



Rebuilding New York's Power to Choose

Warren Rhea – March 27, 2017



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Rebuilding New York Power to Choose

New York's official energy shopping portal, NewYorkPowerToChoose.com, could benefit everyone. It might easily:

- **Educate** customers with simple-to-implement tips to buy or save energy.
- **Incentivize** ESCOs to help realize the Commission's market vision.
- **Protect** customers with a structure that filters out certain types of offers.
- **Support** comparison shopping by making it easier for everyone to do.

But far from any of this, today it makes shopping even harder. For example, it:

- **Confuses** customers by providing so much information that it overwhelms.
- **Disincentivizes** quality products and requires ESCOs to offer bad deals.
- **Fails to protect** customers through a structure that hardly filters any offers.
- **Discourages** comparison shopping by making comparisons confusing.

Toward these ends, Infinite Energy provides this report to the Commission to improve this public resource for all.

Half of all New Yorkers don't feel knowledgeable about their home energy service.

60% of U.S. retail energy shoppers would prefer to purchase energy online, but only 40% can do so.

Even now, 30% of New Yorkers are unaware that they can shop for their energy online.

What's the purpose of a shopping portal?

The core purpose of an energy shopping portal is to present a variety of retail energy products in a format where its users can easily consider all options before choosing the one which best fits their individual goals.

This goal requires not only more information, but a better overall presentation of information, with a focus on how it will be used.

In the words of other regulators:

“Be An Energy Shopper has helped over one million people shop around for their energy and save money. So why not join them and shop around for a better deal?”

- **Dermot Nolan, Chief Executive**
British Office of Gas and Electricity Markets
BeAnEnergyShopper.co.uk



“It is our intention to arm consumers with more information about the newly deregulated market that can be used in arriving at a decision about which marketer to choose.”

- **Stan Wise, Commissioner**
Georgia Public Service Commission
PSC.state.ga.us



How do people make choices?

The “paradox of choice” is that most people want more control over the details of their lives – and at the same time, also want their lives to be simpler.

New York has roughly two hundred ESCOs. This is good – most people want more choices. But with so many options, one could consider the ways by which people choose between them.

Determine
goals

To **determine goals**, people think of how different choices make them feel.

Prioritize
goals

Low prices, value-added services, or green content: people **prioritize goals**.

Assemble
all options

To build a range of choices, people **assemble all options** offered to them.

Evaluate
each option

People **evaluate each option** against both their goals and their other options.

Decide
on the best option

The better one handles each of these steps, the easier it is to finally **decide**.

Why is it often so hard to choose?

Every choice a person makes costs time and energy. Every decision costs mental energy, and its steady depletion causes fatigue. This can be why one might eat junk food or impulse buy.

Decision fatigue differs from physical fatigue in that people are often unaware of mental fatigue. But the more choices a person makes during the day, the harder each becomes. The brain looks for shortcuts – often a temptation toward the following:

- **Choosing to do nothing.** Dodging any decision may have long-term consequences, but it also momentarily eases mental strain. Over time, this can lead to an aversion to change.
- **Choosing to act on impulse,** rather than spend energy going through the impact of a choice. (Just send the e-mail already!)



- **Either way, short-term gains and delayed costs are prioritized in decisions made under fatigue.** Teaser rates take advantage of this.

- **Everyone is subject to decision fatigue.** Judges are society's expert deciders. Even so, one study found their favorable case rulings dropped from 65% to near zero over any given morning – before jumping back to 65% after lunch breaks.

Problems with shopping in New York

Today's Americans spend a lot of time on digital devices: nearly **60% are on them for over five hours – every day.**

But on average, **users spend only 10 to 20 seconds on most websites.** If users aren't sold by then, they often leave.

Shopping websites are vying with lots of screen time. But New York Power to Choose magnifies this with bad design. Specifically, as a shopping portal, it is:

- **Hard to read.** Clashing colors and bold fonts make it difficult to focus on the portal for any length of time.
- **Too much to take in.** Information helps, but there's just too much of it, and it's not presented in usable ways.
- **Confusing to use.** From duplicative processes to broken links, New York Power to Choose is confusing to use.

These problems are puzzling because they bother users without their realizing it - they just close the page and move on. **But these problems can all be fixed.**

The first 10 to 20 seconds of any user's visit to a website determine whether they will engage with it.

But if a user stays on a website for at least 30 seconds, there is a strong chance they will stay much longer.

New York Power to Choose must very quickly convince a user that shopping is worth doing and that the portal will make it easy to do.

What makes the portal so hard to read?

New York Power to Choose is hard to read because it strains your eyes. This is an easy point to miss, but it may be the most important. If a portal is hard to read, few people will use it.

First, it matters which **colors and fonts** a portal uses. New York Power to Choose sets harsh black text against a white backdrop.

