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Expanding Public Outreach Concept to Energy Community Contracting Parties: USAID Project on Price Comparison Tools and Customer Communication

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NARUC by teleconference
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USAID Energy Investment Activity**

February 21, 2018



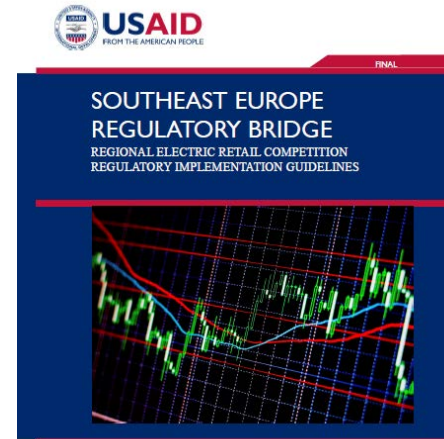
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History & Progress To-date:

- USAID regional project “SEE Bridge,” 2015-2016
- PCT regional project launched in October 2017
- Joint project with USAID Energy Investment Activity (EIA)
- Retail Electricity Markets Guide Communications Best Practices
- Participating commissions: Albania, Bosnia and Herzegovina, Georgia, Kosovo, Macedonia, Montenegro, and Serbia
- Remote development of Price Comparison Tools Planning, in-country assistance, and at least one more regional workshop



October 31, 2016
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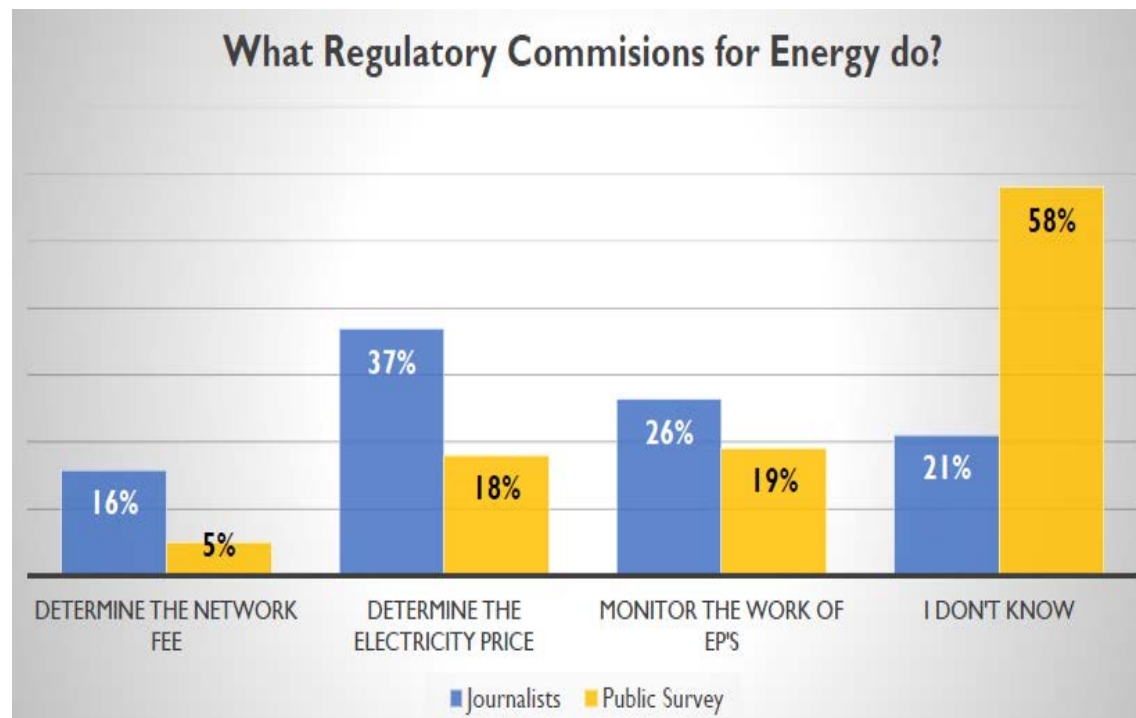


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USAID EIA Project 2016 Survey Results Bosnia and Herzegovina



