



Customer and Retail Choice in California



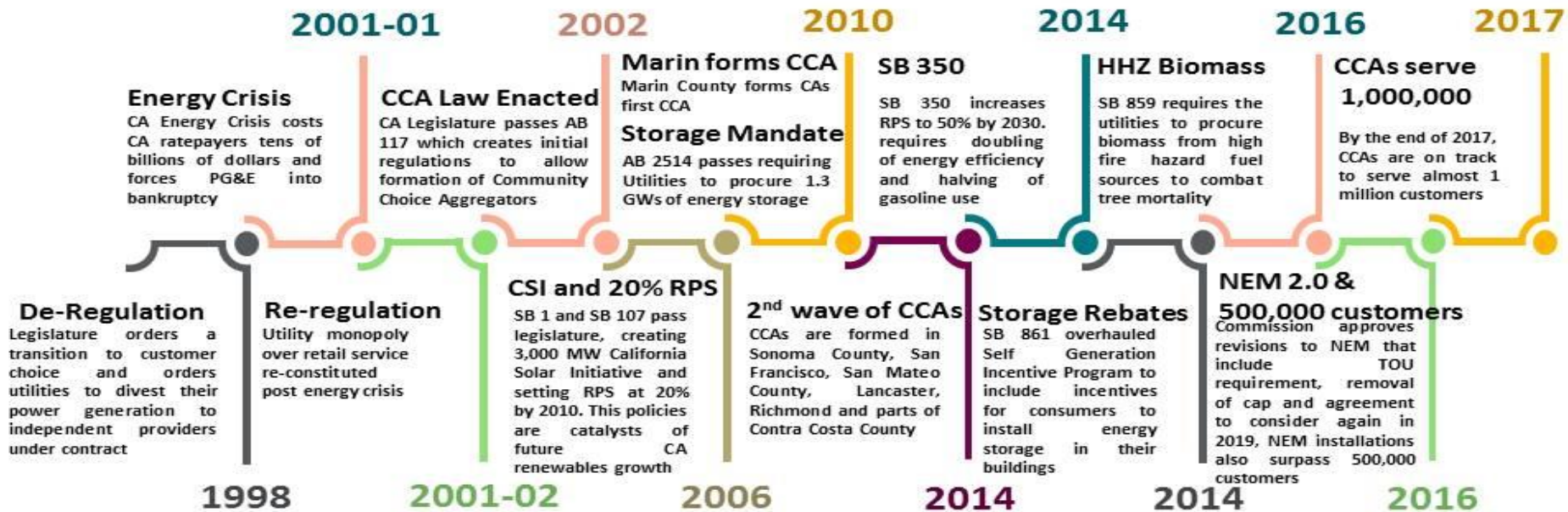
Michael Picker
President
California Public Utilities Commission

