



**State Energy Conservation Office (SECO)
Municipally Owned Utility (MOU) or Electric Cooperative (Co-op)
SB-924 Energy Efficiency Report
Data Entry Form**

MOU or Co-op: Sam Houston Electric Cooperative, Inc.
County: Incorporated in Polk County. Also serves parts of Angelina,
Hardin, Liberty, Montgomery, Trinity, San Jacinto, Tyler,
Walker and Jasper counties.
Contact: Keith Stapleton
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1) Is your MOU or Co-op hereby reporting on energy efficiency as required by SB-924, PURA Sections 39.9051 and 39.9052? Yes No

2) Energy Efficiency Goals: Please tell us about the goals that your MOU or Co-op has related to energy efficiency:

Instructions: Provide a brief description of your MOU or Co-op's energy efficiency goals for the previous calendar year. Examples may include information about energy efficiency for MOU or Co-op customers or utility facilities. Supplemental information may be provided at your option on any long-term energy efficiency goals that your MOU or Co-op might have. Please use a separate sheet of paper if you need more space.

A. In 2011, Sam Houston EC performed 237 on-site energy audits for members. These audits are performed at no cost by specially trained Sam Houston EC personnel. Audits include a building inspection to pinpoint energy leaks and other areas of concern. A summary of audit results is provided to the consumer, along with written recommendations for specific improvements.

B. Sam Houston EC members now have online access to Home Energy Suite via www.samhouston.net. By entering data about their home's construction and appliances, members are able to receive a report detailing where their energy dollars are being consumed, as well as a list of suggestions for home improvements that will help them save money. Home Energy Suite uses actual climate data, which results in very accurate reporting.

C. Sam Houston EC member service representatives (MSRs) utilize a special module of Home Energy Suite, which interfaces directly with actual member billing information. This allows MSRs to assist members who call or come into the office, with extremely accurate and pertinent reporting and cost-saving suggestions.

D. In 2012, Sam Houston EC's online version of Home Energy Suite will be interfaced with the Cooperative's CIS system, which will provide members with even more detailed reporting via a Billing Insights module, reflecting their actual historical electricity consumption data.

E. For many years, Sam Houston EC has conducted an extensive member education program related to energy efficiency. Radio, newspaper print ads, *Texas Co-op Power* magazine, press releases and speakers at civic groups and annual meetings are just some of the vehicles used to educate members about energy conservation and efficiency. As an example, the Cooperative's *Texas Co-op Power* magazine, which is distributed to 52,000 members, includes a "Conservation Corner" section that highlights ways to conserve energy and save money on electric bills.

F. The Cooperative's website (www.samhouston.net) contains an Energy Guide section. This section includes energy tips regarding heating and cooling savings, roof and attic care, efficient appliance use and an "Energy Myths Debunked" link, which states the facts about common misconceptions people have regarding energy usage.

G. Sam Houston Electric Cooperative also uses Facebook and Twitter to disseminate energy saving tips.

H. The Cooperative's "Do Watts Right" program is a branding effort to help consumers realize ways to save money on their electric bills. The program emphasizes small steps consumers can take to use electricity more efficiently, and it highlights potential savings from these efforts. The program label has been integrated into the main website, in newspaper ads and in *Texas Co-op Power* magazine. There is also a www.DoWattsRight.net website, which won a Spotlight on Excellence award for best website.

I. Do Watts Right will be transitioned into Touchstone Energy's "Together We Save" campaign in 2012. Together We Save incorporates many of the same energy saving messages, but adds interactive programs and activities, which appeal to all ages.

J. Sam Houston EC joined the Touchstone Energy (TSE) Alliance, a national organization of electric cooperatives, which provides branding, education, and energy efficiency education to cooperative members nationwide. Sam Houston continues to leverage TSE's resources, including energy efficiency campaigns, community outreach, economic development, and employee engagement tools. Sam Houston EC employees appeared in nationally televised Touchstone commercial entitled "The Conversation," which encourages dialog and action regarding energy conservation.

K. Through the Touchstone Energy partnership, Sam Houston EC offers to area schools the "Get Charged! – Electricity and You" educational program. The "Get Charged!" kit includes videos and printed materials that teach principles of electricity, along with energy conservation.

L. Sam Houston EC distributes compact fluorescent light bulbs (CFLs) periodically. In 2012, to commemorate Earth Day, the Cooperative will distribute 1,000 CFL bulbs to walk-in customers at all three office locations.

M. Through their Generation & Transmission cooperative (G&T), Sam Houston EC is participating in development of two new renewable energy generating facilities. The first is a 49 megawatt biomass facility planned for construction in Woodville, Texas. The second is a 24 megawatt hydroelectric facility on Lake Livingston. Many press releases, public presentations and printed materials have been, and will be, distributed throughout the Cooperative's 10-county service area.

N. Over the past two years, Sam Houston EC has interconnected five consumer-owned solar distributed generation facilities, as well as one consumer-owned wind generation facility. A 3 megawatt landfill gas generating facility is also interconnected. Sam Houston EC has standard guidelines in place to facilitate the development of consumer-owned distributed generation.

O. Perhaps one of the most significant indicators of Sam Houston EC's commitment to energy efficiency and conservation is the fact that in 2011, more than \$70,000 was budgeted for print, radio and other efforts directed toward educating members and the general public on how to save energy dollars, as well as the importance of being good stewards of our natural resources.

P. In 2011, Sam Houston EC opened a new headquarters facility in Livingston, Texas. The new building includes a highly efficient heating & cooling system, a computerized lighting system that incorporates natural light, as well as many other energy efficient components. The building was designed by Kirksey Architects, a Houston firm that specializes in energy efficient, "green" buildings.

Q. Finally, Sam Houston EC has established a task force to develop an energy efficiency program specifically for residential members of the Cooperative. Dollars will be allocated to fund energy efficiency improvements in homes of qualified members.

3) Your MOU or Co-op's Energy Efficiency Programs:

Instructions: Input information as applicable; add fields as necessary. For the previous calendar year, please list energy efficiency programs and provide applicable estimated achieved savings – energy and/or demand, or other program performance metric (for example participation.) Add additional lines as needed.

Energy Efficiency Program	Estimated Energy Savings or	Estimated Demand Savings or	Other Program Performance Metric
Home Energy Audits per request	237 in 2011		
Energy efficiency & conservation campaigns – Radio	Six radio stations. \$38,000 budget. Approx. 900 spots.		
Energy efficiency & conservation campaigns – Newsprint & Magazine	Ten newspapers & Texas Co-op Power magazine (52,000 readers)		
CFL distribution	1,000 in 2012		
Energy efficiency public presentations	Reached audiences of approximately 500		
Special "winter savings" feature requested by local newspapers	Reached readership of approximately 15,000		
Customer owned generation – solar	Five installations		
Customer owned generation – wind	One installation		
Customer owned generation – landfill gas	One 3 MW landfill gas generator		
Totals			

4) Program Materials / Additional Information

Instructions: Public information about your energy efficiency programs (brochures, website information, etc.) may be attached and provided with this form.

5) Please submit this form to SECO at: SB924.Reporting@cpa.state.tx.us