



# Tideland Topics

REAL PEOPLE. REAL POWER.

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

## \$1 MILLION IN SIGHT: WPCA credit rebounds after July dip

By the time you read this, you could very well be enjoying a nice afternoon breeze as the countdown begins to autumn. Far removed from your thoughts may be the July 2016 scorcher. It was the third-warmest July on record as a “heat dome” gripped 26 states in the central and Southern states.

Locally the average temperature was 83°F for the month of July, 2 degrees above normal. Combine that with 12 inches of rainfall, double the average for July, and you have one hot, sticky mess requiring additional air conditioning and dehumidification. That resulted in 15 percent more cooling degree days, which translates into increased energy use.

WPCA Credit Comparison		
Billed month	2015 credits	2016 credits
January	\$134,501	\$169,247
February	\$214,693	\$204,958
March	\$207,836	\$155,231
April	\$113,038	\$128,700
May	\$50,772	\$111,943
June	\$17,136	\$84,979
July	\$29,174	\$61,621
<b>YEAR TO DATE</b>	<b>\$767,150</b>	<b>\$916,679</b>

Fortunately, August ushered in a much more favorable wholesale power cost adjustment (WPCA) credit, which will help Tidelanders cope with increased energy use. The August credit is \$6.59 per 1,000 kilowatt hours (kWh). That's the highest the credit has been this year and a significant departure from the continuing decline in the credit, which had dropped to \$1.84 per 1,000 kWh in July. By the end of August we expect WPCA credits to exceed \$1 million. In 2015, the co-op issued WPCA credits totaling \$1.3 million.



### *Poles are not sign posts*

As election day nears, a friendly reminder that it is illegal to attach signs and posters of any type on utility poles. Staples, nails and tacks can create dangerous obstacles for utility workers especially in the event that they need to climb the pole. Their jobs are dangerous enough so help us keep them safe.



## Message to our Member-Owners: Plug into the portal

By Paul Spruill  
General Manager & CEO

### Right-of-Way Maintenance Update

Lucas Tree Experts will conduct tree trimming on the Pinetown circuit during September. Roads include Ripp Hwy., Windley Canal, Christian School Rd., and Pilley Ave., and all side roads in that area.

Mowing crews will be working on side roads in Pinetown and from Hwy 32 at Five Points towards Plymouth along Hillis, Long Ridge and Reno roads.

Please lend your full support to our right-of-way maintenance efforts.

Increased energy use translates into higher energy bills, which inevitably increase phone traffic into the cooperative's call center. Such has been the case following the July heatwave.

Fortunately, our call center representatives now have at their disposal both daily and hourly meter readings that prove helpful in solving energy mysteries long after weather events have passed.

Better yet, you have access to that data and more when you log into the secure online member portal. To get started have your electric bill handy. In the middle of your bill is an activation password for first-time users. If you can't find one, phone our call center at 800.637.1079 and one will be provided.

Go to [www.tidelandemc.com](http://www.tidelandemc.com) and click on the link to the **Member Portal**. From the portal home page select **My Usage** and then **Usage History**. At that time you should be prompted to sign in. Once you have obtained a secure connection you can view charts detailing both your daily and hourly energy use. You can see it presented as kilowatt hours or as energy dollars spent.

You can overlay your consumption with any number of variables including temperatures, degree days, humidity, heat index, wind speed, and yes, even the percentage of cloud cover for a given hour.

While you're logged into the portal I highly encourage you to go to the **My Alerts** tab and set up a high-energy use alert. When doing so please note that you are asked to enter a daily energy use maximum. For example, if your goal is to never have an electric bill over \$300 then you would want to enter \$10 in the alert field because \$300 divided by 30 days equals \$10. Likewise, if your goal is to never exceed \$210 a month enter \$7 in the daily use field. Remember, if you do receive a high use alert that shouldn't instill panic. Extreme weather can lead to isolated instances of high energy use. But if you receive alerts multiple days in a row you may want to go in search of an energy use culprit such as a water heater leak, damaged ductwork or improper thermostat operation.

These tools put you in the driver's seat when it comes to energy consumption.

## Celebrating 75 Years of Member Service

Our story is and always will be about real people. People who dare to dream. People committed to principled leadership. People for whom service isn't just a job, it's a calling. People who value the communities we call home. People who are resilient and faithful and not afraid of heavy lifting when their purpose is true.

What makes a power company a cooperative? The same thing that makes a house a home. People. And in our book, Tideland people are the best.



