

Member Handbook

A Resource for Members of Pella Cooperative Electric



Pella Cooperative Electric

Your Touchstone Energy® Cooperative



Your Cooperative

You Are A Member of Pella Cooperative Electric...



You share in the ownership and governance of the cooperative.

You are an owner.

Cooperatives are owned by the people they serve, called members. We exist to provide electric service to our members, at cost. When revenue exceeds costs, margins are allocated to the members as capital credits.

You have a voice.

The membership comes together annually to elect members to serve as their representatives on the Board of Directors.

Mission Statement - Why We Exist

Pella Cooperative Electric Association is committed to providing exceptional service in a safe manner that sets the standard for reliability and competitively priced energy, and finding solutions that effectively and efficiently fulfill customer needs and expectations.

...Your Touchstone Energy® Cooperative

Pella Cooperative Electric is a Touchstone Energy® Cooperative. This means your cooperative is backed by an alliance of more than 750 cooperatives serving more than 30 million people across the nation. You benefit from the combined ideas and resources of cooperatives locally and nationally. In this alliance, all members gain strength.

Your cooperative answers only to you - delivering reliable power at a price that's affordable to all members, while being good stewards of the environment and good citizens in our communities. At your Touchstone Energy® Cooperative, we are looking out for you.

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Touchstone Energy® Core Values

Integrity

It's about being honest and following through;
living up to the Touchstone Energy® promise.

Accountability

It's being responsible for delivering superior service.
It's simply doing what you say you'll do on a daily basis.

Innovation

Finding solutions for problems, maybe by taking a different perspective.
It may, but does not always, mean new technologies.

Commitment to the Community

Understanding the needs of our community and adding to it's development.
It's about doing what is good for our neighbors and our cooperative.



Your Cooperative

You Have The Power

Cooperatives are different. Unlike most utilities who are controlled by investors, cooperatives are led by members. Anyone who receives electricity from the cooperative is a member.



Members

Members elect the Board of Directors at the Annual Meeting. Members communicate with staff and their board representative on any questions or concerns.



Board of Directors

Directors are members who have been elected to serve as leaders. The Board establishes the strategic direction of the cooperative.



CEO

The Chief Executive Officer is responsible for ensuring the strategic initiatives and goals of the cooperative are met, as determined by the Board.



Staff

The staff is responsible to carry out the day-to-day functions of the cooperative, including operations and administration.

We're Here For You

Mailing Address:

PO Box 106
Pella, IA 50219

By Phone:

641-628-1040
800-619-1040

Online:

www.pella-cea.org
service@pella-cea.org

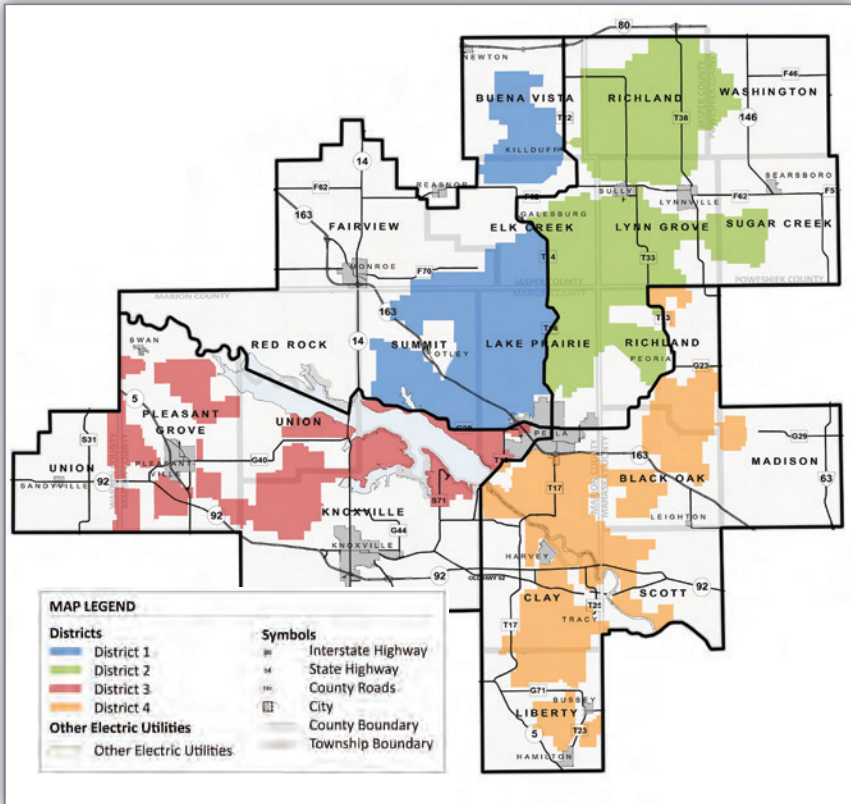
In Person:

