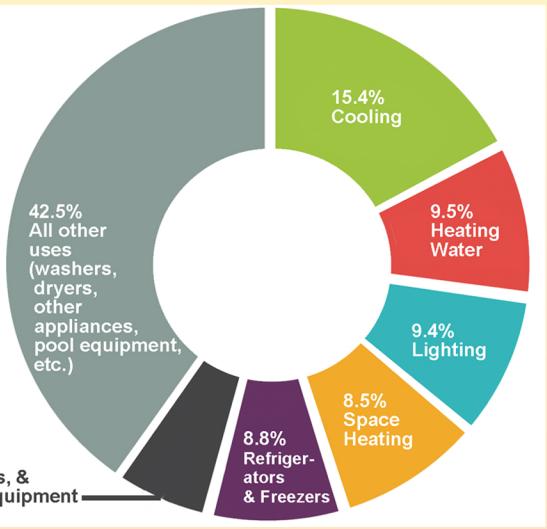


BEAT THE PEAK

URECC members have a set rate they pay for power. (Rate = cost of power + percentage to cover operations.) The URECC rate that members pay does not change during the day, but the cost of power URECC buys for members fluctuates hourly, costing the cooperative more at times during the day when electricity is in higher demand.

Example: On a hot August afternoon, when the family comes home after work and school they will turn on lights, adjust the thermostat to a comfortable temperature, turn on the TV(s), charge phones, use computers, cook dinner, perhaps run the dishwasher or wash clothes, etc. With families across the country all doing this at once, much more energy must be generated to meet demand. Providing more energy will cost power plants more money for gas, battery storage, employees on hand, etc. The power generating plants must pass those increased expenses on to the co-op with higher prices during demand time. The co-op, paying more for the power, then must pass those higher prices on to the members.

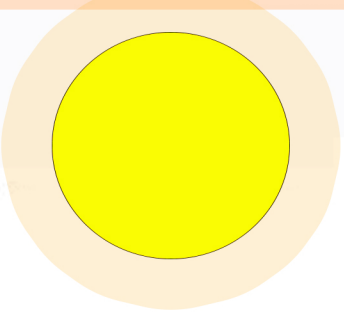
Use of Electricity in the average home.
 Research shows that 42.5% of electricity comes from the combined use of appliances and equipment, such as washers, dryers, dishwashers, computers, and related equipment.
Source: EIA, Annual Energy Outlook



These times when power costs more, while people are home using more power are known as "Peak Times". Adjusting some of your house-hold activities, or conserving power during these peak times is a healthy way to trim your monthly electric bill. Cooking dinner, turning on a light or two, or adjusting the thermostat are essential activities, but doing laundry, running the dishwasher, and operating pool pumps can be rescheduled to off-peak times when power is much less expensive.

Those with residential solar systems, battery storage systems, or home generator systems can also offset their power bill substantially by utilizing the power they have stored or generated during these peak times of the day.

Having the same efficiency mindset with electricity that one would have with other products during higher price periods can save you a lot of money in a not so long time period. Example, if the price of gasoline suddenly climbs to a record high price at the pumps, don't we all curb unnecessary driving or even let prices influence where we drive to for vacation? If we are dieting, don't we avoid eating foods with super-high calorie content? Being aware of peak-time pricing can work basically the same way, putting the power of control and budgeting in your hands.




Energy efficiency during specific hours can save you a substantial amount of power and money on your monthly electric bill.

BEAT THE PEAK!

CEC asks our members to reduce energy consumption between the hours of 3-7 p.m.

Take these steps to use less energy during these peak hours to help us save on transmission costs for next year — savings we pass directly back to you!

- Set thermostat 2-3 degrees higher during peak hours.
- Use fans to feel 4-6 degrees cooler.
- Turn off and unplug non-essential lights and electronics.
- Avoid using large appliances (i.e. ovens, washing machines, etc.) during peak hours.
- Set pool pumps to run early morning or overnight; shut off during peak hours.
- Businesses should minimize the use of electric lighting and electricity consuming equipment as much as possible.
- Large consumers of electricity should consider shutting down or reducing non-essential production processes.



URECC
United Rural Electric Cooperative
SAFETY Education Program