Sharing Customer Data: Protecting the Customer, Serving the Customer

Presentation to Mid-Atlantic
Distributed Resources Initiative

viridityenergy
www.ViridityEnergy.com

Samuel A. Wolfe
Managing Director
Legal & Regulatory Affairs
Viridity Energy, Inc.

Addressing concerns about sharing of data

- Intentional
- Consensual
- Confidential
- Informed

Info provided by CSP:

- Location, EDC, EDC account #
- Business segment
- Load reduction method
- Load reduction capability
- Generator - type, fuel, vintage, nameplate MW, retrofit year, environmental permit status

Who sees it:

- PJM
- EDC
- LSE

Annual report by CSP to MDE - COMAR 26.11.36.04

- Name, address, contact info for each "participating facility"
- ID each "participating engine"
  - Rated capacity
  - Manufacturer/model
  - Installation date
  - Fuel
  - CPCN exemption
  - Dates, hours, output, economic/emergency
- Request Confidentiality

- For marketing – already publicly available
- To serve the customer – disclosure is consensual, intentional, confidential, informed
  - Customer's ability to manage load
  - Customer's willingness to curtail (price/quantity)
  - Customer's operational priorities, constraints

Benefits to Customer

- Savings – especially with real-time based pricing
- Revenue share
- Improved retail supply contract

Benefits to CRES

- Differentiate product offering - link supply-side and demand-side offerings for customer's benefit
- Grow revenue from existing customer base, through wholesale market participation
- Increase customer retention

Benefits to EDC

- Satisfy mandates on efficiency and peak demand reduction
- Gain ability to defer capital investment in distribution system
- For EDC with generation, save operating costs and improve dispatch efficiency by including loads in SCED

THANK YOU!

Samuel A. Wolfe

Viridity Energy, Inc.

swolfe@viridityenergy.com

609-785-1005