2615 Washington St.
Pella, IA 50219

Office Hours: Weekdays from 7:30am - 4:30pm, excluding holidays

Board of Directors

The cooperative has seven directors. Four directors are elected by geographic district (see map below) and three directors are elected at-large (all districts). Each director represents the entire membership. The directors are elected at the annual meeting and serve a term of three years.



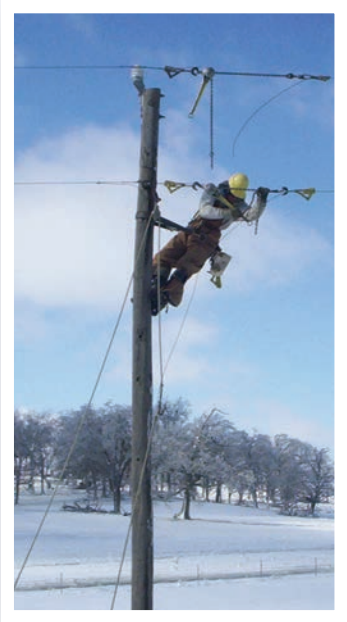
Member Rights and Regulation

The cooperative operates under the Articles of Incorporation, Bylaws, and Tariff. The tariff is the statement of rules and regulations filed with the Iowa Utilities Board. It governs the cooperative's business practices as well as the right of members. Copies of these documents can be downloaded at www.pella-cea.org or supplied upon request.

If you have concerns, please write or call the cooperative. If your concerns are about service, rather than rates, and the cooperative does not resolve your concern, you may request assistance from the Iowa Utilities Board at 877-565-4450 or 350 Maple Street, Des Moines, Iowa 50319-0069 or www.state.ia.us/iub/.

Your Electric Service

Your Service Quality



Through ongoing maintenance, proactive vegetation control, and use of the latest technology, your cooperative is able to avoid numerous interruptions.

Still, interruptions of your electric service can occur due to severe weather, trees & other vegetation, animals, accidents, equipment failure, or maintenance to lines and equipment.

When they happen, the system is designed to prevent full-blown outages. When an object, such as a tree branch, comes into contact with the power line, the system will shut down and restart immediately giving the item time to clear itself. What you see is a blink, and while blinks can be frustrating, they are a sign that an outage was prevented.

Full-blown power outages don't occur very frequently, but rest assured that when they do, your cooperative is fast to respond. Staff is on-call 24 hours a day, 365 days a year, just in case you need us.

Restoring Your Power During a Major Outage

During a major outage, the main goal is to restore power safely to the greatest number of members in the shortest time possible. The steps your cooperative will take to restore power are:

Step 1: Transmission Towers & Lines. Tens of thousands of people could be served by one high-voltage transmission line, so if there is damage here it gets attention first.

Step 2: Distribution Substations. If the problem can be corrected at the substation level, power may be restored to a large number of people.

Step 3: Distribution Lines. Once repaired, all members served by the same line could see the lights come on, as long as there is no problem farther down the system. Work is completed on the lines that affect the most members first.

Step 4: Service Lines. Sometimes damage occurs between your house and the transformer on the nearby pole. This can explain how you have no power when neighbors do.

Special Note: Individual households may receive special attention if loss of electricity affects life support systems or poses an immediate danger. Call your cooperative before an emergency arises.

What To Do If The Lights Go Out

Check Your Meter. Your first step should be to check your meter. If you can see a digital read out on your meter, then the cooperative is supplying power. Check your breakers or contact an electrician.

Contact The Cooperative. If you don't see the digital read out on the meter, call 641-628-1040, or 800-619-1040, to report the outage. Don't assume that others have already called in. You may be the only one without power or there could be damage that affects only your service.

Check on Neighbors & Friends. Some people rely on electricity to power medical equipment. Check on your neighbors and friends to see if they are in need of assistance. Be sure to avoid downed power lines and other threats.

