

# CONNECTIONS

NRECA ASSOCIATE/SERVICE MEMBERS AND CO-OPS WORKING TOGETHER

## HELPING CONSUMERS SLASH ELECTRIC DEMAND

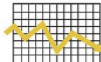
**A** smart meter project has generated an added benefit at one Minnesota co-op: consumers who've become smarter energy users.

Wright-Hennepin Cooperative Electric Association in Rockford began installing 45,000 smart meters three years ago and, then, teamed up with software development entrepreneur Josh Headlee to offer daily energy use information directly to members. The result was MyMeter, a free web-based system—running on the co-op's advanced metering infrastructure—that members can tap to manage energy consumption in their homes and businesses.

By offering kilowatt-hour data in near real time through Wright-Hennepin Cooperative Electric's website, MyMeter lets members see how electric use fluctuates with outdoor temperatures, set conservation goals, and receive energy-saving tips.

"Consumers who really get into using the service can even create graphs and charts to substantiate trends," notes Sonja Bogart, the co-op's vice president of customer service, sales & marketing. "With our state government mandating that electric cooperatives and other utilities help folks save energy, MyMeter will go a long way toward meeting that need."

Bogart notes that studies show having access to real-time energy information and then acting on it trims electric bills between 5 percent and 15 percent. MyMeter captured NRECA's 2010 Electric Cooperative National Community Service Award for energy efficiency as well as a second-place 2009 customer service award from Chartwell, Inc., a prominent Atlanta, Ga.-based firm that facilitates the exchange of studies among North American utilities.



**MYMETER™**  
ACCOUNT PROFILES

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SIMPLE MEASURES FOR COMPLEX INFORMATION