

The EasyBid Market Simulation Project

CSP Fact Sheet

- **EasyBid** is a NYSERDA program that will help Curtailment Service Providers (CSPs) assess end-use customers' interest and ability to value and alter electricity use in response to economic signals
- Retail electricity users who choose to participate in **EasyBid** are provided an opportunity to develop a curtailment plan, assess the value of their planned curtailment, and experience the requirements of selecting, submitting, and complying with a bid strategy under realistic but risk-free conditions.
- This no-cost simulation program is available on a pilot basis to retail customers in New York State on a first-come, first served basis for the summer (July – September) of 2004.
- No actual curtailment required! Participants learn how the market works, estimate how frequently their bid strategy would be scheduled in New York's wholesale electricity market, the potential revenue associated with curtailing, and the viability of their curtailment plan under actual market conditions.
- A self-guided curtailment-bidding workbook helps participants identify curtailable load and develop associated curtailment costs.
- Optional on-site DR Audits are available from NYSERDA for more detailed curtailment and bid planning.
- Participants select from one of sixteen (16) predetermined time and price combinations (standard bid products) that best correspond with their load curtailment ability and required minimum revenue to curtail.
- Once a bid product is selected, program participation requires little effort:
 1. Customers are notified a day-ahead when their curtailment bid would have been scheduled - a simulated curtailment obligation.
 2. On the curtailment day, participants are asked to enter into an event diary how much of their planned curtailment could have been accomplished.
 3. The event diary entries are returned monthly to the **EasyBid** project administrator (Neenan Associates) and analyzed to track simulated earnings.
- A series of monthly and end-of-project reports are provided to each participating CSP containing:
 - Number of times each bid product was scheduled in their service territory
 - Summary of each CSP's participants' product choice, expected compliance and payment for each scheduled load curtailment event
 - Estimate of CSP risk from NYISO market rules of whole megawatt transactions
 - Analysis of all EasyBid participants' bid behavior and expected compliance by business sector
- The results of the **EasyBid** simulation will provide CSPs with the basis for a business case for incorporating economic demand response into their overall product offerings

Learn more about **EasyBid** at the Informational Meeting: Wednesday, July 28 (9 a.m. – 12 Noon) at the NYC NYSERDA Office, 10th Floor, Suite 1006, 485 Seventh Avenue.