



## **SHAVE THE PEAK!**

Help reduce RMLD's summer electrical peak and your electricity costs!

Did you know that approximately **25%** of your electric bill is determined by how well RMLD **conserves** during **one true peak hour** during the **entire year**?

That **one hour**, referred to as the **peak demand**, occurs on a hot weekday afternoon in June through August, usually between the hours of 2 and 5 pm.

The defining hour represents the highest point of customer consumption of electricity for all of New England. Prediction of the peak may be called **multiple times** as the summer progresses to ensure that the **actual peak is captured**.

For example, a heat wave occurs in early July and a peak demand is predicted, if a more intense heat wave occurs later in July, **another peak is called**.

We will be sending email notifications, along with tweets when it appears a possible peak hour may occur. Help us **SHAVE THE PEAK** and voluntarily reduce your electric use when a peak is predicted.

### **You can help!**

- Postpone using appliances like washers and dryers until later in the day.
- Shut off pool pumps for a few hours.
- Raise the setting on your air conditioning a few degrees.
- Cook dinner on the grill instead - treat yourself.
- Forward our notifications to help to get the word out:

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