

Jackson Purchase Energy
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Paducah, KY 42002-4030
270 442.7321 • 800 633 4044

*Your Cooperative Partner by Choice
Online at JPEnergy.com*

June 30, 2012

Mr. Jeff DeRouen
Executive Director
Commonwealth of Kentucky
Public Service Commission
Post Office Box 615
Frankfort, Kentucky 40602-0615

RE: Filing of Demand Side Management (DSM) tariffs

Mr. DeRouen:

As per the directive of the Commission and the extension granted, JPEC hereby files electronically JPEC's tariff number 10 that includes new pages 91-100. The new pages reflect those DSM programs adopted by JPEC's Board of Directors as a result of the filing by Big Rivers Electric Corporation in Case 2012-000142 Implement Demand-Side Management Programs dated March 16, 2012.

Those programs included with this filing within pages 91-100 include:

- DSM-1 High Efficiency Lighting Replacement Program
- DSM-2 ENERGY STAR® Clothes Washer Replacement Incentive Program
- DSM-3 ENERGY STAR® Refrigerator Replacement Incentive Program
- DSM-4 Residential High Efficiency Heating, Ventilation and Air Conditioning (HVAC) Program
- DSM-5 Touchstone Energy® New Home Program
- DSM-6 Residential and Commercial HVAC & Refrigeration Tune-up Program
- DSM-7 Commercial/Industrial High Efficiency Lighting Replacement Incentive Program

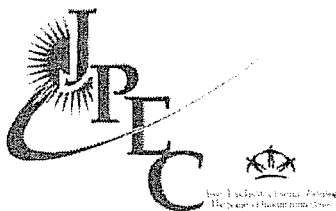
As JPEC has a number of members who wish to begin these programs, we would request approval quickly.

Thank you for your consideration in this matter.

Sincerely,

G. Kelly Nuckols
President and CEO





Jackson Purchase Energy Corp.
 FOR Entire Territory Served
 Community, Town or City

P.S.C. KY NO. 10

SHEET NO. 91

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES
DSM 01 - HIGH EFFECIENCY LIGHTING REPLACEMENT PROGRAM

N
N

Availability

DSM program rates, terms and conditions are available to any Member from a non-dedicated delivery point subject to the limitations and eligibility requirements of this program, and to the rules and regulations of this tariff and as stipulated by the Big Rivers corresponding tariff.

Purpose

This program promotes an increased use of ENERGY STAR[®] rated Compact Fluorescent Light ("CFL") among eligible Members by periodically providing CFL lamps (subject to availability).

Terms & Conditions

JPEC will occasionally distribute up to six (6) CFL lamps to a Member from its main office and other venues.

Evaluation, Measurement and Verification

JPEC and Big Rivers will initiate a process of evaluation, measurement and verification for the program. The process will ensure the quality and effectiveness of the program and optimal use of resources.

N
N

DATE OF ISSUE June 29, 2012
 Month / Date / Year

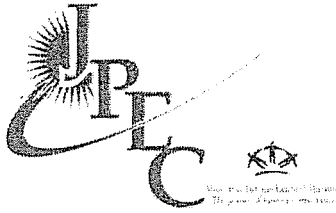
DATE EFFECTIVE June 29, 2012
 Month / Date / Year

ISSUED BY /s/ G. Kelly Nuckols
 G. Kelly Nuckols

TITLE President & CEO

BY AUTHORITY OF ORDER OF THE PUBLIC SERVICE COMMISSION

IN CASE NO. _____ DATED _____



Jackson Purchase Energy Corp.
FOR Entire Territory Served
Community, Town or City

P.S.C. KY NO. 10

 SHEET NO. 90

CANCELLING P.S.C. KY NO. 9

 SHEET NO. 90

CLASSIFICATION OF SERVICE

BALLARD RURAL TELEPHONE COOPERATIVE CORPORATION (BRTC) TARIFF

If BRTC should fail to complete the removal of all its facilities from the poles of JPEC within thirty (30) days after receipt of such request from JPEC, then JPEC shall have the right to remove them at the cost and expense of BRTC and without being liable for any damage to BRTC's wires, cables, fixtures, or appurtenances. Such bond or insurance shall guarantee the payment of any sums which may become due to JPEC for rentals, inspections, or work performed for the benefit of BRTC under this tariff, including the removal of attachments upon termination of service by any of its provisions.

