

What are Time-of-Use (TOU) rates?

Coast Electric's TOU rate is based on the time of day you use electricity and our cost of supplying electricity to you during that time. If you use electricity when the total used by all Coast Electric members is low (off-peak) your rate will be lower than the standard rate. On-peak hours, or electricity used during periods of high demand, will cost more than the standard rate.

Why is Coast Electric offering TOU rates?

The rates provide you with a choice to lower your electricity costs without reducing the total amount of electricity you use. By shifting electricity usage off-peak, we can avoid the need to build new generation plants. In addition, off-peak usage will allow our current facilities to operate more efficiently, reducing your electricity costs even more.

Is there a sign-up charge for TOU rates?

No, there is no charge for changing to the time-of-use rate.

Who is eligible for TOU rates?

Residential and commercial members are eligible for these rates. *(Some restrictions apply.)*

How does a TOU rate lower my bill?

When you shift electric use to periods of lower demand (off-peak), you can potentially save hundreds of dollars each year. Shifting your electric use to off-peak hours helps Coast Electric avoid peak demand charges, and we can pass those savings on to our members.



How can I determine if TOU rates are a good option for me?

To determine if you can benefit from the TOU rate, refer to the chart on the inside of the brochure. We offer a 6 month price guarantee, so you have nothing to lose.

How do I sign up for the TOU rate?

An application is required. Sign up at any Coast Electric office, or visit www.coastepa.com for an online application.



What are the current TOU rates?

Current rates are listed at www.coastepa.com or call us at 877-769-2372.

www.coastepa.com



A Touchstone Energy® Cooperative

Our Mission Statement

We exist to provide our member-owners superior service and dependable electricity at the lowest possible price, and to improve the economy and quality of life in our community.

18020 Highway 603 • Kiln, MS 39556
877-769-2372 • www.coastepa.com

Residential Time-Of-Use Rates



The Power to Help Control Your Electric Bill



A Touchstone Energy® Cooperative

www.coastepa.com

Now You Have the Power to Control Your Electric Bill



As a consumer, you're accustomed to making money-saving choices and paying lower prices for goods and services used during off-peak times. A number of industries, such as telecommunications and commercial airlines, offer attractive off-peak rates to even out customer demand and prevent system overload.

Coast Electric's Time-of-Use (TOU), electric rate is based on the same idea. By reducing your electric use during peak times, you have the opportunity to decrease your annual energy costs — without reducing the overall amount of electricity you use.



FACT:
Only 12% of all hours yearly are On-Peak and 88% of all hours yearly are Off-Peak

Residential Time of Use Based on 1500 kWh

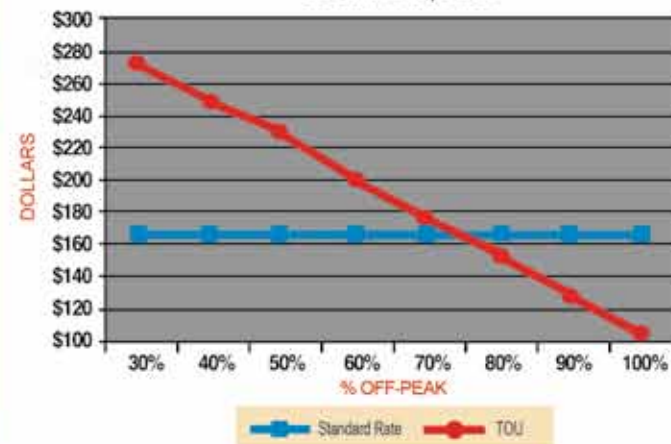
% Off-Peak	Standard CEPA Residential	CEPA TOU	Difference TOU	% Difference TOU
100%	\$ 163.99	\$ 102.55	\$ (61.44)	-37.47%
90%	\$ 163.99	\$ 127.10	\$ (36.89)	-22.50%
80%	\$ 163.99	\$ 151.65	\$ (12.34)	-7.52%
70%	\$ 163.99	\$ 176.20	\$ 12.21	7.45%
60%	\$ 163.99	\$ 200.75	\$ 36.76	22.42%
50%	\$ 163.99	\$ 225.30	\$ 61.31	37.39%
40%	\$ 163.99	\$ 249.85	\$ 85.86	52.36%
30%	\$ 163.99	\$ 274.40	\$ 110.41	67.33%

Using an example of 80% off-peak at 1500 kWh, your savings would be \$12.34 or 7.5% from the standard rate

Coast Electric's
power switch
TIME-OF-USE RATES



1500 kWh Comparison



Visit www.coastepa.com/calculatemybill for more details

What are the on-peak and off-peak hours?

Summer Period (May - October):

On-Peak: 3 p.m. to 6 p.m. Monday-Friday

Off-Peak: All other times including Saturday/Sunday

Winter Period (November - April):

On-Peak: 6 a.m. to 8 a.m. and 5 p.m. to 8 p.m. Monday-Friday

Off-Peak: All other times including Saturday/Sunday

Off-Peak Holidays:

Thanksgiving Day, Christmas Day, and New Year's Day

What kind of savings might I expect from time-of-use rates?

The dollar amount that you may potentially save varies among members. The more electricity that you shift to off-peak, the more money you might save. The TOU rate was designed to offer savings to members that use 75 percent or more of their total electricity usage off-peak.

What behaviors can I change that will help me make a difference in lowering my electric bill?

- Use automatic timers to avoid running appliances such as water heaters, pool pumps, hot tubs, etc. during peak hours. (Note: Timers should be synchronized with peak and off-peak times and always installed by licensed professionals.)
- Install programmable thermostats.
- Plug computers, printers, and televisions into power strips and turn off at the switch when not in use during peak hours.
- Wash and dry clothes off-peak.
- Move cooking to off-peak hours.



For a complete listing of energy efficiency tips and resources, visit www.coastepa.com

Could I end up paying more money on the TOU rate?

By signing up for the TOU rate, you will most likely be required to make adjustments in your daily routine. If you don't change your energy usage patterns, you could pay more.*

* Visit www.coastepa.com for information on our six month price guarantee.

If I choose to try the TOU rate, how long is my commitment?

Your commitment to staying on the TOU rate is six months. If after six months of making lifestyle changes you decide the TOU rate is not for you, you have the option to cancel your time of use rate and get a credit for the difference.

Coast Electric
POWER ASSOCIATION

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