

# Time of Use and EZ-3 Price Plans

A Presentation to  
ADS National Town Meeting  
Washington, DC  
July 14, 2011

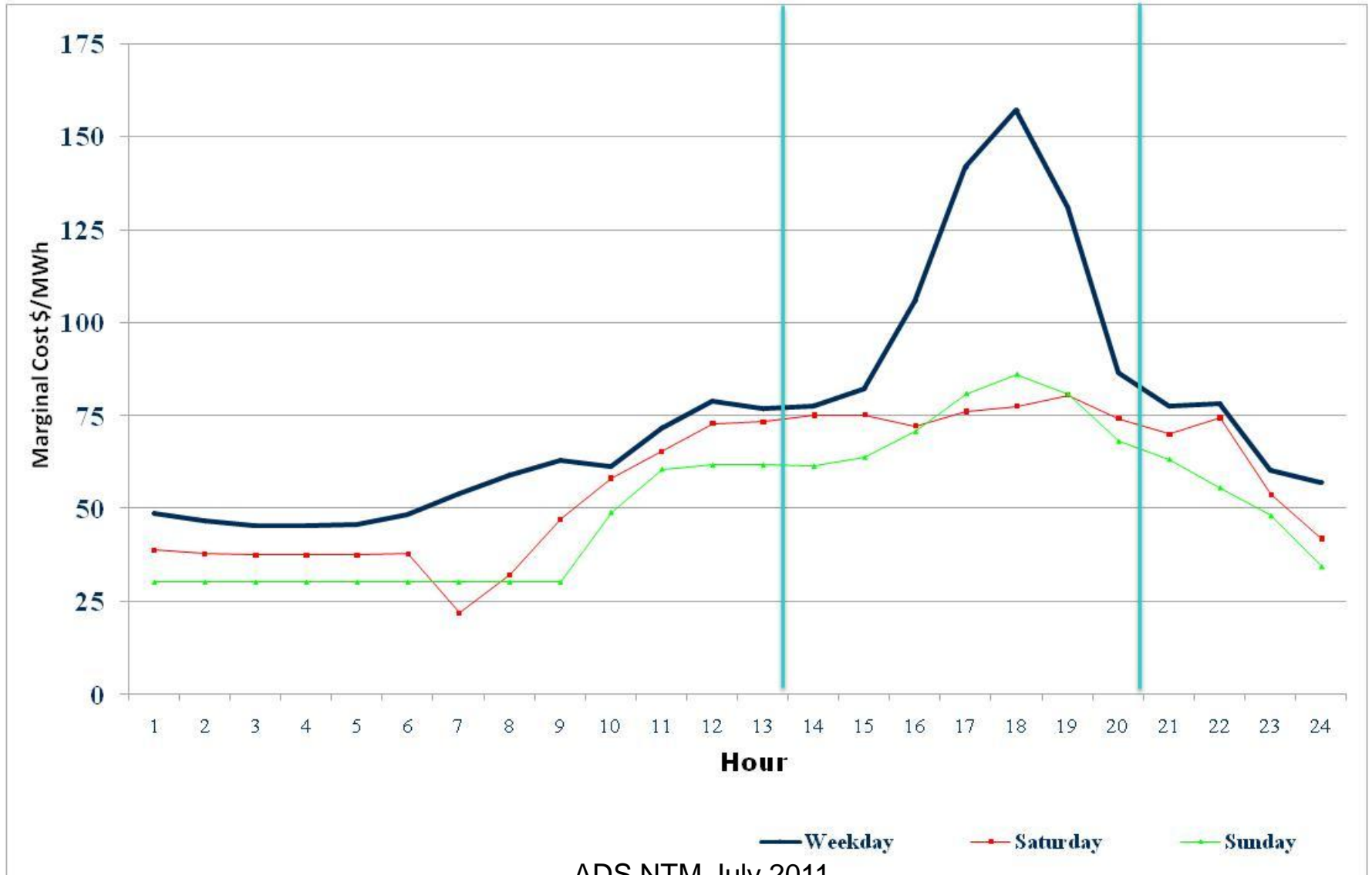
# Facts about SRP

Founded in 1903 as the nation's first multipurpose reclamation project, SRP is an integrated electric utility, providing generation, transmission, and distribution services to residents of the Valley.

