

ROLLA MUNICIPAL UTILITIES

# PEAK ALERT PROGRAM

*Winter 2025*

To join, text "EZRMUALERT"  
to (573) 341-1344

By joining the RMU Peak Alert Program, participants receive text alerts on their phones warning them of upcoming peak electric demand windows, a time when we all need to try and lower our electric usage.

These peak windows are times in which customers are expected to use a large quantity of electricity at the same time. Simply put, peak times occur when the majority of customers on the electrical grid are using the most power at the same time. During the winter, this usually occurs in the early mornings between 7:00 & 10:00 a.m. RMU's cost of electricity is based on how much power is used during these peak demand times.

RMU is a nonprofit organization and when we can control our costs, it allows us to control your rates. This is why on the coldest mornings, we will send a text asking customers to minimize energy usage.

### Some ideas to help lower demand during peak times:

- **Avoid using the oven, microwave, dishwasher, dryer or other unneeded major appliances**
- **Adjust the thermostat by turning it down a few degrees**
- **Turn off extra lights & unplug unused appliances**
- **Large consumers of electricity should consider reducing non-essential production or delay opening.**
- **Businesses should minimize use of electric lighting and electricity-consuming equipment as much as possible.**

Remember:  
When RMU Saves, You Save!