Tune In & Log On. During a major outage, your cooperative will contact local radio stations, including 92.1 FM KRLS, to provide updates. For those who have access to the Internet, updates will be provided on the cooperative's facebook page and online at www.pella-cea.org.

Remember Generator Safety. If you operate a generator, be sure it is on an isolated circuit to prevent danger to crews working on the lines.

Your Electric Service

Help Ensure the Reliability of Your Electric Service

You can help maintain the safety and reliability of your electric service by following these tips:

Be the eyes in the field. If you notice something that raises your concern, let us know immediately.

Avoid planting near electric facilities. Stay away from electric lines, transformers, and meters when planting trees and bushes. As they grow, they can interfere with your service and make restoring power more difficult.

Watch those trees. When a tree is dangerously close to a power line, it can cause blinks, outages, and may even present a danger to your safety. Call the cooperative, and we will take the proper action.

Avoid burning in ditches. A pole that is exposed to the heat of a fire can be weakened, even if the damage is not noticeable.

Poles are not billboards. Signs and left-over nails, can cause delays when restoring your power during an outage and may compromise the safety of the line crews working to get your power back on.

Don't shoot. Don't fire guns towards power lines, transformers, or other electrical facilities. This can cause an outage, and may be a danger to the safety of people nearby.

Your Safety

The human body is composed of 70% water, making it a great conductor of electricity. That could result in injury, or even death. Follow these safety rules when dealing with electricity:

Just Stay Away

The easiest way to avoid an injury is to stay away. Don't go near power lines, don't play on transformers, and never enter a substation.

Always Assume It's Live

Assume all power lines are energized, stay away, and call the cooperative.

Look Up, Look Out, Live

Before raising any conductive object in the air, be sure there are no power lines near you.

Call "811" Before You Dig

When planning a project, call Iowa One Call at least 48 hours in advance to have all underground facilities located. It's free, and it's the law.

Jump Clear To Live

If your vehicle comes into contact with a downed power line, stay inside. If you must exit, jump clear without touching the vehicle and the ground at the same time. Shuffle your feet as you leave the immediate area.

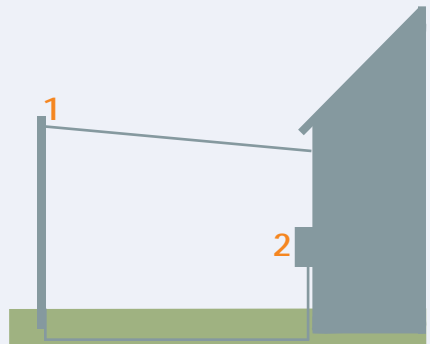
Demonstrations

Pella Cooperative Electric is available for demonstrations at area schools, health fairs, and other events to teach about electrical safety, where electricity comes from, and how to save energy in your homes. If you are interested in having a representative from the cooperative speak with your group or organization, contact the cooperative.

The Point of Interconnection

The cooperative owns and operates the electric system up to the point of interconnection. At this point and beyond, any service is the responsibility of the member.

For single phase service fed by overhead line, the typical point of interconnection is the top of the pole (1). For single phase service fed by underground line, the point of interconnection is usually the meter socket (2). For three phase service, please contact the cooperative.



Your Electric Bill

Your Monthly Bill

The monthly billing statement contains a great deal of information about your account:

- Usage Detail Current and historical electric use information.
- Special Notes Notification of special events or other announcements.
- Location & Meter Service information and figures used to calculate your bill.
- Current Charges Itemization of charges incurred during the current billing cycle.
- Payment Summary Prior payment information and calculation of total amount due.
- Remittance Stub Return this portion with your payment.

Usage Detail

Special Notes

Location

Meter

Current Charges

Payment Summary

Remittance Stub

Pella Cooperative Electric
 PO Box 106
 Pella IA 50219-0106
 A Touchstone Energy Cooperative
The power of human connections

Phone (641) 628-1040
 Toll Free 1 (800) 619-1040
 Office hours 7:30 am to 4:30 pm, Monday through Friday
 www.pella-cea.org

KWH USAGE HISTORY

Number of Days: 1189

Average KWH/Day: 892

Average Cost/Day: 297

Account Number	Map Location	Billing Date	Bill Type

Meter Information

Meter Number	Rate	Reading Date	Previous Reading	Present Reading	Difference	Multiplier	Kwh Used	Non-Coincidental Demand KW	Coincidental Demand KW	Ratchet Demand KW

