HORIZON 2050









Stakeholder Engagement and Community Feedback Final Report

February 2025

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INTRODUCTION

SHAPING OUR ENERGY FUTURE TOGETHER

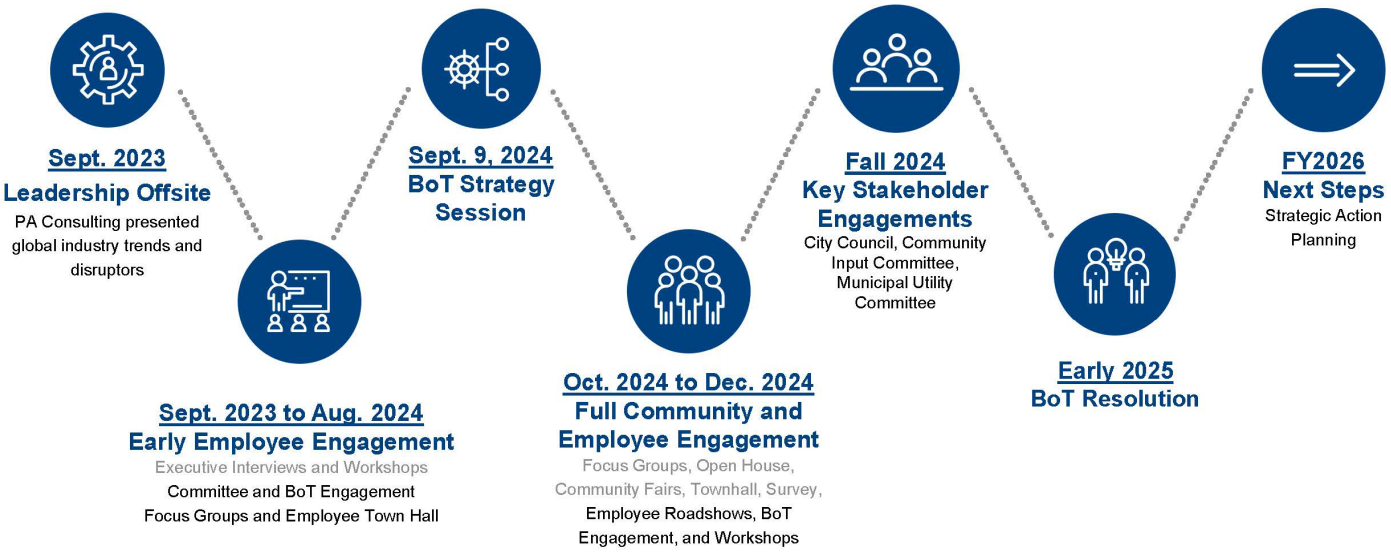
This report highlights the community and stakeholder engagement executed as part of CPS Energy's Horizon 2050, a long-term framework that looks ahead to the needs and opportunities of the future. The process to create a framework encompassing the journey to 2050 began in late 2023. CPS Energy worked with a third-party consulting firm, PA Consulting Group, to learn about industry forces and trends that the utility should consider when planning for the future. Additionally, CPS Energy engaged employees in feedback sessions as it drafted the strategic plan and developed a visual framework that eventually became Horizon 2050.

On September 9, 2024, the CPS Energy Board of Trustees held a special meeting where leaders were formally presented with the proposed Horizon 2050 plan. Following the special Board meeting, CPS Energy executed a robust stakeholder and community engagement plan to ensure the community was informed and actively participating in the decisions surrounding CPS Energy's future.

As part of the engagement process, CPS Energy connected and engaged with internal and external stakeholders through a series of events and outreach activities to increase awareness of the need to plan for the future of the utility. These activities resulted in valuable input collected by the utility that helped shape and enhance the proposed framework originally shared in September 2024. CPS Energy Board members voted on an updated Horizon 2050 framework in January 2025.

This report includes an overview of the Horizon 2050 engagement and outreach strategy and highlights the activities that took place to achieve the feedback collected from stakeholders.

