



## TIMING MATTERS ONE-PAGER

- Keeping you up to date on SMPA's Timing Matters Campaign & Time-of-Use Investigation
- See more one-pagers at [www.smpa.com/timing-matters](http://www.smpa.com/timing-matters)
- Give us your feedback at [comments@smpa.com](mailto:comments@smpa.com)

# STRAWMAN RATE ANALYSIS:

**What is Time of Use?** Time of Use puts the power in the members' hands. For 5 hours a day (from 4 to 9 PM), when demand is highest, an increased consumer rate would incentivize load shifting. When members use electricity during the remaining 19 hours of the day, they have a more cost-effective, lower rate. All users can still use on-peak power as needed, with a moderate cost increase, but the incentive to move load off-peak opens up opportunities for behavioral and technological solutions that can benefit the individual as well as the entire cooperative.

**Why Time of Use?** Time of Use is the most equitable and cost-effective way to sustain rates into the future. As members power more and more of their lives with electricity, the need to manage loads on the grid becomes more and more critical. With new technology, the opportunity to take advantage of low-cost, off-peak energy and avoid the "rush-hour" is becoming more common and easier. Managing loads is one of the most cost-effective ways to manage infrastructure expense, and SMPA is here to help. We have energy programs and beneficial electrification technology rebates. See <https://www.smpa.com/energy#berebates> to learn more.

## ANALYSIS OF SAMPLE TIME-OF-USE RATES:

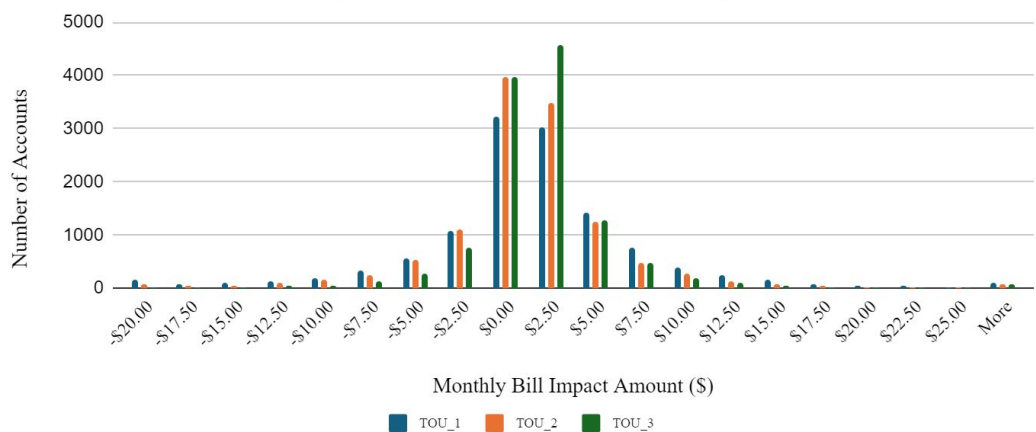
**How will Time of Use impact individual energy bills?** We conducted a bill impact analysis under three different 'strawman' rate options to see how bills could be affected:

Rate Option Examples

	Peak	Off-Peak	Price Ratio
TOU_1	\$0.30	\$0.086	3.49
TOU_2	\$0.25	\$0.101	2.48
TOU_3	\$0.20	\$0.116	1.73

Rate options used for purposes of analysis only.

Bill Impact Analysis of 3 Time-of-Use Rate Options



## KEY TAKEAWAYS:

- With Time of Use, the majority of SMPA members would see a range of a decrease of \$2.50 to an increase of \$5.00 in their average monthly energy bill if they don't change anything about their power use.
- Time of Use puts the power in members' hands. With time-based pricing, members decide when to use power and when to save money.
- With some electric co-ops, members get 8 hour time-of-use periods or confusing schedules that change depending on the day. SMPA's Time of Use schedule is simple—members get access to 19 hours of lower rates every day.
- SMPA is hosting a series of events where members can come and voice their questions and concerns and supply input on the rate options. Learn more at [www.smpa.com/timing-matters](http://www.smpa.com/timing-matters)