

Appendix 1

FACEBOOK

At the end of 2013 WCEC had over 500 Facebook followers, which increased to over 800 in 2014. The account is used to post various messages, including those related to energy efficiency.

Facebook Profile

The screenshot shows the Facebook profile page for Wood County Electric Cooperative. At the top, there is a search bar with the text "Wood County Electric Cooperative" and a magnifying glass icon. To the right of the search bar, there is a small profile picture icon and the text "Wood County Electric Coop..." followed by a "Home" link. Below the search bar, there are navigation tabs: "Page", "Messages", "Notifications", "Insights", and "Posts". The main content area features a large cover photo of a modern, two-story building with large windows and a blue facade. Overlaid on the bottom left of the cover photo is a small square logo for "WOOD COUNTY ELECTRIC COOPERATIVE" with the tagline "Your Touchstone Energy® Partner" and a small logo. Below the cover photo, the name "Wood County Electric Cooperative" is displayed in a large, bold font, followed by "Local Business · Add A Category". Below this, there are navigation tabs: "Timeline", "About", "Photos", "Reviews", and "More". At the bottom of the page, there is a "PEOPLE" section with a right-pointing arrow, and a row of icons for "Status", "Photo / Video", and "Offer, Event +". Below the "PEOPLE" section, there is a star rating of 4.5 stars and the text "812 likes".

Facebook Advertisements

The advertisement features a photograph of two people installing a window in a house. To the right of the photo, the text reads: **Energy Efficiency Tip**
Windows can be one of your home's most attractive features. Windows provide light, ventilation, views, and heat from the sun in the winter. Unfortunately, they can also account for up to 25% of your heating and cooling cost through heat transfer.

👁 Installing Low-E or double paned windows can earn you \$20 per window up to a maximum of \$600 in WCEC rebates.

Where saving energy gets rewarded. Learn more at wcec.org

GREAT REBATES

All Terms & Conditions Apply.

Facebook Advertisements (Cont.)



Energy Efficiency Tip

Air ducts are one of the most important systems in your home. If those ducts are poorly sealed, poorly insulated, or dirty, they can contribute to higher energy bills. Ducts that leak air into unheated or uncooled space can add hundreds of dollars to your annual energy cost.

- At WCEC members can earn rebates up to \$100 for having their ducts inspected, cleaned, and repaired by a licensed professional.
- Members that have their HVAC tuned up by a qualified service professional can earn up to \$50 in WCEC rebates.

Where saving energy gets rewarded. Learn more at wcec.org



All Terms & Conditions Apply.



Energy Efficiency Tip

Newly constructed homes or businesses have a big advantage over existing buildings to make the most of energy conservation. Consider energy performance for a lifetime of savings, by following one of the two nationally recognized indexes.

- If your new home scores a verifiable Home Energy Rating System (HERS) score of 60 you can earn a \$500 WCEC rebate.
- New energy efficient small businesses that have a verifiable LEEDS certified structure can earn up to \$500 in WCEC rebates.

Where saving energy gets rewarded. Learn more at wcec.org



All Terms & Conditions Apply.



Energy Efficiency Tip

Your swimming pool doesn't have to be a drain on your electric bill. Consider investing in a high-efficiency or multi-speed pool pump when it's time for a replacement.

- Installing a High Efficiency Variable Speed pool pump can earn WCEC rebates up to \$150.00.

Where saving energy gets rewarded. Learn more at wcec.org



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Facebook Advertisements (Cont.)



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Energy Efficiency Tip

A significant amount of the average home energy bill pays for heating water. Take five-minute showers instead of baths and make sure your water heater is set no higher than 120° F.

- 👁 Installing a solar water heater can help you save money and also earn you up to \$400 in WCEC rebates.



Where saving energy gets rewarded. Learn more at wcec.org



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Energy Efficiency Tip

Water heating ranks as one of the top three energy related expenses in your home. Save energy and money by installing a water heater blanket, using low-flow showerheads and faucets, and lowering the thermostat on your water heater to 120 degrees Fahrenheit.

