

ICC Docket No. 12-0484

**Commonwealth Edison Company's Response to
Citizens Utility Board ("CUB") Data Requests
CUB 5.01 – 5.08**

Date Received: October 15, 2012

Date Served: October 22, 2012

REQUEST NO. CUB 5.03:

Please describe in detail what experiences Mr. Eber has had in his positions described in ComEd Exhibit 2.0 lines 23-29 that gives him "cause for concern that if customers are allowed to enroll during the summer months of a given PJM Planning Year for participation in actual events during the summer of the following Planning Year, customers will become confused."

RESPONSE:

Having supervised many demand response programs over the past decade, Mr. Eber has extensive experience with customer service issues that can arise from such programs. Mr. Eber did not base his concern regarding the potential for customer confusion on any similar experiences or case examples because as a general rule, the potential for customer confusion from processes such as the one ComEd proposes to explore for the PTR program generally have been avoided. Indeed, with respect to the relatively sophisticated commercial and industrial customers that have participated in Rider VLR (Voluntary Load Response and System Reliability Program) and CLR (Capacity-Based Load Response and System Reliability Program) in the past, ComEd has sought to manage its solicitations and acceptance of new customers. (See ComEd's Data Request Response to CUB 5.04 and CUB 5.05 for more detail.) Based on that Mr. Eber believes it is reasonable that enrollment during the summer months for PTR customers may cause confusion. Nevertheless, ComEd will conduct research to confirm or deny this possibility, as well as seek mitigation efforts if it does lead to confusion.

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