



# Roanoke Connect Project

Marshall Cherry, Roanoke EC

April 16, 2015

#thecall2018

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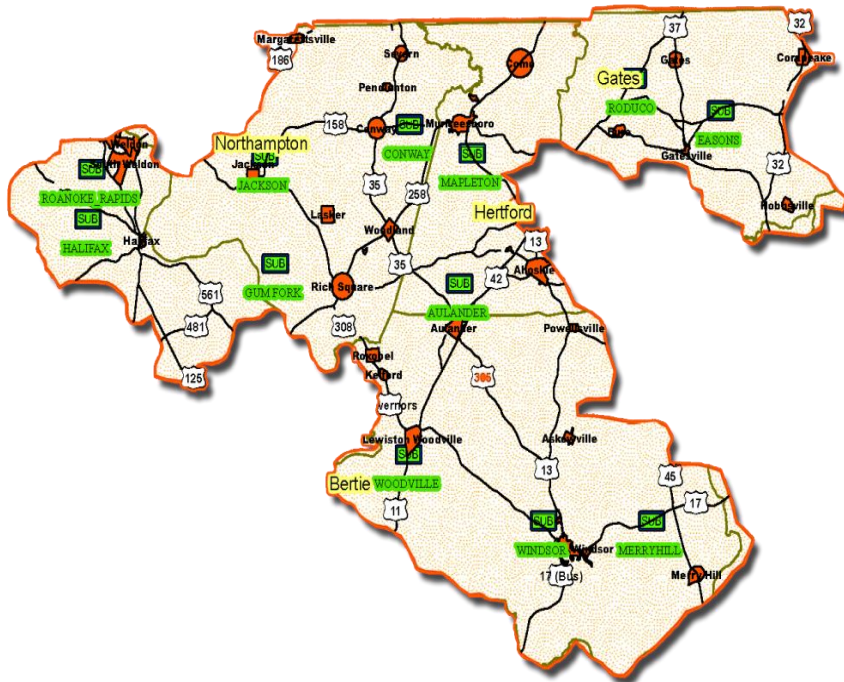
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 Roanoke Electric Cooperative  
Your Touchstone Energy® Partner



# Roanoke Electric Cooperative

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- Service area 1500 square miles
- \$ 38,503,257 operating revenue
- 2,210 miles of line
- \$83,727,152 asset value
- 49 employees
- 14,743 meters
- 95% residential vs. 5% commercial/industrial.

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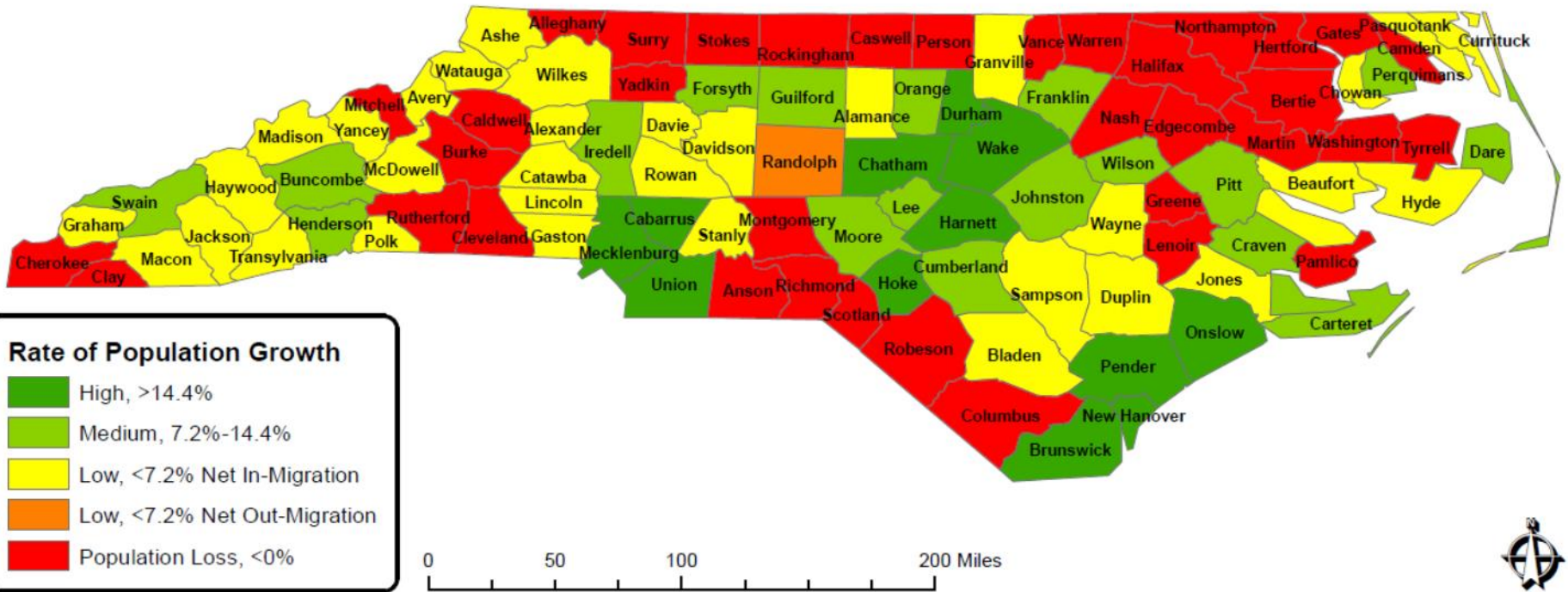
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# Population Growth, 2010-2020



