

## Take control of your electricity costs.

Mark and Anita are small business owners. They're getting ready for the switch to Time-of-Use electricity rates.

They run a store and mail-order business, using six cash registers; 15 fluorescent lights; central air conditioning; computers and monitors; a soft-drink cooler; and a full-sized fridge in their basement. These appliances add up to an annual electricity bill of \$2,500.

So, Mark and Anita have decided to make some changes. From now on, they will switch off some of the lights near the windows to take advantage of the natural light; use their programmable thermostat to reduce the amount of heating and cooling used when the store is closed; and turn off their computers at the end of the workday. These changes will reduce their energy use by eight per cent – and will help them better manage their electricity costs. They are also contacting their local electricity company to see if there are financial incentives to help with the costs of retrofits.



## Becoming more energy efficient makes good business sense. Here are a few simple things you can do to reduce your electricity consumption:

- Train your staff so they are aware of the various Time-of-Use periods; then work together to develop a plan to conserve energy
- Consider installing automatic timers, motion sensors and dimmers to help reduce lighting costs
- Replace incandescent light bulbs with energy-efficient compact fluorescent light (CFL) bulbs. You may want to consider installing T8 fixtures for even greater efficiency
- Maintain the right temperature in refrigerators and freezers. Refrigerators should be set between 1°C and 4°C; freezers should be set between -15°C and -18°C
- Use a programmable thermostat. In the summer, set it to maintain the temperature at 25°C during business hours and raise it to 28°C when the business is closed
- Restock drink refrigerators, bottle cabinets and freezers at the end of each day, during off-peak periods



## See for yourself!

Access your account online at [www.horizonutilities.com](http://www.horizonutilities.com) to see how much off-peak, mid-peak and on-peak power your business is using.

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For more information, call:  
Hamilton – 905-522-9200  
St. Catharines – 905-984-8961  
or visit: [www.horizonutilities.com](http://www.horizonutilities.com)  
Email: [timeofuse@horizonutilities.com](mailto:timeofuse@horizonutilities.com)

# Introducing Time-of-Use Rates

A Quick Guide

*Get your business ready for  
Time-of-Use electricity rates*



## Introducing a new way to manage your electricity costs and be part of the province's energy conservation plan.

Smart meters and Time-of-Use rates are new energy management tools that will enable you to help smooth "peak demand."

When we're all using a lot of electricity at the same time, we create "peak demand" periods. Supplying electricity at those peak times has a range of impacts:

- It adds to our electricity costs because higher demand leads to higher prices
- It's hard on the environment because meeting the peaks may require the building of additional electricity generation plants
- It adds to the amount of new generation, transmission and distribution infrastructure Ontario must build; and consumers must pay for
- It puts a strain on our current electricity system

So working together to reduce our use at peak times makes good sense.

### Want to know more?

Read this *Introducing Time-of-Use Rates – A Quick Guide*, then go to [www.horizonutilities.com/tou](http://www.horizonutilities.com/tou) – and discover how Time-of-Use rates can help you manage your electricity costs.

Note: If you currently purchase your electricity on a contract with an energy retailer, you will continue to follow the terms and prices stated in your contract.

### The bottom line on electricity use.

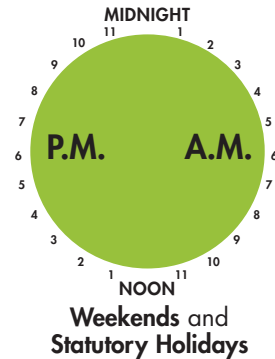
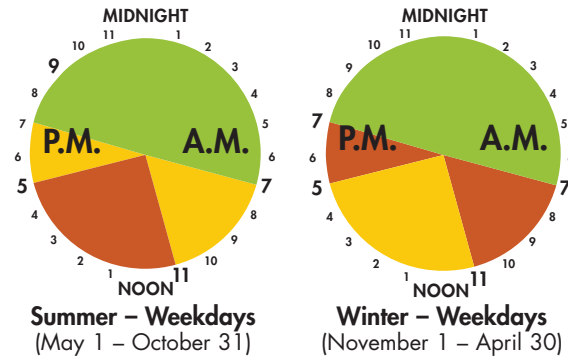
As a business owner, you're always looking for ways to reduce costs. When you make the switch to Time-of-Use rates, you might want to take a few minutes to look for new ways to take control of your electricity use. You may find that there are only a few things you can do to shift your electricity use to off-peak times, but there are likely a number of ways you can become more energy efficient overall.

Look around your business. Have you been meaning to replace some aging equipment? Are the lights often left on when no one's around? Can you operate some of your equipment at different times of the day? Just being aware of how much electricity you use and when you use it is the first step to taking control of your electricity use.

## Timing is everything.

With Time-of-Use rates, there are three different rates: off-peak, mid-peak and on-peak! These prices are regulated by the Ontario Energy Board and can change every May and November. The charts below show at what times of the day and week the new prices will apply.

Why are there three different prices? The price goes up when demand for electricity is high; the price is lowest when demand is at its lowest.



<b>5.9¢</b> per kWh*	<b>Off-peak</b> Demand is lowest	<b>8.9¢</b> per kWh*	<b>Mid-peak</b> Demand is moderate	<b>10.7¢</b> per kWh*	<b>On-peak</b> Demand is highest
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<sup>†</sup> If you currently purchase your electricity on a contract with an energy retailer, you will continue to follow the terms and prices stated in your contract.

\* Posted rates in effect from May 1, 2011 to October 31, 2011. Electricity rates are subject to adjustment every May and November. Time-of-Use prices for electricity are posted on the Ontario Energy Board website at [www.oeb.gov.on.ca](http://www.oeb.gov.on.ca).

## For businesses looking to better manage their electricity costs, here are some options:

- **Don't pay for what you don't use.** Have a look around your business for any unnecessary electricity use. Is your air conditioner on high and the front door open? Are computers left on overnight when they are not being used? Turning equipment down or off when it is not needed means you only pay for what you use
- **Make the shift.** See if there are ways you can shift energy-intensive activities to off-peak hours to take advantage of Time-of-Use rates. Prices are lowest on weekdays between 7 p.m. and 7 a.m., and all day on weekends
- **Conserve and save.** Conserving energy can help reduce your overall costs. You can get more from your energy dollar by properly maintaining your existing equipment and switching to more energy-efficient equipment and lighting options
- **Track your energy use.** Monitoring your energy use from bill to bill will also help you get a better sense of how to better manage your electricity costs. Login and view your business' electricity consumption online at [www.horizonutilities.com](http://www.horizonutilities.com)
- **Look for incentives.** Horizon Utilities offers energy efficiency programs to help small businesses reduce electricity demand. Contact our Customer Service Department at 1-866-458-1236 to see if you qualify

