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New Jersey's Clean Energy PROGRAM

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New Jersey Board of Public Utilities
Office of Clean Energy


## NEW JERSEY BOARD OF PUBLIC UTILITIES
## Office of Clean Energy

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# Voluntary Green Power Choice Program

## Framework and Design
## Business Rules
## Technical Standards

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NOTICE: The Voluntary Green Power Choice Program will be consistent with the Renewable Energy Portfolio Satndards for Renewable Energy Certificates (RECs) as set forth at N.J.A.C 14:4-8.8 (c) as follows:

N.J.A.C 14:4-8.8(c) Until issuance of a Board Order that specifies otherwise, the only RECs that may be used to comply with this subchapter are solar RECs, issued by the Board or its designee in accordance with N.J.A.C. 14:4-8.9. Once the GATS system is operational and PJM Interconnection begins issuing class I and class II RECs, the Board may issue an order approving use of class I and class II RECs issued by PJM Interconnection for compliance with this subchapter.

The Board, in the April 4, 2004 New Jersey Register has proposed the following revisions to N.J.A.C. 14:4-8.8(c):

(c) Until issuance of a Board order that specifies otherwise, the only RECs that may be used to comply with this subchapter are solar RECs. issued by the Board or its designee in accordance with N.J.A.C. 14:4-8.9. [Once the GATS system is operational and PJM Interconnection begins issuing class I and class II RECs, the] <u>The</u> Board may issue an order approving use of class I and class II RECs issued by PJM Interconnection <u>or another entity</u> for compliance with this subchapter.

# Green Power Choice Framework and Design

## INTRODUCTION

This Proposal summarizes the general framework and design, business rules, and technical standards for the voluntary NJ Green Power Choice (GPC) Program (Program) sponsored by the New Jersey Office of Clean Energy (OCE). The OCE has considered input from The GPC Working Group (Working Group) on prior drafts, as well as the recommendations on best practices in Green Power Choice Program design by The Center for Resource Solutions and others. The Working Group was appointed by the OCE. A list of Working Group members is attached as Appendix A.

The Technical Working Group (TWG), a subcommittee of the GPC Working Group, has addressed key design and implementation issues such as billing system modifications and transaction requirement. The requirements in this document can be used to establish estimates for baseline Program implementation costs.

Further comments will be considered from the Technical Working Group and interested stakeholders will have an opportunity to comment on the proposed Program and its design prior to completion of a filing and the final decision by the New Jersey Board of Public Utilities (BPU or Board).

The glossary in Appendix E further defines terms used in this document.

## GREEN POWER CHOICE PROGRAM DESCRIPTION

The OCE is committed to implementing a statewide Green Power Choice Program that offers the same green power services to all customers across New Jersey. Offering the same products statewide will reduce marketing costs and enhance ease of marketability of the NJ Green Power Choice Program statewide by all Program participants.

The New Jersey Green Power Choice Program will empower ratepayers to make choices about their energy use and to participate in the renewable energy modeled program. The Program will allow electric customers who wish to pay a premium to encourage the development and expansion of renewable energy sources a green power option without having to switch their current Basis Generator Service (BGS) to an Electric Retail Choice Third-Party Supplier (TPS or TPSs). Customers who subscribe to the Program will have the opportunity to select among multiple Green Power Marketers (GPM or GPMs) that will purchase, for an agreed-upon price above the Basic Generation Service (BGS) energy rate, additional renewable resources in the form of Renewable Energy Certificates (RECs) on the customer's behalf. The issuance of RECs will be consistent with N.J.A.C. 14:4-8.8 (c).

The Program will be delivered through a collaborative utility-green power marketer program hosted by the four incumbent electric utilities. The 'host' utility Electric Distribution Companies (EDCs) will provide a delivery platform as described later in the document to enable enrollment and billing, with oversight by the OCE. The Program will be offered as an add-on subscription of 'green power' supplied by a qualified third-party GPM in addition to the customer's BGS electric service. Program participants, including the OCE, EDCs and GPMs, will jointly play a role in marketing the Program to customers as described below.

# PURPOSE OF THE PROGRAM

The Program is intended to empower New Jersey electric customers to increase consumer demand for renewable energy products *over and above the Renewable Energy Portfolio Standards (RPS)* required by the State of New Jersey, and thereby promote development of new renewable energy generating facilities in New Jersey and throughout the PJM control area (PJM). Voluntary retail market programs are considered complimentary and synergistic with regulated markets and policy tools such as the Renewable Energy Portfolio Standards. The Program is consistent with Recommendation number 9 of the Governor's Renewable Energy Task Force Report, dated April 24, 2003 that stated:

> *"1. The Task Force Recommends that the BPU working with suppliers, utilities and other stakeholders, develop a statewide program that would offer retail electric customers the option of selecting an energy product or products with a higher level of renewable energy than is required by the RPS. This option should be available to all retail electric customers in the state via a sign-up option on utility bills. Green power sales in this voluntary program must use renewable energy that is not otherwise used to meet a supplier's RPS requirements and should include full disclosure of the power supply mix utilized by the suppliers participating in the program.*
>
> *2. This program, which would allow customers to select a product with even greater renewable energy content at a potentially higher cost than basic generation service, would provide additional incentives for the development of renewable energy facilities throughout the region."*

The goals of the Program are to 1) empower individuals to make choices about their energy use and to participate in the market for renewable energy; 2) expand markets for renewable energy and related certificates and 3) expand customer access to clean, renewable energy products.

While the average participation rate of utility green power choice programs across the country range from 1 percent to 2 percent, effectively designed programs and coordinated marketing efforts can significantly increase participation rates and drive the development of new renewable energy sources.

For example, Portland General Electric (PGE), which serves 755,000 customers, recently announced reaching a major milestone of serving 30,000 green power customers. Thirty-thousand renewable power customers represent an increase of more than 20 percent from a year ago and a 600 percent increase since the program began in March 2002, making it one of the fastest growing green power programs in the country. PGE customers rank number two among the nation's utilities for total renewable power participants and number one in Oregon, according to the U.S. Department of Energy's latest National Renewable Energy Laboratory

report.

The New Jersey Program is designed to foster an effective renewable energy collaboration between OCE, the host EDCs and the GPMs in order to maximize customer participation and consumer demand for clean energy products in New Jersey. The Program is designed to be consistent with the governing principles of New Jersey's competitive electricity market and to support the development of new renewable energy sources consistent with the New Jersey Renewable Energy Portfolio Standards.

# ROLES & RESPONSIBILITIES

The primary goal for OCE in determining roles and responsibilities is to facilitate a strong marketing and operational relationship between each EDC and the participating GPMs, and to facilitate New Jersey's electric consumers' understanding, trust and utilization of the GPC Program.

## Electric Distribution Companies

Participating EDCs will provide the platform for green power product distribution for the Program by allowing GPMs to market green power products to EDC customers and by providing consolidated billing for services. The EDC will continue to send electric bills to these customers unless the GPM elects to separartely bill.

The participating EDC will handle very basic aspects of customer acquisition for the Program as described below including: handling of very basic and scripted customer inquiries regarding the Program, updating the EDC website to point to the OCE GPC website, facilitating customer account sign-up information, accurately billing the customers, and collecting and disbursing customer payments in a timely manner. EDCs will not be enrolling customers, as this is the responsibility of the Green Power Marketer.

EDC logo use is voluntary and not a prerequisite of EDC participation in the Program but will be requested to reflect the affiliation of the EDC and GPMs to the Program and as a basis for establishing credibility and consumer confidence in the Program. The OCE in consultation with the Working Group will develop guidelines for coordinated logo use similar to those developed for the CT Alternative Transitional Standard Offer (ATSO) or other programs (See Appendix B). It is the intent of the OCE that the EDC will be protected against any liabilities resulting from the use of Company Logos, Names and affiliation with the Program. Proper assurances intended to protect EDCs against such liabilities will be reflected in the BPU's Final Decision and the revised consumer protection regulations at N.J.A.C. 14:4-3.

A Customer Account Services Agreement presently used by Electric Retail Choice TPSs will be modified for this Program to clarify and articulate roles and responsibilities for this Program. A GPM / EDC Agreement and GPM / EDC Billing Services Agreement, based on the Electric Retail Choice Agreements, will be developed and approved by the BPU. [CAS Settlement BPU Order EX99090676].

# Suppliers/Green Power Marketers

Multiple qualified GPMs will compete for customer subscriptions based on renewable content, product offerings, and price. Participation in the Program will be open to all interested GPMs that meet basic GPM criteria and minimum product quality standards that are being developed by the OCE in consultation with the Working Group as described below (See Sections on GPM Criteria and Product Quality Standards).

GPM responsibilities include:

- Meeting product quality standards including acquisition of the cumulative annual renewable supply obligation, third party certification of products, and verification of RECs through PJM Generator Attribute Tracking System or a third party, as described below (See Section on Verification);
- Program Reporting;
- Billing, including dual billing to Customer, or consolidated billing with EDCs;
- Customer service;
- Product marketing as outlined below;
- Compliance with EDECA consumer protection standards and other consumer disclosure requirements set out for the Program.

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OCE responsibilities include:

- Providing general oversight of the Program including the development of all authorization and implementation Board Orders and clarifying revisions to current regulations for the operational aspects of the program;
- Determining GPM qualifications to participate in the Program and GPM licensing;,
- Administration of contracts and cost recovery mechanisms;
- Coordination of public outreach and consumer education including, marketing plans, website maintenance, management of Program Call Center and Clearinghouse and public advertising campaign;
- Dispute resolution;
- Program evaluation of the impact of the Program in the marketplace based on quarterly reports from GPMs.

OCE will be responsible for management of the qualification and licensing process, selection of participating GPMs and maintenance of any GPM lists. A Board Order authorizing the implementation of the program will specify accountability for management of GPMs. Ongoing operations of the Program will require clarification to existing NJBPU rules and regulations at N.J.A.C. 14:4 et. seq.

OCE will conduct the "annual open season enrollment" certification process, as outlined below.

OCE will also ensure compliance with processes associated with product attributes that may be sold, specifically with respect to third party verification of renewable energy certificates.

EDCs will not have any association with the GPM selection process and GPM performance. OCE in consultation with the Working Group will develop clear GPM qualification requirements, procedures for failure to perform and dispute resolution relative to claims.

OCE will coordinate and conduct broad public outreach and education about the Program as noted in the Section below on Consumer Education. OCE will coordinate development of marketing plans and the design of ballot cards, establish a GPC Program Clearinghouse to process ballot cards, establish a central GPC Program Call Center to respond to general public inquiries and provide supplier contact information and, develop and maintain a GPC Program website. In addition, OCE will implement a general public advertising campaign to raise consumer awareness and promote the GPC Program.

OCE will also oversee compliance with terms of the Program.

# COMPENSATION & COST RECOVERY

Without cost recovery, an EDC will not be able to provide the level of support required by the GPMs. As set forth in the approved 2005 New Jersey's Clean Energy Program budget, participating EDCs will be recognized and compensated for their role through the use of New Jersey's Clean Energy Program Funds (CEPFs) through cost recovery under a Board Order.

The OCE has discussed the feasibility and implications of cost recovery and "contract for services" mechanisms with the Working Group and OCE. However, cost recovery through CEPFs is the preferred mechanism for most EDCs, particularly in regards to meeting the target program implementation date.

Since this draft proposal for the Voluntary Green Power Choice Program is consistent with the Board's prior policies to promote and advance renewable energy in New Jersey in the most cost effective manner, continuing strong consumer and environmental protections, while introducing greater reliance on competitive energy markets, the Board, in its Voluntary Green Power Program Order releasing the draft for public comment dated January XX, 2005, docket number E005010001 directed the Office of Clean Energy to work with the EDCs to undertake such measures as may be necessary for the EDCs to be in a position to initially implement the Voluntary Green Power Choice Program consistent with this draft Proposal. The Board further authorized the EDCs to utilize deferred accounting for the reasonable and incremental operational costs incurred to implement the GPC Program, subject to review by the Board at a later point in time, and after Board review and approval, will be eligible for recovery through the Demand Side Management Clean Energy Program - Societal Benefits Charge. However, final authorization for the implementation of the Voluntary Green Power Choice Program will be decided by the Board after the opportunity for public comment and consideration of the final Report and Guidance for the Voluntary Green Power Program

In order to enable cost recovery for the host EDC, OCE will work towards establishing the following:

- Definition of baseline program services to be eligible for cost recovery;
- A firm, identified source and budget for funding EDC costs (e.g., a dedicated portion of the Clean Energy Program budget); and

- A Board Order with definitions of services, operational costs and approval of the cost recovery mechanism;

OCE intends for the baseline Program to encompass the following services:

- Modifications of EDC billing systems needed for line item billing
- Customer line item billing and payment processing
- Facilitation of customer enrollment via including bill inserts
- Program reporting

The baseline Program will not include marketing costs to promote the Program beyond those activities determined to be "minimum requirement" to implement and sustain the Program.

OCE will confer with the EDCs and the Working Group to further define the baseline services and estimated costs to implement a baseline Program in the first year of the Program and on going baseline Program costs. Further analysis of Program implementation and administration will be conducted to determine the specific activities and expenses that will be recoverable and eligible for payment from CEF.