Source: USAID
Survey, 2016



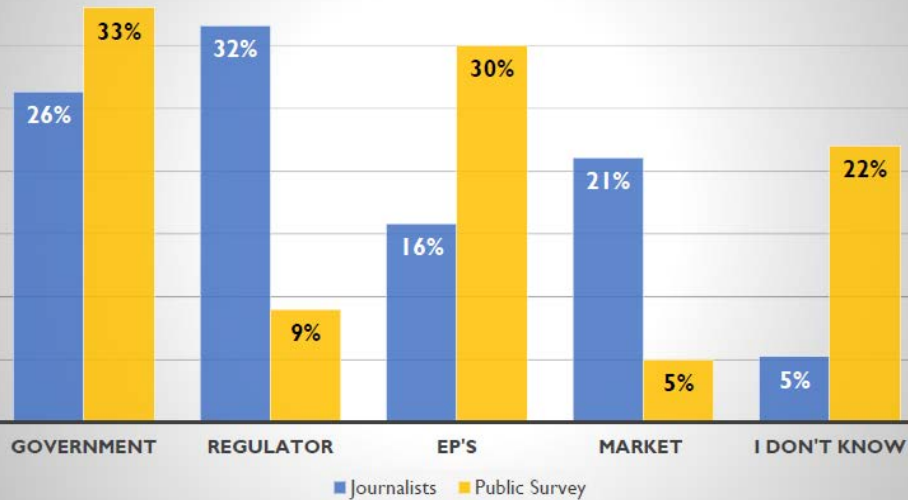
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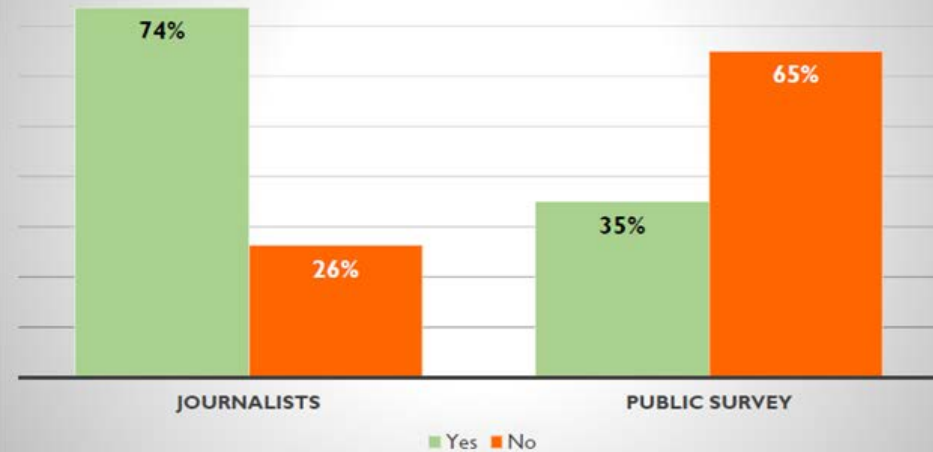
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The market was not ready, but the timing was right to prepare.

Do you know who determines the electricity prices?



Are you aware that it is possible to switch your electricity supplier?



