



New Rate Design to Encourage Energy Efficiency

Delmarva Power is working on a new rate design for determining what its Delaware electric customers are charged for the delivery of electricity to their homes or businesses.

Remember, the delivery portion of the monthly electric bill covers the cost of the poles, wires, meters, customer service, etc., and is about 25 percent of the total bill. The other 75 percent of the bill is the supply portion and covers the wholesale cost of the electricity.

The new rate design, which is commonly referred to as “decoupling,” breaks the link between the amount of electricity customers use and the amount of revenue the company receives.

It truly is a new rate structure for a new day – one in which we are working alongside our customers for ensuring efficiency becomes a significant part of the overall energy mix.

How might your bill change under decoupling, you ask? Here's how:

Two components:

- 1) **A fixed customer charge** – it's flat and is the same for all customers in the same rate class.
- 2) **A fixed demand charge (called a DDC factor)** – it's flat and is based on how and when you use energy during peak periods when demand is at its highest point. The demand charge will be fixed month to month, but will vary from customer to customer.

As you can see, the new rate design stabilizes both delivery charges for the customer and revenue for the utility. It is a dramatic shift from the thinking of the past when utilities depended on ever-increasing energy use to run the business.

Lastly, decoupling is revenue neutral, meaning Delmarva Power does not earn any more by switching to this rate design.

As always, we will notify our customers if and when this new rate design takes effect. In the meantime, if you have any questions concerning this or any other issue, please contact Customer Care at 800-375-7117.



Go Green to Win Green!

Sign up for Green Bill and a chance to win a \$1,000 gift card

We all win when we do our part to save the environment. But having a chance to win a \$1,000 gift card for the effort would be nice, too!

That \$1,000 gift card winner could be you when you sign up for Green Bill between now and December 17, 2010.

It's easy to enter. Just sign up for My Account at delmarva.com and then select the "Green Bill (Paperless)" billing option.

With Green Bill, you will automatically receive a monthly e-mail stating that your bill is ready to view. In addition, you have the option to sign up for AutoPay, our recurring payment program.

When you register for Green Bill, you will be included automatically in the contest. No purchase necessary and only one entry per residential account. For more information, view contest rules at delmarva.com.

Get Help with Energy Bills this Winter

Assistance is available this winter season for those who need help paying utility or heating bills.

The federally funded **Low Income Home Energy Assistance Program (LIHEAP)** provides assistance to qualified Delaware residents. For more information on LIHEAP, customers may call **1-800-464-4357**, visit www.dhss.delaware.gov/dhss/dssc/liheap, or call the LIHEAP office in their county:

Kent County: (302) 674-1782

New Castle County: (302) 654-9295

Sussex County: (302) 856-6310

Delmarva Power invites customers to support our low-income neighbors through the **Salvation Army's Good Neighbor Energy Fund (GNEF)**. Each time a customer donates \$3 to the fund, Delmarva Power donates \$1. This money goes directly to help families in need. Please call GNEF at **302-472-0750** for details.

Working Together to Prevent Dog Bites

You can help protect Delmarva Power employees by providing safe access to your electric or gas meter. Over the past three years, our employees have suffered 23 dog bites. The most recent attack required an employee to be hospitalized.

The following tips will help reduce dog bites:

- Secure your dog inside the house or business on the day of the scheduled meter reading.
- Do not let children play with a dog in the yard when the meter is being read. The dog may feel it necessary to protect the child.
- If you have an electric fence or other invisible pet containment system, please let us know so that we may update your account.



Delaware (Area code 302)

Nov 5-7: World Championship Punkin Chunkin; Bridgeville; www.punkinchunkin.com.

Nov 6: 18th Century Market Fair; The Green, Dover.

Nov 10-14: Rehoboth Beach Ind. Film Festival; Rehoboth Beach; www.rehobothfilm.com.

Nov 12: Chic It Up! Winterthur Design Conference; 5105 Kennett Pike, Wilmington; 800.448.3883, www.winterthur.org.

Nov 18: Holiday Auction & Tastes of Milford Benefit; Shawnee Country Club, Milford; 422-3344, www.milfordchamber.com.

FOR MORE THINGS TO DO IN THE REGION, click on "About Us" and then "In the Community" at delmarva.com.

To include a future event either in LINES or online, fax to: 302-283-6095, or e-mail: lines@delmarva.com.

