



FARMERS BRANCH POWER SWITCH

Reflections & Results



Partnerships



**FARMERS
BRANCH**

iChoosr



**FARMERS BRANCH
POWER SWITCH**



**TEXAS
POWER SWITCH**



**FARMERS
BRANCH**

Bring Your Bill Event – August 9th at City Hall



Average Savings of \$497



iChoosr_ONC12_8.24.2018
Retail Energy Provider Texans Energy PUCT License #10141

Electricity Facts Label 8/24/2018 Texas Power Switch-IV-12M – Oncor

Average monthly use:	500 kWh	1,000 kWh	2,000 kWh
Average price per kilowatt-hour:	9.7¢	9.3¢	9.1¢
The price disclosure is an example based on the following components:			
Energy Rate	5.50¢ per kWh		

Electricity Price	Average monthly use:	500 kWh	1,000 kWh	2,000 kWh
	Average price per kilowatt-hour:	9.7¢	9.3¢	9.1¢
	The price disclosure is an example based on the following components:			
	Energy Rate	5.50¢ per kWh		
	Base Charge	\$0.00 per month		
	Oncor Energy Delivery Charge	\$3.49 per month		
	Oncor Energy Delivery Charge	3.4556¢ per kWh		

	What other fees may I be charged?	See the <u>Price and Term</u> section of the Terms of Service.
	Is this a pre-pay or pay in advance product?	No
	Does the REP purchase excess distributed renewable generation?	No
	Renewable Content	This product is 18.9% renewable
	The statewide average for renewable content is	18.90%
Info	Mega Energy LP, dba Texans Energy 2150 Town Square Place, Ste 711 Sugar Land, TX 77479 Phone: 281-287-2901 Toll Free: 1-855-508-3926 Fax: 281-287-2902	Email: info@mytexansenergy.com www.mytexansenergy.com Contact Hours: 8:00am – 6pm CT Mon-Fri

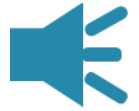
Total Savings:\$155,064

Participation

- 875 residents, employees, and guests registered for the program
- 312 residents, employees, and guests switched
- 36% participation rate
- Over 60 residents participated in the Bring Your Bill Event
- Over 50 one-on-one meetings
- Over 100 phone calls

Rijlabels	Aantal van RequestId
ADDISON	2
ARLINGTON	1
CARROLLTON	16
CORINTH	1
DALLAS	8
EAGLE PASS	1
FARMERS BRANCH	840
GRANBURY	1
GRAND PRAIRIE	1
GUN BARREL CITY	1
LAKE DALLAS	1
PLANO	1
RICHLAND HILLS	1
Eindtotaal	875

Texas Power Switch 5 Timeline



- Registration: **November 26 – February 12**



- Celebrate the Rate: **January 24** at City Hall



- Decision: **January 22 – February 5**



- Switch window: **January 22 – April 30**

Future Timelines: 100% Calendar Coverage

- TPS-5 switch window: January 22 – April 30
- TPS-6 switch window: April 30 – September 3
- TPS-7 switch window: September 3 – January 21
- TPS-8 switch window: January 21 – May 5

Communication Efforts



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

FBTX ~ Using energy broker iChoosr, 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 iChoosr.

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


COMING TO FARMERS BRANCH JULY 2018

HOW IT WORKS

1. Sign up for free and with no obligation.
2. iChoosr 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, iChoosr is on hand to help throughout the switching process.

- ✓ No Commitment
- ✓ No Fees
- ✓ No Hassle
- ✓ Save Money

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

The Farmers Branch Power Switch is back! With an amazing first run of the program earlier in the year, the program is returning starting November 26.

Using energy broker iChoosr, the City of Farmers Branch offered the opportunity for residents to benefit from volume buying of power in order to lower individual monthly bills with the Texas Power Switch 4/Farmers Branch Power Switch. The initial Farmers Branch Power Switch had over 300 households switch electricity providers with an average annual savings of almost \$500!

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

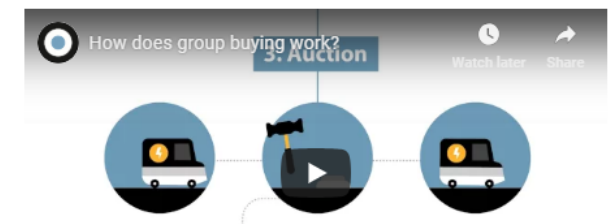
The power switch period moves through four phases:

- Sign Up: Anyone can register for Farmers Branch Power Switch (November 26 - February 12).
- Rate Announcement: iChoosr will announce the winning rate from the reverse energy auction by January 15. 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, iChoosr will take care of the switching process.

