

# Utility-Led EE in Rural Virginia:

How Co-ops and Providers are Getting it Done

VAEEC **2025 Energy Efficiency Forum** 



## **Speakers**

2025 Energy Efficiency Forum



Kris Sieber Dunn
Rappahannock
Electric Cooperative



**Erin Puryear**Old Dominion
Electric Cooperative



**Aubrey Myers** PCCAA



Elena Vera

# Helping Members Save Energy

Kris Sieber Dunn Oct 15, 2025

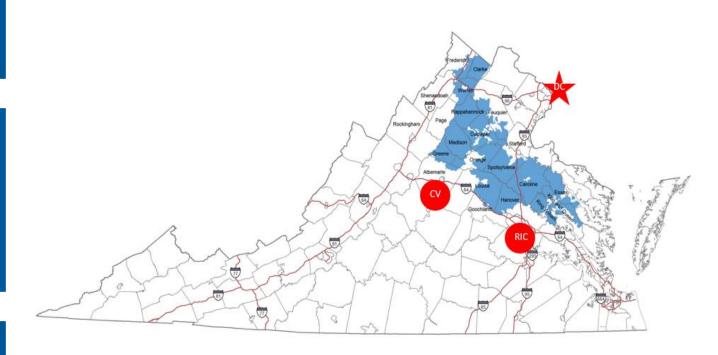


RELIABLE • AFFORDABLE • FOCUSED ON YOU

## **We Are REC**

Our booming 4,000 square mile, 22– county service region stretches from the Blue Ridge mountains to the tidal waters of the Chesapeake

- 184,000 Active Accounts
- \$1.3B Assets
- 18,000 Miles of Line
- 4,500 Miles of Fiber
- >500 Employees
- 2nd Nationally Miles of Line
- 12th Nationally Consumer Count
- 2024 Best Utility Analytics Team
- Top Quartile ACSI





#### **Programs to Promotion**

- Mid-Cycle Review of Accounts
- Billing Programs
  - AutoPay
  - Budget Billing
  - PrePay
- Walk-Thru Audits with MSFRs
- SmartHub
  - Home Profiles
  - Due Day Alerts
- Bidgely alerts
  - Monthly summary emails

#### **EXPLORE USAGE**



#### Time to save!

Based on your energy usage, here are a few tips:

#### Always fill your dishwasher

Only run full loads in your dishwasher to reduce electricity usage when washing the dishes.

#### Turn off the lights!

Smart lighting technology can ensure that you never accidentally leave a light on in your home.

#### Buy a dryer with a moisture sensor

Dryers with moisture sensors will automatically turn off when your clothes are dry.

#### Control temperature while you're away

Programmable thermostats give homeowners more control over their heating and cooling.

Insubscribe





Dear Member

Here are your latest energy insights!

12 Feb 2025 - 11 Mar 2025

Your Bill Summary

Total Amount

\$293

**↓**\$79
-21% vs. previous period



Your Energy Use By Appliance



Heating

\$158



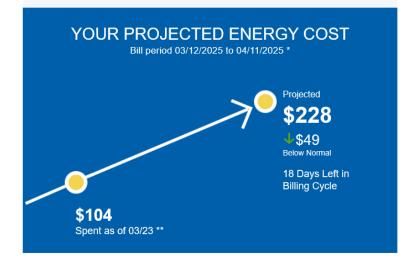
Water Heating

\$41



Here is your projected electricity cost for this billing cycle.

Login to explore your recent usage.



Want to monitor your projected bill?

VIEW PROJECTED BILL



Time to save!

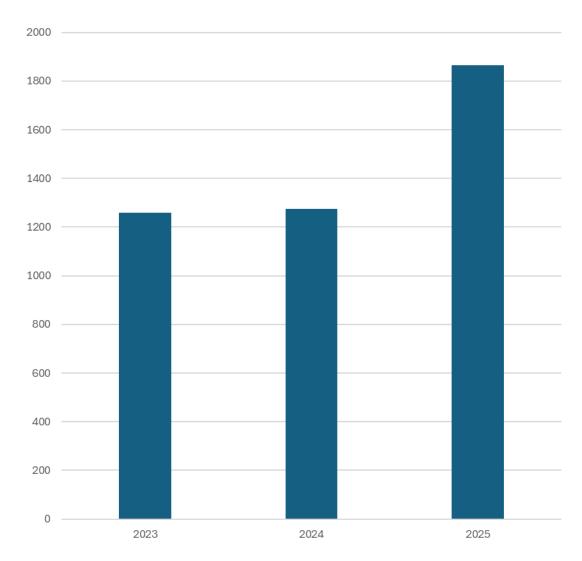
Based on your energy usage, here are a few tips:

Find the magic number



#### Tackling Usage Education

- New Members/ New Location
  - Understanding Your Home
- What Impacts the Bill
  - Weather
  - Daily Habits
  - Equipment Malfunction
- Regular Reminders
  - Social Media
  - Bill Messaging

