

# *Competitive Retailer Relations CR Workshop 2008*



# Introduction

- Welcome
- Introduction of Guest
- Introduction of CRR
- Remarks by Hooper
- Review of Agenda
- Review of Survey



# *Demand Side Management (DSM)*

## *October 16, 2008*



# DSM Compliance Team

Manager – Billy Berny

## Texas Central Company

Russell Bego

Jim Fowler

Pam Osterloh

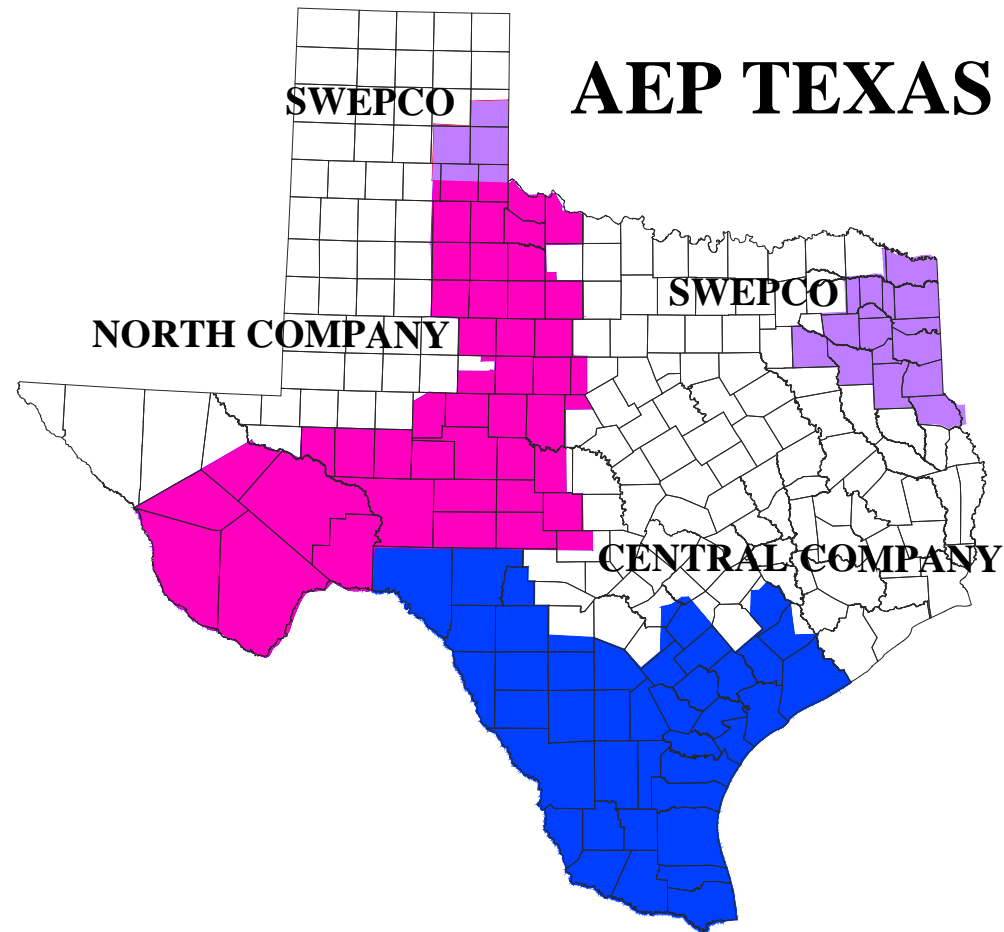
## Texas North Company

Gary Throckmorton

Rhonda Fahlender



# Service Territory



# Energy Efficiency Policy

## PURA 39.905/§25.181

- PURA 39.905 – “...electric utilities will administer energy efficiency programs...”
- “...market-neutral, non-discriminatory standard offer programs (SOPs) or limited, targeted market transformation programs (MTPs)...”
- Programs to be implemented through Retail Electric Providers (REPs) and Energy Efficiency Service Providers (EESPs)



# Energy Efficiency Policy

## PURA 39.905/§25.181

- Programs available to all customer classes
- Sufficient energy efficiency incentives to acquire at least 15% of the utility's annual growth in residential and commercial demand by Dec. 31, 2008 and 20% by Dec. 31, 2009.



# Energy Efficiency Goals

## Texas Central Company

2007 - 8.71 MW

2008 - 10.63 MW

2009 - 14.17 MW





# Residential Programs

- Residential SOP
- Hard-to-Reach SOP
- Targeted Low Income Weatherization
- Appliance Recycling Pilot MTP
- Texas Statewide Compact Fluorescent MTP
- Energy Star<sup>®</sup> New Homes MTP



# Commercial Programs

- Commercial SOP
- Energy Efficiency Improvement Program for Non-profit Agencies SOP
- Emergency Load Management SOP
- Commercial Solutions Pilot MTP
- CitySmart/Texas Score MTP



# How can REPs be involved?

- Educate and inform customers
  - Bill inserts
  - Recruitment/outreach meetings
- Participate as an implementer/contractor
  - Submit Program Applications
  - Submit Pilot Program Proposals



# For More Information

- [www.AEPefficiency.com](http://www.AEPefficiency.com)
- [www.texasefficiency.com](http://www.texasefficiency.com)
- Program Coordinators