May, 19, 2017



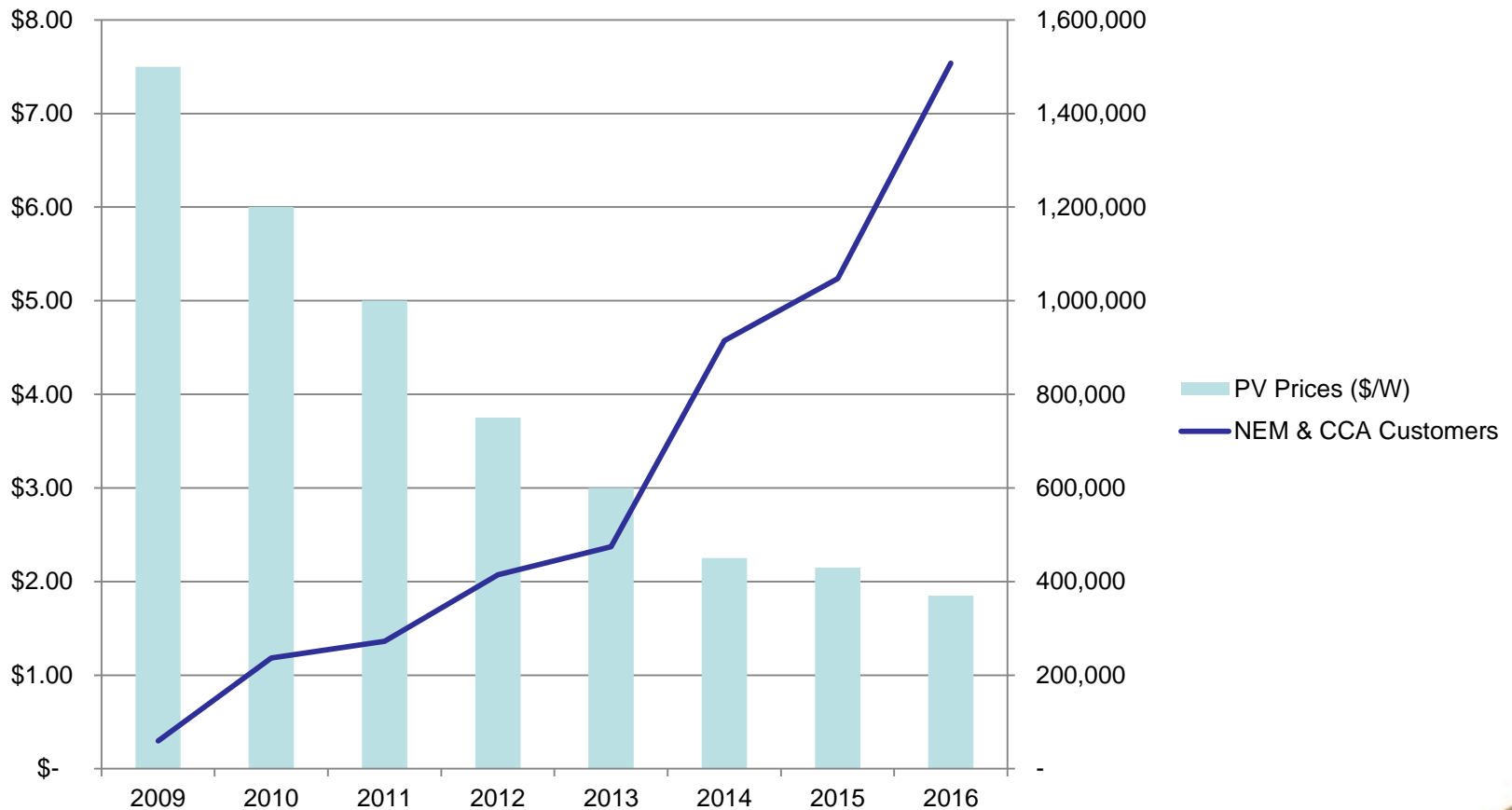


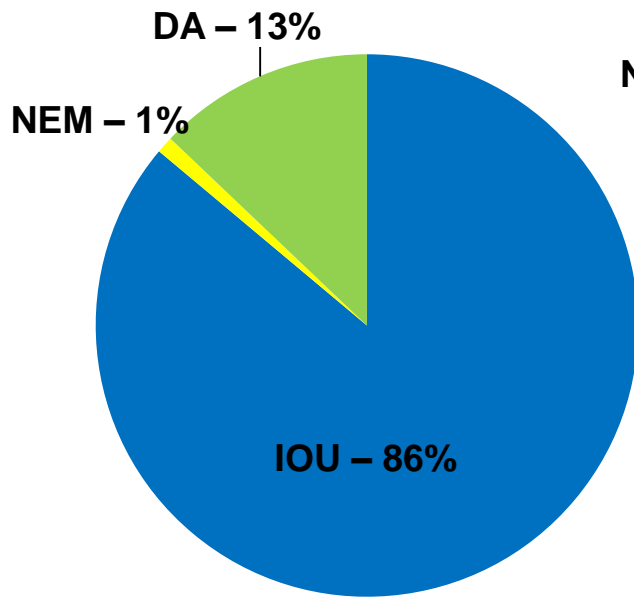
Brief History of CA Electricity Mkt 1998 - 2017





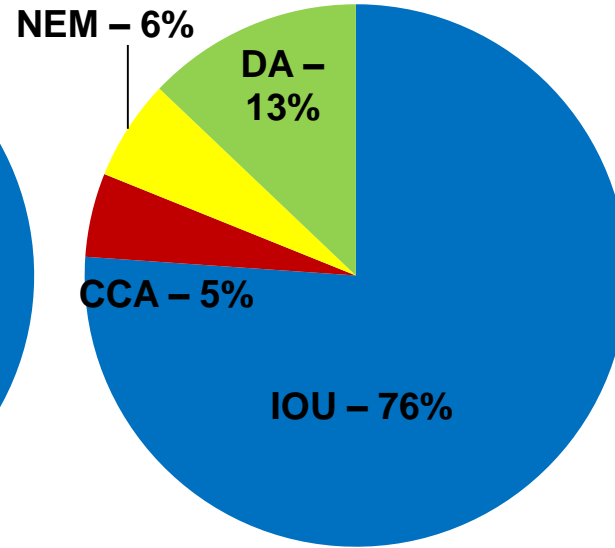
Does Technology Drive Customer Choice?





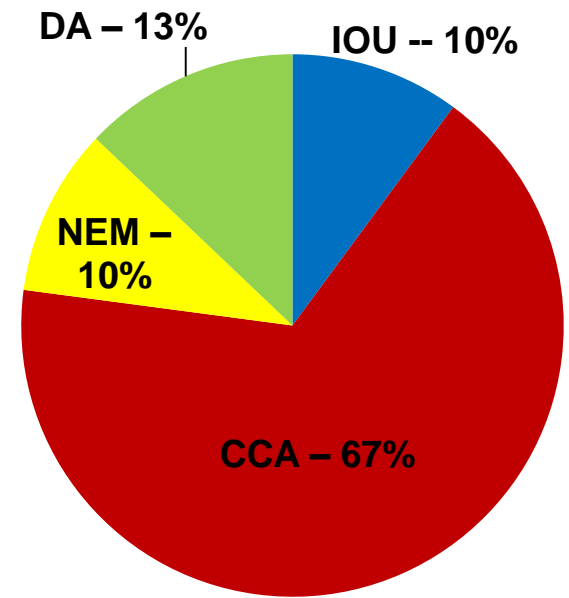
2010: retail market

- MCE has not launched
- NEM serves less than 55k
- DA capped at just under 13%
- IOU dominant retail provider



2016: retail market in transition

- CCAs active across Bay Area (serve 1m)
- NEM serves 660k
- DA unchanged
- IOU still primary provider for most Californians



2020: future of retail market?

- CCA active in LA County, San Diego County, and across Bay Area
- NEM serves over 1m customers
- DA unchanged
- IOU serves what's left





Thank you!
For Additional Information:
www.cpuc.ca.gov

