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Sulphur Springs Valley Electric Cooperative, Inc.

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2011 JUL 21 P 2:31
311 E. Wilcox, Sierra Vista AZ 85635

Arizona Corporation Commission

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JUL 21 2011

July 21, 2011

AZ CORP COMMISSION
DOCKET CONTROL

DOCKETED BY


Docket Control
Arizona Corporation Commission
1200 W. Washington Street
Phoenix, AZ 85007

RE: Sulphur Springs Valley Electric Cooperative submitted its 2011/2012 DSM/EEE plan on May 31, 2011 and was assigned Docket Number E-01575A-11-0223. We have an additional program we wish to include in this submission. Please add the attached four pages to our proposed program for consideration.

To Whom It May Concern

All communications concerning this application should be sent to:

David Bane
Sulphur Springs Valley Electric Cooperative, Inc.
311 East Wilcox
Sierra Vista, Arizona 85635
520-515-3472
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With a copy to:

Jack Blair
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Respectfully Submitted,

David Bane
Key Account Manager

Cc Docket Control (Original plus 13copies)
Steve Olea, Director of Utilities





Sulphur Springs Valley Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 

2012 and 2013

DSM/EEE

IMPLEMENTATION PLAN

Filed Pursuant to A.A.C. R14-2-2401, Et Seq.

Additional Program Submission

Submitted by:

Jack Blair

Chief Member Services Officer

520-515-3470

and

David Bane

Key Account Manger

520-515-3472

July 21, 2011

SSVEC requests that this additional program be considered as part of the 2012/2013 DSM/EEE Implementation plan that was submitted on June 1, 2011.

Program Title: Member Communication and Awareness Project

1) Program Description:

Customer awareness programs have shown that providing the customer with comparative usage information and energy saving tips on a monthly basis has demonstrated a 3-5% reduction in consumption for residential consumers for those who embrace the program. Because SSVEC has an aggressive energy saving communication program via bill inserts, consumer magazine, radio, and newspaper ads, we would like to add this additional communications tool as it is the next logical level of communications.

SSVEC's Meter Miser Guide (MMG) (see sample on page 4) will be a new page in the monthly bill. The guide will compare each customer's bill with those customers with a home of similar age and size. Preliminary planning shows the formation of approximately 55 groups by age and total square footage. We don't feel that trying to add any other variables such as number of bathrooms, bedrooms, etc...or to increase the number of groups would increase the participation to a higher level to justify the significant additional expense to gather this level of detail. The MMG will only use a portion of the page and the balance will be used to provide energy saving tips, consumption examples, and Public Service Announcements (space permitting).

2) Objective:

To encourage Consumers to lower their energy consumption by comparing homes of similar Square Footage and Age. Those customers who find their monthly bills are above the average will be encouraged to contact SSVEC to obtain information on how to lower their energy bills. The MMG will reinforce the good habits of those customers who are in the lower cost side of the comparison.

3) Market Segment:

This program is targeted specifically to residential Consumers

4) Estimate Customer Participation:

This is a Customer Education Program and will be an addition to their monthly bill no actions by the consumer are required to enroll in the program. We estimate a 15-25% active participation level (based on similar programs) where active is defined as "people responding to the MMG to lower consumption."

5) Estimate of Baseline:

We will use the 2010 average kWh per Residential Customer as the baseline for this project

6) Estimated Societal benefits and savings:

Similar programs have shown a 3-5% reduction in consumption for those who participate.

7) Estimated Societal Costs:

Our preliminary estimates show a development cost of approximately \$10,000.00 (from existing budget) with an additional estimated \$10,000 for increased mailing cost (from the advertising budget).