- 👁 Installing a high efficiency heat pump water heater can earn you up to \$200 in WCEC rebates.
- 👁 Installing a high efficiency electric water heater can earn a WCEC rebate of \$50 or \$100 if switching from gas to electric.



Where saving energy gets rewarded. Learn more at wcec.org



All Terms & Conditions Apply.

Energy Efficiency Tip

Does your home have a window air conditioner? Make sure that your window unit is properly weather stripped and clean the filter monthly. Also keep "fresh air" vents on window A/C units closed to keep cold air inside.

- 👁 If it's time to replace your old window unit purchasing an Energy Star qualified product can earn you up to \$50 in rebates at WCEC.



Where saving energy gets rewarded. Learn more at wcec.org

Facebook Advertisements (Cont.)



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Energy Efficiency Tip

Most of the energy used by dishwashers is for water heating. So don't start the dishwasher unless it's full. Also don't use the "rinse hold" feature for just a few soiled dishes since it uses 3 to 7 gallons of hot water. To save more energy let your dishes air dry.

- When shopping for a new dishwasher, look for the Energy Star label since these use less water and energy. And at WCEC they can help you earn up to a \$50 rebate.



Where saving energy gets rewarded. Learn more at wcec.org



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Energy Efficiency Tip

One of the easiest ways to make your home more energy efficient is to add insulation in the attic. To see if you need insulation, look across an uncovered attic floor. If the insulation is level with or below the floor joists, you probably need to add more.

- Adding insulation with a R-19 value or higher can earn you up to \$500 in rebates at WCEC.
- Having spray foam insulation installed can earn you up to \$600 in WCEC rebates.



Where saving energy gets rewarded. Learn more at wcec.org



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Energy Efficiency Tip

Check the insulation in your attic, ceilings, and exterior walls to see if it meets the levels recommended for our area. Poorly insulated homes can attribute to hundreds of dollars in energy waste.

- Adding insulation with a R-19 value or higher can earn you up to \$500 in WCEC.
- Having spray foam insulation installed can earn you up to \$600 in WCEC rebates.



Where saving energy gets rewarded. Learn more at wcec.org

Facebook Advertisements (Cont.)



All Terms & Conditions Apply.

Energy Efficiency Tip

If your HVAC equipment is more than 10 years old or not keeping your house comfortable, have it evaluated by a professional HVAC contractor. If it is not performing efficiently, consider replacing it with a unit that has earned an ENERGY STAR rating.

- 👁 Installing HVAC equipment with a 15 SEER high efficiency heat pump can earn a \$300 rebate at WCEC.
- 👁 Installing HVAC equipment with a 16 SEER high efficiency heat pump can earn a \$500 WCEC rebate.

Where saving energy gets rewarded. Learn more at wcec.org



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Energy Efficiency Tip

A programmable thermostat is ideal for people who are away from home during set periods of time throughout the week. Through proper use of pre-programmed settings, a programmable thermostat can save you about \$180 every year in energy costs.

- 👁 At WCEC, installing a programmable thermostat can earn you up to \$50 in rebates.

Where saving energy gets rewarded. Learn more at wcec.org



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Energy Efficiency Tip

The Department of Energy advises that 10% to 25% of your heating bill is attributed to window efficiency losses. In the summertime the sun shining through windows can heat homes, making air conditioners work two to three times harder.

- 👁 Having professionally installed window film with a .45 solar heat gain coefficient can earn a rebate up to \$200 at WCEC.
- 👁 Installing solar screens with an 80% solar-heat blockage can earn up to \$200 in WCEC rebates.

