

# Keep Rates Low By Beating the Peak

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“Beat the Peak” is a program created to help members become more energy aware and help keep their power bills low by reducing their energy usage during peak periods, when prices are at their highest.

The two major factors that affect the price of electricity are the cost to generate it and the demand for power. The demand is highest on our system during the hot summer months between the peak period hours of 3 and 7 p.m. Electricity costs the most during this time.

To combat the price spike, we ask members to conserve energy. This includes turning off extra lights or waiting to do laundry until later in the night.

The program started in 2008 and has saved our members over \$18 million. It’s important that our members assist us in our “Beat the Peak” efforts to ensure that prices will stay low for years to come. A little bit of help can go a long way in keeping prices down and “keeping the lights on.” Beat the Peak is a Trademark of Delaware Electric Cooperative.

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