

Electric Water Heating Programs

Hot water is a convenience that we count on all day, every day. Pierce Pepin Cooperative Services (PPCS) can keep you in hot water. With two electric water heating programs for you to choose from—off-peak or managed—one is sure to help you get the most out of your budget.

Load Management Program

All electric water heaters electrically served by PPCS must be connected to PPCS' load management system to qualify for reduced electric rates or rebates. Load management is a demand shifting technique used to balance the demand for electricity with the ability to generate or economically purchase electricity.

When demand for electricity exceeds the seasonal load and capacity limits, or if the cost to purchase energy is too high, equipment such as electric heating systems, water heaters and central air conditioners are switched off by a radio signal-based system.

Load management programs help PPCS manage electric load during peak periods of demand and reduce wholesale energy costs paid to our power provider. Although extreme cold or hot weather conditions may affect peak demand, load management programs are structured with enough flexibility so that load reduction can be justified at any time, day or night, to save you and your cooperative money.

Our power supplier is a member of the Midwest Independent Transmission System Operator (MISO) which ensures safe, cost effective, reliable power and equal access to electric generation and transmission across 15 U.S. states and Manitoba, Canada. Use of load management may be affected by the energy demands and weather patterns of the larger MISO region.

Off-peak Water Heating

Storage rate (winter):	6.0¢/kWh
Storage rate (summer):	8.5¢/kWh
Dual fuel rate (winter):	7.5¢/kWh
Dual fuel rate (summer):	9.5¢/kWh

PPCS' off-peak electric water heating program gives you a reduced electric rate if you also use some form of off-peak storage or dual fuel electric heat (5-kilowatt minimum).

Rebates may apply if unit is 75 gallons or larger and is connected to PPCS' load management system (see reverse side). Off-peak electric rates are available with this program. The water heater can be purchased from PPCS or any vendor that meets the energy efficiency requirements.

Off-peak storage water heating

The storage program allows you to heat your water 10 hours each day during off-peak periods when the demand for electricity is less—during the nighttime. This water heating system has sufficient storage capacity to supply your hot water needs during the on-peak hours when demand is higher. The storage water heating program requires a minimum of a 75-gallon water heater.

Off-peak dual fuel water heating

Electric water heating that qualifies for the dual fuel rate is dependent on the type of electric heating system used. Electric water heaters on this rate may be interrupted at various times throughout the day based on the demand for electricity.

Water Heating Cost Comparison

Winter Storage Rate		Break Even Points	
Electric Rate/kWh*	Gas WH Efficiency**	L.P. Gas/ Gallon	Natural Gas/ Therm
6.0¢	57%	85¢	92¢
6.0¢	60%	89¢	97¢
6.0¢	70%	\$1.04	\$1.13
6.0¢	80%	\$1.19	\$1.29
6.0¢	90%	\$1.33	\$1.45

Winter Dual Fuel Rate		Break Even Points	
Electric Rate/kWh*	Gas WH Efficiency**	L.P. Gas/ Gallon	Natural Gas/ Therm
7.5¢	57%	\$1.07	\$1.17
7.5¢	60%	\$1.13	\$1.23
7.5¢	70%	\$1.32	\$1.44
7.5¢	80%	\$1.50	\$1.64
7.5¢	90%	\$1.69	\$1.85

*Cost reflects the per kilowatt-hour energy charge. It does not include any applicable Power Cost Adjustment. Electric water heater used for comparison purposes is 90% efficient and is model data for 120-gallon water heater as contained in GAMA publication. **Data on gas water heater efficiencies is from Gas Appliance Manufacturers Association (GAMA) listing.

Managed Water Heating

The managed electric water heating program requires a water heater capacity of at least 50 gallons. Water heating is interrupted up to a maximum of 6 hours a day (based on your water heater capacity) during periods of high electrical demand or during system emergencies.

Rebates may apply if unit is 75 gallons or larger and is connected to PPCS' load management system (see reverse side). Off-peak electric rates are not available with this program. General service rates will apply. The water heater can be purchased from PPCS or any vendor.

For more information, call your Pierce Pepin Cooperative Services energy advisors or visit www.piercepepin.coop.

Electric Water Heating Products and Rebates

Electric water heater service:

Available during regular business hours.
Monday through Friday, 8 a.m. - 4:00 p.m.
The current service call rate will apply.

Terms and Conditions

The Energy Sense program provides rebates for the installation of qualifying equipment for members receiving electric service from PPCS.

- Rebate not to exceed the cost of equipment.

- Equipment must be installed in 2025.
- Installed equipment must be on cooperative's lines and connected to PPCS' load management system.
- Rebates are in place through December 26, 2025, or until funds are depleted.
- Rebates will be issued as a credit to member's electric account.
- Submit the rebate form and required documentation no later than 3 months after install date, or by December 26, 2025, whichever comes first.

PPCS offers electric water heating options that are safe and economical. Call our Member Relations department today for pricing and availability.

Rebates for water-related products	
Product	Rebate
Residential High Efficiency Water Heater (75-99 gallons, EF \geq .88, under LM)	\$300 per unit
Residential High Efficiency Water Heater (100+ gallons, EF \geq .88, under LM)	\$600 per unit
Commercial Water Heater (75-99 gallons, under LM)	\$300 per unit
Commercial Water Heater (100+ gallons, under LM)	\$600 per unit
*Heat Pump Water Heater (integrated) – EF 2.00+ (under LM)	\$600 per unit
*Solar Storage Water Heater with Electric Back-up (under LM)	\$600 per unit
*Products not sold by PPCS.	

More Ways to Save

Wisconsin Focus on Energy Program:

Financial incentives for energy efficiency and renewable energy projects.
www.focusonenergy.com/piercepepin

Water Softeners

Did you know that water quality could affect the performance and useful life of your water heater? That's right! Hard water scale can reduce the capacity of your tank and coat the heating elements of an electric water heater, drastically reducing its heating efficiency and increasing your utility bill.

Hard water causes wear and tear on all water-using appliances, not just your electric water heater. Appliances like your dishwasher and washing machine will also last longer and perform better with soft water.

Now you can bring your water quality to a new level and save money with Water-Right® solutions from PPCS.



Water-Right® Softeners

Economically priced!

- More efficient water heating
- Less maintenance on appliances
- Plumbing fixtures stay cleaner and last longer
- Saves on soap
- Reduces salt usage compared to standard softeners
- FREE water test to determine which system is right for you



A Touchstone Energy® Cooperative 

For more information, call your Pierce Pepin Cooperative Services advisors or visit www.piercepepin.coop.