moment

The EnergyUnited Way

Introductions

Rate Change Communications

**Load Growth and Future
Demand**

Value of Membership

Close



Introductions

Rate Change Communications



Brett Alkins

Chief Operating Officer

“A New Rate for You” Communication Timeline

Proactive communication. Member education. Ongoing support.



1 AWARENESS

January - February

- MAC meetings
- Homepage banner
- Member letter
- Connect newsletter
- Employee All Hands Meeting (wallet cards)
- Landing page updates
- FAQ updates for Member Support
- March–April Communications Plan

2 EDUCATION

March

- Member emails
 - Ways to Save
 - Summer Peak Demand Hours
- March Connect
- Homepage banner
- EU Weekly News
- EU4U page updates
- WPCA bill message
- Communication to outlier accounts

3 IMPLEMENTATION

April

- New rate structure implemented
 - Homepage banner
 - Member emails
 - CEO Message
 - Appliance Demand
- WPCA Message
- Bill image

4 REINFORCEMENT

May

- WPCA Message
- Member emails
- EU4U page updates
- Connect
- Web edits (Member Guide, Rate Schedule)

5 ONGOING ENGAGEMENT

June–December

- Ongoing education through routine channels
- WPCA message
- Value Campaign
 - Content Capture
 - Landing page
 - Member emails
- December
 - Proactive messaging for Winter (high bills)

