

Since 1940

# WISCONSIN ENERGY *Cooperative* August 2025 NEWS



**Price Electric  
Cooperative**

Your Touchstone Energy® Partner 

## GROWING HOPE

### COOL SAVINGS

### A SIGN OF THE TIMES

### PEACH RECIPES







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Aerial photo of the PEC office along with the adjacent pollinator habitat, outlined by the walking trail.

# POLLINATOR PROJECT TAKES FLIGHT

PEC was recently awarded grant funding for pollinator projects through a partnership between the University of Chicago (UIC) and Stantec. UIC coordinates applicants and oversees the disbursement of funds to eligible organizations within the energy and transportation sectors that are dedicated to creating and conserving pollinator habitats.

PEC's main project for this year is on a parcel of land located behind the PEC office. Earlier this year, PEC collaborated with local volunteer fire departments and the DNR to conduct a prescribed burn on the site. These controlled burns are critical for the project goals, as they help to combat invasive species and enrich the soil. Following the burn, PEC planted a variety of native species to help diversify the pollinator habitat. A walking trail borders the habitat, which is currently closed to the public. However, PEC plans to enhance the trail with mile markers, co-op information, and educational signage, with the goal of opening it to the community.



A monarch caterpillar on Milkweed, a native species.

## Pollinator Project Terminology

### What is a pollinator?

Pollinators are an essential species and include bees, butterflies, and birds that facilitate the transfer of pollen between flowers, enabling plant reproduction and seed production.

### What is a pollinator habitat?

A pollinator habitat is an environment designed to support and sustain pollinators like bees, butterflies, birds, and other beneficial insects. These habitats typically include a diverse array of flowering plants that provide nectar and pollen throughout different seasons, ensuring food availability year-round. Additionally, pollinator habitats offer shelter, nesting sites, and water sources to meet the needs of various pollinator species.

### Why is PEC involved?

Electric rights-of-way are dual-purpose corridors for electric utility lines and pollinator habitats. PEC has planted native grasses and wildflowers in select right-of-way areas to manage vegetation while supporting the local ecosystem. These plants will not interfere with power lines or equipment, which makes them fit for the right-of-way. Pollinators contribute to the growth of crops and plants, directly impacting food supply and biodiversity. Supporting pollinator health aligns with cooperative values of environmental stewardship and community well-being.





# SAVE WITH SMARTHUB

## What are the benefits of SmartHub?

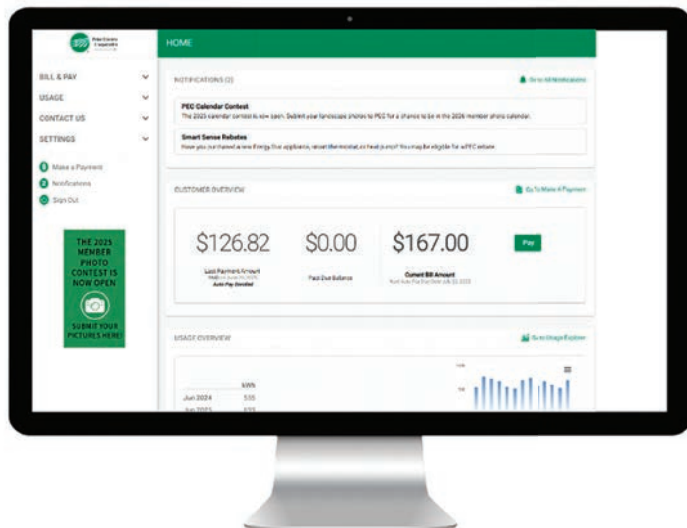
The Smart Hub mobile app and web portal will keep you informed and save you time and money with features like automatic payments and usage monitoring.

**Billing & Payments:** No more waiting for your bill to arrive in the mail; access your bill at any time from anywhere. Save time with easy payment options to avoid late fees and service interruptions. Sign up for automatic payments with your bank account now through August 31, and you may be eligible for a \$10 bill credit.\*

**Alerts & Notifications:** Stay informed on important account events via email or text messages. Receive the information you need to make the right decisions about your account.

**Paperless Billing:** Activate SmartHub paperless billing, an eco-friendly way to instantly access your bill. Sign up for paperless billing now through August 31, and you may be eligible for a \$10 bill credit.\*

**Usage Monitoring:** Worrying about usage or surprising bill amounts can be stressful. With access to this information, you can be in control and make decisions that can help reduce your bill.



## How to Register for Smart Hub

- » Go to the PEC webpage, [www.priceelectric.coop](http://www.priceelectric.coop).
- » On the top of the screen, click Login to Smart Hub.
- » A login page will open; below the sign-in button, you will click "Don't Have an Account? Register now."
- » Time to register! You will need your account number, last name, and email address.
- » Continue to follow the prompts to set up your password, and you are all set!



### \*Autopay & Paperless Credit Notes

- Autopay must be using your bank account to qualify, not a credit card.
- If a member is currently on autopay with a credit card and switches to a bank account, they will qualify for credit.
- One \$10 credit for paperless billing. One \$10 credit for autopay. Must remain on the program for 18 months. Sign-up may only be done online through Smart Hub.
- Promotion applies to new sign-ups only, June 1 — August 31, 2025. See the PEC website for details at [www.PriceElectric.coop](http://www.PriceElectric.coop).

