

**ELECTRIC PRICING PLATFORM WORKSHOP MINUTES**  
**ORLANDO UTILITIES COMMISSION**  
**June 27, 2018**  
**10:36 A.M.**

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**Present:**

**COMMISSIONERS:**

Gregory D. Lee, President  
Cesar E. Calvet, First Vice President  
Britta Gross, Second Vice President (via telephone)  
Larry Mills, Commissioner  
Buddy Dyer, Mayor

Clint Bullock, General Manager & Chief Executive Officer  
Jan Aspuru, Chief Operating Officer  
Mindy Brenay, Chief Financial Officer  
W. Christopher Browder, Chief Legal Officer  
Linda Ferrone, Chief Customer Officer  
Jerry Sullivan, Chief Information Officer  
LeMoyne Adams, Luz Aviles, Wade Gillingham, Roseann Harrington, Byron  
Knibbs, Chip Merriam, & Ken Zambito, Vice Presidents  
Nanci Schwartz, Recording Secretary

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The Electric Pricing Platform Workshop of the Orlando Utilities Commission was held Tuesday, June 27, 2018, at 10:36 A.M., in the Orlando Utilities Commission's Reliable Plaza Commission Chambers.

President Lee provided opening remarks thanking the Executive Leadership team for updating Commissioners and holding this workshop.

Clint Bullock provided opening remarks detailing the agenda of the workshop and why OUC has chosen to implement the Electric Pricing Platform initiative. He presented a video detailing OUC's Customer of the Future.

Mayor Dyer praised the highway analogy presented in the video.

Mindy Brenay provided a recap of the individual Commissioner briefings held in March and April and explained the rationale for changing the residential pricing structure. She also provided a history of price changes.

Commissioner Gross inquired if, in the new electric pricing initiative, customers would be penalized for utilizing electricity during peak hours. She noted that there is a risk with customers who do not have the flexibility to utilize electricity during non-peak hours.

Ms. Brenay responded that the goal of the initiative is to be revenue neutral across the entire pricing platform. The initiative will be rolled out slowly in order to ensure customers are properly educated.

Commissioner Mills noted that smarter homes need smarter customers. He asked if OUC will offer flexible pricing options. Ms. Brenay responded that this has not yet been decided.

President Lee commented that the electric pricing platform is a complicated but good model, and is the inverse of surge pricing. He stressed the need to protect the consumer. Ms. Brenay agreed that unlike other companies that utilize surge pricing, OUC has a fiduciary responsibility as a provider of a necessary commodity.

Commissioner Calvet stated that while not every customer will benefit from the program, it will benefit many people due to conservation efforts.

Mr. Bullock also stressed the importance of customer education. He discussed OUC's current pre-paid program and its six to ten percent conservation range.

Linda Ferrone discussed the key components to managing the electric pricing platform, the governance model, and the vision and integrated plan.

Commissioner Mills asked for clarification regarding the governance model specific to chain of command and requested that staff reevaluate the relationship between the Project Manager and the Steering Committee. Ms. Ferrone clarified that the Steering Committee would report to the Project Manager for the purposes of this initiative.

President Lee inquired if the Project Manager position would be a current employee in the company. Ms. Ferrone responded that the person needs to be familiar with OUC.

Ms. Aviles clarified that there would be one Project Manager responsible for the entire integrated plan and schedule. Other tracks may require other Project Managers.

Commissioner Calvet commented on the challenge of creating a budget with many unknown elements.

Roseann Harrington explained how OUC is preparing for the Customer of the Future, beginning with research to develop the strategy for stakeholder engagement, education, communication, and advocacy.

Commissioner Gross inquired about consumer advocacy groups for municipal utilities and if it would be possible to engage with them from the beginning of the initiative.

Commissioner Mills commented that OUC would coordinate with community advocacy groups as opposed to consumer advocacy groups. Ms. Harrington confirmed this and added that staff has good relationships with the City of Orlando and neighborhood groups. Staff will be investigating possible relationships with consumer advocacy groups.

Luz Aviles discussed upgrades and process changes to the current billing system, as well as the five stages to building engagement with customers and employees.

Mr. Bullock discussed the next steps for the Electric Pricing Platform initiative.

President Lee left the meeting at 11:25 A.M.

Commissioner Calvet asked if there were any comments from the public.

Commissioner Gross commended staff on working through the initial concerns for the initiative and thanked them for the briefing.

Commissioner Mills stated he is very comfortable with the direction of the initiative.

Mayor Dyer stressed the importance of this initiative and asked if any other utilities utilize a similar pricing platform. Mr. Bullock stated some programs exist in Jacksonville, Arizona, and California. Staff will be talking with and traveling to other utilities to gather information.

Commissioner Calvet expressed his excitement for the initiative and thanked staff for the presentation.

Mr. Bullock provided closing remarks about the importance of the Electric Pricing Platform initiative.

Commissioner Calvet adjourned the workshop at 11:45 A.M.