



News Release

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Brantford Power implements Time-of-Use pricing

BRANTFORD, ON – Brantford Power Inc. is implementing Time-of-Use pricing for its residential and most small commercial customers effective November 1, 2011. Customers will begin to see the impact of the new rate schedule on bills received after December 15, 2011.

Time-of-Use rates vary to better reflect the way electricity prices work. Depending on demand and the availability of supply, the price of electricity tends to rise and fall over the day and drop overnight.

Time-of-Use rates vary depending on the time of day, the day of week (week or weekend, and holidays) and the season (summer or winter). Time-of-Use periods and rates are set by the Ontario Energy Board.

The smart meters installed at customer residences and businesses allow Brantford Power to measure when electricity is used, and apply different prices at different times of the day. Time-of-Use pricing also provides customers with a new way to manage their electricity use and their monthly bills.

“Time-of-Use pricing is part of the provincial plan to create a culture of conservation in Ontario. It provides an incentive for customers to shift and/or reduce electricity consumption at times of peak demand,” said George Mychailenko, Brantford Power CEO.

Brantford Power offers a number of conservation programs aimed at residential and commercial customers. Information on the programs and details of the conservation initiatives can be found under the Conservation tab on our website, www.brantfordpower.com.

“We invite our customers to review the guides we have sent them as well as seek further information at our website. The guides provide them with examples of Time-of-Use rates as well as energy shifting and saving tips,” Mychailenko said.

Effective November 1, 2011, the following electricity rates will apply:

- On Peak —the cost of energy and demand are highest: 10.8 cents per kWh
- Mid Peak —the cost of energy and demand are moderate: 9.2 cents per kWh
- Off-Peak —the cost of energy and demand are lowest: 6.2 cents per kWh

Prices will be adjusted again on May 1, 2012.