# GREEN POWER MARKETER QUALIFICATIONS

The GPC Program will allow New Jersey customers that receive their electric commodity from a basic generation service provider under their electric distribution company's applicable BGS tariff, to stay with their current BGS provider and to voluntarily select one GPM from among multiple certified GPMs that will provide the electric customer with additional renewable content through RECs, over and above the New Jersey RPS requirements up to 100 percent. The GPC customer that voluntarily signs up for the New Jersey GPC Program will pay a premium to match their electric use with RECs.

Multiple qualified GPMs will participate in the statewide Program and will compete for customer subscriptions based on renewable content, product offerings, and price. Participation will be open to all interested GPMs that meet GPM criteria and minimum product quality standards. Utility affiliates are not precluded from participation provided they are able to meet the established GPM criteria and product quality standards.

## Qualification Criteria

GPM qualifications are designed to ensure Program quality standards and to minimize and eliminate wherever possible the financial risk to customers, EDCs and their ratepayers associated with the Program. GPM qualification criteria will be modeled after the BPU's current licensing standards applying to Electric Retail Choice TPSs. Similarly, consumer protection standards applicable to GPMs and the NJ Green Power Choice Program will be modeled after the BPU's consumer protection standards applicable to electric power supply retail choice. BPU will review existing consumer protection standards to consider any appropriate recommended modifications.

The details of the Program are generally consistent with the Electric Retail Choice Interim

Standards adopted and enforced by the Board under the Electric Discount and Energy Competition Act (EDECA) at N.J.A.C. 14:4-2, 4-3, 4-4 and 4-8.8(c). The Licensing and Registration Standards at N.J.A.C. 14:4–2 are applicable to Program participants, with the exception of those financial assurance requirements pertaining to Load Serving Entities, specifically N.J.A.C. 14:4-2.6(a) and 14:4-2.6(e)1. Use of the existing N.J.A.C. 14:4-2 Electric Retail Choice TPS licensing requirements as interim GPM standards will provide a high level of consumer protection, ensure the financial stability and qualifications of market participants, provide for sufficient security to insure against failure by a supplier to pay taxes and meet commitments to customers, and provide adequate authority and enforcement power to the Board. Following the Board Order, authorizing the Program, GPM license criteria similar to those found in Appendix C will be developed and finalized by BPU as well as clarifying revisions to other interim standards at N.J.A.C. 14:4-2, 4-3 and 4-4. This order shall lapse on adoption of the clarifying revisions for GPM Rules.

GPM Registration Criteria include:

- New Jersey licensed energy suppliers that demonstrate creditworthiness;
- Electronic Data Interchange (EDI) compatibility;
- Product standards including the use of renewable resources that meet the Class 1 New Jersey RPS renewables definition;
- Minimum performance standards and performance reporting requirements.

GPM suppliers will commit to delivering specified product content at the promised price for the duration of the contract term with the customer and will adhere to proposed marketing guidelines (e.g. logo use).

A minimum 2 year 'term of participation' will be required in order to ensure product /supplier consistency for consumers, to maximize investment by suppliers in the success of the Program and minimize administrative costs for utilities associated with modifying product/supplier listings. During participation suppliers product content and pricing may only be modified in keeping with Program guidelines and standards at prescribed intervals as noted below.

GPM suppliers will commit to compliance with EDECA consumer protection standards and any other specific Program consumer protection standards relevant to the sale of renewable energy certificates.

# GPM Enrollment & Application Process

OCE will conduct a single "annual open season enrollment" certification process under which it will certify Green Power Marketers who will participate in the Program. The certification process is set forth below, and all applicants who meet the qualification requirements set forth below and are issued a certificate by the Board will be eligible to participate in the Program. The Board will establish an annual deadline for the submission of certification applications, and a deadline for the completion of the certification process.

Application processes are detailed in Appendix B. General requirements include:

- Applications shall be made on forms provided by the Board.

- Application forms can be obtained at the Board of Public Utilities' offices in Newark, New Jersey; by writing to the Board at 2 Gateway Center, Newark, New Jersey, 07102; by calling 973-648-2025 or through the BPU website at www.njin.net/njbpu.
- All applications must satisfy the requirements as noted herein, and must be accompanied by the application fee and certification fee.
- The Board will process applications within 60 days. In cases where additional information is required from the applicant, the Board will so notify the applicant within 30 days of the date of the deadline date for application submission. The applicant shall provide all additional requested information within 15 days of such request.
- Approved applicants that pay the GPM certification fee will receive their GPM certification.
- Certified GPMs will be able to participate on the annual GPC Program ballot.
- GPM certifications shall be valid for a 12 month period coinciding with annual open enrollment period of the Program.

# CONSOLIDATED BILLING

Currently, through existing Electric Retail Choice, a customer can select a TPS that is a GPM. The GPM, in that case, can and will be able to continue to bill potential GPC customers directly through existing Electric Retail Choice TPS Programs for that selection. However, through this Voluntary GPC Program, the GPMs will also be able to use EDC consolidated billing to supply that same or a similar product supplied by RECs consistent with N.J.A.C 14:4-8. Customers will continue to receive their electric commodity and delivery (their electric service) from their existing BGS without switching to an Electric Retail Choice TPS. A customer that has selected a TPS will not currently be able to access the Voluntary GPC Program.

EDC consolidated billing to provide additional renewable energy or 100 percent green power without switching from a BGS to a GPM TPS is a critical component to this Program's overall success and the GPM's ability to effectively market the Program to customers. As set forth, if approved by the Board, the OCE intends to "purchase" the initial development and implementation of this "service" from the EDCs for the GPC Program using cost recovery mechanisms and deferred accounting as defined by Board Order as previously noted.

Through consolidated EDC billing, without changing from their BGS provider for a new TPS, the customer can make a single monthly payment to the EDC (the provider of BGS) to cover the EDC's electric service and the renewable energy Program cost. This model makes participation simpler for the customer, and enables GPMs to maintain direct interaction with their customers through direct mail.

A customer participating in the Program will continue to receive monthly bills from the EDC with the generation component of the bill containing line items which reflect: (1) a standard offer or default service charge, which will be the same rate paid by non-participants, and (2) a Green Power Choice Program charge, based on the price of the product that the customer has selected.

Once the GPM successfully enrolls a GPC customer, the EDC will provide the GPM the same monthly consumption, billing, and payment information for the customer that the EDC provides to Electric Retail Choice TPSs.

The EDC assumes GPC customer receivables. Regardless of customer payment, the EDC

pays the GPM charges electronically. GPMs are then obligated to purchase and retire RECs in quantities sufficient to satisfy their product offerings.

The EDC collects payment from customers participating in the Program. Customers in arrears are subject to cancellation from the program based on defined Electric Retail Choice rules.

The OCE with the Technical Working Group has investigated modifications required to implement EDC consolidated billing. The Working Group has developed rules and standards that describe the billing functions and allocation of responsibilities among GPM and EDCs. Those rules and standards, as modified in the course of discussion between OCE and the GPC Working Group are included herein Appendix F._

Changes and modifications to billing systems will be made in time to launch the Program, specifically 8 months following the issuance of a Board Order by the BPU establishing and authorizing the Program.

# EDI TRANSACTIONS

Electronic Data Interchange ('EDI') is a protocol for the transfer of data between different companies. EDI allows computer-to-computer exchange of business documents in a standard electronic format. BPU requires the use of this industry standard protocol for supplier-utility business document transfers.

EDI compatibility will be a required component for all GPMs participating in this Program. EDCs will be required to provide EDI testing for GPMs in time for Program rollout.

The Gas Industry Standards Board Electronic Delivery Mechanism ('GISB EDM') will be required for the reliable and secure transport of GPC EDI transactions via the Internet. The GISB EDM implementation for GPC will mirror the Electric Retail Choice GISB EDM implementation.

The baseline GPC implementation will be preceded by a state-wide test of the EDI marketplace.

Post baseline GPC implementation, EDCs will provide GPM testing consistent with the schedule provided to TPSs, and the schedule proposed for GPM certification.

# PRODUCT STANDARDS & ELIGIBLE RESOURCES

Products will be offered in the form of renewable energy certificates (RECs), also known as renewable energy credits, RECs, green tags, Tradable Renewable Certificates, TRCs, and T-RECS. RECs are based on separation of the environmental or green power attribute of renewable generation from the electrical energy. This creates two separate products for sale by the renewable developer or marketer: (1) commodity electricity; and (2) renewable attributes (e.g. RECs TRCs, etc.). The GPC Program will be consistent with N.J.A.C. 14:4-8.8(c). The Board is working with PJM to finance the development of the Generation Attributes Tracking System (GATS) for RECs. Once the PJM GATS is operational and PJM Interconnection begins

issuing class I and class II RECs, the Board may issue an Order approving use of class I and class II RECs issued by PJM Interconnection for compliance with this Program.

Eligible resources include Class 1 Renewables as defined under the New Jersey Renewable Portfolio Standard as defined at N.J.A.C 14:4-8.2, as well as low-impact hydropower or generation under 30 MW. Class I Renewables include: electric energy produced from solar technologies, photovoltaic technologies, wind energy, fuel cells powered by renewable fuels, geothermal technologies, wave or tidal action, and/or methane gas from landfills or a biomass facility, provided that the biomass is cultivated and harvested in a sustainable manner..[1] Electricity generated from the combustion of biomass includes both the burning of captured methane gas derived from biomass, as well as the direct firing of biomass. A direct firing of biomass to generate electricity must document that the NJDEP provided a biomass sustainability determination for the biomass as set forth at N.J.A.C 14:4-8.5(d).

RECs or MWhs used for compliance with New Jersey's RPS or any other state's RPS or other portfolio standards are not eligible for this Program. The RECs used to meet the requirements of the GPC Program by the GPM must be additional to any compliance RECs to meet the New Jersey RPS or any other state portfolio standard. Knowing use of compliance RECs for this Program will automatically disqualify the GPM for this Program.

RECs will be sourced from within the PJM, consistent with New Jersey RPS rules. RECs coming from outside PJM would have to wheel an equivalent amount of electricity into the PJM grid in order to qualify, consistent with NJ RPS rules. OCE in consultation with the Working Group will consider PJM capacity estimates and issues to ensure adequate supply.

The number and type of products offered by each GPM are specified in order to minimize Program complexity and possible confusion for the consumer. OCE has determined that qualifying suppliers may offer products equal to 100% of the customer's usage, served by eligible renewable resources and at a flat rate per kWh for service for the first year of the Program. This Program requirement will be evaluated during the first 4 months of the Program to determine whether it should be revised or continued based on participation rates. Additional product options that promote and advance the goals and objectives for New Jersey's Clean Energy Program, as adopted by the Board, are under consideration by the OCE pending further input from the GPMs.

GPMs will not be limited to the number of products offered via their websites but will be limited to the number of products on the ballot due to space limitations, depending on the actual number of suppliers who enroll in the Program. OCE has determined that until a final count of participating GPMs is known, qualifying GPMs may offer only one product on the ballot equal to 100% of the customer's usage. BPU will develop design criteria to guide the decision as to how many products will ultimately be allowed on the ballot.

After the first year of the Program, OCE may consider modifying product standards including a minimum percentage of new renewables from within the PJM grid, or a more aggressive minimum content standard to improve the environmental externality of the generated electricity such as additional low or no emission wind, solar, biomass or low impact hydro.

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[1] *("Electric Discount and Energy Competition Act." www.bpu.state.nj.us/wwwroot/energy/Dereglaw.pdf)*

The Program will be available to all residential customers who have not switched to a TPS and to non-residential customers such as commercial and industrial customers receiving BGS who will be able to purchase as much or as little renewable energy, in the form of RECs, as they choose, as long as that is feasible within the constraints of the billing system.

All products shall conform to NJ State environmental information labeling disclosure requirements at N.J.A.C. 14:4-4 and will acquire RECs consistent with N.J.A.C 14;4-8.8(c). If the PJM GATS is not operational before the launch of this Program the Board will provide for alternate verification of the product through a recognized third party verification program such as Green-e or an equivalent program selected by OCE. Clarifying revisions will be included at N.J.A.C. 14:4-4 for the GPM requirements and Program. Selected products must remain consistent with the final terms of their contracts for a minimum of six months to minimize confusion for the customer and complexity for Program administrators. Product pricing and content can only be changed at six month and twelve month intervals (during the next round of supplier enrollment.)

A GPM who also wishes to market commodity electricity products must participate under Electric Retail Choice rules at N.J.A.C 14:4-2. If a supplier is offering both commodity electric and renewable attribute products, they must have separate licenses with the BPU and separate agreements with the EDCs. The Board intends to revise N.J.A.C 14:4-2 to include licensing requirements specific to GPM.

# Product Certification and Verification

Independent tracking and verification is necessary to ensure that the electrical energy associated with the certificate was delivered into the PJM grid, was generated within the prescribed true-up period, was not used to meet a federal, state or local RPS and that no two certificates represent the same MWh of energy. Verification is also required to ensure that each GPM has purchased sufficient quantities and eligible types of RECs to meet its Program offerings. New Jersey's Solar Renewable Energy Certificate (SREC) program is one vehicle that will be used for verification of New Jersey solar RECs. PJM Generator Attribute Tracking System (GATS), which is expected to be implemented in the second quarter of 2005 and operational by year-end 2005, will eventually facilitate verification of all Class I RECS at the wholesale and retail level. New Jersey's SREC program may be a component of the PJM GATS or may continue as a standalone verification system for New Jersey solar RECs.

