



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 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 keeping rates more stable.
- * You help ensure electricity is readily available to meet the needs of all members at all times.
- * You get to 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.
- * You will be notified via email and/or text up to two hours before a peak energy event is happen. You may also see it through local media, our website, and 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.
 - In the summer, close your blinds on a sunny, hot day. In the winter, if it is nice and sunny, open your blinds to let the sunshine and warmth in.

You can participate by reducing your energy use 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