Today, SRP is the nation's third-largest public power provider. In addition, SRP is Phoenix's largest water supplier to the metropolitan area delivering nearly 1 million acre-feet of water annually.

Employees, year-end	4,374
Electric customers, year-end	942,024
Electric service area	2,900 sq. mi.
FY10 Peak – SRP Retail	6,438 MW
FY10 MWH sales – SRP Retail	26,313,000 MWh

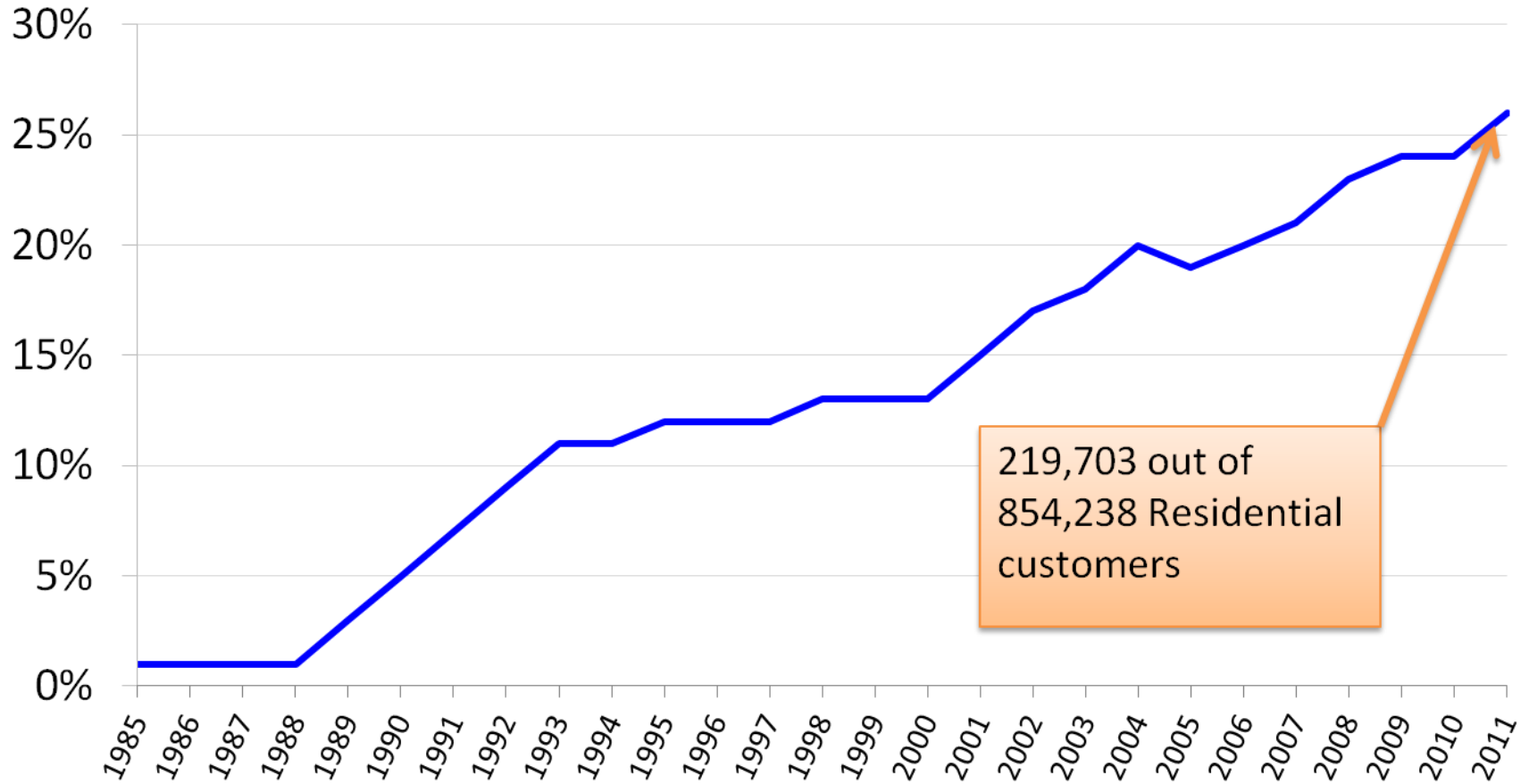
# Representative Marginal Costs for August



# SRP's Residential Time of Use Program

- First Introduced in 1980
- Optional Price Plan
- Two pricing periods
- Seasonal prices