The GPC program will be consistent with the requirements as set forth at N.J.A.C 14:4-8.8(c) as described on page 2 of this draft proposal. If the PJM GATS is not operational concurrent or before the launch of the GPC Program, the Board will provide for the use of a third party independent organization that will serve as the verification and accounting platform for ensuring that GPC product options meet all Program requirements set the Board, including consumer disclosure and product marketing guidelines. GPMs will be responsible for obtaining product verification and certification through this third party entity, and for payment of any fees associated with certification. The OCE will develop GPM third party verification and certification equivalency standards as part of the final GPC Board Order and as clarifying revisions at N.J.A.C. 14:4-4. The GPM may decide to independently obtain third party certification through an organization such as Green-e.

GPMs will be responsible for providing GPC usage information to PJM GATS or other

verification entity. The EDCs will provide usage by customer on a monthly basis to the GPMs.

## Product Disclosure

As set forth at N.J.A.C. 14:4-4, participating GPMs will disclose accurate product information to the customer, prior and subsequent to sign up, as required by New Jersey law[2] and GPC Program Standards. The OCE in consultation with the Working Group will continue to review New Jersey and other relevant product disclosure rules and, as needed, develop additional product disclosure standards applicable to the GPC products. .

# CUSTOMER INFORMATION AND SUBSCRIPTION PROCESS

A variety of customer information vehicles to support the subscription process will be employed including but not limited to websites, direct and general marketing through various news medias, PSAs, EDC bill inserts and bill insert ballot with postage-paid sign-up postcard, EDC telephone call center, GPC Call Center operated by and on behalf of OCE. OCE in consultation with the Working Group will develop process details related to ballot processing (e.g. processing center, website content and linkages, distribution of records, follow-up for incomplete nominations, records & reporting, etc.).

The Program will be available only to residential and commercial customers receiving BGS service. Customers ineligible for GPM services include customers switched to an Electric Retail Choice TPS, customers receiving Universal Service Fund (USF) subsidies and customers with arrears that meet or exceed aging requirements under Electric Retail Choice rules.

Customers will receive a ballot in the mail explaining the Program and its benefits, and inviting the customer to sign up. A reply card will allow the customer to: (1) select a GPM and product; and (2) provide the information necessary to facilitate the customer "enrollment" transaction. The customer will provide their EDC account number, name, address, and telephone number in order to verify their account. The GPM will send a "welcome packet" with price, terms, and conditions of the product.

## Websites

The information and subscription method will include website addresses for EDC, GPM, and NJCEP websites. Each participant's GPC web page will include a visible link to the OCE Program home page. The Program home page will include a general description of the Program.

The EDC GPC Program web page to promote the Program will include at a minimum a link to the GPC Program home page, and the NJCEP toll free number for consumer information about the Program.

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[2] *Details of New Jersey's Environmental Labeling requirements are found at: http://www.state.nj.us/bpu/wwwroot/energy/envi.pdf.*

# Bill Inserts and Subscription Ballot

Bill inserts will be developed by OCE in collaboration with the EDCs, GPMs and others as appropriate. The bill insert will include a description of the Program and brief product information and a customer sign-up ballot that can be sent to a Clearinghouse for delivery to the appropriate GPM. Customer will receive a minimum of two EDC bill inserts per year describing the Program, and including a sign-up ballot, to promote the Program to customers.

The OCE will design a standardized ballot to present comparative product and supplier information including:

- Name of supplier
- Product description
- Price
- Resource content and percent new resources
- Geographic source
- Web and toll free numbers for further information and how to sign up
- Product certification information and contact information as applicable.

OCE in consultation with the Working Group will develop process details related to ballot processing (e.g. clearinghouse/processing center, website content and linkages, distribution of records, follow-up for incomplete nominations, records & reporting, etc.).

# Call Centers

The OCE or some other third party on behalf of OCE will establish a toll-free central call center to respond to customer inquiries regarding the Program. It is expected that customers will also call their host EDC who will be capable of fielding basic questions about the Program and refer customers to either the OCE Call Center or website to obtain product and contact information for participating suppliers. OCE will lead the process to jointly develop a short call center script to describe the Program, to provide contact information for NJCEP or specific GPMs if requested, and to offer to send the customer a Program brochure. The OCE Call Center will be responsible for sending Program brochures if requested. Customer information will not be provided to GPMs based on these calls.

# Customer Account Information

The EDC account number is crucial to the successful enrollment of a GPC customer. OCE recognizes that the ability to accurately identify the customer's EDC account number is a concern for large-scale success of the GPC program. OCE is committed to developing and implementing a solution that improves the GPM's ability to get accurate account numbers without compromising customer privacy. As noted during discussions, OCE does not want to delay Program implementation until this service is available but will consider requirements for this service consistent with all rules and regulations or necessary revisions to those rules as set forth at N.J.A.C. 14:4-3, to be implemented within six months of Program launch.

Studies of other markets conflict on the scope of this problem. Orange & Rockland reports that their successful marketplace is not hampered by lack of an automated or EDC-funded account number lookup solution. GPM's have reported that other states with GPC Programs such as Texas, Connecticut and other markets provide suppliers with mechanisms to lookup account numbers without EDC involvement.

New Jersey's law currently prohibits EDCs' release of account numbers without the customer's consent. New Jersey will evaluate revisions to its regulations in this regard that are consistent with its statutes and successful programs in other states that facilitate customer EDC account availability without compromising customer account privacy. Currently, the burden of getting an accurate EDC account number is placed on the customer and the GPM. As currently proposed through this draft proposal the following options are available:

- The customer fills out the ballot with their bill handy.
- Customers obtained outside the home (large events, malls, etc) require the GPM to call the EDC to obtain the account number. The customer may call the EDC and ask for account information. Or, the customer may complete a GPM-specific sign-up form with name, address, phone number and signature that designates the GPM as the customer's agent and gives permission to access the customer's account information. The GPM can contact the EDC to get the account information to facilitate enrollment via EDI system.

EDC privacy procedures will be followed for the release of this information. While wet signatures as set forth in current regulations are not required for the GPC Program, GPMs, as set forth in current regulations, are obligated to maintain documentation supporting enrollment in their service offering. EDC account information necessary for enrollment may be obtained from the EDC by customers directly or by a GPM specifically authorized by the customer. The GPM will either call the EDC or submit an electronic file to the EDC indicating that it has been designated as the customer's agent.

A fully-,automated, 100% accurate solution to this problem, that will avoid EDC rejections, is not possible given issues impacting the inherent reliability of the customer's account accuracy (e.g. using husband versus wife name or a general mailing address versus the EDC's billing address) and many other problems. However, a better solution that is both quicker, recognizing the inherent problems in the existing system and fairer, recognizing the privacy issues, for customer service than the current situation will be sought by the BPU in consultation with the EDCs and the GPM within the first year of the program.

# Customer Reenrollment

OCE is committed to minimizing the number of GPC customers who lose their GPM due to a move.

Under the current system, in most cases, a GPC customer who moves will be without their GPC account for approximately one or two months until the GPM is able to re-enroll the customer with the customer's new EDC account number. This represents lost revenue for the GPM, and negative Program exposure to the customer, who may be required to take action to maintain their GPC status with the new EDC account. The OCE will continue to work with the EDCs and the GPMs to evaluate development of an automated seamless move system for the GPC Program.

Currently, all EDC billing is based on the location of the customer's account. When an EDC customer moves the location account must be closed and a new account at the new location opened. In ann automated seamless move system for the GPC Program, when an EDC customer moves to a new location the customer's current GPC selection moves with the electric account to the new location. This seamless move may be in the same manner as other services provided by the EDCs or a different process. The key is service to the customer.

However, there are a significant number of information technology billing details with each EDC concerning the development of a seamless move system for the GPC Program that must be evaluated in order for the system to be developed properly. This evaluation and development to implement a seamless moves system for the GPC Program, which may impact on other TPS Programs or other EDC services, will require revisions, which may be significant, to the existing EDC billing systems. The OCE does not believe that the lack of an automated seamless move solution merits the potential delay in implementation of the GPC program.

The Board, through its Customer Report Card system, will implement measurements and performance thresholds to monitor the number of customers affected and the degree of the impact on the customer and the GPC Program caused by this current Program deficiency. Future Board Orders may be required to remedy any identified Program weaknesses. OCE recommends further consideration of seamless move solutions with a target for a reenrollment system that provides services to the customer to be effectively integrated in the Program within one year of Program launch.

# PROGRAM MARKETING

The Program will be jointly promoted and marketed by the OCE, Clean Energy Program, EDCs, and participating GPMs. The OCE in consultation with the Working Group will develop guidance on the appropriate level of co-marketing between EDCs and OCE, as well as between EDCs and GPMs. This will guide the specific policies and practices regarding co-marketing. OCE will develop an annual Marketing and Promotional Plan for the program in time to enable performance with input from the participants.

Marketing guidelines will address the following marketing/promotional initiatives:

- **Program Branding:** Development of renewable logo or tagline for use with the New Jersey Clean Energy Program logo and a distinct Program name to jointly market the Program.

- **Press Releases:** The EDCs and GPMs will participate in coordinating activities associated with periodic press releases concerning the Program.

- **Web Site Information:** The EDC will include basic Program information on its GPC Program web page, including a description of the Program and links to the OCE GPC Program home page.

- **Information Initiatives:** The EDCs will provide for semi-annual bill inserts of the Program. The content and timing of the inserts will be done in a collaborative process with the participation of the EDCs, the GPMs, and the OCE. The timing of the release of

the bill inserts will be coordinated so that the provision of them will not substantially increase the mailing costs to the EDC over normal monthly mailing costs. The inserts may include a ballot panel or sign-up card that can be returned to the OCE clearinghouse.

- **Call Center Scripting:** The OCE will work with EDCs, GPMs and other appropriate parties (e.g. the Ratepayer Advocate and third-party verification organization) to develop a standard call center script relating to the Program for use by EDC call centers and the OCE call center. The script will provide general information regarding the Program and will not endorse any GPM.

- **Newsletters:** Program participants will include Program information in customer newsletters if available twice per year. The content and timing of such information will be at the discretion each of the EDCs, GPM and OCE.

- **Public Events:** The EDCs may provide the GPMs access to EDC-sponsored public events, at its discretion. OCE will also provide opportunities for GPMs to conduct consumer outreach at public events throughout the year.

# Coordinated Consumer Education

As set forth in the approved 2005 New Jersey's Clean Energy Program budget, OCE will use CEP funds to promote customer awareness of the option to choose a GPM and conduct a statewide consumer awareness campaign to help launch and market the Program. Clean Energy Program funds will be used to publicize the GPC Program and provide customers with the information they would need to choose to enroll in the Program. These efforts will include a mass media campaign incorporating broadcast and print media, PSAs, outdoor advertising as well as press and consumer outreach events.

This advertising will inform customers of the opportunity to make the green power choice and direct interested customers to the OCE Call Center and GPC Program website. OCE will not promote a particular GPM but will promote customer awareness of the option to choose a GPM. Once the customer looks at the GPM options, GPMs will compete with one another to sign-up customers.

# Performance Benchmarks and Reporting

OCE will require quarterly reports from GPMs to determine whether they are making reasonable progress toward developing and maintaining a customer base and a load base through the Program. The OCE in consultation with the Working Group will develop reporting and performance criteria that demonstrate reasonable progress in reaching Program goals which may include:

- the # of residential and commercial customers at the end of each quarter of the Program and cumulative over the year;
- the # of Megawatt-hours of renewables supported per quarter; <u>and</u>
- the # of Megawatt-hours of 'new renewables' supported per quarter; and

- The market share, either in terms of total number of customers or in terms of total megawatt-hours of load for each participant.

In lieu of requiring marketing plans for supplier qualifications, the OCE in consultation with the Working Group will develop Minimum Benchmark Performance Standards, to ensure that GPMs are adequately investing marketing resources in the Program to stimulate and support customer participation. The benchmark performance standards, would serve as a basis for continuing GPM participation in the GPC Program and access to bill inserts, ballots, and integrated customer communications. The OCE in consultation with the Working Group will develop levels that are achievable but still necessitate minimum marketing activities as well as an appropriate time frame for achievement of minimum performance standards.

# Performance-Based Incentives

The OCE in consultation with the Working Group will consider and recommend a performance-based incentive program to reward EDCs for working with marketers to meet the goals of the Program and to go beyond the baseline Program and minimum performance benchmarks. Such an incentive could work to help offset marketing costs and encourage effective collaborations between host utilities and GPMs.

# Timeframe for Program Rollout

The Program will be presented for adoption and approval by the BPU in February 2005 and operational approximately 8 months thereafter. Specific detailed timetables and milestones will be established for the process of selecting suppliers, distribution of subscription ballots and other operational next steps. A draft timetable for program implementation is provided in Appendix H: GPC Implementation Milestones and Timelines.