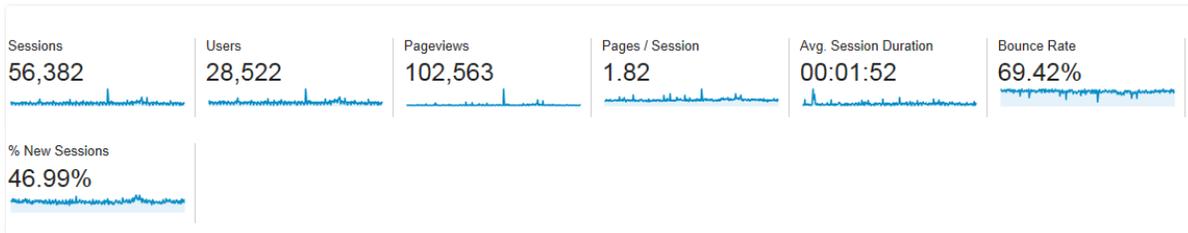
Where saving energy gets rewarded. Learn more at wcec.org



Appendix 2 WCEC WEBSITE

Wood County Electric Cooperative’s website, WCEC.org, has an Energy Savings center with efficiency tips and links to Touchstone Energy’s self-audit tools.

Analytics are as below. From 2013 to 2014 page views increased from 85,246 to 102,563:



WCEC added an entire tab last year devoted specifically to the energy saving rebate program with downloadable forms.

The screenshot shows the WCEC website header with the logo, navigation links (Home, Employee Zone, Contact Us, Careers, Live Chat, Print), a Facebook 'Like us on Facebook' button, a search bar, and a 'How do I:' dropdown menu. Below the header is a navigation bar with buttons for ACCOUNT SERVICES, OUTAGE CENTER, and WEATHER CENTER. A large banner for 'GREAT REBATES' features a lightbulb icon with a green leaf inside. Below the banner is a navigation menu with links: Home, About Us, News Center, Community, Member Services, Rates & Tariffs, and Careers. The main content area is titled 'GREAT REBATES' and contains a sidebar with links to 'Apply For Service', 'Payment Options', 'Meter Loop Specs', 'Mobile Center', 'Payment Assistance', 'Pre-paid Electricity', 'Request Letter of Credit', 'Request Tree Trimming', 'Report Service Concern', 'Billing History Release', 'Great Rebates', and 'Assessing High Bills'. The main text area provides information about the rebate program, including a list of 18 qualified energy saving actions, submission instructions, and contact information for the Rebate Administrator at (903) 763-2203 or greatrebates@wcec.org.



Home Energy Saving Tips



TOGETHER WE SAVE



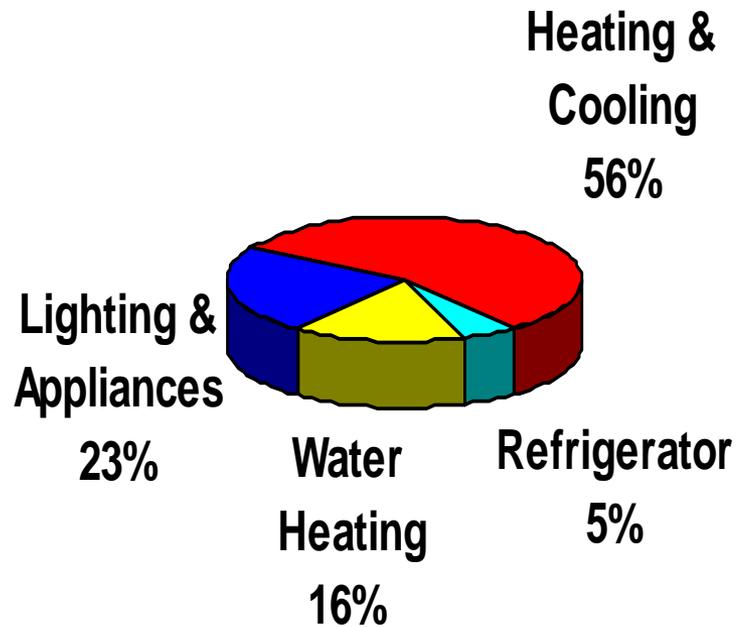
How the little changes add up at home.

Rising Energy Costs

- We're working to keep them down.
- You can help control your energy costs.
- Simple energy saving ideas.