- B. After BRTC has been a customer of JPEC and not in default for a period of two (2) years, JPEC shall reduce the bond by fifty percent (50%), or, at JPEC's option, require a deposit in keeping with 807 KAR 5:006, Section 7.

Use of Anchors

JPEC reserves the right to prohibit the use of any existing anchors by BRTC where the strength or conditions of said anchors cannot be readily identified by visual inspection.

Discontinuance of Service

JPEC may refuse or discontinue serving an applicant or customer under the conditions set out in 807 KAR 5:006, Section 14 (1).

DATE OF ISSUE August 15, 2009
Month / Date / Year

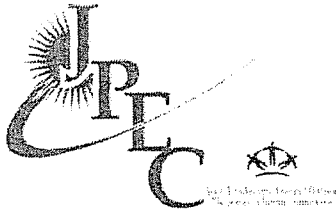
DATE EFFECTIVE June 25, 2008
Month / Date / Year

ISSUED BY /s/ G. Kelly Nuckols
G. Kelly Nuckols

TITLE President & CEO

BY AUTHORITY OF ORDER OF THE PUBLIC SERVICE COMMISSION

IN CASE NO. 2007-00116 DATED June 17, 2008



Jackson Purchase Energy Corp.
 FOR Entire Territory Served
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P.S.C. KY NO. 10

SHEET NO. 92

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES
DSM 02 - ENERGY STAR® CLOTHES WASHER REPLACEMENT INCENTIVE PROGRAM

N

Availability

N

DSM program rates, terms and conditions are available to any Member with a non-dedicated delivery point subject to the limitations and eligibility requirements of this program, and to the rules and regulations of this tariff and as stipulated by the Big Rivers corresponding tariff.

N
N
N

Purpose

N

This program promotes an increased use of ENERGY STAR® rated clothes washing machines ("Qualifying Clothes Washer") among eligible Members by paying an incentive for the purchase and installation of a Qualifying Clothes Washer.

N
N
N

Member Incentives

N

JPEC will reimburse a Member an incentive payment of one hundred dollar (\$100.00) for each Qualifying Clothes Washer purchased and installed by an eligible Member.

N
N

Terms & Conditions

N

To qualify for the incentive under this program, an eligible Member must submit to JPEC a copy of a paid invoice from a legitimate retail appliance supplier for purchase and installation of a Qualifying Clothes Washer on the premises of the Member in JPEC's service territory.

N
N
N

Evaluation, Measurement and Verification

N

JPEC and Big Rivers will initiate a process of evaluation, measurement and verification for the program. The process will ensure the quality and effectiveness of the program and optimal use of resources.

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N

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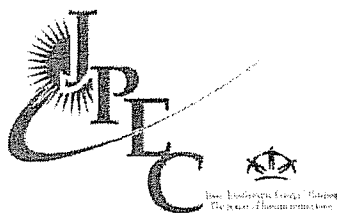
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ISSUED BY /s/ G. Kelly Nuckols
 G. Kelly Nuckols

TITLE President & CEO

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FOR Jackson Purchase Energy Corp.
Entire Territory Served
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P.S.C. KY NO. 10

SHEET NO. 93

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES
DSM 03 - ENERGY STAR® REFRIGERATOR REPLACEMENT INCENTIVE PROGRAM

N

Availability

N

DSM program rates, terms and conditions are available to any Member with a non-dedicated delivery point subject to the limitations and eligibility requirements of this program, and to the rules and regulations of this tariff and as stipulated by the Big Rivers corresponding tariff.

