

05/12/2014 - Working Group 1- Customer Engagement

Monday, May 12, 2014 2:44 PM

- * Committee breakout: Customer Engagement
 - * Co Conveners: John Williams, LuAnn Scherer
 - * Sign-in sheet
 - * Basic Issues
 - * Studies and Best Practices
 - * How do we Engage Customers?
 - * Privacy Issues
 - * Barriers to participation in Demand Response, etc?
 - * Data Access
 - * Participation in Demand Response and Distributed Generation
 - * Customer Awareness and Education
 - * Compensation desired
 - * Communication: LuAnn will send email
 - * will provide conference Call info
 - * Weekly Conference Call?
 - * First call: 10 am, Friday, 5/17/2014
 - * what does Customer Engagement mean?
 - * Products and Services available to customers
 - * Involving Customers in their Energy choices
 - * Engaging total Load, not only individual customers
 - * Customer choice aggregation
 - * Voluntary or mandatory
 - * Opt in vs. Opt out
 - * Opt out reasoning: goal isn't to fence customers, but to increase participation
 - * Has anyone looked through various reports to find common barriers already identified?
 - * If you have anything that might help, please send it
 - * Move away from Utility-Centric system? 3rd party DR program administrator?
 - * Website for 3rd party to put offers to Customers for Demand Response, Energy Efficiency?
 - * "Power to Choose" website to encourage customer participation
 - * "6 weeks is not enough. What does Staff want?"
 - * List of issues in Report
 - * Try to tackle questions
 - * We don't know what the products are
 - * if there are considerations for a product, we need to use this group to bring those before the Commission
 - * Walk Through Questions from the Staff Report
 - * What factors most greatly affect customer engagement and participation?
 - * Pine signals
 - * Trust
 - * Awareness
 - * Reliable Customer Service
 - * Real time data with Usage and other attributes
 - * Makes data and price signals actionable
 - * Desire to use Renewable energy
 - * Access to financing
 - * Comparison to neighbors
 - * Usage compared to similar households
 - * Could be used for Demand Response

- * Can replace the need for a higher price signal
- * Convenience
- * Speed
- * what can be addressed though Commission action?
 - * data currently available be made easily accessible to providers?
 - * Concrete proposal for what will be done with it?
 - * "Marketers hamstrung by lack of data"
 - * Energy-Related Value-Added services
 - * Demand Response
 - * "Not free nights and weekends"
 - * People understand this concept, directly results in Demand Response
 - * LuAnn requests the data / Study demonstrating
 - * No real definition: ESCO proceeding trying to define these
 - * Change regulatory framework
 - * MHP has provoked large customers to move to ESCOs to maintain hedging
 - * "No sense instituting AMI without mandatory Real time rates"
 - * Can customer get their own meters?
 - * Voluntary Time Of Use (VTOU) rates not popular
 - * Feedback & Tracking data once meter is installed are useful to track energy usage and estimate bill
 - * Plug-in Electric Vehicles & large Agricultural customers are most common VTOU rates users
 - * Pricing differences between Peak & Off peak not high enough to change customer behavior
 - * Can ESCOs sell Time Of Use or Real Time Commodity to customers with the proper meter?
 - * Missing pieces and values which the customer is not getting under current VTOU rates
 - * "Rates before billing" make ESCO commodity TOU rate impossible
- * Request for interested parties to send proposed improvements for both AMI and non-AMI scenarios
- * Which sparks more customer participation: Bill Saving vs direct payments?
 - * Customers like getting payments (Baltimore)
 - * Multifamily building residents benefit from direct payments
- * Customer Education
 - * Very important
 - * PSC should play important role in customer education
 - * Customer don't trust ESCOs trying to sell them things
 - * trustworthy impartial agency
 - * Need something that "speaks to customers" to animate the market from Bottom up instead of Top Down (e.g. iPhone and the Smartphone market)
 - * ESCO has a role, but the general info about bills need to come from PSC, Utility
 - * Consider standard advertising format to allow for Comparison Shopping ("Schumer Box")
- * How can we empower Consumers to have a meaningful role in REV?
 - * Regular body of representatives from PSC to educate customers
- * Access to Customer Data rules: Should ESCO s selling DSPP services have to be certified?
 - * large customers consider their usage confidential and proprietary, don't want usage disclosed without permission
 - * financing companies looking for anonymous billing and payment info to help construct risk models
- * How to organize going forward:
 - * Website (updated with current info)

- * Email list
- * Staff should ask interested parties for Pros & Cons of options instead of having a less focused discussion