

Tideland Topics

REAL PEOPLE. REAL POWER.

A NEWSLETTER FOR THE MEMBER-OWNERS OF TIDELAND ELECTRIC MEMBERSHIP CORPORATION

REAL MONEY: Board anticipates electric bill credit for next 14 months

At their September meeting, Tideland EMC's board of directors voted to issue a wholesale power cost adjustment (WPCA) credit of 0.4498¢ per kilowatt hour (kWh) on all bills rendered between October 1 and December 31, 2013.

Through the end of September, the co-op had already issued \$1.38 million in member credits through the WPCA and if fourth quarter electric

sales are consistent with the same period in 2012 it is likely that total WPCA credits for 2013 will reach \$1.75 million.

Looking ahead, Tideland expects WPCA credits to continue through the end of 2014 barring any unforeseen market conditions.

While the co-op has conservatively been preparing the membership for the elimination of the WPCA credit in the past few months, power buying conditions have remained more favorable than forecast. The Department of Energy's October report predicts that in 2014 electricity prices will increase only 1 percent nationally. That is a decline from the current year forecast of 2 percent price hikes. DOE's forecast for the southeast region is even more favorable for 2014 than the national outlook.

Lower winter rates begin November 1

Winter rate schedules are effective with all residential bills rendered between

November and April. For bills rendered between May and October 2012, the published rate per kilowatt hour (kWh) was 11.968¢. On November 1, the published rate per kWh will drop to 11.027¢.

Year round, all kWh sales are subject to a wholesale power cost adjustment (WPCA), which has been a credit since January 2013. We anticipate a monthly WPCA of -0.498¢ through the end of the year, which will bring the price per residential kWh down to 10.529¢.

During winter 2013, the co-op's average price per residential kWh was 10.51¢.





Right-of-Way Maintenance Update

Tree trimming contractors have concluded their scheduled work for 2013 earlier than anticipated, thanks to favorable weather conditions and the absence of any major storms. No additional tree trimming will take place this year with the exception of danger trees. Tideland currently operates on a 5-year trimming cycle with 20 percent of the electric system trimmed annually.

Mowing crews will work south of the Pamlico River in November on West Rd., Hwy 306 North of Aurora, Hickory Point Rd., Idalia Rd., Bay City Rd., Hwy 33 East of Aurora and Spring Creek Rd.

Message to our Member-Owners: Understand remote payment limitations

By Paul Spruill

General Manager & CEO

We strive hard to make doing business with Tideland EMC as convenient as possible.

That's why we've introduced several new services to help you manage your electric account. Those new services include electronic billing statements delivered straight to your inbox.

In your November electric bill you'll find an insert with step-by-step instructions to access the online member portal, where you can find your daily meter readings and track weather data as it relates to your use of electricity. On the backside of the insert you'll also see detailed instructions about enrolling in our alerts and reminders program so payment due dates won't creep up on you.

Which brings me to one alert option you definitely want to sign up for if you use a third-party remote payment service to send payment to Tideland. While you are welcome to use a remote payment service like those operated by Walmart or local check cashing businesses, you need to understand that it can take up to 10 days (sometimes even longer) for Tideland to receive the funds. Because we have no contractual relationship with those service providers we have no way of knowing that they have taken your payment until it arrives in our mailbox. If you make payment in close proximity to your disconnect date you run the risk of having your electric service cut off and no access to the funds once they are in transit.

If a remote payment service is the most con-

venient method for you to make payment to Tideland we advise that you:

- initiate the payment two weeks before the disconnect date on your bill, and
- sign up for "payment confirmation" alerts from Tideland EMC so you'll know when the remote payment service funds have been applied to your electric account.

Better yet, you may want to consider using a pre-paid debit card to make your payment over the phone or online with Tideland. We do not charge a handling fee or surcharge for credit and debit card transactions. We also accept money orders and when you mail it to Tideland it is often more quickly received than the funds from a remote payment service.

Give a H.U.G. this Christmas

Want to brighten the Holiday Season for someone special? Give a H.U.G. ... a Home Utility Gift!

