



# Happy Thanksgiving

**Thursday, November 26**

Our offices will be closed Thursday–Friday, November 26–27, in observance of the holiday.

ANYVA/NOVA | ISTOCK.COM

## WOOD COUNTY ELECTRIC CO-OP

### CONTACT US

501 S. Main St., Quitman  
P.O. Box 1827, Quitman, TX 75783  
**Local** (903) 763-2203  
**Email** [info@wcec.org](mailto:info@wcec.org)  
**Web** [wcec.org](http://wcec.org)

**CEO/General Manager**  
Trey Teaff

### Board of Directors

Cathy S. Roberts, Vice President, District 5  
Jane Roberson, Secretary-Treasurer, District 6  
Mark Sustaire, District 1  
Burke Bullock, District 2  
Kenneth Langley, District 3  
Brent Glenn, District 4  
Freddie Ray Jones, District 7

**24/7**

**Report  
an  
Outage**

**CALL TOLL-FREE**  
1-866-415-2951

**DOWNLOAD THE APP**  
Search for MY WCEC  
in the App Store or  
Google Play

**TEXT**  
Learn how at [wcec.org](http://wcec.org)

### ABOUT WOOD COUNTY EC

Founded in 1938, WCEC owns and maintains more than 5,140 miles of line to provide electric service to over 38,000 meters in parts of nine counties: Camp, Franklin, Hopkins, Rains, Smith, Titus, Upshur, Van Zandt and Wood counties.

### MEMBER BENEFITS AND SERVICES

- Online account access and bill payment
- Paperless E-Bill services
- Free bill-paying app
- Visa, Mastercard and Discover accepted
- SmartPower prepay electric system
- Scholarships and youth programs
- Safety and energy conservation programs
- Operation Round-Up community grants

### MY WCEC

Your cooperative, in the palm of your hand, our free app gives account access 24/7. See usage graphs, get alerts, estimate upcoming bills, pay your bill and quickly report outages. Free in the App Store and Google Play, search for My WCEC and download.

### VISIT US ONLINE

[wcec.org](http://wcec.org)



Your Touchstone Energy® Cooperative 



## WCEC Bills Get New Look

**STARTING THIS MONTH**, Wood County Electric Cooperative bills will have a fresh new look, made possible by the metering system the co-op adopted in 2017.

The new system offers many advantages, including the capacity to detect and pinpoint electricity theft and the ability to remotely connect and disconnect meters, which reduces the amount of time co-op crews spend on the road and cuts down on fuel costs.

The new meters produce more data, which helps Wood County EC advise members on individual service issues and consumption. The meters also produce data that aids in the power restoration process during outages and in performing preventive maintenance.

We're taking advantage of this technology and the data it collects, redesigning our bills to better communicate with you.

To that end we formed an internal bill redesign team last year that consisted of Tommy Brown, director of member relations; Kylie O'Neal, business communications specialist; and Logan Thomas, project engineer. The team first studied, analyzed, and compared various electric bills of other cooperatives and for-profit utilities. They then identified and set goals for our own redesign: to create a bill that is simple and easy to follow, has a pleasing modern design and larger text, and incorporates information on the relationship between weather and kilowatt-hour usage to help members achieve their energy efficiency goals.

Once the team had several preliminary designs, it went on the road to introduce these bill variations at six external forums that included a wide age demographic. They also presented internally to about 30 randomly selected WCEC employees. The purpose of these presentations was to gauge reactions and solicit input on the bill features most valued by

recipients. With this feedback, the team members refined the bill design and presented it to staff for final comments and approval.

Then the really hard work began.

WCEC uses several different software platforms—dealing with billing, metering, outage management, member data management and more—that are integrated to parse data between one another. The bill redesign team worked with the providers of these platforms and co-op employees to extract relevant data and present it in the manner the design required. This stage was the most painstaking and time-consuming part of the process by far.

From start to finish, the new bill design took about a year to achieve, but we think it was worth the time and effort, and we hope you like it. ■



# Features of the New WCEC Bill Design

**A** | The name of the account holder, your account number or member number, the contact number on file with Wood County Electric Cooperative, your meter number, and the service address. Often the service address may simply be a description, such as “red barn.” That’s because the site may not have had an official 911 address at the time service was installed. If you’d like to update your service address, please call WCEC at (903) 763-2203.

**B** | The total amount owed and the payment due date, followed by the amount owed if paid past that due date.

**C** | A spot for a timely customized message that will change each month.

**D** | Factors that contribute to the bill calculations, including the dates the cycle began and ended, number of days included in the cycle, the payment due date and a multiplier, if any, as well as the applicable rate. You’ll also see your prior and present meter reading, and the difference between the two, which is the kWh Usage line and is the amount you’re being charged for this billing period. There is also a spot for a demand charge if a member is subject to a rate that incurs such a charge.

**E** | This chart shows the temperature highs (red dots) and lows (blue dots) for each day of the billing period relative to your high and low usage shown by the line graph.

