Expanding Public Outreach Concept to Energy Community Contracting Parties: USAID Project on Price Comparison Tools and Customer Communication

Ankica Gavrilovic, USAID Bosnia and Herzegovina

Ben Morano
NARUC by teleconference
Elma Haveric
USAID Energy Investment Activity

February 21, 2018
History & Progress To-date:

- USAID regional project “SEE Bridge,” 2015-2016
- PCT regional project launched in October 2017
- Joint project with USAID Energy Investment Activity (EIA)
- Retail Electricity Markets Guide Communications Best Practices
- Participating commissions: Albania, Bosnia and Herzegovina, Georgia, Kosovo, Macedonia, Montenegro, and Serbia
- Remote development of Price Comparison Tools Planning, in-country assistance, and at least one more regional workshop
USAID EIA Project
2016 Survey Results
Bosnia and Herzegovina

Source: USAID Survey, 2016
The market was not ready, but the timing was right to prepare.

Source: USAID Survey, 2016
Lessons Learned from US: Experience in Retail Electricity Market Development Varies

Source: Electric Choice
THEN -- Ohio Public Utility Commission Website 2001
### Apples to Apples: Choose Your Utility

The PUCO provides a regularly updated Apples to Apples comparison chart of the certified suppliers’ offers and information. Please choose your utility below to proceed to the comparison chart.

#### Electric

<table>
<thead>
<tr>
<th>Supplier</th>
<th>Rate Type</th>
<th>Renewable Content</th>
<th>Intro. Price</th>
<th>Term Length</th>
<th>Early Term Fee</th>
<th>Monthly Fee</th>
<th>Promo Offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Energy Inc</td>
<td>0.0775</td>
<td>Fixed</td>
<td>0%</td>
<td>No</td>
<td>12 mo</td>
<td>$150</td>
<td>No</td>
</tr>
<tr>
<td>Ventech</td>
<td>10.0000</td>
<td>Fixed</td>
<td>9%</td>
<td>Yes</td>
<td>9 mo</td>
<td>$9</td>
<td>Yes</td>
</tr>
<tr>
<td>AEP Retail Energy Partners LLC</td>
<td>6.7800</td>
<td>Variable</td>
<td>51%</td>
<td>No</td>
<td>18 mo</td>
<td>$0</td>
<td>Yes</td>
</tr>
</tbody>
</table>

#### Natural Gas

<table>
<thead>
<tr>
<th>Supplier</th>
<th>Rate Type</th>
<th>Renewable Content</th>
<th>Intro. Price</th>
<th>Term Length</th>
<th>Early Term Fee</th>
<th>Monthly Fee</th>
<th>Promo Offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tiger Natural Gas Inc</td>
<td>0.0699</td>
<td>Fixed</td>
<td>0%</td>
<td>No</td>
<td>24 mo</td>
<td>$50</td>
<td>No</td>
</tr>
</tbody>
</table>
“Keep the Faith!”

Duke Energy % of Customer Sales due to Switching

Source: Ohio PUC
Communications is Critically Important to the Adoption of Price Comparison Tools and Retail Markets

- Public outreach by regulatory agencies has benefits irrespective of market development.
- Experience in both the EU and US has shown that effective public outreach and communications are essential to supporting retail market development.
Communications Guide and Price Comparison Tool

Four Sections with Best Practices from Ohio, Pennsylvania, Texas, and Bosnia and Herzegovina on:

1) General Communications and Public Relations Best Practices
2) Improvements to Regulators’ Websites to Make them user-friendly platforms for customer education
3) Price Comparison Tool Creation
4) Steps for the Development of a Public Outreach Campaign for Market Opening
Price Comparison Tools (PCT) in Progress

- PCTs will be based on the same format, but with customization for country-specific realities
- Each commission is providing specific data and information to the web developer

ERE Albania
GNERC Georgia
ERO Kosovo
ERC Macedonia
RAE Montenegro
AERS Serbia
Next steps:

- Second Regional Workshop Scheduled for June
- USAID is exploring opportunities to expand this program
Save Money & Stay Comfortable

Avoid using large appliances between 6 and 9 p.m. and 4 and 8 p.m.

Switching power is easier than ever.

Welcome to the official electric shopping website of the Pennsylvania Public Utility Commission (PA PUC).

Depending on where your home or business is within Pennsylvania, you may be able to save money on your electric bill by switching your electric supplier.

In PA, you can choose the company that generates your home or business’s electricity — also known as your electric supplier. This means that you have the power to choose to switch to a competing supplier that can offer the lowest price, best price or provide a specific service you want, such as green/renewable energy.

See what options are available to you!
For more information or to discuss collaboration opportunities, please contact:

Ankica Gavrilovic, USAID Bosnia and Herzegovina: aaltumbabic@usaid.gov
Jamila Amodeo, USAID Washington: jamodeo@usaid.gov
Benjamin Morano, NARUC: bmorano@naruc.org