

# THE INNOVATOR

Denison Municipal Utilities

October, 2016



DMU is celebrating Public Power Week, Oct. 2-8, along with more than 2,000 other electric utilities that collectively provide electricity on a not-for-profit basis to 47 million Americans.

“DMU is a hometown public power system and its first and only job is to provide you with excellent service at low-cost rates. It is part of

our community, locally owned and locally controlled. We don't report to stockholders, we report to you.” said Mark Ramthun, DMU General Manager. You can take for granted that DMU will continue to provide low-cost, reliable electricity and deliver it to you instantaneously, day or night. We hope we can also take for granted your support of public power as “An American Tradition That Works” in the public interest here in Denison!

The DMU electric department has 9 dedicated and skilled employees who maintain 3 substations and over 118 miles of electric distribution circuits.

Pictured from left to right: Randy Schraeder, Mike Miller, Aaron Coret, Rory Weis, Mike Wight, Chris Mumm, Neil Schumann, Chris Ball Absent: Kevin Fink



Energy-efficient lighting just makes sense! ENERGY STAR certified LED and CFL light bulbs use estimated 90 percent less energy than incandescent bulbs, and save up to \$80 in electricity over the life of the bulb. For Public Power Week we will be giving away LED bulbs in October to our customers.

## PUBLIC POWER WEEK SPECIAL LED & CFL Light Bulb Gift Coupon

(for DMU customers only)

**REDEEM THIS COUPON FOR: (2 LED) & (1 CFL) FREE light bulb per Residential Customer and (4 LED) & (1 CFL) light bulb per Commercial/Industrial Customer .** Clip this coupon and bring to the DMU office at 7th St. & Broadway, Denison for your free light bulbs.

**Expires October 31, 2016.**

You may purchase more bulbs at \$2.00 per bulb after the expiration date. (limit of 2 bulbs) Not eligible for rebate listed on reverse. (while supplies last)

## NEED HELP WITH YOUR HEATING BILL?

Starting October 1, 2016 the elderly and the disabled can apply for the 2016-2017 Low-Income Home Energy Assistance Program, (LIHEAP) and anyone can apply after November 1, 2016. The assistance is based on household income, household size, type of fuel and type of housing.

You will need to take:

- ◆ Proof of Income (most recent 3 months' check stubs)
  - ◆ Social Security numbers for all household members
  - ◆ Recent heat bill
  - ◆ Recent electric bill
  - ◆ Recent telephone bill
- You can apply at your local agency:

West Central Community Action Office,  
145 N. 7th St.,  
Denison, Iowa 51442  
(712) 263-3538

Make your life easier with easy options for paying your utility bill.

- Pay by credit card, debit card, eCheck or eSavings
- Pay online or by downloading our payment app to your smart phone
- Pay immediately or set up automatic payments for the amount of your bill
- Pay online :Go to [www.dmuonline.com](http://www.dmuonline.com) Click on the bill payment link.
- Pay at the Office or our drop box at the Service Center.



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### The New Way to Shop for Light.

When you're shopping for lightbulbs, compare lumens to be sure you're getting the amount of light, or level of brightness, you want. The lighting Facts label will help. This new label will make it easy to compare bulb brightness, color, life, and estimated operating cost for the year.

### BUY LUMENS, NOT WATTS



You'll save about \$6 in energy costs each year if you replace one traditional 100W incandescent with an ENERGY STAR CFL.\*

\* Savings based on 2 hours per day usage and 11¢/kWh energy cost.

In the past, we bought lightbulbs based on how much energy, or watts, they use. Wouldn't it make more sense to buy lights based on how much light they provide?

When you're shopping for lightbulbs, you can choose your next lightbulb for the brightness you want by comparing

lumens instead of watts. A lumen is a measure of the amount of brightness of a light bulb — the higher the number of lumens, the brighter the lightbulb.

An ENERGY STAR® light bulb can save \$80 in electricity over its lifetime because it uses up to 90 percent less energy than traditional bulbs. ENERGY STAR bulbs also last 10 to 25 times longer, and produce far less heat, making them safer to operate.

Denison Municipal Utilities offers these rebates for ENERGY STAR lighting:

- CFL screw-in bulb - \$1.50
- LED screw-in bulb - \$3
- LED recessed can fixture - \$4

To learn more, call us at 712-263-4154 or visit

[www.brightenergysolutions.com](http://www.brightenergysolutions.com)



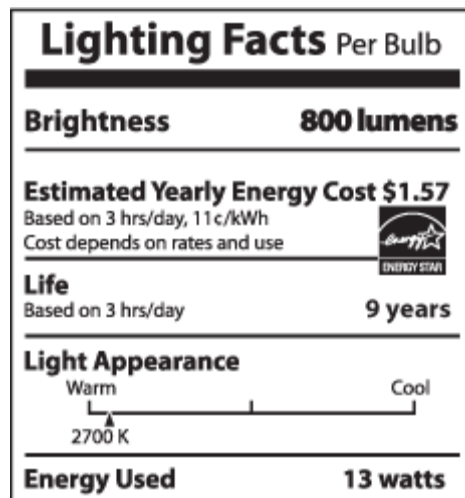
## Did you know?

Lumens measure how much light you are getting from a bulb. More lumens means it's brighter light; fewer lumens means it's a dimmer light.

Lumens are to light what : \* Pounds are to bananas \* Gallons are to milk

The brightness, or lumen levels, of the lights in your home may vary widely, so here's a rule of thumb:

- To replace a 100 watt incandescent bulb, look for a bulb that gives you about 1600 lumens.
- Replace a 75 W bulb with an energy-saving bulb that gives you about 1100 lumens.
- Replace a 60 W bulb with an energy-saving bulb that gives you about 800 lumens.
- Replace a 40 W bulb with an energy-saving bulb that gives you about 450 lumens.



To help consumers better understand the switch from watts to lumens, the Federal Trade Commission requires a new product label. It helps people buy the lightbulbs that are right for them.

Like the helpful nutrition label on food products, the Lighting Facts label helps consumers understand what they are really purchasing. The label includes the following information:

- \*\*Brightness, measured in lumens
- \*\*Estimated yearly energy costs
- \*\*Lifespan
- \*\*Light appearance, measured by correlated color temperature (CCT) on the Kelvin (K) scale, from warm to cool.