**Customer Choice**

**Website Copy for Distributors**

**Website: Short Promotional Copy**

If you’re a residential or small business customer, you can choose to switch between Time-of-Use (TOU), Tiered and Ultra-Low Overnight (ULO) prices.

With TOU and ULO, the price you pay depends on when you use electricity. With Tiered prices, you can use a certain amount of electricity each month at a lower price. Once that limit is exceeded, a higher price applies.

If you want to stay with your current price plan, no action is required. If you would like to learn more about your pricing options, visit <INSERT ELECTRICITY DISTRIBUTOR URL or use [www.oeb.ca/choice](http://www.oeb.ca/choice)>.

**Website: Copy for Dedicated Customer Choice Webpages**

If you’re a residential or small business customer, you can choose to switch between Time-of-Use (TOU), Tiered and Ultra-Low Overnight (ULO) prices.

To switch price plans, you must notify <us or ELECTRICITY DISTRIBUTOR name> by completing an election form [link] and sending it to [ELECTRICITY DISTRIBUTOR to indicate where/how to send] or by contacting us [link] at <ELECTRICITY DISTRIBUTOR CONTACT INFORMATION FOR CUSTOMERS>.

If you want to stay with your current price plan, no action is required.

**About TOU and ULO Prices**

With TOU and ULO prices, the price depends on when you use electricity. You can help manage your electricity costs by shifting your usage to lower price periods when possible.

With TOU, there are three price periods:

* **Off-peak:** When demand for electricity is generally lower. Ontario households use most of their electricity – nearly two thirds of it – during off-peak hours.
* **Mid-peak:** When demand for electricity is moderate. These periods are during the daytime, but not the busiest times of day.
* **On-peak:** When demand for electricity is generally higher. These are the busier times of day – generally when people are cooking, starting up their personal electronics and running heaters or air conditioners.

<IT IS SUGGESTED THAT ELECTRICITY DISTRIBUTOR INSERT GRAPHIC FOR TOU PRICE PERIODS FOR SUMMER AND WINTER. OEB PROVIDED GRAPHIC FOR REFERENCE>

With ULO, there are four price periods:

* **Ultra-Low Overnight:** When demand for electricity is lowest on average.
* **Weekend Off-peak:** When demand for electricity is generally lower.
* **Mid-peak:** When demand for electricity is moderate.
* **On-peak:** When demand for electricity is highest on average.

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**About Tiered Prices**

With Tiered prices, you can use a certain amount of electricity each month at a lower price. Once that limit (called a threshold) is exceeded, a higher price applies. For residential customers, the threshold normally changes with the season to reflect changing usage patterns – for example, there are fewer hours of daylight in the winter, increasing lighting use, and some customers use electric heating.

In the winter period (November 1 – April 30), the Tier threshold for residential customers is 1,000 kWh so that households can use more power at the lower price. In the summer period (May 1 – October 31), the Tier threshold for residential customers is 600 kWh.

For small business customers, the Tier threshold is 750 kWh all year round.

Tiered prices give you the flexibility to use electricity at any time of day at the same price, although that price will change if you exceed the threshold during the month.

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**Considering a Switch?**

Are you thinking about changing your price plan? Here are a few things to consider. Make sure you have some of your recent electricity bills handy as you go through the information below. Most of the information you will need is on the Electricity line of your bill.

* **Your price plan**

What electricity price plan are you on? If you’re unsure, take a look at the Electricity line of your bill. Most residential and small business customers in Ontario pay TOU prices.

* **Your usage**

How much electricity do you use in a month? If you’re unsure, take a look at the Electricity line on your bill. You might also want to look at the historical usage graph on your bill, which shows your average daily use over the past 12-month period.

* **Your consumption pattern**

When you use electricity can be another factor in your choice. Historically, the typical residential customer who paid TOU prices has used nearly two thirds of their power at off-peak times – the time when the lowest TOU price applies. The other third of their power used was typically split equally between on- and mid-peak times. Look at the Electricity line of your bill to see how much power you use in each of the three TOU price periods.

* **Seasonal changes and time of year**

As described above, the TOU price periods and Tier thresholds change with the season and are different during the winter (November 1 – April 30) and summer (May 1 – October 31) periods. ULO price periods are the same all year round. Does the amount of electricity you use change based on the season?