HORIZON 2050 PROJECT TIMELINE



ENGAGEMENT & OUTREACH STRATEGY

During the Horizon 2050 engagement process, CPS Energy engaged stakeholders through diverse methods of outreach. In collaboration with external partners and internal business units, CPS Energy successfully connected with key groups as they worked to collect feedback on the framework and learn about community priorities related to the services the utility provides.

Engagement efforts focused on both qualitative and quantitative methods including an employee and community survey and focus groups with employees, residential, small business, and large-load customers. Additionally, CPS Energy hosted a community-wide tele town hall, two open house sessions, four community pop-ups, and participated in over 90 community events across their service area during the engagement timeframe.

Informational marketing and communication collateral included digital media (website, e-blast, social media), print media (flyers), earned media (TV and digital news coverage), and advertising tactics (sponsored articles and paid ads). All materials were available in English and Spanish.

While executing engagement and outreach tactics, the following objectives were the foundation of all activities:

- Educate the community on the Horizon 2050 framework, goals, and timeline.
- Create community dialogue focused on community investments and the need to plan for the next few decades.
- Gather community and stakeholder feedback on Horizon 2050 that can be implemented into the plan.



CPS Energy held two open house sessions in October 2024, employees and community members were invited to learn about current programs and initiatives such as Horizon 2050.



A Horizon 2050 resource table was featured at CPS Energy's annual Trunk or Treat held at Nelson W. Wolff Municipal Stadium. The event had over 3,000 attendees.

SUMMARY OF TOUCHPOINTS

CPS Energy reached and engaged customers through nearly 9 million touchpoints between September 2024 and January 2025. Totals below are rounded.



Community Engagement

- Community Events: 80
- Community Events Attendance: 7,500
- Pop-Up Events: 4
- Pop-Up Touchpoints: 400
- Tele Town Hall Attendance: 2,400
- Open House Attendance: 100
- Public Input Speakers (8 meetings): 14
- Views/Livestream Public Meetings: 1,700
- Community Survey Participation: 1,800
- Focus Group: 60
- Quantitative Survey Participation Total: 500



Partner & Stakeholder Engagement

- Partner Events: 17
- Partner Events Attendance: 1,400
- Digital Toolkits/E-Blast Distributed: 3
- Digital Toolkits/E-Blast Distribution Reach: 3,600
- CEO Engage Newsletter Reach (2): 3,300
- Suburban City Summit Attendance: 20



