Xcel Energy®

XCEL ENERGY TIME OF USE RATE FAIRWAY VILLAS

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To Build A Cleaner, Greener Future, We Start Today.
Xcel Energy is the first utility to make a zero-carbon commitment.

- To do this, we need to create a stronger relationship between the way we generate, purchase and deliver electricity, and the way our customers use it.

- The Time of Use rate is a new way of thinking about electricity.

- The price of electricity is different depending on the time of day.

- Summer weekday afternoons are typically when everyone uses the most energy

- These periodic increases are called peak demand and we want to meet peak demand with renewable energy sources.

As Colorado Grows, We Expect Peak Demand To Grow
It is expensive to produce electricity in the afternoon to meet peak demand

- Meeting peak demand can compel us to buy electricity from sources that use fossil fuels.

- There is more solar energy available in the morning hours.

- There is far more wind energy available in the overnight hours.

- We can decrease our dependence on fossil fuels by shifting our peak demand to these hours.
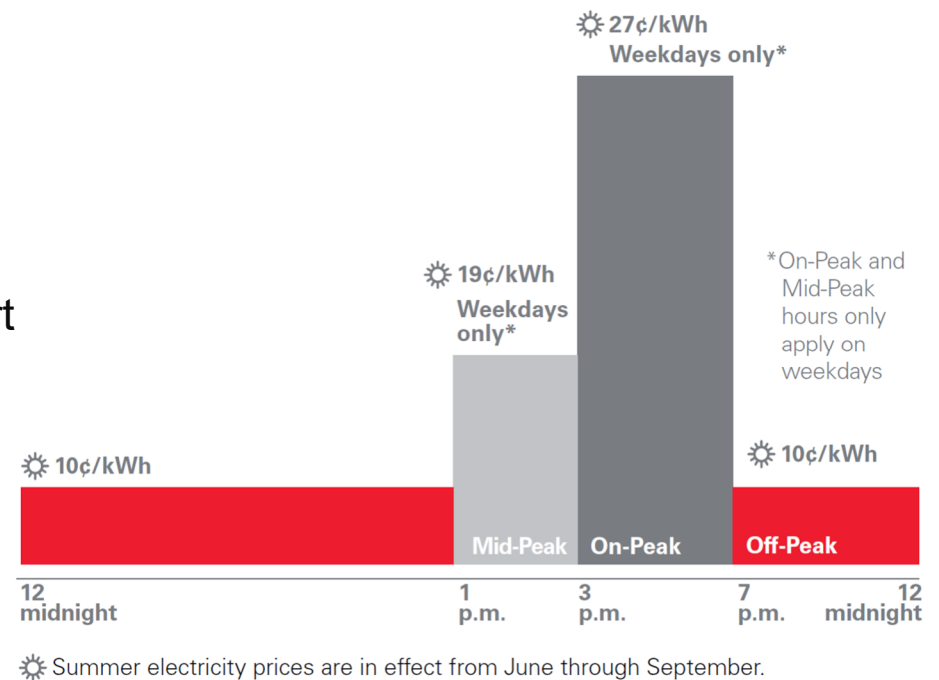
90-Second Video Overview of the Time of Use Rate

Xcel Energy®

xcelenergy.com/TOU

Why Time of Use?

The goal is to reduce peak demand by 5% by empowering customers with tools, resources and incentives to shift their energy usage to off-peak.

- Customer benefits include more control over their bills, more renewable usage and a significant contribution to a clean energy future.

- The Time of Use rate is enabled by smart meters which are rolling out in the Colorado service area through 2023.

- These smart meters are one component of a Smart Grid that enables a more reliable, responsive and robust energy system.

- Colorado customers will transition to the TOU rate after their smart meter installation.

☼ 27¢/kWh
Weekdays only*

☼ 19¢/kWh
Weekdays only*

*On-Peak and Mid-Peak hours only apply on weekdays

☼ 10¢/kWh

☼ 10¢/kWh

Mid-Peak   On-Peak   Off-Peak

| 12 midnight | 1 p.m. | 3 p.m. | 7 p.m. | 12 midnight |

☼ Summer electricity prices are in effect from June through September.

