



BROWNSVILLE
PUBLIC UTILITIES BOARD

PUBCAP Meeting



Wednesday, May 21, 2025



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PUBLIC UTILITIES BOARD

Call Open Meeting To Order



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PUBLIC UTILITIES BOARD

Approval of Minutes



BROWNSVILLE
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Old Business



BROWNSVILLE
PUBLIC UTILITIES BOARD

New Business



Project SHARE Scholarship

● ● ● P U B C A P M E E T I N G | 5/21/2025

Miguel Collis

Digital Information Platforms Manager

Digital Information Platforms



Mission

BPUB's annual project share scholarship program aims to support deserving high school graduates in their pursuit of higher education. This directly reflects BPUB's commitment to the transformative power of education. Over the past 18 years, BPUB has awarded roughly \$183,500 in scholarships to 187 recipients.

18

Total Years

187


Recipients

\$183,500

Total Scholarships Awarded



Requirements

1. Fill out the online application
 2. Must reside in a household that receives service from BPUB
 3. Must be graduating from high school during the 2024 - 2025 school year
 4. Must attend an accredited university in the United States
- 

Scholarship

10 \$2K

scholarships awarded each year to Brownsville-area high schools
graduating students



2025 Scholarship Recipients

Name	School
Marbella Rivera	University of Texas at Austin
Mariana Lopez	Georgetown University
Diego Padilla	University of Texas at Austin
Brianna Brackhahn	University of Texas at Austin
Ashley Michelle Carbajal	University of Texas Rio Grande Valley
Luis Aranda	University of Texas Rio Grande Valley
Renata Trevino	University of Texas at Austin
Samantha Ambriz	University of Texas Rio Grande Valley
Adrian Garcia	University of Texas at Austin
Ruby Rodriguez	University of Texas at Arlington



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Questions?



Presentation of PUBCAP Logo

May 21, 2025

ALEXA J. PEREZ

DIV. MANAGER FOR COMMUNICATIONS, PUBLIC RELATIONS & DIGITAL PLATFORMS

A decorative graphic at the bottom of the slide consisting of several overlapping, wavy blue shapes that create a sense of movement and depth.

Our improved logo & emblem



1. Emblem remains unchanged, preserving the familiar symbol for our customers.



2. Company name features a modern font, making it more readable and adaptable across digital, print, and embroidery applications.

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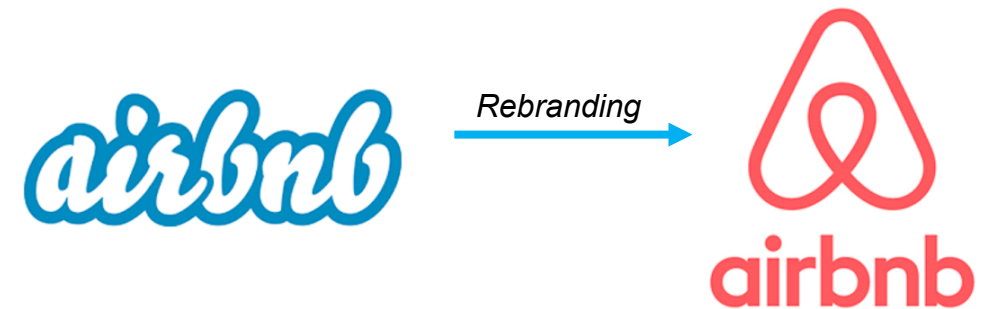
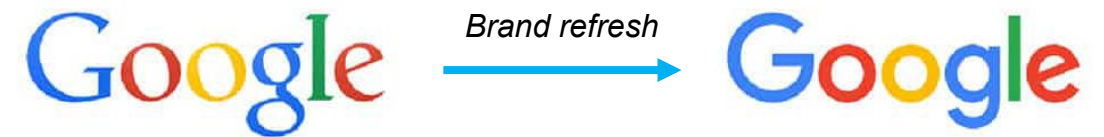
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3. A new variation of the logo, using the BPUB abbreviation, will be introduced for better visibility in digital media, events, and marketing efforts.



Why a brand refresh and **not** a full rebranding?