MEMBER ENGAGEMENT TOUCHPOINTS



Email Campaigns



Website Updates



MAC Meetings



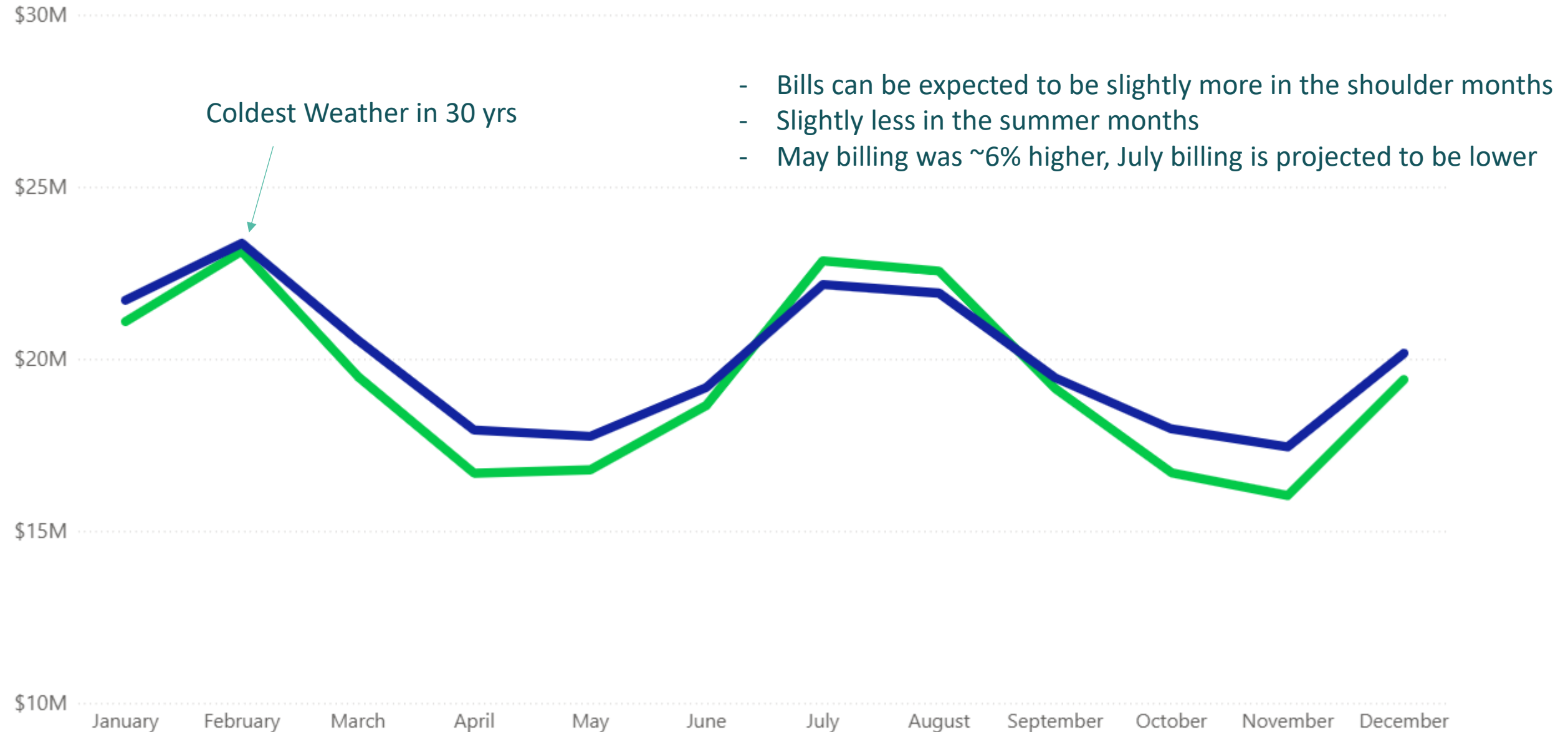
Direct Member Outreach



MESSAGING EVOLUTION: Awareness → Education → Implementation → Reinforcement → Ongoing Member Support

Sum of Revenue - Old Rate and Sum of Revenue - New Rate by Month

● Sum of Revenue - Old Rate ● Sum of Revenue - New Rate





Wish You Were Here With Us



POSTAGE
REQUIRED



SPREAD OUT APPLIANCE USE FROM 3-7 PM

KEEP YOUR PEAK DEMAND LOW

3 PM

← SPREAD IT OUT →

7 PM



WASHER
3:00 PM



DISHWASHER
4:00 PM



DRYER
5:00 PM

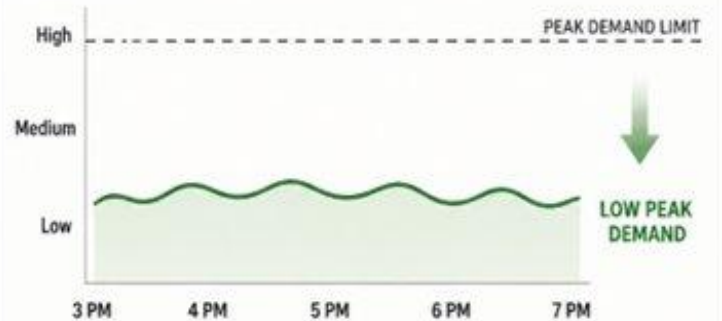


OVEN
6:00 PM



EV CHARGER
7:00 PM

DEMAND (kW)



LOWER PEAK. LOWER COSTS.
A SMARTER CHOICE.

Member Feedback

Your voice shapes where we go next

WHAT?

- Together, we paint a clearer picture of what's possible in language that reflects how our members actually experience it

SO, WHAT?

- We meet our members where they are and reshare why this matters — through their words, not just ours

NOW, WHAT?

- We take your feedback and reimagine our messaging together — so it speaks to members the way you told us it should



