



# Time-of-Day Rate Update

January 25, 2024



**PSEG**

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# AGENDA

- 01 Program Timelines
- 02 Customer Outreach and Marketing
- 03 Enrollment and Bill Protection Guarantee
- 04 IT Timeline



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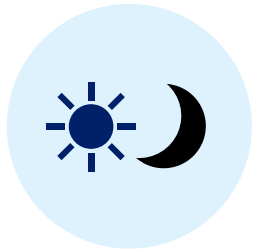
# TIME-OF-DAY PROGRAM TIMELINE

November 2023

January 2024

June 2024

January 2025



## TOD Rate Voluntary Enrollment Opens

- On November 16, 2023, two Time-of-Day rates became available for residential customers to enroll voluntarily
- As of January 18, 2024:
  - **198** customers have enrolled in the 194 “Off-Peak” Rate
  - **661** customers have enrolled in the 195 “Super Off-Peak” Rate



## TOD Off-Peak is the New Standard Rate

- Starting on January 29, 2024:
  - Customers moving into the service territory or transferring service to a new location will be assigned to the 194 “Off-Peak” Rate
  - Customers have option to select an alternate qualifying rate, if desired
  - Flat Rate 180 remains an available option



## 1<sup>st</sup> Customer Migration Population

- Throughout the month of June, a group of ~31,000 Rate 180 (flat rate) customers will be transitioned to the 194 “Off-Peak” Rate
- The initial group of customers will include a sample of various customer segments to learn about the customer experience with the new rate



## Continued Migration of Rate 180 Customers

- In 2025, additional groups of Rate 180 customers will be moved each month, with nearly 900,000 customers planned for transition by December 2025

# CUSTOMER OUTREACH

- **Migration Populations**

- Will receive targeted direct marketing communications at 3 points prior to their migration date.
  - 90 days prior
  - 60 days prior
  - 30 days prior
- Will receive a welcome packet and educational materials after their migration with tips on how to manage their usage to align with the new rate.

- **New and Move-In Customers**

- Will receive a welcome packet with more information about their electric utility including the Time-of-Day rates.

**Keeping customers updated will be key**



**February**

- Awareness emails and bill onserts (Group 1)

**March**

- 90-Day Communications (Group 1)

**April**

- 60-Day Communications (Group 1)

**May**

- 30-Day Communications (Group 1)

**July**

- Migration Welcome Kits (Group 1)

*\*Beginning in March, new movers will also receive welcome kits with Time-of-Day information*

# PREVIEW OF MARKETING

## Time-of-Day Explainer Video



[Video link](#)



# PREVIEW OF MARKETING

## Awareness & Educational Email and Bill Onsert



**Coming soon!**  
**New Time-of-Day Rate**

As of 2024, the Time-of-Day (TOD) Off-Peak Rate is the standard electric rate for eligible PSEG Long Island customers. We will notify you well before any account change takes place.

**Easy changes, easy savings.**  
Our Time-of-Day (TOD) Off-Peak Rate is based on when you use electricity (peak and off-peak periods). You can save money when you do things that consume a lot of energy before 3 p.m. and after 7 p.m. every weekday. This means you have 20 hours every weekday to save!

**Shift use of these appliances to optimize savings:**

- Peak Hours: 3 p.m. to 7 p.m.**
- Off-Peak Hours: Remaining 20 hours on weekdays and all day on weekends and federal holidays.**

**TOD is intended to:**

- Lower rates for electricity used during off-peak times (before 3 p.m. and after 7 p.m. on weekdays and all day on weekends).
- Reduce the need for unnecessary energy and costly power plants.
- Enhance the efficiency and reliability of the energy grid.

**Get to know your new rate plan!**  
Watch this short video to learn more about TOD and easy ways to save.

**Keep in mind:** TOD is not mandatory. You can choose a Flat Rate or Super Off-Peak Rate at any time, among other options.

