



**JACKSON ENERGY
COOPERATIVE**

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**PUBLIC SERVICE
COMMISSION**

August 31, 2011

Mr. Jeff Derouen
Executive Director
Kentucky Public Service Commission
211 Sower Boulevard
P.O. Box 615
Frankfort, Kentucky 40602-0615

Dear Mr. Derouen:

Enclosed herewith are an original and six (6) copies of Jackson Energy Cooperative Corporation tariff sheets for marketing programs.

Please return a stamped copy of this tariff to me.

If you have any questions about this filing, please feel free to contact me.

Very truly yours,

Donald R Schaefer
President & CEO

Enclosures

Electric Heat Pump Tune Up Program

Purpose

The electric heat pump tune up program ("Program") is a program to encourage the members of Jackson Energy Cooperative Corporation ("Jackson Energy"), who have electric heat pumps or electric furnaces as their primary source for home heating requirements, to have these systems tuned up for increased efficiency. A tune up will consist of a HVAC technician cleaning coils, checking filters, measuring temperature differences, checking thermostat for proper operation and sealing ductwork.

Availability

This program is available in all service territory served by Jackson Energy Cooperative Corporation.

Eligibility

This program is targeted to single family stick built homes that have duct systems which are accessible for sealing. In special circumstances a manufactured home may be eligible. The equipment and duct system are required to be a minimum of two years old.

Charges and Payments

Jackson Energy will charge the member a \$50 fee to participate in this program. Upon completion of the audit Jackson Energy will make a \$300 payment to the HVAC technician who performed the services.

Term

This program is contingent upon Jackson Energy's wholesale power supplier East Kentucky Power Cooperative being an active participant by supplying most if not all the funds used to pay the HVAC technician services.

DATE OF ISSUE: August 31, 2011 DATE EFFECTIVE: October 3, 2011

ISSUED BY Donald R. Schaefer TITLE President & CEO

Issued by authority of an Order of the Public Service Commission of Kentucky in
Case No. _____ Dated: _____.

Electric Thermal Storage Program (ETS)

Purpose

The electric thermal storage program ("ETS Program") is a program to encourage the members of Jackson Energy Cooperative Corporation ("Jackson Energy"), who are currently using less efficient electric heating equipment, to consider using electric thermal storage devices. The ETS units are efficient heating units and also assist in the members' overall energy management by moving a significant portion of the energy consumed for heating into off peak hours.

Availability

This program is available in all service territory served by Jackson Energy Cooperative Corporation.

Eligibility

All members of Jackson Energy are eligible for the ETS program.

Rebates

Jackson Energy will provide an incentive to members who participate in this program by offering a one time rebate of \$500 for each ETS unit installed by the member.

Term

This program is contingent upon Jackson Energy's wholesale power supplier East Kentucky Power Cooperative being an active participant by supplying most if not all the funds used to pay the rebates.

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Button Up Weatherization Program

Purpose

The button up weatherization program ("Program") is a program to encourage the members of Jackson Energy Cooperative Corporation ("Jackson Energy") to add insulation and/or energy efficient doors, windows, etc. to their existing homes. This program is a part of Jackson Energy's overall demand side management (DSM) effort. Adding insulation and using other weatherization techniques to reduce the heat and cooling losses of a home is economically beneficial for the member and is beneficial for the power supplier.

Availability

This program is available in all service territory served by Jackson Energy Cooperative Corporation.

Eligibility

This program is designed primarily for single family stick built homes that use electricity as the primary fuel for whole house heating needs. However manufactured homes and multifamily housing may be eligible. The home is required to be a minimum of two years old.

Rebates

Jackson Energy will provide an incentive to members who participate in this program by offering a one time rebate equal to \$20 per 1,000 BTU reduction resulting from the addition of insulation and/or energy efficient doors, windows, etc. to their homes. The calculation for the BTU reduction is a formula provided by Dr. Robert Fehr with the University of Kentucky.

Term

This program is contingent upon Jackson Energy's wholesale power supplier East Kentucky Power Cooperative being an active participant by supplying most if not all the funds used to pay the rebates.

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Air Source Heat Pump Program

Purpose

The air source heat pump program ("Program") is a program to encourage the members of Jackson Energy Cooperative Corporation ("Jackson Energy") who are home owners, including manufactured homes, to make decisions to replace electric resistance heating equipment and to install a high efficiency air source heat pump.

Availability

This program is available in all service territory served by Jackson Energy Cooperative Corporation.

Eligibility

This program is designed for single family homes that use electric resistance products as the primary heating source. The heating equipment must be a minimum of ten (10) years old. All accessible ducting is required to be sealed. The new heat pump in manufactured homes is required to be 13 SEER or higher, and in stick built homes 14 SEER or higher.

Rebates

Jackson Energy will provide an incentive of \$500 to members who participate in this program.

Term

This program is contingent upon Jackson Energy's wholesale power supplier East Kentucky Power Cooperative being an active participant by supplying most if not all the funds used to pay the rebates.

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Advanced Lighting Program

Purpose

The advanced lighting program ("Program") is a program to encourage commercial and industrial members of Jackson Energy Cooperative Corporation ("Jackson Energy") to replace existing lighting within their facilities with high efficient fluorescent lamps and ballast. This would also include LED exit signs.

Availability

This program is available in all service territory served by Jackson Energy Cooperative Corporation.

Eligibility

The member must be a commercial or industrial customer of Jackson Energy. The customer must have had service with Jackson Energy for a minimum of two years. The metered facility must be an active working facility with a minimum operation of 50 hours per week. Schools and education buildings would also fit into this program.

Rebates

Jackson Energy will provide a rebate of \$213 for each KW of lighting load that is reduced when replacement fixtures are installed. For commercial customers there is a maximum rebate of \$6,000. For industrial customers there is a maximum rebate of \$12,000.

Term

This program is contingent upon Jackson Energy's wholesale power supplier East Kentucky Power Cooperative being an active participant by supplying most if not all the funds used to pay the rebates.

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