

What is Demand?

The rate at which energy is consumed in a specific period of time - 1 hour

1 SIEC Members are **ONLY** charged on-peak demand rate for their highest 1 hour of energy use for the month occurring within the hours 7:00am to 8:00am & 4:00pm to 8:00pm, Monday-Friday.

2 The highest simultaneous electric use of ALL SIEC members occurs within the SAME hours indicated above. This is our SIEC system peak which accounts for 50% of the monthly charge paid to our supplier.

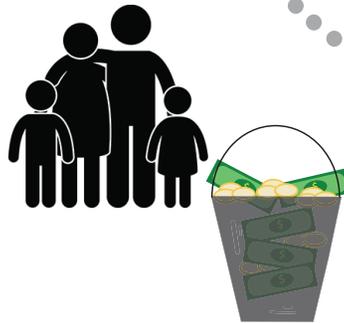
3 Each SIEC member's highest 1 hour of electric use established during the on-peak hours each month is the energy capacity "DEMANDED" to be instantly available.

SIEC members have always paid for demand, they just didn't know it! It wasn't a separate line item on the bill because it couldn't be measured. The price paid for demand (available energy capacity required) was **EQUALLY SHARED** among ALL members regardless of their electric use. Now, thanks to new meter technology, we can ensure accurate distribution of system demand costs to each member for the electric capacity that they want during the on-peak hours. SIEC members have control!

Think of it this way...

Another way to look at it...Think of your internet service. When one person streams a movie or television show on a device in your home, the stream works fine. But as additional people in your home attempt to stream video at the same time, more bandwidth is needed. Electricity demand is similar. As more appliances in your home run simultaneously, your demand for power increases.

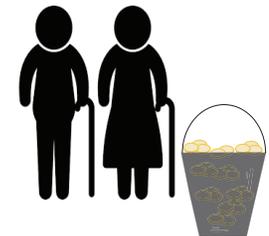
Family of 4 Working Outside the Home



2016 SIEC Demand Bucket
\$3,460,036
Paid to Supplier

How BIG is YOUR demand bucket?

Retired Couple Downsized Home



Large Farming Operation



SHIFTING
electric use outside the on-peak hours (7:00am to 8:00am & 4:00pm to 8:00pm Monday-Friday)
and
STAGGERING
use to different hours within the on-peak hours can reduce your bill each month