# % of Residential Customers on TOU



**SUMMER'S COMING.  
TIME-OF-USE HOURS ARE CHANGING.**



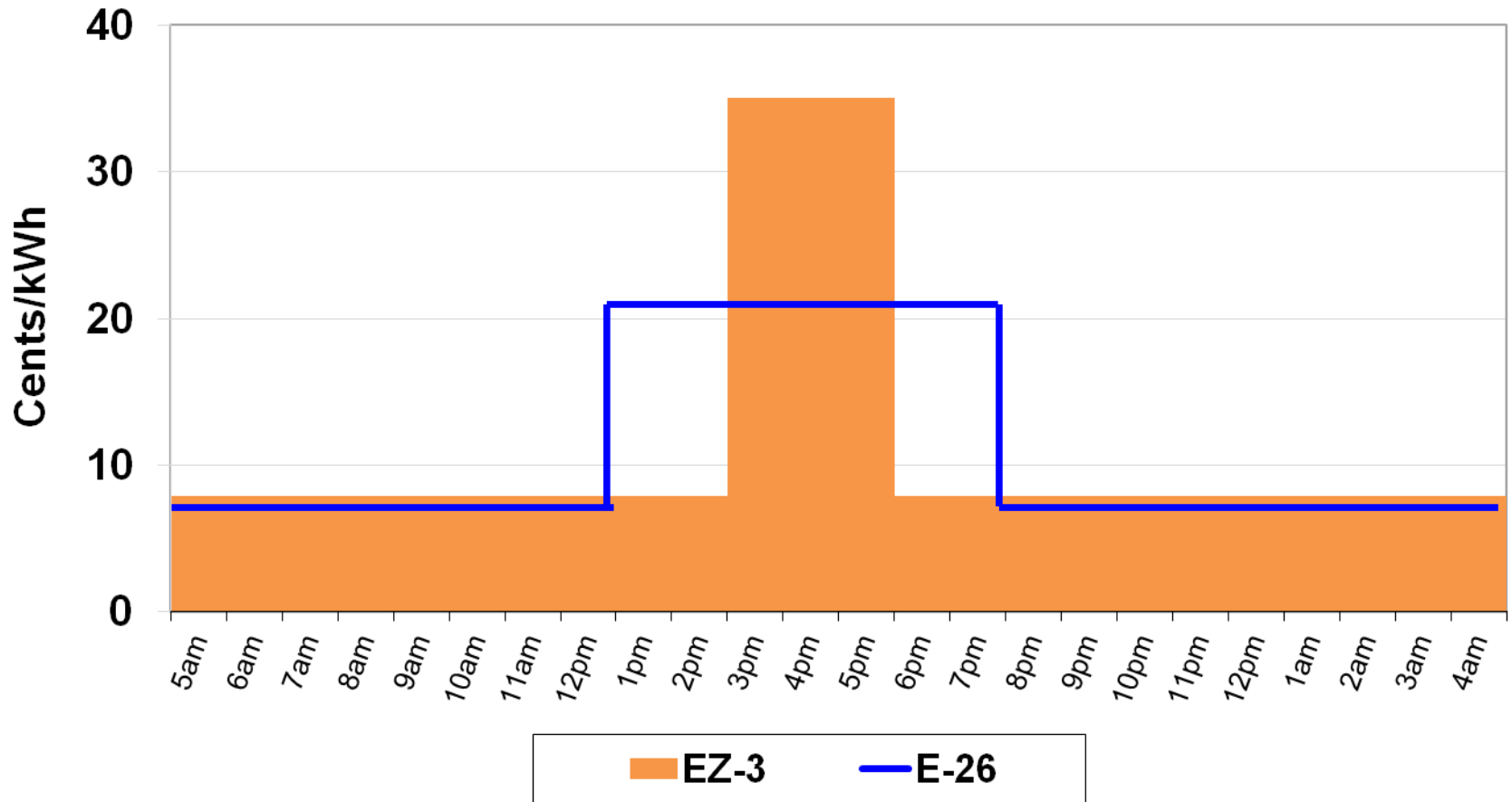
# EZ-3 Price Plan

## Highlights

- Originally approved by the SRP Board of Directors on March 17, 2008
- Implemented on May 1, 2008
- Marketing name is EZ-3 (tariff designation is E-21)
- 38,387 customers, as of May 2011 billing cycle
- A more 'customer friendly' TOU design for current non-TOU customers who would save on the existing TOU plan, but choose not to switch

