The Right Decision

The energy decisions you make every day also affect those around you. That's why members of your local Electric Cooperative are proactively working together to reduce energy consumption during peak morning and evening periods. For more information and other energy-saving tips, go online at **TogetherWeSave.com.**

Why? Because we're all in this together.

Your Touchstone Energy® Cooperatives

We're All in This Together

Managing the Load

Your local Electric Cooperative is adapting to a changing world by embracing the latest technologies to improve efficiencies and hold down costs. By employing Smart Grids and new Demand Response systems, your Co-op is empowering members to reduce energy consumption during peak morning and evening periods.

New Demand Response systems can effectively reduce your electricity costs by allowing your Co-op to cycle on and off a consumer's use of electricity for selected purposes during times of peak usage. By controlling high-energy loads, such as electric water heaters, irrigation pumps and certain commercial loads, you and your Electric Co-op can help hold-down future wholesale rate increases, saving money for you and your neighbors.

To find out more, contact your Touchstone Energy Cooperative.

Black Hills Electric Cooperative
605.673.4461
www.bhec.coop

Butte Electric Cooperative
605.456.2494
www.butteelectric.com

Cam Wal Electric Cooperative
605.649.7676
www.cam-walnet.com

Cherry-Todd Electric Cooperative
605.856.4416

Lacreek Electric Association
605.685.6581
www.lacreek.com

Moreau-Grand Electric Cooperative
605.865.3511
www.mge.coop

West Central Electric Cooperative
605.669.2472
www.wce.coop

West River Electric Association
Rapid City | 605.393.1500
Wall & Enning | 605.279.2135
www.westriver.com

Understanding Peak Demand

When the coldest days of winter and the hottest days of summer stretch across western and central South Dakota, Electric Cooperative members rely on electric energy to stay comfortable as they go about their lives. Inevitably, overall electric consumption increases, creating periods of "peak demand."

Electricity cannot be stored and is produced at the time it is used. Consequently, power plants, transmission lines, substations and distribution lines must be constructed to supply all of the demands for electricity during these peak periods.

"Electricity cannot be stored and is produced at the time it is used."

Why Worry About Decreasing Peak Demand?

As members of your local Electric Cooperative, we all have a stake in reducing peak demand and lowering costs associated with generating and transmitting electric energy.

Every time a new system peak is established, the wholesale power costs borne by Co-op members increases due to the added costs of generating and transmitting electricity to meet the higher peaks. Reduced peaks mean reduced needs for these expensive facilities, and cost-savings to Co-op members.

Why? Because we're all in this together.

"...by making small changes... we can collectively reduce peak demand and decrease our energy costs."

Sharing the Load

Electric Cooperatives, like most utilities, experience peak demand when you, your family and neighbors share common patterns of behavior. Most Co-op members get up in the morning, do their chores, heat or cool homes and offices, cook meals and use electrical appliances about the same time of day.

However, by making small changes in how and when co-op members use high-energy appliances, such as clothes dryers and dishwashers, we can collectively reduce peak demand and decrease our energy costs. Together, members of your local Electric Cooperative are proactively "sharing the load," which allows all of us to share in the savings.