# Appendices

## APPENDIX A: WORKING GROUP MEMBERS

Green Power Choice Working Group Member List

| | |
|---|---|
| Amanda Wagner | First Energy Group |
| Amy McGinty | Community Energy |
| Anne Marie McShea | Office of Clean Energy |
| Anne- Marie Peracchio | New Jersey Natural Gas |
| Bob Chilton | Gabel Associates |
| Brandon Siegel | Green Mountain Energy |
| Brent Alderfer | Community Energy |
| Brent Beerley | Community Energy |
| Chris Siebens | JCP&L |
| Dan Lieberman | Center for Resource Solutions |
| Dante DiPirro | NJ Department of Environmental Protection |
| David Nichols | NJ Ratepayer Advocate |
| Eisenstark, Gregory | PSE&G |
| Elaine Kaufman | NJ Ratepayer Advocate |
| Emily Rusch | NJ Public Interest Research Group |
| Fred Lynk | PSE&G |
| Gabe Petlin | Center for Resource Solutions |
| George Behr | Energy Services Group |
| James Hough | PSE&G |
| James Torpey | Madison Energy Consultants |
| Jeffrey Brown | Global Learning |
| John Holtz | Green Mountain Energy |
| Kenneth Welch | NJ Board of Public Utilities |
| Kevin Connelly | JCP&L |
| Kevin Jones | Orange & Rockland Electric Co. |
| Kurt Lewandowski | NJ Ratepayer Advocate |
| Ledford, Calvin R. | PSE&G |
| Linda Nowicki | NJ Board of Public Utilities |
| Mally Becker | Gabel Associates |
| Marianne Harrell | New Jersey Natural Gas Co. |
| Mark Brownstein | PSE&G |
| Maryanne Daniel | Department of Energy |
| Maure Watkins | JCP&L |
| Mel Jones | Sterling Planet |
| Michael Winka | Office of Clean Energy |
| Mike Coyle | PSE&G |
| Nusha Wyner | NJ Board of Public Utilities |
| Peter Yochum | NJ Board of Public Utilities |
| Rick Handley | Gabel Associates |
| Robert Rivas | NJ Ratepayer Advocate |
| Roger Schwarz | Green Mountain Energy |
| Scott Hunter | Office of Clean Energy |
| Scott Razze | Conectiv |
| Scott Weiner | Rutgers University, Bloustein School of Public Policy |
| Steven Gabel | Gabel Associates |
| Steven Huber | PSE&G |
| Terry Moran | PSE&G |
| Tiffanne Cowan | First Energy Group |
| Tom Kelly | Orange & Rockland Electric |
| Walt Davis | Conectiv |
| Wayne Hudders | Pepco Energy Services |

# APPENDIX B: SAMPLE LOGO USE AGREEMENT

**ATSO MARKETING INITIATIVES**
**(EXHIBIT F)**

## A. USE OF COMPANY LOGO AND NAME

1. Company Logo. ATSO ("Alternative Transitional Standard Offer") Supplier may display, in accordance with this Section A, Company's corporate logo ("Company's Logo") in "Program Materials" as defined in this Paragraph. ATSO Supplier shall not display Company's Logo in any other materials or communications. Program Materials contain descriptions of and/or general information about the ATSO Program and its availability to Company's customers. Program Materials are educational in nature. Program Materials may not contain: (i) advertising of, or information about, ATSO Supplier's particular product or service offerings or the terms or pricing thereof; nor (ii) any solicitations by ATSO Supplier (such as statements that urge, encourage or ask Customers to sign up for ATSO Supplier's products or services).

   a. Logo Location. If ATSO Supplier chooses to include Company's Logo in its Program Materials, ATSO Supplier shall display Company's Logo only in a "boxed area" (e.g., an area that is bordered by a dark line), which area shall be at the end (the bottom of last panel and/or page) of the Program Materials. In the case of any Program Materials in electronic medium, Company's Logo shall be displayed at the end of such media. ATSO Supplier's display of Company's Logo shall comply with the requirements of Connecticut Light and Power Corporate Identification Standards Guide, attached hereto as Schedule C1 (To be provided later)

   b. Print Specifications Disclaimer. Immediately after any display of Company's Logo, and within the same boxed area referenced in paragraph (i) above or in the case of electronic medium, underneath the Company's Logo and on the same frames that contain Company's Logo, ATSO Supplier shall include, in legible print, the following disclaimer:

      "The alternative transitional standard offer ("ATSO") program is offered to all customers of Connecticut Light and Power. [ATSO Supplier Name] is a separate supplier approved by the Connecticut Department of Public Utility Control to provide ATSO services to customers of CL&P. Any warranties for products and/or services are solely provided by [ATSO Supplier Name]."

   c. Company Approval. Prior to any broadcast, transmittal or release of Program Materials that contain Company's Logo to any person outside of ATSO Supplier and its employees, contractors, and/or agents working on such Program Materials, ATSO Supplier shall: submit a copy of such Program Materials to Company so that Company can ensure that ATSO Supplier's proposed use of Company's Logo complies with the requirements of this Section 1; and obtain Company's written

approval of such Program Materials. Company's review of Program Materials shall be in accordance with Paragraph 3, below.

2. Company Name. ATSO Supplier may include, in accordance with this Section A, Company's name in its written, electronic, promotional, enrollment and other materials that relate to the ATSO Program ("Marketing Materials"), as well as Program Materials, which are described above. ATSO Supplier's inclusion of Company's name in Marketing and Program Materials shall not state, imply or suggest that Company is responsible for, or endorses or warrants any statements, products or services of ATSO Supplier. ATSO Suppliers shall not use words that state, imply or suggest partnership or sponsorship or legal obligation of Company, in conjunction with Company's name included in Program and Marketing Materials.

   a. Form of Company Name and Print Specifications. Any use of Company's name in Marketing Materials and Program Materials must use Company's communicative name: Connecticut Light and Power. ATSO Supplier's use of Company's name shall comply with the requirements of Connecticut Light and Power Corporate Identification Standards Guide, attached hereto as Schedule C1 (To be provided later)

   b. Disclaimer. Except where used to identify the Company's customers as eligible for ATSO services or for purposes of general ATSO program description, use of the Company's name in any Marketing or Program Materials, by an ATSO Supplier shall include, in legible print (or clearly state, in the case of Materials in an audio medium) the following disclaimer:

      "The alternative transitional standard offer (ATSO) program is offered to all customers of Connecticut Light and Power. [ATSO Supplier Name] is a separate supplier approved by the Connecticut Department of Public Utility Control to provide ATSO services to customers of CL&P. Any warranties for products and/or services are solely provided by [ATSO Supplier Name]."

      Examples of use of the Company's name not requiring the Disclaimer may include, but are not necessarily limited to:

      i. (ATSO Supplier's) offer is now available to all CL&P customers
      ii. CL&P customers can now choose (ATSO Supplier's) product
      iii. (ATSO Supplier) has been approved by the Connecticut Department of Public Utility Control to offer ATSO renewable energy products to CL&P customers
      iv. The ATSO Program allows CL&P and United Illuminating customers to purchase renewable energy product offerings from ATSO service suppliers for their homes and businesses, without switching from the local utility

   c. Company Approval. Prior to any broadcast, transmittal or release of Marketing Materials or Program Materials that contain Company's name to any person outside of ATSO Supplier and its employees, contractors and/or agents working on such Materials, ATSO Supplier shall: submit a copy of such Marketing or Program Materials to Company so that Company can ensure that such use of Company's

name complies with the requirements of this Section 2; and obtain Company's written approval of such Marketing or Program Materials. Company's review of Marketing or Program Materials shall be in accordance with Paragraph 3, below.

3. Company Review. ATSO Supplier shall submit a copy of each group of proposed Program and Marketing Materials that requires Company's review and approval to Company's Representative listed below in this Paragraph 3 at least six (6) business days prior to ATSO Supplier's planned use of such group of Materials. Company shall either approve or reject, in writing, each group of Program and Marketing Materials no later than five (5) business days after receipt of such materials by Company's Representative. Program Materials may be hand-delivered or sent by over-night carrier to Company Representative at the address listed below or sent in electronic form to the e-mail address listed below (in which case receipt shall be the time that Company's Representative issues a confirming e-mail stating that he/she has received such transmittal). Prior to sending or transmitting any Program or Marketing Materials, ATSO Supplier shall contact Company's Representative to alert him/her of such intended delivery or transmittal of Materials. Failure to obtain any required prior approval from Company for the use of Program or Marketing Materials may result in Company denying ATSO Supplier use of Company's Logo and name in any subsequent Program or Marketing Materials.

| Company Representative | Alternate Representative<br>(In case of Co. Rep Absence) |
|---|---|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| Tel: _____ | Tel: _____ |

## B. OTHER INITIATIVES

The ATSO Program shall include but not be limited to the following marketing/promotional initiatives, if applicable:

1. Press Releases. Company will participate in coordinating activities associated with periodic press releases concerning the ATSO program.

2. Web Site Information. Company will include ATSO Program information on its Web site. Such information may include, but is not limited to: A description of the ATSO Program; Frequently Asked Questions about the ATSO Program (FAQ) and responses to such FAQ; information concerning the ATSO Supplier's product/service offerings as indicated on the Company provided bill insert and a link to ATSO Supplier's Web site.

3. Enrollment Initiatives. Company shall include a biannual bill insert describing the ATSO program. The insert will include an enrollment panel. The enrollment panel may be returned to Company in the payment envelope provided with such bills. Company will forward any returned forms to the selected ATSO supplier. The timing of such inserts will be determined based on agreement of Company and the ATSO suppliers. Company will not include an ATSO Program bill insert in a particular month, if its inclusion will result in additional postage costs.

4. Call Center Scripting. Company will work with ATSO suppliers and other appropriate parties, i.e., the DPUC, the Office of Consumer Counsel and Consumer Education Outreach Program, to develop a standard utility call center script relating to the ATSO Program. The script will provide general information regarding the ATSO program and will not endorse any ATSO supplier.

5. Newsletters. Company will include ATSO Program information in its customer newsletters at least twice per year. The content of such information will be at the discretion of Company.

6. Public Events. Company may provide the ATSO suppliers access to Company-sponsored public events, at its discretion.

7. Conservation Programs. ATSO Supplier may participate in conservation programs, subject to the ECMB approval process. ATSO Program information will be available for distribution where general conservation information is displayed, provided that space is available for such ATSO Program information.

8. Promotion to Employees. Company will provide ATSO program information to its employees in a manner determined by Company.

# APPENDIX C: SUPPLIER LICENSING AGREEMENT

## INTERIM GREEN POWER MARKETER LICENSING STANDARDS

### 1. GREEN POWER MARKETER CERTIFICATION APPLICATION PROCESS

(a) The Green Power Choice ('GPC') Program ('Program') will allow customers receiving Basic Generation Service ('BGS') under their Electric Distribution Company's ('EDC') applicable BGS tariff to select one among multiple certified Green Power Marketers ('GPM') and voluntarily pay a premium to match some or all of their electric use with Renewable Energy Certificates ('RECs'). The New Jersey Board of Public Utilities ('BPU' or 'Board') will conduct a single "open season enrollment" certification process under which it will certify GPMs who will participate in the Program. The certification process is set forth below, and all applicants who meet the qualification requirements set forth below and are issued a certificate by the Board will be eligible to participate in the Program. The Board will establish a deadline for the submission of certification applications, and a deadline for the completion of the certification process.

(b) Applications shall be made on forms provided by the Board

i. Application forms can be obtained at the Board of Public Utilities' offices in Newark, New Jersey; by writing to the Board at 2 gateway Center, Newark, New Jersey, 07102; by calling 973-648-2025 or through the BPU website at www.njin.net/njbpu.

ii. All applications must satisfy the requirements of Section 3, herein, and must be accompanied by an application fee of $250, or as otherwise determined by the Board.

iii The Board will process all completed application requests and notify applicants of its determination within 60 days of the deadline date for submission of the application.

a) In cases where additional information is required from the applicant, the Board will so notify the applicant within 30 days of the date of the deadline date for application submission

b) The applicant shall provide all additional requested information within 15 days of such request.

(c) After processing by the Board and upon a determination by the Board that the applicant has met all the requirements in Section 3, the Board shall provide a notice of acceptance to the applicant. Upon payment of a certification fee the Board shall issue the applicant GPM certification. The certification fee for a GPM certification shall be $1,000.

(d) GPM certifications shall be valid for a period coinciding with the duration of the Program.

## 2. LICENSE RENEWALS

[Not applicable at this time]

## 3. GPM CERTIFICATION APPLICATION AND QUALIFICATION REQUIREMENTS

(a) Application shall include:

1) Legal name as well as the name under which the GPM proposes to do business in New Jersey;

2) Mailing and business address(es);

3) Telephone number(s), facsimile number(s), e-mail address(es) and Internet address(es);

4) Statement describing the company's history; evidence of knowledge of the energy industry in general, knowledge and experience specifically buying, selling and/or arranging the purchase/sale of wholesale power, retail electric power, and RECs, evidence of ability to perform required enrollment and billing procedures; and a company profile;

5) A list of specific REC-based products which the company plans to offer in New Jersey to residential, commercial and industrial customers;

   a) A sample residential contract.

