

Communicating Across Cultures:

Engaging Diverse Customers with Innovative Rates

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Convened by:

The Innovative Pricing Pilot What is it?



Six-Year Rate Pilot
For residential & small-commercial customers



176,000 Customers Enrolled
Randomly selected and grouped into four pilot waves



Designed to Test 7 Demand Rates
With no volumetric component for delivery charges

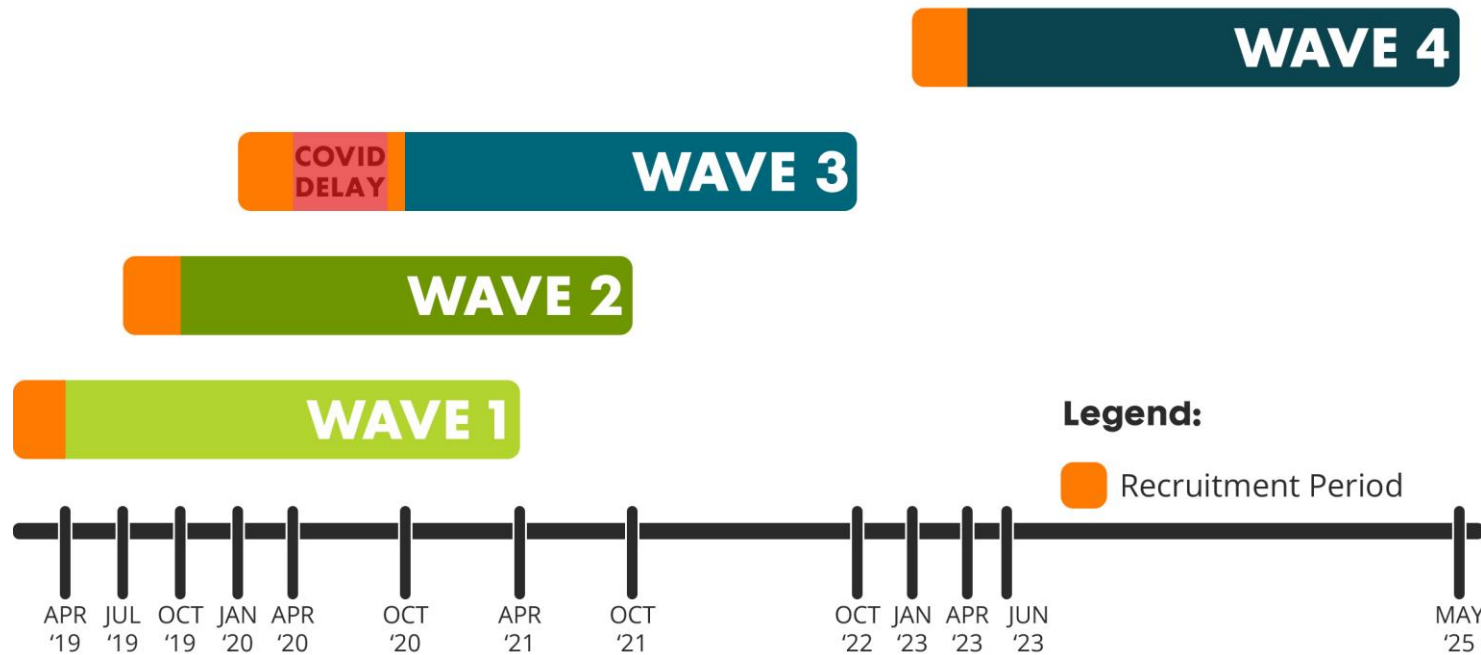


Default and Opt-Out Recruitment
All participants received a one-year price guarantee

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The Innovative Pricing Pilot Timeline



Wave 1
Default enrollment only
15,991 customers in Staten Island & Westchester

Wave 2
Default & opt-in enrollment
15,293 customers in Staten Island & Westchester

Wave 3
Default & opt-in enrollment
54,727 customers in Brooklyn

Wave 4
Default enrollment only
89,593 customers in The Bronx, Manhattan & Queens

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The Innovative Pricing Pilot Why Demand Rates?