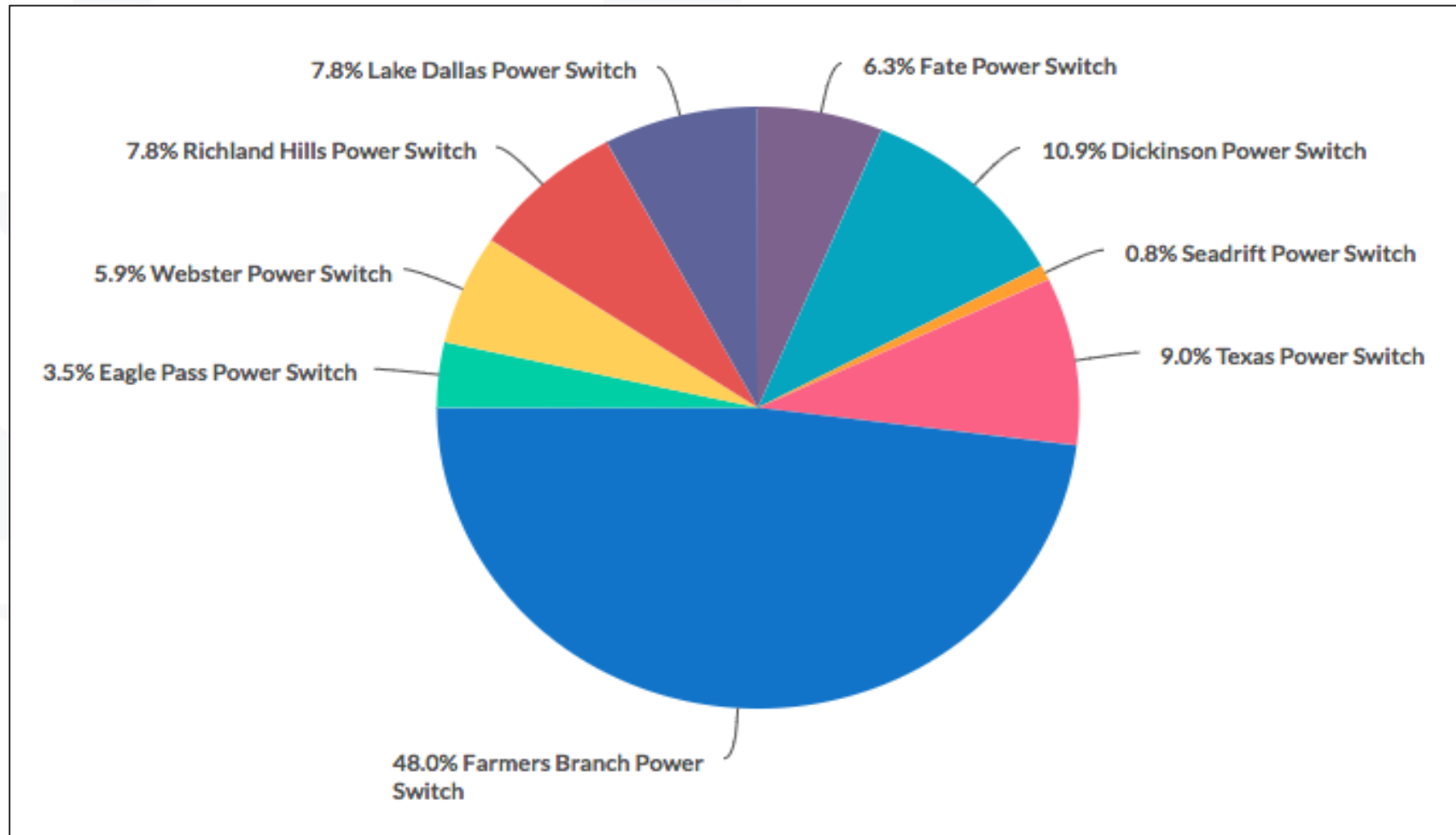
The timeline for Texas Power Switch:

- Pre-registration: OPEN
- Registration: November 26 thru February 12, 2019
- Rate Announced: January 15
- Celebrate the Rate: January 24 at City Hall
- Decision period: January 22 thru February 5, 2019
- Offer Letters Sent: Late January
- Switch Window: January 22 thru April 30, 2019