- As you can see in this sentence, black text is harsher if you're reading it on a screen. **Emboldened black text is even more of a strain to read, AND MORE SO IF CAPITALIZED.**
- Recoloring all black text gray would resolve this. This soft gray, used by PowerToChoose.org, is less of a strain to read.
- The same idea applies to colored backgrounds and white text. Color is best when its use strains readers as little as possible.

This white text is set against a soft blue. It's best used sparingly.

This white text is set against a dark blue. It's harder to read.

This harder-to-read text has now been emboldened.

And with two high-contrast colors, this can hurt to read.

Lastly, New York Power to Choose is written in this font, Tahoma, which was designed for easy reading. But it doesn't work there **because the portal is written entirely in emboldened text.**

THE END RESULT IS A PORTAL THAT IS HARD TO READ.

What makes the portal so hard to read?

In these selections from New York Power to Choose, you can see how the current layout results in a website that is tough to read.

The screenshot shows a website interface with a top navigation bar containing 'Welcome', 'How to Choose', and 'Find Offers...'. Below this is a secondary navigation bar with 'Find', 'Choose', 'Compare', and 'Print/ Save'. The main content area displays search criteria: Zip: New York (10001), Service Type: Electric, Offer Type: Fixed and Variable, Service Class: Residential, and Utility: Consolidated Edison Company of New York, Inc. A red warning message states: 'Due to multiple utilities serving in the same zones and zip code area, some offers shown may not be available.' Below this is a table of offers with columns for ESCO, Offer, Rate, Green Offer, Min. Term, Cancellation Fee, and History.

ESCO	Offer	Rate	Green Offer	Min. Term	Cancellation Fee	History
Consolidated Edison Company of New York, Inc. (incumbent utility)						
<input type="checkbox"/>	Variable	0.0795 kwh		0 Month(s)	no	Rate History
JOSCO Energy Corp.						
<input type="checkbox"/>	Variable	0.05 kwh		1 Month(s)	no	Rate History
Aqway Energy Services, LLC.						
<input type="checkbox"/>	Variable	0.052 kwh		1 Month(s)	no	Rate History

Compare this use of colors and fonts to the formatting choices made by Facebook, whose users find it easy to read all the time.

The screenshot shows a Facebook post from the 'New York State Department of Public Service'. The post text reads: 'Central Hudson sending 12 contract linemen to Duke in North Carolina to help restore power'. The post has 2 likes and a comment from 'Jan Myers' saying 'Thank you NY!'. The page layout includes a left sidebar with navigation links (Home, About, Photos, Likes, Events, Videos), a top header with the department name and logo, and a right sidebar with location information and search options.

What information do shoppers need?

Quality over quantity: one can process only so much information. Too much leaves users worse off, especially if they don't need it.

- **ESCO names:** People remember symbols better than words, so weaving brands and logos into the portal could help users.
- **Simplify rates:** Numbers can be easier when written as basic amounts of money, as with 9.3¢/kWh instead of 0.0929/kWh.
- **Green content:** Renewables could be promoted by listing offers next to their exact green content, between 0% to 100%.
- **Cancellation fee:** Cancellation fees could be shown in dollars.
- **Rate history:** Past rates are a weak predictor of future rates, but a record of complaints can reasonably predict poor service. By replacing rate history with complaint history, the portal could promote good service and help shoppers choose beyond price.

ESCO »	Offer »	Rate ^	Green Offer »	Min. Term »	Cancellation Fee	History
Consolidated Edison Company of New York, Inc. (incumbent utility)						Rate History
<input type="checkbox"/>	Variable 0.0929 kwh			0 Month(s)	no	
Aqway Energy Services, LLC.						Rate History
<input type="checkbox"/>	Variable 0.059 kwh			1 Month(s)	no	
Green Mountain Energy Company						Rate History
<input type="checkbox"/>	Variable 0.064 kwh			3 Month(s)	no	
Clearview Electric, Inc. d/b/a Clearview Energy						Rate History
<input type="checkbox"/>	Fixed 0.0659 kwh			6 Month(s)	yes	
L&L Energy LLC						Rate History
<input type="checkbox"/>	Variable 0.0725 kwh			1 Month(s)	no	
American Power & Gas, LLC						Rate History
<input type="checkbox"/>	Variable 0.0739 kwh			1 Month(s)	no	
Periqee Energy, LLC						Rate History
<input type="checkbox"/>	Fixed 0.0739 kwh			6 Month(s)	yes	

What information do shoppers need?

To deal with fine print, New York could require every ESCO to create an **energy facts label** for each of its products, and keep them all current on New York Power to Choose. Limiting energy facts labels to one uniform format makes comparing them easier.