6) Evidence of financial integrity including:

   a) Two years of income statements and balance sheets. If applicant has not been in business long enough to satisfy this requirement, it shall file:
      i. Income statements and balance sheets covering the life of the business;
      ii. A reference from a lending institution.
      iii. A list of any bankruptcy filings made by the applicant, or any officer or director of the applicant, within the past 24 months

7) Statement disclosing any existing, pending or past adverse rulings, judgments, litigation, contingent liabilities, revocations of authority, administrative regulatory (State, FERC or SEC) investigations and any other matters relating to financial or operational status for the past 3 years that arise from the sale of electricity or natural gas, or materially affect current financial or operational status;

8) Ownership interests of the supplier;

9) Statements detailing any criminal activities of which the applicant has been charged or convicted, or of which the principal or corporate officers of the applicants have been charged or convicted;

a) Applicant may be required to authorize a release of criminal history record information from the New Jersey State Police.

10) The name and address of the in-state agent of the supplier that is authorized to receive service of process and the name and address of the in-state customer service agent of the supplier per N.J.A.C. 14:4-2.6(d);

11) The specific marketing plan that will be implemented by the GPM to promote and inform consumers of its products(s) identified in 5) above;

12) A GPM must maintain a surety bond in an amount prescribed in N.J.A.C 14:4-2.6(e) to insure against a failure to pay taxes or assessments, or a failure to meet contractual commitments to obtain and retire RECs in amounts matching the products offered;

13) Other information as the Board may, through Board Order, deem necessary.

## 4. CONDITION FOR MAINTAINING A CERTIFICATION IN GOOD STANDING (N.J.A.C 14:4-2.6)

(a) A GPM must maintain an office within New Jersey, as defined by the Board, for the purposes of accepting service of process, maintaining such records as the Board requires and ensuring accessibility to the Board, consumers and electric and gas public utilities.

1. A GPM shall file with the Board a designation in writing of an agent, resident of this State, upon whom legal process and process for the production of any records, books, accounts, documents and other writings associated with the vendor's business within New Jersey may be served. Such designation shall set out the name of such agent and his or her places of residence and business.

2. Every GPM shall have a representative who will be accessible by phone on a timely basis, and in person when required, to the Board and its staff, and DCA and its staff. The duties of the vendor's representative shall include, but not be limited to, responding to inquiries, facilitating the resolution of billing problems, and assisting the Board and DCA in customer supplier related investigations.

   a) Compliance with this provision is in addition to any rule, regulation or Board Order requiring the licensee to provide a toll free customer service number.

3. A GPM shall, at its New Jersey office, maintain summary records related to renewable energy certificate product contracts or transaction entered into with New Jersey customers or services provided by the supplier to New Jersey customers. Copies of all contracts or other writings authorizing the provision of service by the GPM to each of its New Jersey customers, subject to reasonable confidentiality requirements allowed under State and federal statute, or as determined by the Board Order, shall be made available for inspection by the Board upon 48 hours notice.

4. A GPM shall, at its New Jersey office, maintain for a period of three years, a record of customer complaints and the resolution thereof.

5. A hard copy printout and/or on-line access of all items required by ??(d)3 and 4 above, at the GPM's New Jersey office(s) from data bases located outside the State will meet the requirements of these subsections.

(b) A GPM must maintain a surety bond or equivalent financial instrument, as determined by the Board to insure against a failure to pay taxes or assessments, or a failure to meet contractual commitments to obtain and retire RECs in amounts matching the products offered..

1. The amount of the bond required in order to be granted a certification is $25,000.

(c) The GPM must comply with such specific standards of conduct applicable to GPMs for consumer protection requirements, including slamming standards, as the Board shall adopt.

(d) The licensee must provide the Board, six months after the effective date of its initial license, and thereafter in accordance with the Board's license renewal process, a listing of the number of residential customers it serves in the state, by Zip plus 4.

(e) The licensee must agree to provide through legal certification by an officer of the GPM such information as the Board or its staff, or the Division of Consumer Affairs or its staff shall require to assist the agencies in undertaking an investigation of a complaint against the GPM or in making any determination concerning revocation, suspension issuance or renewal of the GPM's certification pursuant to Section 32 of P.L. 1999, c.32.

## 5 CONFIDENTIALITY

Except for sample contracts, product lists and marketing plans submitted as part of an application in accordance with Section 3 of these standards, all information provided as part of the GPM certification process shall be considered public information by the Board and Board Staff.

# APPENDIX D: CONSUMER DISCLOSURE RULES

## Green Power Marketer Consumer Protection Standards

## SECTION 1. GENERAL PROVISIONS

### 1. SCOPE

The following standards shall apply to all GPMs. Except where specifically addressing residential customers, the consumer protections contained herein shall pertain to all customers.

### 2. DEFINITIONS

### 3. ADVERTISING STANDARDS

(a) All types of advertising. Any advertisement by a GPM that offers a REC-based product under the GPC Program shall not also include offers to customers for optional electric generation service or electric-related services, whether such advertisement is in electronic, print, radio or television media, or via telemarketing or an internet website. Upselling of additional services may only occur through direct marketing to customers that have already been enrolled by a GPM. Any advertisement of a REC-based product under the GPC Program shall clearly and conspicuously state that such product is optional and is provided at an additional charge above the price of BGS.

(b) Electronic, radio and/or television advertising. A GPM shall include in its advertisements of a general nature, via electronic, radio and/or television medium, the following:

i. A toll-free or local telephone number which a customer may call to request detailed information concerning the product, including its additional price per kWh or cost and its environmental characteristics.; and

ii. the LDC(s) in whose service territory(ies) the GPM is offering services.

### 4. MARKETING STANDARDS

(a) In marketing materials provided by the GPM to residential customers for the purpose of persuading the customer to authorize an enrollment with the GPM for a REC-based product, whether such materials are in hardcopy form, electronically or via internet websites, the following, information must be provided:

i. The additional average price per kWh or monthly cost for the REC-based product over the term of a contract for the service being offered, exclusive of any charges for any optional services other than electric generation or gas supply service; and

ii. The period of time over which the advertised price is valid; and

Iii. The term (duration) of the contract for which the advertised price is being offered;

and

iv. The GPM's certification number;

v. the LDC(s) in whose service territory(ies) the GPM is offering the advertised services; and

iv. Other materials or information which may be required to comply with the Environmental Disclosure Standards.

a) The GPM shall comply with all FTC telemarketing rules, including the restriction on telemarketing between the hours of 9 pm and 8 am.

b) A GPM may not market to retail customers prior to its receipt from the Board of a GPM certification.

c) The GPM must clearly state in its solicitations to the customer, and in its marketing materials, whether in hardcopy, electronically or via internet website, that enrolling with a GPM is not mandatory, and the customer will remain with the LDC for basic generation service..

d) The GPM shall not represent that it can terminate any services from the LDC, including but not limited to, delivery of electricity.

e) The GPM shall not make misrepresentations, in its solicitations or its marketing materials or any way, in violation of any standards implemented by the Board pursuant to the Act, of any other consumer protection laws or rules implemented or enforced by the Division of Consumer Affairs, or of the mechanics of the customer enrollment process adopted by the Board.

f) The GPM shall not commit dishonesty, fraud or deceit.

## 5. PROHIBITION OF DISCRIMINATORY MARKETING

(a) A GPM shall not make a decision to market to a customer or customer group, or to accept or reject a customer, based upon race, color, national origin, age, gender, religion, source of income, receipt of public benefits, family status, sexual preference, or geographic location.

i. Marketing to specific groups, such as housing associations, developments, senior citizens organizations, church/religious associations, and the like, shall not be considered discriminatory pursuant to this subsection or the Act.

a) However, once a GPM has received applications from specific groups, the decision to accept or reject any customer or groups thereof, shall not be based upon race, color, national origin, age, gender, religion, source of income, receipt of public benefits, family status, sexual preference, or geographic location.

ii. Marketing to specific LDC service territory(ies) shall not be considered discriminatory pursuant to this subsection or the Act. a. However, once a GPM has received

applications from customers within a specific LDC service territory(ies), the decision to accept or reject any customer or groups thereof, shall not be based upon race, color, national origin, age, gender, religion, source of income, receipt of public benefits, family status, sexual preference, or geographic location.

## 6. CREDIT

(a) Since consolidated billing for Program customers may be used, a GPM may consider a customer's utility bill arrearage record for purposes of making decisions whether to offer service to a customer within the same customer class. However, a GPM shall employ uniform income, arrearage, security deposit and credit requirement(s) for purposes of making decisions whether to offer service to a customer within the same customer class;

(b) A GPM shall maintain a written explanation of its income, arrearage, security deposit and credit requirements, in compliance with the GPM Certification Standards, which shall be made available on a confidential basis to the Board and the Division of Consumer Affairs within 48 hours upon request, in the event of a formal investigation of the GPM's credit, arrearage or income requirement practices;

(c) A GPM shall apply such income, arrearage, security deposit and credit requirements in a uniform manner for all customers for the same customer class.

(d) In the event that a GPM requires a security deposit from a customer, such deposit must be maintained in an interest bearing escrow account, and the customer must be provided a receipt. [??this can be done for dual billing only??]

## 7. CONTRACTS

(a) A GPM shall not be permitted to provide a REC-based renewable energy product to a retail customer without the customer's written signature, electronic verification or such alternative forms of verification as the Board may permit to initiate such service(s), for switching GPMs or for renewal thereof;

(b) A GPM contract shall clearly and conspicuously state that the purpose of the contract is to authorize an GPC enrollment with the GPM and will not result in an Electric Retail Choice generation switch from EDC-provided BGS. Explicit terms and conditions shall include, at a minimum:

i. a clear statement of the duration of the contract;

ii. the additional price per kWh or, if a fixed pricing arrangement is not made, a clear and unambiguous statement of the precise mechanism or formula by which the additional price or monthly cost for the renewable energy product will be determined; if the contract contains no particular pricing terms, but rather, expresses the charges for service rendered on a percentage basis, the contract language must clearly and conspicuously state the additional percentage that will be charged, as well as the price or charges to which the percentage increase is being applied;

iii. A complete list of any other fees, including but not limited to, early termination

penalties, due date for payment, late payment fees and the number of days after which a late payment fee may be applied, and interest charges, which will or can be imposed on residential customers, including but not limited to the specific conditions under which such penalties and/or fees can be imposed.

iv. A statement of the residential customer's rights, which shall provide that the customer will receive a confirmation notice of its choice of supplier and that, at a minimum, the customer will have 14 calendar days from the date of the confirmation notice to contact its LDC and rescind its selection. Furthermore, that a contract for a REC-based renewable energy product shall not be legally binding upon the residential customer until the 14 day confirmation period has expired, and the customer has not, directly or indirectly, rescinded his/her selection.

v. A statement of the GPM's termination rights, which shall explain the specific conditions under which the GPM may terminate service, and that at a minimum the GPM provide the customer with at least a separate 30 days' written notice of the termination and opportunity to remedy the termination condition.

?? The GPM must provide electronic notification of the drop to the EDC at least 15 days prior to the customer's meter read.

vi. No statement which asks that any customers waive any rights they have under New Jersey or federal Consumer Protection laws.

?? if a customer has an active TPS (reject GPM enrollment),
?? pending TPS (reject GPM enrollment),
?? pending drop TPS (allow enrollment to occur on the drop date of the TPS)
?? customer has a GPM and a TPS enrollment is received (the TPS enrollment will cause a drop to occur for the GPM).
?? The GPM must provide electronic notification of the drop to the EDC at least 15 days prior to the customer's meter read. This is consistent with the Retail Choice rules.

(c) A GPM contract shall include the GPM' local or toll-free telephone number, the EDC's emergency and toll-free customer service telephone numbers and the Board's Division of Customer Relations toll-free telephone number;

(d) A GPM contract must state that the customer should call the EDC in the event that an electric/gas-related emergency, such as a gas leak or power outage, exists;

(e) GPM may, with customer authorization in accordance with procedures as determined by the Board, obtain a customer's account number from the EDC for purposes of enrollment.

(e) A GPM contract shall explicitly permit a residential customer to terminate the contract, with 48 hour notice without penalty, as a result of a relocation within or outside the EDC's franchise area, disability and/or death;

(f) A GPM contract must clearly and conspicuously display the GPM' name and certification number issued by the Board;

(g) In compliance with the Licensing Standards, a GPM shall file a sample copy of its residential contract(s) with the Secretary of the Board, with a copy provided to the Division of Consumer Affairs and the Division of Ratepayer Advocate on a confidential basis; the initial filing of the sample copy of GPM contract(s) shall include a consumer complaint resolution process; a GPM shall file a sample copy of subsequent revisions of its contract(s) with the Secretary of the Board, with a copy provided to the Division of Consumer Affairs and the Division of Ratepayer Advocate on a confidential basis, within three (3) business days;

(h) In no event shall a GPM cease to provide the REC-based renewable energy product to a residential customer, subject to the terms and conditions of the contract and the EDC tariff, upon less than the minimum 30 days' notice period;

(i) Where an affirmative written signature is not obtained for renewal of a residential REC-based renewable energy product contract under the Program, the existing contract shall continue on a month-to-month basis under the current terms and condition and pricing.

