

Dynamic Pricing Delaware

Delaware Public Service Commission

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This Presentation

- Scope: Delmarva Power
- Background
- Status of AMI
- Delmarva March 2011 proposal
- Anticipated next steps

Background

- Docket No. 09-311, 2009
 - Further investigate benefits to ratepayers, dynamic pricing
- Workshops
- Consensus report, dynamic pricing, November 2009
- Concepts are the basis of present proposal

Status AMI Installations

As of end of March 2011

- 90% AMI meters installed
- 54% of installed meters are activated
 - Activated means meters providing over the air billing data
- Anticipated completion by end of 2011
 - Most by mid 2011
- Daily usage graph expected second quarter 2012



Delmarva March 2011 Proposal

- Critical peak rebate—SOS customers only
- Timing
 - Phase in beginning June 2012, approximately 7000 residential customers
 - Rest of residential in 2013
 - Non-residential in 2013 and 2014
- Customers would default to critical peak rider
 - Could opt-out after trial period
- Notification: customers can elect 2 of the following:
 - Telephone
 - Email
 - Text
- Notification typically afternoon or evening, prior day
- Maximum 15 events, maximum 6 hours each

How to Calculate the Rebate

- During Critical peak Periods:
 - Apply rate to difference between actual consumption and Consumer Base Line
 - Revenue neutral
- No penalties
- All consumption priced at normal SOS rate
- Customers will be able to see results in bill and on-line

Education

- Begin in first half 2012, targeted to first residential group
- Expanded to all residential beginning in 2013
 - Expand to include mass media—radio, print, cable, Internet
 - Community based organizations
- Non-residential SOS beginning in 2013

Anticipated Next Steps

- Most likely a workshop or two to understand the filing
- Then develop a procedural schedule
- Delmarva plans direct load control filing second Q 2011
 - Central air conditioning and electric heat pumps

Thank you