

# You have the power to make a difference!

For decades we've been reducing, reusing, and recycling physical waste to limit the need for landfills. While we can't reuse or recycle electricity, have you ever considered reducing your energy use during times of high demand to help avoid the need for new power plants?

By reducing your use of electricity during times of peak demand, you can help reduce the need to build new generation sources, such as power plants, lessen the impact on the environment, and reduce PEC's wholesale power cost, which is our largest expense.



**See the other side for information about our new program, 'Power Down' and learn how you can get involved.**



**People's Energy Cooperative**

Your Touchstone Energy® Cooperative 

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

[www.peoplesenergy.coop](http://www.peoplesenergy.coop)

*This institution is an equal opportunity provider and employer*

## How it works

When you register to participate in 'Power



Down', we will

text or e-mail you a message within an hour before an anticipated energy peak occurs to remind you to reduce your energy use from approximately 2 to 6 p.m. in the summer. During the months of June, July, and August there will be a maximum of nine peak energy events, with no more than four in a given month. During the months of December, January, and February there will be a maximum of four events, occurring from approximately 5 to 8 p.m.

## How to register

You must opt-in, through SmartHub, to be notified of peak energy alerts. If you are not currently a registered SmartHub user, you will need to register on our website using your account number, last name or business name, and a valid e-mail address. If the information you have on file is not current, then you will receive a message to contact our office for assistance. **Sign up by June 14 and be entered into a drawing for one of ten \$25 bill credits!**

## How to reduce demand

The largest energy users that can affect demand are air conditioners and large appliances such as washers, dryers, stoves, and dishwashers. Hot tubs and pool heaters also place a large demand on the system. The following are a few examples of how a member's small actions can reduce demand charges for the Cooperative each time a peak demand event occurs:

- Turn up your thermostat by four degrees to help save \$2.33.
- Delay running your dishwasher for a savings of \$2.65.
- Delay drying clothes or dry on a clothesline and help save \$7.11.



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