Energy Cost Adjustment Factor:

CURRENT BILL INFORMATION	AMOUNT
Facilities Charge	\$
ENERGY Meter #	
ENERGY Meter #	
Energy Cost Adj	
Distribution Cost Adj	
Subtotal	
County Tax	
Total	\$

Service Address:

Distribution Cost Adjustment Factor:

OTHER BILL INFORMATION	AMOUNT
Previous Bill Amount You Paid	\$
Prior Balance as of Billing Date	
Electric Monthly Billing Total Amount Due	\$

Please Detach This Portion and Return it with your Payment.

Pella Cooperative Electric
 PO Box 106
 Pella IA 50219-0106
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Account Number:	
Amount Due:	
Due Date:	
Amount After Due Date:	

PELLA COOPERATIVE ELECTRIC
 PO BOX 106
 PELLA IA 50219-0106

How Your Bill is Calculated

Pella Cooperative Electric only charges for the electricity you use. Bills are calculated after the end of the month and are due the first business day of the following month. To clarify, use this example of a billing cycle:

A member uses electricity during the month of January. Pella Cooperative Electric will collect the meter reading on February 1st and begin the process of calculating bills. The bill will be mailed to the member by February 10th and due on the first of March.

The exact charges on your bill are determined by the type of service you receive and the amount of electricity you use. Common charges include:

Facility Charge	The charge covers the expenses associated with having electric service available at your account, regardless of how much electricity you used.
Energy Charge	The cost, as calculated by your rate, for the energy you used.
Energy Cost Adjustment	A variable fee implemented only when power costs exceed the amount budgeted into energy rates. This allows the cooperative to respond to market fluctuations without implementing a rate increase.
Distribution Cost Adjustment	A charge established by the Pella Cooperative Electric Association's Board of Directors annually, based upon the financial requirements of the Cooperative. All rates will be eligible for the distribution cost adjustment as per kWh charge.
Demand Charges	Charges used in three-phase, commercial applications.
Services & Taxes	Charges for additional services, such as security lighting as well as any taxes that may apply.

Your Vacation and Your Electric Bill

When you take off for vacation, take steps to limit energy consumption by giving your energy bill a break too by following these energy saving tips. Be sure to:

- Set the thermostat on your water heater to a cooler setting.
- Turn your heating or cooling system off, or adjust the thermostat lower during the heating season or warmer during the air conditioning season.
- Use a timer on one light, but turn all others off before you leave.
- Unplug electric appliances that consume power when not in use or in "standby" mode. The small amounts used in computers, televisions with remote controls, VCRs, digital clocks, and microwaves will add up over time.
- If you'll be gone for an extended period of time, consider emptying and shutting off refrigerators and freezers.

Your Electric Bill

Choose The Way You Pay

- Online** Access your account, usage and view/pay your bill online at www.pella-cea.org by clicking on SmartHub.
- Automatically** You can sign up to have your monthly bill directly withdrawn from your bank account or charged to a credit or debit card.
- By Phone** Call during office hours to make a payment by credit/debit card.
- By Mail** Mail your payment to PO Box 106, Pella, IA 50219. Allow enough time for the payment to reach our office; the cooperative is not responsible for postal delays.
- In Person** Bring your payment to the cooperative's office at 2615 Washington Street in Pella. Payments can be made in person or in the 24-hour drop box. Pella Cooperative Electric is not responsible for cash left in the drop box.

What Happens if You Can't Make A Payment

We will make every effort to help you stay on track by going above and beyond the actions required to stay in compliance with our tariff as set by the Iowa Utilities Board, including the option of a 12-month payment agreement.

- Late Penalty** If your payment has not been received on or before the due date, a late penalty will be assessed.
- Friendly Reminder** A friendly reminder will be mailed. If you receive a friendly reminder but have already paid your bill, it is a good idea to contact the cooperative. Sometimes the reminder and payment may have crossed in the mail, other times the cooperative may not have received the payment.
- Phone Notification** The cooperative may attempt to contact you via phone about a past due balance to help you avoid further charges on your account.
- Posting Notice** A notice may be posted at your residence 24 hours prior to disconnection. A trip fee will be assessed for this posting.
- Disconnection of Electric Service** If the attempts to contact you to make reasonable arrangements are not successful, your electric service may be disconnected. This will also result in a trip fee being assessed to your account.
- Reconnection of Electric Service** Your power will be reconnected when payment for the past due amount has been received or when other reasonable arrangements have been made. Reconnection will result in a trip charge, which may be greater if requested after business hours.

