

RMI Technical Conference – September 28, 2011

Submit all deliverables to ra-rmi@pa.gov

All discussion documents/deliverables available at
[RMI Discussion Documents & Deliverables](#)

Action Items highlighted in yellow

Organizational Issues – Karen Moury

1. *En Banc Hearing on 11/10/11*

- Moury: Agenda to be issue-driven. Will include intermediate and long-term issues. Secretarial Letter will be distributed with an agenda. Opportunity for participants to request chance to testify on particular issue. Notification of acceptance in mid-October.
- Office of Small Business Advocate (OSBA): Tentative Order for 10/14/11 PM. What is it regarding?
- Moury: Tentative Order to address next phase of default service (DS) plans – beginning 6/1/13. Will have comment period. Final Order in December 2011. Topic will be included on 11/10/11 en banc hearing agenda.

2. *Deliverables*

- Moury: Created new page on website dedicated to discussion documents ([RMI Discussion Documents & Deliverables](#)) includes labeling & dates. All deliverables should be labeled with organization name, date of submission and the name of the issue. Helps to sort through deliverables and will help when referring to documents on RMI conference calls (CC).

3. *10/6/11 RMI CC*

- Moury: 10/6/11 RMI CC – 10:00 AM – 1:00 PM, with a 5-10 min break. Possible calls on 10/20/11 at 10 AM and 10/27/11 at 1:00 PM.

4. *Opt-in Auction Subgroup, Supplier of First Resort & New Mover Issue Subgroup*

- Moury: Provide updated documents to ra-rmi@pa.gov by Fri. 9/30/11 for 10/6/11 call. Don't need complete, consensus documents.

Subgroup on Opt-In Aggregation Auction to provide deliverable – due 9/30/11 for 10/6/11 RMI CC.

To the extent possible, information was compiled under one entity heading. It should be noted that this information may not reflect the views/opinions of all entities encompassed under that heading (e.g. "EGSS")

Customer Referral Program – Kirk House

1. *Staff Draft Document Circulated to Retail Markets Working Group (RMWG):*
[RMWG Proposed Guidelines for EGS Referral Programs](#)
2. *Comments of Participants are available at the following link:*
[Comments on RMWG Proposed Guidelines for EGS Referral Programs](#)
3. *Call Center Script Changes (RESA Document with PECO Comments):*
[RESA Discussion Document for New/Moving Customer Program & Related Customer Choice Education w/PECO Edits](#)
 - House: RMWG document provides starting point. Where are the issues? Staff opinion is referral program would be opt-in (affirmative choice). Timeframes and adequate notice to customers important. Not blind-siding the customer. Need to determine length of introductory period and introductory rate(s). Determine appropriate calls to electric distribution company (EDC) call centers during which to discuss with customer.
 - Office of Consumer Advocate (OCA): See RMWG comments. Many issues being discussed in new/moving customer working group (e.g. call center scripts). 2 key issues: 1. Short-term intro price (“teaser” rate) followed by electric generation supplier (EGS) determined price; 2. EDCs showing bias on phone calls – should encourage customers one way or the other – provide info only. Must have notification of price changes. Customer should have to consent to contract with EGS following intro price expiration. Certain billing calls not appropriate for referral program discussion.
 - OSBA: Agrees it should be opt-in and no penalties to switch to DS. Concern with post-intro rate period. Don’t want “teaser” rates. With variety of proposals – auction, referrals, consumer education – pick and choose.
 - EDCs: Isolate the initiatives within the customer referral topic and define. Discussing referral program in calls re: billing/reducing a bill OK as long as it’s done carefully. Do not address on calls re: energy efficiency.
 - EGSs: Design program so EDC customer service representatives (CSRs) can easily/quickly explain. Make it simple. Have a standardized offering. Can implement different proposals at different times – auction vs. referral program. Referral program discrete, no risk for customer. Customers would receive notice of any price changes. Customers opt into program and must affirmatively consent. Point of program is incentivizing customers to try shopping. Two-month intro rate is long enough to educate customers about shopping. Extend intro rate too long and increase risk. Billing issues 60-80% of EDC call center calls – introducing referral program may help.
 - Dominion: Don’t necessarily agree with ConEd/RESA – longer intro rate is better for customer to understand price comparisons. Referral program was not successful in Connecticut.
 - DTE Energy Trading (DTE): Only aspect that’s standardized is intro period and price. Afterwards, customer must opt-out or EGS changes price/offering. Need longer fixed-priced term. Need to be transparent for customers.

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- *NY Referral Program* (described by Direct Energy): Considered reasonable and fair by NY PSC. 2 models – 1. Commission-approved – Utilities enroll customers. Utility sends out confirmation letter informing customers they’ll be contacted by EGS. Within 5 days of letter, EGS has to send contract with intro period and post-intro period rates. Post-intro period rates must be month-to-month. No cancellation fees. Price changes require 15 days notice to customer with it being at least 30 days prior to next meter read. Intro period is 2 billing cycles. 2. Utilities enroll customers and send letters. Within 5 days of the letter, the EGS sends the contract. The EGS must receive affirmative consent – have record of it. If customer doesn’t affirmatively consent, reverts back to utility. 2 month intro period because the point is to jump-start market in risk-free way. Following program, customers generally stayed in competitive marketplace and switched EGSs. Most didn’t revert to DS.

