

# The Illinois Experience with Real-Time Pricing

CPUC Rate Design Forum  
Dec. 12, 2017

---

David Kolata, Executive Director  
Citizens Utility Board



# Overview

---

- Residential opt-in since 2007
- 30,000+ consumers
- \$28 million total savings
- 16% on average
- Average load reduction: 500 watts per alert



# Consumer Outreach

---

- Programs run by Elevate Energy
- Alerts by phone, email or text
- Automation through IFTTT platform
- Monthly reports



# The Costs and Benefits of Real-Time Pricing: bigenergydata.info

---

- 2016 smart meter data, anonymized, zip+4
- 97% would have saved with no behavior change
- Net average savings \$86.63, or 13.2%
- Projected \$300 million+ total savings
- Low income 1% higher average savings



# Next Steps/Recommendations

---

- Analyze data
- Offer “opt-in” real-time pricing
- Consumer education and marketing key
- Automation important (prices to devices)