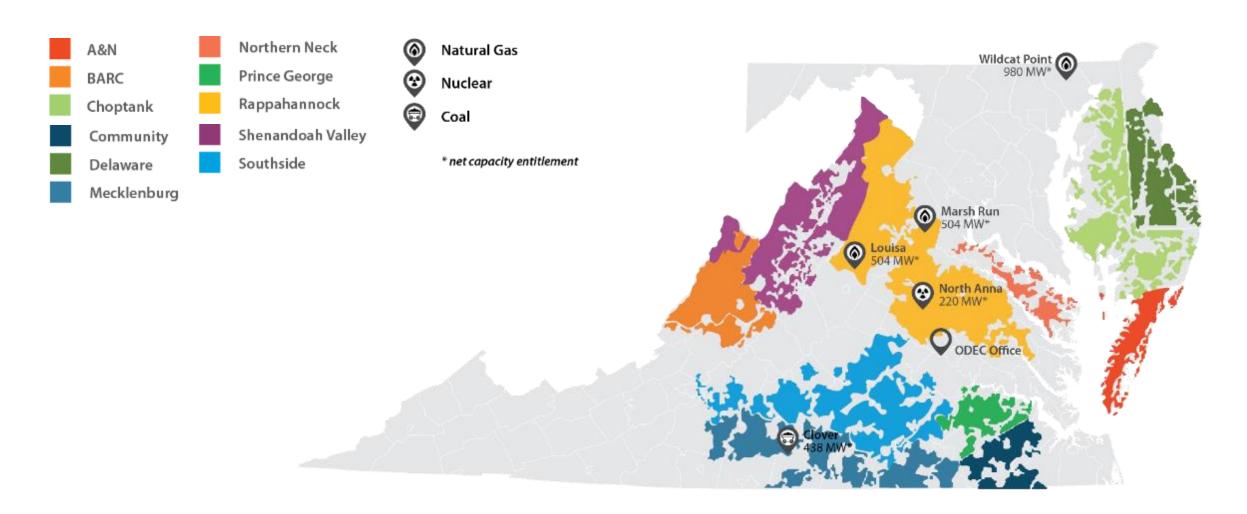


## Utility-led EE in Rural Virginia

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#### ODEC's service territory



#### **Cooperative Principles**



## Voluntary & Open Membership

Open to all persons able to use their services and willing to accept the responsibilities of membership without discrimination.



## Democratic Member Control

Democratic organizations controlled by their members, who actively participate in setting policies and making decisions.



## Members' Economic Participation

Members contribute equitably to, and democratically control the capital of their cooperative.



## Autonomy & Independence

Cooperatives are autonomous, self-help organizations controlled by their members.



## Education & Training

Provided to members, elected representatives and employees. Cooperatives inform the public about the nature and benefits of cooperation.



## Cooperation Among Cooperatives

Cooperatives serve their members most effectively by working together through local, national, regional, and international structures.



## Concern for Community

Cooperatives support the sustainable community development through policy.

#### **ODEC's Focus**

#### Who we are

Old Dominion Electric Cooperative is a not-for-profit, wholesale generation and transmission electric cooperative owned by those we serve.

#### What we do

We serve our Members in Virginia, Maryland, and Delaware by providing a safe, reliable, environmentally balanced power supply at an affordable and stable cost by generating and purchasing electricity, employing industry knowledge, optimizing resources (including DR and EE), enhancing financial strength, and mitigating enterprise risk.

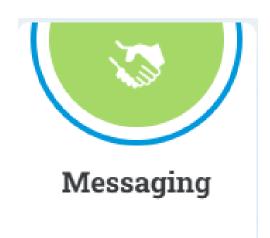
#### Why we do it

To create value for our Members and their retail Members.

#### How we do it

Through effective leadership, we utilize the collective strength of our Members, our Employees, and other cooperative organizations to provide a risk-managed power supply portfolio and other value-added services.

### Cooperatives' EE initiatives in Rural VA









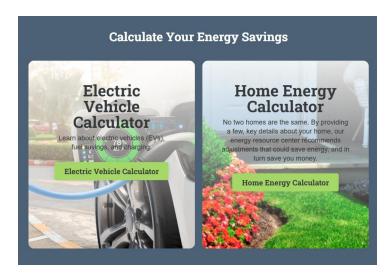




#### EE Messaging / Education Initiatives

- www.odec.com/waystosave
- Energy calculators (home, EV, solar)
- Cooperative Living magazine ads & articles
- Social media posts
- Energy efficiency calendar
- Non-residential energy e-newsletter







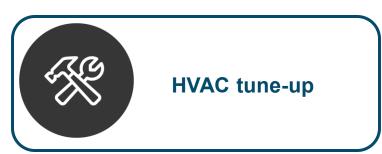
#### Manufactured Homes Program

- New program launch early 2026
- Non-income qualified
- Coordination with WAP program
- Multiple tiers
- Significant energy savings













#### Weatherization Program

#### **Overview**

- ODEC has been working with the WAP agencies since 2018
- Since the inception of the program, we have provided additional funding of approximately 600 homes in Virginia.
- Work with agencies that are serving the same territories with the distribution cooperatives

#### **Challenges**

- Lots of need
- Need for contractors

#### It works!

- Successful partnership with WAP
- Verified Savings

## Contact



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## Aubrey Myers Pittsylvania County Community Action

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#### PCCA and ODEC

- Overview of Weatherization with ODEC
- Job Submission
- Client Relationships
- Lack of Education about Weatherization



### Questions:

Aubrey Myers: amyers@pccainc.org

## **Thank You**

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