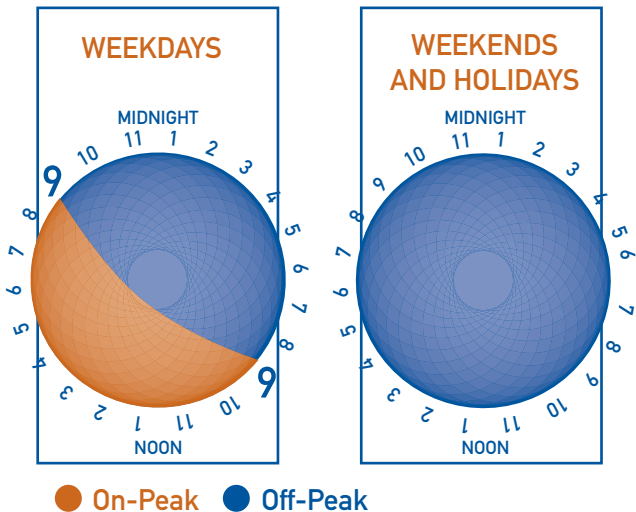


# Small adjustments in your weekly electricity use along with SWL&P's Time-of-Day Electric Pricing Program may save you money, energy and resources.

Can you shift the time you use certain electrical devices? Then you may benefit from SWL&P's time-of-day electric pricing. Today you are charged for the amount of electricity you use at the current rate regardless of when you use it. Under the Time-of-Day (TOD) electric rate, you have the potential to save money by shifting your electric usage from higher cost "on-peak" hours to lower cost "off-peak" hours.

**Reduce** your electric usage during on-peak hours.



**On-Peak Periods**  
Monday through Friday  
9 am–9 pm  
excluding holidays

**Off-Peak Periods**  
Monday through Friday  
9 pm–9 am  
weekends and holidays

TOD rates reflect SWL&P's costs to supply electric energy. It is more expensive to serve customers when demand for electricity is high (on-peak). Customers are charged less when the total amount of electricity customers are using is lower (off-peak).



Shift on-peak usage to off-peak and save money on your bill.

## TOD Electric Rates\*

Customer Charge  
\$7.00 (\$/month)

Summer (Mar.–Oct.)  
On-Peak \$0.11325 kWh  
Off-Peak \$0.03611 kWh

Winter (Nov.–Feb.)  
On-Peak \$0.10340 kWh  
Off-Peak \$0.03611 kWh

## Current Rates

Customer Charge  
\$7.00 (\$/month)

Summer  
\$0.0819 kWh

Winter  
\$0.0819 kWh

## Are you eligible?

Complete the following questions and add up your points to find out if SWL&P's time-of-day rate may work for you. For each question you answer "yes," give yourself one (1) point. Add up your points and find out your potential cost savings.

- Are you a residential customer in a single family home?  YES
- Can you shift dishwashing activities to off-peak hours?
- Can you shift electric clothes washing and drying to off-peak hours?
- Can you adjust your summer thermostat setting 2 or 3 degrees higher during on-peak hours?
- If you have electric heat, can you adjust your winter thermostat setting 2 or 3 degrees lower during on-peak hours?
- Can you replace 5 or more incandescent lamps with compact fluorescent lamps (CFLS)?
- Are you willing to shift other types of electric usage to off-peak hours to conserve energy?

**Total Points**

## Cost Savings Potential on Electric Bill\*

0–3 Points = little or no potential for savings  
4–6 Points = potentially 5% to 10% savings on your electric bill

\*Individual customer savings will vary based on specific usage patterns.

# Reducing the peak

## Why does it matter?

SWL&P's fluctuating electrical load reflects the constant changes in consumer behavior. Many factors impact supply and demand for electric energy—economic conditions, changes in fuel costs, advances in technologies and weather patterns.

Customers can help reduce costs associated with the demand for energy by participating in load management, energy efficiency and conservation programs.



Choosing to take part in SWL&P's Time-of-Day Electric Pricing Pilot Program gives you an opportunity to reap the cost benefits from your earnest efforts to shift electric use away from peak times.

**Signing up** for this pilot program is a great way to learn more about how and when you use electricity and potentially save you money. The following tips will help you shift your electric usage to off-peak hours:

- 🕒 Install a programmable thermostat and set it to automatically adjust your electric heating/cooling system. During on-peak hours and when you are not at home, change the setting 2 or 3 degrees lower than normal in the winter (if you are using electric heat) and 2 or 3 degrees higher in the summer.
- 🕒 Shut off unused appliances (TV's, lights, computers, battery chargers, etc.). Use a microwave instead of an electric stove/oven, if possible.
- 🕒 Put a timer on your electric water heater to keep the unit from cycling during on-peak hours.
- 🕒 Wash clothes and dishes in off-peak hours to avoid heating water and putting humidity in the air, which makes your air conditioner work harder.

To learn more about SWL&P's Time-of-Day Electric Pricing Pilot Program, please call

**715-394-2200**



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

A residential

# Time-of-Day Electric Pricing Program

For  
Superior Water, Light & Power Company  
Residential Electric Customers



Available to the first 20 customers that qualify



AN ALLETE COMPANY