

Drop by 10 Smart

Effective customer materials about the changes to the way electricity will be measured and billed in Ontario will be a key component to the successful rollout of time-of-use prices. 10 Smart Meter Lane is an interactive online tool developed by Ontario's Independent Electricity System Operator (IESO) to help consumers understand electricity pricing in a way that is both engaging and informative.



"10 Smart Meter Lane is a tool that demonstrates the ways in which residents and small businesses can use time-of-use rates to their advantage," says Terry Young, Vice President of Corporate Relations at the IESO. "Changing our energy consumption in small ways can add up to savings on the electricity bill."

The tool is an interactive house where each appliance use can be customized by the consumer to match his/her habits. As the user selects the appliance and time it is used, a running total of the electricity consumption and price is displayed, along with the cost implications of shifting to another price period or reducing consumption altogether.

10 Smart Meter Lane is the result of research efforts between the IESO and Ministry of Energy and Infrastructure (MEI). These organizations worked together to determine what was needed to educate consumers about the new time-of-use periods.

One of their findings was the need for a simple, easy to understand and accessible tool to help consumers connect different electricity prices with the time of day or week.

"Since there is no typical household, one of the keys to the success of 10 Smart Meter Lane is that the appliances in the online tool are designed to match a variety of real-life conditions in the home," says Mr. Young.

Energy consumption by the appliances at 10 Smart Meter Lane has been calibrated using energy usage data from EnerGuide, with the assumption that these appliances have already been in service for five years.

Since its launch, 10 Smart Meter Lane has proven to appeal to a wide variety of users. Designed by Toronto firm, q30 Design Inc., it features bright colours and playful graphics to invite the user to stay and learn about the various price periods. These efforts were recognized by the prestigious U.S.

publication, Communication Arts, which selected 10 Smart Meter Lane as one of their Webpicks of the Day.

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10 Smart Meter Lane is a standalone product available for local distribution companies to incorporate within their websites. The IESO can also provide customized versions featuring an LDC logo. Offline versions are available to download on laptops for demonstrations at tradeshows and public events. The IESO's 10 Smart Meter Lane can be found by clicking on the Smart Meter Lane logo at: http://www.ieso.ca/imoweb/infoCentre/ic_index.asp

Meter Lane

The Time-of-Use Toolbox

The Ontario Ministry of Energy and Infrastructure (MEI) together with local distribution companies have developed a comprehensive communications campaign to support the rollout of smart meters and time-of-use prices.

"Our audience is diverse and has varying degrees of understanding of the electricity system, especially smart meter and time-of-use prices," says Eric Dreyfuss, Communications Consultant for the smart meter/time of use rates initiative at the MEI. "We are responsible for educating them about the new rates, why they should care about

them and how they can make times-of-use work for them."

This communications material aims to increase public awareness of time-of-use rates as a new way to be charged for electricity. All have been reviewed by the Ministry's time-of-use communications subcommittee, a stakeholder group which comprises representatives from the MEI, the local utilities, the Electricity Distributors Association, the Ontario Energy Board and the Independent Electricity System Operator.

Communications material is available for

download at www.ontario.ca/powersmarter with the local utility's login and password provided by MEI. These include:

- TOU Welcome Package (for residential consumers, small business consumers and farmers)
- Outdoor/radio/print/online advertising
- Multilingual fact sheets
- PR matt stories
- More detailed pamphlet about bill impacts (for residential consumers and small businesses)

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