

## MEMBER SERVICES

### AUTOMATIC MONTHLY PAYMENT PLAN

Allows your monthly electric bill payment to be automatically deducted from your bank account on the due date. Sign up online ([clayelectric.com](http://clayelectric.com)) or call your local district office.

### ONLINE ACCOUNT INFORMATION

Visit the Clay Electric website ([clayelectric.com](http://clayelectric.com)) and access your account information:

- View your bill statement
- Make a one-time payment online
- View current charges
- View account balance
- View billing history
- View estimated meter reading dates
- Request emailed bill statements (Clay eBill)

**PROJECT SHARE** - Help others by designating a tax-deductible amount to be added to your electric bill or make a one-time donation.

**REMOTE METER READING (RMR)** - Enables a co-op meter reader to obtain the meter reading without entering the homeowner's property. The monthly charge is \$3.95.

**ENERGY SMART REBATE PROGRAM** - Offers rebates for members who install additional insulation in their homes, or who install a high efficiency heat pump or solar water heating system.

**ENERGY EFFICIENCY LOANS** - Available for the purpose of installing certain energy efficiency measures, including metal roofing and solar water heaters.

**SURGEBLASTER** - High quality surge protection equipment at a low monthly lease.

**LONG DISTANCE PHONE SERVICE** - Clay has contracted with TransWorld Network Corp. (TWN) to offer members competitively priced long distance phone service. Call (877) 877-CLAY (2529) for more information.

**PAYMENT STATIONS** - Clay has contracted with Fidelity Express to offer payment stations for paying your electric bill at various businesses in the co-op's service area. Fidelity Express charges \$1.50 for each transaction. A list of payment locations is available online ([clayelectric.com](http://clayelectric.com)) and at your local district office.

## PCA going up due to Seminole power cost increase

Seminole Electric Cooperative, the generation and transmission cooperative that supplies wholesale power to Clay Electric and nine other distribution co-ops around Florida, has announced a 4.2 percent increase in its price of power.

The increase will go into effect in January and will be reflected on Clay Electric members' bills through the Power Cost Adjustment charge. For members who use 1,000 kilowatt-hours (kWh) of electricity, the increase will be around \$5.

The main reason for the increase is to make up for a revenue shortfall created by lower than expected sales. For decades, load growth for electric cooperatives in Florida has been steady, at about 4 percent a year. Seminole, like all electric utilities, makes long-term plans and commitments to meet anticipated load growth. However, in recent years, that growth rate has declined from 4 percent to nearly zero. Due to the drop-off in sales growth, the anticipated revenues needed to cover Seminole's fixed costs have not materialized.

Clay Electric members using 1,000 kWh of electricity will see an increase in their monthly bills from \$113.50 to \$118.50 beginning in January due to the Seminole rate increase.

Even with this increase, Clay Electric will still have one of the lowest rates in the state.

Approximately 72 percent of Clay Electric's annual budget goes to pay its power bill from Seminole.

Power Line is an informational publication of Clay Electric Cooperative, Inc. It is distributed monthly with members' billing statements. If you have questions or comments about the Power Line publication, contact Editor Kathy Richardson at P.O. Box 308, Keystone Heights, FL 32656; email: [Krichardson@clayelectric.com](mailto:Krichardson@clayelectric.com). Clay Electric's website (<http://www.clayelectric.com>) offers online services such as payments, and information about the co-op's programs and services. Clay Electric's Board of Trustees will meet on Dec. 19 beginning at 12:30 p.m. in Keystone Heights.

3040-22517

The Clay Electric Cooperative, Inc. \_\_\_\_\_

# Power Line

December 2013

## Holidays can mean more power usage

Co-op members use more energy during the holiday season and bills may be higher because:

- 1) Holiday lights and decorations use energy; switch to energy-efficient LED holiday lights.
- 2) Holiday entertaining involves extra cooking & baking, which requires extra electricity.
- 3) Holiday guests mean more hot water for showers, laundry and dishwashing; more heating and lighting in guest rooms; & more cooking.
- 4) Shorter days and longer nights mean lights stay on longer, both inside & out.
- 5) Space heaters can be used to provide warmth but they are a less efficient form of home heating. Keep in mind that you can lower your thermostat a few degrees when using a space heater to help offset the additional energy usage.

To save energy and money during the winter, pick up a FREE "Low-Cost, No-Cost Ways to Save Energy this Winter" brochure from your co-op office or online at [www.ClayElectric.com](http://www.ClayElectric.com). Click "Energy Tips" on the lefthand column and click on the link for "Winter Energy Tips."