We'll be glad to credit any Tideland EMC member's account in the gift amount of your choice. Gifts must be paid in full with cash, check or credit card.

We'll also provide you with a special holiday greeting card to notify the recipient of your gift. Call 1.800.637.1079 for details or visit any Tideland EMC office.



Outage text messaging gaining fans

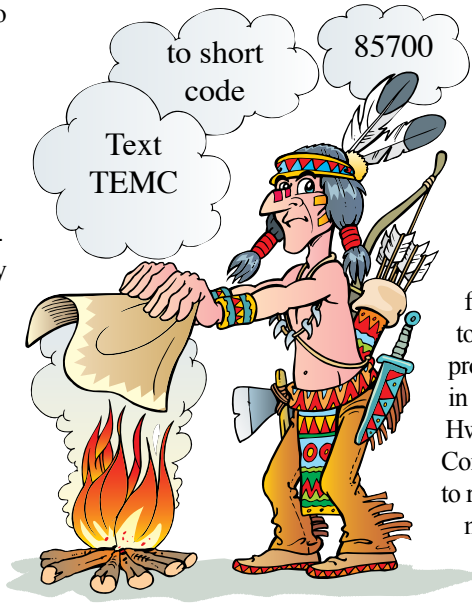


They say when life gives you lemons, make lemonade. Well, sometimes you have to take service problems and turn them into service opportunities. Tideland EMC did just that the first part of October when we experienced transmission service interruptions on both sides of the Pamlico River.

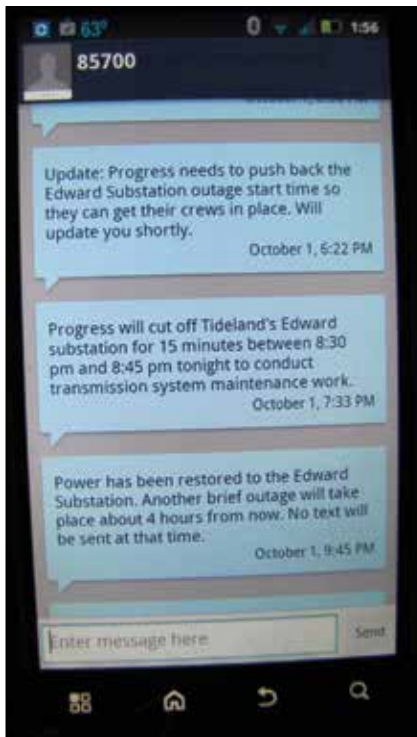
On October 1, Progress Energy notified Tideland of the need to cut off transmission service to our Edward substation in southern Beaufort County so they could replace a failing piece of equipment. Initially they gave us less than 2 hours advance notice. Tideland posted announcements on Facebook and Twitter and sent a press release to all local media. Then we sent text messages to our

Text Power subscribers served by the Edward substation. Several more messages were sent throughout the evening as Progress revised its outage times and a message was sent once power was restored (see screen shot on bottom left).

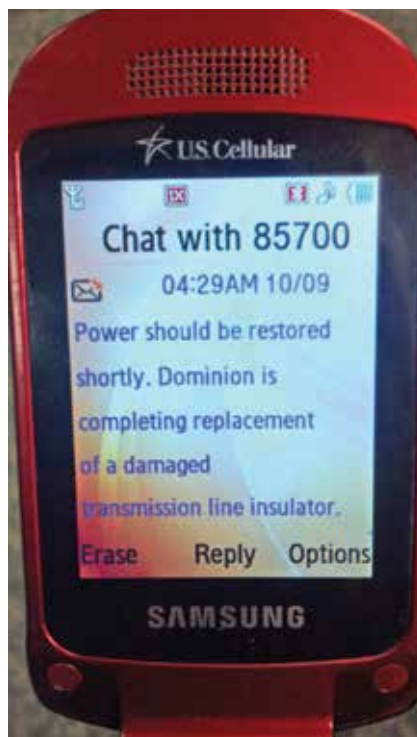
A week later, Tideland members north of the Pamlico River experienced two transmission outages. On the morning of October 8 at 4:30 a.m. 9,000 members in Beaufort, Hyde and Washington counties lost power when Dominion Power's transmission line failed. Tideland immediately responded with posts on Facebook and Twitter along with news releases to local media. Then we put the text messaging system into action issuing updates as events unfolded. Dominion was able to isolate the transmission problems to a section of line in Beaufort County between Hwy. 32 and the Terra Ceia Community allowing Tideland to restore power to 3,000 members served by the Washington and Five Points substation. A



