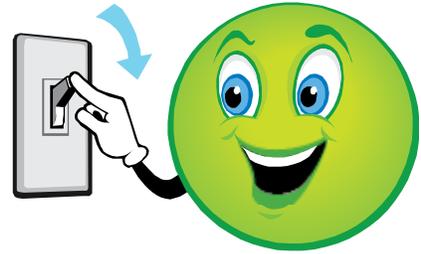


Madison Electric Curtailment Voluntary Program

Attention Madison Electric Customers! Would you like to...

\$ave on your electric bill?
\$ave on your taxes?
\$ave the planet?!



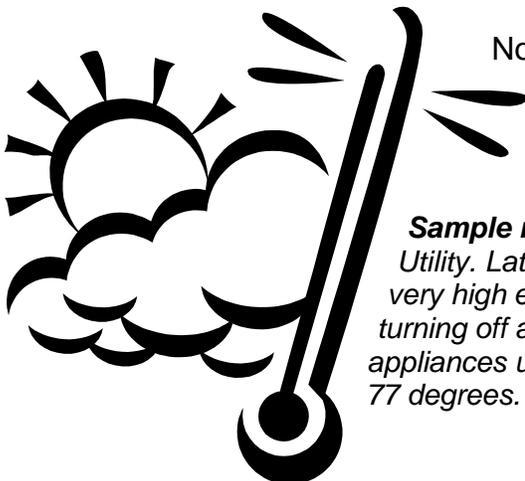
During the summer months (May–September), there is an increased energy demand, mostly from the usage of air conditioning. Unfortunately, this increased energy demand makes electricity costs higher for everyone. **In fact, nearly 20% of Madison’s total electricity costs come from a “peak charge” incurred on the hottest days of the summer.**

A “peak charge” occurs when the utility company needs to add extra power generation equipment, which is older and inefficient, to meet the town’s increased energy demand on the hottest days of the year. Based on our electric consumption last year during JUST the hottest, peak consumption hours, Madison paid more than \$3 million dollars in peak charges.

Madison residents and businesses can help reduce peak charges by voluntarily decreasing their energy consumption for just a few hours on the hottest days of the year! Reducing electric consumption on the hottest summer days reduces the need for adding extra power generation equipment, thereby reducing the cost incurred from peak charges.

By voluntarily curtailing our electric consumption on JUST the few peak hours this summer, we can save the Borough up to \$100,000 or more for the year. These savings can help reduce electric rates AND property taxes.

PLEASE SIGN UP TODAY to receive text and email notifications from the Borough of Madison! Visit the Notify Me section at rosenet.org and sign up for Government Announcements.



Notifications will be sent out on the 8 or 9 hottest days during the summer, asking residents and businesses to voluntarily reduce their electric consumption, especially between the peak charge hours of 3 to 6 pm.

Sample message: “Good morning, this is a message from the Madison Electric Utility. Later today we expect the electric grid that serves Madison to experience very high energy demand. During the hours of 3 to 6 pm today, please consider turning off any unnecessary lights and electronics, postponing the use of major appliances until after 7:00 pm, and temporarily raising your air conditioning unit to 77 degrees. We thank you very much for your cooperation and have a great day.”

For more information about this program, please contact Jim Burnet at burnetj@rosenet.org or at 973-593-8496.

Simple Strategies to Curtail Electric Consumption

NO COST STRATEGIES:

- Reduce lighting.** Remove lamps that you do not need. Turn lights off when they are not in use.
- Turn off PCs, monitors, printers, copiers, and lights** when not in use. If you can't turn off the whole computer, turn off the monitor and the printer.
- Adjust thermostats.** Turn down the building's heating thermostat and turn up its cooling thermostat, especially when the building is not occupied.
- Keep exterior doors closed** as much as possible. Don't heat or cool the outdoors.
- Seal off unused areas, such as storage areas, and don't heat or cool these areas.**



LOW-COST STRATEGIES:

- **Install programmable thermostats.** These inexpensive devices can help optimize your building's heating and cooling needs.
- Install automatic room-lighting controls.** Similar to programmable thermostats, these devices help optimize lighting use by automatically turning lights on or off, depending on occupancy or time of day. Sensors and timers work well and are usually installed by a specialist.
- Replace air filters regularly and follow maintenance schedules for furnace and air-conditioning equipment.** Replacing a dirty air filter can save money by reducing the amount of electricity needed to run a blower motor.
- Seal heating and cooling ductwork.** Areas such as joints, elbows, and connections can have substantial leakage-- as much as 20% to 30%.
- Shade sun-exposed windows** and building walls. Direct sunlight streaming through windows at the wrong time of the year can substantially increase your air-conditioning costs.
- Block and insulate unneeded windows** and other openings. Aside from the important security benefit, covering unneeded windows and doors can greatly reduce energy losses from these openings.
- Energy-efficient fluorescents,** although more expensive than standard fluorescents, save approximately 35% of the wattage used by their standard counterparts, which more than compensates for the extra cost.

