

PowerPoints

News & Information for Residential Customers

November 2009



Santee Cooper received the highest numerical score among midsize utilities in the South region in the proprietary J.D. Power and Associates 2009 Electric Utility residential customers Satisfaction StudySM. Study based on 79,552 online interviews ranking 27 providers in the South (AL, AR, FL, GA, LA, MS, NM, NC, OK, SC, TN, TX, VA). Proprietary study results are based on experiences and perceptions of consumers surveyed in July 2008-May 2009. Your experiences may vary. Visit jdpower.com.

Energy Star Home

Santee Cooper began its flagship energy efficient home program, Good Cents, 21 years ago. Through the years it has helped thousands of Santee Cooper customers enjoy more energy efficient homes, saving you energy and money.

On Nov. 1, Santee Cooper proudly rolls out a new residential energy efficiency program building on the success of Good Cents. Energy Star Home, has specific efficiency targets to meet, and that means newer and more appealing incentives to you, our residential customers. Rather than a rate-based program, Energy Star Home will help you become more energy efficient at home through up-front rebates worth hundreds of dollars to you – so you save money right away, and again throughout the years as your lower energy use translates to savings on your monthly electric bills.

In some very important ways, Energy Star Home is still like the Good Cents program – it emphasizes how you can save energy and still be comfortable in your home.

The Good Cents rate is still being offered to existing Good Cents customers who want it and continue to qualify, and to those who applied prior to Nov. 1 for new homes and certify those homes before Nov. 1, 2010. It is closed to new customers, however, so that Santee Cooper can concentrate on helping you turn your homes into Energy Star Homes.

Visit www.ReduceTheUse.com for more information.



Refrigerator rebate program launches!

Is your old refrigerator running? If so, you'd better catch all the energy and money you're wasting.

Energy Star says if you replace a refrigerator from the 1980s with a new Energy Star certified model, you'll save more than \$100 each year in utility bills. And if you're still using a refrigerator from the 1970s, Energy Star says you could save nearly \$200 each year by upgrading to a new Energy Star model.

Santee Cooper customers will save even more, thanks to our refrigerator rebate program. Through its Reduce The Use initiative, Santee Cooper is now offering the following refrigerator rebates to its residential and commercial customers:

- **\$35** to recycle a working refrigerator manufactured before 1993
- **\$40** toward the purchase of a new Energy Star refrigerator
- **\$75** toward the purchase of a new Energy Star refrigerator and to recycle one working refrigerator manufactured before 1993
- **\$110** toward the purchase of a new Energy Star refrigerator and to recycle two working refrigerators manufactured before 1993

Santee Cooper will be responsible for picking up and recycling your old refrigerator for free. For more information visit www.ReduceTheUse.com or call 1-866-706-3985.



New rates take effect

Santee Cooper's new rate structure takes effect Nov. 1, representing the first increase in base rates since 1996 and featuring a rate structure designed to encourage energy efficiency in the warmer, costlier months of summer.

The new rates reflect an average overall annual increase for residential customers of 7.6 percent, including a one-cent higher rate in June, July, August and September, when it costs Santee Cooper more to provide power. For a residential customer consuming 1,000 kilowatt hours a month, this translates to an average overall monthly increase of \$6.59. The new rates coincide with Santee Cooper's launch of Reduce The Use energy efficiency programs that can help you save energy and money (see article on front).

Santee Cooper's new rate structure takes effect Nov. 1.

Visit us at our Carolina Forest office

Santee Cooper has opened a customer service office at Carolina Forest Towne Centre – drop by if you haven't seen it yet. We're located at 3990 River Oaks Drive, Myrtle Beach, 29579, and the phone number is 843-946-5950. Our other offices remain open to serve customers in Myrtle Beach, North Myrtle Beach, Conway, Loris, Pawleys Island, Murrells Inlet/Garden City, St. Stephen and Moncks Corner.



Fall energy saving tips

Cover up when it's cold. Before raising the thermostat, try putting on a sweater or sleeping with an extra blanket. You'll keep your heating costs down and save energy.

Apply door sweeps on exterior doors. They minimize gaps and reduce heat loss.

Don't let air escape from inside your house. In cold weather, keep the damper closed when the fireplace is not in use. You'll keep the warm air in and reduce the need to turn up your thermostat.

Install more attic insulation. Upgrading from three inches to 12 cuts heating costs up to 20 percent and cooling costs up to 10 percent.

Set your thermostat to 68° or lower. Keeping it low in fall and winter will keep your energy bill down.

Use your ceiling fan during winter, not your heater. Reversing the blades pushes warm air down through the room. And you stay warm without turning up your thermostat, helping keep energy costs down.

Visit www.ReduceTheUse.com for more tips to help you navigate cold weather efficiently.



Follow us on Twitter!

Santee Cooper is using Twitter and wants you, our customers, to join us. Twitter is a free online communication service (called a social networking service) that enables its users to send short text updates, links and other messages to a group of followers.

Santee Cooper sees Twitter as another way to keep in touch with our customers, especially during storms and power outages. Already the utility is posting press releases and tips via the service. To follow us, visit <http://twitter.com/santecooper>.

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