**TOD Flat Rate:**  
With our Guaranteed Bill Protection, you can try TOD for up to 12 months with nothing to lose. If you don't save, we will automatically refund you the difference.

**Your new TOD Standard Rate is coming soon!** To learn more, visit [pseg.com/timeday](https://pseg.com/timeday).

[LEARN MORE](#)

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**New Standard Electric Rate**

As of January 2024, PSEG Long Island has transitioned to the Time-of-Day (TOD) Off-Peak Standard Electric Rate. We will begin migrating some residential accounts to this new rate in 2024, but this will not affect most accounts until 2025.\*

**On a TOD Rate, you can save money by choosing "off-peak" hours to do tasks that consume a lot of energy.**  
TOD prices vary based on the time of day you use energy, giving you more control over your bills. Just like riding the train costs less at certain times, you can now get that benefit when using power.

**Save with easy shifts**  
Simply run appliances that use a lot of energy during these off-peak hours:

1. Before 3 PM or after 7 PM on weekdays
2. All day on weekends and federal holidays

Energy used during off-peak hours is a discounted rate compared to the "Flat" Rate "90" that has the same price 24 hours a day. In fact, this discount applies to 88% of all the hours in a year.

By taking a few small steps – like running the dishwasher after dinner or doing laundry on the weekend – you can save money on TOD. If you already do that, the savings are automatic.

**You have options**

- Voluntarily enroll in the standard Time-of-Day Off-Peak Rate.
- Voluntarily enroll in the Super Off-Peak Rate with overnight hours discounted up to 40% off the Flat Rate. It's perfect for electric vehicle owners and overnight charging.
- Stay on your current rate.


To find out which rate is best for you, go to the Rate Comparison Tool in your My Account.

**Give it a try – risk-free**  
With our Guaranteed Bill Protection, you can try TOD now with nothing to lose for up to a year.\* If you save money, you win. If your old rate would have cost less, we will automatically refund the difference.

Discover all the ways TOD can help you time your savings at [pseg.com/timeday](https://pseg.com/timeday).

\*See the reverse side for details.

## 90, 60, 30-Day Communications (Digital and Print)



**Changes to your electric rate in June.**

Dear valued customer,

There's a big change to how we charge for electricity. It's called Time-of-Day. This new rate structure helps customers save money and supports the move to clean energy on Long Island and the Rockaways.

You will see the new rate on your electric account starting in June. Or you can pre-enroll now at [pseg.com/timeday](https://pseg.com/timeday). Either way, we'll be here to support you at every step in this transition.

**20-hour energy deal.**  
The new standard Time-of-Day Rate has variable prices based on when you use electricity—lower during "off-peak" hours and higher during "peak" hours. When you have a choice that consumes a lot of electricity, do it anytime before or after the peak hours of 3 p.m. to 7 p.m. on weekdays.

Just use larger appliances—like your dishwasher, clothes dryer, or electric vehicle charger—outside of peak hours to reduce your energy costs. **That's 20 hours to save every weekday and all day on weekends.**

In fact, for 88% of all the hours in a year, your electricity will be at a lower price than your current rate.

**Some appliances that consume the most energy include:**

- Dishwasher
- Air conditioner
- Clothes dryer

Use these devices before 3 p.m. and after 7 p.m.

**Guaranteed Bill Protection.**  
See how Time-of-Day benefits you for up to nine years with nothing to lose in 12 months from this new rate. And here, we will make sure you can make the small changes that will make a big difference about the Time-of-Day Rate at [pseg.com/timeday](https://pseg.com/timeday).

Thank you,  
PSEG Long Island



**Get the 20-hour energy deal every weekday. And all weekend.**

**Time Your Savings.** When you do choose that consumes a lot of energy before 3 p.m. and after 7 p.m., you save.

**Now Time-of-Day Rate going into effect in June.**



**Get the 20-hour energy deal every weekday. And all weekend.**

**Time Your Savings.** When you do choose that consumes a lot of energy before 3 p.m. and after 7 p.m., you save.

**How it works.**  
Shifting energy use to off-peak hours keeps the electric grid balanced for Long Island and contributes to a cleaner environment. The Time-of-Day Rate then gives you the opportunity to save during non-peak hours—all while watching and working to the world around us.