Typical Home Energy Use



Reviewing Yearly Energy Use

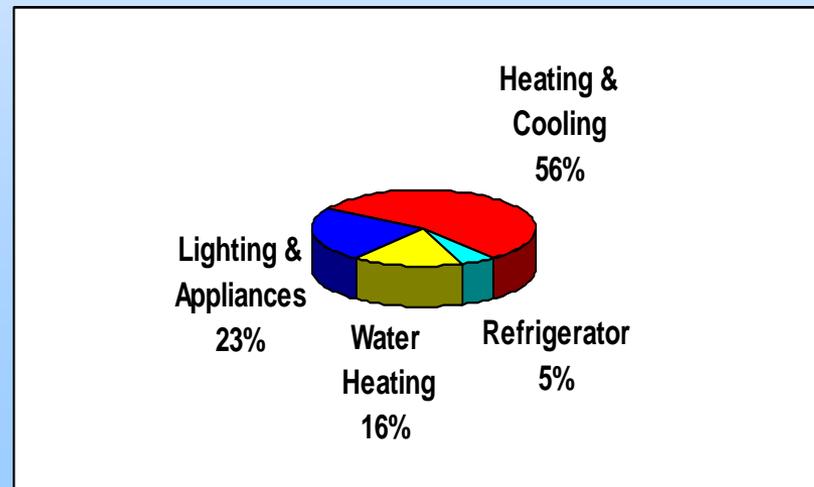
Month	Days	KWH	Cost
January	31	3,529	\$ 318
February	29	3,397	\$ 306
March	32	2,441	\$ 220
April	30	1,500	\$ 135
May	29	1,073	\$ 97
June	31	1,603	\$ 144
July	31	2,294	\$ 206
August	30	2,573	\$ 232
September	31	2,426	\$ 218
October	30	1,118	\$ 101
November	30	2,573	\$ 232
December	31	3,250	\$ 292
Total	365	27,778	\$ 2,500



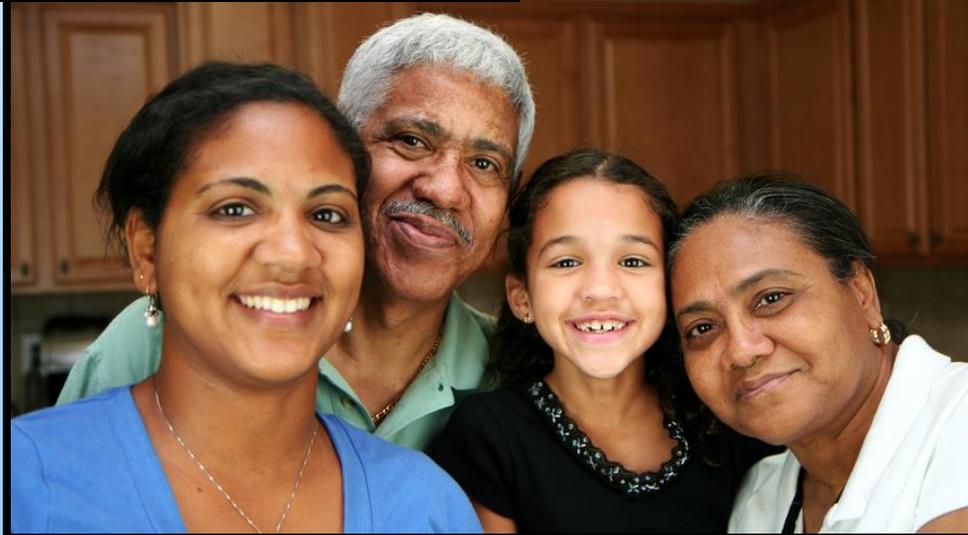
What Energy is Going Where?

Rough breakdown of a \$2,500 annual bill

- **\$1,400** for Heating and Cooling
- **\$575** for Appliances & Lighting
- **\$400** for Water Heating
- **\$125** for Refrigeration



Use Differs by Habits/Households



Focusing on Use Factors



You have the power to control your energy costs!



Insulation is Important!

- Attic insulation.
- Floor insulation.
- Foundation wall insulation.
- Duct insulation.