Key elements:

- Use of logos
- Date on which product is sold
- Simple display of how a price will work out
- Question and answer format
- ESCO contact information
- Service fees and fees for cancellation
- Referral to the terms of service on some issues

Residential Fixed Rate Electricity Facts Label (EFL)
Infinite Electric, LLC dba Infinite Energy
 Classic 3-month - September 29, 2016



Electricity Price	<p>Here are some examples of how this pricing would look at different usage levels. Your average price may vary depending on your usage and the plan details listed below.</p>				
	Average Monthly Use:	500 kWh	1,000 kWh	2,000 kWh	
	Average Price per kWh:	ONCOR	8.1¢/kWh	6.6¢/kWh	9.3¢/kWh

Your Average Price includes the Infinite Energy Energy Charge and monthly service fee, and your TDU Delivery Charges:
Infinite Energy charges per meter:

- Energy Charge: Tier 1: 0 to 500 kWh will be billed at 2.3969¢ per kWh;
 Tier 2: 501 to 1,000 kWh will be billed at 1.3969¢ per kWh; and
 Tier 3: 1,001 kWh and over will be billed at 8.3969¢ per kWh.

For example, if you use 400 kWh, you will be billed for 400 kWh at the Tier 1 energy charge. If you use 800 kWh, you will be billed for 500 kWh at the Tier 1 energy charge and 300 kWh at the Tier 2 energy charge. If you use 1,200 kWh, you will be billed for 500 kWh at the Tier 1 energy charge, 500 kWh at the Tier 2 energy charge, and 200 at the Tier 3 energy charge.

- A monthly Service Fee of \$5.00 shall apply per billing cycle.

TDU Delivery Charges per meter:

- Your Average Price per kWh includes all recurring TDU Delivery Charges, which are passed through to you as follows:
 - Pass-Through Product:** TDU Delivery Charges are passed through to you as a separate line item on your monthly invoice. Please see your TOS for additional details. Your actual TDU delivery charges may vary based on usage and other factors, subject to your TDU tariff, and are passed through to you without markup.
 - Bundled Product:** Your Energy Charge includes all recurring TDU Delivery Charges. If you request discretionary services, those charges will be passed through to you without markup.
- Some areas are subject to a TDU Underground Facilities and Cost Recovery Charge authorized by its city that is not included in the price above. See your TDU's tariff for a list of cities and authorized charges. You can determine the price and applicability of any such special charge at your service address by calling (877) 604-3489.

Disclosure Chart	Type of product?	Fixed rate
	What is my term?	3 months
	Will I have a termination fee or any fees associated with terminating service?	Early termination fees will apply. Throughout the term of your contract, an Early Termination Fee of \$50.00 will apply.
	Can my price change during the contract period?	Yes, in the limited circumstances described below.
	If my price can change, how will it change and by how much?	In limited circumstances your price may change only if there are changes in TDU charges; changes to the Electric Reliability Council of Texas or Texas Regional Entity administrative fees charged to loads; changes resulting from federal, state or local laws or regulatory actions that impose new or modified fees or costs that are outside our control; or if Infinite Energy, in its sole discretion, determines there was an error in the rate or service classification information for your location(s) reported by ERCOT or your TDU.
	What other fees may I be charged?	Your Average Price per kWh does not include any nonrecurring charges, state and local sales taxes, and reimbursement for the state miscellaneous gross receipts tax. For a description of all other fees, see your Terms of Service.
	Is this a pre-pay or pay in advance product?	No.
	Does Infinite Energy purchase excess distributed renewable generation?	No.
	Is this product renewable?	This product is 5 percent renewable.
	What is the statewide average for renewable content?	The statewide average for renewable content is 12 percent.

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What information do shoppers need?

A retail energy shopping portal like New York Power to Choose could display information in line with four fundamental themes:

- **Simple.** Present information in a clear and intuitive way.
- **Objective.** Shopping information is only useful if it is impartial.
- **Complete.** Include all the information a shopper needs.
- **Brief.** Don't include any information shoppers don't need.

Consider the lengthy rate history shoppers can see on New York Power to Choose in the context of each theme. Would the rate history below make it easier for a person to choose, or harder?

Fixed Rate							
Offer ID	Created Date	Active/Inactive	Rate	Green Offer	Min. Term	Cancellation Fee	Comments
158015	5/2/16	Active	0.1115 kwh		18 Month(s)	0	Green Power wind
158013	5/2/16	Active	0.1119 kwh		18 Month(s)	0	Green Power wind
158011	5/2/16	Active	0.0969 kwh		18 Month(s)	0	Green Power
158010	5/2/16	Active	0.1079 kwh		7 Month(s)	0	Green Power wind
158009	5/2/16	Inactive	0.1079 kwh		7 Month(s)	0	Green Power
158008	5/2/16	Active	0.0929 kwh		7 Month(s)	0	Green Power
158004	5/2/16	Active	0.0965 kwh		18 Month(s)	0	Green Power
158003	5/2/16	Active	0.0996 kwh		7 Month(s)	0	Green Power wind
158002	5/2/16	Active	0.0846 kwh		7 Month(s)	0	Green Power
157990	5/2/16	Active	0.0865 kwh		18 Month(s)	0	Zones H & I
157966	5/2/16	Inactive	0.0869 kwh		18 Month(s)	0	Zones H & I
157961	5/2/16	Active	0.0746 kwh		7 Month(s)	0	Zones H, I
157960	5/2/16	Inactive	0.0788 kwh		18 Month(s)	0	Zones H & I

What information do shoppers need?

