

REAL PEOPLE. REAL POWER.

# Tideland Topics

A NEWSLETTER FOR THE MEMBER-OWNERS OF TIDELAND ELECTRIC MEMBERSHIP CORPORATION

## JULY WIND STORM: Transmission damage slowed power restoration

Approximately 16,000 Tideland EMC members lost power on Sunday, July 1, when a surprise wind storm swept through eastern North Carolina shortly after 4:00 p.m.

South of the Pamlico River, outages were concentrated in those areas fed by the Bonneron and Lowland circuits that feed from Tideland's Edward substation. Scattered outages were also reported in Pamlico and Craven counties. Service to most areas served by the co-op's Grantsboro district office was restored shortly after midnight.

However, north of the Pamlico River, approximately 9,000 members remained without power until the morning of July 3 due to a loss of transmission service from Dominion Power. Tideland was one of four retail power companies impacted by the transmission outage.

The Dominion outage began at 4:30 p.m. on Sunday when high winds toppled two transmission structures and

damaged a third near Robersonville. Dominion was delayed in its initial response to the outage because the Richmond based utility had been battling the effects of a violent summer storm in Virginia that left more than one million of their retail customers without power on June 26. Dominion called in crews from 18 states, including their own North Carolina crews, to assist with those repairs that took more than a week to complete. When the July 1 storm hit, Dominion released crews to return to North Carolina to restore transmission service to Tideland and the other utilities. Once on scene, Dominion officials pushed back their restoration timeline when it was discovered that the storm damage was more extensive than originally reported.

Transmission service was restored at 2:57 a.m., Tuesday, July 3 and within two hours Tideland had restored service to 90 percent of the members impacted by the Dominion outage. The remaining homes were restored by mid-day.

*You like us.  
You really,  
really like us.*

Immediately following the July 1 wind storm, Tideland's Facebook page traffic increased 4,654% with more than 160 new "likes" in a 72-hour period.

The new page followers were primarily members north of the Pamlico River who were eager to receive timely power restoration updates. Most enrolled via a cell phone browser. Thanks to the viral nature of social media, some Tideland posts were viewed by 769 Facebook users.

Proving equally popular is Tideland's new text messaging service, which had 159 members opt-in during the same three day period. For more information about the outage text messaging service see page 19.



Like us on  
**Facebook**



## Message to our Member-Owners: Being in the dark doesn't have to leave you in the dark



**Paul Spruill**  
General Manager &  
CEO

### Right-of-Way Maintenance Update

Tideland has hired Lewis Tree Service to trim trees in our rights-of-way. During August they will work the following roads south of the Pamlico River:

- Old Blounts Creek, Mouth of the Creek, Gilead Shores, Core Point, Durham Creek, Bonneron and Minor Run roads

and all adjoining small roads & lanes.

**Our contractors will also be mowing along Slatestone, Pocosin, Respass, Jefferson and Free Union Church roads in Pinetown.**

**Power outages are frustrating enough when they occur. After all, no one likes being in the dark, especially during a week-long heat wave. Being left in the dark about power restoration progress only makes matters worse.**

The unusually brief yet violent wind storm of July 1 gave the co-op its first opportunity to test three new communication tools during a crisis situation. Since Hurricane Irene made landfall last year, Tideland EMC has rolled out a Facebook page, an outage text messaging service and a real-time online outage map viewer.

Between July 1 and July 3, the co-op's website was visited more than 4,682 times by 2,220 on-line users. During that time our new outage map viewer, launched in June 2012, was visited 2,155 times.

Other popular pages were the co-op newsroom and our online storm center.

We were also able to send out our very first outage updates via text messaging. This is a service I highly encourage you to sign up for. While functionality is currently limited to sending out power restoration updates, we are already looking at ways to build on this technology to help manage future energy costs.

Last but certainly not least, the co-op's Facebook page proved particularly popular following the wind storm. Even television news anchors used the site to make inquiries about power restoration. In one case a local TV station shared a Tideland EMC post with viewers announcing the restoration of transmission service north of the Pamlico River.

What's the one thing these three new services had in common that made them so popular among Tideland members following the storm? They could all be accessed via mobile web browsers. Cell phones and the Internet are becoming more indispensable everyday.

More important, when you have access to reliable, timely information, you can make plans to safeguard your home and family until power restoration is complete. That's why Tideland EMC is committed to using every available means of communication to empower you with the information you need when it matters most.

## Tideland delivers over 200 box fans to area agencies



*Tideland director Clifton Paul delivers fans to Linda Potter at Pamlico County Senior Services.*

Tideland EMC made its annual delivery of box fans to agencies in its six-county service area. Each agency follows its own fan distribution criteria based on need. Fans were delivered to the Department of Social Services in Dare, Beaufort and Washington counties and to the Senior Services Centers in Hyde, Craven and Pamlico counties.



WHAT GOES UP COULD MAKE  
YOUR ENERGY COSTS COME DOWN:

## Choose energy smart roofing materials

Area roofers have had a busy year due in large part to Hurricane Irene and the July 1 wind storm. A new roof offers homeowners an opportunity to reduce energy costs if they choose appropriate roofing materials.