Save \$241 with adequate insulation

Windows

If you have single-pane windows, consider:

- Caulking leaks.
- Weather-stripping your old windows.
- Adding storm windows.



Infiltration Wastes Energy

1. Dropped Ceilings
2. Recessed Lighting
3. Attic Entrance
4. Insulation
5. Water Heater & Furnace Flues
6. All Ducts
7. Exterior Door Frames
8. Chimney Flashing
9. Window Frames
10. Electrical Outlets
11. Plumbing



Save, on average, \$358 a year by sealing leaks.

More Home Tightening Tips

- Fireplace flue.
- Hidden ceiling penetrations.
- Whole-house fans.



Water Heating

- Water heater temperature: 120°.
- Warm water wash, cold water rinse.
- Match washer water level to load.
- Consider a thermal wrap.
- Long showers cost.



Save \$73 a year by setting water heater at 120°.

Clothes Dryers

- Don't over-dry your clothes.
- Clean inside vent filter.
- Check vent hose.
- Outside vent door.



Refrigeration

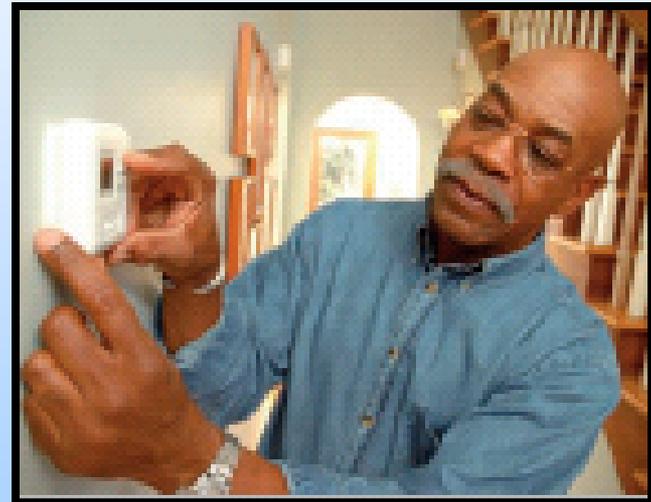
- Keep outside coils clean
- Door seals
- Adjust thermostat
- Good air circulation
- **ENERGYGUIDE**



Save \$146 a year by removing or recycling that extra refrigerator.

Heating and Air Conditioning

- Check thermostat settings.
- Good maintenance is important!
 - Charged properly.
 - Keep coils clean.
 - Proper air flow.
 - Tune gas furnaces
- Return filters.
- Duct leaks.



Save \$82 a year with regular filter changes.

Lighting

- **100 watt lamp = 1¢ per hour**
- **Compact Fluorescents**
 - **Uses a fraction of the wattage.**
 - **Lasts much longer than incandescent lamps**
 - **Gives off less heat**
- **Room unoccupied...Lights out!**
- **No lights on during the day**



Save \$29 a year by switching 5 traditional incandescent bulbs to CFLs

Unplug it

- “Vampire” loads on appliances can add up.
- Unplug them when you are not using them.
- Sometimes that is hard to remember.
- New “smart” power strips can help.



Save \$174 a year unplugging those vampire loads.

Word To The Wise

- A little homework can help to determine savings.
- Energy savings can't exceed energy expenses



For More Information

- www.wcec.org
- <http://www.energystar.gov/>
- <http://www.touchstoneenergysavers.com/>



GREAT REBATES

WCEC's NEW REBATE PROGRAM



PURPOSE OF REBATE PROGRAM

- We're implementing a rebate program that is intended to:
 - Create good will
 - Increase energy efficiency
 - Help reduce carbon footprint and mitigate government carbon caps
 - Reduce our peak energy demand
 - Allow all members equal opportunity to benefit on a first-come first-served basis



CONSIDERATIONS

- It is primarily for residential and small business members (Rate A).
- There is one rebate item for commercial and industrial accounts.
- To simplify, WCEC stays out of purchase process. Member buys products/services and submits an application.