Load Growth and Future Demand

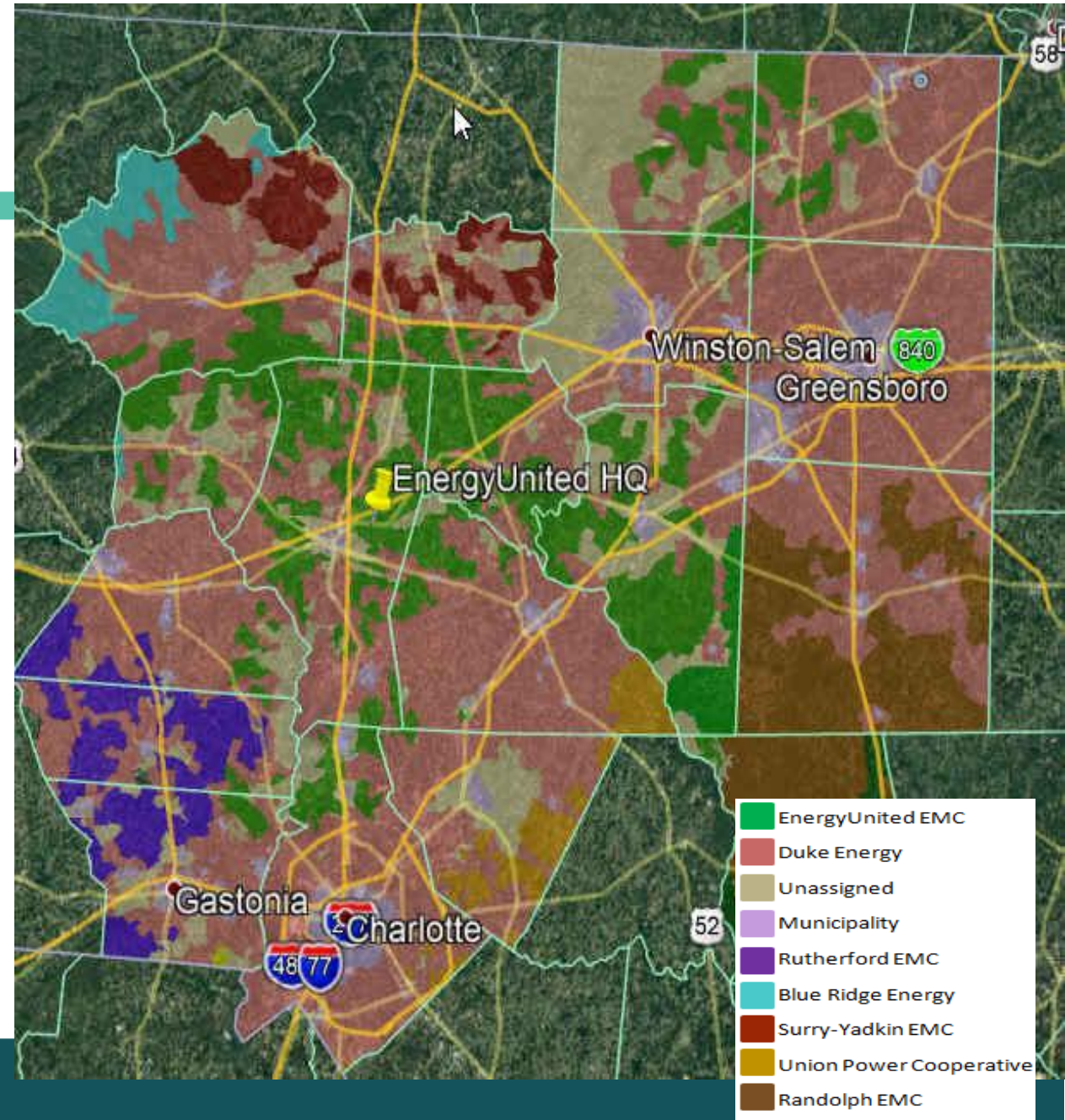


Arturo Ramos

Director of Construction, Engineering & Design

Territory Assignments

- EnergyUnited EMC operates within 19 counties.
- Our territory is governed by the Territorial Act, Chapter 287 of the 1965 Session Laws, effective April 20, 1965.
- Our territory is adjacent to 5 other cooperatives and multiple municipalities.
- There is also “unassigned” territory where EnergyUnited competes for new service.



Territory Assignments



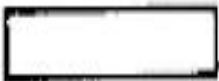
DUKE POWER



DAVIDSON EMC



INCORPORATED TOWNS



DESIGNATED AS UNASSIGNED

YOUR PATH TO POWER

Ready to break ground on a new commercial or industrial project? You've come to the right place. Initiating the setup process with EnergyUnited helps to avoid needless delays in construction. We're here to help every step of the way.

1

CONTACT OUR KEY ACCOUNTS TEAM

We will schedule a kickoff meeting to determine your plans, load needs and desired timeline. Submit your inquiry to EconomicDevelopmentProjects@EnergyUnited.com.

2

CREATE AN ACCOUNT

Visit [EnergyUnited.com](https://www.energyunited.com) or call 1-800-522-3793 to create an account. You will need the property's legal description on the building permit, the property's 911 address, your company's W-9 Form and a list of authorized agents. A security deposit may be required. Please note: every meter will require a separate account.

3

MEET WITH A DISTRIBUTION DESIGNER

A Distribution Designer will help to finalize layout, construction access and specifications. They will also identify where permanent service lines will be located and determine whether lines will be installed overhead or underground. The Distribution Designer will be your main point of contact through the project.

4

PRE-CONSTRUCTION REQUIREMENTS

Several requirements must be met before our crew can begin line construction:

- Contribution in Aid of Construction (CIAC) payment is made.
- The transformer pad is in the correct position.
- Easement, Underground Agreement and Space Allocation Agreement documents are signed and executed.

5

CONSTRUCTING PERMANENT LINES

There are several factors that may affect the length of construction such as:

- Inclement weather
- The permitting process
- Material lead times
- Installation of specialized equipment

6

MEMBER SCHEDULES FINAL INSPECTION

A final inspection must be conducted by a county official to ensure all building code requirements have been met.

7

CONNECTING PERMANENT POWER AND METER SETTING

Once construction is complete and the inspection is received, the member must notify EnergyUnited that the site is ready for connection and EnergyUnited will connect the power lines and set the meter for long-term use for the new members.

Managing New Load Requirements

- Key Accounts regularly attends town meetings
- Distribution Designers communicate regularly with existing developers
- Perform monthly Work Control meetings to discuss load growth and system capabilities

The Value of Your Membership



Elizabeth Gantt

Corporate Communications Consultant

Save the Dates!

Next MAC Meetings:

- **Statesville:** October 1
- **Lexington:** October 8
- **Lake Norman:** October 22



Thank you