

Communicating with Residential Customers About Green Premium Electricity Products

Renewable Energy Markets Conference
September 18, 2024



Abby Foster

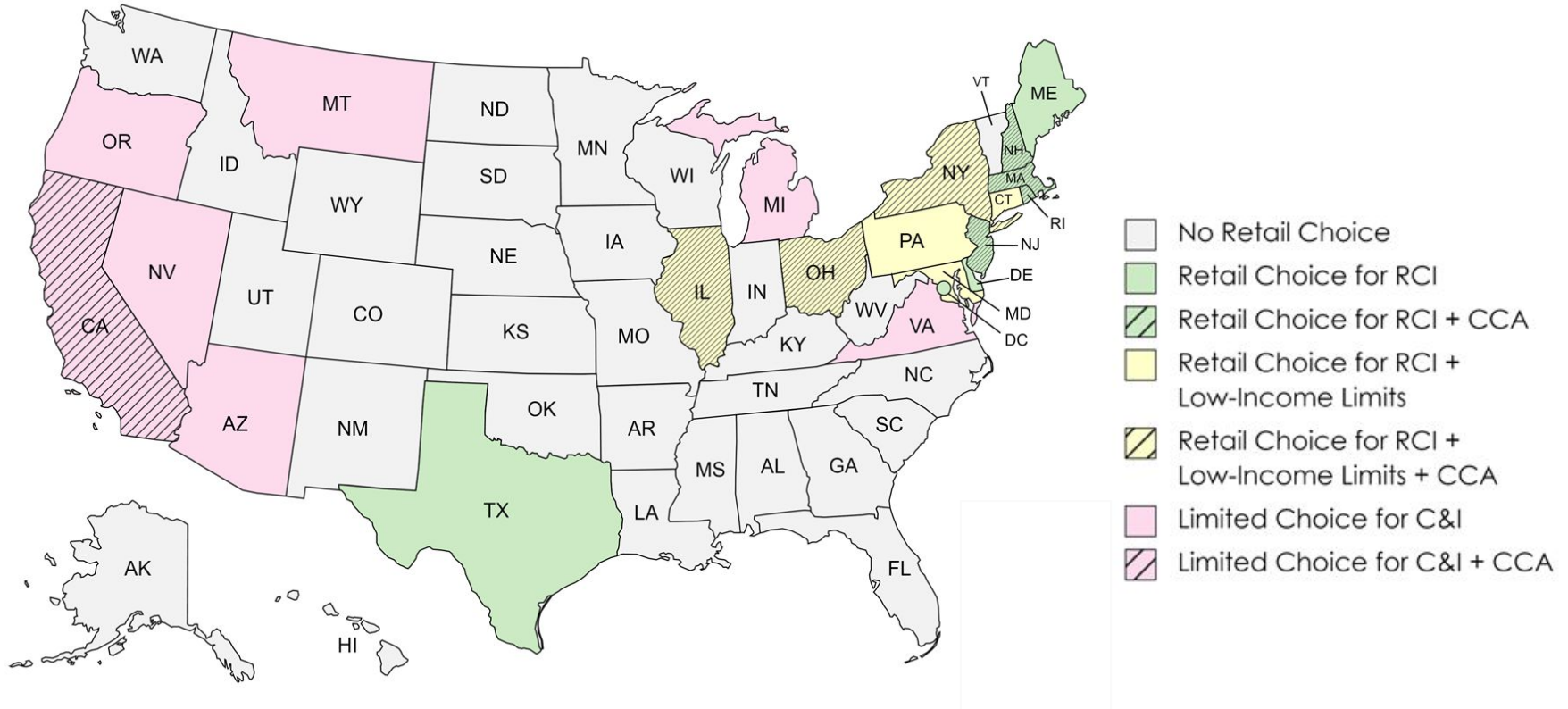
*Vice President, Policy and Advocacy for the Retail
Energy Advancement League*



Discussion Highlights

- State of electric choice
- Green premium product access
- Customer enrollment
- Green premium product options
- Negative impacts of under communication / lack of transparency
- Opportunities to improve customer education and grow market

Electricity Choice in the U.S.