N
N
N

Purpose

N

This program promotes an increased use of ENERGY STAR® rated refrigerators ("Qualifying Refrigerator") among eligible Members by paying an incentive for the purchase and installation of a Qualifying Refrigerator and proof of removal from operation and recycling of an existing older, low-efficiency refrigerator.

N
N
N

Member Incentives

N

JPEC will reimburse an eligible Member an incentive payment of one hundred dollars (\$100.00) for each Qualifying Refrigerator that is purchased and installed on the premises of the Member in conjunction with removing from operation and recycling an existing refrigerator.

N
N
N

Terms & Conditions

N

To qualify for the incentive under this program, an eligible Member must submit to JPEC a copy of a paid invoice from a legitimate retail appliance supplier for purchase and installation of a Qualifying Refrigerator on the premises of the Member in JPEC's service territory, and acceptable documentation that an older refrigerator has been removed from operation and recycled.

N
N
N

Evaluation, Measurement and Verification

N

JPEC and Big Rivers will initiate a process of evaluation, measurement and verification for the program. The process will ensure the quality and effectiveness of the program and optimal use of resources.

N
N

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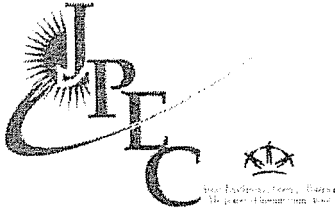
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G. Kelly Nuckols

TITLE President & CEO

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P.S.C. KY NO. 10

SHEET NO. 94

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES
DSM 04 - RESIDENTIAL HIGH EFFICIENCY HEATING, VENTILATION AND AIR CONDITIONING ("HVAC") PROGRAM

N

Availability

N

DSM program rates, terms and conditions are available to any Member receiving service under Tariff R (residential) subject to the limitations and eligibility requirements of this program, and to the rules and regulations of this tariff and as stipulated by the Big Rivers corresponding tariff.

N
N
N

Purpose

N

This program promotes an increased use of high efficiency Heating, Ventilation and Air Conditioning (HVAC) systems among eligible Members by paying an incentive for the purchase and installation of a HVAC system beyond contractor grade minimums to one of three types of ENERGY STAR® rated HVAC systems ("Qualified System"). This tariff will apply to a new installation, system upgrade, or system replacement.

N
N
N
N

Member Incentives

N

JPEC will reimburse an eligible Member an incentive payment for the purchase and installation of a Qualified System in the Member's service area based on the following table:

N
N

Geothermal (Ground Coupled Heat Pump)	\$ 750.00	
Dual Fuel (ASHP w/Gas Backup)	\$ 500.00	
Air Source Heat Pump (ASHP)	\$ 200.00	

N
N
N

Terms & Conditions

N

To qualify for the incentive under this program, an eligible Member must submit to JPEC a copy of a receipt of purchase and installation of a Qualified System from a licensed contractor verifying installation of the Qualified System on the premises of the Member in JPEC's service territory.

N
N
N

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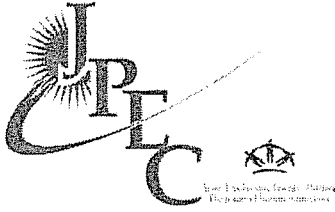
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 G. Kelly Nuckols

TITLE President & CEO

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Jackson Purchase Energy Corp.
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P.S.C. KY NO. 10

SHEET NO. 95

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES
DSM 04 - RESIDENTIAL HIGH EFFICIENCY HEATING, VENTILATION AND AIR CONDITIONING ("HVAC") PROGRAM

N

Evaluation, Measurement and Verification

N

JPEC and Big Rivers will initiate a process of evaluation, measurement and verification for the program. The process will ensure the quality and effectiveness of the program and optimal use of resources.