Marketing & Communications

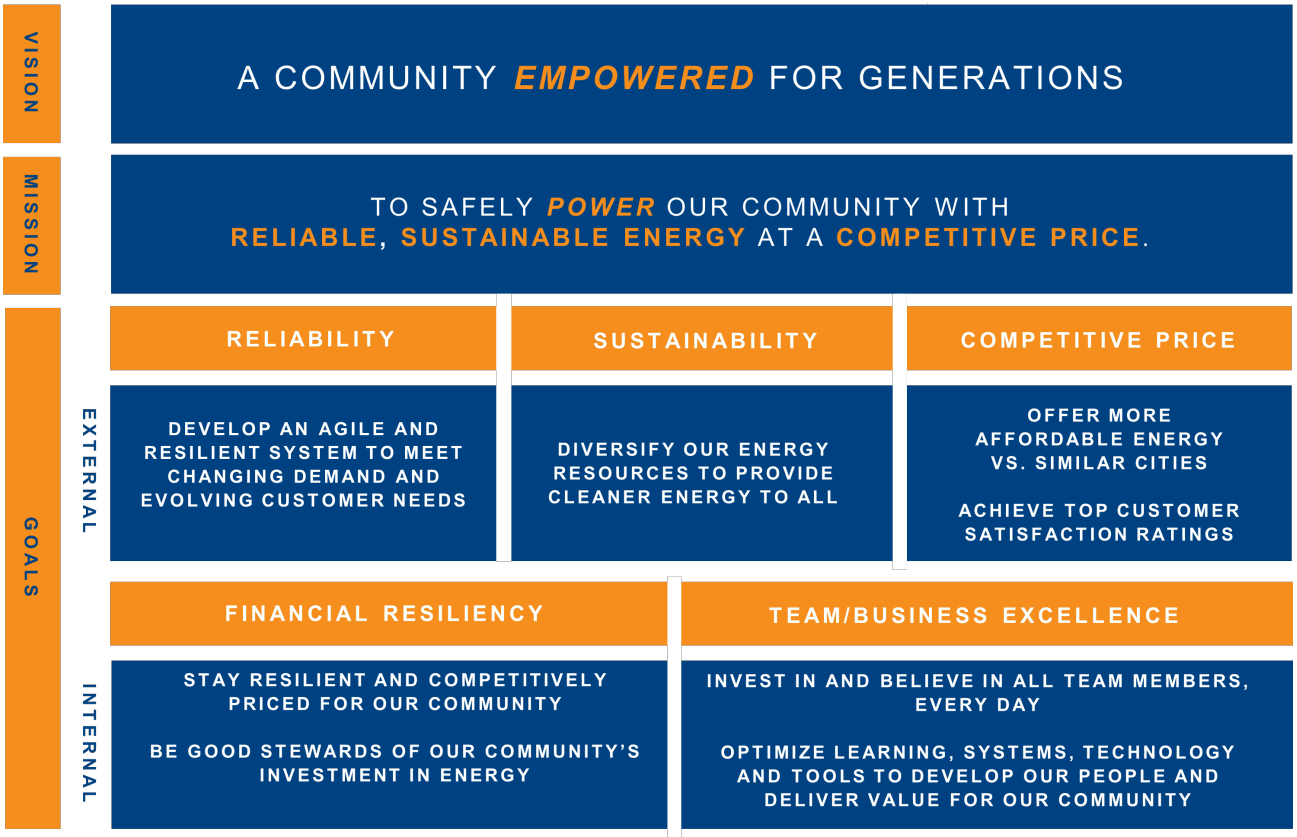
- Paid Media Impressions/Reach: 8,600,000
- QR Code Scans from Flyers: 1,800
- Social Media Reach: 21,800
- Social Media Impressions: 166,000
- Horizon 2050 Webpage Visits: 22,000
- Media Coverage: 14 news stories
- Community Value Letter: 890,000



Employee Engagement

- Employee Roadshow Attendance: 1,100
- Employee Newsletter: 14 stories
- Employee Town Hall Views: 3,000
- Employee Focus Group Participation: 21
- Employee Survey Participation: 1,400

HORIZON 2050 COMMUNICATIONS



Horizon 2050 Proposed Framework



Flyers were accessible at community events, CPS Energy walk-in service centers, and online.



Billboard displayed off the intersection of highway 35 & 281 near downtown San Antonio.