Source: North Carolina Office of State Budget and Management

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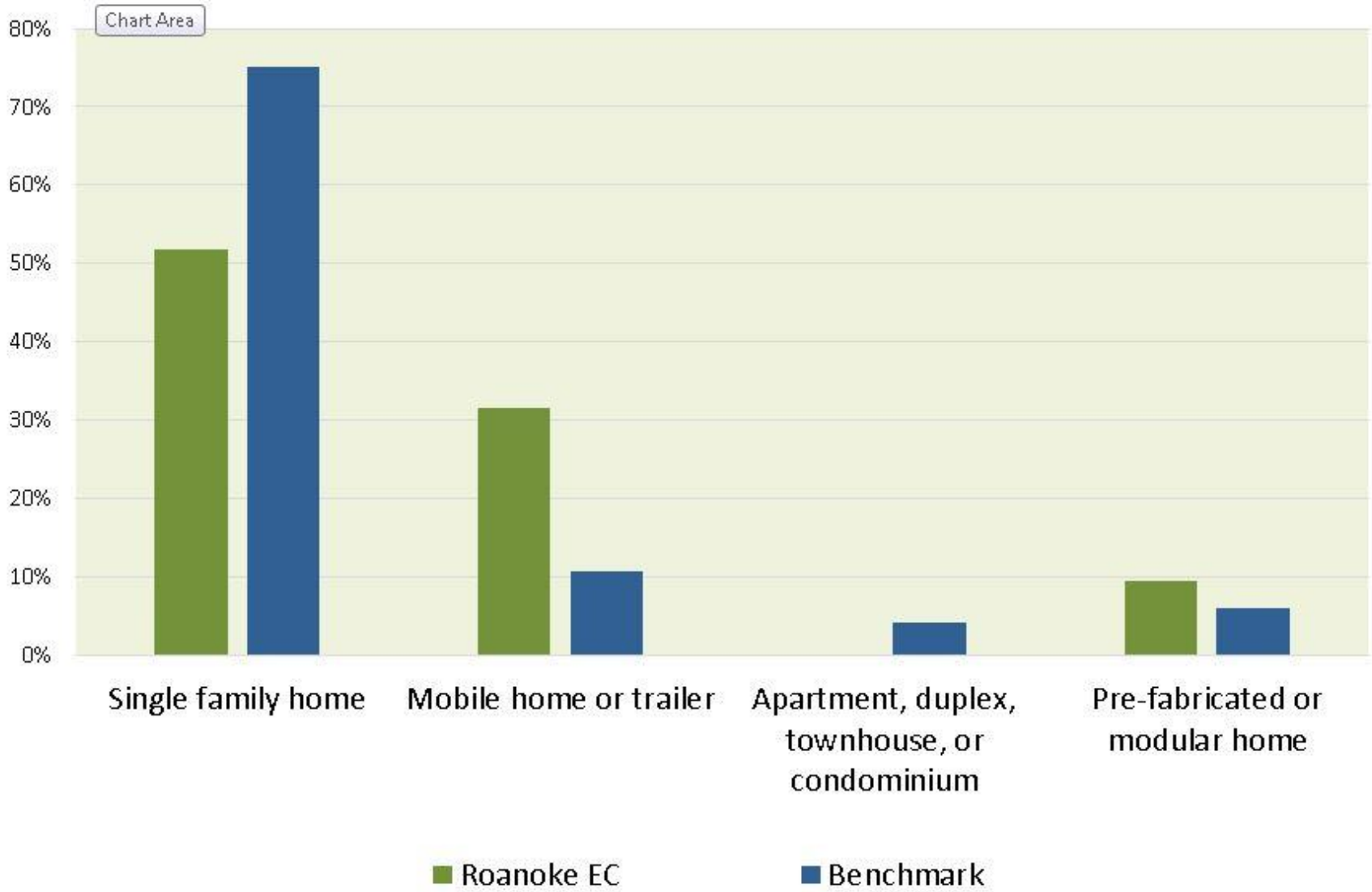
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# Housing Type