WCEC REBATE PROGRAM

- Our program, **GREAT REBATES**, is funded entirely from unclaimed capital credit payments to WCEC by the state.
- The budget is \$290K.
- It starts on July 1, 2014, and will last until the money is gone.
 - No retroactive claims
- Rebates will be returned in the form of bill credits only – Not cash.
- Each member can earn up to \$2,000 annually during the life of the program. (“life” is defined as: until the money runs out).



WCEC REBATE PROGRAM

- In total, there are 18 qualified rebates for rate A members and 1 for commercial/industrial members.
 - Selected after review of practices of other ECs and IOUs
- Active members download the claim form at WCEC.org, under the Member Services tab.
 - Claims must be submitted within 30 days of purchase
- They complete and submit electronically, by mail, or drop off.
- Full details for each rebate can be found on the claim form.
- Importantly, each form is unique to the type of rebate.



GREAT REBATE PROGRAM ITEMS

HEATING AND COOLING

- **ENERGY STAR® Window/Room AC Unit** - Install an ENERGY STAR qualified (10.8 SEER or higher) window/room unit for a \$50 rebate.
- **Heat Pump** - Install HVAC equipment (in electric-only, single-family homes) with a 15 SEER High Efficiency Heat Pump for a \$300 rebate or install a 16 SEER for a \$500 rebate.
- **HVAC Tune-up** - \$50 rebate on an HVAC tune-up performed by a qualified service professional.
- **Duct Cleaning/Inspection/Repair** - \$100 rebate on duct work for existing mobile home or residential/small business system.



GREAT REBATE PROGRAM ITEMS

INSULATION

- **Any Insulation R19 and above** - 11¢ per square ft. with \$500 max rebate.
- **Spray Foam Insulation** - 30¢ per square ft. with \$600 max rebate.

NEW BUILD

- **New Energy Efficiency Homes** - Build a home/small business with a verifiable Home Energy Rating System (HERS) score of 60 for a \$500 rebate.
- **New Energy Efficient Small Business/Home** - Build a verifiable LEEDS certified structure to receive a \$500 rebate.



GREAT REBATE PROGRAM ITEMS

APPLIANCES

- **ENERGY STAR® Dishwasher** - Install a dishwasher with an ENERGY STAR unit to receive a \$50 rebate.
- **ENERGY STAR® Refrigerator** - Install a refrigerator with an ENERGY STAR unit for a \$75 rebate.
- **Heat Pump Water Heater** - Install a high-efficiency heat pump water heater for a \$200 rebate.
- **High Efficiency Electric Water Heater** - Install a high efficiency electric water heater for a \$50 rebate, or \$100 if switching from gas.



GREAT REBATE PROGRAM ITEMS

ELECTRONIC THERMOSTAT

- **Programmable Thermostat** – Install a programmable thermostat and receive a \$50 rebate.

RENEWABLE

- **Solar Water Heater** – Install a solar water heater for up to a \$400 rebate.



GREAT REBATE PROGRAM ITEMS

OTHER

- **Solar Screen** - \$20 rebate per window for 80 percent minimum solar-heat blockage, with a \$200 cap.
- **Window Film** – Professionally installed application with .45 solar heat gain coefficient for a rebate of 45¢ per square foot with a \$200 cap.
- **Residential Pool Pump (High Efficiency Variable Speed)** - \$150 rebate for installing a pump with a variable speed unit.
- **Low-E or Double Paned Window Installation** - \$20 rebate per window with a \$600 cap.



GREAT REBATE PROGRAM ITEMS

COMMERCIAL & INDUSTRIAL LIGHTING

- Per Fixture, 30¢ per watt saved. Must have a pre-inspection visit to be eligible for rebate.
- WCEC will calculate wattage saved and verify rebate up to \$2,000 annually.



