

June 12, 2014 Customer Engagement Committee Conference Call Notes

Administrative

- Roll Call
- Next meeting will be held on Friday, June 20, from 10:00 a.m. to 12:00 p.m.
- Parties are encouraged to voice their opinion during the call. However, parties may also e-mail LuAnn Scherer with comments at luann.scherer@dps.ny.gov.

Discussion of Old Business

Status of Master-metered Units in Con Edison Service Territory

- Approximately 450,000 residential and nonresidential units are master-metered but it's still not clear if those units are individually submetered or not.
- Action items: The PSC will check its database to see if it can offer clarification.
Con Edison (Kerry Kirschbaum) will isolate how many master metered buildings are residential out of the above stated number.
- NYSERDA (Chris Coll) provided a brief summary on the report, "The Five Ws of Downstate New York: Characterizing the Market for Energy Efficiency," which was circulated to the parties. Note - the key take away was that there is about 9% penetration of submeters in the residential market of New York City.
- Action item: Parties will review the document and discuss it more in depth at next week's meeting.

Revised Customer Engagement Barriers List

- No additional comments on the revised list. Parties advised to submit any other comments soon.

NEM Proposal – Retail Demand Response Load Profiles to Provide ESCO ERVAS

- Discussion on the NEM "Proposal for Development of Retail Demand Response Load Profiles to Facilitate Customer Engagement With ESCO Value-Added Services" which was distributed last week (Stacy Rantala and Graig Goodman).
- Key potential retail DR load profiles:
 - Voluntary (non-technology-enabled) DR load profile – involve communications by the ESCO to consumers (via texts, phone calls, e-mails) urging them to adjust thermostats the day before an anticipated peak event.
 - Voluntary (technology-enabled) DR load profile – involve the ESCO and the consumer utilizing a smart thermostat, or other increasingly available technology, that the consumer would consent to the ESCO controlling to achieve DR savings, subject to consumer override (opt-out).
 - Mandatory (technology-enabled) DR load profile – under this scenario, the consumer's smart thermostat, or other technology, could be programmed by the ESCO to achieve a predetermined level of DR, and the consumer would agree not to override it.

- ESCOs, in general, did not disagree with any barriers that have been identified and there is interest in creation of demand response load profile using average utility usage data.
- Proposal goal would be to facilitate customer engagement in DR sooner rather than later. Mass market consumers have not seen price signals which make them hesitant to become active participants.
- Proposal relies on risk on the part of ESCO's that customers will do this voluntarily, and also relies on technology being available that ranges from smart meters to smart thermostats and appliances. ESCO risk management to select the numbers of customers to rely on to commit to one or more retail DR load profiles to achieve a desired level of savings on its NYISO settlements. A venue to consider in lieu of an AMI deployment at the present time. ESCOs take the system "as is" and develop DR.
- Action items: NEM to investigate into studies regarding the impact of voluntary participation. Parties should provide additional comments shortly.

Community Choice Aggregation (CCA)

- Colonial Power Group (Mark Cappadona and Brian Murphy) provided an overview of CCA in Massachusetts. Massachusetts has "opt out" CCA programs currently in communities ranging from 3,000 meters to 100,000 meters. Prior MAPUC approval is required before a CCA program can commence.
- Initially a public forum, such as a town or city council meeting, occurs to discuss a CCA proposal for approval. An ESCO is selected through a competitive supplier bidding process. Consumers are then notified that a supplier has been chosen and when the CCA program will begin with a 30 day window to opt out. Consumers can opt out at any time without penalty.
- There are generally two options – opt-out and opt-in.
- Opt-out option affirmation generally results in a fewer number of customers leaving an aggregation program. This may be based on lower customer understanding or on higher customer satisfaction, restrictions or other items.
- Opt-in option generally results in a fewer number of customers participating in the program. However, participants may be better prepared and informed to make customer choices and want alternative energy options.
- The City of Lowell is exploring a venue to install approximately 15,000 smart meters to see if pricing can be driven down by the data that becomes available through smart meters. Lowell also uses 100% renewable energy credits.
- Some towns build renewable energy generation, sell the RECs to community members and use that money to pay the bond that was taken out to build the renewable energy generation.
- There is no specific "best time" to sign up for CCA throughout the year, but no matter what time of year it is, the price quote should be attractive to the customers.
- Typically the community is responsible to educate the consumers about the CCA program. Mailings with the town or city logo/letter head are preferred communications with consumers but occasionally they will co-brand the correspondence with the ESCO logo.

- New York currently practices the “opt-in” approach. Rules would need to be changed or CCA will not work.
- Action items: Possible discussion with ESCO(s) who have participated in CCA during next week’s meeting.
Parties were advised that comments on CCA should be submitted as soon as possible.