For a complete list of your rights and responsibilities to avoid disconnection, as determined by the Iowa Utilities Board, please contact the cooperative.

What You Can Do If Your Bill Seem High

Know what you are using.

Everything from your home's construction to your family's lifestyle can affect your monthly bill. When you know the combination of factors that determine your monthly bill, you can make the most effective changes.

Adjust your daily habits.

You can realize potential savings by making simple adjustments to your daily lifestyle - all without spending a dime. For example, instead of setting your heat at 78 degrees, set it at 72 and dress in layers to stay warmer.



Make small improvements to your home.

Small projects can add up to big savings. For example, caulking windows will help keep warm air in during the winter, switching from incandescent light bulbs to more energy efficient LED bulbs provides the same amount of light using less energy, and installing a programmable thermostat controls your home's temperature and energy used on heating and cooling.

Replace outdated or inefficient equipment and appliances.

Upgrading the items that use the most energy - water heaters, heating and cooling equipment, and large appliances - can make a significant impact.

Remember, you're not alone.

Pella Cooperative Electric is here to help. Our staff can help you identify ways to reduce your energy consumption. You can also log on to www.pella-cea.org to find a wide variety of resources. To start, check out the "Top Ten Ways to Save Energy" on the next page.

Even out the ups and downs.

People use more electricity in some months, less in others. When you sign up for budget billing, you pay the same amount each month based on your average bill. This way, you won't be hit with a big bill one month and smaller bill the next.

Your Home

Top Ten Ways to Save Energy

10. **Use power strips on electronics.** As technology advances, it takes more power to operate electronics. Take a large, flat screen TV for example; when it's turned off it still uses the same amount of electricity as a 75 watt light bulb. Plug your electronics into a power strip, and make sure they're completely off with the flip of a switch.

9. **Lower the temperature of your water heater.** In most homes, the hot water temperature could be reduced without a drastic change in comfort.



8. **Install LEDs.** Light Emitting Diode lights use up to 75% less energy than standard incandescent bulbs and they last up to 10 times as long. When you buy new LEDs, save the receipts and you'll get a rebate from the cooperative.

7. **Get a programmable thermostat.** You can set it so the temperature adjusts when you are away from home or sleeping to decrease the amount of energy used to heat and cool your home.

6. **Install a premium efficiency electric water heater or air source heat pump water heater.** The cooperative offers instant rebates on the most energy efficient electric water heaters just for members.

5. **Adjust your lifestyle.** You can make simple changes in your daily life, such as turning off lights when you leave a room, hanging your clothes to dry or closing blinds on a sunny day, to reduce your energy consumption.

4. **Replace an aging central air conditioners with an air source heat pump.** Reduce your summer energy use by installing an energy efficient air source heat pump. The cooperative will help you offset the upfront costs with rebates. An air source heat pump helps with energy efficient heating, so you'll save on your winter costs too.

3. **Look for the Energy Star®.** This little star identifies the most energy efficient products available for appliances, lighting, and electronics.

2. **Teach your family.** Increase your energy saving efforts by getting the whole family on board. In addition to saving immediately, your are helping the next generation of energy consumers become good stewards today.

1. **Install a ground source heat pump.** Get the most energy efficient heating and cooling system available today. A ground source heat pump will reduce your energy costs year round. The cooperative offers rebates to help with the upfront costs, and homeowners recoup their investment quickly.

Rebates Mean Big Energy Savings!

Pella Cooperative Electric offers rebates on the most energy efficient technologies to help you with the upfront costs of reducing your energy consumption. Contact the cooperative today to receive more information on rebate and incentive programs, all designed to help you start saving energy today.

Ground Source Heat Pumps

According to Energy Star®, because they use the earth's natural heat, they are the most energy efficient heating and cooling systems on the market. Though a ground source heat pump is more expensive than traditional heating and cooling systems, you will recover the investment quickly through energy savings.

Air Source Heat Pumps

Air source heat pumps are less expensive than a ground source heat pump and use similar technology to help you reduce your monthly energy consumption. They make a great replacement for aging central air conditioners and provide supplemental heat to help with your winter heating bills as well.

