



ENERGY INNOVATION
Policy No. 323

I. OBJECTIVE

To establish policy concerning use of energy by the Cooperative and its members, particularly to effectiveness, efficiency and conservation of energy. This objective is consistent with the utility responsibilities of a full-service cooperative and its prime concern for members' needs.

II. POLICY

- A. It shall be the policy of Cass County Electric Cooperative Inc. to fully support the four components of Energy Innovation, which focus on meeting future energy needs from different demand-side approaches, including:
1. Conservation - changing behavior to reduce energy use
 2. Energy Efficiency - reducing energy use without changing behavior
 3. Demand Response - shifting energy use to different times to reduce energy use during peak usage times
 4. Distributed Resources - interconnecting generation on the distribution side rather than the supply side
- B. CCEC shall support Energy Innovation including but not limited to the following ways:
1. Examine its own use of energy. This includes but is not limited to plant engineering design and construction, lighting and climate control and use of vehicles.
 2. Develop and carry out a system wide program of energy management, including energy conservation, adequate home insulation, weatherization, efficient irrigation and other farm uses, business uses, and effective and efficient use of energy in the home. Alternate energy sources will be appropriately considered.
 3. Develop and carry out energy efficiency programs through literature, Web site information, media relations, community meetings and energy audits, so that information pertaining to energy innovation is accessible to the members, thus giving the membership an opportunity to learn how to meet their individual energy needs.
 4. Develop and carry out an information and education program with major groups involved in housing, including the building industry, HVAC and insulation service providers, local government organizations, financial institutions and our members, to

Exhibit 5

assure understanding and coordination in methods of energy management and weatherization techniques.

5. Develop training appropriate for employees in support of Energy Innovation

6. Work with the Cooperative's power supplier in implementing effective programs supporting Energy Innovation.

III. RESPONSIBILITY It shall be the responsibility of the President/CEO to develop work plans and budget recommendations to carry out this policy and to develop appropriate controls and reports to assess results.

A. Energy Innovation is an integral part of serving members' electrical needs.

B. Continue to develop/maintain a plan of work and budget to promote the effective use of energy by members.

Effective Date: _____, 2009