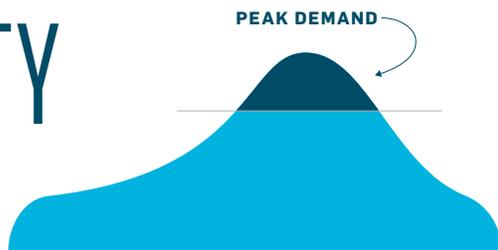


# WHAT IS ELECTRICITY DEMAND?



## DEMAND IS ONE OF THE FACTORS THAT AFFECTS YOUR ELECTRICITY COSTS THE MOST

Our electrical grid needs to be prepared for worst-case scenarios, so it is designed to accommodate maximum energy usage from every single home or business at any given time – even if this is not the case every day.

## THERE ARE TWO TYPES OF DEMAND

**Your facility's demand:** the maximum amount of electrical power you use. For example, say your electricity usage stays roughly the same for January through May, but in the summer months of June and July, you run your air conditioner longer and use about 20% more power. Come August, you may see a “demand charge” on your bill go up. This is because you've signaled to the electric company that at some point in the future, they may need to provide you with 20% more power to accommodate your needs – and having that capacity will naturally cost you more. This charge is calculated based on the highest amount of electrical power you require at any given time, and the “peak” is the window of the day where you require the most.

**Electric company's peak demand:** the time of day when electricity usage is the highest across the entire grid (all homes and businesses). In Hawai'i, this is 5-9pm on weekdays. Depending on your operating schedule, this may not coincide with your own peak hours; however, lowering the peak for the entire grid benefits everyone, and helps prevent blackouts. This is why it's important to not only reduce your own peak demand, but your overall usage between 5-9pm as well.

Hawai'i Energy has rebates to help your business manage electricity demand.

VISIT [HAWAIIENERGY.COM/POWERMOVE](https://www.hawaiienergy.com/powermove)



# Hawai'i Energy

## WAYS TO REDUCE PEAK DEMAND

### 1. SCHEDULE

The most common contributor to high peak demand is multiple energy-intensive processes (like HVAC systems, big equipment, etc.) running at the same time. Adjusting the schedule for large equipment using building control and automation systems can help spread out your need for electricity so you don't have spikes.



### 2. SHRINK

Installing energy efficient equipment helps greatly because it lowers your overall usage and therefore your maximum peak.

Don't forget to also properly size any new equipment – aim for uniform operation at full capacity versus short bursts of high intensity.



### 3. SHAVE

If you have PV, you can take the excess energy you make during the day and store it in a battery to use during the peak evening hours.

