



NYISO Consumer Program Update

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Agenda #4

Background

Several actions and events have led the NYISO to consider establishing a broader consumer outreach program:

- Direction from the NYISO BOD
- FERC Order 719 / Technical Conference
- Market Participant input to Ten-Year Review
- 2010 Sector Meeting Comments
- Input from PSC/CPB and active NYS Legislative Initiatives

Recommended Approach

Develop and implement a comprehensive, pro-active consumer program that provides both strategic and operational value to the NYISO and the consumers we serve

Themes to Address

Stakeholder Concerns/Recommendations

- Improve the transparency of our operations, markets and initiatives
- Concern over End Use Sector's ability to attend NYISO governance meetings and understand the increasingly technical issues
- A need for greater interaction and communication between NYISO Board/Sr. Management with end use-consumers
- Increase the NYISO sensitivity to our impact on consumers
- Strong consumer interest in learning more about the NYISO, grid operation, markets, smart grid and initiatives

NYISO Actions to Date

- ✓ *Updated/streamlined NYISO website*
- ✓ *Board meeting minutes posted monthly*
- ✓ *Compensation policy posted to website*
- ✓ *Legislative / Consumer group outreach*
- ✓ *Real time pricing data accessible on website*
- ✓ *Consumer Interest Liaison announced*
- ✓ *Sharing of LTI goals*

Next Steps

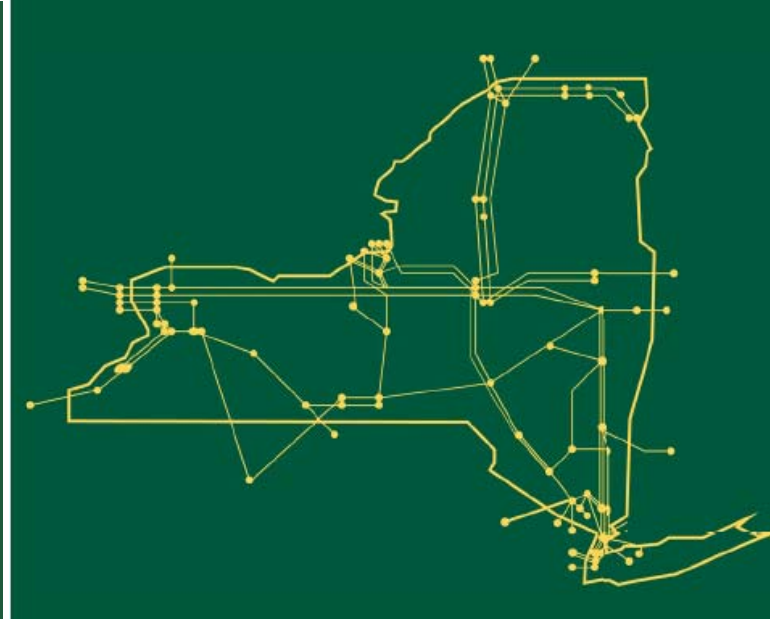
- A formal benchmarking initiative of consumer outreach activities in other ISO's and business to business companies
- Development of consumer metrics to highlight the impact of NYISO operations on end use consumers
- Develop an annual consumer report based of the State of the Market report
- Development of a consumer outreach marketing plan to include increased website presence, presentations, outreach forums and educational seminars
- Work with End use sector to identify both internal and external resource needs and gather program recommendations
- Updating the NYISO mission statement to include consumers

Our desired outcome is captured and best defined in our updated mission statement update

The mission of the New York Independent System Operator, in collaboration with its stakeholders, is to serve the public interest and provide benefit to consumers by:

- ***Maintaining and enhancing regional reliability***
- ***Operating **open**, fair and competitive wholesale electricity markets***
- ***Planning the power system for the future***
- ***Provide factual information to policy makers, stakeholders and investors in the power system***

The New York Independent System Operator (NYISO) is a not-for-profit corporation responsible for operating the state's bulk electricity grid, administering New York's competitive wholesale electricity markets, conducting comprehensive long-term planning for the state's electric power system, and advancing the technological infrastructure of the electric system serving the Empire State.



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