

ENERGY SCAMS

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with a pushy individual who demanded the member finish the order, insisting they make a large deposit via credit card.

What to know: When you use a search engine, there's no telling what might come up that's not affiliated with the co-op. Head straight to our website: **ClayElectric.com**. The phone number for the co-op's main office (1-800-224-4917) — which members can call to request new service — is right on the homepage, as is a link to request a power turn-on by simply entering the property's address. It's that easy.

Scam 3) Members of a neighborhood reported being approached by people going door-to-door, saying they partnered with Clay Electric to sell them a home solar power unit (or photovoltaic system).

What to know: Clay Electric does not sell solar units nor does the co-op endorse or partner with a particular installer. Your co-op also does not sell or provide information about members to third parties. Members interested in solar power should visit our solar assessment page at **ClayElectric.com/solar-right-me**.

The key thing the co-op wants to remind members: If something seems off, hang up the phone and give us a call at 1-800-224-4917.

We encourage members to report any potential scams. It's OK to be suspicious of someone who's claiming to be with Clay Electric, especially if that person is pressing for personal information.

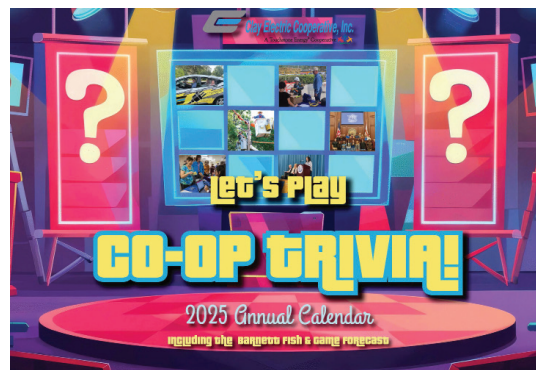
Storm evacuation help for those with special needs

It's vital for members to have a plan in case of an emergency.

If you or someone you know has special needs and requires assistance in case of evacuation, your local government can help. Contact your county emergency management office to learn about shelters in your area.

For members with special needs, visit floridadisaster.org/shelters or call 1-800-342-3557 to register with your county emergency operations center.

Last call for 2025 calendars



If for some reason Santa didn't bring you a calendar for Christmas, we've still got you covered.

It's your last chance to swing by your nearest district office and grab a free Clay Electric calendar. This year's theme is co-op trivia, and it also features the popular Barnett Fish and Game Forecast.

Power Line is an informational publication of Clay Electric Cooperative, Inc. It is distributed monthly with members' statements. If you have questions or comments about Power Line, write Nick Jones at P.O. Box 308, Keystone Heights, FL 32656; or email: NJones@clayelectric.com. Clay Electric Cooperative's Board of Trustees will meet Jan. 25 in Keystone Heights.

The Clay Electric Cooperative, Inc. _____

Power Line

January 2025

Don't fall for an energy scam



In a world that's always looking for ways to make things easier for convenience's sake, you can be sure scammers will continue finding new methods to go after your personal information and your money.

We've heard of all sorts. In some cases, it was a door knock from someone claiming to be with Clay Electric, while in others, it was a phone call. It's going to continue happening, and the best thing your co-op can do is warn you and hope you take these warnings seriously. Here are some examples.

Scam 1) A member received a call from a scammer who said they would pay her entire electric bill if she provided them with a smaller fee via credit card.

What to know: The co-op will not contact members directly and demand an instant, immediate payment without prior warnings. We will issue a notice in the mail to members who have not paid their bill and are facing a disconnection. The **MyClayElectric app** will also show whether the member has an outstanding bill and they can pay directly via the app.

Scam 2) A member used an online search engine to locate what they believed was the Clay Electric phone number but mistakenly called a scammer. The member inquired about a connection request and were met

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We're working by the minute to ensure you stay powered

Electricity is essential for nearly every aspect of daily life — so much so that you probably don't often think about how it's produced and delivered to your home or business. You might be surprised to learn that behind the scenes, a network of experts is working daily (and even by the minute) to anticipate how much electricity you need before you even use it.

We're all connected to the electric grid, so ensuring the right amount of electricity for all involves a complex process of forecasting energy demand, planning for capacity and securing enough supply to meet Americans' needs.

Powerful sources

First, electricity must be generated at a power plant using either traditional sources, such as coal, natural gas or nuclear energy, or from renewable sources, such as solar, wind or hydropower.

Clay Electric works closely with Seminole Electric Cooperative, our local wholesale power partner, to secure enough electricity for our communities, using a diverse mix of energy sources — coal, natural gas and solar — to generate the power we deliver to your home or business. That diverse energy mix also means Seminole Electric can ensure reliable power at a competitive cost.

Across the country, electricity supply and demand are managed through a market that includes long-term planning agreements, where electricity is bought and sold just like other common goods and services. Because we work with our wholesale power partner, which is also a cooperative, we can pool resources and expertise to deliver affordable power to our local communities.

Electricity supply changes throughout the day because demand fluctuates based on consumers' needs. For example, your co-op knows that we need to ensure more electricity in the mornings when you're starting your day, and in the evenings when you're cooking dinner, running appliances and watching TV. Demand also increases when weather patterns change, such as extremely warm or cold temperatures.

Managing supply and demand

Nationwide, other electric utilities are managing the same task of balancing supply and demand, which is why we have a larger network of key players in place to ensure enough power is delivered across the grid.

In most cases, the amount of electricity generated and how much is sent to specific areas are coordinated and monitored by regional transmission organizations (RTOs) and independent system operators (ISOs). In other areas, individual electric utilities perform these tasks.

RTOs, ISOs and electric utilities act as air traffic controllers for the electric grid. They forecast when you, your neighbors and communities across a large region will need more power. These organizations take measured steps to ensure there's enough supply to meet demand.

Looking ahead

As the energy sector undergoes rapid change, it's important for all consumers to understand the basics of electricity supply and demand.

Electricity use in the U.S. is expected to rise to record highs this year and next, with the demand for electricity expected to at least double by 2050. At the same time, energy policies are pushing the early retirement of

**A Balancing Act:
ELECTRICITY SUPPLY AND DEMAND**

Behind the scenes, a network of people and facilities work together to ensure you have electricity when you flip the switch.

Electricity is generated at a power plant, then sent across the grid to homes, schools and businesses.

The amount of electricity generated and how much is sent to where it's needed are typically coordinated and monitored by regional grid operators that essentially act as energy traffic managers.

Regional Grid Operators

- Regional Transmission Organizations (RTOs)
- Independent System Operators (ISOs)
- Electric Utilities

As electricity demand varies throughout the day, grid operators, power plant operators and electric utilities work to forecast, plan and purchase enough electricity for everyone.

Ensuring communities have the exact amount of electricity they need is a challenging task, but behind the scenes, a network of industry experts make it happen every day.

Factors that Impact Electricity Supply and Demand

- Demand Surges
- Extreme Temperatures
- Infrastructure Costs and Availability
- Supply Chain Challenges
- Fuel Costs
- Federal and State Regulations

always-available generation sources, which will undoubtedly compromise reliable electricity.

Your co-op remains committed to providing affordable, reliable energy to the members we serve. That's why we are preparing now for increased demand and other challenges that could compromise our local electric supply. Managing the balancing act of electricity supply and demand is a complex job, which is why we have a network of employees in place to direct the electricity we need and keep the electric grid balanced.