

## EmPOWERment— a new rate built for you



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**MISSION STATEMENT**  
Blue Ridge Electric Cooperative will operate as a competitive provider of energy services and a partner with local communities, with a focus on safety, service and integrity.

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This organization is an  
equal-opportunity provider.



A Touchstone Energy® Cooperative



**AT BLUE RIDGE ELECTRIC** Cooperative, our goal is to provide reliable service at a competitive cost to our members with a focus on safety, service and integrity.

We are now ready to put you in control of your energy costs with our new

EmPOWERment rate. This rate restructuring is a significant step for us, but as we look to the future, we believe that it gives you the opportunity for savings throughout the year.

We have been working with rate consultants to determine how to help you save on energy costs. Before, our only response to help you save money was to recommend using less energy or spending money to upgrade to more energy-efficient appliances. The structure of your power bill until now has bundled the facility charge, energy charge and power cost adjustment into one amount.

With the EmPOWERment rate, each part of the rate is separate with a new component—the Peak Charge—added, which can save you money by focusing on when you use power.

The new residential and general service rates have three components and a power cost adjustment factor.

**ACCOUNT CHARGE** has always been a part of your bill but not displayed as a separate item. It is the per-day operating cost to make power available, multiplied by the number of days in the billing period. That charge is \$1.10 per day.

**ENERGY CHARGE** is the amount of energy measured in kilowatt-hours (kWh) used during the billing period. For residential customers, the kilowatt-hour charge will be 10.443 cents per kilowatt-hour. For general service accounts, the charge will be 10.944 cents per kilowatt hour.

**NEW PEAK CHARGE** is the highest SINGLE one hour of energy used during peak hours and is measured in kilowatts (kW). The Peak Charge is \$13 per kW.

**POWER COST ADJUSTMENT** adjusts for changes in purchased power costs. The current cost is \$0.0 per kWh

**Peak hours are the daily period when most people use more electricity.**

These hours vary between summer and winter. Blue Ridge Electric is billed on our highest one hour of consumption (Peak Charge). For 21 hours each day, you can use all the electricity you need. During peak hours, you have the opportunity to save if you limit use of high-demand appliances such as the HVAC system, clothes dryer, EV chargers, water heaters and pool pumps. The peak charge will be applied to the highest one hour of use during the following peak hours within your billing period.

▶ **Summer peak hours:** 3–6 p.m.,  
April 1 to Oct. 31

▶ **Winter peak hours:** 6–9 a.m.,  
Nov. 1 to March 31

Together, as members of Blue Ridge Electric Cooperative, we have the power to shape a more cost-effective energy future. The restructured EmPOWERment rate will be effective for all residential and general service members beginning with your September reading cycle and will appear on your October bill.

For more information and tips on saving, visit [blueridge.coop/empowerment-rate](http://blueridge.coop/empowerment-rate).

**JIM LOVINGGOOD**  
President and CEO

# Important information about BREC's EmPOWERment rate

Take control of your bill beginning this fall

**BLUE RIDGE ELECTRIC** has restructured rates to give members control of their bill. For 21 hours each day, members can use all the electricity they need at a lower kilowatt-hour rate. The key to saving is to minimize your energy use during peak hours when electricity is more expensive. There are three peak hours to be aware of each day.

## What are peak hours?

Just like you, Blue Ridge Electric receives a bill for the energy we purchase to supply power to your homes and businesses. One of the drivers of this bill is the amount of energy we use when the overall electricity demand in South Carolina is

### Peak hours

Avoid energy use during these hours to maximize savings



An example of BREC's new EmPOWERment rate						
COMPONENTS	RESIDENTIAL			GENERAL SERVICE		
	FACTOR	UNIT	EXAMPLE	FACTOR	UNIT	EXAMPLE
Account charge	\$1.10 per day	30 days	\$33.00	\$1.10 per day	30 days	\$33.00
Energy charge	<b>\$0.10443</b>	1,000 kWh	<b>\$104.43</b>	<b>\$0.10944</b>	1,000 kWh	<b>\$109.44</b>
Peak charge	\$13.00	4 kW	\$52.00	\$13.00	4 kW	\$52.00
Wholesale power cost adjustment	0	0	\$0.00	0	0	\$0.00
Bill total			<b>\$189.43</b>			<b>\$194.44</b>

Residential rate will have a lower kWh charge than general service.

at its peak. In other words, our bill increases when our members consume more energy during peak hours.

By using energy during off-peak hours, Blue Ridge Electric can reduce our overall share of the peak demand and pass those savings on to you. Even during peak hours, you have the opportunity to save on your bill by shifting some of your energy use outside of peak hours. We recommend members avoid “stacking,” which is using multiple high demand appliances (HVAC systems, electric water heaters, electric clothes dryers, etc.) at the same time.

Peak hours are determined by the times when electric demand is the highest across the state's electric grid. These peaks occur on cold winter mornings and hot summer afternoons,

With the restructured residential rate, you can save on your bill by shifting some of your energy use outside of peak hours.

when HVAC systems are working the hardest.

## Your October bill

The restructured rates will be effective for all members beginning with their September 2024 usage that appears on their October 2024 bill. Look closely at your bill—it will have a new look and be more transparent than ever. Residential and general service rate members will see three components along with an adjustment factor on their bill.

▶ **Account Charge** The per day operating cost to make power available multiplied by the number of days in

the billing period. That charge is \$1.10 per day.

▶ **Energy Charge** The amount of energy measured in kilowatt-hours used during the billing period. The kilowatt-hour charge for residential customers will be 10.443 cents per kilowatt hour and 10.944 cents per kilowatt hour for general service accounts.

▶ **Peak Charge** The SINGLE highest hour of peak electric use in the billing period multiplied by the rate of \$13 per kilowatt.

▶ **Power Cost Adjustment (PCA)** Adjusts for changes in purchased power costs.