

STATE OF NEW YORK

Public Service Commission

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NEW TWIST ON ENERGY EFFICIENCY APPROVED

— PSC Seeks to Encourage Residential Consumers to Embrace Energy Efficiency —

Albany, NY—11/18/10—The New York State Public Service Commission (Commission) today authorized National Grid and Central Hudson Gas and Electric Corporation to implement energy efficiency programs in their respective territories that are designed to induce residential customers to use less energy by providing customers with specific information about their energy usage and how it compares to others.

“Through customized, easy-to-understand reports, National Grid and Central Hudson residential customers will be able to see how their energy usage differs from customers that have comparable housing and demographic characteristics,” said Commission Chairman Garry Brown. “This innovative initiative will provide residential customers with an ability to better understand and control their household’s energy usage, which will help lead to lower utility bills in the long run.”

The programs will also provide participating customers with energy saving tips, an energy savings progress tracker and other energy efficiency information designed to be more relevant to a participant’s circumstances than a broad outreach program. The reports will include information about various steps that can be taken by the customers to reduce energy use, including no-cost and low-cost measures and more costly investments such as installing high-efficiency heating equipment, and information about energy efficiency programs offered by their utility and by NYSERDA.

Programs that enable customers to compare their usage with other customers have proven effective in producing energy savings of as much as 3 percent. In addition to lowering annual energy costs, the programs will help improve the environment by lowering overall energy consumption. To ensure the privacy of residential customers who participate in the programs, the Commission will require the utility and its third-party vendor to put in place a strict plan designed to keep customer information confidential.

The Commission approved the programs in part because long-term success of energy efficiency programs is dependent on the ability of the Commission, program administrators and the customers themselves to develop a better understanding of how consumers use and/or conserve energy. These programs will provide customers with a potentially potent tool to better understand and manage their household energy usage.

The Commission's decision today, when issued, may be obtained by going to the Commission Documents section of the Commission's Web site at www.dps.state.ny.us and entering Case Numbers 07-M-0548, 08-E-1133, 08-E-1135, and 09-G-0363 in the input box labeled "Search for Case/Matter Number." Many libraries offer free Internet access. Commission orders may also be obtained from the Commission's Files Office, 14th floor, Three Empire State Plaza, Albany, NY 12223 (518-474-2500).