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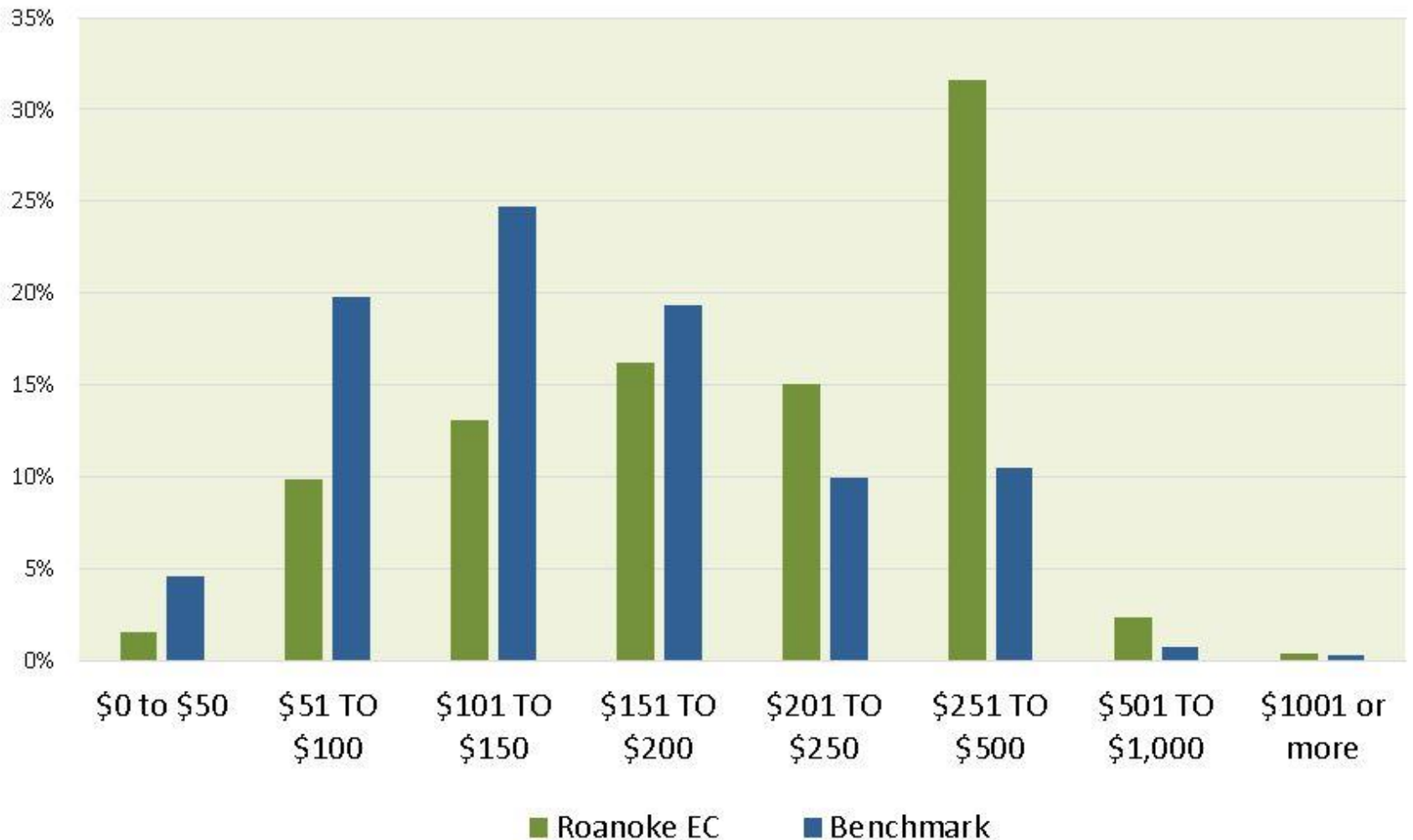