 Clay Electric Cooperative, Inc. \_\_\_\_\_

A Triadco Energy Cooperative 

## Report from the manager

**Ricky Davis**

General Manager/CEO



### ***In 2013 we accomplished much on your behalf***

**W**e're nearing the end of another year, and it's a good time to share with you some of our accomplishments for 2013.

Member opinion surveys from earlier this year provided very positive feedback from you, our members. We conducted our bi-annual written survey and, for the first time ever, a telephone survey. Both of the surveys asked members about their experiences and opinions related to the co-op. The overwhelmingly positive results indicate we are focusing on the important things — providing excellent service, maintaining competitive rates and making sure outages are handled in a safe and efficient manner. Of the members surveyed, 96 percent said we exceeded their expectations, 95 percent said we were close to their idea of an “ideal utility,” and 96 percent said if they could choose any utility, they would choose Clay Electric.

We are proud to have members willing to participate in the Project Share program to help fellow co-op members with their electric bills. Since its inception in 1997, the program has helped 3,330 members with a total of \$483,854 in disbursements.

We are in the second year of providing you with the Co-op Connections Card program, another member benefit. As a co-op, we believe our commitment to you goes beyond providing safe, reliable and affordable electricity. Our participation in the Co-op Connections Card program is a money-saving tool we are proud to offer to you. As of October, our members have saved more than \$76,000 on prescription drug costs alone.

Members continue to take advantage of a

variety of payment options. Payments remitted electronically continue to grow, including payments taken over the phone by our service representatives, and the self-service options via the web and our Interactive Voice Response system. Also, both our Automatic Monthly Payment Plan and payments via credit cards (through Speed Pay/Western Union) increased during the year. In addition, we now have more than 12,200 members receiving their bill by email.

We now have more than 1,450 Facebook fans, and our communications via Facebook have included power outage reports, news, photos, videos and helpful tips, as well as information about co-op events and programs.

Our employees continued to recognize the importance of working safely. Many of our departments and districts were recognized by the safety division for meeting safety performance criteria established for the year. Clay Electric employees have more than 2.5 million hours (3 years) worked without experiencing a lost-time injury.

We continue to help our members with energy efficiency and energy conservation information. More than 755 members have received rebates totaling \$196,227 this year. Energy efficiency loans totaled 72, resulting in \$369,963 loaned for various energy efficiency upgrades. We conducted more than 700 residential energy surveys this year, which help homeowners get the most benefit from their electricity.

We completed a large number of projects this year that enhanced the reliability of our distribution and transmission systems, and also installed new equipment in our substations.

We finished a GPS inventory of our entire electrical distribution system. Contractors with Davey Resource Group visited each individual piece of distribution equipment, including poles and meters, to record the piece's Global Positioning System (GPS) coordinates. This process ensures our maps are as accurate as possible and will enable us to provide timely and efficient service.

Our new Lake City District office opened this past spring and an extensive remodeling project to expand and enhance our Orange Park District office was completed. Many of our buildings are

showing their age, lack adequate space and need costly repairs. These projects will enable us to better serve our members and lower our maintenance and energy costs.

We continue to invite our members to join Co-op Owners for Political Action (COPA). This is the political action committee focused on the needs of America's electric cooperatives. So far, 259 of you have joined. By joining COPA, our members become part of a strong grassroots network of citizens concerned about the long-term success of the electric cooperative program. COPA supports elected officials and candidates who understand and support electric cooperatives and their members.

This year we celebrated our 75th year of service and over those years our small co-op has grown considerably. We've come a long way since 1938, through the war years and post-war boom of the 1940s and '50s; through the turbulent social changes of the 1960s and '70s; through the prosperity of the 1980s and the technology explosion of the 1990s; and through the increasing focus on environmental concerns in the last decade or so. Despite the changing times, Clay Electric remains true to its original mission to bring its members affordable, reliable electricity and great customer service.

As always, the board of trustees, management and employees appreciate your support. We will strive to do our best for you each and every day.

### **Do not shoot at power lines**

It's fall, and that means hunting activities are underway around North Florida. Clay Electric urges hunters to avoid shooting in the direction of co-op distribution equipment or substations, because replacing damaged equipment can be costly, and outages are an inconvenience.

The co-op also asks members to be on the lookout for persons committing acts of vandalism involving the co-op's distribution system. Shooting at utility distribution or transmission lines and equipment is illegal and dangerous. If a member sees someone targeting Clay Electric's power lines or equipment, please contact the nearest law enforcement agency and provide details of the incident.