- Retains existing brand equity
 - A refresh keeps the **core identity intact**, and avoids confusing existing customers with a drastic change.
- Less costly
 - A refresh focuses on **updating key elements** (typography or color palette) rather than overhauling everything.
- Faster market adoption
 - Customers recognize the “new” brand quickly because key elements stay the same, facilitating **easier adoption** and **faster transition**.



Implementation timeline

Phase 1

Digital assets update

(Start date: February 2025)

- Website, social media platforms and other digital channels will be updated immediately with the new logo.
- **New digital stationery:** email signatures, digital letterheads, presentations, and any new digital templates will feature the refreshed logo.
- Any item currently using the old logo can still be used, including merchandise items. However, **any new items ordered will require the updated logo.**
- We'll share branding guidelines.
- **Departmental Requests:** We'll request all departments to submit any items that need updating (digital and print).
- Company ID cards will be updated and a temporary sticker placed on current IDs
- These updates are free of charge.

Phase 2

Printed materials update

(Start date: June 2025)

- All new printed items (brochures, business cards, letterheads, etc.) will feature the updated logo.
- New company ID cards for current employees will feature the refreshed logo
- Office and building signage will be updated.
- We'll provide a shared drive for all employees to access branded templates.
- No additional costs will be incurred as we update printed materials during the usual production process.

Phase 3

Company apparel update

(Start date: September 2025)

- Employees begin transition to new uniforms with the updated logo as they replace their current apparel.
- No immediate action is required for existing uniforms; only when uniforms are due for replacement the new logo will be used.

Phase 4

Vehicle wraps

(Start date: January 2026)

- Update fleet vehicle wraps.

Logo options logo & emblem

PUBCAP

Public Utilities Board Consumer
Advisory Panel

PUBCAP

Public Utilities Board Consumer
Advisory Panel



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Logo placement



Option A



Option B

Logo placement



Option A



Option B

Logo placement



Option A



Option B



Letterhead



PUBCAP
Public Utilities Board Consumer
Advisory Panel

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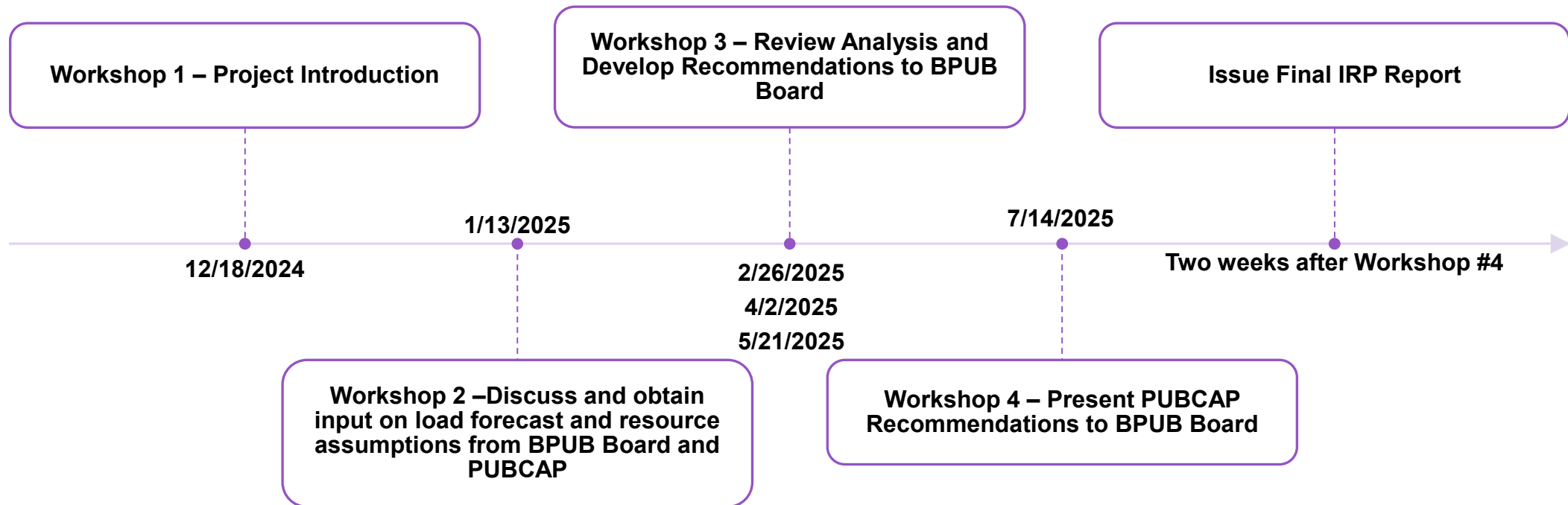
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PUBCAP Integrated Resource Plan Portfolio Recommendation

