

# TOU RATE PROGRAM EXECUTION

Optimize Your Time-of-Use Rates With an AMI-Data-Driven  
**Identify → Outreach → Refine Feedback Alignment Loop**



## Home with 6.6kW EV Charger

Charges from 6 to 9 p.m. on various days

### Personalized TOU/Offers:

- Enroll in EV TOU rate and charge during off-peak hours to save \$900/year
- Receive \$5 on Safeway charging stations



## Home with Single Speed, 2.6kW Pool Pump

Runs for 8 hours, from 12 to 7 p.m

### Personalized TOU Tips/Offers:

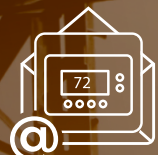
- Change to TOU rate plan
- Run pump during off-peak hours
- Buy variable speed pool pump and save \$430/year
- Install solar for daytime power



HVAC: High Consumption Detected, Non-TOU Rate



TOU Rate Plan Recommended  
Smart Thermostat Offered



AUTOMATED TOUCH

Smart Thermostat Purchased



Enroll Rebate Offered



TOU Rate Plan,  
Smart Thermostat Enrollment Owner  
Saves \$ and kWh



**Identify customers** who have the highest shiftable loads — i.e. due to pool pumps, water heating, A/C, electric heating and EV charging.

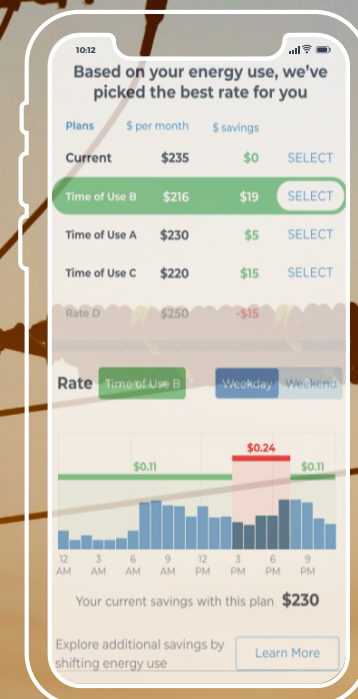
**01**  
IDENTIFY

**Encourage customers** to sign up for a TOU plan and change their behavior, whether manually or through grid-connected devices. Inform them which loads they can shift to save money on their bill.

**02**  
OUTREACH

**03**  
REFINE

**Analyze appliance-level usage patterns** and refine rate design to maximize energy savings for the utility and the customer.



To learn more about AMI Data-Driven TOU Rate Program Execution, please visit:  
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