EXAMPLE OF FORM

Abbreviated T&Cs
the same on all forms

Terms unique to
the type of rebate

Standardized
upper portion

Unique criteria



INSULATION Application for Rebate

Terms & Conditions - Wood County Electric Cooperative's (WCEC) Rebate Program (effective JULY 1, 2014) is an incentive program for current WCEC members that enact specific qualifying energy efficiency measures. Availability is limited. Rebates will be processed and honored on a first-come, first-served basis until the budget is expended. To claim, a member must submit an official WCEC form and all required documentation. Once funds are depleted, any pending rebates will not qualify. A member is limited to receipt of \$2,000 in rebates annually. All rebates will be in the form of a credit to the member's account. No cash will be awarded. Claims must be submitted within 30 days of purchase.

Insulation Installation - Residential Members, upon validation, can receive rebates of up to \$600 on the installation of single-family residential insulation as per the schedule below:
 1.) Any insulation with R19 or above can qualify for 11 ¢ per square ft. with \$500 max rebate.
 2.) Spray Foam Insulation can qualify for 30 ¢ per square ft. with \$600 max rebate.
 The member must include copy of vendor receipt with member address of installation, as well as BEFORE and AFTER photos of the newly insulated space. Further, if requested by WCEC, the member must agree to a site visit during normal cooperative business hours (weekdays M-F) by cooperative personnel for verification.

Required Information (Please Print or Type)

Member Name		Member Account #	
Service Address		Phone #	
Member Signature		Claim Date	
Email Address		Purchase Date	
Insulation Service Date		Cost	
Company Name		Technician Signature	
Phone Number			
Type of Insulation	Foam or Other	Sq. Ft. Installed	R Value
Copy of Receipt Attached	Yes or No	Expected Rebate Amount	11 ¢ X _____ sq ft = \$ _____ 30 ¢ X _____ sq ft = \$ _____
To process via mail, send completed claim to: Wood County Electric Cooperative Attn: Great Rebates PO BOX 1827, Quitman, TX 75783		To process via email, scan and send the required documentation to: greatrebates@wcec.org	

WCEC reserves the right to inspect the Member's property and equipment associated with a rebate request to determine eligibility. WCEC is not a party to any agreement between the Member and any service provider hired by the Member to install equipment or materials (i.e., heat pumps, insulation) or to perform services (i.e., HVAC tune-ups) in order to qualify for a rebate. The Member and such service provider are solely responsible for satisfying rebate eligibility requirements. All rebates are at the sole discretion of WCEC's Rebate Administrator who will validate whether the rebate terms were met.

Questions? Call WCEC and ask for the Rebate Administrator at (903) 763-2203 or e-mail greatrebates@wcec.org

WOOD COUNTY
ELECTRIC COOPERATIVE

July 2014



WOOD COUNTY
ELECTRIC COOPERATIVE

MORE T&Cs

- All rebate claims are subject to WCEC's review and approval. WCEC reserves the right to inspect the Member's property and equipment associated to determine eligibility for any rebate offer.
- On incomplete or incorrect submissions, WCEC has no duty to notify the member, but will attempt to return the application.
- Re-submitted applications will be processed first-come, first-served based on the re-submittal date.
- Employee/members are eligible to participate.





GREAT REBATES

Energy Conservation has its own rewards.

And GREAT REBATES are a happy little bonus.

ENJOY!



Energy Efficiency Demonstrators

WCEC displayed these energy efficiency modules at civic clubs and community events. The set consists of three modules that focus on different areas of energy efficiency including: insulation, lighting, and wall air infiltration. Each module is dynamic in nature and requires electricity to fully convey the intended concepts.



The insulation module clearly shows a comparison of the effectiveness and R-Value of fiberglass, vs cellulose vs foam type insulations. It also has typical cost data. This display has both heat and air filtration. Thermometers and a wind chamber indicate the effectiveness of each type of insulation.

The wall section module includes a fan and displays how air infiltrates through the holes or crevices around pipes in a wall section that is not insulated. It also depicts air that can escape through an uninsulated light switch plate.

The lighting module contains various energy efficient CFL and LED bulbs and shows the vast difference in energy savings over the more conventional incandescent bulbs. The actual kilowatts can be displayed real time, and the user can turn on one or all of the bulbs to see the difference in kWh used.

