



FARMERS BRANCH POWER SWITCH

Registration is Open!



POWER TO CHOOSE

Shop. Compare. Choose.

75234

REFRESH RESULTS

TDU Area: ONCOR ELECTR...

Estimated Use: 1,000 kWh

Price/kWh: ¢ to ¢

Contract Length: to mo

Pricing and Billing:

- Show All Plans
- Plans Without Minimum Usage Fees/Credits

Plan Type:

- Fixed Rate
- Variable (Changing Rate)
- Indexed (Market Rate)

Prepaid Plans:

- Show All Plans
- Show Only Prepaid Plans

1-10 OF 206 | SORT BY PRICE/kWh | VIEW 10 PER ...

COMPARE	Company	Plan Details	Price/kWh	Pricing Details	Ordering Info
<input type="checkbox"/>	express ENERGY COMPANY RATING ★★★★★ HISTORY	<ul style="list-style-type: none"> Fast Lane 24 Fixed Rate 24 Months 6% Renewable NEW CUSTOMERS 	1,000 kWh 2.3¢ 500 kWh 2000 kWh 4.6¢ 13.9¢	Cancellation Fee: \$20 per month remaining Fact Sheet Terms of Service	Special Terms (844) 361-2075 OR SIGN UP
<input type="checkbox"/>	LifeEnergy COMPANY RATING ★★★★★ HISTORY	<ul style="list-style-type: none"> WholeLife 12 Fixed Rate 12 Months 100% Renewable 	1,000 kWh 2.3¢ 500 kWh 2000 kWh 4.6¢ 12.7¢	Cancellation Fee: \$149.00 Fact Sheet Terms of Service	Special Terms (844) 662-1222 OR SIGN UP
<input type="checkbox"/>	express ENERGY COMPANY RATING ★★★★★ HISTORY	<ul style="list-style-type: none"> Fast Lane 12 Fixed Rate 12 Months 6% Renewable NEW CUSTOMERS 	1,000 kWh 2.3¢ 500 kWh 2000 kWh 4.6¢ 13.9¢	Cancellation Fee: \$20 per month remaining Fact Sheet Terms of Service	Special Terms (844) 361-2075 OR SIGN UP
<input type="checkbox"/>	LifeEnergy COMPANY RATING ★★★★★ HISTORY	<ul style="list-style-type: none"> WholeLife Green Fixed Rate 12 Months 100% Renewable 	1,000 kWh 2.3¢ 500 kWh 2000 kWh 4.6¢ 13.9¢	Cancellation Fee: \$149.00 Fact Sheet Terms of Service	Special Terms (844) 662-1222 OR SIGN UP
<input type="checkbox"/>	LifeEnergy COMPANY RATING ★★★★★ HISTORY	<ul style="list-style-type: none"> WholeLife 6 Fixed Rate 6 Months 100% Renewable 	1,000 kWh 2.3¢ 500 kWh 2000 kWh 4.6¢ 13.9¢	Cancellation Fee: \$149.00 Fact Sheet Terms of Service	Special Terms (844) 662-1222 OR SIGN UP

Electric pricing clarity sought

Texas regulators target ‘misleading’ offers on comparison website

By **JEFF MOSIER** Staff Writer jmosier@dallasnews.com

POWER TO CHOOSE

Texas utility regulators are researching how they can remove misleading electricity plans from the state’s Power to Choose website, a recurring problem in that public marketplace.

Some current deals advertise prices as low as 2.3 cents per kilowatt-hour, but a customer’s actual cost would average four or five times that much. Texas Public Utility Commission members are saying that some of the most attractive deals are — at best — misleading.

PUC Chairwoman DeAnn Walker asked the agency’s staff on Thursday to take a “deep dive” on the transparency of electricity plans. She said there’s been an uptick recently in complaints about plans on the website.

“I know we have a competitive market, and people can come up with their products,”

Walker said. “But it does concern me that we have things on the Power to Choose [website] that, while maybe not deceptive, are at least misleading.”

The PUC action comes at time when 100-degree temperatures are becoming more common and electricity prices are expected to rise along with demand for electricity. The closure of three large coal-fired plants early this year cut into the state’s reserve capacity, and the limited supply was expected to push up prices.

On PowerToChoose.org, there are currently more than 320 different plans offered to consumers in most parts of the Dallas-Fort Worth area.