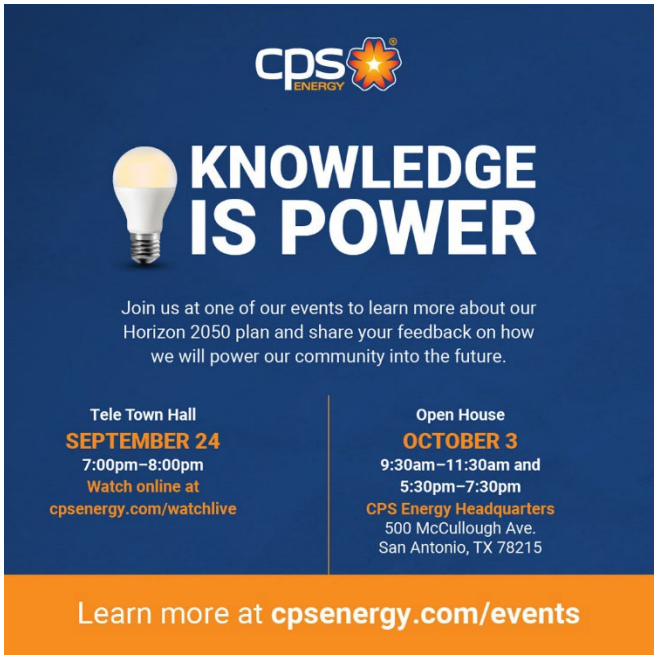
COMMUNICATIONS CONTINUED

The following are graphics used for paid media efforts to promote Horizon 2050 and community events. Paid media efforts reached over 8,600,000 impressions through diverse digital platforms.





The "Knowledge is Power" Campaign empowers the community to stay informed and engage with the utility. The campaign highlighted the tele town hall and open house sessions as events to learn more about Horizon





COMMUNITY VALUE LETTER

Over 889,800 residential and commercial customers received a personalized letter in November 2024 with information about each customer's energy use, their Sustainable Tomorrow Energy Plan (STEP) contribution amount, and highlighted the ways CPS Energy continues to deliver value to our community. The letter also included resources for our programs and information on Vision 2027 and Horizon 2050. Customers received the letter by mail or via email based on their preference on how they receive their monthly bill.

- **Total Letters Distributed: 889,849**
- Digital Reach (email): 650,894
- Non-Digital (mail): 238,955

Residential Letter English & Spanish



Commercial Letter English & Spanish



MEDIA COVERAGE

CPS Energy proactively shared information about Horizon 2050 with local media resulting in 14 earned news segments.

9/10/2024	San Antonio Express News
9/10/2024	San Antonio Report
10/3/2024	Univision 41
10/3/2024	WOAI
10/3/2024	Texas Public Radio
10/3/2024	Fox 29
10/2/2024	Univision 41
10/3/2024	KENS 5
10/28/2024	KSAT
11/18/2024	Texas Public Radio
11/18/2024	San Antonio Business Journal
11/27/2024	My San Antonio
1/29/2025	San Antonio Express News
1/30/2025	San Antonio Business Journal







STAKEHOLDER & COMMUNITY EVENTS

Horizon 2050 resource tables were featured at various community events and fairs across the city. Those who attended community events had the opportunity to take the survey on-site and speak with team members about the strategic framework. Additionally, CPS Energy leadership spoke at partner events informing and engaging local leaders on Horizon 2050.

Total Community Events: 91
Community Event Attendance: ~ 7,500

Total Stakeholder/ Partner Events: 17
Stakeholder/Partner Event Attendance: 1,455





CPS Energy hosted 22 community leaders on June 7, 2024, during the Suburban Cities Summit. Leaders engaged in a Q&A session as CPS Energy leadership discussed planning for the future. The utility serves 31 suburban cities.



CPS Energy Board of Trustees Chair, Janie M. Gonzalez, hosted 50 women leaders at a luncheon on December 13, 2024. Attendees learned about Horizon 2050.

STAKEHOLDER & COMMUNITY EVENTS

Community and Stakeholder events covered all ten San Antonio City Council Districts, four CPS Energy Board Quadrants, and several suburban cities. These events were one of the many ways valuable feedback was collected during the engagement period.



A Horizon 2050 resource table was featured at San Antonio's Veterans Day at Hemisfair Park in November 2024. The fair featured several local veteran-supporting organizations and vendors.



Communication students from Texas A&M University-San Antonio participated in a project focused on creating an engagement plan to increase community awareness of Horizon 2050. Through the process, students learned about various aspects of the utility, including current initiatives, engagement strategies, and CPS Energy's plans for the future. The CPS Energy Corporate Communications and Marketing Department engaged with students during their final project presentations and will consider their feedback for incorporation into the FY26 communications work.

COMMUNITY EVENTS BY COUNCIL DISTRICT

Total Community Events: 91

CPS Energy offered a resource table at the following community events where information on Horizon 2050 was shared with community members and event attendees.