Water Heater Incentives

Water heating can account for a substantial portion of your electric bill. Premium efficiency electric water heaters help your family to reduce energy consumption, without requiring a significant change in your water use habits. The cooperative has premium efficiency water heaters and air source heat pump water heaters available for purchase, with the rebate applied up front.

LED (Light Emitting Diode)

Did you know light emitting diode (LEDs) lights use about 75 percent less energy than standard incandescent bulbs and last up to ten times longer? According to Energy Star®, if every American replaced just one light bulb with an Energy Star® qualified LED, we would save:

- enough energy to light more than 3 million homes per year,
- more than \$600 million in annual energy costs, and
- prevent greenhouse gas emissions equivalent to the emissions of more than 800,000 cars.

Your Home

Homeowner Resources

Your Cooperative

Want to learn more about reducing your energy consumption? Have questions about heat pumps? Interested in helping our environment? We can help! As a member-owned organization, that's what we're here for.

High Lines

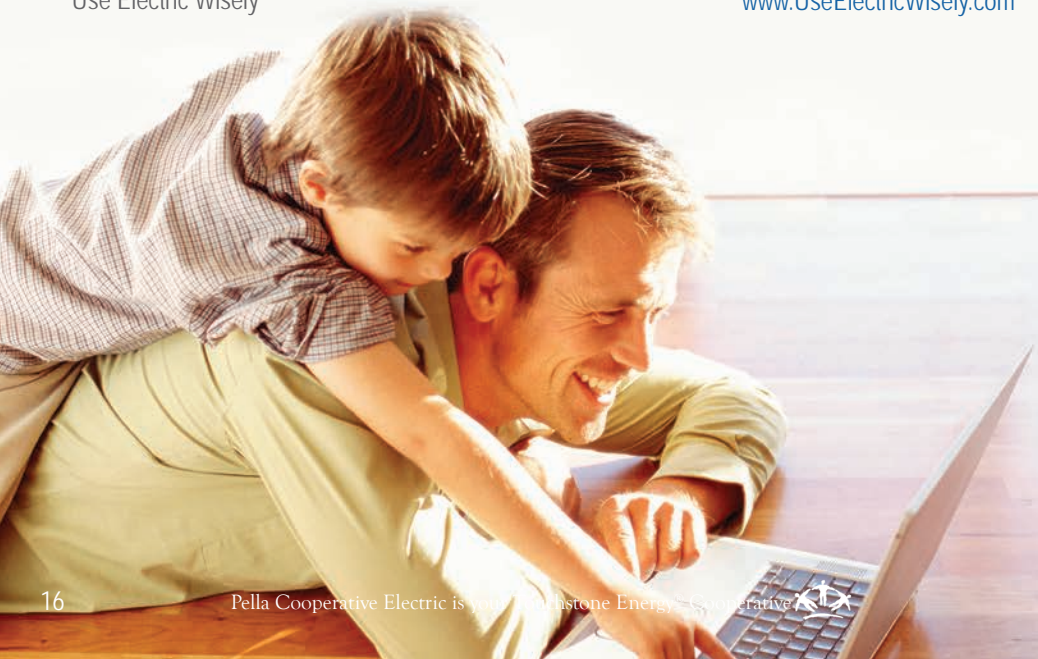
As a member of Pella Cooperative Electric, you will receive the cooperative's newsletter on a regular basis. This publication is packed with information and resources for managing your home's energy and your role as a cooperative member.

Online Resources

We've compiled a great deal of information for you, available 24 hours a day 7 days a week online at www.pella-cea.org. You can pay your bill, apply for a rebate, complete an online energy audit, and find answers to common member questions. You can also check out these websites:

Central Iowa Power Cooperative
Department of Energy - Energy Efficiency & Renewable Energy
Electric Safety Foundation International
Energy Star
Iowa Association of Electric Cooperatives
Iowa Energy Center
Safe Electricity.org
Touchstone Energy
Use Electric Wisely

www.cipco.net
www.eere.energy.gov
www.esfi.org
www.EnergyStar.gov
www.iowarec.org
www.energy.iastate.edu
www.SafeElectricity.org
www.TouchstoneEnergy.com
www.UseElectricWisely.com



Expert Energy Services

Automated Meter Reading

Pella Cooperative Electric has an Automated Meter Reading (AMR) system for all electric accounts. With AMR, you can monitor your daily usage, instead of just monthly totals, giving you greater understanding and control of your electric usage. To receive a copy of your AMR report, please contact the member services department.