Short-Term Goals



To give customers greater **control** over their energy bills and **choice** in pricing plans



To mitigate **cross subsidies**



To prompt customers to begin thinking about **reducing peak demand**

Long-Term Goals



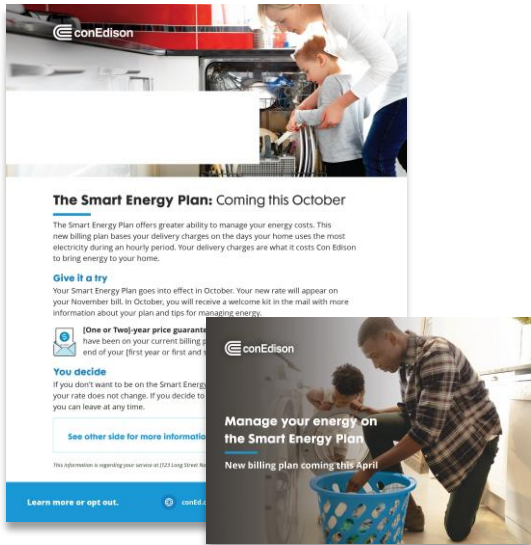
To postpone or even eliminate the need for certain **infrastructure investments**



To benefit the **environment** by reducing or eliminating the use of “peaker plants”

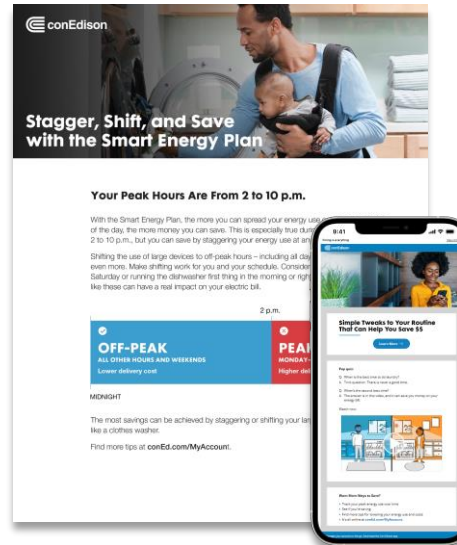


The Innovative Pricing Pilot Communications



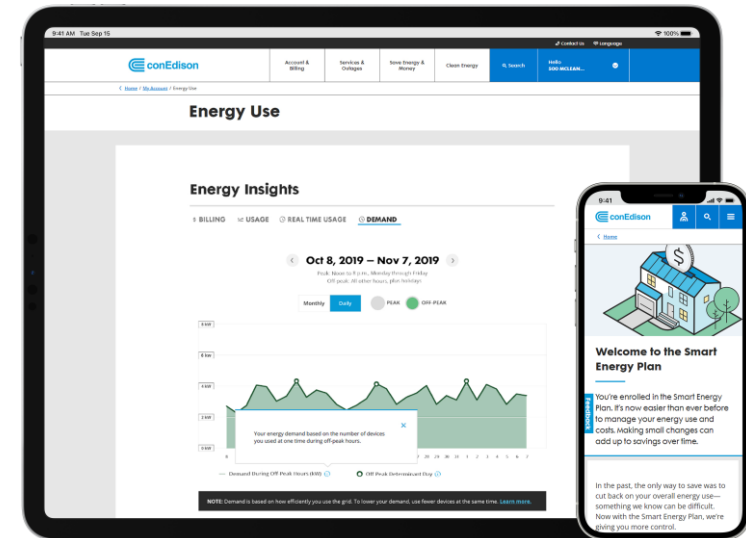
Recruitment Communications

- Five touchpoints
- Multiple formats and channels
- English and Spanish



Ongoing Communications

- Monthly communications
- Multiple formats and channels
- Images that reinforce messaging