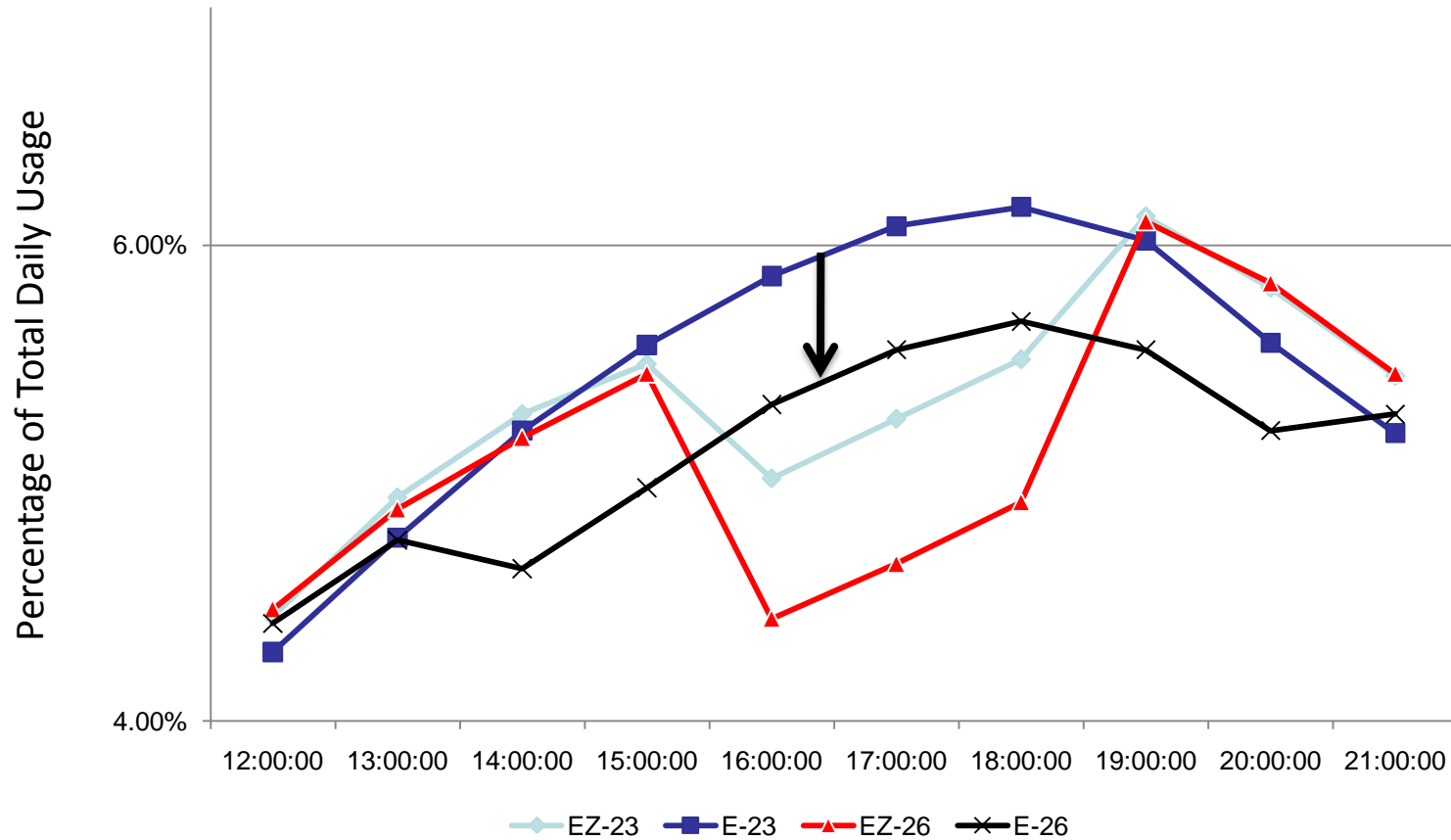
# TOU Comparison

## Summer Peak Pricing

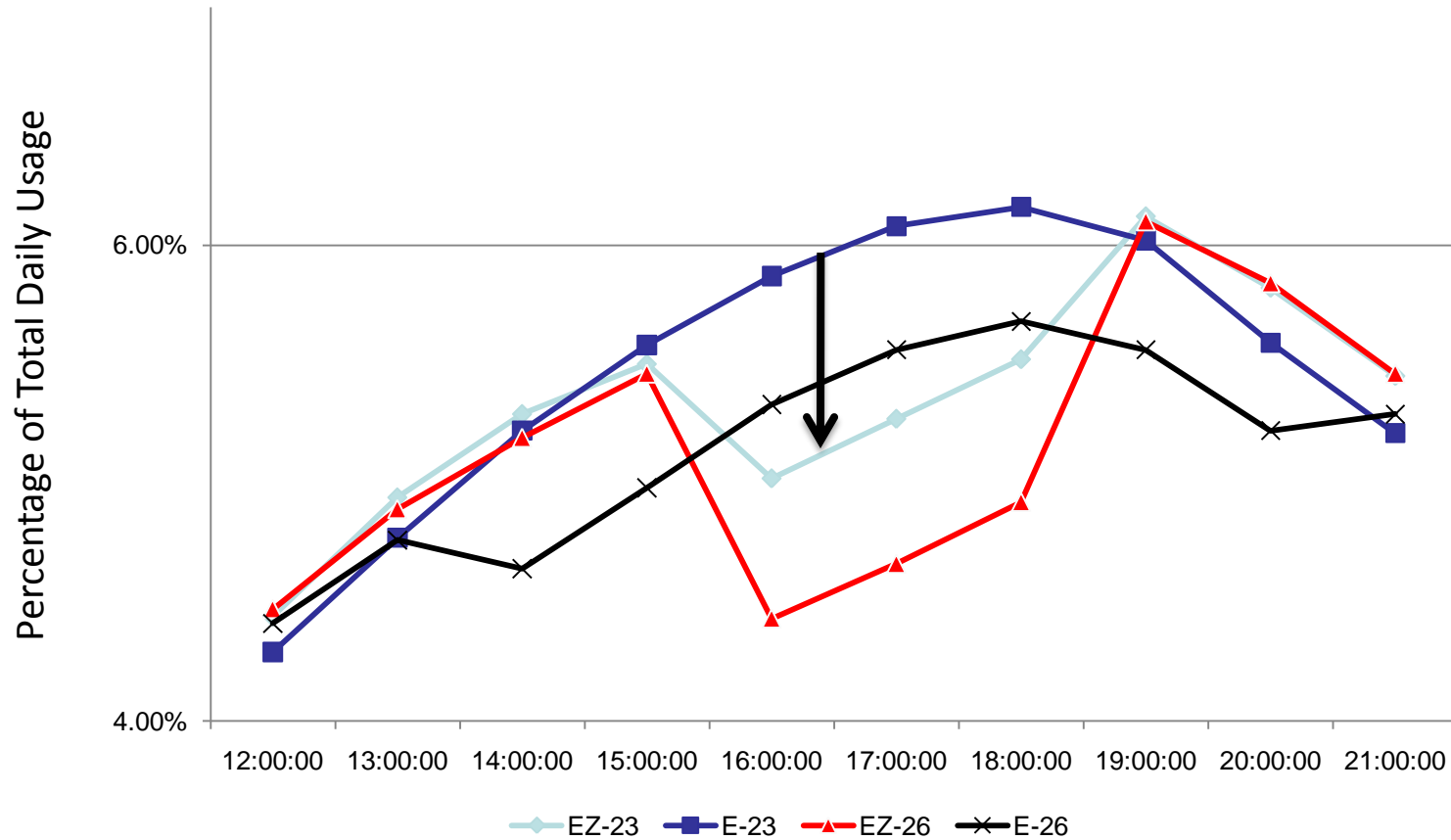


ADS NTM July 2011

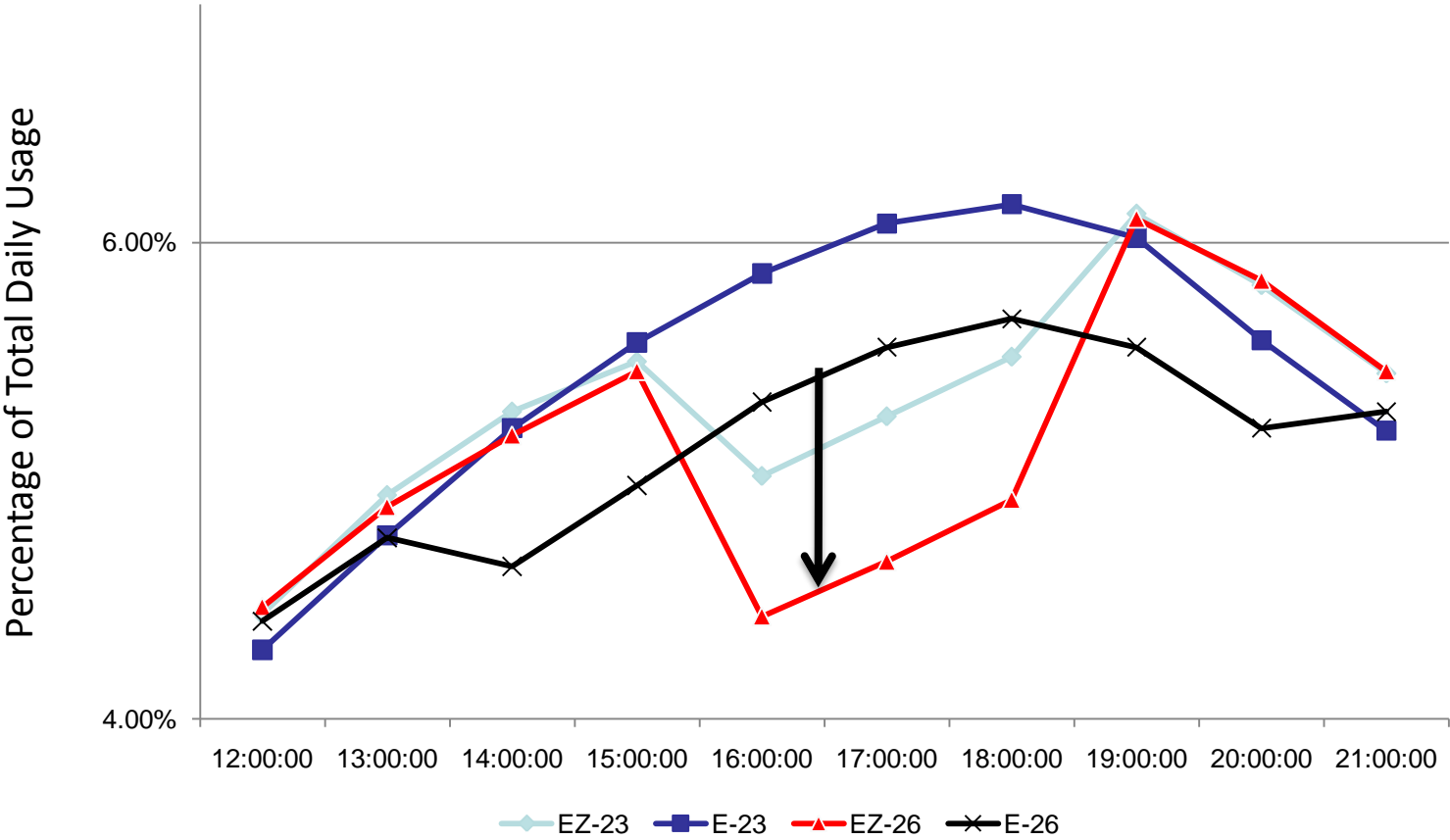
# Basic Plan to TOU



# Basic Plan to EZ-3



# TOU to