Innovation & Customer Choice in Retail Energy Markets: What Have We Learned and What’s New?

A Northwestern Electricity Dialogue WEBINAR

Northwestern Pritzker School of Law
Tuesday, December 15, 2020
8:45 a.m. – 12:00 p.m. CDT
9:45 a.m. – 1:00 p.m. EDT
Times listed below are CDT.

8:45-9:00 a.m. Opening Remarks
- Carrie Zalewski, Chair, Illinois Commerce Commission

9:00-10:30 Session One — Not Our First Rodeo: Texas has a ubiquitous competitive retail market, but other U.S. States lag behind. Why?
Texas residential and small commercial electric customers are served by a robust market featuring a veritable corral full of innovative electricity services and energy management products. Nearly all residential customers in the ERCOT market shop for their electricity, and almost one-fifth of them have voluntarily subscribed to a price-responsive demand product. But in other restructured states, relatively few residential customers shop for a third-party provider. This panel will focus on the policy decisions that led Texas and other retail-choice states to these different outcomes, and will ask: Where do we go from here?

- Moderator: Sally Talberg, Commissioner, Michigan Public Service Commission
- Amy Gilmore, Chief Financial Officer, IGS
- Stephen Littlechild, Judge Business School, University of Cambridge and Emeritus Professor, University of Birmingham, UK
- Tanya McCloskey, Acting Consumer Advocate, Office of Consumer Advocate Pennsylvania
- J.P. Urban, Executive Director, Public Utility Commission of Texas
10:30-12:00 p.m. **Session Two — Can Retail Competition Deliver Product Innovation and System Integration?**

*This year, faced with extreme heat, California maintained reliability through voluntary conservation in response to “do your part” campaigns by the authorities. While public-spiritedness is alive and well, the fact remains that most customers have little financial incentive to shed or shape their demand when energy is most scarce. Instead, consumers continue to pay a flat cents-per-kilowatt-hour rate around the clock for any quantity of energy they might use. As electricity supply becomes more intermittent, will demand be able to respond? This panel will ask:*
  - Whether customers are getting full value out of utilities’ smart-meter spending?
  - How retail products should be priced in a time of greater supply intermittency and wholesale price volatility?
  - What product innovations are emerging in markets where retailers are motivated to give customers what they want?

- **Moderator:** Travis Kavulla, Vice President, Regulatory Affairs, NRG Energy
- **Michael P. Kagan,** Senior Vice President, Concentric Advisors
- **Michael Lee,** CEO and Co-Founder, Evolve Energy (Octopus Energy US)
- **Meghan McConomy,** Director – Strategy & Market Insights, Reliant Energy
- **Frank Wolak,** Holbrook Working Professor of Commodity Price Studies, Department of Economics, Stanford University

12:00 p.m. **Adjourn**

**Participants (as of December 2, 2020)**

1. Amy Gilmore, Chief Financial Officer, IGS
2. **Michael P. Kagan,** Senior Vice President, Concentric Advisors
3. **Travis Kavulla,** Vice President, Regulatory Affairs, NRG Energy
4. **Michael Lee,** CEO and Co-Founder, Evolve Energy (Octopus Energy US)
5. **Stephen Littlechild,** Judge Business School, University of Cambridge and Emeritus Professor, University of Birmingham, UK
6. Tanya McCloskey, Acting Consumer Advocate, Office of Consumer Advocate Pennsylvania
7. **Meghan McConomy,** Director – Strategy & Market Insights, Reliant Energy
8. Sally Talberg, Commissioner, Michigan Public Service Commission
9. J.P. Urban, Executive Director, Public Utility Commission of Texas
10. Frank Wolak, Holbrook Working Professor of Commodity Price Studies, Department of Economics, Stanford University
11. Carrie Zalewski, Chair, Illinois Commerce Commission

Registrants (as of December 2, 2020)