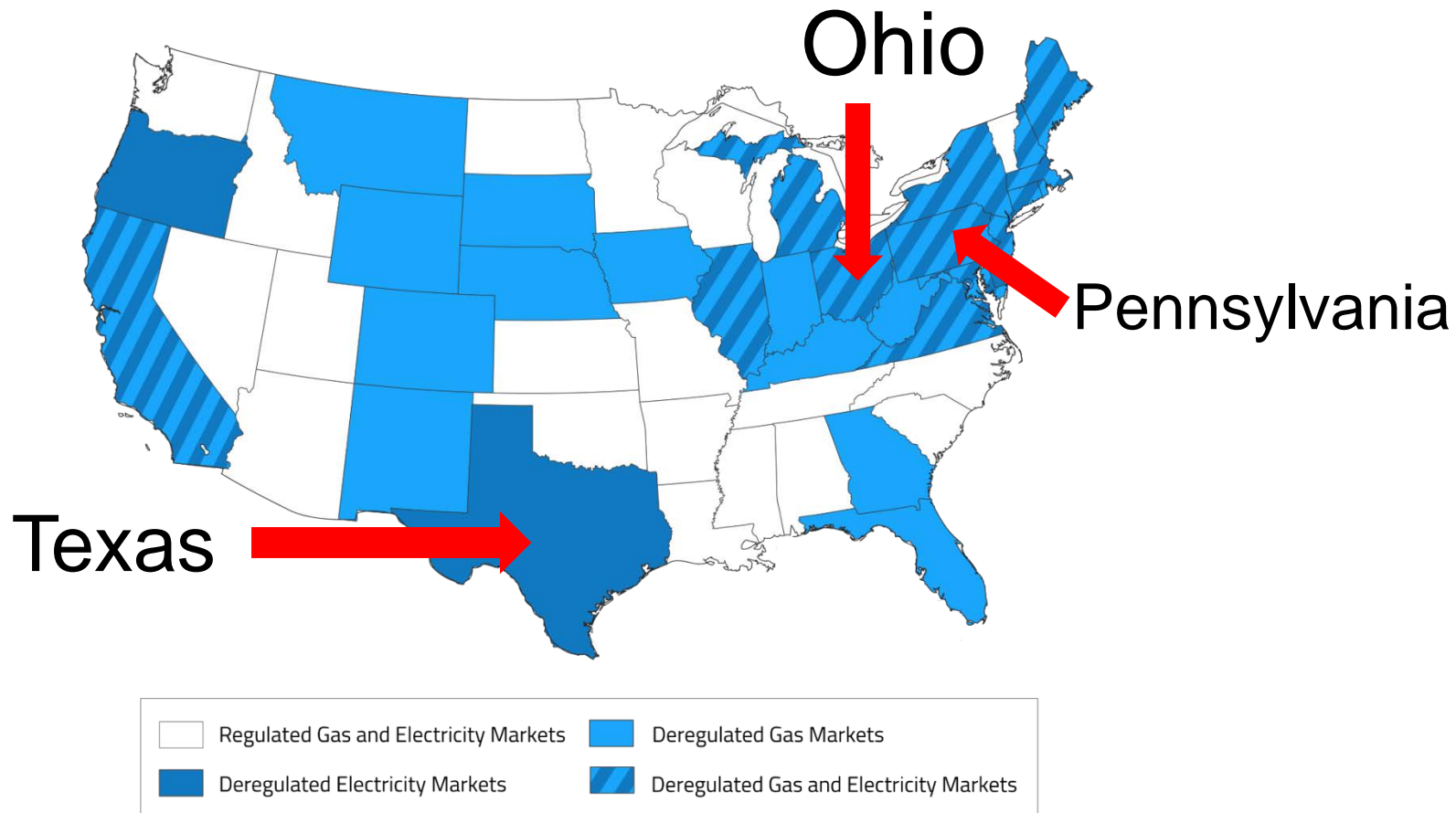


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Lessons Learned from US: Experience in Retail Electricity Market Development Varies



Source: [Electric Choice](#)




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THEN -- Ohio Public Utility Commission Website 2001



Consider using a ceiling fan rather than an air conditioner. A ceiling fan can lower room temperature as much as ten degrees. **Choice Tip 15**

Residential Business

What is Ohio Electric Choice?

[What is Ohio Electric Choice →](#)

Now you have a choice

What is Electric Choice?
With electric choice, you can choose the company that supplies your electricity. Just as you can shop for other products and services, you

What's New?
[Updated list of certified electric suppliers and Apples to Apples charts as of June 12, 2001](#)



ELECTRIC APPLES to APPLES
ELECTRIC RATE PLANS FOR RESIDENTIAL CUSTOMERS

Apples to Apples is a 'snapshot' of current electric suppliers' offerings. Use this tool to narrow your supplier options and contact those suppliers you are interested in for more information.

Please note that these offers are subject to change at the supplier's discretion. Read and understand all terms and conditions before signing up with a supplier.

For more information about choosing an electric supplier, please see the back (or last page). This information also includes a simple worksheet to calculate kilowatt hour savings and estimated annual savings.

