



# Electric Water Heating Programs

Hot water is a convenience that we count on all day, every day. Pierce Pepin Cooperative Services (PPCS) can keep you in hot water. With two electric water heating programs for you to choose from—off-peak or managed—one is sure to help you get the most out of your budget.

## Load Management Program

All electric water heaters electrically served by PPCS must be connected to PPCS' load management system to qualify for reduced electric rates or rebates.

Load management is an energy conservation technique used to keep the amount of electricity consumed in balance with the amount generated. When demand for energy exceeds the seasonal load and capacity limits, equipment such as water heaters are switched off by our wholesale power supplier, Dairyland Power Cooperative, through a radio signal-based system.

Our load management programs help PPCS to manage electric load during peak periods of demand, which reduces the wholesale power costs paid to Dairyland. Peak demand periods usually occur on a daily basis between 6:00-10:00 a.m. and 5:00-9:00 p.m. Seasonal peak demand periods occur during the coldest or hottest weather days or nights.

Load management receivers and related equipment are provided and installed by PPCS at no cost to the member.

## Off-peak Water Heating

- Storage rate (winter):** 5.5¢/kWh
- Storage rate (summer):** 7.6¢/kWh
- Dual-fuel rate (winter):** 6.75¢/kWh
- Dual-fuel rate (summer):** 8.75¢/kWh

PPCS' off-peak electric water heating program gives you a reduced electric rate if you also use some form of off-peak storage or dual-fuel electric heat (5-kilowatt minimum). To receive the low off-peak electric rate, the water heater is metered separately.

*Rebates may apply if unit is 80 gallons or larger and is connected to PPCS' load management system (see reverse side). Off-peak electric rates are available with this program. The water heater can be purchased from PPCS or any vendor that meets the energy efficiency requirements.*

### Off-peak storage water heating

The storage program allows you to heat your water 10 hours each day during "off-peak" periods when the demand for electricity is less—during the nighttime, mid-morning or afternoon hours. This water heating system has sufficient storage capacity to supply your hot water needs during the "on-peak" hours when demand is higher. The storage water heating program requires a minimum of an 80-gallon water heater.

### Off-peak dual-fuel water heating

Electric water heating that qualifies for the dual-fuel rate is dependent on the type of electric heating system used. Electric water heaters on this rate may be interrupted at various times throughout the day based on the demand for electricity.

## Water heating cost comparison

Winter Storage Rate		Break Even Points	
Electric Rate/kWh*	Gas WH Efficiency**	L.P. Gas/Gallon	Natural Gas/Therm
5.5¢	57%	85¢	92¢
5.5¢	60%	89¢	97¢
5.5¢	70%	\$1.04	\$1.13
5.5¢	80%	\$1.19	\$1.29
5.5¢	90%	\$1.33	\$1.45

## Winter Dual-Fuel Rate

Winter Dual-Fuel Rate		Break Even Points	
Electric Rate/kWh*	Gas WH Efficiency**	L.P. Gas/Gallon	Natural Gas/Therm
6.75¢	57%	\$1.04	\$1.13
6.75¢	60%	\$1.09	\$1.19
6.75¢	70%	\$1.27	\$1.38
6.75¢	80%	\$1.46	\$1.58
6.75¢	90%	\$1.64	\$1.78

\*Cost reflects the per kilowatt-hour energy charge. It does not include any applicable Power Cost Adjustment. Electric water heater used for comparison purposes is 90% efficient and is model data for 120-gallon water heater as contained in GAMA publication. \*\*Data on gas water heater efficiencies is from Gas Appliance Manufacturers Association (GAMA) listing.

## Managed Water Heating

The managed electric water heating program requires a water heater capacity of at least 50 gallons. Water heating is interrupted up to a maximum of 6 hours a day (based on your water heater capacity) during periods of high electrical demand or during system emergencies.

*Rebates may apply if unit is 80 gallons or larger and is connected to PPCS' load management system (see reverse side). Off-peak electric rates are not available with this program. General service rates will apply. The water heater can be purchased from PPCS or any vendor.*

**For more information, call your Pierce Pepin Cooperative Services energy advisors or visit [www.piercepepin.com](http://www.piercepepin.com).**



Live Better.®

A Touchstone Energy® Cooperative



# Electric Water Heating Products and Rebates

## Electric water heater service:

Available during regular business hours.  
Monday through Friday, 8 a.m. - 4:30 p.m.  
The current service call rate will apply.

## Terms and Conditions

The Energy Sense program provides rebates for the qualifying purchase and installation of products and/or services for members receiving electric service from PPCS.

- Products and services must be purchased and/or installed between January 1 and December 31, 2012.
- Completed rebate forms and required documentation must be received by PPCS no later than January 3, 2013.
- Rebates will not exceed member's contribution.
- Rebates are subject to change without notice.
- Rebates are in effect through December 31, 2012, or until funds, by incentive or total, are depleted.
- Rebates will be issued in the form of a credit to member's electric account.

Safe, economical heating options from PPCS <span style="float: right;">*Price does not include applicable sales tax.</span>					
Brand	Size	Energy Factor Required	Price	Rebate	Price after Rebate*
Vanguard Residential	50 gal.	N/A	\$409.00	N/A	N/A
Vanguard Residential	80 gal.	0.90 or >	\$739.00	\$250.00	\$489.00
Vanguard Residential	120 gal.	0.85 or >	\$949.00	\$400.00	\$549.00
Marathon Residential	85 gal.	0.90 or >	\$999.00	\$250.00	\$749.00
Marathon Residential	105 gal.	0.85 or >	\$1049.00	\$400.00	\$649.00
Marathon Commercial/Dairy	85 gal.	0.90 or >	\$1049.00	\$250.00	\$799.00
Marathon Commercial/Dairy	105 gal.	0.85 or >	\$1149.00	\$400.00	\$749.00

Rebates for water-related products not sold by PPCS	
Product	Rebate
Heat Pump Water Heater (integrated) – EF 2.00 or >	\$300 per unit
Solar Storage Water Heater (w/electric backup under LM)	\$300 per unit
Low Flow Shower Head – 2.5 GPM or <	Up to \$5 per unit
Low Flow Faucet Aerator – 1.5 GPM or <	Up to \$1 per unit

## More Ways to Save

- **Wisconsin Focus on Energy Program:** Financial incentives for energy efficiency and renewable energy projects. [www.focusonenergy.com](http://www.focusonenergy.com)

## Water Softeners

Did you know that water quality could affect the performance and useful life of your water heater? That's right! Hard water scale can reduce the capacity of your tank and coat the heating elements of an electric water heater, drastically reducing its heating efficiency and increasing your utility bill.

Hard water causes wear and tear on all water-using appliances, not just your electric water heater. Appliances like your dishwasher and washing machine will also last longer and perform better with soft water.

Now you can bring your water quality to a new level and save money with Water-Right® solutions from PPCS.



### Water-Right® Impression Series® softeners

**Starting \$729<sup>00</sup> at just**

- More efficient water heating
- Less maintenance on appliances
- Plumbing fixtures stay cleaner and last longer
- Saves on soap
- Reduces salt usage compared to standard softeners
- FREE water test to determine which system is right for you

For more information, call your **Pierce Pepin Cooperative Services** energy advisors or visit [www.piercepepin.com](http://www.piercepepin.com).



Live Better.®

A Touchstone Energy® Cooperative 