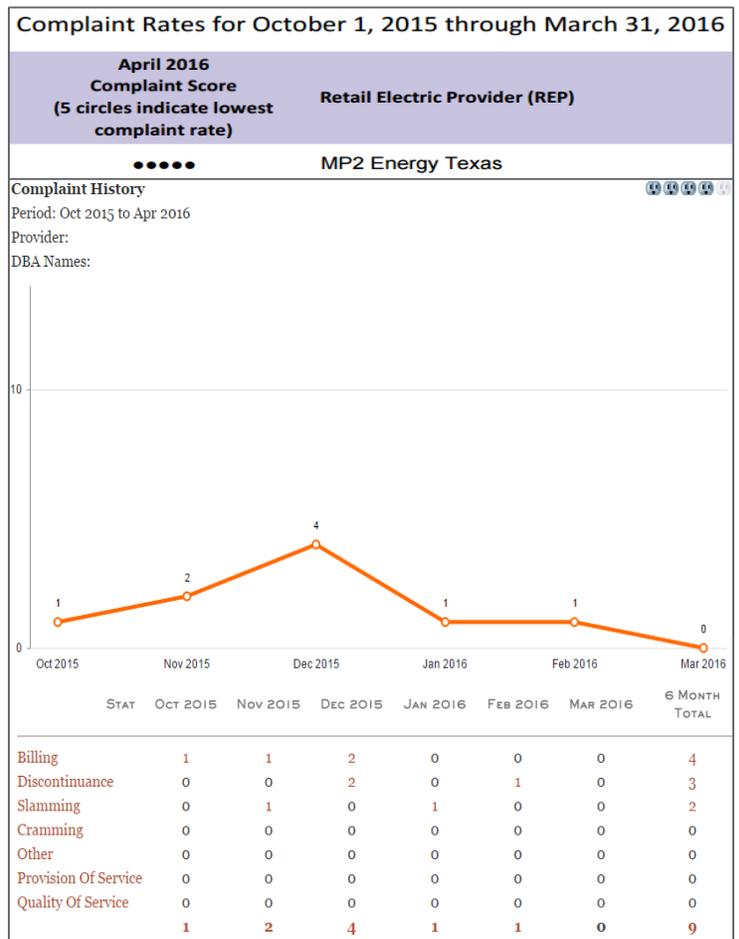
ESCO complaint history could be tied to each product offer on New York Power to Choose so shoppers can easily review it.

- **Include visuals:** Instead of a spreadsheet, consider a graph like the one below to show an ESCO's performance over time.
- **Incentivize quality:** For example, if the portal limits complaint history to the last twelve months and updates it every month, ESCOs have added incentive to quickly improve their service.
- **Clear categories:** New York's three types of complaints are vaguely similar and seem to overlap. Clearer categories like billing, service quality, and slamming would be easier to use.

Number of Initial Complaints Received Against ESCO's																
Code	Company Name	2016	2015	Mar-16	Feb-16	Jan-16	Dec-15	Nov-15	Oct-15	Sep-15	Aug-15	Jul-15	Jun-15	May-15	Apr-15	Mar-15
6898AB	ABC Energy LLC	2	3	0	1	1	2	1	0	0	0	0	0	0	0	0
5567AB	ABN Energy, LLC DBA GreatEnergy	0	3	0	0	0	0	0	0	1	0	0	1	0	0	0
D128	Accent Energy Midwest, LLC	0	6	0	0	0	2	2	1	0	0	1	0	0	1	0
D249	Affordable Power, L.P.	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0
8281AG	Agera Energy	1	3	1	0	0	0	1	0	0	0	0	0	0	0	0
5020AG	Aggressive Energy, LLC	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
D001	Agway Energy Services, LLC.	14	64	6	4	4	4	5	2	0	4	6	4	5	7	11
5985AL	Alpha Gas And Electric, Llc	6	59	1	3	2	4	2	2	3	4	9	4	6	7	10
D230	Ambit Energy	484	1346	52	113	319	209	36	45	51	46	114	114	287	155	95
5411AM	American Power & Gas, LLC	49	319	18	18	13	8	14	25	11	23	22	27	22	40	45
D240	Ameristar Energy, LLC	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
6729AM	Amplified Power & Gas, LLC	0	6	0	0	0	0	0	0	0	0	0	2	0	3	
6023AP	Ap Gas & Electric (ny), Llc	5	19	2	3	1	1	5	1	0	1	1	2	2	0	
5465AS	ASC Energy Services, Inc.	5	2	0	0	0	0	1	0	0	0	0	0	0	0	
6818AS	Astral Energy LLC	40	117	9	9	22	13	23	19	25	11	6	11	2	0	3
6481AT	Atlantic Energy, LLC	8	35	1	1	6	4	8	5	5	5	0	3	0	2	2
7844AT	Atlantic Power & Gas LLC	9	52	5	2	2	1	3	4	1	0	1	2	1	8	8