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# Average Monthly Bill



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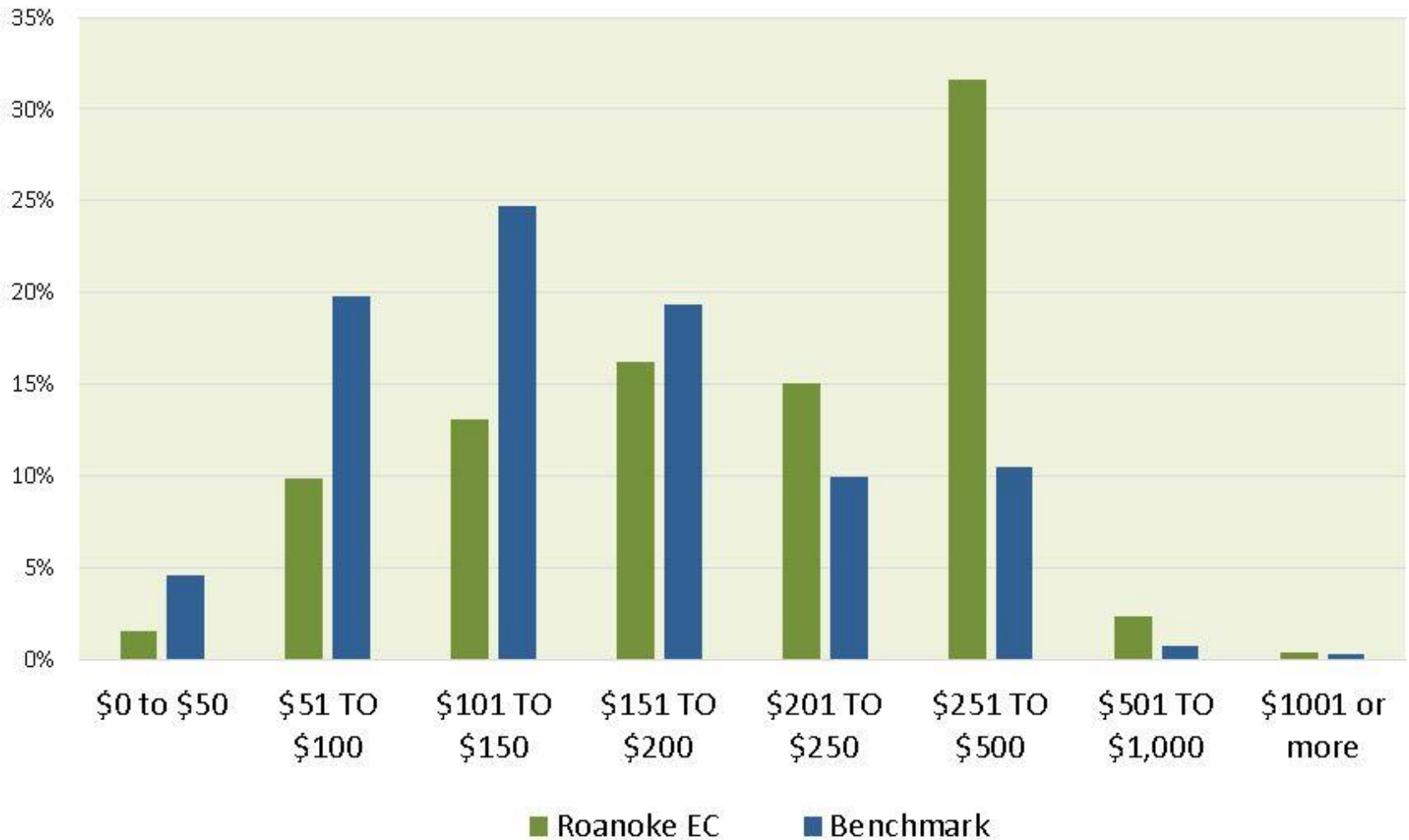


