



20 February 2024
FOR IMMEDIATE RELEASE:

**CITY OF SOUTHPORT
SOUTHPORT SELECTED AS RECIPIENT OF ELECTRICITIES CUSTOMIZED CITY PROJECT**

Southport, NC – The City of Southport has been selected to receive a Customized City Project from Electricities of North Carolina.

The project will include a new Communications strategy that will educate residents on the positive impacts of participating in the City’s Load Management program for electric utilities, in hopes to encourage residents to join the program.

With a projected start date of March 2024, the project will be led by Public Information Officer ChyAnn Ketchum, in conjunction with Public Services, and last approximately eight months.

More details of the project will be released as progress is made.

Load Management is a practice of shedding loads (turning things off) at critical times when wholesale electricity is at a premium cost to municipalities. Load Control Devices are installed on consumer and commercial loads that enable the power agency (North Carolina Eastern Municipal Power Agency) to control those loads to assist participating municipalities save on power costs.

Participants receive an incremental 1¢/kWh discount on each Load Management tier of participation. A customer with AC, Heat Strip, and Water Heater control pays 9.5¢/kWh (as opposed to 12.5¢). Participants also get many perks from the smart thermostats such as phone apps and internet connectivity. Imagine coming home early on a hot day and being able to adjust your thermostat down before you get home! Like other smart thermostats, they are fully programmable with temperature pre-sets based on participants’ work schedules, vacations, etc.

For additional questions or media inquiries, please contact Public Information Officer ChyAnn Ketchum with the contact information below.

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