Subgroup on New/Moving Customer Issues to provide deliverable – due 10/4/11 for 10/6/11 RMI CC

Subgroup on Supplier of First Resort Issues to provide deliverable – due 9/30/11 for 10/6/11 RMI CC

Consumer Education – Tom Charles & Dave Hixson

1. *Annual Commissioners’ Postcard*

a) *Staff Proposal:* [Annual Commissioners’ Postcard](#)

- Charles: Large, green postcard containing disclaimer re: savings information. In addition to EDC letter. Mechanism for production/distribution not finalized. Have EDC consumer education funds used towards postcards, EDC letters and possible statewide campaign. Sent to both residential and small business customers.
- Moury: Customers want to know shopping is worth their while and want savings information. Perhaps introduce concept that savings will vary based on usage, similar to rate changes.
- OSBA: If replacing other programs with this, will keep costs down. Concern about intended audience and reference to specific savings value.
- OCA: Issue with savings language despite addition of disclaimer. Reference “meaningful” savings instead of specific value so applicable to everyone.
- PULP: Issue with savings language despite addition of disclaimer. Emphasize referral to www.PAPowerSwitch.com (PAPS). Unless value is realistic and for all service territories, remove.
- EDCs: Determine who produces and mails the postcards. Have more realistic savings values. Perhaps focus only on residential so can provide examples based on 2 different usage scenarios for comparison (e.g. home w/o electric heat or central air vs. home w/electric heat and central air)
- EGSs: Like having realistic savings value. Possibly provide small table with various savings examples.

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ConEd/RESA to draft language re: values for postcard – due 9/30/11 for 10/6/11 RMI CC

2. *Bi-Annual EDC Letter/Postcard*

- a) *FirstEnergy (FE) Edits:* [FirstEnergy Edits to Bi-Annual EDC Letter](#)
b) *PECO Edits:* [PECO Edits to Bi-Annual EDC Letter](#)

- EDCs: Synchronize with language from other EDC consumer education materials.
- Charles: Want to avoid EDC branding – leaning towards standardized document.
- OCA: Include OCA 1-800 number.
- EGSs: Notify EGSs as to when and how documents will be delivered (e.g. bill stuffers, bulk mailing, etc.)

3. *FAQs*

- a) *PPL Edits:* [PPL Edits to RESA FAQs](#)

- PPL: Remove savings values unless more realistic. Included PPL's name. Brought language from similar set of FAQs from PPL's website. Want consistency between consumer education materials.

- b) *PECO Edits:* [PECO Edits to RESA FAQs](#)

- PECO: Tried to simplify savings discussion.

- c) *OCA/PULP/AARP Edits:* [OCA/PULP/AARP Edits to RESA FAQs](#)

- OCA: Tried to edit savings language so not over-promising. Tried to work on discussion of other products available to customers.

- d) *FirstEnergy Edits:* [FE Edits to RESA FAQs](#)

- FE: Tried to clarify savings issue. Actually tied to specific monthly usage number.

- e) *OSBA Edits:* [OSBA Edits to RESA FAQs](#)

- OSBA: Intended to make document applicable to residential and non-residential. Wouldn't object to it being residential only. Opted for general statement under how to save money.
- Hixson: FAQs will be tied in with EDC letters.
- EDCs: Be consistent between materials. Actual savings dependent on usage so don't get into kWh.
- EGSs: Most edits reasonable. Concept of savings important in materials. Don't include PECO edit re: budget billing unless FAQs will be EDC-specific.
- DTE: Should describe how PTC is determined.

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4. *Small Business Customers – Optional Pricing Information (25 KW and below)*

a) *Staff Update on Usage Data in Retail Choice Activity Report*

- Charles: New page on PAPS for “shop for your small business.” Contains vanilla price and is voluntary to EGSs. Use “annual usage ranging from 0 to 120,450 kWh” as usage threshold. Going forward, Commission Staff, OSBA, and ConEd/RESA will work together to resolve issues.
- OSBA: Round off number so less awkward. Want small business customer to get idea of savings, not initiate another task (e.g. another task if EGS just lists contact info)
- EGSs: Don’t have specific threshold. Have language that prices are offered by participating EGSs and customer should contact EGS directly. Some EGSs might not post offers.

Next RMI CC: Thursday, October 6, 2011, at 10:00 AM.

Future Meeting Dates:

1. CC: Thursday, October 20, 2011 – 10:00 AM
2. CC: Thursday, October 27, 2011 – 1:00 PM
3. CC: Wednesday, November 2, 2011 – 1:30 PM
4. En Banc Hearing: Thursday, November 10, 2011 – 1:00-5:00 PM – Hearing Room 1, Keystone Building, Harrisburg
5. CC: Thursday, November 17, 2011 – 1:30 PM
6. CC: Wednesday, November 30, 2011 – 10:00 AM
7. CC: Wednesday, December 14, 2011 – 10:00 AM

Deliverables Schedule – submit to ra-rmi@pa.gov:

1. For 10/6/11 CC – Opt-in Aggregation Auction - Working Group Update – due 9/30/11
2. For 10/6/11 CC – New/Moving Customer Call Center Scripts – Working Group Update – due 10/4/11
3. For 10/6/11 CC – Supplier of First Resort Issues – Working Group Update – due 9/30/11
4. For 10/6/11 CC – ConEd/RESA edits to Annual Commissioners’ Postcard – due 9/30/11

Include: Name of organization, date of submission and name of issue being discussed

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