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PowerForward Campaign Begins

Energy Conservation can help keep costs down

Salt Lake City, Utah – The Utah Department of Environmental Quality (DEQ), in partnership with Utah’s electric utilities, has begun its summer energy conservation initiative aimed at promoting efficient use of electricity during the summer peak season.

At the heart of the campaign is the PowerForward alert system. This color-coded system notifies people along the Wasatch Front and Dixie region when additional conservation measures are needed. “Green” means normal, common-sense conservation should be practiced, such as turning off lights and TVs when you leave a room or running your dishwasher or washing machines only when fully loaded. “Yellow” means extra conservation measures are urged, such as reducing electrical use as much as possible during peak hours from noon to 8 p.m. “Red” means conservation is critical to reducing electric usage to avoid involuntary outages.

“The PowerForward campaign empowers consumers with common sense, cost saving actions they can take to conserve electricity during peak times when electrical power is the most expensive to produce or purchase,” said Amanda Smith, acting executive director of DEQ.

For more information on ways to conserve electricity and to sign-up for PowerForward conservation alerts, visit www.powerforward.utah.gov.

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