State Market Structures

Voluntary Green Power Procurement Options

Vertically Integrated Utility (31 states)	Partial Restructured / Competition (7 states)	Full Restructured / Competition (14 states)	Total U.S. Sales %
Utility green tariffs (18 of 31 states)	Utility green tariffs (5 of 7 states)	N/A	7%
Utility green power products (27 of 31 states)	Utility green power products (5 of 7 states)	Utility green power products (5 of 14 states)	6%
Power purchase agreements (13 of 31 states)	Power purchase agreements (7 of 7 states)	Power purchase agreements (14 of 14 states)	33%
Unbundled RECs	Unbundled RECs	Unbundled RECs	40%
N/A	Retail energy suppliers (7 of 7 states, limited customer access)	Retail energy suppliers (14 of 14 states, all customers)	9%
N/A	Community choice/Municipal aggregation (2 of 7 states have programs, 1 of 2 programs have green offer)	Community choice/Municipal aggregation (8 of 14 states have programs, 4 of 8 programs have green offer)	5%

Voluntary Green Power Purchasing

Grouped by State Market Structures

Total Number
of Customer Accounts



- **Vertically Integrated (31 States)**
≤1% of customer accounts purchase RECs
- **Partially Restructured (7 States)**
17% of customer accounts purchase RECs
- **Fully Restructured (14 States)**
6% of customer accounts purchase RECs

Total Number
of Green Power Customers



Retail Market Options for Residential Customers

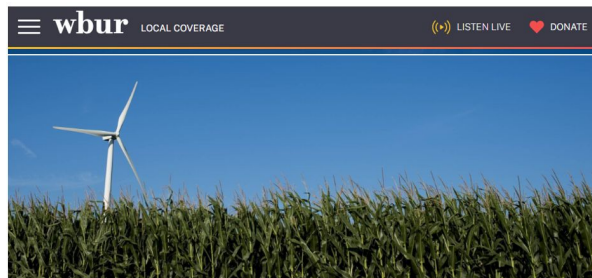
Green Premium Plan Examples

- **100% Renewable Energy Plans** - In every fully restructured market, 100% renewable energy offers are available from retail energy suppliers for residential and C&I customers. These plans vary on terms and offer customers optionality on term length, generation source and additional value-added benefits such as program bundling, smart home devices and sustainable charity donations.
- **Local REC Plans:** Inspire Clean Energy provides regional customers with the option to buy renewable energy from three Pennsylvania wind farms – Twin Ridges Wind Farm, Patton Wind Farm, and Highland North Wind Park – which generate approximately 250 MW of clean, renewable energy. This provides customers with transparency on where their energy is generated and empowers them with the option to support a local development.
- **Residential Virtual Power Plants:** Reliant has deployed demand response engagement for residential customers in Texas through 1.) Direct Load Control (Average 20-30% reduction in customer demand during the period thermostat is controlled) and 2.) Behavioral DR (Customers who actively participate lower their demand by approximately 10-15%). Their standalone thermostat VPP has grown nearly 40% in four years.
- **Time-of-Use:** TXU Energy (Vistra) Free Nights & Solar Days customers will receive 100% free energy every night (8 p.m. to 5 a.m.) and 100% electricity generated by solar every day.
- **EV & Battery Storage Retailer:** In 2022, Tesla announced their retail brand, “Tesla Electric” and has launched “Tesla Electric” for Powerwall owners with a flat monthly rate for charging their EVs.
- **Smart Home Energy Use Management:** NRG acquisition of Vivint Smart Home as part of customer services for demand management with technology, products, and services to create a smarter, more efficient, and safer home.
- **EV Charging Discounts and Equipment:** IGS partnered with Smart Columbus to provide electric vehicle buyers in Central Ohio with a \$750 value towards the installation of their charging equipment once they sign up for IGS's 36-month Go Green™ fixed-rate electricity product. TXU Energy (Vistra) EV Pass customers will receive 100% free EV charging at home all night and morning (7 p.m. to 1 p.m.), all year long.