The state website was created to be an unbiased one-stop shop for plans when Texas’ competitive electricity market opened in 2002. The site allows customers to sort electricity contracts based on prices — or other factors — without pay-for-play deals that would allow companies to rise to the top of searches.

However, consumer advocates and the public have complained for years that retail electric providers were gaming the system. They sometimes designed plans in a way that moved offers to top of the site even if the fine print made the deals much pricier.

On Thursday, Walker asked Connie Corona, PUC’s division director of competitive markets, to analyze some rates that appear to be cheap and see what they would cost an average consumer. She

Current Timeline



- Preregistration – Complete!



- Registration: **July 9 – September 25**



- Bring your Bill: **August 9** at City Hall



- Auction: **August 21**



- Decision: **September 4 – 25**



- Switch window: **September 4 – December 31**

Bring Your Bill Event

Answering the questions that are frequently asked

- How does the program work?
- How do I register?
- Will I have to pay a cancellation fee?
- How does my contract work?
- Will I save money?



Texas Power Switch – 4 Participants



FARMERS
BRANCH



Dickinson • Farmers Branch • Fate • Lake Dallas • Richland Hills • Seadrift • Waco • Webster • Wilmer

Average Savings for Texas Power Switch 3 - \$343

Putting \$343 into Perspective

City Property Tax Equivalent

- 41% City property tax reduction (.602267 per \$100 based on an average home price of \$175,000 with a \$35,000 homestead exemption of 20% is roughly \$843).

Other Comparisons

- Average cost for a single trip to a nationally recognized coffeehouse: \$3.25 – 105 trips
- Average cost for a movie ticket \$9.16 – 38 movie tickets



Communication Efforts



New program gives Farmers Branch residents the chance to lower electric bills; pre-registration is now underway

FBTX ~ Using energy broker iChoor, the City of Farmers Branch plans to offer the opportunity for residents to benefit from volume buying of power in order to lower individual monthly bills with Texas Power Switch 4.



There is no cost and no obligation associated with the program. It provides a mechanism to help residents better understand the confusing, deregulated energy market and potentially provide a pathway to saving money on electric bills. The more people that register for the program, the better the opportunity for the broker to make a low-cost deal.

A number of other Texas cities, including Lake Dallas and Richland Hills, are participating in the program.
[▶ READ MORE OR PRE-REGISTER <](#)

City of Farmers Branch

TEXAS POWER SWITCH

Texas Power Switch is a partnership between the City of Farmers Branch and iChoor.

iChoor is a group buying program that pulls individuals together to get a better deal on energy costs.

COMING TO FARMERS BRANCH JULY 2018

- ✔ No Commitment
- ✔ No Fees
- ✔ No Hassle
- ✔ Save Money

HOW IT WORKS

1. Sign up for free and with no obligation.
2. iChoor organizes an auction among selected providers.
3. You will receive a personal offer from the winning provider.
4. You decide whether or not you accept the offer.
5. If you do, iChoor is on hand to help throughout the switching process.

Farmers Branch City Council has approved this program after extensive vetting from Staff. This completely voluntary program is being offered to residents. Stay tuned for a kick off meeting coming soon.

Farmers Branch Power Switch 2018

Using energy broker iChoor, the City of Farmers Branch plans to offer the opportunity for residents to benefit from volume buying of power in order to lower individual monthly bills with Texas Power Switch 4. *Data shows that the last power switch (#3) saved households in the program an average of \$343 annually.*

There is no cost and no obligation associated with the program. It provides a mechanism to help residents better understand the confusing, deregulated energy market and potentially provide a pathway to saving money on electric bills. The more people that register for the program, the better the opportunity for the broker to make a low-cost deal.

A number of other Texas cities, including Lake Dallas and Richland Hills, are participating in the program.

The power switch period moves through four phases:

- Sign Up: Anyone can now pre-register for Texas Power Switch 4. Once the program starts, residents will be notified to complete registration, free and without obligation. [Click Here To Register](#)
- Auction: iChoor will hold a reverse auction among electricity providers. The provider who offers the cheapest rates gets to offer you a new electricity contract.
- Personal Offer: After the auction, residents will receive a personal offer which will outline potential savings.
- Accept/Decline: After residents receive their personal offer, they will have the option to accept or decline it. If choosing to accept, iChoor will take care of the switching process.