(continued on page 28)



Messages sent during the Edward substation outage



Final message sent during the Dominion transmission outage

1. **Energy Star® Lighting**

41% return on investment

2. **Duct Sealing**

41% return on investment

3. **Energy Star® Front Loading Washer**

37% return on investment

4. **Programmable Thermostat**

30% return on investment

5. **Water Heater Jacket**

28% return on investment

6. **Energy Star® Refrigerators, Heat Pumps and Dishwashers**

18-27% return on investment

7. **Air Sealing & Increased Insulation**

8-9% return on investment

text message was sent to those members confirming restoration.

Meanwhile, Tideland crews assisted Dominion with an extensive line patrol. After deeming the line clear of all foreign objects, Dominion reenergized the transmission line at 9:15 a.m. and power was restored to the remaining 6,000 members.

Dominion crews continued to inspect the transmission line throughout the day, even employing the use of a helicopter equipped with infrared to identify the possible cause of the outage but to no avail. The following morning, at 12:21 a.m., another transmission outage occurred. Like the Tuesday morning outage, 9,000 members were originally without power. Tideland restored power to the 3,000 members served by the Washington and Five Points substations at 1:15 a.m. Fortunately, a vigilant observer on the ground saw an electric arc when the transmission line breaker operated which led Dominion crews right to the cause of the repeat transmission problems: a damaged insulator. While we generally will not send text messages between the hours of 11:00 p.m. and 5:00 a.m., we decided to issue a text message update at 4:29 a.m. to let affected members know power was about to be restored as Dominion wrapped up repairs. True to our update, power was restored at 4:30 a.m.

During the first nine days of October, Text Power enrollments increased more than 10 percent as word spread among members about the service. What was even more impressive was the dramatic drop in phone calls to the co-op's call center whenever a text message update was sent. While we are not yet able to drill down to individual services with our outage text messaging service, we can specifically target members by substation. So it is important that you provide your Tideland EMC account number when you enroll in the service so we can assign your cell phone number to the appropriate substation group.

To enroll in Text Power outage messaging simply text the letters TEMC to short code 85700. You will then receive a text message asking for your Tideland EMC account number. Once that is received you will automatically be enrolled in Text Power. To end enrollment at any time text "STOP" to short code 85700. While Tideland does not bill you for the service, standard text messaging fees may apply depending on your cellular service contract. Pre-paid cell phones may block short code text messaging so consult your carrier.

If you prefer to receive outage updates via email we offer that service as well. To enroll visit www.tidelandemc.com and click on the "Sign up for Outage Messaging" link and complete the account update form.

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www.tidelandemc.com

BOARD OF DIRECTORS

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Paul Spruill

EDITOR

Heidi Jernigan Smith

Weekday Member Service

252.943.3046

800.637.1079

24-Hour Outage Reporting & Automated Services

252.944.2400

800.882.1001



**THANKSGIVING CLOSING: OUR OFFICES WILL BE CLOSED NOVEMBER 28 & 29.
CREWS WILL REMAIN ON CALL TO HANDLE OUTAGES & SERVICE EMERGENCIES**

NOVEMBER 1-3, 2013 :

Shop the last Energy Star sales tax holiday



North Carolina's last Energy Star sales tax holiday will take place November 1-3. Clothes washers, freezers, refrigerators, central air conditioners, room air conditioners, air source heat pumps, ceiling fans, dehumidifiers, and programmable thermostats will be exempt from state and local sales and use tax when purchased during the sales tax holiday period.

Retailers typically support the sales tax holiday with special deals on many of the qualifying products so be on the lookout for sales circulars as the holiday draws near.



**Know what's below.
Call before you dig.**

**SIEMPRE
LLAMA
ANTES DE
EXCAVAR**