

# Enabling Customer Choice for RPP TOU Customers

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Working Group Meeting 5

August 18, 2020

EB-2020-0152

# Agenda

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Topics for discussion at today's meeting include:

1. Background/Recap
2. Proposed Amendments
3. Process Design
4. Feedback on Customer Communications included in Comments on Notice
5. Consumer Election Form
6. Communications Strategy
7. OEB Communications Tactics re: customer-facing information
  1. Branded advertising
  2. Social media channels
  3. Bill calculator
  4. Other tools and information
8. Next Steps

# Background/Recap

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- Ontario government intends to introduce customer choice for electricity customers who pay TOU prices, allowing them to opt out of TOU pricing in favour of tiered prices starting November 1, 2020.
- OEB launched consultation to inform development of amendments to Standard Service Supply Code (SSSC) and other regulatory instruments as required.
- Stakeholder meeting held June 9 with more than 100 participants.
- 20-member TOU Customer Choice Working Group established, consisting of distributors, consumer representatives and other stakeholders.
- OEB issued Notice of Proposal on July 15 to amend SSSC. All interested parties were asked to provide comments by July 29. OEB review of the comments is underway.

# Proposed Amendments

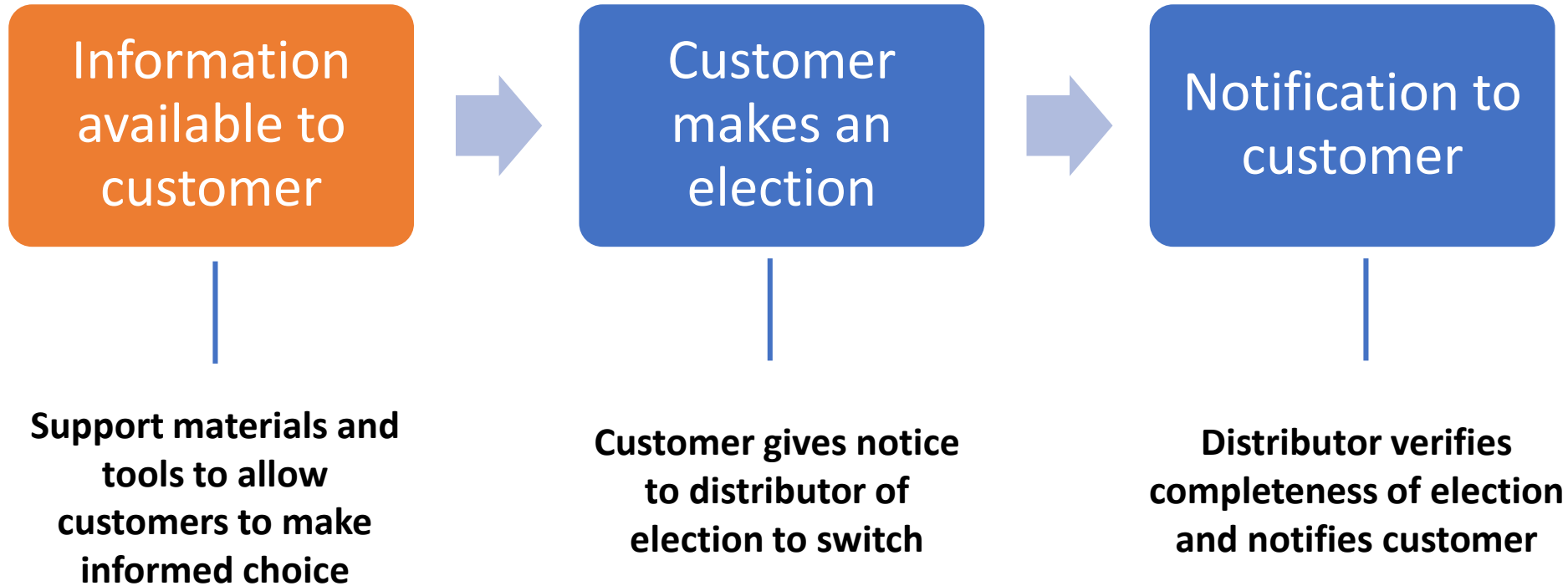
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- OEB's proposed amendments to the SSSC would require distributors to allow RPP consumers to opt out of TOU prices and elect to be charged tiered prices, and would establish rules for how consumers can do so, including rules about:
  - the notice to be provided by the RPP consumer to the distributor
  - the timing for the distributor to give effect to that notice
  - an RPP consumer's ability to switch back to TOU prices after having elected to be charged tiered prices
- Distributors would be required to start accepting election forms on Oct. 13, to enable opt-out starting November 1.

# Process Design

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The overall design of the process comprises five steps:



## Process Design (cont'd.)

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Customer election  
implemented



Confirmation of  
implementation

**Customer switched to  
desired price structure**

**Customer informed that  
the switch has taken place**

# Feedback on Customer Communications included in Comments on Notice

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- Received comments from 18 organizations.
- Widespread recognition from stakeholders on the importance of customer communications, leading up to election through confirmation of implementation.
- Important for customer to be informed at every step of the switching process.
- Potential to create customer confusion due to time gaps between receipt of messaging and implementation of election, raising question of streamlining number of interaction points between customer and distributor.
- Need to provide customer information re: potential savings/non-savings and impact to electricity bill based on historical consumption—OEB to be owner of this information model, providing recommendations and requirements as to the format and content of customer information materials to be used by distributors.

# Consumer Election Form

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- OEB to provide a template for the election form for distributors to use if they wish
- Election form template currently in development and will be made available at a later date



# Communications Strategy

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- Build awareness and understanding of both tiered and TOU prices
- Protect consumers by informing them of their options and by preparing and sharing tools to help them make an informed choice on RPP pricing

# OEB Communications Tactics

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## Customer-facing information – marketing communications:

- Branded advertising
  - Digital/online
  - Radio
  - Direct mail
- Social media channels
  - Twitter
  - LinkedIn

# OEB Communications Tactics (cont'd.)

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## **Customer-facing information – bill calculator:**

- Bill calculator – [oeb.ca/calculator](http://oeb.ca/calculator) – to compare TOU and tiered prices
- View bill calculator in test mode

# OEB Communications Tactics (cont'd.)

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## Other OEB tools and information:

- Dedicated OEB webpage explaining TOU and tiered prices, rules governing TOU Customer Choice, link to bill calculator
- Bill insert (consideration for RPP price change)
- Video(s)
- Walk-through of things to consider when making decision
- Fact sheets/case studies

# Questions

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What other tools and information do consumers need?

What other tools and information can LDCs provide?

Anything we missed?

# Next Steps

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- Review input from today's meeting.
- Continue the development of communications tools, communications rollout.
- OEB continues to review and consider comments received on the July 15 notice and is considering next steps.

- OEB Consultation: EB-2020-0152
- Project webpage: <https://www.oeb.ca/industry/policy-initiatives-and-consultations/implementing-process-enabling-customers-opt-out-time>