

WELLESLEY MUNICIPAL LIGHT PLANT

Time of Use Program "Before", "During" and "After"

The Municipal Light Plant staff has completed an analysis of "before" and "after" usage for the Time-Of-Use ("TOU") pilot program participants. The TOU pilot program was designed to establish proactive communications with residential electric customers regarding their electricity usage and encourage them to use less. Here's what we found.

For comparative purposes we used kilowatt-hour ("kWh") usage metered for the months of November, December, January and February for the "before", "during" and "after" periods.

"Before"

Electric consumption for November 2007, December 2007, January 2008 and February 2008

For the four (4) months preceding the implementation of the TOU program, the fourteen (14) participants used 51,206 kilowatt-hours ("kWh") or an average of 914 kWh per month/per participant. This is just 55 kWh less than the average Wellesley consumer uses.

"During"

Electric consumption for November 2008, December 2008, January 2009 and February 2009

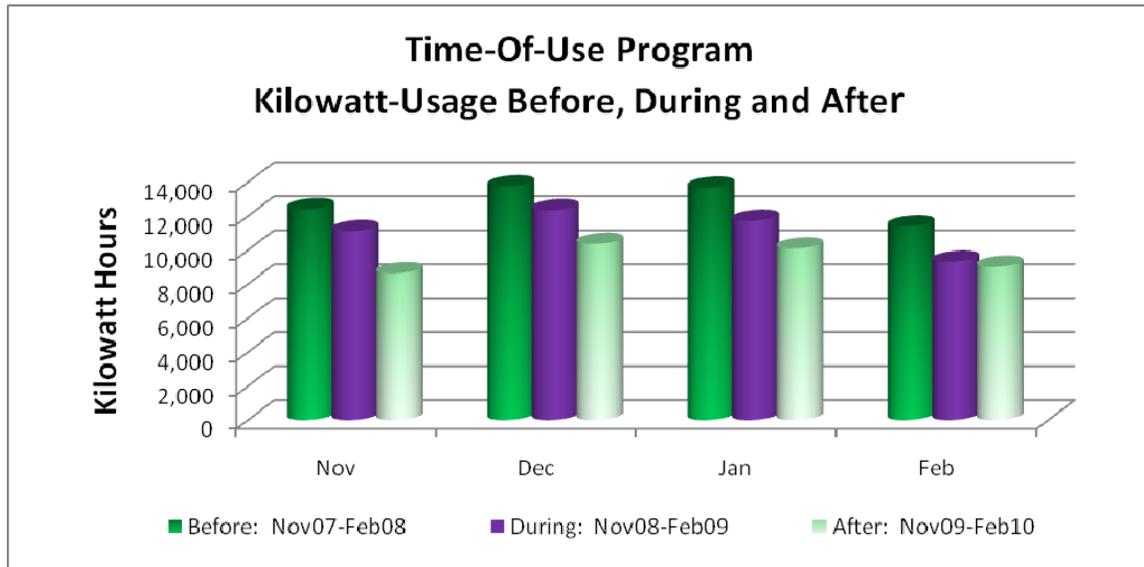
"During" the same 4 months, November, December, January and February, the 14 participants reduced their consumption to 44,513 kWh's, or an average of 795 kWh's per month/per participant. This is a reduction of 120 kWh's or 13% per household, per month.

"After"

Electric consumption for November 2009, December 2009, January 2010 and February 2010