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# Average Monthly Bill



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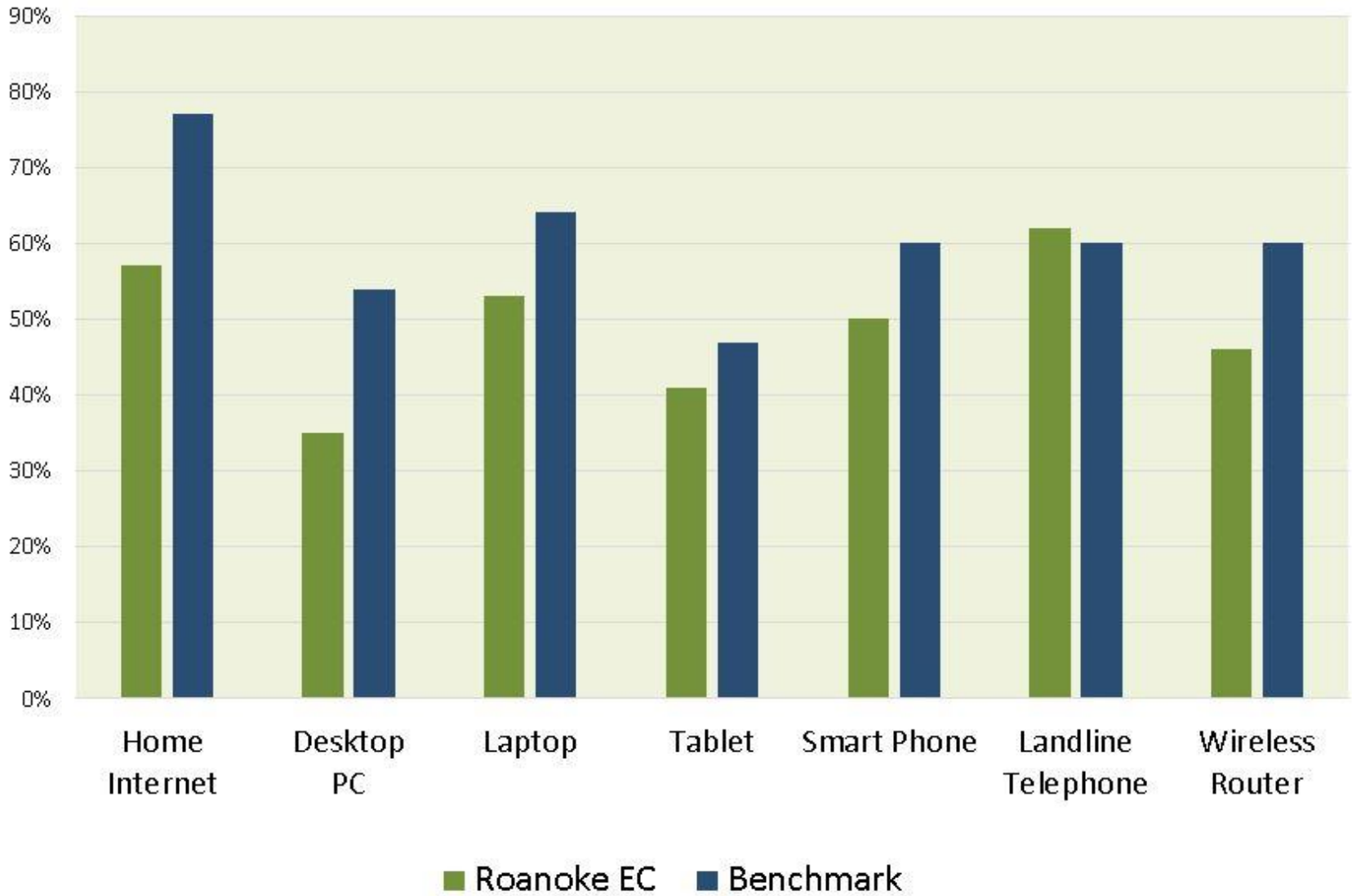
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# Devices



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Strategy Map  
2014 - 2018



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Enhancing the Quality of Life in the  
Diverse Communities We Serve

improve our  
members'  
quality of  
life

Cooperative Difference

High Reliability

Competitive Rates

Engaged and Active

ACSI Score of 90

that  
enhance  
value  
and...