MAY 21, 2025

IRP Milestones

We're engaging stakeholders through four workshops



Today's Workshop

- As discussed in Workshop 3, the analysis has been updated
 - Assumed retirement dates of Silas Ray units
 - Adjustment of capacity reserve margin to 0%
- The updated optimal portfolio is similar to PUBCAP's chosen portfolio from Workshop 3
- Today's agenda
 - Compare updated portfolio to prior portfolio
 - Discuss reasons for changes
 - Discuss and vote on updated portfolio

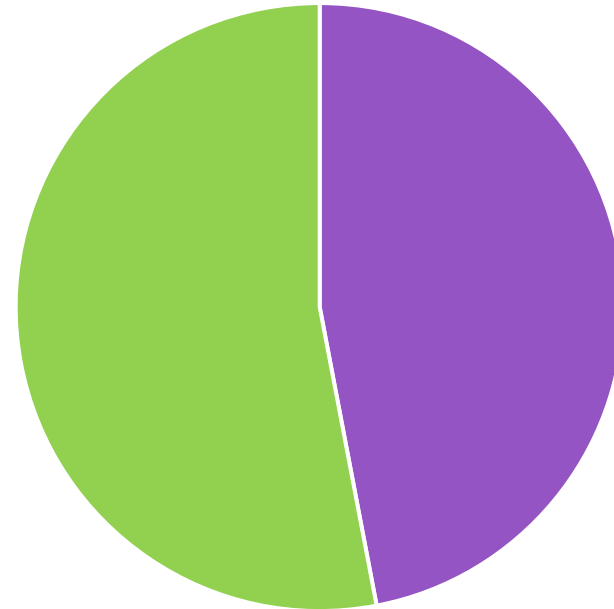
Comparisons

New Optimal Portfolio



■ Gas Fired ■ Renewable

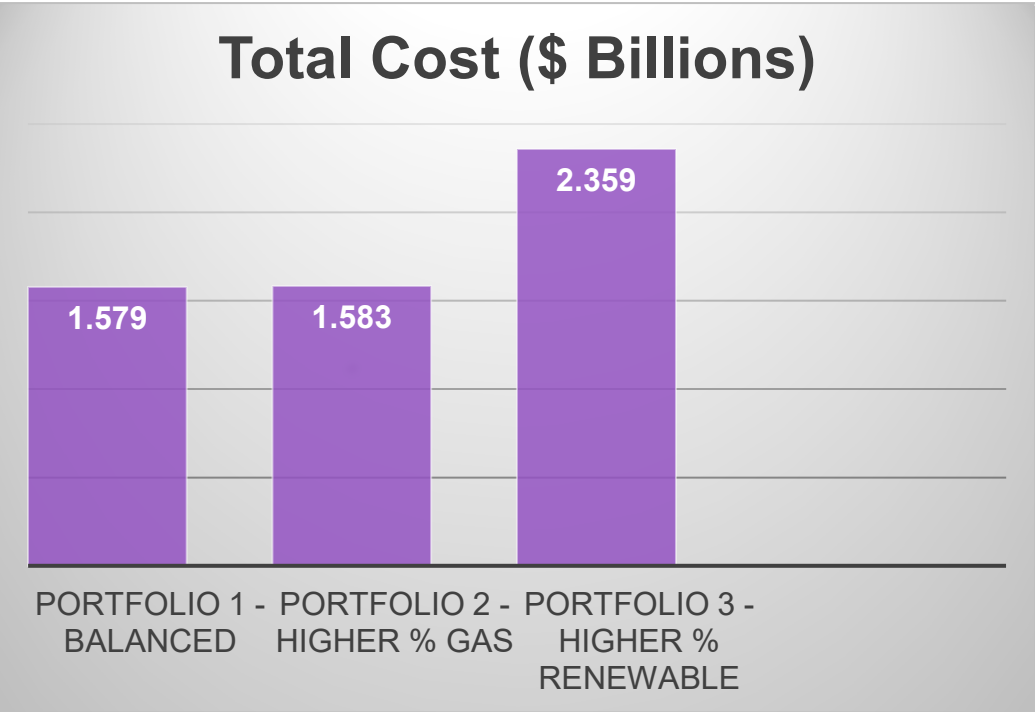
Prior PUBCAP Portfolio



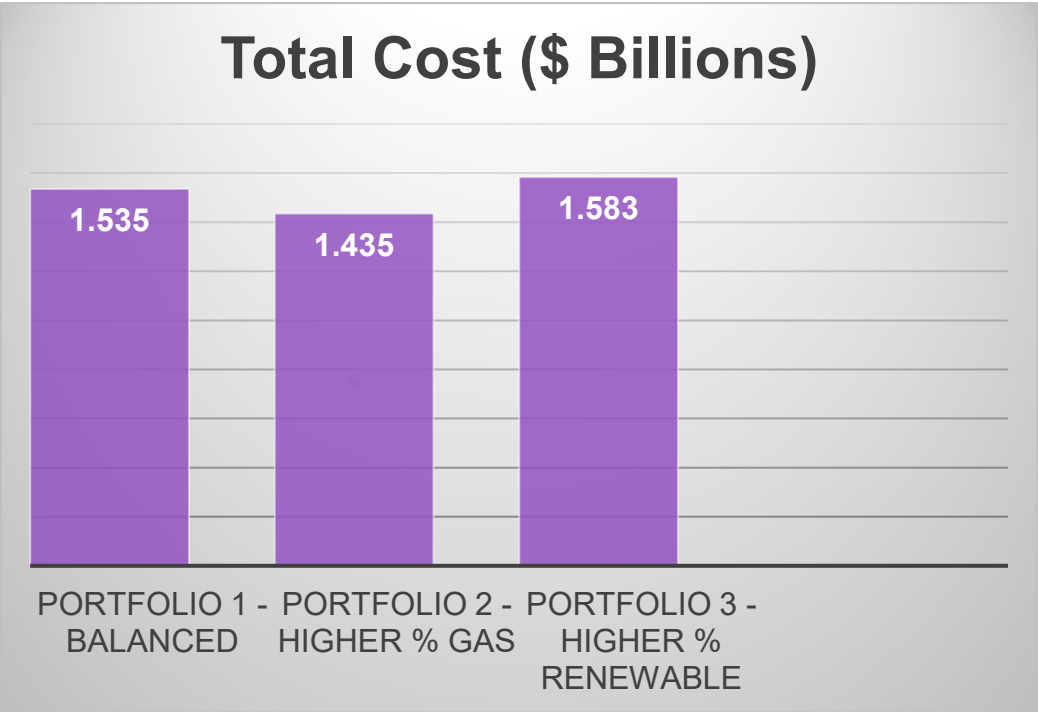
■ Gas Fired ■ Renewable

Comparisons

NEW PORTFOLIOS

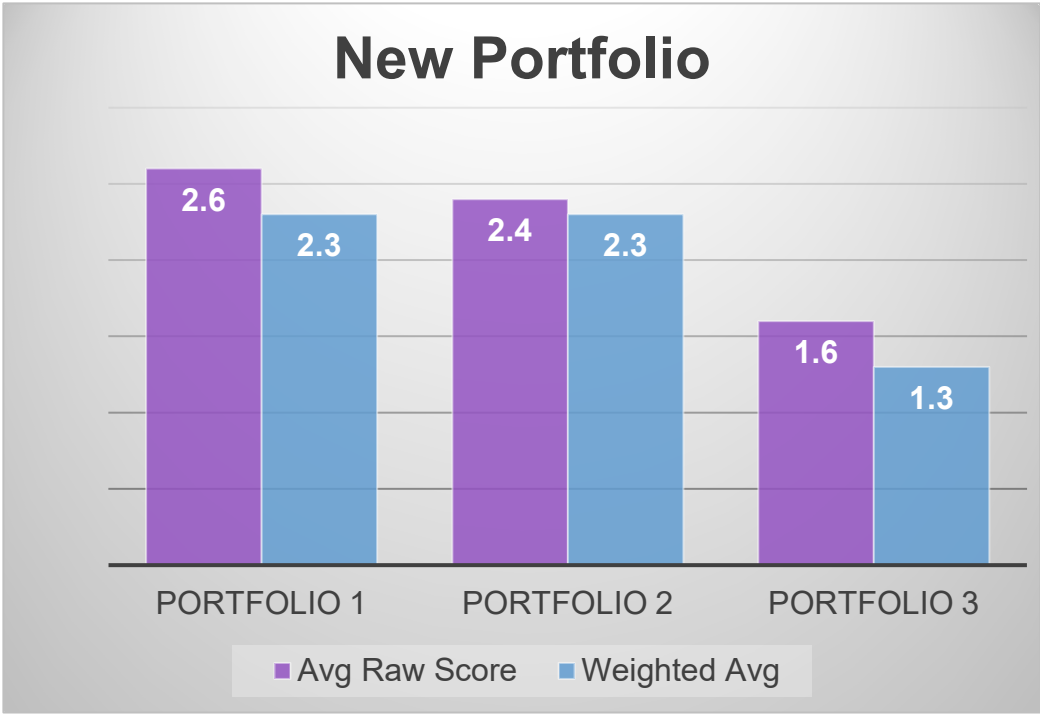


ORIGINAL PORTFOLIOS

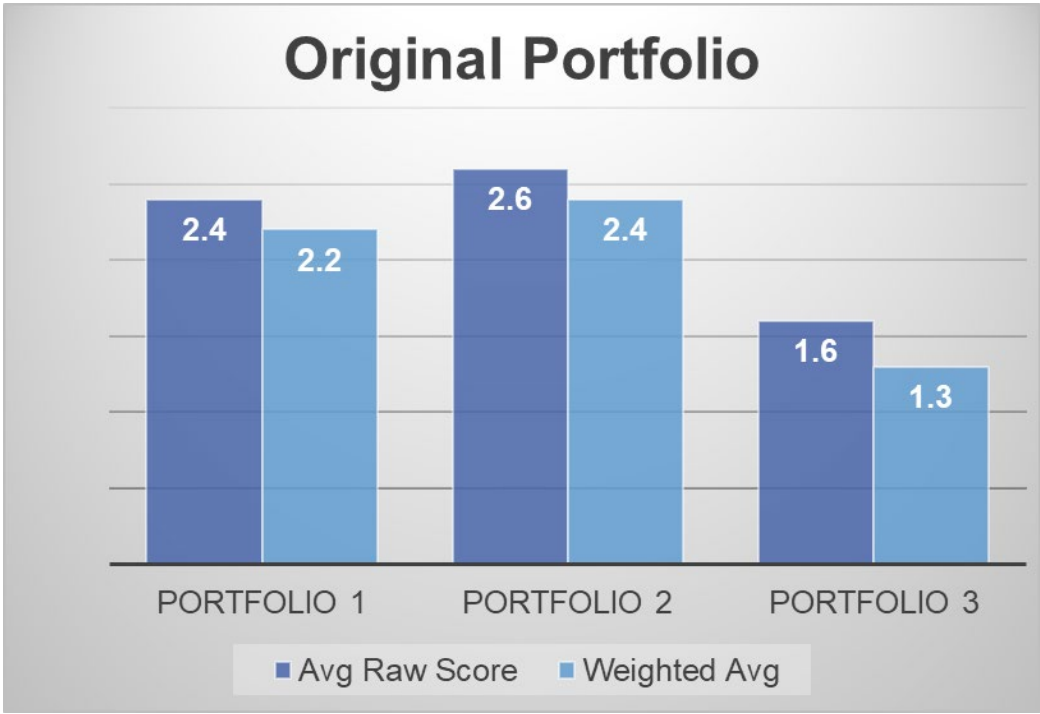


Comparisons

NEW PORTFOLIOS



ORIGINAL PORTFOLIOS



Next Steps

- PUBCAP to present recommendation to BPUB Board on 7/14/2025
- BPUB Board to make decision to accept BPUB IRP plan at future meeting





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Public Comments



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Next Meeting Date

JUNE 18, 2025



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Adjournment