1. Heather Anderson, Staff Attorney, SC Senate  
2. Grant Anderson, Regulatory Analyst, Idaho power  
3. Ken Anderson, former PUCT Commissioner  
4. Alison Archer, Regional Director- State Regulatory Affairs, MISO  
5. Vicki Baldwin, Shareholder, PB&L  
6. Janice Beecher, Director, IPU, IPU-MSU  
7. Stephen Bennett, Manager, Regulatory & Legislative Affairs, PJM Interconnection  
8. Carrie Bentley, CEO, Gridwell Consulting  
9. Noel Black, Vice President, Federal Legislative Affairs, Southern Company  
10. Maria Bocanegra, Commissioner, Illinois Commerce Commission  
11. Pam Bonrud, Director Government & Regulatory Updates, NorthWestern Energy  
12. Bev Bowlby, Manager Regulatory Affairs, Ameren Illinois  
14. Cameron Brooks, President, E9 Insight  
15. Kelcey Brown, VP, Energy Supply Management, PacifiCorp  
17. Tanya Capellan, Acting Director, Illinois Commerce Commission  
18. Phillip Casey, Partner, Calfee  
19. Laura Chappelle, President, Chappelle Consulting, LLC  
20. Tony Clark, Sr. Advisor, Wilkinson Barker Knauer  
21. Sarah Cronin, Commissioner's Assistant, Illinois Commerce Commission  
22. John Domagalski, Director, Market Analytics, Constellation  
23. Maisha Earl, Principal Regulatory Specialist, ComEd  
24. Linda Evers, Shareholder, Stevend & Lee  
25. David Fein, Founder and President, Fein Solutions LLC  
27. Trevor Freberg, Kellogg School of Management, Northwestern University  
28. Edward Garvey, Regulatory Strategist, AESL Consulting  
29. Leah Gibbons, Director Regulatory Affairs, NRG Energy, Inc.  
30. Rikaela Greane, Attorney, Taft Stettinius & Hollister  
31. Kevin Gunn, Principal, Paladin Energy Strategies
32. **James Harmening**, Director of Cybersecurity & Risk Management, Illinois Commerce Commission
33. **Marcus Hawkins**, Executive Director, Organization of MISO States
34. **Christina Hayes**, Vice President, BHE
35. **Pat Hayes**, Manager of Transmission Policy, LS Power
36. **Tom Haymaker**, Manager, Energy Planning, Clark Public Utilities
37. **Jeff Henderson**, Associate Director - Marketing, Communications, and Education Institute for Sustainability and Energy at Northwestern (ISEN)
38. **Philip Jones**, Executive Director, Alliance for Transportation Electrification (ATE)
40. **Christopher Kennedy**, Partner, Whitt Sturtevant LLP
41. **Lynne Kiesling**, Co-Director, Institute for Regulatory Law & Economics, Carnegie Mellon University
42. **Tina Koecher**, Manager, Customer Solutions, Minnesota Power
43. **Glenn Krassen**, Partner, Bricker & Eckler LLP
44. **Jonghwan Kwon**, Energy Systems Engineer, Argonne National Lab
46. **Ivy Lyn**, Director, State Regulatory Affairs, EEI
47. **Gene Marini**, Senior Originator, (PSCo) Xcel Energy
49. **Jessica Matthys**, Kellogg School of Management, Northwestern University
50. **Janna McCardel**, Analyst, IURC
51. **Theresa McMillan-Sepkoski**, Audit Specialist, Michigan Public Service Commission
52. **Jena Merl**, Advisor, Illinois Commerce Commission
53. **David Moeller**, Attorney, Minnesota Power
54. **Jeff Morris**, Senior Director State Government Relations, Schneider Electric North America
55. **Jennifer Murphy**, Dir. of Energy Policy, NARUC
56. **Bob Nelson**, Consumer Counsel, Montana Consumer Counsel
58. **Megan O'Reilly**, Regulatory Assistance Project
59. **Katie Papadimitriu**, Deputy Executive Director – Policy, ICC
60. **Bennett Peterson**, Northwestern University
61. **Tetyana Rabczak**, Legal Advisor to Chairman, Illinois Commerce Commission
63. **Jay Rasmusen**, RTO Activities Manager, Duke Energy
64. **John Ratnaswamy**, Attorney, The Law Office of John Ratnaswamy, LLC
65. **David Ricketts**, Director, Retail Policy, Vistra Corp.
66. **Jeffrey Ripp**, Director, Regulatory Strategy, Alliant Energy
67. **Brian Rybarik**, Program Manager, Microsoft Corporation
68. **Angela Schorr**, Director of Regulatory Affairs, NRG Energy
69. **Lucas Smith**, Student, Northwestern University
70. **Shinjini Srivastava**, Kellogg School of Management, Northwestern University
71. **Suzanne Stelmasek**, Government Affairs Manager, Exelon Corp.
72. **Carolyn Wetterlin**, Senior Manager, Regional. Transmission Policy, Xcel Energy (Northern States Power Company)
73. **Michelle Zaccagnino**, Manager, State Regulatory Policy, Edison Electric Institute
74. **Daniel Zolnikov**, Developer, Broad Reach Power