Number of Escalated Complaints Received Against ESCO's																
Code	Company Name	2016	2015	Mar-16	Feb-16	Jan-16	Dec-15	Nov-15	Oct-15	Sep-15	Aug-15	Jul-15	Jun-15	May-15	Apr-15	Mar-15
6898AB	ABC Energy LLC	2	0	0	1	1	0	0	0	0	0	0	0	0	0	0
5567AB	ABN Energy, LLC DBA GreatEnergy	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
D128	Accent Energy Midwest, LLC	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0
D001	Agway Energy Services, LLC.	5	17	2	1	2	0	1	1	0	0	0	1	1	2	3
5985AL	Alpha Gas And Electric, Llc	2	15	1	1	0	2	1	2	0	1	2	0	0	2	4
D230	Ambit Energy	216	398	36	105	75	18	17	16	23	36	44	44	55	28	34
5411AM	American Power & Gas, LLC	3	26	0	3	0	1	1	2	1	1	0	0	3	1	4
6729AM	Amplified Power & Gas, LLC	0	1	0	0	0	0	0	0	0	0	0	1	0	0	
6023AP	Ap Gas & Electric (ny), Llc	2	9	1	1	0	1	1	3	0	0	0	1	0	1	0
5465AS	ASC Energy Services, Inc.	1	0	1	0	0	0	0	0	0	0	0	0	0	0	
6818AS	Astral Energy LLC	6	20	1	3	2	6	5	2	0	2	1	0	0	0	2
6481AT	Atlantic Energy, LLC	0	10	0	0	0	1	3	1	1	0	2	0	0	2	0
7844AT	Atlantic Power & Gas LLC	1	17	0	0	1	1	0	1	0	1	1	1	0	4	4

Consumer Reports of Deceptive Marketing Practices by Energy Services Company																
Code	Company Name	2016	2015	Mar-16	Feb-16	Jan-16	Dec-15	Nov-15	Oct-15	Sep-15	Aug-15	Jul-15	Jun-15	May-15	Apr-15	Mar-15
6898AB	ABC Energy LLC	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0
5567AB	ABN Energy, LLC DBA GreatEnergy	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
D128	Accent Energy Midwest, LLC	1	3	0	0	1	1	1	1	0	0	0	0	0	0	0
D249	Affordable Power, L.P.	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0
8281AG	Agera Energy	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0
D001	Agway Energy Services, LLC.	5	39	1	2	2	3	1	3	0	4	2	2	1	7	7
5985AL	Alpha Gas And Electric, Llc	4	26	2	2	0	2	2	1	1	3	4	2	2	2	6
D230	Ambit Energy	322	646	46	95	181	53	18	26	29	34	72	64	73	79	56
5411AM	American Power & Gas, LLC	26	156	7	10	9	2	6	9	2	8	10	16	12	22	20
6729AM	Amplified Power & Gas, LLC	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
6023AP	Ap Gas & Electric (ny), Llc	1	4	0	0	1	0	0	1	0	0	1	0	0	1	0
5465AS	ASC Energy Services, Inc.	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0
6818AS	Astral Energy LLC	8	27	2	0	6	2	4	5	3	1	1	6	3	0	1
6481AT	Atlantic Energy, LLC	2	8	0	0	2	1	2	2	2	0	0	0	0	0	0
7844AT	Atlantic Power & Gas LLC	2	9	1	0	1	0	0	0	0	0	0	2	0	2	0



How can shopping be streamlined?

Duplication is a basic problem on New York Power to Choose.

For example, the “Welcome” page, the “Find Offers” page, the “Find” tab, and the “Update” link each lead to the same search function. It’s unnecessary to have four buttons for one goal, and it makes the portal look more complicated than it actually is.

This screenshot shows the 'Welcome' page. The navigation bar includes 'Welcome', 'How to Choose', and 'Find Offers...'. The main content area contains a 'Welcome' message and a search form. The search form includes fields for 'Zip:' (10001), 'Service Type:' (Electric), 'Offer Type:' (Fixed/Variable), and 'Service Class:' (Residential). A 'Find offers...' button is located at the bottom of the search form.