The timeline for Texas Power Switch 4 begins with **pre-registration** which is underway now. After that:

- Registration: July 9 thru September 25
- Bring your Bill: August 9 at City Hall
- Auction: August 21
- Decision: September 4 thru 25
- Switch window: September 4 thru December 31

The "Bring Your Bill" event is an opportunity for residents to come by City Hall to meet with iChoor representatives who can help calculate potential savings. For more information on this program, please contact Ben Williamson, Assistant to the City Manager, at 972.919.2505 or by [email](#), or view the helpful video below.





Farmers Branch TPS4 Communication Plan



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SHARE



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	A	B	C	D	E	F	G	H	I	J	K
1											
2				In Progress	Not Started	Completed	Delayed				
3											
4											
5											
6	PHASE	TASK	CHANNEL	ASSIGNED TO	START DATE	FEEDBACK FROM CITY DUE	STATUS	COMMENTS			
7	Program Promotion	Send iChoosr the City logo and signature for letters and emails	Letter	Farmers Branch	6/7/18		Completed				
8	Program Promotion	Add text & banner to City homepage and dedicated Power Switch page	City website	Farmers Branch	6/26/18		Completed				
9	Program Promotion	Send registration instructions to City reception staff		iChoosr	7/2/18		Not Started				
10	Program Promotion	Send text and images for 1st social media posts	Social Media	iChoosr	7/6/18		Not Started				
11	Program Promotion	Send updated "open registration" text for City homepage and dedicated Power Switch page	City website	iChoosr	7/2/18		Not Started				
12	REGISTRATION	OPEN REGISTRATION			7/9/18		Not Started				
13	Registration	Post 1st social media messages	Social Media	Farmers Branch	7/9/18		Completed				
14	Registration	Update the City homepage and dedicated Power Switch page with "open registration" text	City website	Farmers Branch	7/9/18		Completed				
15	Registration	Send print newsletter and eBill message to the City	Utility bill	iChoosr	TBD		Not Started	How many characters and when is this needed?			
16	Registration	Send press release to City for review	Press release	iChoosr	7/4/18	7/10/2018	Not Started				
17	Registration	Send press release to local news channels	Press release	Farmers Branch	7/12/2018		Not Started				
18	Registration	Send 1st bulk letter to the City for approval	Letter	iChoosr	7/12/2018	7/20/2018	Not Started	We need to send to the printer by 7/23			
19	Registration	Include 1st message in print newsletter and eBill	Utility bill	Farmers Branch	TBD		Not Started				
20	Registration	Send 2nd newsletter and eBill message to the City	Utility bill	iChoosr	TBD		Not Started				
21	Registration	Mail 1st bulk letter	Letter	iChoosr	8/7/2018		Not Started				
22	Registration	Include 2nd message in print newsletter and eBill	Utility bill	Farmers Branch	TBD		Not Started				
23	Registration	Night Out in Farmers Branch	Face-to-Face	iChoosr	8/9/2018		Not Started				
24	Registration	Send text and images for 2nd social media posts	Social Media	iChoosr	8/13/2018		Not Started				
25		Send pre-auction email for review	Email	iChoosr	8/6/2018	8/10/2018	Not Started				
26	Registration	Post 2nd social media messages	Social Media	Farmers Branch	8/14/2018		Not Started				
27	Registration	Send pre-auction email	Email	iChoosr	8/14/2018		Not Started				
28	AUCTION	AUCTION			8/21/2018		Not Started				
29	Pre-decision	Send auction result text to the City for the homepage and dedicated Power Switch page	City website	iChoosr	8/23/2018		Not Started				
30	Pre-decision	Send 2nd bulk letter to the City for approval (if applicable)	Letter	iChoosr	8/23/2018	8/27/2018	Not Started	We need to send to the printer by 8/27			
31	Pre-decision	Auction results to be published on CL's website	City website	Farmers Branch	8/24/2018		Not Started				
32	Pre-decision	Send press release to City for review	Press release	iChoosr	8/22/2018	8/28/2018	Not Started				

Up Next: Texas Power Switch – 5

Timeline



- Registration starts: **November 26, 2018**



- Auction: **January 8, 2019**



- Decision period: **January 22, 2019 - February 5, 2019**



- Switch window: **January 22, 2019 - April 30, 2019**

Questions?