District	Total Events	Date (2024)	Location
1	14	10/14	Bexar County Clerk's Breakfast Event
		10/21	Prosper West Small Business Cafecito's
		10/22	Christian Assistance Ministry (CAM) Satellite Office Hours
		10/23	PS&E Fenwick Academy
		10/26	Transplants for Children 2024 Trunk or Treat
			Broadway Grand Opening
			Day of the Dead SA
		10/28	Track or Treat
		10/29	LeTip Women in Business of SATX
		10/30	SATX Coffee & Networking
			Launch SA 1 Million Cups
			District 1 Trunk or Treat
		11/9	SA Veterans Day at Hemisfair Park
		11/12	Christian Assistance Ministry (CAM) Satellite Office Hours
2	13	10/14	District 2 Field Office- Satellite Office Hours
		10/16	District 2 Field Office- Satellite Office Hours
		10/18	Partners In Power Workshop 2024
		10/19	Community and Family Fall Festival
		10/22	Weatherization Drive-Thru
		10/25	Senior Center Resource Fair
		10/26	2024 Veterans Service Fair
		10/30	District 2 Field Office- Satellite Office Hours
			Pre -K - 4 SA East Resource Fair
		11/7	Goodwill SA Community Resource Fair
		11/13	District 2 Satellite Office Hours
		11/14	Weatherization Drive-Thru
		11/21	Second Baptist Church Community Center Community Fair
3	11	10/16	Hoot Fest
			Community Resource Fair
		10/17	Outdoor Family Film Series
		10/19	Solar Fest 2024

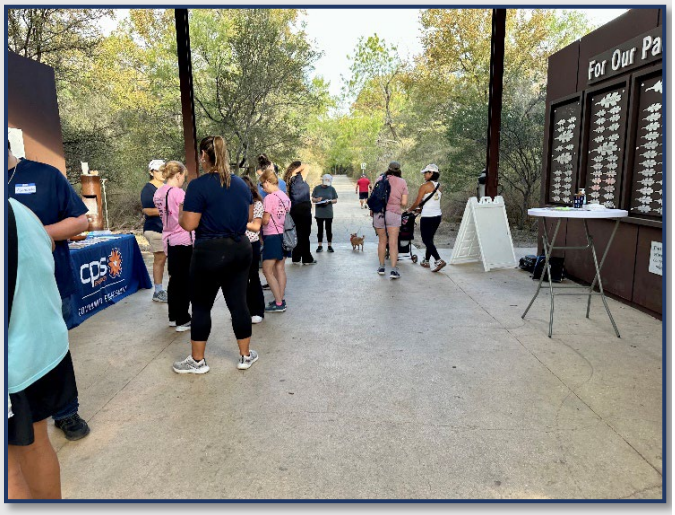
		10/23	Weatherization Block Walking
		10/25	Outreach Fall Fest
		10/30	Field OFC Utility Assistance Satellite Office Hours
		11/02	GrillsGiving at Hanger9
		11/03	PicaPica Plaza Horizon 2050 Pop-Up
		11/12	SoTX Partnership & Community Engagement Committee
		11/13	SS Lions Senior Center Satellite Hours
4	4	10/16	Ascension De Paul Satellite Office
		10/30	Rocket Fest McAuliffe Middle School
		11/14	Pre-K Family Engagement at Murnin Elementary
		11/17	Traders Village Horizon 2050 Pop-Up
5	11	10/16	Cafecito at Crockett Academy
		10/22	Community Banking Expo at Maestro
		10/23	Bexar County October Trunk or Treat
		10/24	Health Fair Event
		10/25	Martin Elementary Annual Trunk or Treat
		10/28	Office Hours at Roosevelt Park
		10/30	Annual Safety Awareness Expo
		11/05	The Neighborhood Place Weatherization Drive-up
		11/07	E2B SMB Support Fair
		11/12	The Neighborhood Place Office Hours
6	11	10/12	CPS Energy 2nd Annual Truck or Treat
		10/14	SA Food Bank
		10/17	SAABE Luncheon Speak at EMC Auditorium
		10/21	Northwest Vista Office Hours
		10/22	SA Food Bank
		10/23	Hallmark University Office Hours
		10/26	San Antonio Food Bank
		10/29	We've Got Your 6 Public Safety Day
		11/05	Bexar County Health & Life Safety Fair
		11/13	Hallmark University Office Hours
7	8	10/22	Coffee & Conversation Networking Meeting for Women
		10/24	Field Office Satellite Hours
		10/25	Powell Elementary Trunk or Treat
		10/26	Pat Neff MS 2nd Annual Trunk or Treat
		10/28	District 7 Spook or Treat
		11/12	Esparza Stem Night
		11/14	Field Office Satellite Hours

