

# Why is the Demand for Electricity Rising?

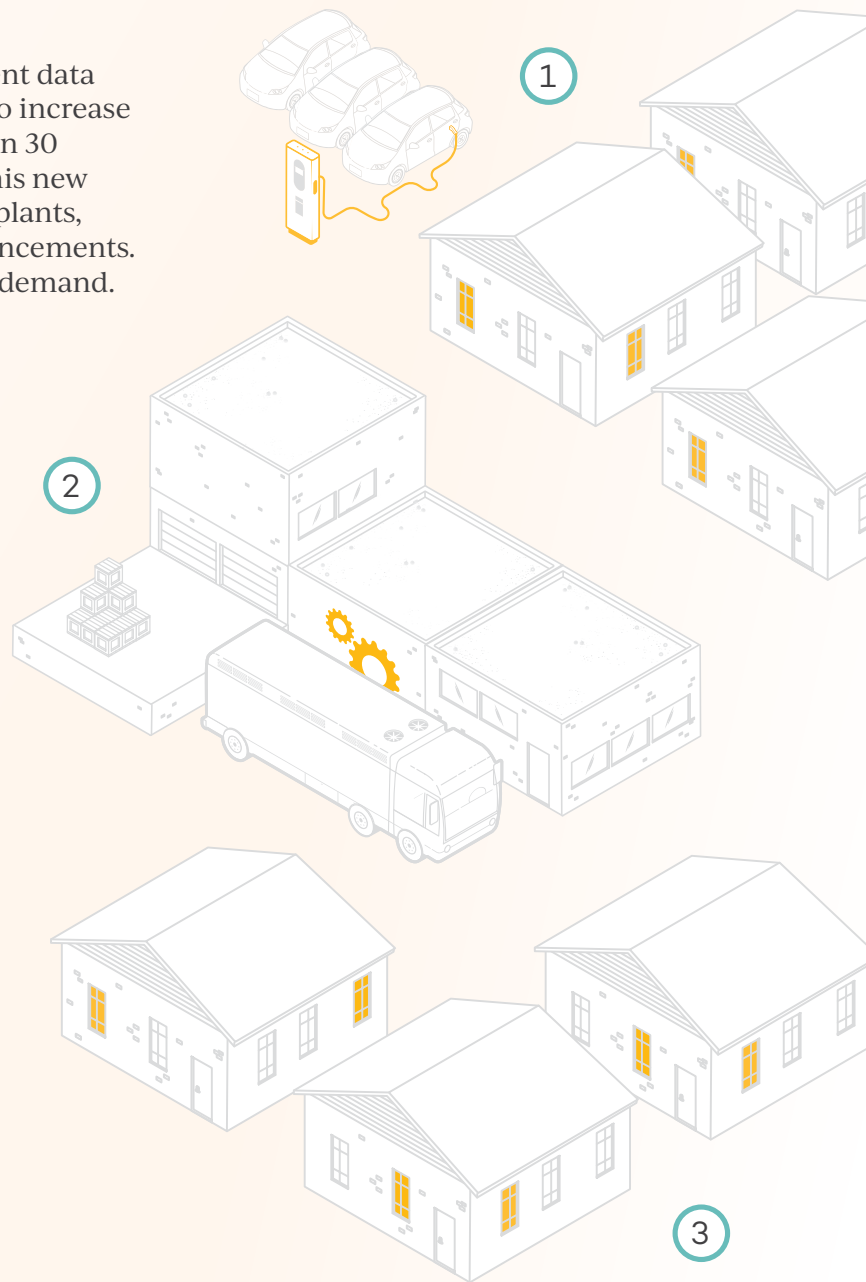
Demand for electricity in the U.S. is booming. Recent data shows that power consumption nationwide is set to increase by at least 38 gigawatts (enough to power more than 30 million homes) between now and 2028. Meeting this new demand will require a combination of new power plants, grid upgrades and energy storage technology advancements. Here are the key factors that are driving increased demand.

- 1

**Increased Electrification:** Electric vehicle adoption, electrification of home heating and industrial electrification are increasing overall U.S. energy consumption. 4436009
- 2

**Manufacturing Growth/ Onshoring:** New, expanding and “onshored/reshored” manufacturing capacity driven by federal incentives is expected to increase industrial demand by 13,000 gigawatts per year.
- 3

**Economic Growth:** Residential power consumption is expected to increase by 14 to 22 percent through 2050 due to increases in population and steady economic growth. 4396120



## SSEMC SCHOLARSHIPS DUE FEBRUARY 20



### J.E. ROBINSON MEMORIAL SCHOLARSHIP

DUE 02/20/2026

Academic ability, financial need and other factors, such as school and community activities, are considered in the selection of the scholarship recipients.

The Snapping Shoals EMC J.E. Robinson Memorial Scholarships are currently worth \$2,500 each, and we typically award a total of 14 each spring.



### BRADLEY K. THOMAS SCHOLARSHIP

DUE 02/20/2026

Involvement in school and community activities is the primary consideration for these scholarships.

Academic ability and financial need are also factors in the selection of the scholarship recipients. We typically award eight \$2,500 Bradley K. Thomas scholarships each year.



### LINEMAN SCHOOL SCHOLARSHIP

DUE 02/20/2026

SSEMC offers two \$3,500 scholarships for those interested in attending lineman school. The funds may be used for any lineman school program in Georgia.

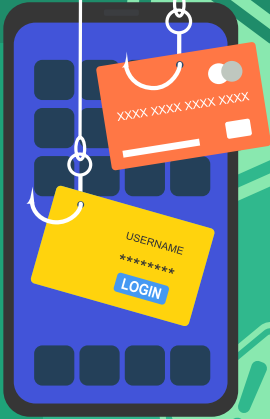
The winners must initiate their school registration within one year of award and must complete schooling within two years of award. 4553820

TIP TO AVOID  
ENERGY SCAMS



Enrolling in Auto Pay can help prevent certain types of utility bill scams. If a scammer contacts you with fake disconnection threats, you can rest easy knowing your bill is paid automatically through a pre-arranged, secure channel. 4701959

Auto payments also eliminate the risk of exposing checks and personal banking info through the mail. Consider enrolling to stay on track and avoid certain scams. **Register through mySSEMC or call us at 770-786-3484 to sign up for Auto Pay.**



Energy Efficiency  
TIP OF THE MONTH



Mid-winter is a great time to ensure you're making the most of your home heating system. Replace or clean filters to keep your furnace or heat pump running efficiently. Listen for strange noises and check for uneven heating, which indicate that the system may need servicing. Ensure vents and radiators aren't blocked by furniture or rugs as proper airflow helps your system work less and saves energy. A little maintenance along the way can prevent costly repairs and keep your home cozy through winter. 4364914



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