## 8. CUSTOMER BILLS

(a) If a GPM chooses to issue a separate bill, the GPM's bills must be in clear and conspicuous language and include the name, address and local and/or toll-free telephone number of the Board and GPM and toll-free customer service and emergency telephone numbers of the EDC.

(b) If a GPM chooses to issue a separate bill, the GPM's bills must contain sufficient information to allow customers, to calculate their bills which information shall include but not be limited to kWh or therm usage billing period which shall include the start and end dates, billing date, next estimated meter reading date, remaining balance and payment(s) applied.

(c) A GPM or an EDC shall not charge a fee to residential customers to either commence and/or terminate service for a REC-based renewable energy product under the Program.

(d) If optional services are provided and billed separately by the GPM, the associated charge(s) shall be itemized separately on the customer's bill.

(e) The GPM and EDC's charges shall be separately identified on the bill if the customer chooses the one-bill option.

## 9. CUSTOMER INFORMATION

(a) Customer information shall not be disclosed, sold or transferred to a third party without the affirmative written consent of the customer or alternative Board-approved consent methodology, except under certain conditions, e.g., a third-party performing services directly for a GPM under a binding confidentiality agreement.

(b) In the case of a transfer or sale of a GPM, customer consent shall not be required to transfer customer information to the subsequent owner of the business in order to maintain continuity of service.

## 10. COMPLAINTS

(a) GPM shall use good faith efforts to respond to and resolve all complaints promptly.

i. If the GPM has been advised that the customer is not satisfied with the GPM's response, the GPM must advise the customer that customer can contact the Secretary of the Board, at 973-648-2065, to request an Alternate Dispute Resolution procedure or to file a formal complaint.

(b) GPM shall maintain a record of the complaints received, how resolved, and still pending, for review by the Board upon request, with 3 days' notice.

## 11. TERMINATION

(a) A GPM shall not terminate a residential contract due to non-payment in cases where charges are in dispute, provided undisputed charges are paid and the GPM and customer agree to resolve the disputed charges within 30 days of the time that a customer has notified the GPM that charges are in dispute.

(b) A REC-based renewable energy product provided to a residential may be terminated for non-payment at the time of the next meter reading but with at least the minimum 30 days' written notice, which shall include a toll-free or local telephone number of the GPM and the Board, the effective date, the reason for the contractual termination, , and 15 to 30 days' notice to the EDC.

(c) GPM shall not terminate a separate or independent residential contract due to nonpayment of a non-residential contract.

(d) GPM shall not terminate a residential contract for a REC-based renewable energy product under the Program for non-payment of another service.

(e) The GPM must provide electronic notification of the drop to the EDC at least 15 days prior to the customer's meter read.

# APPENDIX E: GLOSSARY

The following words and terms, when used in this proposal, shall have the following meanings unless the context clearly indicates otherwise.

**"Act"** means the "Electric Discount and Energy Competition Act" (P.L. 1999, c.23.

**"Attribute"** means the performance characteristics of a particular generation resource or unit of generation. The characteristics of renewables and other generating types (both positive and negative) include environmental, economic, and social characteristics. A renewable attribute refers to the characteristics of renewable generation.

**"Basic generation service (BGS)"** means electric generation service that is provided, pursuant to section 9 of the Act, to any customer that has not chosen an alternative electric power supplier, whether or not the customer has received offers as to competitive supply options, including, but not limited to, any customer that cannot obtain such service from an electric power supplier for any reason, including non-payment for services. Basic generation service is not a competitive service and shall be fully regulated by the Board.

**"Block Product"** means a renewable electricity product sold in a set kWh size, generally 100 kWh at a fixed price.

**"Board"** means the New Jersey Board of Public Utilities or any successor agency.

**"CFR"** means the Code of Federal Regulations.

**"Class 1 New Jersey RPS Renewables"** means the electric energy produced from solar technologies, photovoltaic technologies, wind energy, fuel cells powered by renewable fuels, geothermal technologies, wave or tidal action, and/or methane gas from landfills or a biomass facility, provided that the biomass is cultivated and harvested in a sustainable manner. Electricity generated from the combustion of biomass includes both the burning of captured methane gas derived from biomass, as well as the direct firing of biomass. A direct firing of biomass to generate electricity must document that the NJDEP provided a biomass sustainability determination for the biomass as set forth at N.J.A.C 14:4-8.5(d).

**"Consolidated Utility Billing"** means a billing method in which the customer can make a single monthly payment to the utility to cover utility electric service and the renewable energy program cost. GPC charges appear as a separate line item on the EDC bill.

**"Contract Path Accounting" means** an accounting methodology whereby individual contracts and financial settlement data are used to verify renewable purchases. Such a system usually involves some sort of manual review of contracts, though the information may be entered into database or otherwise put into an electronic format.

**"Customer"** means any person that is connected to any part of the transmission and distribution system within a EDCs service territory within this State.

**"Customer information"** means individual proprietary information as defined below.

**"Customer Participation Rate" means t**he number of green power customers divided by total number of utility customers which is a common metric for tracking program growth and effectiveness.

**"Default Service"** means the electricity service available to consumers who choose not to select an

alternative electricity service provider.

**"Distribution" means** the low voltage system of power lines, poles, substations and transformers, directly connected to homes and businesses. Your Distribution Company is the electric utility that delivers electricity to your home or business over these wires. The utility will read your meter, maintain local wires and poles and restore your power in the event of an outage.

**"Electronic Data Interchange (EDI)" means a** protocol for the transfer of data between different companies using the Internet. EDI allows computer-to-computer exchange of business documents in a standard electronic format.

**"Electric distribution company" "EDC"** means an electric distribution company, responsible for distributing power to retail customers on behalf of electric power suppliers, a TPS which could be a GPM or a BGS provider.

**"Electric generation service"** means the provision of retail electric energy and capacity which is generated off-site from the location at which the consumption of such electric energy and capacity is metered for retail billing purposes, including agreements and arrangements related thereto.

**"Electric power supplier", see "TPS",** means a person or entity that is duly licensed pursuant to the provisions of the Act and pursuant to the Board's licensing standards promulgated pursuant thereto, to offer and to assume the contractual and legal responsibility to provide electric generation service to retail customers, and includes load serving entities, marketers and brokers that offer or provide electric generation service to retail customers. The term excludes an electric public utility that provides electric generation service only as a basic generation service pursuant to section 9 of the Act.

**"Electric related service"** means a service that is directly related to the consumption of electricity by an end user, including, but not limited to, the installation of demand side management measures at the end user's premises, the maintenance, repair or replacement of appliances, lighting, motors or other energy-consuming devices at the end user's premises, and the provision of energy consumption management measurement and billing services.

**"Electric Retail Choice"** means the program to provide electric generation service to retail customers. as established as set forth at N.J.S.A. 48:3-49 et seq. and as defined as set forth at N.J.A.C 14-4-1.

**"Eligible Renewable Resources" means an** electricity product that meets the New Jersey Class I RPS renewable definition or definitions for low impact hydro or hydro smaller than 30 MW. (Working Group Straw Proposal: NJBPU Clean Energy Program Voluntary Green Power Choice Program, June 2004)

**"FTC"** means the Federal Trade Commission or its successor agency.

**"Green-e"** means the Green-e Renewable Electricity Certification Program, a certification and verification program for green power products, administered by the nonprofit organization Center for Resource Solutions.

**"Green Power Choice Program", "GPC", or "Program"** means the renewable energy subscription program offered to electric utility customers as a voluntary option that is supplied by one or more qualified third-party vendors without the need to switch to a third party electricity supplier, and does not interrupt the utility's electric service to the customer. The program is an add-on subscription to existing electricity service, and voluntary payments made by the customer support renewable energy through the purchase of a specific quantity of renewable energy certificates (RECs) that match a certain percentage of electricity usage. (Working Group Straw Proposal: NJBPU Clean Energy Program Voluntary Green Power Choice Program, June 2004)

**"Green Power Marketer" or "GPM"** means third party supplier of renewable energy certificates.

**"Individual proprietary information" or "customer information"** means, but is not limited to, a customer's name, address, telephone number, electricity and/or gas usage, peak demand and payment history.

**"Line Item Billing" means a** method of billing in which the renewable energy purchase appears on the customer's utility bill as a unique line item. EDC Consolidated Billing uses line-item billing for GPC charges.

**"Marketing**" means a direct solicitation by a GPM to an individual customer for the purpose of persuading a customer to enter into an agreement for the purchase of electric generation service, gas supply service, electric related service and/or gas related service, such direct solicitation to include direct mailings, telemarketing, internet websites and in person solicitation.

**"New Jersey's Clean Energy Program Renewables"** means the renewable generation sources eligible for the program include Class 1 New Jersey RPS Renewables and small hydropower that is less than 30 MW.

**"New Renewable Resources"** means a New Jersey Clean Energy Program Renewable that commenced construction on or after January 1, 2003.

**"Optional services**" means services other than electric generation service and/or gas supply service.

**"PJM"** means the regional transmission organization (RTO) coordinating the movement of electricity in all or parts of Delaware, Illinois, Maryland, New Jersey, Ohio, Pennsylvania, Virginia, West Virginia and the District of Columbia. PJM, acting neutrally and independently, operates the largest competitive wholesale electricity market in the world. PJM manages a regional planning process for generation and transmission expansion to assure future electric reliability. PJM facilitates a collaborative stakeholder process. Stakeholders include participants that produce, buy, sell, move and regulate electricity. (http://www.pjm.com/index.jsp)

**"PJM region"** means the area within which the movement of wholesale electricity is coordinated by PJM Interconnection, as defined herein. ("PJM" stands for Pennsylvania-Jersey-Maryland.) The PJM region includes all or parts of Delaware, Maryland, New Jersey, Ohio, Pennsylvania, Virginia, West Virginia, and the District of Columbia. The PJM region is described in the Amended and Restated Operating Agreement of PJM Interconnection which can be obtained on the PJM Interconnection website at www.pjm.com, or by writing to PJM Interconnection, Legal Department, 955 Jefferson Avenue, Norristown, PA, 19403.

**"Program"** means New Jersey Green Power Choice Program

**"Renewable Energy": means e**nergy from sources whose common characteristic is that they are non-depletable or naturally-replenishable, but flow-limited. Excluded are all fossil and nuclear fuels and electrical energy derived from these sources

**"Renewable Energy Certificate (REC)"** means a bundle representing the attributes that does not include the actual electrical energy associated with the generation of electricity at a renewable energy facility. Also known as renewable energy credits, RECs, green tags, Tradable Renewable Certificates, TRCs, and T-RECS.

**"Renewable Portfolio Standard (RPS)"** means a minimum amount (usually a percentage) of supply provided in any retail or wholesale product by each supply company is to come from renewable energy.

**"Retail sales**" means the bundled service provided by the EDC.

**Societal Benefits Charge (SBC):** means a volumetric fee on electricity and natural gas usage to support energy efficiency, renewable energy and public benefit programs.

**Slamming"** means the unauthorized change of a customer's electric power supplier or gas supplier.

**"Third-party Supplier (TPS)"** means an electric power supplier or gas supplier as those terms are defined herein, or a person acting on behalf of such suppliers.

**"Transmission and distribution system"** means any facility or equipment that is used for the transmission, distribution and/or delivery of electricity or gas to the end-use customers including, but not limited to, the land, structures, meters, lines, pipes, switches, valves and all other appurtenances thereof and thereto, owned or controlled by the electric or gas public utility, or EDC, respectively.

**"True-Up Period", or "Compliance Period":** means the time period allowed for GPM to purchase RECs to meet their GPC Program customer obligation under the rules of that program.

**"Verification"** means a process for establishing that the primary attributes of an eligible renewable power resource were produced from the designated resource during the designated time period to meet sales. Verification may be by contract provision enforcement, by registration and audit. electronically by a generation attribute tracking system or by another standardized method.

# APPENDIX F: GPC BUSINESS PROCESSES AND PRACTICES

## 1 Principals

1.1 Unless specified, assume the Electric Retail Choice rules also apply to the Green Power Choice Program.

## 2 Definitions And Glossary

Appendix D lists all definitions for this Program.

## 3 Standards

This section details the business standards for the GPC Program.

## 3.1 GPM Information

3.1.1 GPM must sign a GPM Agreement / Billing Services Agreement with each EDC and adhere to all provisions, including credit requirements. A determination will need to be made if these agreements will be combined or will be separate documents.

3.1.2 GPM must pass EDI testing prior to sending an enrollment transaction. EDI testing will not be conducted until GPM has received a license from state of New Jersey and has signed contracts with the EDC.

3.1.3 GPM must set up a separate DUN+4. The EDC is not responsible for tracking product types, and therefore, each GPM may only have one DUNS+4 for each EDC.

3.1.4 All EDI transactions will be transmitted via the Internet using the same protocols as Electric Retail Choice. Using a Value-added-network (VAN) is not a valid option.

## 3.2 Customer Sign-Up

3.2.1 Bill insert will contain a business reply card, which will be returned to a statewide clearinghouse. It is expected that the bill insert will contain 4-panels (one fold), two panels of which are the business reply card.

