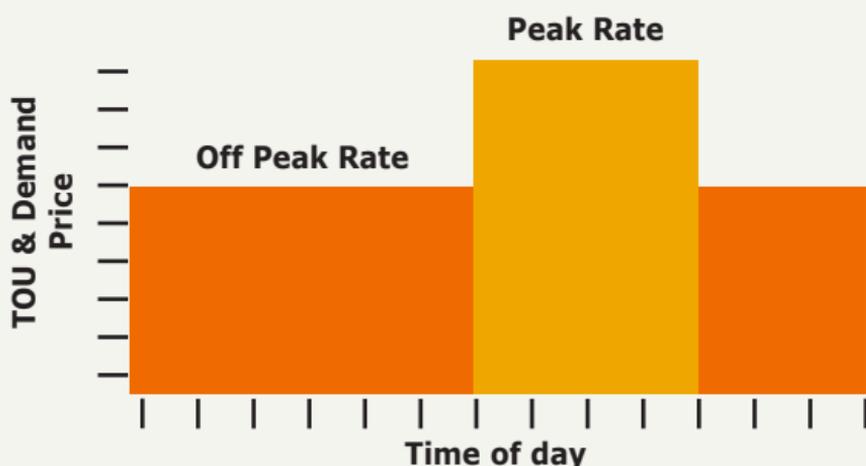


Matters of Time



Your responses on our Annual Member Survey tells us that you are interested in having more control over your power bill. There is a saying, “if you can measure it, you can manage it.”

Existing metering technology allows CEC to identify, in real-time, when residential members use electricity. Thanks to this ability, many cooperatives across the country are using this information to create billing options that were previously unavailable.

In order to give members more choice on how and when they use electricity, many cooperatives are creating rates based on time-of-use and peak demand. This gives consumers a choice to use electricity at times when electric prices are lowest. By using electricity during these “off-peak” periods, consumers also reduce their demand.

While CEC has not introduced time-of-use or demand pricing, we continue to study these options as members prefer more ways to control their costs.

- **The PowerShift program provides an annual credit of up to \$75.**
- **Time-of-use and demand rates would allow members another way to lower their electricity bills.**
- **Time-of-use and demand rates are fairer than flat rates; members who choose to reduce their peak demand can be rewarded with lower bills.**



Citizens
Electric Corporation

A Touchstone Energy® Cooperative 

Citizens Electric Corporation is an equal opportunity provider and employer.

Time-of-Use & Demand Pricing

FAIR FOR ALL

An overwhelming segment of our members told us in our annual member survey that they would run certain appliances at different times of day to reduce their power bills. Another group of members wants more information about Time-of-Use (TOU) & demand pricing. TOU & demand pricing give electric consumers more ways to lower their power bills.



Generally, electricity providers experience peak demands on weekdays in the late afternoon and early evening on the hottest days in the summer. This is the time when most residential electric consumers want or *demand* the most power.

TOU and demand pricing offer lower rates at times of lower demand. TOU and demand pricing increase when consumer demand is highest. Why? Electric suppliers like CEC must build its electric system large enough to supply members' peak demand. If you can avoid running your largest appliances at the same time during these peak periods, you can reduce your peak demand.

Here are some suggestions.

- Wash clothes and dishes during off-peak periods
- Raise thermostat setting by 2° during peak periods
- Avoid operating major appliances at the same time during peak periods: electric stove & oven, microwave, slow cooker, television, computer
- Convert incandescent lights to LED
- Get rid of that second refrigerator
- Install timers to automatically shut off swimming pool pumps and dehumidifiers during peak periods
- Purchase Energy Star® listed products when replacing major appliances

Members can now see when they use the most electricity during the day by logging in to their member portal at www/cecmo.com. CEC is also considering identifying members' TOU & peak demands on future bills so members better understand when they use the most power.

The **PowerShift** Program also offers members a way to receive a monthly credit on your power bill. Call CEC at 877-876-3511 to learn more about **PowerShift**, TOU and demand pricing.