Traditional dark-colored roofing materials absorb sunlight and add to the home's cooling load. Costs go even higher when air conditioning ducts are located in the attic. On hot days, dark-colored roofs can raise attic temperatures up to 150-195 degrees. Large temperature swings can cause a roof to expand and contract, causing stress and degrading the roof.

By choosing "cool roof" materials you can reduce building heat-gain, decrease summer attic temperatures by 50 to 60 degrees, reduce air conditioning costs by 15%, and extend the life of your roof. This doesn't mean you need to install a white roof, but the lighter the color the better. If you are particularly attached to a certain roof color then



look for materials that have been specially designed to maximize solar reflectance, usually with special pigments or coatings. Solar reflectance is a measure of the ability of a surface material to reflect sunlight on a scale of 0 to 1. Traditional dark-colored roofing has a solar reflectance of about 0.04 to 0.18, whereas light-colored roofs have a reflectivity of 0.70 or higher.

Better yet, simply request roofing materials that are Energy Star approved. Many metal roofs are now Energy Star approved in a wide variety of colors. Make sure you review the product's performance data to determine long-term solar reflectance because it can decrease some after initial installation.

Tideland does not recommend the use of mechanical attic ventilation, which pulls conditioned air from living space below. Soffit and ridge vents are preferred. Increase attic insulation to R-38 and make sure insulation is not blocking soffit vents.

service location, the co-op was able to send district and transmission outage updates to all members enrolled in the service. The system worked beautifully with message delivery completed in a matter of minutes. The system was also used to send outage updates to members who opted for e-mail notification.

Currently the text messaging service is only intended for one-way communications from the co-op to Tideland members. In the future, we hope to add functionality that will allow members to actually report outages via text messaging.

"While we are able to view incoming text messages, we can't reply to individual text messages sent by members," said program manager Heidi Smith. "Currently the best way to report an outage is to call 1-800-882-1001 and have your account number handy."

To enroll in the free outage text messaging service, text the letters TEMC to short code 85700. You will then be asked to text back your Tideland EMC account number. Once you do so, service activation is complete. Standard text messaging rates may apply.

# 78°

How much can you reduce cooling bills this summer by keeping your thermostat at 78° F?

**5-10%**  
If usual setting is 76°

**10-15%**  
If usual setting is 74°

**15-20%**  
If usual setting is 72°

**20-25%**  
If usual setting is 70°

## Text Messaging System Gets First Real Life Run

Prior to the July 1 wind storm fewer than 70 Tideland members had signed up for the co-op's new outage text messaging service. The new program gained increasing popularity when the wind storm struck, with 159 additional members signing up for the program in a 72-hour period. While the text messaging system had not yet been fully integrated with Tideland EMC's outage dispatch system to allow for custom messaging by

# Now is the perfect time to enroll in levelized billing

Levelized billing takes much of the guesswork out of electric bill payments. Monthly payments are based on a rolling average, so month-to-month payments fluctuate no more than a few dollars. Your electric bill must be current and remain current to be enrolled in the program.

The levelized billing sample to the right shows that instead of paying bills ranging from \$93.58 to \$198.97 (a spread of \$105.39), the member's monthly payment ranged from \$116.68 to \$139.02 (a spread of only \$22.34).

To enroll in levelized billing, call 1-800-637-1079.

Actual Bill	Levelized Payment
\$189.26	\$139.02
\$175.10	\$135.26
\$198.97	\$126.10
\$109.37	\$118.97
\$93.58	\$118.37
\$97.89	\$121.58
\$115.39	\$122.89
\$116.99	\$123.39
\$119.68	\$122.99
\$97.35	\$116.68
\$111.54	\$125.35
\$141.38	\$126.54
\$184.37	\$126.38
\$129.98	\$127.37

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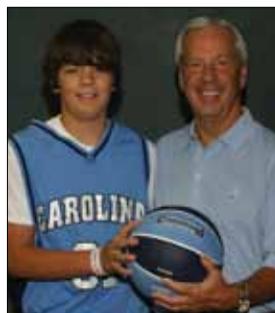
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JOIN US ON FACEBOOK: FOR DAILY INFORMATION RELATED TO ENERGY, YOUR ELECTRIC CO-OP AND WHAT'S HAPPENING IN TIDELAND TERRITORY

## Tideland well represented on the courts



Brittany Franklin with Coach Kelly Harper



Charles Daniels with Coach Roy Williams



Sierra Winstead with Coach Kelly Harper



Kyle Young with Coach Roy Williams

Four area middle school students shot hoops and ran drills with college coaches and student-athletes during basketball camps at the University of North Carolina and N.C. State, thanks to Tideland EMC's Touchstone Energy Sports Camp scholarships.

Brittany Franklin of Roper, a student at Washington County Union School, and Sierra Winstead of Ocracoke, a student at Ocracoke School, won scholarships to attend the Kellie Harper Wolfpack Basketball Academy June 24-27 at N.C. State in Raleigh. Brittany is the daughter of Deborah Frank-

lin. Sierra is the daughter of Dale Winstead and Heather Tetterton.

Joseph Kyle Young of Pinetown and Charles Daniels of Washington were awarded scholarships to attend the Roy Williams Carolina Basketball Camp June 16-20 at UNC-Chapel Hill. Joseph is the son of Ronnie and Melissa Young and is a student at Northeast Elementary School. Charles is the son of Jim and Mary Daniels and is a student at P.S. Jones Middle School.