EZ-3

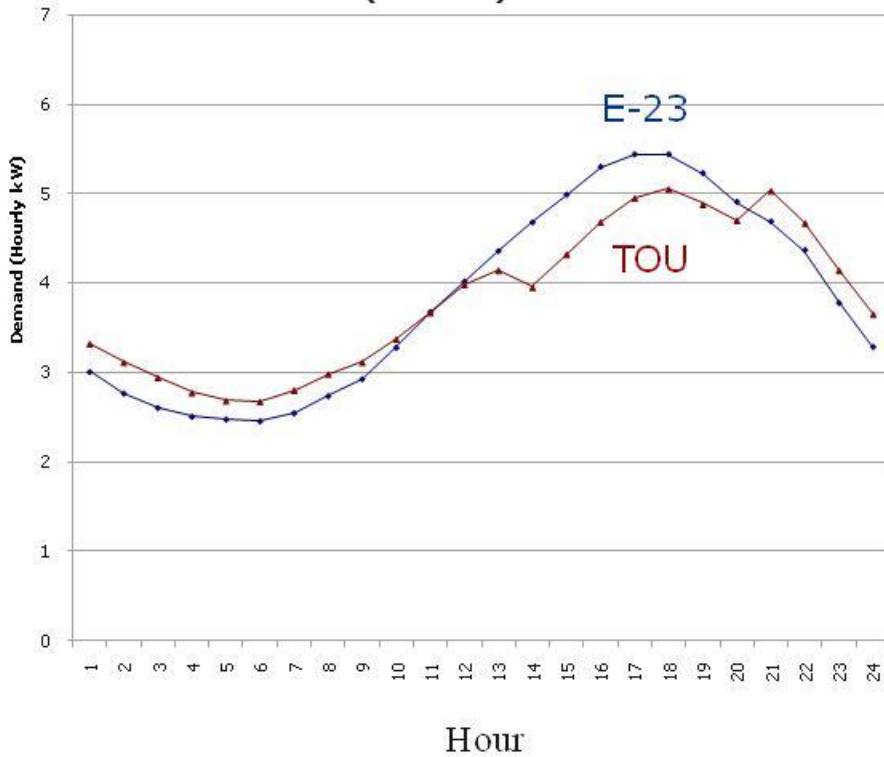


# Summary of M-Power Program

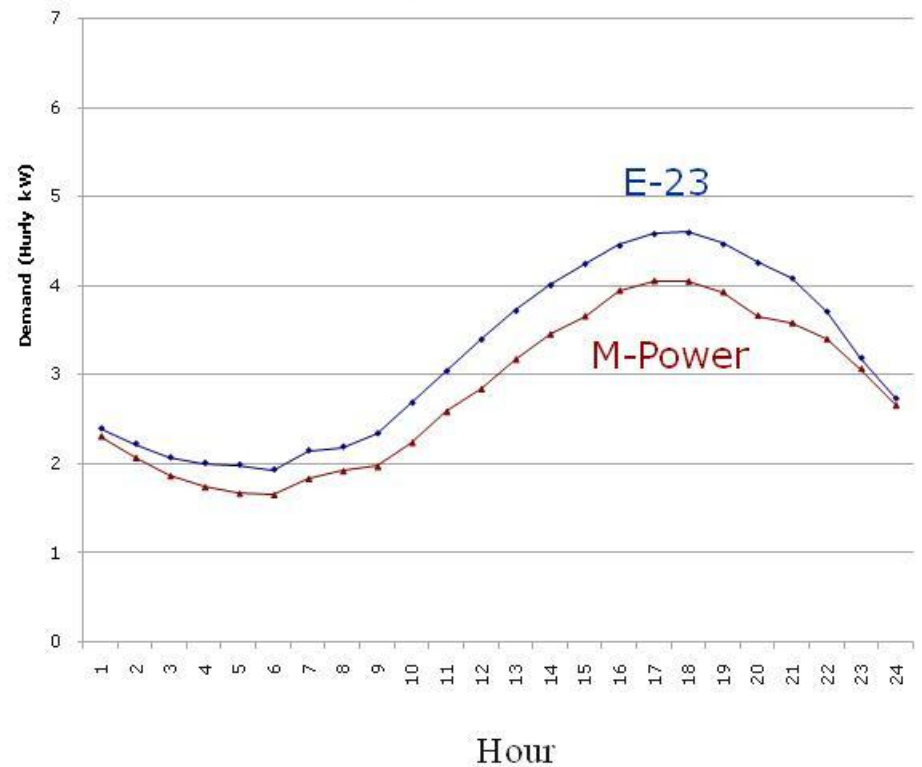
- Prepayment program began in 1993
- Originally intended for SRP “credit-challenged” customers
- 116,142 customers as of the May 2011 billing cycle
- Customers avoid a security deposit
- Began noticing decreases in energy usage
- Three studies conducted to estimate conservation
- Results revealed 12% decrease in usage

# TOU and M-Power Compared to Basic Plan

### TOU (E-26) vs. E-23



### M-Power (E-24) vs. E-23



# M-Power (Pre-pay) Benefits

- Improved customer information / price signals via display
- Reduced credit issues
- Energy reduction (conservation effect)
- Enhanced customer relationships