N

N

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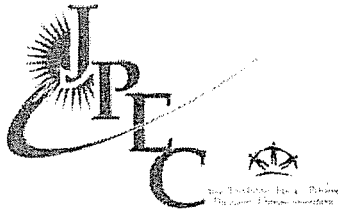
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G. Kelly Nuckols

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Jackson Purchase Energy Corp.
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P.S.C. KY NO. 10

SHEET NO. 96

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES
DSM 05 - TOUCHSTONE ENERGY® NEW HOME PROGRAM

N

Availability

N

DSM program rates, terms and conditions are available to any Member subject to the limitations and eligibility requirements of this program, and to the rules and regulations of this tariff and as stipulated by the Big Rivers corresponding tariff.

N
N
N

Purpose

N

This program promotes an increased use of energy efficient building standards as outlined in the Touchstone Energy® certification program, including installation of high efficiency ENERGY STAR® rated Heating, Ventilation and Air Conditioning (HVAC) systems, among eligible Members and home builders by paying an incentive for a home (single-family dwelling) that includes an HVAC system beyond contractor grade minimums that is one of four specified types of ENERGY STAR® rated HVAC systems ("Qualified System").

N
N
N
N
N

Member Incentives

N

JPEC will reimburse an eligible Member an incentive payment for purchase or construction of a new single family dwelling Touchstone Energy® Certified residence that includes a Qualified System based on the following table:

N
N

Geothermal Heat Pump (Ground Coupled Heat Pump)	\$ 2,000.00	
Air Source Heat Pump (ASHP)	\$ 1,000.00	
Dual Fuel Heat Pump (ASHP w/Gas Backup)	\$ 1,200.00	
Gas Heat	\$ 750.00	

N
N
N
N

An Eligible Member receiving this incentive may not receive an incentive under DSM-04.

N

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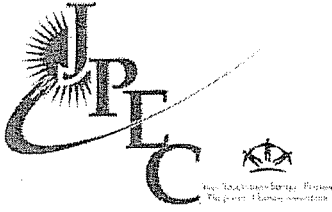
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 G. Kelly Nuckols

TITLE President & CEO

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Jackson Purchase Energy Corp.
FOR Entire Territory Served
Community, Town or City

P.S.C. KY NO. 10

SHEET NO. 97

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES

DSM 05 - TOUCHSTONE ENERGY® NEW HOME PROGRAM

N

Terms & Conditions

N

To qualify for the incentive under this program, a Member must submit to JPEC a copy of the original Touchstone Energy® Certified residence certification document and supporting documents, and a copy of the receipt or certification from a licensed HVAC contractor verifying installation of the Qualified System on the premises of the Member.

N

N

N

Evaluation, Measurement and Verification

N

JPEC and Big Rivers will initiate a process of evaluation, measurement and verification for the program. The process will ensure the quality and effectiveness of the program and optimal use of resources.

N

N

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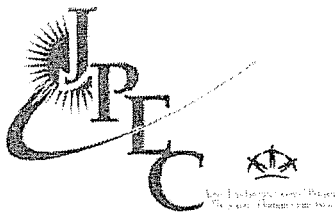
ISSUED BY /s/ G. Kelly Nuckols

G. Kelly Nuckols

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Jackson Purchase Energy Corp.
 FOR Entire Territory Served
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P.S.C. KY NO. 10

SHEET NO. 98

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES
DSM 06 – RESIDENTIAL AND COMMERCIAL HVAC & REFRIGERATION TUNE-UP PROGRAM

N

Availability

N

DSM program rates, terms and conditions are available to any Member from a non-dedicated delivery point subject to the limitations and eligibility requirements of this program, and to the rules and regulations of this tariff and as stipulated by the Big Rivers corresponding tariff.

N
N
N

Purpose

N

This program promotes annual maintenance of heating and air conditioning equipment among eligible Members by paying an incentive for professional cleaning and servicing of the Member's heating and cooling system.