**F** | A detailed account of how the total balance was calculated. This begins with the monthly base charge, which is a fixed cost. Next you’ll see the charge for the kilowatt-hours used, which is calculated by multiplying the kilowatt-hours used in the

column above by the rate per kilowatt-hour. For residential members, the rate is \$0.06667 per kilowatt-hour, as shown. The demand charge is then added if there is one. This is followed by the power cost recovery factor (PCRF), which is currently \$0.02 per kilowatt-hour, multiplied by the number of kilowatt-hours used for section D. Then, if you have a security light, that charge is added depending on the rate. The next line displays the current amount. Then, for those members who donate to Operation Round Up, the bill is rounded up to the next dollar. The final line displays the total amount due.

**G** | This bar chart depicts your total usage per month for the past 13 months, allowing you to track your usage over the past year.

**H** | A comparison between the usage for this billing period, last month and the same month one year ago.

**I** | This section shows your average use per day, average cost per day and average temperature per day for the billing period. The cost per day is calculated by adding the base charge, kilowatt-hour charge and PCRF and dividing by the number of days in the billing cycle, which in this example is 31. Also note that in this example, because there is a vapor light charge, the PCRF for it is included in the PCRF charge. The calculations are  $\$17.00 + \$134.21 + \$40.62 = \$191.83$  and then  $\$191.83 \div 31 = \$6.19$ .

**J** | The section below the dotted line is the part of the bill that is returned to us if you are mailing a check to the cooperative to pay your bill. It’s an important component for mailed payments because it helps us make sure we apply the payment to the right account.

# WOOD COUNTY ELECTRIC CO-OP

Name: WCEC Member  
 Account No: 12345000  
 Phone No: 903-763-0000  
 Meter No: 1234567  
 Service Address: 100 South Main Street

Phone: 903-763-2203

Outage Hotline: 866-415-2951

Office Hours: 8:00 a.m. - 5:00 p.m.

TOTAL DUE  
09/18/20

**\$200.00**

After Due Date  
\$209.99

### A MESSAGE FROM WCEC

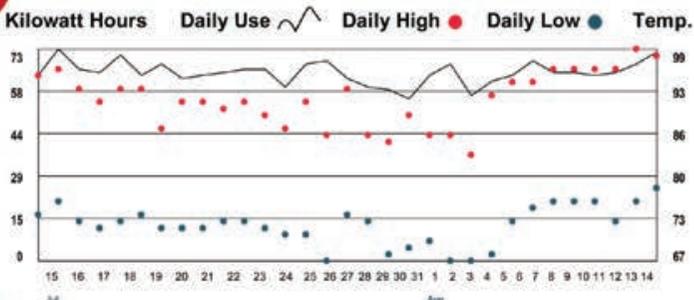
The Board of Directors has retired \$2 Million in capital credits. Amounts owed that are under \$300 will appear as a bill credit on your next statement. Amounts exceeding that will be mailed as a check in December. HAPPY THANKSGIVING TO ALL!

**D** Billing Period Start: 07/15/20  
 Billing Period End: 08/15/20  
 Days of Service: 31  
 Bill Due Date: 09/18/20  
 Rate: 1  
 Multiplier: 1  
 Prior Reading: 55200  
 Present Reading: 57213  
 kWh Usage: 2013  
 kW Demand: 0.000

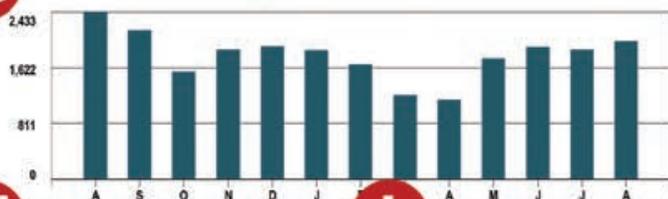
**F** Monthly Base Charge: \$17.00  
 kWh Usage @ 0.066670: \$134.21  
 Demand Charge: \$0.00  
 PCRF Charge @ 0.020000: \$40.62  
 1 100 W LED Coop 18 \$8.00  
 Current Amount Due: \$199.83  
 Operation Round Up: \$0.17  
 Previous Balance: \$203.00  
 Payment Received: -\$203.00  
**TOTAL AMOUNT DUE: \$200.00**

### Comparison Charts

Your Daily kWh Use Relative to Temperature



Your Electricity Use Over The Last 13 Months



kWh Use Comparison

Avg Daily Use & Temp

1927 kWh Last Month	2013 kWh This Bill	2433 kWh 1 Year Ago	65 kWh	\$6.19 Cost Per Day	96 °F
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RETAIN THIS COPY FOR YOUR RECORDS  
 PLEASE DETACH AND RETURN THIS PORTION WITH PAYMENT

TX09540R

# WOOD COUNTY ELECTRIC CO-OP

PO BOX 1827 • QUITMAN TX 75783-2827  
 ADDRESS SERVICE REQUESTED

\*\*\*\*\*SNGLP

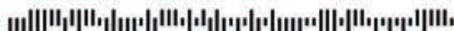
WCEC Member  
 100 South Main Street  
 Quitman, TX 75783

**J**

Simple 24/7 Ways to Pay Your Bill  
 Online at WCEC.ORG or via My WCEC App

Account Number: 12345000  
 Total Due: \$200.00  
 Due Date: 09/18/20  
 After Due Date: \$209.99

WOOD COUNTY ELECTRIC COOPERATIVE  
 PO BOX 1827  
 QUITMAN TEXAS 75783-2827



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