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Press Release

RMLD Asks Customers to “Shred the Peak” to Help Keep Electric Rates Affordable

Reading, MA – The Reading Municipal Light Department (RMLD) is asking residential customers to help *Shred the Peak* again this year. Peaks occur when the highest level of electricity is consumed in our region both monthly and annually. Peak electricity is expensive, affecting power supply costs and in turn, customer bills. Peaks may also impact the environment because more inefficient and environmentally impacting generators may be needed in order to meet the high demand for electricity.

Shred the Peak is a voluntary customer program that encourages conservation during predicted peaks to control costs and keep electric rates affordable for all customers.

RMLD customers can help Shred the Peak by taking the following steps:

1 – SIGN UP FOR SHRED THE PEAK EMAIL ALERTS. Peaks are predicted based on historical trends and weather. RMLD will send out an alert via email the day before or day of a predicted peak. Sign up at <http://bit.ly/shredthepeaksignup>.

2 - CONSERVE DURING THE PREDICTED PEAK: Turn off lights and electronics when they’re not needed. Postpone charging electric vehicles and using washers, dryers, dishwashers, humidifiers/dehumidifiers, and pool pumps until after the predicted peak window. In the summer, raise the temperature setting on your air conditioner.

While RMLD strives to minimize the number of Shred the Peak alerts that are issued, customers should expect to receive multiple alerts monthly to ensure actual peaks are captured. Shred the Peak Alerts will also be posted on RMLD.com, shared on Twitter ([@ReadingLight](https://twitter.com/ReadingLight)), and sent to the local community television stations.

Shred the Peak is a key component of RMLD’s broader demand management activities to reduce load during peak hours. Other components include dispatch of RMLD’s battery and peak generator systems, load management at RMLD facilities, and the pilot Peak Demand Reduction (PDR) program for larger commercial and industrial customers.

RMLD



Reading Municipal Light Department
RELIABLE POWER

Please note, Shred the Peak text, phone, and/or email alerts will be available in a future phase of RMLD's Customer Notification System rollout. Customers may enroll to receive these and other future notifications now. Visit <https://www.rml.com/home/customer-notification-system> to learn more and sign up.

Please help RMLD Shred the Peak. For more information, visit <https://www.rml.com/home/pages/shred-peak>.

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About Reading Municipal Light Department: Established in 1894, Reading Municipal Light Department (RMLD) is a municipal electric utility serving over 70,000 residents in the towns of Reading, North Reading, Wilmington, and Lynnfield Center. RMLD has over 29,000 meter connections within its service territory.