



Strategic Consulting

SENT VIA EMAIL

December 27, 2007

Jason Salmi Klotz (jk1@cpuc.ca.gov)

Chris Villarreal (crv@cpuc.ca.gov)

Subject: Comments on "California Demand Response: A Vision for the Future"

Dear Jason and Chris:

Per your email of December 19th, we'd like to comment on the above-captioned document.

Overall, we support the document as written. There is substantial evidence that demand response will provide significant benefits to Californians, and we believe the vision document provides principles and measures that will help make those benefits a reality.

However, we propose one change to the document. We propose that the second bullet item under "Consumer Education and Customer-Oriented Design" be edited as shown in the marked text here:

All customers ~~that desire it~~ should be able to easily view available time-based access ~~their~~ information about their own electricity use along with their monthly bill, with the option for hourly or more frequent information via a website or other appropriate means and with the option to share their information with a demand response provider, of their choosing

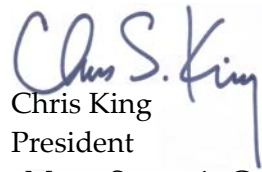
These edits result in two significant changes. The first is to provide time-based information to all customers along with their monthly bills. The adjective "available" clarifies that utilities would not be expected to provide the information where AMI is not yet deployed. Providing the information to all customers generally promotes better understanding of usage and better ability to manage that usage (i.e. reducing peak usage). The significance of providing it along with monthly bills (not necessarily *on* monthly bills, which may require substantial information technology investments) is that this is the method preferred by customers to receive such data and this is the most convenient method for customers. In a survey of Idaho Power customers, 87% of customers said they preferred receiving time-based energy usage data with their monthly bills; only 13% said they preferred receiving the information via a website. In the California Statewide Pricing Pilot, majorities of both residential customers and commercial customers

preferred usage history on their bills to usage history on utility websites as well as preferring to receive information via mail rather than websites.

The second change in the edited text above refers to a website as one appropriate means of viewing hourly information. This change clarifies that, while monthly bills or bill inserts are the preferred source of more detailed usage information, very detailed usage information such as hourly usage is better suited for a website.

Please feel to contact me with any questions at 510-435-5189 or chris@emeter.com.

Sincerely,

A handwritten signature in blue ink that reads "Chris S. King". The signature is written in a cursive style with a large, stylized "C" and "K".

Chris King
President
eMeter Strategic Consulting