		11/27	Woodlawn Lake Park Horizon 2050 Pop-up
8	4	10/22 11/05 11/07 11/26	Weatherization Drive Thru Oxford United Methodist Church Community Fair - Block Walking Community Resource Fair Hardberger Park (Blanco entrance) Horizon 2050 Pop-up
9	2	10/29 11/07	District 9 Trunk or Treat 2024 Satellite Office Walker Ranch Senior Center
10	6	10/17 10/23 10/24 10/25 11/9	University Health Fall Fest Conen Meeting Satellite Office Northeast Senior Center The Friday Networking Lunch Annual Harvest Festival Emergency Preparedness Resource Fair

COMMUNITY POP-UPS

CPS Energy collaborated with an engagement agency to host four community activations throughout San Antonio. The community pop-ups, or “activations,” were interactive information stations in high-traffic areas during the weekends. These types of events are unique in that information is displayed in frequented high-traffic community locations. Area visitors learned about Horizon 2050 and had the opportunity to take the survey onsite.

Total Pop-Up Events: 4
Total Pop-Up Interactions: 392



Hardberger Park
October 26, 2024



Woodlawn Park
October 27, 2024



Pica Pica Market
November 3, 2024



Traders Village
November 17, 2024

COMMUNITY SURVEY RESULTS

CPS Energy's sample size for community surveys is 500 participants. This sample size is based on the total number of customers they serve and is provided by the Qualtrics XM Platform sample size calculator.

Participation: 1,803
Percentages are rounded to the next whole number

1. CPS Energy is focused on serving and powering our community into the future. Please rank the goals below that are important to you. 1 is most important and 5 is least important.

Ranked 1 by 54% – Reliability
Ranked 2 by 22% – Competitive Price
Ranked 3 by 12% – Sustainability
Ranked 4 by 6% – Financial Resiliency
Ranked 5 by 4% – CPS Energy Team/Business Excellence
Ranked 6 by 1% – Other

2. As we consider powering our community into the future, are there other goal options you would prefer in place of these proposed 5 goals?

77% No
23% Yes (If yes, please explain)

3. What do you want CPS Energy to consider when planning for 2050?

Top themes:

- Price/Affordability
- Renewables
- Reliability

4. Do you like the proposed CPS Energy vision statement below?
"A community empowered for generations."

83% Yes
17% No (If no, please explain)

EMPLOYEE SURVEY RESULTS

Participation: 1,441
Percentages are rounded to the next whole number

1. CPS Energy is focused on serving and powering our community into the future. Please rank the goals below that are important to you. 1 is most important and 5 is least important.

Ranked 1 by 66% – Reliability
Ranked 2 by 10% – Competitive Price
Ranked 3 by 10% – CPS Energy Team/Business Excellence
Ranked 4 by 6% – Sustainability
Ranked 5 by 4% – Financial Resiliency
Ranked 6 by 3% – Other

2. As we consider powering our community into the future, are there other goal options you would prefer in place of these proposed 5 goals?

