



Question:

“Why is summer demand management so critical?”

Each summer, when temperatures soar and air conditioners run full tilt, electricity usage across our region reaches its highest point. These spikes in usage—known as peak demand periods—are more than just a seasonal inconvenience. They have real and lasting impacts on reliability and the cost of power for our members.

At Southeastern Indiana REMC, we prepare all year for the demands of summer. But we can't do it alone. Our members play a vital role in helping us manage demand—and the benefits of that cooperation are shared by all.

Cost control starts with timing

Electricity costs are not just based on how much energy is used but when it is used. During peak demand times—typically late afternoon to early evening on the hottest days—our power supplier must provide more generation capacity to meet everyone's needs at once. These short periods of high demand significantly influence the rates we pay for power year-round.

By reducing usage during those peak hours even slightly, we can help keep overall energy costs down. That's why we encourage our members to delay using large appliances, adjust thermostats slightly and take part in programs like **Beat the Peak**, **Connect to Save** and the **Generator Program**.

Maintaining reliability across the grid

Peak demand also puts added stress on the electric grid. As usage increases, so does the load on substations, transformers and power lines. Left unchecked, this stress can lead to service interruptions or even broader reliability concerns.

Demand management helps prevent those issues before they start. It's one of the ways we protect system stability, especially as extreme weather events become more common.

Cooperative members make the difference

One of the strengths of a cooperative is that we face challenges together and we solve them together. When you take small steps to conserve energy during peak times, you're not only helping to control costs but you're also making our entire electric system more resilient.

Now is the time to act. Sign up for our energy-saving programs, shift your high-usage activities outside of peak hours and help us keep power reliable and affordable for everyone. Your participation matters—especially during the hottest days of the year. Let's power through summer smarter, together.



Keith Mathews
CEO, Southeastern Indiana REMC

Do you have a question for the CEO?

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