Online Tools and Information

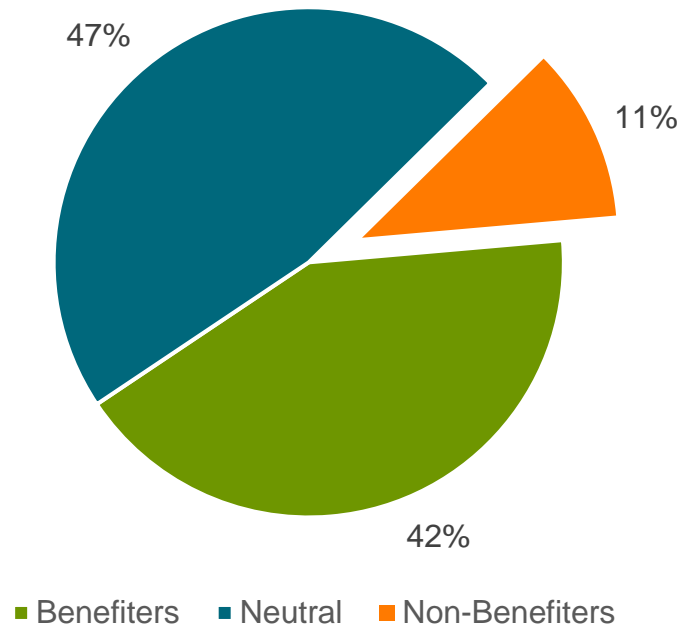
- Bill-comparison tool
- Custom demand graphs
- About My Rate pages and FAQs

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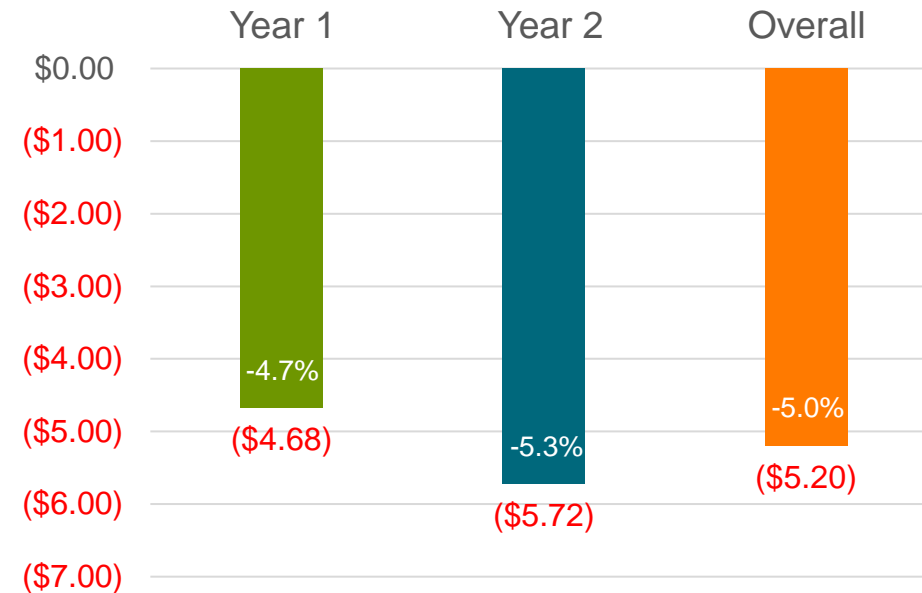


The Innovative Pricing Pilot Equity

Bill Impacts: Wave 3 Low-Income Customers



Wave 3 Low-Income Customers Average Bill Impact



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The Innovative Pricing Pilot Questions?



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The Innovative Pricing Pilot Published Reports

Report	Filing Date	Survey Included	Evaluation Included
Q1 2020	5/30/2020	Wave 2 Welcome	-
Q2 2020	8/29/2020	-	-
Q3 2020	11/29/2020	-	Wave 1 Year 1
Q4 2020	3/1/2021	Wave 2 Summer 1; Wave 1 Summer 2	-
Q1 2021	5/30/2021	Wave 3 Welcome	Wave 2 Year 1
Q2 2021	8/29/2021	Wave 1 Non-Summer/Exit; Wave 3 Non-Summer	-
Q3 2021	11/29/2021	-	Wave 1 Year 2
Q4 2021	3/1/2022	Wave 2 Summer 2/Exit; Wave 3 Summer 1	-
Q1 2022	5/30/2022	-	Wave 2 Year 2, Wave 3 Year 1
Q2 2022	8/29/2022	Wave 3 Non-Summer	-
Q3 2022	11/29/2022	-	-
Q4 2022	3/2/2023	Wave 3 Exit Survey	-
Q2 2023	8/29/2023	Wave 4 Welcome Survey	-

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