8) Estimated Environmental Benefits:
Reduction of 3-5% of kWh consumption and production for those who participate. This is estimated to be 2,939 MWh reduction per year. Which represents 2,709 tons of CO2 reduction

9) Estimated benefit-cost ratio of the program

Using 2010 total residential sales as the baseline.

a. Residential kWh sold	367,327 MWh
b. Assumed 4% savings (of the 20% participation)	2,939 MWh reduction
c. Implementation Costs	\$10,000
i. Development Cost per Residential Customer	\$ 0.242
Additional Mailing per Residential Customer	\$0.24 (annual)
ii. Estimated savings per customer	\$ 8.76 per year
• 750 kWh average per month	
• 9000 kWh per year	
• 4% of 9000 = 360 kWh X \$0.1217 = \$43.81 X 20% (20% participation)	
d. Benefit / Cost ratio	18

10) Marketing and Delivery Strategy:

Prior to the MMR being inserted into the bill, an article in Currents will announce the new insert in the bill and explain how to read and interpret the data. Because we are modeling our MMR on the Energy Savings Guide found on all major appliances we feel acceptance will be simple.

11) Estimated Annual Costs:

The estimated cost to develop this new insert will be mostly a onetime production and programming cost. The on-going cost will be the additional postage with the addition of another page in the bill. One-time Development Costs are estimated to be \$10,000 and the reoccurring cost for postage is \$10,000. Costs to be shared by the Program Development and Advertising budgets.

12) The implementation Schedule:

The purchase of the County Assessor's data was part of the Smart Grid Project so we hope to have this project completed within 6 months of the updating of the mapping and billing systems with the County data. Target will be the first quarter of 2012 if not sooner.

13) Monitoring and Evaluation:

Using 2010 as the baseline, we will compare the Average kWh per Residential Customer after the program has been in place for a full calendar year. A consumer telephone poll will be used to further evaluate the program at the sixth month to check on program acceptance. Findings will be reported in the next DSM/EEE report.

14) Other information:

SSVEC has a very aggressive Customer education and conservation advertising program. We are looking at using this as an additional tool to get the conservation message out to the public.

SSVEC'S METERMISER GUIDE

This comparison* is for homes in our service area of similar size and age.

This is a simple way to compare your usage to others in our area.

This Month's Energy Cost

\$115.23

Lowest

\$67.49

↕

Highest

\$155.27

SSVEC offers tips to save energy and free energy audits to help you lower your energy consumption.

We also offer Loans to help you improve your buildings thermal properties in the way of insulation, windows and doors and more efficient heating and cooling equipment.

Please visit our website at www.ssvvec.org for energy savings tips. Call 520-515-3497 or e-mail Energyaudits@ssvec.com to schedule a home audit.



Sulphur Springs Valley Electric Cooperative, Inc.
A Division of Georgia Power

*Number of people in the home, different types of heating and cooling systems, life style, window facings and other factors beyond size and age have an effect on your energy bill.

- From the 101 Low Cost / No Cost Home Energy Savings Guide
Kitchen
25. Use your refrigerator's anti-sweat feature only if necessary.
 26. Switch your refrigerator's power-saver to "ON," if available.
 27. Clean refrigerator coils annually.
 28. Set the refrigerator temperature to 34° - 37°F and freezer temperature to 0° - 5°F.

What does it cost?

MISCELLANEOUS EQUIPMENT					
Item	Typical Voltage	Period Of Use	Cost Per Use At \$0.085 Per kWh	Number Of Uses Per Month	Cost Per Month At \$0.085 Per kWh
Fridge	1500	1 hr.	\$0.15	10	\$1.48
Garage Door Opener	350	2 min.	0.01	90	0.11
Heating Fan	248	1 hr.	0.04	7	0.06
Home Computer*	200	1 hr.	0.04	60	1.78
Light Meter	1200	1 hr.	0.12	4	0.49
Small Desk Fan	300	15 hrs.	0.45	20	13.50
Water Pump	1000	3 hrs.	0.27	4	1.08
Washing Machine	1000	3 hrs.	0.27	300	81.00

* includes CPU, monitor, and printer. Actual consumption will vary with age of system.

Around the Town

The Buena High School Drama Department presents "Minnie's Boys" the early years of the Marx Brothers. Performance is on March 17th, 18, 24th and 25th at 7:00pm at the Performing Arts Center. Tickets available at the door.

----- DRAFT VERSION -----