Learn more about the history of Tideland EMC at [www.tidelandemc.com/history](http://www.tidelandemc.com/history)



# LANDSCAPING

Landscaping doesn't only add beauty to your home, but it can also improve your home's comfort and **lower your energy bills.**

## Landscaping for Shade

**Shading** is the most cost-effective way to reduce solar heat gain in your home and **cut air conditioning costs.** To effectively shade your home, you need to know the size, shape and location of the shadow that your shading device casts.



**FACT:** In tree-shaded neighborhoods, the summer daytime air temperature can be up to **6 degrees cooler** than in treeless areas.



**#DidYouKnow:** A well-planned landscape can reduce an unshaded home's air conditioning costs by **15-50 percent.**

Maple leaves change color with the seasons



## Deciduous vs. Evergreen.

What's the difference?

Deciduous trees block solar heat in the summer but let in sunlight during the winter.

Evergreen trees and shrubs provide continuous shade.



Camphor trees are evergreen trees that can grow up to 30 m tall.

Maple tree



**Plant a 6-8 foot deciduous tree near your home,** and it will start shading your windows in the first year. Depending on the species and the home, it will shade the roof in **5-10 years.**



## Planting Tips

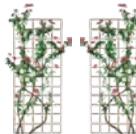


**Plant deciduous trees to the south of your home** -- they can screen 70-90 percent of the hot summer sun while allowing breezes through.

Oak tree



**Plant trees with crowns lower to the ground** on the west if you want to shade from lower, afternoon sun angles.



**Plant bushes, shrubs or climbing vines with a trellis** to shade your patio area.

Hens and chicks is a type of succulent groundcover plant.



To cool air before it reaches your home, plant **shrubs and groundcover plants.**

## This month in Tideland history

**September 1935:** The first NC utility to borrow REA funds was Tidewater Power, an investor-owned utility that later provided power to Pamlico-Beaufort EMC

**September 3, 1940:** The organizational meeting of Pamlico-Beaufort EMC was held at the Pamlico County courthouse. More than 200 citizens attended.

**September 1967:** Woodstock EMC opens its new Pantego office, which today serves as Tideland's corporate office.

**September 16, 1999:** Hurricane Floyd slams the North Carolina coast.

**September 18, 2003:** Hurricane Isabel made landfall, causing \$1.7 million in damages to Tideland's electric system. It also destroys the original Pamlico Power & Light ice plant in Engelhard.



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REAL POWER.

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[www.tidelandemc.com](http://www.tidelandemc.com)

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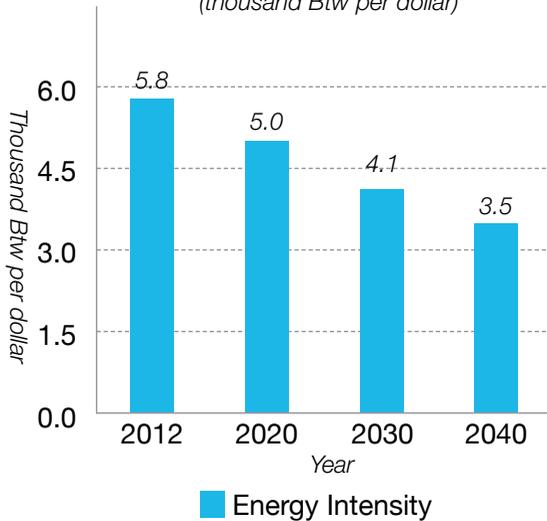
Tideland EMC is an equal  
opportunity provider & employer



## Global Energy Efficiency Increasing

Energy intensity is a measure of the energy efficiency of a nation's economy. High energy intensity indicates a high price or cost of converting energy into gross domestic product (GDP). In the past 25 years, energy intensity worldwide has dropped by one-third and is expected to continue to decline at a rate of 2% annually.

World Energy Intensity  
(thousand Btw per dollar)



ON THE GO? GO MOBILE: TO DOWNLOAD OUR FREE MOBILE ACCOUNT MANAGEMENT APP SEARCH "MY TIDELAND" @ GOOGLE PLAY OR ITUNES



# BRIGHT IDEAS 2016 - 2017



**K-12 educators ARE ELIGIBLE**

**TIDELAND EMC HAS PLEDGED A MINIMUM**  **\$10,000**

GRANTS OF UP TO \$2,000 ARE AVAILABLE FOR CREATIVE, CLASSROOM PROJECTS  [NCBrightIdeas.com](http://NCBrightIdeas.com)

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September 23, 2016

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