3.2.2 The clearinghouse will process the cards and forward them directly to the specific GPMs.

3.2.3 The GPM is responsible for ensuring accuracy of data, complying with any customer notification requirements, and sending a valid enrollment to the EDC.

3.2.4 The EDC will not process any enrollments directly from the customer. Customers who call the EDC will be advised to call their GPM.

3.2.5 EDC will only answer general inquiries. Specific inquiries will be handled by the OCE Call Center.

## 3.3 Enrollment

3.3.1 The EDCs will not provide an eligible customer list.

3.3.2 Enrollments will be received via an 814 Enrollment transaction from the Green Power Marketer (GPM). Every enrollment request sent by a GPM will have a corresponding enrollment response from the EDC. The enrollment response will be either a rejection or an acceptance of the enrollment request.

3.3.3 Validation: As a general statement, the same validation criteria will be used for the GPC Program that is being used for Electric Retail Choice program. The following are listed as further clarifications.

a. Account must be an active EDC account. All electric accounts eligible for Electric Retail Choice are eligible for the Green Program. Regardless of OCE marketing priorities, EDCs will process enrollments for both residential and non-residential eligible accounts.

b. An enrollment with an invalid account number will be rejected. The GPM must obtain a valid account number from the customer. The EDC will not be responsible for looking up account numbers for GPMs.

c. An enrollment with an invalid billing option (Bill-Ready v. Rate-Ready) will be rejected. Bill Options supported by each utility:

| EDC | Bill Options Supported |
|---|---|
| Conectiv | Dual Bill, Bill-Ready Utility Consolidated |
| JCP&L | Dual Bill, Bill-Ready Utility Consolidated |
| PSE&G | Dual Bill, Bill-Ready Utility Consolidated |
| Rockland Electric | Dual Bill, Rate-Ready Utility Consolidated |

d. Account has an active TPS or a pending active TPS. An enrollment for a GPM will be rejected with a code of REF*7G*CMP*CUSTOMER ENROLLED WITH ESP.

e. Account has pending drop TPS. The enrollment will be processed, and if it passes all other validations, enrollment will proceed. Depending on the number of days until the schedule switch date, the customer may switch directly from TPS to GPM, or may have one bill cycle with BGS and no GPM.

f. Account has an active GPM or a pending active GPM, and a TPS enrollment is received. This will follow Electric Retail Choice switching rules. The EDC will process the last enrollment. This means, if the enrollment passes all other validations, a switch to the TPS will occur. The EDC will send a drop transaction to the GPM.

g. Account has pending drop GPM, and a TPS enrollment is received. The enrollment will be processed, and if it passes all other validations, enrollment will proceed. Depending on the number of days until the schedule switch date, the customer may switch directly from GPM to TPS, or may have one bill cycle with BGS and no GPM.

h. Account has a different active GPM. The enrollment will be processed, and if it passes all other validations, a switch will occur. The EDC will send a drop to the original active GPM.

i. Account has a different pending active GPM. The enrollment will be processed, and if it passes all other validations, a switch will occur. The EDC will send a drop to the original pending active GPM. Depending on the number of days until the scheduled switch date, the original GPM may serve the customer for one bill cycle.

j. Account has pending drop GPM. The enrollment will be processed, and if it passes all other validations, enrollment will proceed. Depending on the number of days until the schedule switch date, the customer may switch directly from one GPM to another GPM, or may have one bill cycle with no GPM.

k. Account is not eligible for utility consolidated billing under the Electric Retail Choice rules: If GPM sends an EDC consolidated billing enrollment, it will be rejected.

l. Account is part of USF program. Since the GPC Program is a value-added program rather than a vanilla service such as delivery and generation, the utilities have the right to reject a consolidated bill enrollment for a customer that is part of the USF program.

m. If an enrollment for Electric Retail Choice generation is received for GPM DUNS+4, it will be rejected. ??reject code?

n. A GPM is not allowed to be the Supplier Consolidated Billing Party.

3.3.4 Determination of start date: Accounts will always start on their meter read date. The start date will be determined by obtaining the first scheduled meter read date at least 20 days from the date the Enrollment 814 transaction is processed. The start date will always be the meter reading date of a bill period, and accounts will be made active as part of the billing process. The customer will have a 14-day period to reverse their enrollment decision. The EDC will honor any requests to reverse the decision within the 14 day period, and the EDC will not get involved in any disputes between a GPM and customer over contract language. If a decision is made to drop the GPM after the 14-day period, but prior to the switch becoming active, the drop will follow the 15-day drop rule. This means if there are more than 15 days until the switch date, the GPM will never serve the customer; otherwise, the GPM may serve the customer for one or more bill periods.

3.3.5 GPC Enrollment does not involve enrollment for "energy". As a result, the EDC does not need to provide PJM with any capacity or energy information for these customers. A customer that has a GPM will remain on BGS service.

3.3.6 There will be no provision to capture type of 'product' on the enrollment transaction. Reporting of that type of information is solely the responsibility of the GPM.

3.3.7 Content of EDI enrollment request: The 814 enrollment transaction is similar to an enrollment for Electric Retail Choice. There are two primary differences:

a. The party sending the enrollment is identified by a different code on the N1 segment. The value of the N101 field will be "G7" rather than "SJ".

b. The type of enrollment identified on the LIN segment is different. The value in the LIN05 field will be "RC" rather than "CE".

3.3.9 Content of EDI Enrollment Response. The EDCs will send the same fields on an accepted enrollment response as are sent for an Electric Retail Choice generation enrollment response. The only differences will be the differences identified for the Enrollment Request (use of N1*G7 and LIN05=RC). The EDC may provide

information that the GPM does not need, but the emphasis is on creating consistency between the Electric Retail Choice program and the GPC Program.

3.3.10 Enrollment Confirmation Letter. A confirmation letter will be sent by the EDC to the customer after a successful enrollment is processed. The letter will be similar to the Electric Retail Choice letters instructing the customer to call the EDC if any information in the letter is incorrect. No changes are needed to use the existing Electric Retail Choice enrollment confirmation letters for the GPC Program. GPM enrollment confirmation letters will be modeled after the Electric Retail Choice letters. Separate letters are required for dual billing and EDC consolidated billing.

## 3.4 Enrollment Reversal / Reinstatement

3.4.1 A customer may call to reverse an enrollment during the first 14 days after the enrollment was processed. An 814 Drop Request is sent from the EDC to the GPM. Content for 814 Reinstatement Request is the same as Electric Retail Choice, with the exceptions for the N101 and LIN05 values, as appropriate.

3.4.2 If the customer calls the GPM to reverse their decision within their rescission period, the GPM should instruct the customer to call the EDC. If a drop is received from the GPM, it will be treated as any other drop, and the 15 day drop rule will apply.

3.4.3 If an enrollment is reversed, the customer will be returned to their previous status. In addition, the following may occur:

a. Customer has a previously active GPM or pending drop GPM: The EDC will send an 814 Reinstatement Request to the previously active GPM.
b. Customer has a previously pending GPM: Customer will be reset to no GPM, no TPS.
c. Customer was on BGS: Customer will be reset to be on BGS, no GPM, no TPS.

## 3.5 Drop From EDC

3.5.1 A drop transaction may be initiated by the EDC for several reasons:

a. Customer calls EDC to drop GPM. This may be during rescission period or later, which would include when customer has active GPM.
b. Enrollment received from different GPM
c. Enrollment received from TPS
d. Customer account is closed
e. Customer enrolls in USF
f. Customer is on EDC consolidated billing, and has accumulated arrears that meet or exceed aging requirements consistent with existing Electric Retail Choice rules. **Note:** EDC will drop customer rather than switch customer to dual billing as is done in Electric Retail Choice.

3.5.2 If customer calls the EDC to drop the GPM, the drops will follow 15 day rule. The end date will be determined by obtaining the first scheduled meter read date at least 15 days from the date the drop is being processed. The end date will always be the meter reading date of a bill period, and accounts will be made inactive as part of the billing process.

3.5.3 A customer may call to reverse an enrollment during the first 14 days after the enrollment was processed. An 814 Drop Request is sent from the EDC to the GPM.

3.5.4 No drop confirmation letter is required to be sent to the customer when the customer account is closed or when the drop is the result of a new enrollment. If the customer moves, it is their responsibility to contact the GPM and provide their new account number so the GPM can enroll them.

3.5.5 If a customer on EDC consolidated billing has accumulated arrears that meet or exceed aging requirements consistent with existing Electric Retail Choice rules, the customer will be DROPPED by the EDC. Note: EDC will drop customer rather than switch customer to dual billing as is done in Electric Retail Choice.

a. The EDC will send notification to the customer informing them a drop has or will occur as a result of arrears.
b. The EDC will send drop to GPM.

## 3.6 Drop From GPM

3.6.1 A Drop Request transaction may be initiated by the GPM. When the EDC processes the drop transaction, the EDC will follow the 15 day drop rule. The end date will be determined by obtaining the first scheduled meter read date at least 15 days from the date the drop is being processed. The end date will always be the meter reading date of a bill period, and accounts will be made inactive as part of the billing process.

3.6.2 The GPM is responsible for sending a Drop Request transaction to the EDC when the contract between the customer and GPM is ending. The notification must follow the 15 day drop rule.

3.6.3 The EDC provides the estimated end date in the 814 Drop Response transaction.

## 3.7 Drop Confirmation Letter

3.7.1 A confirmation letter will be sent to the customer after a successful drop transaction is processed from the GPM. The letter will be similar to the Electric Retail Choice letters instructing the customer to call the EDC if any information in the letter is incorrect.

3.7.2 No changes are needed to existing TPS drop confirmation letters.

3.7.3 Specific content for the Drop Confirmation letters needs to be determined, but should be modeled after the Electric Retail Choice letters. There are separate letters for whether the EDC processed the drop or whether the GPM sent the drop to the EDC.

## 3.8 Drop Reversal / Reinstatement

3.8.1 If the customer initially called the EDC to drop the GPM, the customer may reverse the drop. The customer must call the EDC to reverse a drop during the first 14 days after the drop was processed. A drop may not be reversed if it was sent from the GPM to the EDC.

3.8.2 An 814 Reinstatement Request is sent from the EDC to the GPM. The 814

Reinstatement Request includes the same fields as used by Electric Retail Choice.

3.8.3 The GPM must accept the Reinstatement Request transaction. If the GPM wants to drop the customer, the GPM must send an 814 Drop Request to the EDC.

## 3.9 Historical Usage Request

3.9.1 GPMs can send 814 Historical Usage Requests to the EDC. It is assumed the GPM has the customer's authorization.

3.9.2 The EDC will only honor a Historical Usage Request that is received via EDI.

3.9.3 The EDC will respond with an 814 Historical Usage Response, and as appropriate, with an 867 Historical Usage transaction.

3.9.4 The EDC will send the GPM the same format 867 Historical Usage transaction used in Electric Retail Choice.

## 3.10 Changes From GPM

3.10.1 GPMs can send 814 Change Request transactions to change the following information.

a. GPM Account Number if EDC supports GPM account number
b. Bill Option
c. GPM Rate (if EDC supports Rate-Ready billing)

3.10.2 The EDC will respond with an 814 Change Response transaction, indicating acceptance or rejection of the transaction.

## 3.11 Changes From EDC

3.11.1 The EDC will send 814 Change Request transactions to an active or pending active GPM for the same items it is currently sending to TPSs in support of Electric Retail Choice.

## 3.12. Monthly / Interval Usage

3.12.1 The determination of whether the EDC sends an 867 Monthly Usage transaction or an 867 Interval Usage transaction will use the same criteria as is used in Electric Retail Choice.

3.12.2 The 867 Monthly/Interval data will be sent from the EDC to the GPM during the billing process. The EDCs will send the same level of detail (same loops and units of measure) as would be sent for Electric Retail Choice.

3.12.3 The EDCs will send cancel / rebill information to the same level of detail (same loops and units of measure) as would be sent for Electric Retail Choice.

3.12.4 If the account is Bill-Ready, the EDC will send the due date for the 810 (DTM*649 segment).

## 3.13 Bill-Ready Invoice Information

3.13.1 The EDC will follow the same Bill-Ready Invoice 810 rules as it uses for Electric Retail Choice. This means the same number of charge/text lines will be accepted, the same loops (IT1 loop), and the same rules will apply to the SAC fields. For instance, PSE&G only accepts ADJ000 and GEN004 in the SAC04 field, while Conectiv only accepts ADJ002 and GEN004 in the SAC04 field.

3.13.2 Line-item text printed in the GPM section of the bill should come from the SAC15 of the GPM's transaction, not derived from any codes.

3.13.2 As in Electric Retail Choice, the GPM must imbed any applicable taxes within the charges being sent. GPM is responsible for payment of any taxes to applicable tax agency.

3.13.3 The EDC will use the same rules for Missed Bill Windows as used in Electric Retail Choice.

3.13.4 The EDC will use the same rules for Cancel / Rebill as used in Electric Retail Choice.

3.13.5 The EDC will respond to the 810 using an 824 in the same manner as is used in Electric Retail Choice.

## 3.14 Rate-Ready Invoice Information

3.14.1 The EDC will follow the same Rate Ready Invoice 810 rules as it uses for Electric Retail Choice. This means the same types of charge calculations will be allowed, and the EDC will provide the same type of information on the 810 that is being provided today.

