



WEBSITE



The Texas Panhandle is a place as rugged as it is beautiful. rich in natural resources both above and below the soil. These resources – especially renewable ones – have the power to change our energy future, benefit our environment and boost our economy. But without the proper infrastructure – or channels to transport these resources – that potential sits unused.

BRINGING POWER TO LIFE

Cross Texas Transmission, a part of the U.S. Power Group, was designated by the Public Utility Commission of Texas (PUCT) in 2009 to construct, own and operate transmission facilities to help deliver energy in the state of Texas.

Cross Texas Transmission manages the expansion of utility reliability and cost in Texas, including, but not limited to, investment facilities. Transmission facilities are an economic and environmental win-win for all stakeholders involved.

With a local office in Pampa, Cross Texas Transmission also is a committed part of the community. We're putting down roots to better serve you, and we've got the know-how to help you get to know us.



TRANSFORMING THE FUTURE OF ENERGY

Over the past decade, Texas has become the top wind energy producer in the nation. To further advance goals for renewable energy in Texas, the PUCT identifies areas that require additional capacity to integrate these resources with the existing transmission system. These regions were designated as Competitive Renewable Energy Zones (CREZ) by the PUCT.

The Texas Panhandle contains some of the best wind resources in the state and is home to two of the CREZs – Pampa and II. Cross Texas Transmission will be part of the solution to deliver these resources to homes and businesses in Texas by constructing high-voltage transmission facilities in the Panhandle. This will include expanding these transmission line segments to help meet more than 200,000 homes demand.



BROCHURE

Connecting Communities to Renewable Resources

THE APPROACH:

- Raise awareness of Cross Texas Transmission, its mission and future plans to build new transmission facilities in the Texas Panhandle
- Develop brochure targeting landowners to explain Competitive Renewable Energy Zones (CREZ), the transmission project and the benefits
- Redesign and relaunch website to reflect new creative look and feel

RESULTS:

- More effectively communicated information to landowners
- Helped increase awareness of Cross Texas Transmission and the benefits of bringing renewable energy to Texas