



TAKE A PEEK INSIDE PEAK-REDUCTION STRATEGIES AT TULSA PROMENADE MALL.



With nearly a million square feet of shops, eateries and department stores, you can find almost anything at Tulsa Promenade Mall. But it's what you can't see that gets Keenan Nesvold excited.

As the mall's director of operations, Keenan sees Tulsa's sweltering summers as a unique opportunity to serve the community. By cutting peak electricity consumption, he keeps costs down for mall customers and supports affordable electricity rates for everyone in the Tulsa metro.

While each tenant is self-metered, the mall covers electricity costs for shared spaces. Keenan applies common sense to common areas in order to curb demand on the hottest days.

"We change the temperature settings to a level that guests won't notice, about three degrees. We shut down lots of lights and ask all staff to do the same." By making subtle changes, Keenan and his team reduce peak load without compromising the guest experience.



In 2014, the mall received a Peak Performers incentive check for \$2,012. But Keenan wants to push things even further. "I'm a very competitive person. So I'm hoping this year's reduction is better than last year's. Anything less would be a disappointment."

Promenade Mall shows how customer service and money-saving strategies go hand-in-hand. If you're ready to boost your bottom line while serving customers and the community, visit PowerForwardWithPSO.com or call **888.776.1366** to learn more.

"IT'S JUST A MATTER OF LOOKING FOR WAYS TO CUT BACK AND MAKING THE CHANGES DURING THESE EVENTS. IT'S LIKE EVERYTHING ELSE. IF YOU HAVE A PRESET PLAN, IT MAKES EVERYTHING PRETTY EASY."

- KEENAN NESVOLD,
DIRECTOR OF OPERATIONS
TULSA PROMENADE MALL