

## New York State Public Service Commission

### Direct Marketing & Provision of Customer Lists – Zip Code + 4 Approach

During the October 18, 2011 retail access meeting, utilities were asked to submit proposed implementation plans with projected cost estimates on how to ESCOs access to similar lists as practiced in Central Hudson's service territory.

Central Hudson provides access via its website at the ESCO Information Center link where it provides 7 files, two of which consist of customer information where the customers requested to be contacted by ESCOs and the other five contain the zip code + 4 information based on the Company's operating districts (geographic locations). The files are in xls format with zip code + 4 numbers of the specific district and the number of electric (E) or gas (G) meters that Central Hudson serves at that geographic location. (B) is used where electric and gas is provided at a single address. The data is made available from the Company's customer information system, using customer service addresses.

Utility proposals/practices:

#### Con Edison

Projects a one-time cost of \$6,500 for programming and testing to offer this marketing venue. A file would be produced to list the number of electric and gas accounts within each zip code + 4 and the number of accounts not identified by zip code + 4. Data would be provided through xls and e-mailed to ESCOs. Notes that it does not have any licensing concerns in providing the data.

#### National Fuel

Projects, that using Central Hudson's format, it would cost approximately \$500 a year to provide spreadsheet format and update annually.

#### National Grid

Proposes to provide a one-time list to ESCOs at no cost. The zip code + 4 list can be provided in the KEDNY and KEDLI services territories. The Niagara Mohawk billing system does not use the zip code + 4 in the zip codes. However, N. Grid advised that it has prepared a list of all the zip codes in Niagara Mohawk's services territory which includes information on the number of gas, electric, and gas/electric accounts by a zip code. The lists can be e-mailed to ESCOs upon request.

#### NYSEG/RG&E

NYSEG/RG&E can currently provide to ESCOs without charge a list of zip code + 4. However, the Companies continue their position that the provision of such customer information is inconsistent with the Public Service Law and would seek an Order from the Commission prior to any release.

#### Orange & Rockland

Orange & Rockland uses an outside vendor's software to produce the zip code + 4 on bills and customer correspondence which is considered trade secret property of the vendor. The software licensing agreement with the vendor prevents Orange & Rockland from sharing or reproducing the information. The Company has provided information on the geographic distribution of its gas and electric customer pools to eligible ESCOs doing business in its service territory. This information is available by zip code through its retail access information system (RAIS). The spreadsheet includes number of gas and/or electric services by zip code, service type (electric, lighting and/or gas), and customer type (residential,

municipal, commercial and/or industrial). Zip codes where there are less than five customers are not included on lists to ESCOs to provide consumer protections.