

Pennsylvania Retail Electricity Market Investigation – New/Mover Proposal

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November 10, 2011



Referral Program v. New/Mover Program

- **Referral programs:**
 - Present customers with opportunity to try competitive market in low-risk environment
 - Transitional in nature
 - Directed at customers on default service, when they contact utility
- **New/Mover program:**
 - Limited to service initiation
 - Fundamental to market structure
 - Permanent functionality of system
 - Eliminates bias in favor of bundled utility service
 - Current arrangement akin to “tying arrangement”



Near-Term v. Long-Term New/Mover Program

- **Near-term:**
 - New York-style referral program is most efficient, customer-friendly approach
 - ConEdison expansion of PowerMove program going well
 - 31 suppliers participating
 - Direct Energy and Gateway Energy Services have seen substantial increases in PowerMove enrollments
 - ~ 240 additional electric customers/month
 - ~ 70 additional gas customers/month
 - ConEdison will be filing a report on PowerMove expansion on November 23, 2011



Near-Term v. Long-Term New/Mover Program

- **Long-term:**
 - Standardized, referral-type program should give way to more permanent reorientation of the customer relationship
 - Should be more than a reminder that choice is available; EGS enrollment at service initiation should be the rule
 - Default service should be “last resort”
 - Customers must be able to enroll for both distribution and commodity service with EGS
 - Customers enrolling through utility should have robust choices among EGS offerings
 - Technical capabilities to support such a system require long lead time for design and implementation