Residential Time of Use (RE-TOU) Rate

RE-TOU Rate Structure*

Mid-Peak 1 – 3 PM, M-F	$0.18564	$0.13371
On-Peak 3 – 7 PM, M-F	$0.27395	$0.17006
Off-Peak All other hours, *plus* weekends and holidays	$0.09734	$0.09734

* Approximate kWh rates with riders and fees, does not include fees associated with a non-communicating opt out meter

Rate Transition Schedule**

Installs from	To	Roll on RE-TOU Rate
04/01/2021	12/31/2021	Billing cycle that includes 04/1/2022
01/01/2022	06/30/2022	Billing cycle that begins on or after 10/1/2022
07/01/2022	12/31/2022	Billing cycle that includes 04/1/2023
01/01/2023	06/30/2023	Billing cycle that begins on or after 10/1/2023
07/01/2023	12/31/2023	Billing cycle that includes 04/1/2024
01/01/2024	06/30/2024	Billing cycle that begins on or after 10/1/2024
07/01/2024	12/31/2024	Billing cycle that includes 04/1/2025

** Customers do not need to take any action in order to transition to the RE-TOU rate, unless they would like to opt in to the rate early.

Time of Use Customer Benefits

Gives **consumers** more **control** over their bills, beyond conservation

Encourages the use of **renewable energy** sources

Gives consumers better **insight** into their energy use

Opportunity to **lower** bills

Customer Experience Strategy

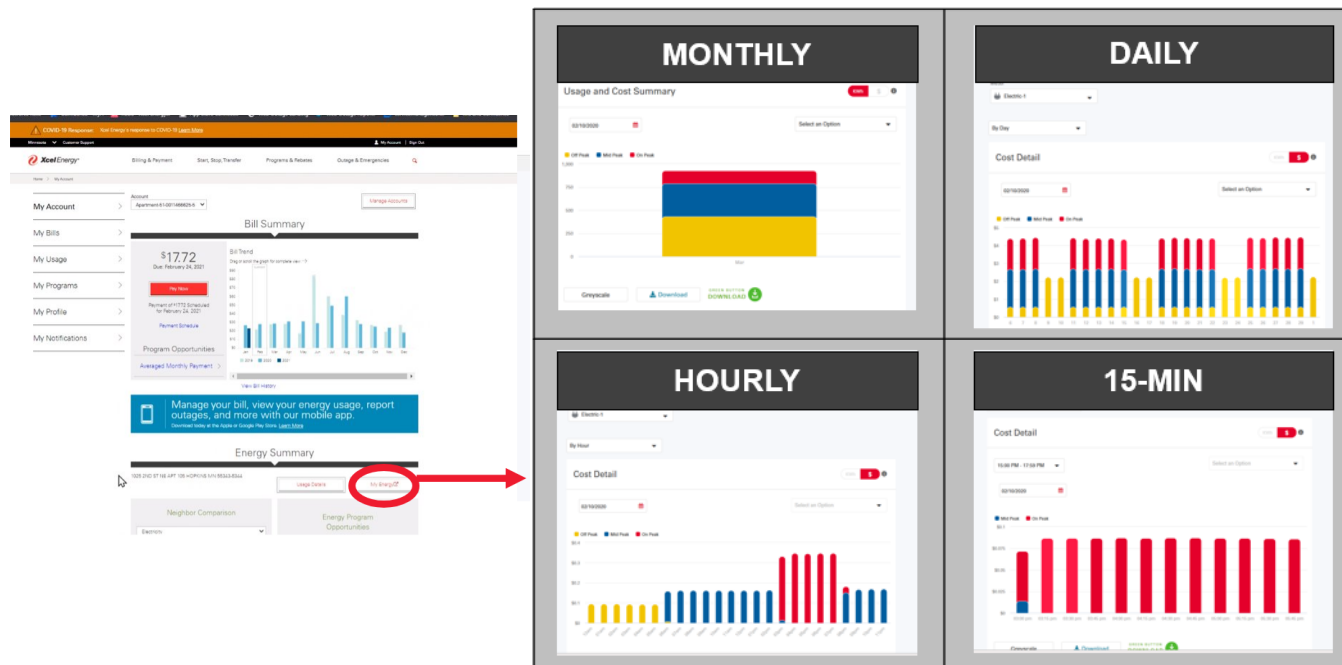| Digital	Customer Comms	Mass Media	Community Engagement
• Website • Explainer video • My Energy • Interval Data	• Welcome Kit • Automated Email Journeys • Stickers • Energy Efficiency Program Cross Promotions	• Social Media • Paid Media • Rich Media	• Community Playbook

Call to Action – View Your Data in My Energy
My Energy is accessible via the My Energy button in My Account

- Customers can view TOU interval data within two days of their smart meter install.
- Interval data is available in monthly, daily, hourly, or 15-minute segments.

Xcel Energy Programs

Xcel Energy offers many energy efficiency programs, many of which can help customers reduce their peak demand. For example:

- Smart thermostat promotions

- AC Rewards

- LED Lighting Kits

- Xcel Energy Storefront

- Home Energy Squad Visits

- EV charging programs

Xcel Energy also works closely with the CDHS and the LIHEAP program to ensure all Coloradoans are aware and enabled to respond to the TOU rate.

THANK YOU

Questions?