

Demystifying the kilowatt hour at a Basin Electric member cooperative

It's been a challenge for years. How do you explain to consumers what a kilowatt hour is?

At [Wright-Hennepin Cooperative Electric Association](#), a new program is helping “demystify the kilowatt hour,” says President and CEO Mark Vogt.



Kim Harvey, customer service representative at Wright-Hennepin Cooperative Electric Association.

“[MyMeter](#)” is a program that gives co-op consumer-members access to daily information about their energy consumption. The secure Web site allows them to compare their use to that of their neighborhood and set conservation goals. Vogt says the co-ops customer service representatives can use the Web site to show consumers where they’re using their energy, and why use may have increased or decreased in a given period of time.

Just this week, the MyMeter program received an award during the National Rural Electric Cooperative Association’s 2010 Annual Meeting. Watch a video NRECA produced about the program at this link: [Wright-Hennepin’s MyMeter program video](#)

Learn more about the National Community Service Award for Energy Efficiency at this link: [NRECA Honors Wright-Hennepin Cooperative Electric Association’s Pioneering Energy Efficiency Program](#)

A Basin Electric communications team traveled to Wright-Hennepin this week, and met with Vogt and others about the program. We’ll share that story with you in an upcoming Basin Today.