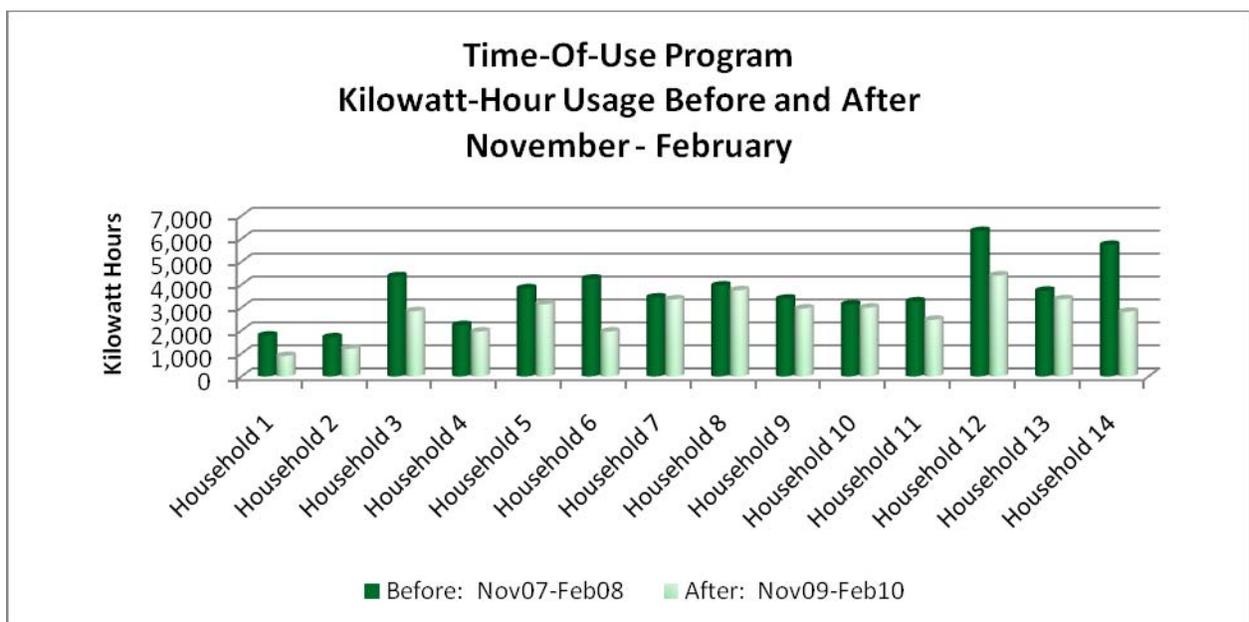
The 4 month period one year "after" the pilot program was completed is impressive as consumers were able to lower their energy usage even more. Our analysis indicates that participants used a total of 38,125 kWh's "after" the program compared to "before". This represents a 26% reduction, reducing the average participant usage to 681 kWh's/month.

The graph below portrays a visual comparison of kWh usage for the 4 months “before”, “during” and “after” the TOU pilot program.



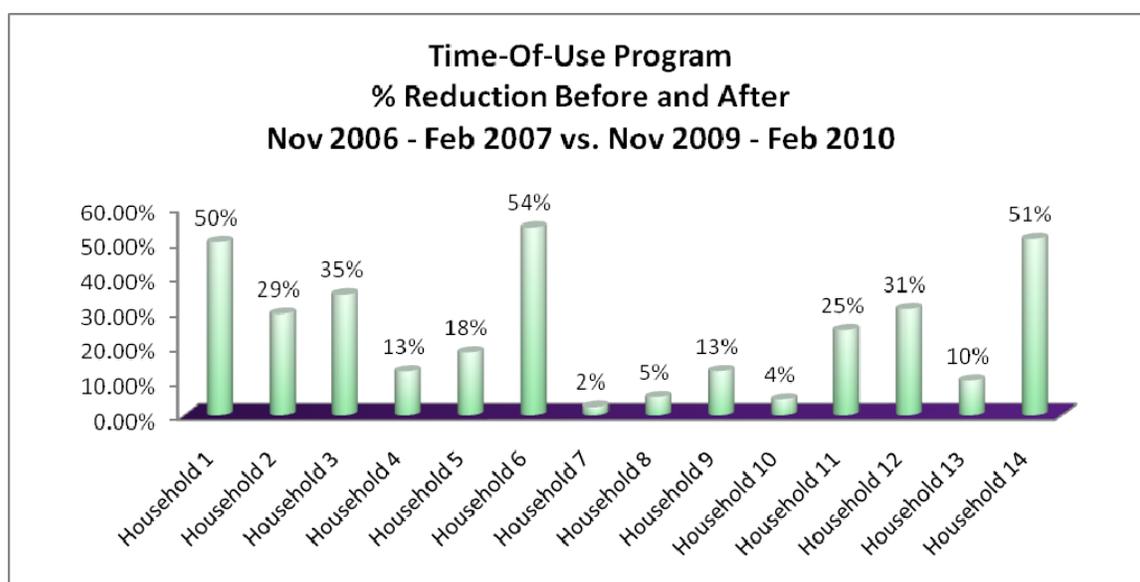
Households

The chart below depicts each household’s kilowatt-hour usage “before” and “after” the TOU program. Participants reduced their consumption between 21 kWh’s and 728 kWh’s per month “after” their participation in the program. This equates to a 233 kWh monthly average reduction per household. It is interesting to note that “during” the pilot program, consumption was reduced an average of 120 kWh per month, per household.



Lessons Learned

In the “before” months we saw that the average household usage was 914 kWh’s per month, “during” months the average monthly usage was 795 kWh’s and the months “after” the program we found that participants not only sustained their energy reduction behaviors but improved averaging 681 kWh’s per month. *All* of the participants maintained a reduction in their consumption “after” the TOU program, some more than 30%! The graph below shows each household’s “before” and “after” percentage reduction. Combined household “after” usage resulted in a 26% energy reduction for the months of November 2009 through February 2010.



Environmental concerns, knowledge, real-time information and competition prompted customers to change their behavior to use less energy. The results presented above support the success of the “Time-Of-Use” pilot program and more importantly, participants did not revert to their former behaviors in the subsequent one-year period.