



blueridge.coop

**FOR ALL YOUR
CUSTOMER SERVICE NEEDS**
Call Toll-Free (800) 240-3400

AUTOMATED OUTAGE REPORTING
1-888-BLURIDGE

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P.O. Box 277
734 West Main St.
Pickens, SC 29671

OCONEE
P.O. Box 329
2328 Sandifer Blvd.
Highway 123
Westminster, SC 29693

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.

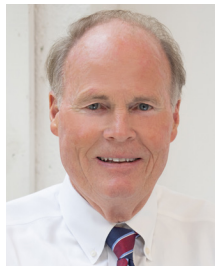
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This organization is an
equal-opportunity provider.



A Touchstone Energy® Cooperative



New rate gives you control

AS WE BEGIN a new year, I thought it was appropriate to review our new rate structure, the EmPOWERment rate. Our analysis after the first few months is that more than 50% of our members have a lower power bill when compared to the old structure, with another almost 20% seeing little to no increase in their bills. Together, approximately 70% of our residential customers have seen a bill decrease or minimal to no increase.

With the new rate structure, you now have more control over your bill than the previous flat rate structure, which was based on a higher kilowatt-hour (kWh) charge. Think of kWh as your car odometer, reflecting the number of miles traveled on a road trip.

This new rate, which is revenue neutral for Blue Ridge, emphasizes shifting energy use to off-peak hours when costs are lower—almost 90% of the day. Your bill is now determined by your overall energy use and the time of day when you use it.

This new rate reduces the kWh charge by about one third for all the energy you use. For 21 hours each day, you can use all the electricity you need at an energy cost of 9.443 cents per kilowatt-hour with no peak charge. For three hours each day in peak hours, you can save money by limiting the use of high-demand appliances such as the HVAC system, clothes dryer, water heaters and pool pumps.

Time of use charge

The new time of use charge, also known as the demand charge, is the highest SINGLE hour of energy used during peak hours within your billing period. This is measured in kilowatts (kW) at \$13 per kW. This is a different unit of measurement from kWh. Think of kW as the radar gun that captures your top-end speed on the highway.

Peak demand has always been part of our power bill. Now, it's unbundled for you to see, making your bill more transparent than ever before. You're billed the same way that our wholesale power bill at Blue Ridge Electric is calculated.

To reiterate, just ONE HOUR represents your monthly peak demand charge.

Money-saving tips

One way to keep your peak charge low is to avoid using major appliances simultaneously, such as your dryer and dishwasher. If you were to run only your dryer during one of the peak hours, on average, it would use roughly five kW, resulting in a peak charge of \$65. A microwave oven working for one hour pulls approximately one kW. Other minor appliances such as a blender, vacuum, television, ceiling fan or refrigerator each use less than 0.75 kW.

Pre-heating your home outside of the peak hours before lowering the thermostat a few degrees ahead of 6 a.m. can result in savings. Programmable thermostats are an investment that makes saving money second nature by efficiently automating your HVAC system. We now have a rebate program for smart thermostats. For more information and money-saving tips, please visit blueridge.coop/empowerment.

We understand this requires some habit adjustment. Members can call (800) 240-3400 if you have questions about your energy use. Blue Ridge offers several tools and programs, including Peak Forgiveness, energy audits and alternative rate structures, that can help with your bill.

We are grateful for your feedback.

JIM LOVINGGOOD
President and CEO

Local gridiron all-stars lend a hand

BY JOSH P. CROTZER

AS MUCH AS his hands and feet, Easley High School defensive back Jonathan Isham depends on his eyes to make a play on the football field. He's so good at his position, he was selected to the North roster for the Touchstone Energy Cooperatives Bowl in December.

Two days before the annual high school football all-star game, Isham had an "eye-opening" experience in the aisles of a Target store in Myrtle Beach. Isham was one of 86 players from across the state helping 44 local elementary school students during a \$150 per-child shopping spree sponsored by Blue Ridge Electric and South Carolina's other Touchstone Energy Cooperatives.



TRAVIS BELL
John Peeples (left) and Jonathan Isham (right) help Isadore with her shopping spree.

"It was great to be able to come out and help kids in the community," says Isham. "I loved seeing how excited they were, just to be able to look at all the toys and pick out what they wanted."

The shopping spree wasn't the only thing that made game week special. The night before the bowl game, a line crew from Horry Electric set up hands-on demonstrations on the field so the players could explore careers as cooperative lineworkers. Players put on personal protective equipment and took turns using various lineworker tools.

In addition to Isham, area players participating in Touchstone Energy Cooperatives Bowl were Elijah Huggins (Powdersville High School), Sharode Richardson (Westside High School), Joshuaun Knuckles (Powdersville High School), Logan Smith (Liberty High School), Tyler Morgan (Wren High School), Cody Williams (Pendleton High School), Abijah Webb (Pendleton High School), Isaiah Hill (Palmetto High School), Spencer Corn (Daniel High School), Jackson Lanier (Blue Ridge High School), and Bruce Brown (Daniel High School).

BREC lowers kilowatt-hour rate

Beginning Jan. 16, Blue Ridge Electric Cooperative residential members will see a 10% decrease in the kilowatt-hour rate from a Power Cost Adjustment, which could reduce bills by 5% on average.

Ready for an experience you won't forget?

Your co-op has two amazing trips planned this summer. Juniors: Apply for the Washington Youth Tour. Sophomores: Apply for the Cooperative Youth Summit.

Juniors: Experience Washington, D.C., with hundreds of students from across South Carolina and the country, meeting lawmakers and touring all the sights. Your electric co-op will cover your round-trip plane ticket, tours and meals. In other words, it's all free!

Sophomores: Experience South Carolina's capital like never before. Tour the Statehouse, meet lawmakers and see how co-ops are preparing for our state's energy future. Plus, there's plenty of fun with visits to popular Columbia attractions like Riverbanks Zoo & Garden. Your electric co-op will cover all your expenses.

We've made it easy to apply for either FREE trip. Apply today!



Washington Youth Tour: June 15-20, 2025



Cooperative Youth Summit: July 14-17, 2025



Applications available: <https://www.blueridge.coop/youth-programs>
Application deadline: February 28, 2025



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