Energy Consumption Assessments

During an energy consumption assessment, a representative from the cooperative will come to your residence, identify the sources of your electric use, and make recommendations of the most effective ways for you to reduce your overall consumption. Call the cooperative to schedule your assessment today.

Touchstone Energy Home Energy Saver

This Internet-based tool calculates residential energy use. This comprehensive analysis is designed to help you identify the best ways to save energy specific to your home, your lifestyle. The Home Energy Saver helps you find the resources to make the savings happen.

To access the Touchstone Energy Home Energy Saver, log on to www.pella-cea.org.

Distributed Generation

Think of installing a small-scale alternative energy production system? We have the resources to get you started, including information and contacts with industry experts. Contact the cooperative to learn more.

Co-op Connections® Card

As a member of Pella Cooperative Electric, you will receive a Co-op Connections® card.

Many retailers offer discounts and promotions to card holders. To view all offer details, log on to www.pella-cea.org and click "Co-op Connections".



Strong Cooperative Strong Community

Your cooperative is committed to the success and development of your local community.

Economic Development

When local businesses succeed, the local economy reaps the benefits. Your cooperative partners with businesses in many ways; from assisting with low-interest USDA Rural Economic Development loans to joining with local and statewide economic development agencies to bring real benefits home.

Washington D.C. Youth Tour

As part of our commitment to youth, Pella Cooperative Electric annually sends a high school junior to Washington D.C. on a week long, expenses paid tour in June. To be eligible your family must receive electricity from Pella Cooperative Electric Contact your high school guidance counselor or the Pella Cooperative Electric office for applications and details.

Character Counts!

Operating on the foundation that “you don’t have to be sick to get better”, the Character Counts! program reinforces the six pillars of character. Your cooperative is an active supporter of bringing this valuable program to local schools, businesses, and community

Scholarships

As a member of the cooperative, your high school senior is eligible for one of three college scholarships. Check with your school’s guidance office to apply.

Community Education

Your cooperative is willing to present to groups large and small on a variety of topics: safety, energy efficiency, environmental impact, and more.

You Can Make A Difference Too!

Green Power Program Supports Renewable Energy

Cooperative members can support alternative energy development and use in the state of Iowa. Through the Green Power Program, you can contribute in two ways:

Make a contribution to the Green Power Fund.

You can choose between a one-time donation or contribute on a monthly basis that can be included on your electric bill. The funds will go toward the development of alternative energy production facilities.

Make a Green Power Purchase.

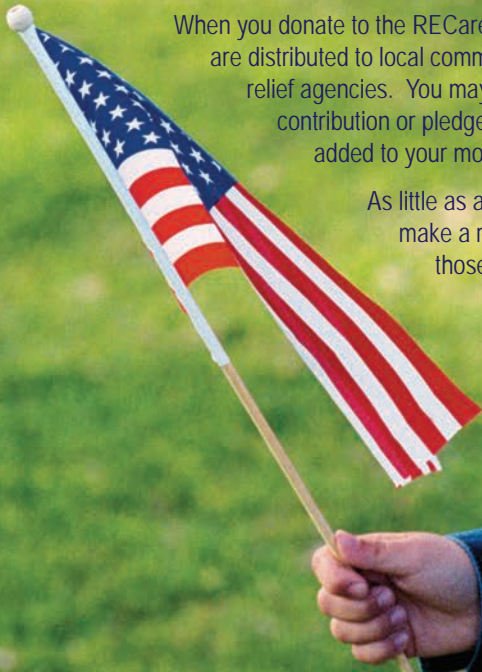
Purchase 100 KWH blocks of alternative energy from existing alternative energy production facilities. Your monthly contribution will be added to your electric bill.

RECare - Neighbors Helping Neighbors

RECare is a program established by Pella Cooperative Electric to assist those who cannot afford to heat their homes or make weatherization improvements.

When you donate to the RECare program, your funds are distributed to local community action and county relief agencies. You may opt to make a single contribution or pledge an amount to be added to your monthly bill.

As little as a dollar a month will make a real difference for those in need.



In Case of A Power Outage
Call 641-628-1040 or 800-619-1040

