

# PEAK PERFORMERS



## WHAT IS PEAK PERFORMERS?

### PEAK PERFORMERS IS A LOAD REDUCTION PROGRAM

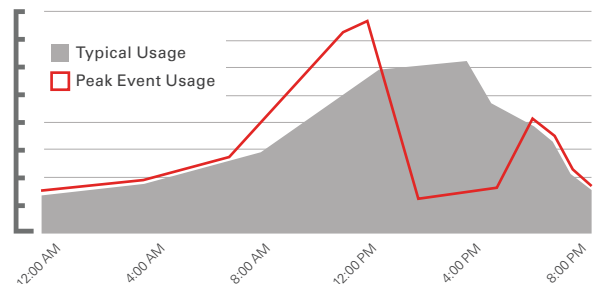
Peak Performers is a load reduction program that rewards businesses for reducing or shifting electricity use during times of high demand. By joining, participating businesses earn substantial incentives that go directly to their bottom line.

### IT IS DESIGNED TO SAVE ELECTRICITY IN PEAK USAGE TIMES

Why pay businesses NOT to use electricity? The market for electricity is unique, requiring a perfect balance of supply and demand. PSO can't store electricity but must supply it when it is needed. This is especially challenging in the hot months when electricity use is very high.

### IT HELPS KEEPS EVERYONE'S ELECTRICITY COSTS STABLE

If usage remains high over a sustained period, PSO will have to build new power plants, and the cost of new facilities would drive up electricity costs for everyone. Peak Performers is designed to reduce electricity use in our communities during peak times to help prevent that.



## HOW DOES IT WORK?

### DURING A PEAK EVENT, PARTICIPATING BUSINESSES PROACTIVELY LOWER THEIR USAGE.

When PSO anticipates a spike in usage, we declare a Peak Event. During a Peak Event, businesses execute a usage reduction plan developed with the help of PSO. Participants have at least two hours to prepare and then reduce usage for two to four hours. Small changes can make a big difference. Many businesses shut off lights that aren't in use or adjust thermostats a couple of degrees.

### NO MORE THAN 16 PEAK EVENTS OCCUR EACH YEAR, AND PARTICIPATION IS VOLUNTARY.

There are a maximum of 16 Peak Events per year, falling between June and September. Participation is completely voluntary and PSO does not control any of your facility's equipment. Participating businesses may opt out of any peak event without penalty.

## HOW CAN IT BENEFIT YOUR BUSINESS?

### YOU CAN EARN SUBSTANTIAL REWARDS FOR PARTICIPATING.

Once a year, PSO will pay your company \$32 per Average Kilowatt Savings. If you participate in all Peak Events, PSO will pay you a bonus equal to 5% of your Average Kilowatt Savings payment. Since 2013, PSO has paid more than \$11M in incentives. In 2021, there were 252 businesses (1,834 premises) that participated and the total incentives paid was \$2,439,049.29

### YOUR COMMUNITY ELECTRICAL GRID WILL BE MORE RELIABLE.

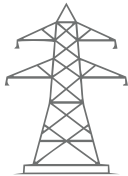
Your participation in Peak Performers will help make sure that you and your neighbors have reliable access to power during periods of high demand. Lowering your electricity usage when demand is high helps offset the need for costly grid upgrades and new utility plant investment, all while reducing greenhouse gas emissions.

# PEAK PERFORMERS AT A GLANCE



## WHAT

Peak Performers offers financial incentives to businesses for temporarily reducing their electricity use during a Peak Event. Participation in each Peak Event is completely voluntary.



## WHY

A Peak Event is declared by PSO when it is imperative to reduce electricity use in order to maintain grid reliability and lower prices.



## WHEN

A Peak Event may be called for a duration of 2 to 4 hours, between June 1st and September 30th, on any weekday (excluding holidays) from 1 p.m. to 7 p.m. PSO will call no more than 3 Peak Events per week and no more than 16 per year.



## HOW

Peak Event notices are delivered via email or text message at least two hours prior to a Peak Event.

# REWARDS

A one-time payment for the Average Kilowatt Savings\* at **\$32/kW** will be paid directly to the participating organization. A bonus, equivalent to **5%** of payout, will be paid to customers who participate in all Peak Events.

Find out more at [PowerForwardWithPSO.com](https://PowerForwardWithPSO.com)



POWER FORWARD<sup>SM</sup>

\*Average Kilowatt Savings are derived from the Baseline Peak Demand minus the actual usage during a Peak Event. The Baseline Peak Demand is calculated based on the average of the 3 highest kW usage days of the previous 10 calendar days except weekends, holidays, and previous Peak Event days. A baseline correction of up to 30% may be used if event day conditions warrant.