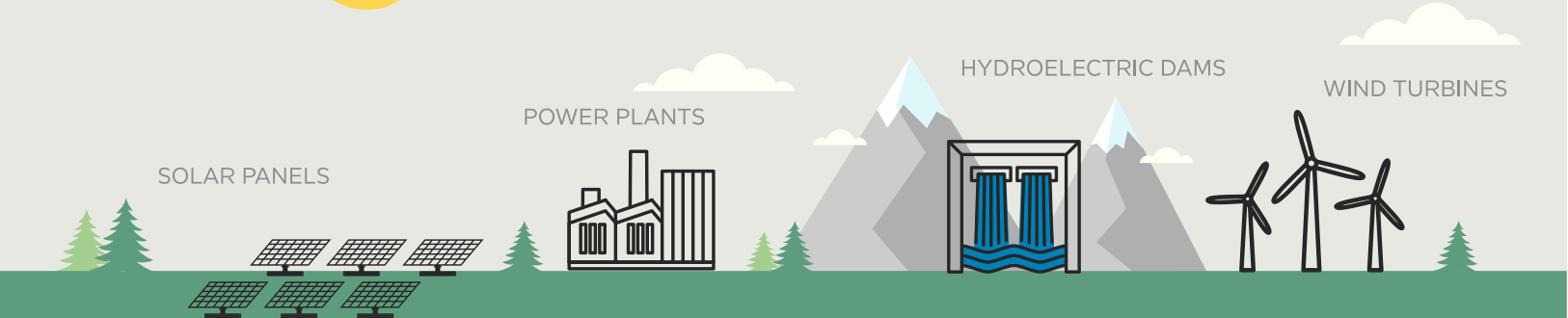
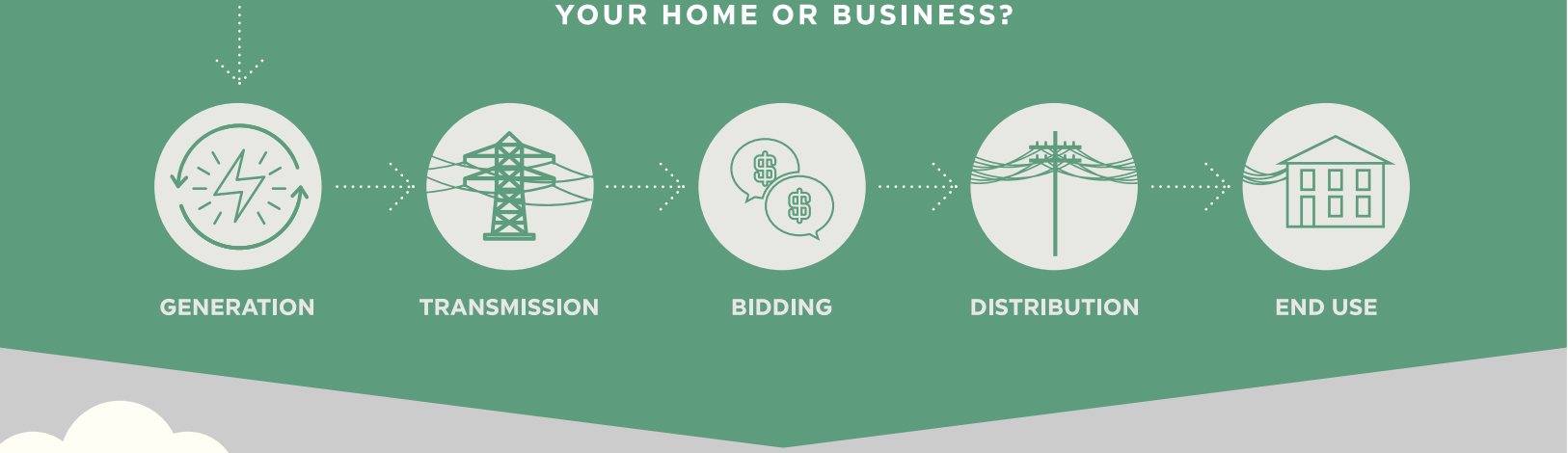


ELECTRICITY 101

WHERE IS ELECTRICITY GENERATED?



HOW DOES ELECTRICITY REACH YOUR HOME OR BUSINESS?



WHAT AFFECTS YOUR ELECTRIC BILL?

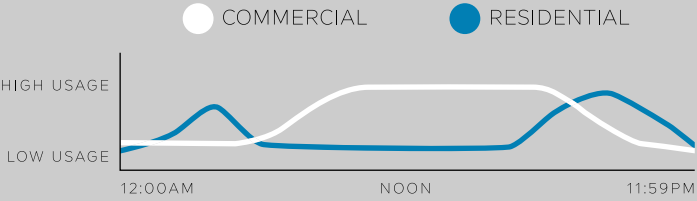
SEASONAL VARIATION

Rain and snow provide water for low-cost hydropower generation, while wind can provide low-cost generation from wind turbines. Extreme temperatures can increase the demand for electricity, especially for cooling, and demand can drive prices up.



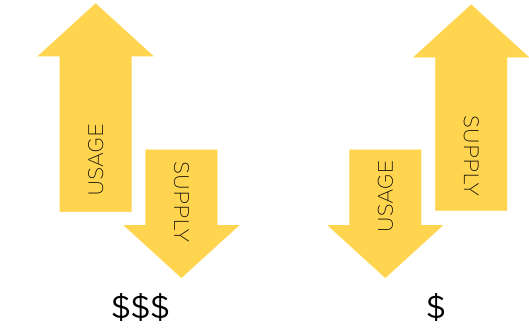
TIME OF DAY

Energy consumption levels rise and fall throughout the course of the day depending on our collective usage. Residential consumption is lower during the day when we're at work, while commercial consumption is lower in the evening into the early morning while we're at home.



BIDDING

Once electricity is generated, it's bought, sold and traded. To remain sustainable, electricity has to be sold at a price that is above the cost of generating fuel. The value sometimes fluctuates throughout the course of the day depending on consumption demands and the available supply at any given moment.



THE BREAKDOWN OF YOUR BILL

