



What is *Power Down*?

Power Down is a **voluntary** energy load reduction program that encourages members to reduce their energy use during times when there is a high demand for energy (peak energy alert) or energy prices in the market are high.

Why participate in *Power Down*?

- * You reduce the demand for energy that your home or business is placing on the electric grid.
- * You help ensure electricity is readily available to meet the needs of all members at all times.
- * You help reduce the need to build additional power plants which lessens the impact on the environment and reduces the Cooperative's overall demand charges from our power suppliers.
- * You decide how much you want to or can reduce your energy use during a peak energy event. Plus, it's easy and convenient!

POWER DOWN

for energy conservation



How do you participate in Power Down?

- * Sign up for *Power Down* on SmartHub, our account management system.
- * When a peak energy event is going to happen, you will be notified via email and/or text up to two hours beforehand. You may also hear about it through local media, our website, or social media.
- * To help reduce energy demand during a peak energy event, we encourage you to:
 - Avoid using large appliances.
 - Adjust your thermostat so that your furnace or air conditioner don't run as much.
 - Turn off unnecessary electronics.
 - Delay washing and drying clothes.
 - Delay using the dishwasher.
 - Avoid charging your electric vehicle.
 - Turn off extra lights.
 - Close your blinds if the weather is sunny and hot.

Remember, you can participate by reducing your energy use during a peak energy event even if you aren't signed up!



People's Energy Cooperative

Your Touchstone Energy® Cooperative 

(507) 367-7000 or (800) 214-2694

www.peoplesenergy.coop