**LEARN MORE**

**Reduce Energy Use**  
Weekdays between 3 p.m. and 7 p.m.

**Use the most energy.**  
3 p.m. and after 7 p.m.

**Use less energy.**  
3 p.m. and after 7 p.m.

**EV charger**

**With nothing to lose—and everything to gain, we will automatically refund the difference.**

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## PROGRAM ENROLLMENT PROGRESS

- Voluntary enrollments continue steadily, with customers favoring enrollment through the mobile app channel.
- Targeted customer segments for the first migration group in June 2024 will include a mix of bill impact levels and include 3,000 each of low-income, EV, and net metering customers.

	2024 Project Enrollment						Total Customers
	<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	
<b>Voluntary</b>	600	500	500	500	500	500	<b>3,100</b>
<b>Move-in</b>	200	5,000	5,000	5,000	5,000	5,000	<b>25,200</b>
<b>Targeted Migration Population</b>	-	-	-	-	-	31,000	<b>31,000</b>
<b>Total</b>	<b>800</b>	<b>5,500</b>	<b>5,500</b>	<b>5,500</b>	<b>5,500</b>	<b>36,500</b>	<b>59,300</b>

## CUSTOMER SUPPORT

- Timed with the availability of the new rates and customer transitions, PSEG Long Island staff have received and will continue to receive training and communication materials so that they are informed and prepared to support customer inquiries.
- All PSEG Long Island employees have been provided with general awareness training.
- PSEG Long Island employees who interact directly with customers have been trained as either a subject matter expert or general support.
  - Subject matter experts have received detailed training on new processes related to the Time-of-Day rates, in-depth call support, and billing changes and processing.
  - General support team members have and will continue to receive training on opt-in and opt-out processing and general inquiry support.
- Presentations and briefings are planned with community organizations and trade allies.

**Our Representatives are Ready...**





# BILL PROTECTION

- **How It Works**

- Customers can try the TOD rates and if the general use flat rate (Rate Code 180) would have resulted in a lower bill (for up to 12 months), customers will be credited for the difference on their bill to ensure they don't pay more on TOD than they would have on the flat rate.
- If a customer switches back to a flat rate or moves out of their current location prior to completing a full year, their Bill Protection for that location will end early. If a customer switches between the two TOD rates, their Bill Protection carries over (for up to 12 months on TOD).

- **Bill Protection Expansion**

- Bill Protection covers existing customers who transition to a TOD rate from the general use flat rate. It was not initially offered to customers\* who move-in to a new service address and are placed on a TOD rate. **Bill Protection has been expanded to these new customers\* and will be available starting at the end of January 2024.**
- LIPA's tariff will be modified to reflect this change and presented to LIPA's Board of Trustees for adoption in May 2024.

*\*New customers qualified for residential space heating will be placed on rate code 580, unless they opt for another rate. Rate code 580 customers are not eligible for bill protection upon enrollment in the TOD program.*



