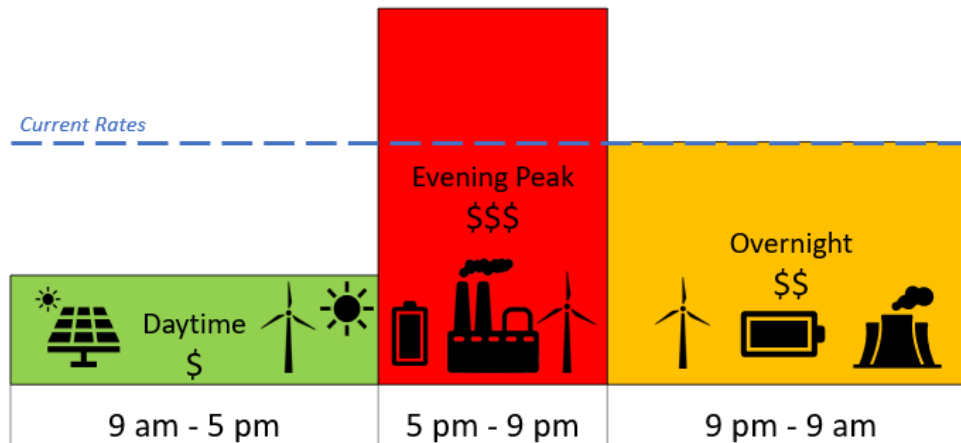


## Time of Use (“TOU”) Rate Study Fact Sheet

Hawaiian Electric is beginning to roll out TOU rates to a subset of its customers.

- TOU rates are used across the country to encourage customers to reduce and shift energy usage, and have been shown to be successful in practice.
- Hawaiian Electric’s TOU rates are divided into three time periods:
  - Daytime Period: 9am – 5pm
  - Evening Peak Period: 5pm – 9pm
  - Overnight Period: 9pm – 9am
- **Rates are set at a 1:2:3 ratio** for daytime, overnight, and evening peak prices, respectively. The following graph depicts how this looks for the average day.

### Illustrative View of TOU Rate Periods Compared to Current Rates



**TOU rates are a critical tool to help Hawaii reach its 100% clean energy goals and to give customers the opportunity to save money on their bills.**

- The rates were developed over multiple years in a collaborative process with input the State Consumer Advocate, stakeholders, and Hawaiian Electric, and was overseen by the Commission.
- TOU rates are designed to give customers the opportunity to shift their energy usage and potentially save money by helping the grid to use cheap, clean solar energy during the day.
- The new rates have lower energy prices during the day when clean solar energy is abundant, and higher prices in the evening when more expensive and polluting fossil fuel units are online.
- There are several simple ways to take advantage of this new rate design:
  - Pursue energy efficiency measures through [Hawaii Energy](#) to reduce the amount of energy you use, such as by installing more efficient appliances and lightbulbs.
  - Shift energy usage to the overnight or daytime periods, such as by setting timers for your dishwasher, water heater, laundry, and other appliances.
  - For electric vehicle owners, schedule charging overnight or during the day at home (or work if possible) to take advantage of low energy prices.
  - Consider other renewable energy measures, such as solar water heaters and battery storage, that can reduce and/or shift energy usage.
  - Sign into your [My Energy Use Portal](#) on HECO’s website to learn more about your energy usage and ways to save.

**The rollout will begin with a subset of customers in a TOU study, launching in February 2024.**

- Hawaiian Electric will begin the rollout to customers with a one-year study group beginning in February 2024, excluding Maui County customers for the time being. Informed by this study, Hawaiian Electric will accelerate the rollout to all residential and commercial customers as the default rates.
- Customers will be notified two months prior to enrollment by Hawaiian Electric if they are selected to participate in this study, and Hawaiian Electric will provide significant upfront and ongoing support to customers to enable customers to take advantage of the TOU rates.
- **Customers may opt out** of the study at any point and return to their previous rate schedule at their next billing cycle. Customer choice is a critical component of a successful energy system.
- The following table provides an overview of the energy charges for customers enrolled on the TOU Study. For more information regarding the exact rates, please consult Hawaiian Electric if you are selected for enrollment.

**Hawaiian Electric’s TOU Study Energy Charges**

Company	Schedule	Energy Charge (cents / kWh)		
		Daytime (9a-5p)	Evening Peak (5p-9p)	Overnight (9p-9a)
Hawaiian Electric	ARD TOU R	18.86	56.58	37.72
	ARD TOU G	23.22	69.68	46.45
	ARD TOU J	21.32	63.97	42.65
Hawaiian Electric Light	ARD TOU R	21.91	65.72	43.81
	ARD TOU G	26.11	78.33	52.22
	ARD TOU J	23.03	69.09	46.06
Maui Electric – Maui Division	ARD TOU R	19.58	58.75	39.17
	ARD TOU G	23.07	69.21	46.14
	ARD TOU J	21.11	63.33	42.22
Maui Electric – Lanai Division	ARD TOU R	27.13	81.40	54.26
	ARD TOU G	31.84	95.52	63.68
	ARD TOU J	32.36	97.08	64.72
Maui Electric – Molokai Division	ARD TOU R	24.58	73.75	49.17
	ARD TOU G	31.84	95.52	63.68
	ARD TOU J	28.02	84.05	56.03

**The Commission has implemented measures to mitigate excessive bill impacts and will make any adjustments necessary to support customers going forward.**

- The Commission has approved “bill protection” for the first six months that customers are on the new TOU rates, ensuring that customers won’t pay more than \$10 (or 4% for commercial customers) from what their bill would have otherwise been while they get acclimated and learn how to take advantage of lower midday prices. In addition, customers may opt out at any time.
- Hawaiian Electric is working with Hawaii Energy to streamline opportunities for TOU customers to take advantage of energy efficiency measures that will help customers save on their bills.
- The Commission has approved Hawaiian Electric’s plan to temporarily exclude Maui County customers in the wake of the tragic Maui wildfires and ongoing recovery efforts. The Commission will continue to monitor the situation to determine any updates to the study moving forward.

**The Commission plans to closely monitor the impact of TOU rates to all customers and make any adjustments to ensure a positive customer experience and successful TOU Study.**