Green Innovation & REM Growth Challenges

- Customer access to green products
- Customer usage data
- Misinformation & uncertainty
- Lack of centralized voluntary REC reporting
- State policy impacts

State Policy Examples	VA	CT	NY	MD
Geographic Sourcing Restrictions	x	x	x	x
Attribute Requirements		x	x	x
Price Restrictions or Caps				x
Market Entry Barriers	x			



Why '100% renewable electricity' plans may not be as green as you think

05:43

May 08, 2023

By [Miriam Wasser](#)

There's a good chance you've received flyers in the mail from companies selling 100% renewable energy plans. Maybe you've seen an [ad online](#) that says you can fight climate change from the comfort of your couch, or a [social media post](#) telling you that you can help the planet every time you turn on the lights. It's easy, these companies say; all you have to do is switch your electricity supplier.




Green Innovation & REM Growth Opportunities

- Additive access for green products
- State-led customer education
- Consistent terms (FTC Green Guides)
- Improved transparency
- Comprehensive impact reporting
- Product differentiation
- Reporting requirements
- AMI, centralized, accessible customer usage data

CleanChoice ENERGY

We have replenished more than 9.1 billion kWh of 100% pollution-free, clean energy to the grid

That has an environmental impact equivalent to*:

-  7.2 billion pounds of coal not burned; or
-  106 million trees grown; or
-  1.4 million gas-powered cars taken off the road for one year

PA PowerSwitch
The Official Electric Shopping Website of the Pennsylvania Public Utility Commission

Shop for Home Shop for Business How to Switch Understanding Energy

OFFER FILTERS

Monthly Usage: 700 kWh/month

Term Length: Show All

Price Per kWh Range: Min to Max

Rate Options:

- ☐ Fixed Rate
- ☐ Variable Rate
- ☐ Unlimited Rate

Terms & Conditions:

- ☐ No Cancellation Fee
- ☐ No Enrollment Fee
- ☐ No Monthly Fee
- ☐ Not an Introductory Price
- ☐ Discount Available

Shipley Energy
866-477-9180

Fixed
Rate Structure

Discount Available: No
Cancellation Fee: No
Term End Date: No
Monthly Fee: No

12 Months
Term Length

Enrollment Fee: No
Introductory Prices: No
Renewable Energy: 100%

\$0.11230
per kWh

\$78.61
estimated monthly

[See Offer Details](#)

Support renewable energy today - choose Shipley Energy's Green Electricity offer with 100% wind generation. No monthly fees and no cancellation fees. Plus, lock in this low fixed rate today and you'll [read more](#).

Rate last updated on September 15, 2024

RPA Energy dba Green Choice Energy
800-685-0960

Fixed
Rate Structure

Discount Available: No
Cancellation Fee: No
Term End Date: No
Monthly Fee: \$5.00

12 Months
Term Length

Enrollment Fee: No
Introductory Prices: No
Renewable Energy: 100%

\$0.16950
per kWh

\$123.65
estimated monthly

[See Offer Details](#)

100% of the electricity you purchase is matched with renewable energy credits generated from renewable energy sources in the United States which have been verified as such by a regional or state RPS administrator. As a customer of RPA Energy dba Green Choice Energy, you automatically qualify for our Power Parks Rewards Program [read less](#).

Rate last updated on December 05, 2023

Energy Co-op
115.413.2122

Variable
Rate Structure

Discount Available: No
Cancellation Fee: No
Term End Date: No
Monthly Fee: No

Month to Month
Term Length

Enrollment Fee: No
Introductory Prices: No
Renewable Energy: 100%

\$0.16290
per kWh

\$114.03
estimated monthly

[See Offer Details](#)

Support cleaner air and the local green economy with 100 Pennsylvania wind and solar from The Energy Co-op, a member-owned nonprofit in Philadelphia for over 40 years. Click "See Offer Details" to learn more.

Rate last updated on September 02, 2024

**Learn More.
Subscribe to stay updated.**

Abby Foster

Retail Energy Advancement League

foster@retailenergychoice.org