# SMART SENSE MEMBER GIVEAWAY

Through PEC's Smart Sense Rebate Program, members may receive one free smart strip with surge protection. The smart strips may be picked up at the PEC office, with a limit of one per membership.

A smart strip is a power strip that works to prevent energy waste. There is a sensor in the strip that monitors the flow of electricity to the control outlet and when there is a significant drop, it switches off the power to the switched outlets. When your control device goes into sleep mode or is shut off, the smart strip stops energy from flowing to the devices plugged into the switched outlets. More information and instructions are included with the devices upon pickup.



## SMART SENSE REBATES STILL AVAILABLE FOR 2025

### Appliances

*Must be*

*Energy Star Certified*

Air Purifier .....	\$50
*Capped at 50% of cost	
All-In-One Washer/Dryer.....	\$100
Clothes Dryer .....	\$50
Clothes Washer.....	\$50
Dehumidifier.....	\$50
*Capped at 50% of cost	
Dishwasher .....	\$50
Freezer.....	\$50
Inductive Range.....	\$50
Refrigerator.....	\$50
Room Air Conditioner.....	\$50
*Capped at 50% of cost	
Appliance Recycling:.....	\$25
Refrigerator, Freezer, or Room Air Conditioner	

### Lighting

LED Fixture.....	\$1 per 800 lumens
LED Bulbs .....	\$1 each
*Minimum of 5	
Occupancy Sensor .....	\$5
LED Exit Sign .....	\$5

### Energy Conservation

Residential Energy Audit.....	\$350
Compressed Air Audit.....	\$500
Electric Sense Home Program..	\$500
<i>New Home Construction Only</i>	
Audit Recommended	
Improvements .....	\$500
Solar (PV) System.....	\$500

### Water Heaters

Residential Water Heater 50-74 Gallons.....	\$150
Residential Water Heater 75+ Gallons .....	\$1,000
Commercial Water Heater 75+ Gallons .....	\$1,000
Heat Pump Water Heater.....	\$300

\*75+ gallon water heaters must enroll in PEC's load management program to be eligible for rebate.

### Ag/ Commercial/ Industrial

A complete listing can be found on the PEC website.

### 2025 Rebate Conditions:

- Rebates must be submitted within three months of purchase or installation.
- Rebate eligibility may be subject to additional requirements. Please see the rebate form for complete qualifications.
- Rebates are not to exceed the cost of the incentive item.
- Incentives are offered only for properties served by Price Electric Cooperative.
- Funds are limited. Submit required documentation as soon as possible.
- Incentive program is subject to change or cancellation without notice.

### HVAC

Electric Boiler .....	\$50/kW
ETS Unit.....	\$150/kW
Heat Pump: .....	\$300/ton
Air Source & Mini Split	
Heat Pump: .....	\$500/ ton
Commercial Air Source & PTHPs	
Geothermal Heat Pump .....	\$500/ ton
Furnace with ECM Blower Motor .....	\$50
Plenum Heater.....	\$50/kW
Smart Thermostat.....	\$75

# THERE IS STILL TIME FOR OUTDOOR PROJECTS

## Call Before You Dig

Digging without locating underground utilities could leave neighborhoods in the dark, cause thousands of dollars in damage, or cause severe electrical shock. The 8-1-1 "Call Before You Dig" number will route you to your local utility locating service. Make sure to tell the operator where and when you plan to dig and what type of work you will be doing. From there, it takes a few business days for a professional to come mark your public utilities with flags or spray paint.

There are different colors of paint and flags that mark the underground utilities, and each color is universal to what utility is buried.

- **Red** — Electric
- **Orange** — Communications, Telephone/CATV
- **Blue** — Potable Water
- **Green** — Sewer/Drainage
- **Yellow** — Gas/Petroleum Pipe Line
- **Purple** — Reclaimed Water
- **White** — Premark site of intended excavation

Even if you previously had utilities located by calling 8-1-1, it is best to call before every digging project. Underground utilities can shift, and it is important to be certain of where they are before ever putting a shovel in the ground.

The 8-1-1 locators do not locate privately installed facilities. If you have any private utilities, you will need to hire a private utility locator. Some examples of private utilities include underground sprinkler systems, invisible fences, data communication systems, private water systems, or gas piping to a garage.

**Can You Dig It?**

- An underground utility line is **damaged once every few minutes** because someone didn't call 811.
- Call 811, the "Call Before You Dig Number," at least **3 business days** prior to digging.
- 811 locators **do not detect** underground sprinkler systems, invisible fences, data communication systems, private water systems, or gas piping to a garage.
- Even if you have previously had underground utilities marked, **utilities can shift**, so it's best to call before starting a new project.
- Once **all of your utilities** have been located, then you can start your digging project!

Learn more at [SafeElectricity.org](http://SafeElectricity.org)

## SAVE THE DATE

### BREAKFAST IN THE NORTHLAND

Saturday, October 11

7 – 10 a.m.

Price Electric Shop  
W6803 Springs Drive, Phillips

The Recycling Event will be held in conjunction with the breakfast again this year. More details on the recycling and breakfast will be released in the next issue of this magazine or can be found on the PEC website.



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### Amy Jordahl, Editor



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