

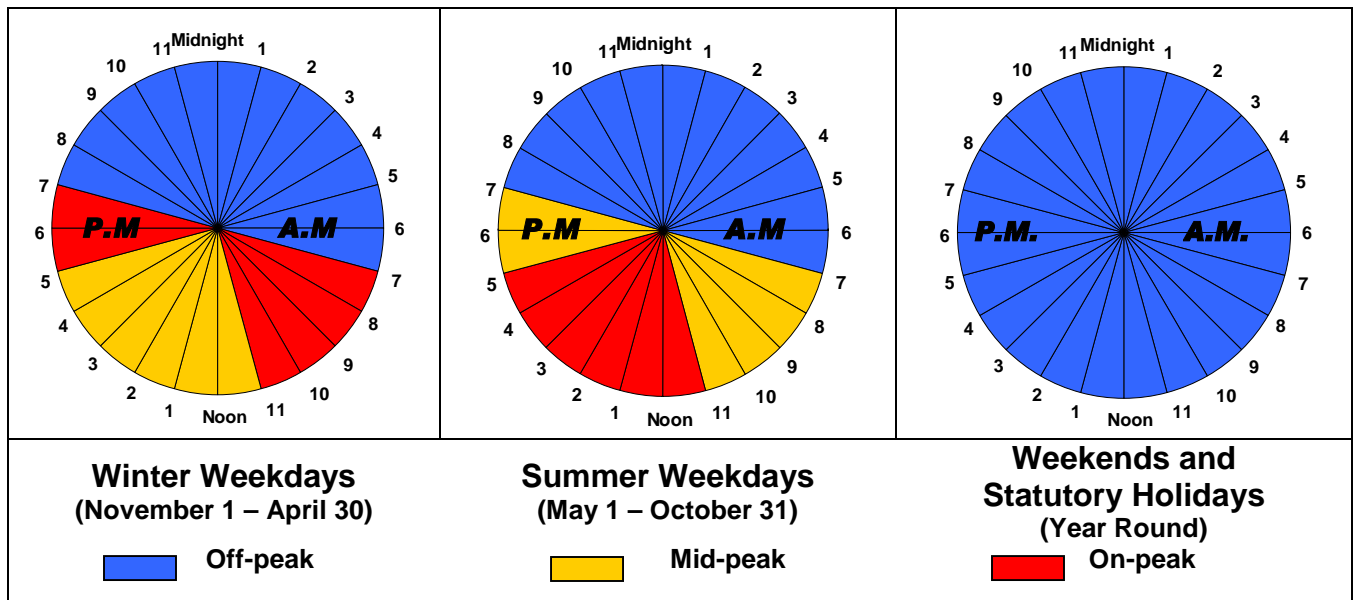
Important Notice - Please Read

Time-of-Use Rates Will Start January 1, 2012 for Goderich Hydro customers

Time-Of-Use (TOU) rates will come into effect for West Coast Huron Energy Inc (Goderich Hydro) customers starting January 1, 2011. The Ontario government has introduced these rates to help smooth out peak demand for electricity.

Under TOU pricing during times of day and days of the year when demand and production costs are the highest, electricity rates will be "on-peak" and when production costs and demand are down - in the evenings and on weekends – rates will also be down – "off-peak".

The following chart as set by the Ontario Energy Board illustrates the different TOU pricing periods:



TOU Prices are subjected to change two times per year. See the Ontario Energy Board's website for the most up-to-date prices. www.ontarioenergyboard.ca

TOU pricing is made possible through the Smart Meter already installed in homes and small businesses in your neighbourhood. Unlike traditional meters, smart meters track the amount of electricity you use, the time, and day of the week you use it, and send that information electronically to Goderich Hydro.

What's this mean for you?

As of **January 1, 2012**, the smart meter at your home will read your electricity consumption on an hourly basis. In **February 2012**, you will receive your first hydro bill based on the TOU pricing (due in March). This bill will show you what your total consumption was for the month in each price tier – off-peak, mid-peak and on-peak.

Additional Information and Resources

"Smart metering" (smart meters and TOU pricing) is an important step in the drive to make Ontario's electricity system greener, more modern and more efficient. And you along with Ontarians all across the province can contribute to this effort. Smart metering will help you better understand and manage your own household's energy use. The choices you make will have an impact not only on your electricity bill, but also on the demands put on the electricity system overall, as well as the size of Ontario's carbon footprint.

**Visit 10 Smart
Meter Lane and
learn how shifting
your electricity
use makes sense.**



When we all use power at the same time, it can put a strain on the system. TOU pricing is designed to shift some of the energy demand from "peak" to "off-peak" times. A simple change like running your dishwasher after 7 p.m. or doing laundry on weekends can make a difference.

To see the difference these small changes can make visit 10 Smart Meter Lane house at www.ieso.ca/house/default.asp

In the long run, smart metering is one part of a plan to bring a smart electricity grid to Ontario. Some of the benefits of a smart grid include allowing electricity utilities to quickly identify problems and bring the lights back on when there are outages. For more information on TOU visit www.goderichhydro.ca or www.smartmetersontario.ca, you can also call us at 519-524-7371

Goderich Hydro has created a TOU magnet for you to display at your home to better help you know what price period you're currently in at any given time. Please pick your magnet up at our office, 57 West Street, Goderich.

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West Coast Huron Energy

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