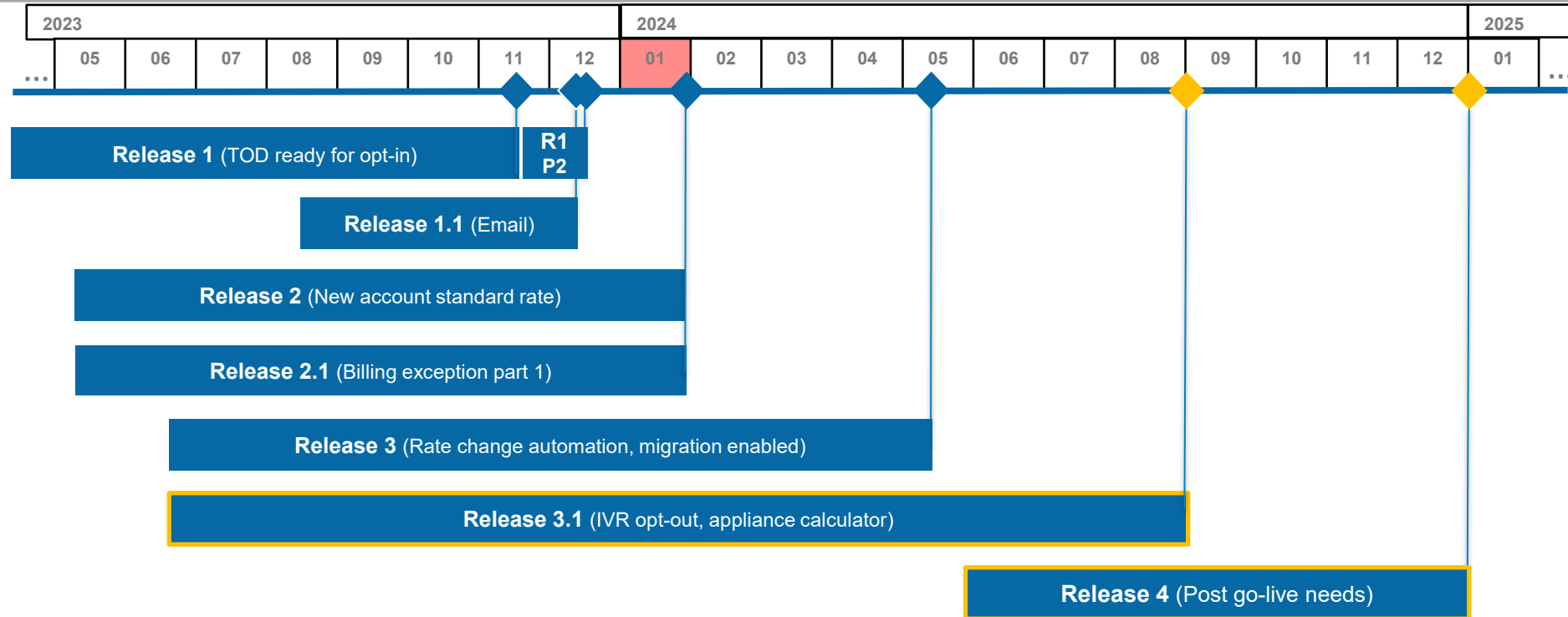
LIPA



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# IT TIMELINE



- ◆ **Release 1 (Original Go-live 9/15/23, Revised 11/16 & 12/13/23)**
  - Standard 2-period and 3-period TOD rates available for opt-in
  - Bill protection guarantee available
  - The opt-in and opt-out feature for MyAccount and Mobile app (moved to 12/13/23)
- ◆ **Release 1.1 (Original Go-live 11/1/23, Revised 12/7/23)**
  - Direct email communication and enabled acceptance of opt-outs
- ◆ **Release 2 (Original Go-live 12/31/23, Revised 1/31/24)**
  - New customer move-ins and service changes will be on the new standard 2-period TOD rate
- ◆ **Release 2.1 (Original Go-Live 12/31/23, Revised 1/31/24)**
  - Enhance billing exception functionality part 1 (moved from Release 2)

- ◆ **Release 3 (Original Go-live 1/31/24, Revised 5/8/24)**
  - Rate change process automated
  - Remaining billing exception enhancement part 2 (moved from Release 2)
- ◆ **Release 3.1 (Original Go-live 1/31/24, Revised TBD)**
  - IVR able to accept opt-outs (moved from Release 3)
  - Website enhanced for appliance calculator (moved from Release 3)
- ◆ **Release 4 (Original Go-live 9/30/24, Revised TBD)**
  - Billing & Call Center process &/or tools enhancement based on needs
  - Customer tools and rate change impact calculator improvements

# Discussion

Questions?



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