This screenshot shows the 'Find Offers' page. The navigation bar includes 'Welcome', 'How to Choose', and 'Find Offers...'. Below the navigation bar, there are tabs for 'Find', 'Choose', 'Compare', and 'Print/ Save'. The search form is repeated, with the same fields as in the previous screenshot. A 'Find offers...' button is present. Below the search form, there is a message: 'Please enter your zip code and select a service type. [Power To Choose Satisfaction Survey](#)'.

This screenshot shows the 'Choose' page. The navigation bar includes 'Find', 'Choose', 'Compare', and 'Print/ Save'. The search form is repeated, with the same fields as in the previous screenshots. Below the search form, there is a message: 'Due to multiple utilities serving in the same zones and zip code area, some offers shown may not be available.' Below this message, there is a table with columns for 'ESCO', 'Offer', 'Rate', 'Green Offer', 'Min. Term', 'Cancellation Fee', and 'History'. The table contains one row for 'Consolidated Edison Company of New York, Inc. (incumbent utility)' with a 'Rate History' link. The table also includes a 'Compare selected offers...' button and a 'Print/save selected offers...' button.

ESCO	Offer	Rate	Green Offer	Min. Term	Cancellation Fee	History
Consolidated Edison Company of New York, Inc. (incumbent utility)						Rate History
<input type="checkbox"/>	Variable	0.0929 kwh		0 Month(s)	no	

How can shopping be streamlined?

A portal works best as a one-stop shopping tool. To that end:

Information unnecessary to shopping but which is tied into New York Power to Choose either clutters, or worse, confuses. For example, the history of restructuring itself is unnecessary. This information could be left out, simplifying the portal for users.

ESCO complaints are kept at the Department of Public Service website with other helpful information. All of this could be tied into the portal. For example, consumer complaint statistics are a good way to evaluate the service quality of an ESCO offering products on New York Power to Choose, but if they are not tied into it and made sortable and searchable, shoppers will miss out on them.

The screenshot shows the New York State Department of Public Service website. The header includes the New York State logo and navigation links for Services, News, Government, Local, Location, and Translate. A dark blue navigation bar contains the Department of Public Service name and links for Electric, Natural Gas, Steam, Telecommunications, Water, Search, and Login. A left sidebar lists various services like Agendas and Calendars, Consumer Information, Forms, Language Access Policy, PSC Webcast Schedule, and Public Notices. The main content area is titled "Consumer Complaint Statistics - Office of Consumer Services" and lists monthly PDF reports for 2016 and 2015.

Year	Month	File Size
2016	August 2016	166 KB PDF
	July 2016	165 KB PDF
	June 2016	190 KB PDF
	May 2016	167 KB PDF
	April 2016	187 KB PDF
	March 2016	198 KB PDF
	February 2016	188 KB PDF
2015	January 2016	194 KB PDF
	December 2015	203 KB PDF
	November 2015	201 KB PDF
	October 2015	200 KB PDF
	September 2015	230 KB PDF
	August 2015	194 KB PDF
	July 2015	198 KB PDF
	June 2015	198 KB PDF
	May 2015	195 KB PDF
	April 2015	260 KB PDF
	March 2015	229 KB PDF
	February 2015	465 KB PDF
January 2015	193 KB PDF	

How can shopping be streamlined?

The disclosures on New York Power to Choose, pictured below, are unnecessary, and may do more harm than good.

For example, shoppers expect (and New York law requires) that any retailer honor the prices they post. To say that ESCOs must honor the prices they post suggests that some of them will not.

As a result, these disclosures make energy shopping sound like a risky process, rather than a way to save on energy bills or obtain better energy service. This needlessly undermines the potential of New York Power to Choose – as the Commission’s official shopping portal, it’s a platform by which the Commission can help New Yorkers **shop the marketplace with confidence.**

The screenshot shows the top navigation bar with three tabs: "Welcome", "How to Choose", and "Find Offers...". Below the navigation bar, the "Welcome" section contains a paragraph of text and a list of four points. To the right, there is a search form with fields for "Zip:", "Service Type:" (set to "Electric"), "Offer Type:" (set to "Fixed/Variable"), and "Service Class:" (set to "Residential"). A "Find offers..." button is located at the bottom of the search form. Below the search form, there is a link to "Show links to Utility Historic Bill Calculators" and a paragraph of text. At the bottom, there is another paragraph of text.

Welcome

This directory contains contact information on energy services companies (ESCOs) that have met the Commission's and utility requirements to provide energy supply for residential electricity or natural gas, and other services in New York. [More information about Energy Competition](#)

The Power to Choose website provides the tools to:

1. Locate offers based on zip code, service type, and service class.
2. Compare offers of interest.
3. View offer history.
4. Print/save ESCO contact information.

