

POWER DOWN

for energy conservation



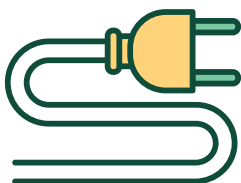
What is *Power Down*?

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.



How Does *Power Down* Impact Cooperative Costs?

Using electricity during peak demand periods costs more because more generation is required to meet the need. When you 'power down' during times of peak demand, you are reducing the demand for electricity being produced on the electric grid. When everyone does this, it reduces the need to build new generation sources, such as power plants, lessens the impact on the environment, and reduces People's Energy's wholesale power cost, which is our largest expense.



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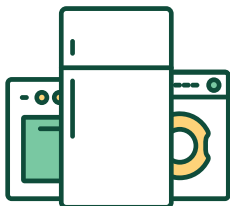
How do you Participate in Power Down?

- **Sign up for Power Down** on SmartHub, our account management system. You will be notified via email and/or text in advance of a peak energy event happening. Notifications will be sent approximately two hours before a peak energy event and may be sent the evening before a projected morning energy peak.



- **What can you do during a peak energy event?**

- Avoid using non-critical appliances and devices.
- Adjust your thermostat so that the furnace doesn't run as much.
- Delay washing and drying clothes.
- Delay using the dishwasher.
- Avoid charging your electric vehicle.



People's Energy Cooperative

Your Touchstone Energy® Cooperative 

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

www.peoplesenergy.coop