86% No
14% Yes (If yes, please explain)

3. What do you want CPS Energy to consider when planning for 2050?

Top themes:

- Price/Affordability
- Reliability
- Hiring/Retention

4. Do you like the proposed CPS Energy vision statement below?
"A community empowered for generations."

89 % Yes
11% No (If no, please share)

5. Looking over the next 5 to 10 years, select the resources you need for 2050 goals to be successful.

Ranked 1/2 by 41% –Training/Professional Development
Ranked 1/2 by 41 % – More Information
Ranked 3 by 15 % – Business Unit or Department Strategic Planning Discussions
Ranked 4 by 4% – Other

6. What new skills will you and our workforce need over the next 5 to 10 years that we do not have now?

Top themes:

- Technology training and upgrades
- Staffing
- Communications
- Policies/Procedures

COMMUNITY INPUT COMMITTEE

The 19 members of the Community Input Committee (CIC) are appointed to ensure that the committee is representative of a cross-section of individuals with diverse backgrounds and interests in the CPS Energy service area. Ten members are recommended by their respective San Antonio City Council Members and reside within the boundaries of their corresponding City Council district. Five at-large members are CPS Energy customers living in the CPS Energy service area and are selected by the CIC (at least 2 reside inside the utility's service territory but outside the City of San Antonio city limits). 4 members are customers residing in each of the four geographical quadrants and are selected by the CPS Energy Board of Trustees. The CPS Energy Board of Trustees approves all appointments to the CIC. Regular CIC meetings are open to the public, live-streamed, recorded, and uploaded on cpsenergy.com/cic.

Horizon 2050-focused meetings were held as follows:

CIC Meeting #1 – October 9, 2024
This meeting provided an overview of the proposed Horizon 2050 framework and engagement plan.

CIC Subcommittee Meetings # 2 – November 13, 2024
Subcommittee meetings provided members with the latest feedback received through Horizon 2050 engagement efforts.

CIC Meeting #3 – December 6, 2024
This meeting provided an update on changes being proposed to the Horizon 2050 framework based on feedback gathered by stakeholders and the community.

The meetings were successful. Some of the main themes heard were:

- Gathering feedback and refining the plan to align with community values and priorities.
- Use visuals to communicate the trade-offs between reliability, affordability, and sustainability.
- Highlight the benefits of being a public utility.

After each meeting, the feedback received from committee members was shared with leadership and reviewed for consideration in updating Horizon 2050 messaging. The result yielded clear messaging for our customers.

FEEDBACK THEMES & TAKEAWAYS

The following themes were captured from the qualitative and quantitative feedback methods throughout the engagement period. Stakeholder, partner, and community feedback was condensed to the high-level takeaways listed below.

Reliability

- Consistently top priority across stakeholders
- Major event restoration expectations

Affordability/Cost

- Consistently the second most important priority among stakeholders
- Some large customers are willing to pay higher rates for higher reliability.

Increase in partnership, and transparency with CPS Energy

- Large customers stressed the capability and skill of CPS Energy team members.
- Seeking more partnership, innovation, and even more transparency for growing power needs
- Desire for more flexibility and options from CPS Energy

Sustainability

- Sustainability is an important topic that evokes diverse viewpoints.
- Qualitative and quantitative surveys indicate that it is not as important as reliability and cost & service.
- Demographic and geographic trends
- Customers seek more tools/tips to conserve energy.

Other Key Themes

- Safety – Strong recommendation to include in Business/Team Excellence
- Innovation/leadership
- Simplify language where possible.

BOARD OF TRUSTEES VOTE

On January 31, 2025, the CPS Energy Board of Trustees approved a revised version of the Horizon 2050 framework. The revised framework reflects changes from stakeholder and community feedback collected during the September 2024 and January 2025 engagement period (original framework on page 6). The framework will serve as a foundation for how the utility will plan for the future.

CPS Energy will continue to inform and engage stakeholders on Horizon 2050 as it continues to evolve to fit the needs of our community. Future recommendations to revise the framework will be brought to the Board for consideration.

Approved Framework (January 2025)