3.14.2 As in Electric Retail Choice, the GPM must imbed any applicable taxes within the rate provided to the EDC.

3.14.3 The EDC will use the same rules for Cancel / Rebill as used in Electric Retail Choice.

## 3.15 Budget Billing

3.15.1 Per Electric Retail Choice, the EDC will not be required to include GPM charges as part of Budget Bill. For GPMs using EDC Consolidated Bill-Ready, the GPM is responsible for calculating a budget if desired. Rockland will consider GPM bill history when calculating budget bills.

## 3.16 Bill Print Information

3.16.1 Each EDC's bill print may vary, depending on their bill design.

3.16.2 The EDC will print the same number of lines for GPMs as are made available to in Electric Retail Choice.

3.16.3 EDC will print the GPM phone number on the bill for billing inquiries.

## 3.17 Payment to GPM

3.17.1 Per Electric Retail Choice rules, the EDC will assume the receivables of the GPM undisputed charges. Payment for all charges placed on the bill will be made by the 5th day from the due date of the bill or as is consistent with each EDC's CAS Settlement.

3.17.2 Per Electric Retail Choice rules, the EDC has discretion on whether disputed GPM charges are removed from the customer's GPM balance.

3.17.3 Per Electric Retail Choice rules, the EDC may choose to pay via check, ACH, or an 820 transaction. EDCs will use the same payment method as in Electric Retail Choice.

3.17.4 Per Electric Retail Choice rules, the EDC has the right to drop the customer for non-payment if there are arrears that meet or exceed Electric Retail Choice aging requirements.

3.17.5 EDC will recover uncollectible costs associated with having GPM charges on the EDC bill, consistent with recovery of other electric charges.

3.17.6 The EDC will notify the GPM of remittance information for each specific account via an 820 transaction. There are no changes to the format of the 820 transaction since the N1 segments are identified as Payer (N101 = PR) and Payee (N101 = PE).

3.17.7 The handling of negative 820s will be done consistent with other Electric Retail Choice rules.

3.17.8 Per Electric Retail Choice rules since the EDC is assuming receivables, the EDC can consider the GPM charges as part of the monies owed that facilitate a turn-off for non-payment.

## 3.18 New Jersey BPU Reporting

3.18.1 The EDC shall provide the BPU with a monthly report of number of customers that have GPMs.

3.18.2 The GPM shall provide the BPU with all information required for reporting, such as usage of their customers.

3.18.3 The BPU or its designee shall be responsible for verifying the REC Trading has occurred. The BPU or its designee shall obtain that information from the GPMs.

# APPENDIX G: GPC TECHNICAL STANDARDS

GPC business processes and practices assume the use of existing Electric Retail Choice technical standards unless noted. This technical section focuses on the differences between the Electric Retail Choice technical standards and the noted Green Power Choice technical standards.

## 4.0. General Technical

4.0.1 Global differences in the 814 transactions as compared to the Electric Retail Choice transactions:

a. GPM N101 will be "G7" to indicate the GPM rather than "SJ" to indicate a TPS.

b. LIN05 will be "RC" rather than "CE".

4.0.2 Global differences in the 867, 824, and 810 transactions as compared to the Electric Retail Choice transactions:

a. N101 will be "G7" to indicate the GPM rather than "SJ" to indicate a TPS.

4.0.3 Summary of GPC Transaction Changes

| Transaction | N1=G7 | LIN05=RC | New Rej 7G | Other |
|---|---|---|---|---|
| 814 Enroll Req | Yes | Yes | | |
| 814 Enroll Resp | Yes | Yes | CMP | |
| 814 GPM Drop Req | Yes | Yes | | |
| 814 GPM Drop Resp | Yes | Yes | | |
| 814 EDC Drop Req | Yes | Yes | | |
| 814 EDC Drop Resp | Yes | Yes | | |
| 814 GPM Change Req | Yes | Yes | | |
| 814 GPM Change Resp | Yes | Yes | | |
| 814 EDC Change Req | Yes | Yes | | |
| 814 EDC Change Resp | Yes | Yes | | |
| 814 Reinstate Req | Yes | Yes | | |
| 814 Reinstate Resp | Yes | Yes | | |
| 814 Historical Usage Req | Yes | Yes | | |
| 814 Historical Usage Resp | Yes | Yes | | |
| 867 Historical Usage | Yes | | | |
| 867 Monthly Usage | Yes | | | |
| 810 Rate-Ready | Yes | | | |
| 810 Bill-Ready | Yes | | | |
| 820 Payment | | | | |
| 824 App Advice | Yes | | | |

## 4.1. Enrollment Transactions

4.1.1 Per 4.0.1, GPM N101 = "G7"; LIN05 = "RC".

4.1.2 The party sending the enrollment is identified by a different code on the N1 segment. The value of the N101 field will be "G7" rather than "SJ". (X12 "G7" means "Entity Providing the Service".)

4.1.3 The type of enrollment identified on the LIN segment is different. The value in the

LIN05 field will be "RC" rather than "CE". X12 does not define values for the LIN05, there is nothing in UIG either. "RC" stands for "Renewable Energy Certificate".

4.1.2 Since customer can not have TPS and GPM concurrently, there is no need to identify a separate account number for the GPM. REF*11 segment will be used for GPM account number.

4.1.3 There may only ever be one GPM per customer account; therefore, participating interest will always be 1 (AMT*7N*1). Enrollment will be rejected if it is any value other than 1.

4.1.4 Determination of whether GPM will receive the 867 Monthly Usage or the 867 Interval Usage will follow the same criteria as Electric Retail Choice.

4.1.5 An Enrollment Request for a GPM Account that has an active TPS or a pending active TPS will be rejected with a code of REF*7G*CMP*CUSTOMER ENROLLED WITH ESP.

4.1.6 Sample GPM Bill-Ready Enrollment Request transaction:

| | |
|---|---|
| BGN*13*200404011956531*20040401 | Request, unique transaction identification number, transaction creation date |
| N1*8S*EDC COMPANY*1*007909411**40 | EDC Name, EDC DUNS information, receiver |
| N1***G7***GPM COMPANY*9*007909422ESP1**41 | GPM Name, GPM DUNS information, submitter |
| N1*8R*CUSTOMER NAME | Customer Name |
| LIN*CE2004123100002*SH*EL*SH***RC** | Unique transaction reference number, enrollment request for electric Renewable Energy Certificates |
| ASI*7*021 | Request for addition |
| REF*11*2348400586 | GPM Account Number |
| REF*12*123456799991 | EDC Account Number |
| REF*BLT*EDC | EDC consolidates the EDC and GPM charges |
| REF*PC*DUAL | Each party calculates its own charges (Bill-Ready) |
| DTM*129*20040401*1430*ET | Date/time/time zone customer agreed to obtain service from the GPM Service Provider |
| AMT*7N*1 | Participating interest: |

## 4.2 Drop Transactions

4.2.1 Per 4.0.1, GPM N101 = "G7"; LIN05 = "RC".

4.2.2 Sample GPM Drop Request transaction:

| | |
|---|---|
| BGN*13*20040401195653001*20040401 | BGN segment indicating this is a Request transaction |
| N1*8S*EDC COMPANY*1*007909411**41 | EDC Name and DUNS information |
| N1*G7*GPM COMPANY*9*007909422GPM1**40 | GPM Name and DUNS information |
| N1*8R*CUSTOMER NAME | Customer Name |
| LIN*DROP200404010001*SH*EL*SH*RC | Transaction reference number, indication that the transaction is for Electric Renewable Energy Certificates |
| ASI*F*024 | Request for Final Drop |
| REF*1P*EB3*WITHDRAWN | Reason for drop is customer reversed decision |
| REF*11*2348400586 | GPM Account Number |
| REF*12*123456799991 | EDC Account Number |
| DTM*151*20050415 | Estimated drop date is 4/15/2005 |

4.2.3 Sample GPM Drop Request transactin for a reversal:

| | |
|---|---|
| BGN*13*20040401195653001*20040401 | BGN segment indicating this is a Request transaction |
| N1*8S*EDC COMPANY*1*007909411**41 | EDC Name and DUNS information |
| N1***G7***GPM COMPANY*9*007909422GPM1**40 | GPM Name and DUNS information |
| N1*8R*CUSTOMER NAME | Customer Name |
| N1*FE*CUSTOMER NAME | Optional forwarding address for customer who moved |
| N3*4251 S ELECTRIC STREET*MS 25 | Optional forwarding address for customer who moved |
| N4*ANYTOWN*PA*18111 | Optional forwarding address for customer who moved |

| | |
|---|---|
| PER*IC**TE*8005551212 | Optional forwarding telephone number for customer who moved |
| LIN*DROP200404010001*SH*EL*SH***RC** | Transaction reference number, indication that the transaction is for Electric Renewable Energy Certificates |
| ASI*F*024 | Request for Final Drop |
| REF*1P*020*CUSTOMER MOVED | Reason for drop is customer reversed decision |
| REF*11*2348400586 | GPM Account Number |
| REF*12*123456799991 | EDC Account Number |
| DTM*151*20050415 | Estimated drop date is 4/15/2005 |

4.2.4 Sample 814 Drop Request transaction for account with expired contract:

| | |
|---|---|
| BGN*13*19990401195653001*19990401 | BGN segment indicating this is a Request transaction |
| N1*8S*EDC COMPANY*1*007909411**40 | EDC Name and DUNS information |
| N1***G7***GPM COMPANY*9*007909422GPM1**41 | GPM Name and DUNS information |
| N1*8R*CUSTOMER NAME | Customer Name |
| LIN*DROP1999040100011*SH*EL*SH***RC** | Transaction reference number, indication that the transaction is for Electric Renewable Energy Certificates |
| ASI*F*024 | Request for Final Drop |
| REF*1P*CCE*CONTRACT EXPIRED | Customer Contract with GPM Expired |
| REF*11*2348400586 | GPM Account Number |
| REF*12*123456799991 | EDC Account Number |

# 4.3 Change Transactions

4.3.1 Per 4.0.1, GPM N101 = "G7"; LIN05 = "RC".

# 4.4 Reversal / Reinstatement Transactions

4.4.1 Per 4.0.1, GPM N101 = "G7"; LIN05 = "RC".

# 4.5 Historical Usage Transaactions

4.5.1 Per 4.0.1, Historical Usage Request/Response transactions have GPM N101 = "G7"; LIN05 = "RC".

4.5.2 Per 4.0.2, Historical Usage 867 transactions have have GPM N101 = "G7".

4.5.3 Sample 814 Historical Usage Request transaction:

| | |
|---|---|
| BGN*13*200404011956544*20040401 | Request, unique transaction identification number, transaction creation date |
| N1*8S*EDC COMPANY*1*007909411**40 | EDC Name, EDC DUNS information, receiver |
| N1*G7*GPM COMPANY*9*007909422GPM1**41 | GPM Name, GPM DUNS information, submitter |
| N1*8R*CUSTOMER NAME | Customer Name |
| LIN*HU2004123100004*SH*EL*SH*HU | Unique transaction reference number, request for electric Historical Usage |
| ASI*7*029 | Request for inquiry |
| REF*12*123456799991 | EDC Account Number |

# 5.0 Technical Certification Requirements

GPC Program technical certification mirrors the testing and certification done in the Electric Retail Choice program. This section will be developed collaboratively with EDCs, GPMs, OCE and the BPU EDI consultant.

# APPENDIX H: GPC IMPLEMENTATION TIMELINES

The OCE believes that a 10/1/2005 implementation of the GPC program should be established with provisions for phased-in implementation based on EDC readiness. Based on a February Board Order, this would allow each EDC approximately 8 months to implement their systems based on a January expenditure approval and a February Board Order.

The following estimates are for the baseline implementation, and exclude key provisions such as Account Number lookup and Customer Seamless Move. OCE recommends that these provisions be delayed for 12 months following GPC program implementation and launch.

Key milestones identified for GPC include:

| Milestone | Description |
|---|---|
| GPC v1 Board Order Issued | The date the Board issues the Order to implement the initial implementation of the GPC Program. |
| Go Live Date Set | The date the EDCs confirm their GPC implementation date to the OCE. |
| Marketing Program Ready | The date the marketing program is finalized and ready for execution. |
| Licensing Program Ready | The date the licensing program for GPMs is complete, including process and agreements. |
| Agreements Finalized | The date the EDC/GPM agreements are finalized and ready for execution. |
| 2005 GPMs licensed | The date that GPMs for the initial implementation of GPC are licensed. |
| External Testing Begins | The date that 2005 GPMs begin testing with EDCs. |
| Enrollments Begin | The date that GPMs are able to send enrollments. |
| GPC Power Flows | Approximate date that GPC-based power flows. |
| 2006 GPMs licensed | The date that GPMs for the second implementation of GPC are licensed |
| GPC v2 Design Complete | The date that program design for Seamless Move and Account Number lookup are finished. |
| GPC v2 Board Order Issued | The date the Board issues the Order to implement the second implementation of the GPC Program. |