

New in 2010, time-of-use electric rates are mandatory when customer electric demands exceed 20 kilowatts.

# MGE's Commercial and Industrial Time-of-Use Rate

(Cg-4, Level A&B)



Your electric rate is changing.  
Please review this important information.



## Time-of-Use electric rates for your business

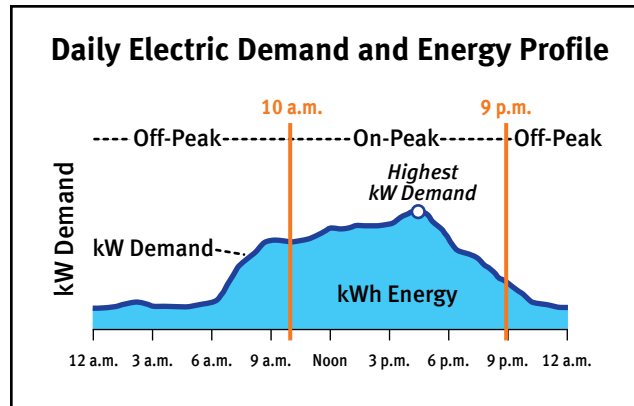
MGE's Commercial and Industrial Time-of-Use Rate (Cg-4) is automatically applied to electric services with a demand for power greater than 20 kilowatts and up to 200 kilowatts in at least four out of 12 months. This rate includes charges for demand and energy. Prices for electricity vary based on when it is consumed.

### What are time-of-use rates?

Time-of-use (TOU) rates reflect the cost of producing electricity during different times of the day. Electricity costs more when the demand for power from all customers is heaviest. At MGE, higher-priced "on-peak" periods for electric use are weekdays between 10 a.m. and 9 p.m., excluding major holidays. Electricity costs less to produce during "off-peak" periods. That means lower rates are in effect about 68% of the time.

Your bill includes charges for energy—the quantity of electricity used as measured in kilowatt-hours (kWh) and demand—the rate at which energy is used as measured in kilowatts (kW). Understanding how these charges are applied can help you manage your energy costs.

The following graph illustrates energy use for a business across daily off-peak and on-peak pricing periods. Taking action to reduce overall energy consumption and shifting some operations to early morning or evening hours may reduce energy costs. As with all rates, potential cost savings will depend on individual use.



### Metering and billing

MGE installs an advanced TOU electric meter at no extra charge. The meter measures the highest kW demand for power during each billing period and the total amount of kWh energy consumed. It also records how much energy is used during on-peak and off-peak periods. Customers are billed for these separate rate components, as shown below:

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	Winter	Summer
<b>Customer charge per day:</b>		
Single-phase service	\$1.31520	\$1.31520
Three-phase service	\$1.69960	\$1.69960
<b>Distribution service:</b>		
Customer maximum demand per kW per day	\$0.08219	\$0.08219
<b>Electricity service:</b>		
Monthly on-peak demand per kW per day	\$0.28770	\$0.35340
On-peak energy, per kWh	\$0.10278	\$0.11352
Off-peak energy, per kWh	\$0.04936	\$0.04936

## For more information

We're here to provide information that can help you make smart energy decisions. Please call 608-252-5697 to speak to an MGE Business Account Manager about rates, energy conservation or customer service. Or visit MGE on the Web:

[mge.com/bizrates](http://mge.com/bizrates) for a detailed explanation of all MGE electric rates and bill term definitions.

[mge.com/bizenergy](http://mge.com/bizenergy) to learn more about saving energy, including equipment purchasing guides.

[mge.com/myaccount](http://mge.com/myaccount) to track your energy use online.

More energy advice from:

[focusonenergy.com](http://focusonenergy.com) Wisconsin's statewide energy conservation and renewable energy program.

[energystar.gov](http://energystar.gov) energy efficiency recommendations from the U.S. Department of Energy.

**Time-of-Use rates:** On-peak hours are 10 a.m. through 9 p.m. Monday through Friday, except holidays. All other times are off-peak.

**Customer charge:** Daily fee for meter reading, maintaining your service and administration.

**Customer maximum demand (kW)** is the highest average 15-minute level reached in the current or preceding 11 billing periods.

**Monthly on-peak demand (kW)** is the highest average 15-minute level reached during on-peak times of the current billing period.

**Summer electric prices** apply from June 1 through September 30.

**Taxes:** Prices shown do not include sales tax.

## Control energy use

Start with no- or low-cost actions, and involve employees in finding ways to cut energy use. Request a free energy audit from MGE for more energy-saving recommendations tailored to your business.

**Track your energy use.** Your energy use history is available to view or download at [mge.com](http://mge.com). Use it to set goals and track your energy savings from making energy efficiency improvements.

**Review your operations.** Use timers, sensors and programmable setback thermostats to control HVAC, lighting or other equipment, especially during on-peak hours. A building energy management system may further reduce operating costs. Consider shifting some operations to off-peak hours or scheduling routine equipment tests during off-peak hours.

**Unplug or turn off** lights and other equipment when not being used!

**Clean and maintain equipment.** Good maintenance practices can reduce operating costs and are a smart investment. Regular service and cleaning of big energy users—heating, ventilation, air-conditioning and refrigeration equipment—can save up to 15% of system energy use and prolong equipment life.


**Invest in efficiency.** New energy-efficient equipment and technologies can reduce your energy use while increasing productivity, convenience or comfort. Look for ENERGY STAR® ratings for appliances and office equipment. Consider adjustable speed drives to improve motor operations and reduce power demands.

## Contact us

- Online at [mge.com](http://mge.com)
- Call us at 608-252-5697 or 1-800-245-1125 and ask for a Business Account Manager
- Visit our office:

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Monday through Friday

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