If you’re thinking about switching price plans, you should pay close attention to how much electricity you use in a month, because on Tiered pricing the price is higher for every kWh of electricity that you use above the Tier threshold of 1,000 kWh in the winter or 600 kWh in the summer. For instance, if you heat your home electrically, your monthly use in the winter may be higher. And the same goes for the summer if you need to run an air conditioner.

With TOU and ULO prices, the price depends on when you use electricity. Although the TOU price periods also change with the season, the electricity you use after 7 p.m. every day, and all the time on weekends and holidays, is charged at the lowest price under TOU all year round. And with ULO, the price periods remain the same all year round.

* **Lifestyle and daily habits**

Are you often home during the day on weekdays, so that shifting your usage is more challenging? Do you have large appliances that you need to run during the day on weekdays? Can you shift more of that usage to nighttime or weekend hours? Do you own an electric vehicle that you charge at home and at what times of day/night do you charge it?

* **Small business**

If you’re a small business owner, some of the same factors mentioned earlier also apply – how much electricity do you use each month, and when do you use it? Keep in mind that the Tier threshold for small business customers is 750 kWh all year round. And not all small businesses are the same. A large restaurant with several ovens running in the evening may have a very different electricity usage pattern than a small salon that’s only open during the day. So may a dry cleaner compared to a convenience store, or a clothing store compared to a bakery.

**Rules for Customer Choice**

If you don’t want to switch your price plan, you don’t need to do anything. You will stay on your current price plan.

If you do want to switch to a different price plan, here are the rules that apply. These rules also apply if you later want to switch to another price plan.

* <We or ELECTRICITY DISTRIBUTOR NAME> must make the election form available on <its or our> website, and to any customer that requests it. <We or ELECTRICITY DISTRIBUTOR NAME> must accept election forms by email or mail at a minimum. <ELECTRICITY DISTRIBUTOR TO INSERT DETAILS ON OTHER WAYS THE FORM WILL BE ACCEPTED>.
* You’ll need to fill out the election form to notify <us or ELECTRICITY DISTRIBUTOR NAME> that you want to switch. The form is intended to be as simple as possible in terms of the information that you need to provide. You should have a recent electricity bill on hand when filling out the form, as you will need your utility account number. For help to find the account number and other parts of the electricity bill, see sample TOU, ULO and Tiered bills on the Ontario Energy Board’s website at [www.oeb.ca/choice](http://www.oeb.ca/choice).
* Within 10 business days of receiving your election form, <We or ELECTRICITY DISTRIBUTOR NAME> must tell you if your election form can’t be processed and must explain why (for instance, if you’re not authorized to make changes to the account, or the account can’t be verified).
* If there are no issues with your election form, <we or ELECTRICITY DISTRIBUTOR NAME> <has/have> the same 10 business days to let you know when you can expect to start being billed on your new price plan.
* A switch between price plans can only take effect at the start of a billing period. A billing period is generally around 30 days, but that can vary. The start and end dates are identified on your electricity bill.
* <We or ELECTRICITY DISTRIBUTOR NAME> must start charging you under your requested price plan as of your next billing period after you submit your election form if it receives that form *at least 10 business days* before that billing period starts, and provided there are no issues with your form (see above).
* If <we or ELECTRICITY DISTRIBUTOR NAME> receive/s your complete election form *less than 10 business days* before the start of your next billing period, <it/we> might still be able to switch you for your next billing period. But if <it/we> can’t do so, <it/we> must start charging you under your requested price plan at the start of the next billing period after that.
* Because a switch in prices can only take effect at the beginning of a billing period, it can take some time between the day you provide your election form and the day you actually start getting charged under your requested price plan. Between the time that you submit your election form and the time that your choice takes effect, you will continue to pay pricing under your old price plan.

* You can switch between price plans at any time. For example, if you switch from TOU to ULO, you are not locked in. You can switch back. The process described above applies.
* The choice between TOU and Tiered prices is available to residential and small business customers that have smart meters and are billed under the Ontario Energy Board’s Regulated Price Plan. Some residential and small business customers are charged Tiered prices because their meters can’t be used to bill TOU prices. They can’t switch to TOU or ULO prices at this time.