N
N

Member Incentives

N

JPEC will reimburse an eligible Member an incentive payment of twenty five dollars (\$25.00) for each residential unit and fifty dollars (\$50.00) for each commercial unit that is professionally cleaned and serviced. The incentive is available for up to three (3) residential units per location, and up to five (5) commercial units per location in the JPEC's service area. The incentive is available once per unit per year.

N
N
N
N

Terms & Conditions

N

To qualify for the incentive under this program, a Member must submit to JPEC a copy of a receipt from a licensed contractor verifying that the heating and cooling system on the premises of an eligible Member in JPEC's service area has been professionally cleaned and serviced.

N
N
N

Evaluation, Measurement and Verification

N

JPEC and Big Rivers will initiate a process of evaluation, measurement and verification for the program. The process will ensure the quality and effectiveness of the program and optimal use of resources.

N
N

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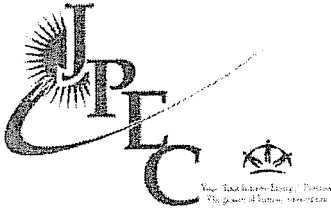
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 G. Kelly Nuckols

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Jackson Purchase Energy Corp.
 FOR Entire Territory Served
 Community, Town or City

P.S.C. KY NO. 10

SHEET NO. 99

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES
DSM 07 – COMMERCIAL / INDUSTRIAL HIGH EFFICIENCY LIGHTING REPLACEMENT INCENTIVE PROGRAM

Availability

DSM program rates, terms and conditions are available to any Member receiving service under Tariff C-1, C-3 or D subject to the limitations and eligibility requirements of this program, and to the rules and regulations of this tariff and as stipulated by the Big Rivers corresponding tariff.

Purpose

This program promotes the upgrading of low efficiency commercial or industrial lighting systems paying an incentive to eligible Members who measurably improve the energy efficiency of a commercial or industrial lighting system.

Member Incentives

JPEC will pay an eligible Member an incentive payment of three hundred fifty dollars (\$350.00) per kW of measurable improvement in energy efficiency to an existing commercial or industrial lighting system.

Terms & Conditions

To qualify for the incentive under this program, an eligible Member must submit documentation to JPEC as specified below:

1. Information from which the energy efficiency of the existing commercial or industrial lighting system can be calculated;
2. Information from which the energy efficiency of the improved commercial or industrial lighting system can be calculated, and the improvement in the energy efficiency of the light system determined;
3. Information that documents the purchase and installation of the improvements to the commercial or industrial lighting system, including a copy of the invoice for materials and installation services associated with the project;

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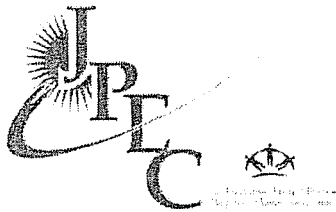
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ISSUED BY /s/ G. Kelly Nuckols
 G. Kelly Nuckols

TITLE President & CEO

BY AUTHORITY OF ORDER OF THE PUBLIC SERVICE COMMISSION

IN CASE NO. _____ DATED _____



Jackson Purchase Energy Corp.
FOR Entire Territory Served
Community, Town or City

P.S.C. KY NO. 10

SHEET NO. 100

CANCELLING P.S.C. KY NO. NEW

SHEET NO. NEW

RATES AND CHARGES

DSM 07 – COMMERCIAL / INDUSTRIAL HIGH EFFICIENCY LIGHTING REPLACEMENT INCENTIVE PROGRAM

- 4. Certification by the Member, or a third party acting on behalf of the Member, of the installation of the lighting system improvements at a Member's facility; and
- 5. A copy of the form showing the calculation of the energy efficiency improvements from the lighting system improvements, signed by the Member.

Evaluation, Measurement and Verification

JPEC and Big Rivers will initiate a process of evaluation, measurement and verification for the program. The process will ensure the quality and effectiveness of the program and optimal use of resources.

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N

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ISSUED BY /s/ G. Kelly Nuckols
G. Kelly Nuckols

TITLE President & CEO

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