[Show links to Utility Historic Bill Calculators](#)

If you have a question regarding the Power to Choose website, please e-mail us at powertochoose@dps.ny.gov.

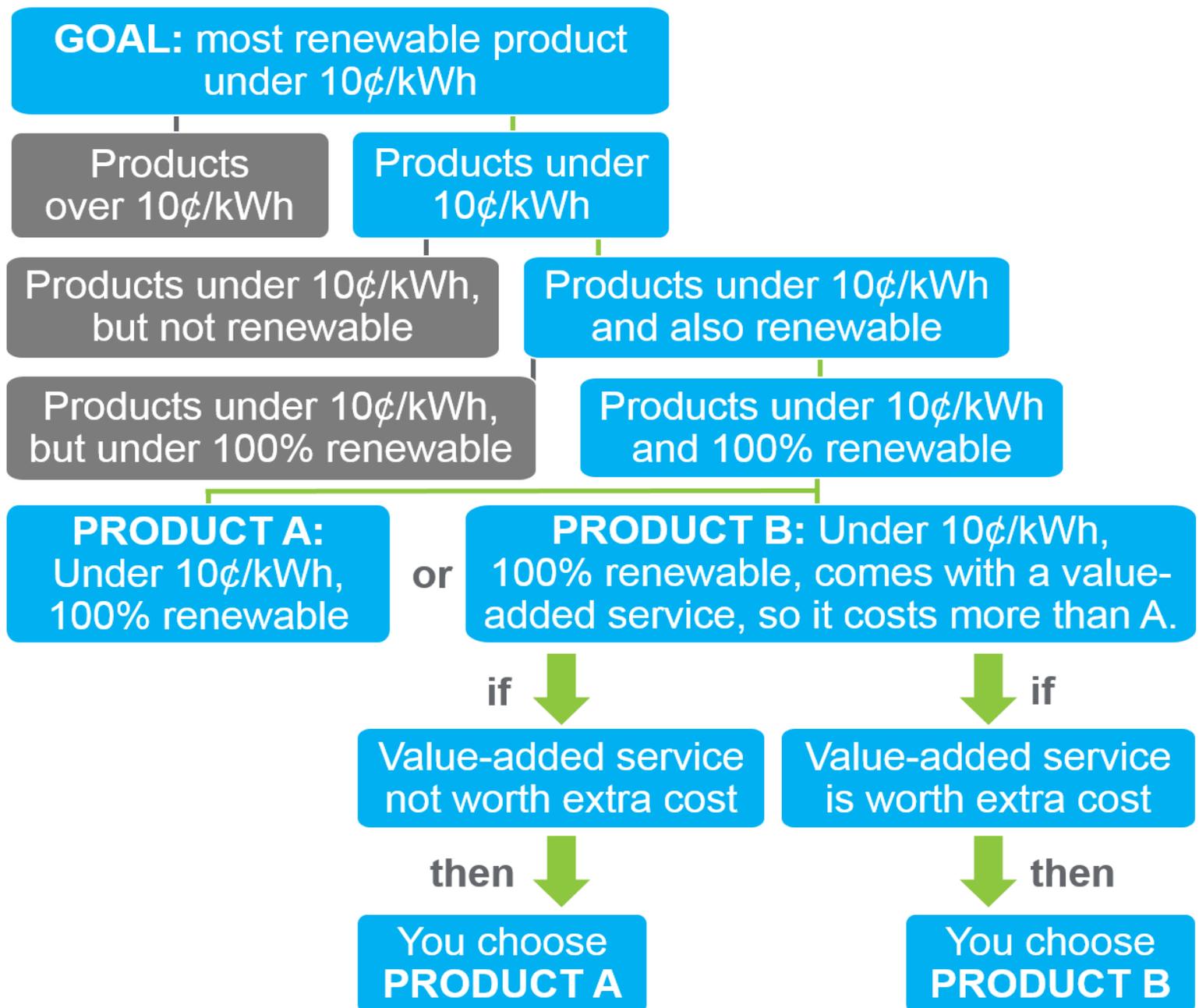
The prices and products displayed on this website are just one tool to use in selecting an energy provider. ESCOs must honor the rate posted for new customers effective 5/26/2014. If you are already a customer of an ESCO, the rate shown on the website may not be the rate you will receive on your bill. For additional information you must contact the ESCO. Also, please remember that an ESCO can provide only your energy supply - the rate information provided here is for energy supply costs only. To find out the cost of energy delivery please contact your local utility company.

Prices can vary significantly from month to month due to market conditions and weather. In addition, new offers are constantly being added to the list of options. Many of these offers include value added services, such as fixed prices (the rate per kwh, ccf, or therm is the same each month), green power (electricity generated from renewable resources such as wind, solar, or hydro), furnace repair service, or telephone service bundled with your energy bill.

