

## Energy Demand

We all take for granted the fact that we can walk into a room, easily flip on a light switch, or causally pull the chain on our family room lamps and immediately, the lights turn on illuminating our homes and offices. In fact, turning on a light switch is something we do subconsciously almost every time we walk into a dark room. Having light in our homes and workplace is something we don't question; it is always there, its constant, and we can count on it. But how that electricity gets to our homes and businesses is not as easy as flipping on the light switch.

To get electricity from the power plant (where it is made) to our homes and offices, we need a power grid. The power grid is an elaborate network of power plants and electric powerlines strategically placed across the United States that deliver power to our members. High-voltage transmission powerlines stretch from the power plant to our local substations where the voltage is lowered. Once the voltage has been lowered, the electricity can be sent to smaller power lines and distributed to our homes and offices. Just the right amount of electricity is flowing constantly through the powerlines to supply power to our homes and businesses.

The amount of electricity a home or business requires fluctuates throughout the day and throughout the year. The demand for this electricity is defined by how much power is being used at any given time. The more electricity that is used, the higher the demand. Keep in mind that electric consumption and demand are different. Consumption is determined by how much electricity we use overall, and demand is determined by when we use it. Demand increases when we operate large or other power-hungry appliances simultaneously.

With a rapidly evolving wireless society, we have created insatiable demands on electricity. Most of us have adopted ways of life wherein we consistently require electronics (and, thus, electricity) to do our jobs and stay in touch with our families and friends. Computers, cellular telephones, and wireless network technology has pushed us into becoming more accessible and often more efficient. But this fast-paced and accessible life we have created has raised our electricity demands.

One of the most important jobs we have at Victory Electric is to make sure that there is enough electricity to supply to all members, no matter how many appliances, computers, device chargers, air conditioners or lightbulbs our members use at one time. This means that we must have the capacity to generate that power no matter what demand is needed. Often when there is peak demand, the cost to supply that additional power is also increased causing member bills to substantially rise.

At Victory Electric, technology is our ally. With advancements in metering technology, we can more accurately determine how members use power. To assist our members in understanding their energy use, we are now able to provide the demand (kW) on each member's monthly bill. This will provide members with more of an insight into their electricity use and hopefully, more ability to control their demand.

Admittedly, the simplest component of electricity is flipping on a switch. The electric grid is complex. And the cost of power can be unpredictable and not always within our budgets. So, let's focus on what we can control- our energy use. We can control how many lights we turn on, how cool or warm we keep our homes on an exceedingly cold or hot afternoon, and whether we choose to run multiple large appliances when electricity demand is the highest across the grid during the day.

If you know your demand, you can control your usage. But, if you're still unsure the best course of action to take, Victory Electric is committed to providing you all the tools available to us to assist you in understanding your energy use and how to curtail it. Pull us up on Facebook, Instagram, or visit our website for energy conservation tips and assistance with understanding your bill. We're here to help.

Best Regards,

Shane Laws