<input type="text" value="?????"/> cents/kWh <input type="button" value="Calculate"/> estimated savings		Write your Price To Compare here This number is on your electric bill and is the price a supplier would have to beat in order for you to save money.	
Electric Supplier	Suppliers' Price Offering (per kWh)	Offer Details	Contract Term
FirstEnergy Services (877) 524-7283	4.65 cents/kWh	This offer has a fixed price and is not seasonal. Offer expires July 31, 2001. Offer applies to Residential, Residential Space Heating, Residential Add-on Heat Pump, and Residential Time of Day.	12 months
FirstEnergy Services (877) 524-7283	4.8 cents/kWh	This offer has a fixed price and is not seasonal. Offer expires July 31, 2001. Offer applies to Residential Water Heating Rate Schedules.	12 months
FirstEnergy Services (877) 524-7283	5.07 cents/kWh	This offer has a fixed price and is not seasonal. Offer expires July 31, 2001. Offer applies to Residential "Water Heating & Space Heating" Rate Schedules.	12 months



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NOW -- Ohio Public Utility Commission Website 2018

Apples to Apples: Choose Your Utility

The PUCO provides a regularly updated *Apples to Apples* comparison chart of the certified suppliers' offers and information. Please choose your utility below to proceed to the comparison chart.

ELECTRIC ▾

NATURAL GAS ▾



Search

13 RECORDS FOUND

American Electric Power

My Current Rate (Optional)

Price per kWh:

From \$ to \$

Term Length (months):

From to

Early Termination Fee:

From \$ to \$

Monthly Fee

From \$ to \$

Renewable Content

All

Rate Type

All

	Supplier	\$/kWh	Rate Type	Renew. Content	Intro. Price	Term. Length	Early Term. Fee	Monthly Fee	Promo. Offers
<input type="checkbox"/>	AEP Energy Inc 100 Main Cincinnati, OH 43123 , (555) 123-4567 Company Url Offer Details Terms of Service Sign Up	0.0775	 Fixed	0%	No	12 mo.	\$150	\$0	Yes details
<input type="checkbox"/>	Ventech 123 Abc St Suite 125 Aetna - 43121 , (614) 555-1212 Company Url Offer Details Terms of Service Sign Up	10.0000	 Fixed	9%	Yes 9 mo. details	9 mo.	\$9	\$9	Yes details
<input type="checkbox"/>	AEP Retail Energy Partners LLC 123 Wertyu St City, St 12345 , (123) 123-1234 Company Url Offer Details Terms of Service Sign Up	6.7800	 Variable	51%	No	18 mo.	\$0	\$0	Yes details
<input type="checkbox"/>	Tiger Natural Gas Inc Amywhere	0.0699		0%	No	24 mo.	\$50	\$0	No



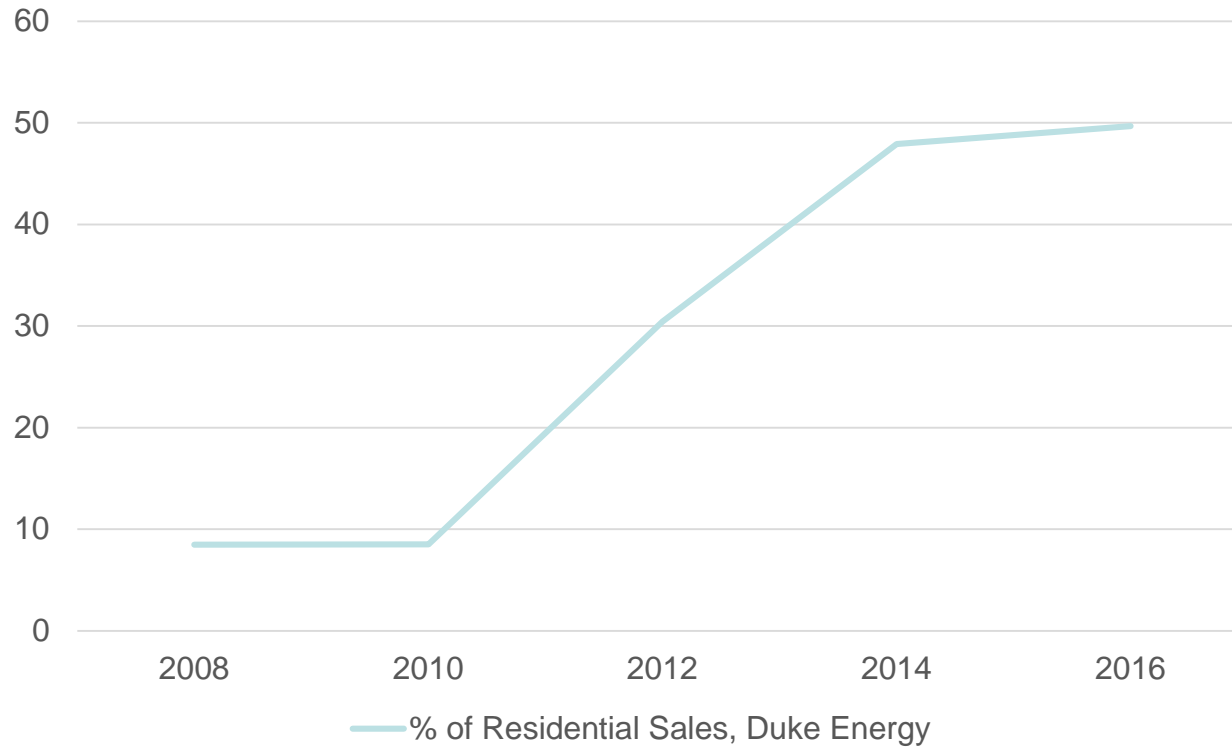
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“Keep the Faith!”

