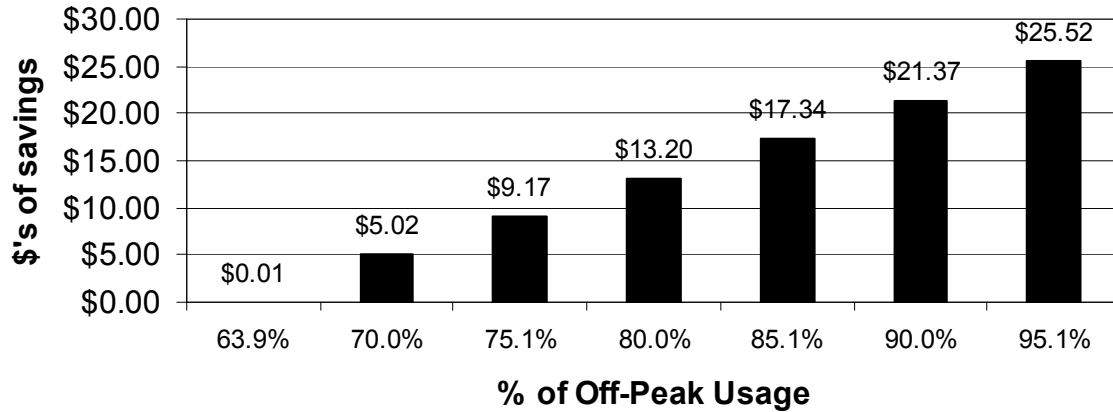
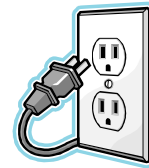


Monthly TOD Rate Savings in Relation to Off-Peak Usage

(Assuming usage of 750 kWhs per month)

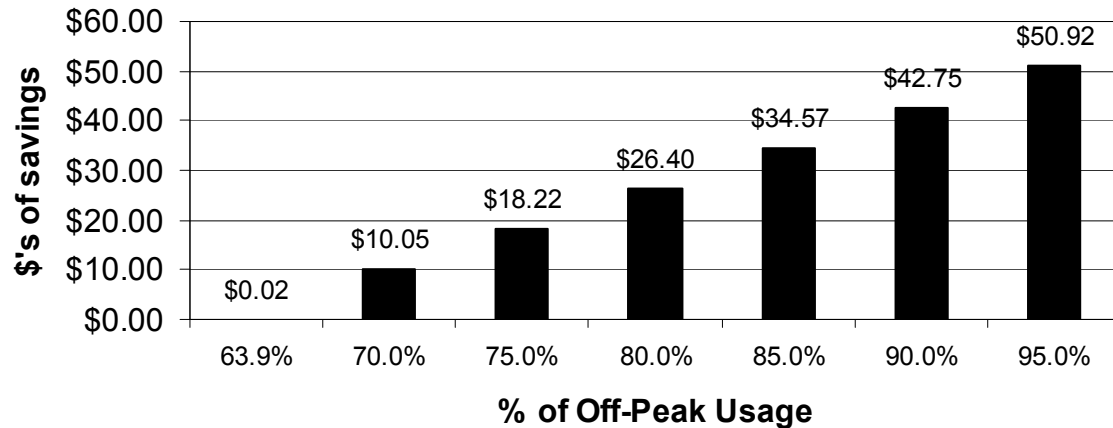


Is a
**Time-of-Day
Rate**
right for you?



Monthly TOD Rate Savings in Relation to Off-Peak Usage

(Assuming usage of 1,500 kWhs per month)



Cedarburg Light & Water
People you know. Service you trust.

262-375-7650

If you use more than 65% of your electricity on weekends, holidays and between 7pm to 7am (or 8pm to 8am, or 9pm to 9am) on weekdays, our Time-of-Day (TOD) rate may save you money.

And not only will you save money, but you'll be helping to spread the demand for electricity more evenly throughout each day and night.

Why does it matter when electricity is used?

- Electricity cannot be generated ahead of time and "stored" until it's needed, it must be generated when it's needed.



- During times of high demand for electricity, all available power plants must be used, even inefficient and costly ones.

- Typically, the demand for electricity is the highest between approximately 7am & 7pm, Monday through Friday.

Our *standard* rate blends the cost of electricity during on and off peak times. This blended cost is \$0.0964 per kWh, regardless of when the electricity is used.

Our TOD rate, on the other hand, does not blend on and off peak costs. Electricity used during **on-peak** times is billed at a **higher** rate of \$0.1660 per kWh and electricity used during **off-peak** times is billed at a **lower** rate of \$0.0570 per kWh.

How do you know if our voluntary TOD rate is right for you?

This rate will save you money if you use more than 65% of your monthly electricity during "off-peak" times. This is true whether you use 100 kWh per month or 3,000 kWh per month. The more usage you shift to off-peak times, the more you will save. (See graphs shown on the back of this pamphlet for some examples of the savings.)

Let's review the definition of "off-peak" hours (when electricity is less expensive):



Off-peak times are weekends, holidays and anytime between 7pm and 7am on weekdays—or, as an option, you may choose 8pm-8am or 9pm-9am as your off-peak hours.

Now let's review the price difference:

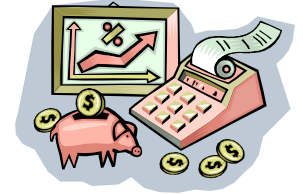
Off-peak rate \$0.0570 per kWh
On-peak rate \$0.1660 per kWh
Standard, non-TOD rate \$0.0964 per kWh

How can you tell how much electricity you use during off-peak times (versus during on-peak times)?

You can read your electric meter at 7am and 7pm Monday through Friday, for as long a period of time, and during as many seasons as you believe would give a good baseline to project whether the TOD rate would save you money. You may calculate the cost differential yourself or send your documented

meter readings to us and we will be happy to run the calculations for you.

Both graphs on the back of this pamphlet show how the potential monthly cost savings grows as a customer is able to shift a higher percentage of their usage to "off-peak" hours. For example, a customer using 1,500 kWh's a month, 75% of which is used during off-peak hours, would save \$18.22 each month (or \$218.64 each year).



Please note that there is no charge to go on the time-of-day rate, however once on this rate, you must remain on it for one year.

The rates shown in this pamphlet have been in effect since February 2, 2008.

Questions?

Please give us a call, stop in or send us an email. We're two blocks east of Olsen's Piggly Wiggly and our email address is cedarburgutility@wppisys.org.