Goal of Low Cost

Reduce Controllable Costs

Subsidiaries 100% Self-Sustained

so they can  
execute  
strategies

Improve Reliability

Leverage Technology

Build Member Value

Outage  
Duration  
< 120 Minutes

Outage  
Frequency  
<1.5 per  
member

Cross  
Functional  
Competency

Abandoned  
Call Rate  
< 3%

Deliver High  
Impact  
Services

Effectively  
Communicate

to  
engage our  
team

Engaged Workforce

Empowered and  
On-Track

100% REAP / ACRE  
Participation

Health Assessments  
up 25%

Top Tier Safety  
Performance

Building on  
our core  
values

Core Values

Cutting  
Edge

Teamwork

Competent

Trust-  
worthy

Safety and  
Wellness

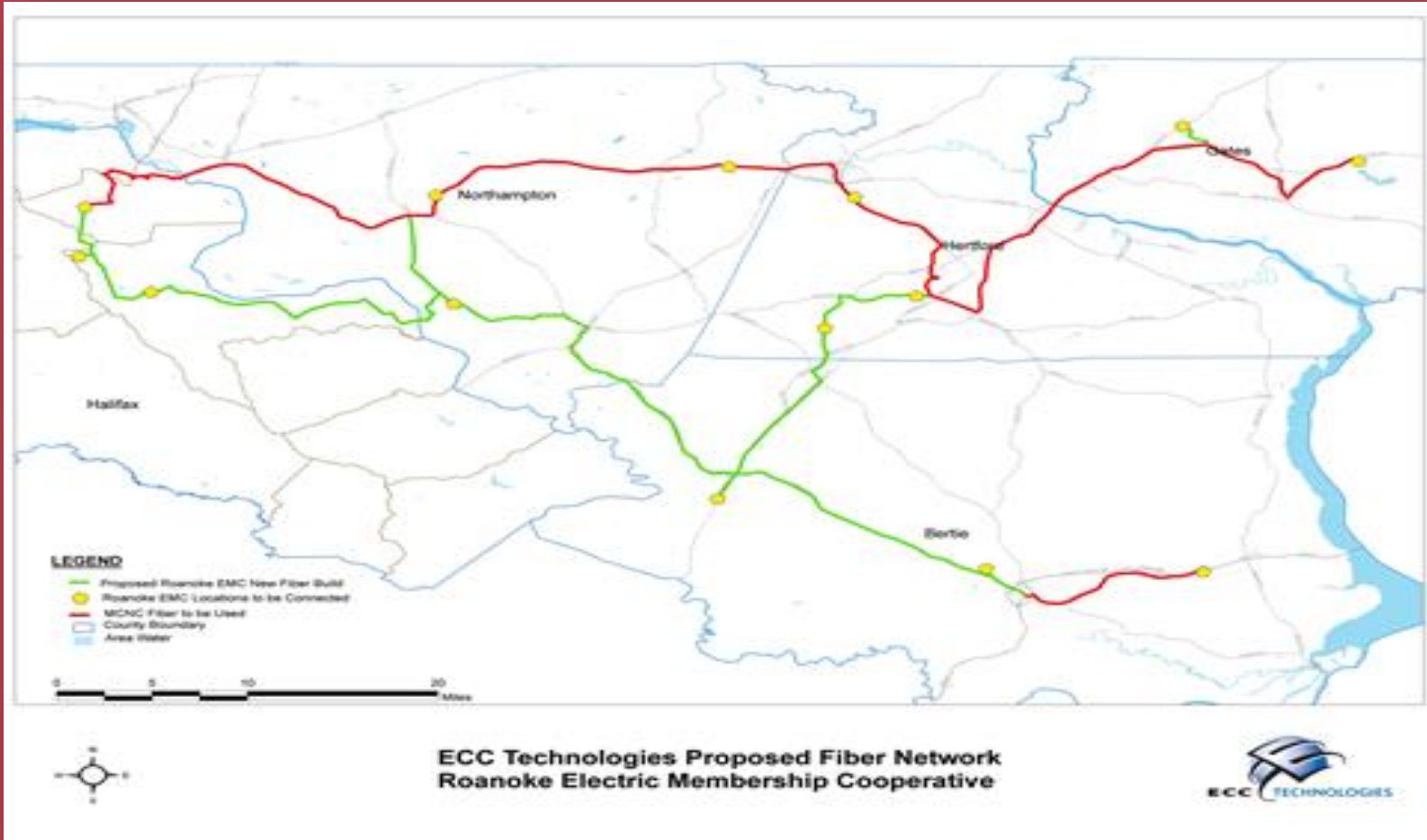
Adaptable

Friendly

Members  
First



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# Thank You For Your Time!!!!



## Roanoke Electric Cooperative

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**Marshall Cherry**

Chief Operating Officer

518 NC 561 W

Aulander, NC 27805

Work: (252) 209-2238

Email [mcherry@roanokeelectric.com](mailto:mcherry@roanokeelectric.com)

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