Duke Energy % of Customer Sales due to Switching



Source: [Ohio PUC](#)



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Communications is Critically Important to the Adoption of Price Comparison Tools and Retail Markets



- Public outreach by regulatory agencies has benefits irrespective of market development
- Experience in both the EU and US has shown that effective public outreach and communications are essential to supporting retail market development



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Communications Guide and Price Comparison Tool

Four Sections with Best Practices from Ohio, Pennsylvania, Texas, and Bosnia and Herzegovina on:

- 1) General Communications and Public Relations Best Practices
- 2) Improvements to Regulators' Websites to Make them user-friendly platforms for customer education
- 3) Price Comparison Tool Creation
- 4) Steps for the Development of a Public Outreach Campaign for Market Opening



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**Competitive Retail Electricity Markets:
General and Web-Based Communications
Best Practices**



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Price Comparison Tools (PCT) in Progress



ERE Albania
GNERC Georgia
ERO Kosovo
ERC Macedonia
RAE Montenegro
AERS Serbia

- PCTs will be based on the same format, but with customization for country-specific realities
- Each commission is providing specific data and information to the web developer



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Next steps:

- Second Regional Workshop Scheduled for June
- USAID is exploring opportunities to expand this program



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POWER2SAVE | TEXAS SEE TODAY'S GRID CONDITIONS

ENERGY SAVING TIPS | ABOUT THE GRID | POWER PARTNERS | SCHOOL PROGRAM | ESPAÑOL

Save Money & Stay Comfortable

Avoid using large appliances between 6 and 9 a.m. and 4 and 8 p.m.

Apples to Apples: Electric

Please choose your appropriate category below to proceed to the comparison chart.

RESIDENTIAL ▶ SMALL COMMERCIAL ▶ LARGE COMMERCIAL/INDUSTRIAL ▶

PAPowerSwitch.com recognized by the Governor's GO-TIME for the use of technology to promote increase citizen engagement: [Press Release](#)

Switching power is easier than ever.

Welcome to the official electric shopping website of the Pennsylvania Public Utility Commission (PA PUC).

Depending on where your home or business is within Pennsylvania, you may be able to save money on your electric bill by switching your electric supplier.

In PA, you can choose the company that generates your home or business's electricity – also known as your electric supplier. This means that you have the power to choose to switch to a competing supplier that can offer the lowest price, best price or provide a specific service you want, such as green/renewable energy.

See what options are available to you!

ZIP CODE GO >

Are you a commercial customer?

uporedistruju.ba Switching Suppliers What Does the Electricity Bill Constat Of? Customer's Rights Saving Energy About FAQ

Is it possible to save money on your electricity bill?

By changing your electric supplier, you might be able to save money on your bill. Select the distribution company in your service territory from the dropdown menu to shop for the electricity supplier that is right for you.

Select distribution company Search

USER TYPE

Residential Commercial Light Commercial



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**For more information or to discuss
collaboration opportunities, please contact:**

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