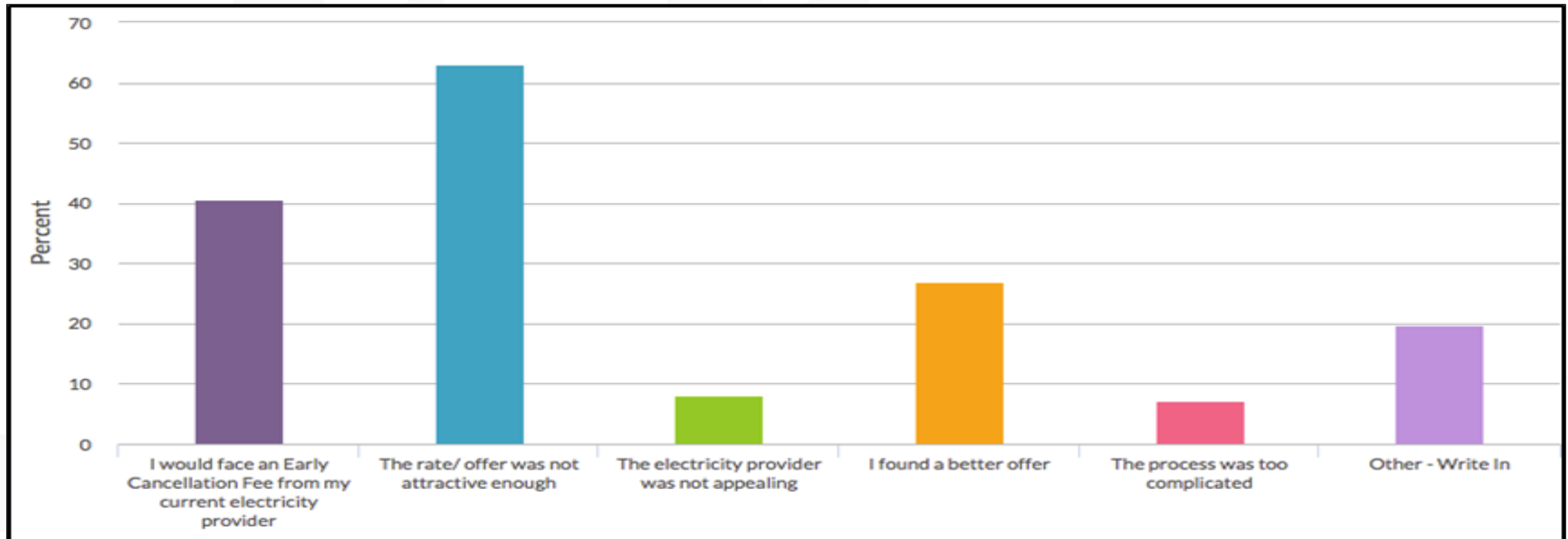
The "Celebrate the Rate" event is an opportunity for residents to come by City Hall to meet with iChoosr representatives who can help calculate potential savings. For more information on this program, please contact Ben Williamson, Assistant to the City Manager, at 972.919.2505 or by [email](#), or view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



Participation by City



Reasons for Accepting/Not Accepting the Power Switch Offer



City Support of the Power Switch

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I participated in the Texas Power Switch program because it was supported by my city Count Row %	11 4.9%	14 6.3%	46 20.5%	97 43.3%	56 25.0%
The fact that my city is organizing this program for its residents contributes to its positive image Count Row %	12 5.4%	6 2.7%	24 10.7%	106 47.3%	76 33.9%
My city should continue to organize similar opportunities with the Texas Power Switch in the future Count Row %	18 8.0%	9 4.0%	28 12.5%	91 40.6%	78 34.8%
The Texas Power Switch is a good initiative from my city Count Row %	18 8.0%	11 4.9%	32 14.3%	97 43.3%	66 29.5%

Program Opportunities

- Better timeline
- Preapproval of all outreach materials
- Overall rating (1-5 stars)
 - Those who accepted their personal offer gave the program 4 stars
 - Those who declined their personal offer gave the program 3.5 stars

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
There were no issues concerning my switch to Texans Energy					
Count	8	11	18	36	25
Row %	8.2%	11.2%	18.4%	36.7%	25.5%
After accepting my Personal Offer, I received clear information from Texans Energy about the next steps					
Count	8	12	14	48	16
Row %	8.2%	12.2%	14.3%	49.0%	16.3%

Questions?