How can shopping be streamlined?

Big choices are easier when broken up into smaller ones.

For instance, think of shopping as a series of binary if/then choices. Imagine your ESCO charges 10¢/kWh, and that you want a product with a lower price and with maximum renewable content. This goal narrows many options to one if/then choice.



How can shopping be streamlined?

It can be streamlined based on how people make choices:

Determine
goals



Prioritize
goals



Assemble
all options



Evaluate
each option



Decide
on the best option

Give shoppers basic, brief, and unbiased information about what's in the portal and how to find it there.

Provide shoppers with the ability to search and sort for options based on goals: price, renewability, and more.

Display every product alongside all the relevant information shoppers would want to consider about it.

Make it simple to compare any product against every other product, in line with each shopper's goals.

Wherever possible, smooth out the process of choosing by eliminating any unnecessary steps on the way.

Afterward, its users will find **New York Power to Choose**:

- **Simple.** "Information is intuitively and logically organized."
- **Objective.** "All offers are presented in the same equal way."
- **Complete.** "As a user, I have what I reasonably need to know."
- **Brief.** "This portal is presented to me in a way I can use."

Successful examples of official portals

Texas's portal: An official one-stop shop for electricity.

The official shopping portal for Texas is at PowerToChoose.org. By using it, shoppers can effectively narrow a wide range of hundreds of different options to a few simple choices.

Texas links its portal to an energy saving tool. PowerToSaveTexas.org is as clear and direct as Texas's shopping portal, but it is most noteworthy because it is so actively maintained. Visitors to it can calculate savings, track energy usage, find out how to save energy, and join in contests that reward energy savings.

The screenshot shows the homepage of PowerToChoose.org. At the top, there is a navigation bar with 'HOME | RENEWABLE POWER | ABOUT SHOPPING' and an 'ESPAÑOL' button with social media icons. The main header features the slogan 'Shop. Compare. Choose.' and a welcome message: 'Welcome to Power to Choose, the official and unbiased electric choice website of the Public Utility Commission of Texas. This website is available to all electric providers to list their offers for free. Compare offers and choose the electric plan that's right for you.' Below this is a search bar with 'ENTER YOUR ZIPCODE' and the input '75001'. There are two buttons: 'NARROW YOUR SEARCH' and 'VIEW RESULTS'. The background has a stylized illustration of a house, power lines, and a Texas flag. At the bottom, there is a footer with 'PUC PUBLICATIONS · RENEWABLE POWER · BUSINESS · INDUSTRY SCORECARD · GLOSSARY · FAQs · ABOUT US · CONTACT US · EXPORT OFFERS · TDU CONTACTS · PUBLIC UTILITY COMMISSION OF TEXAS · POWER TO SAVE · SMART METER TEXAS' and social media links for Facebook and Adobe Reader.

The screenshot shows the homepage of PowerToSaveTexas.org. At the top, there is a navigation bar with 'ENERGY SAVING TIPS | ABOUT THE GRID | POWER PARTNERS | SCHOOL PROGRAM' and an 'ESPAÑOL' button with social media icons. The main header features the slogan 'Save Money & Stay Comfortable' and a banner that says 'Save up to 16% by turning up your AC 1-2° warmer.' Below this is a stylized illustration of a house, power lines, and a Texas flag. There are two buttons: 'GRID CONDITION' and 'TIPS FOR HOMES & BUSINESSES'. At the bottom, there is a footer with 'POWER PARTNERS' and a list of partners: 'Brilliant Energy · Goodwill Industries Of Central Texas · CenterPoint Energy'. There are also social media links for Facebook and Twitter.

Successful examples of official portals

A shopper using the Texas portal can go through a four-step review in which they are shown how to shop for electricity products. This also begins to narrow down the large set of products which are shown when a user begins to shop.

For instance, by this four-step process, one can find every plan that matches 1,001 - 2,000 kWh of home usage on a 12-month fixed rate.

Going from 370 options to 127 is real progress. This is a lot to choose from, but with more information, it can be further narrowed.

1. Average Monthly Use 2. Plan Types 3. Contract Length 4. Shopping FAQs

370 PLANS FOUND FOR 75001

1. ON AVERAGE, HOW MUCH ELECTRICITY DO YOU USE IN A MONTH?

1,001 - 2,000 kWh

NEXT >

DID YOU KNOW?

- Check past bills to estimate your average electricity use. Usage may be higher during very hot or cold months, so look at several bills to get an idea of your average usage.
- A kilowatt-hour is equivalent to 1 kilowatt (1kW) of

1. Average Monthly Use 2. Plan Types 3. Contract Length 4. Shopping FAQs

370 PLANS FOUND FOR 75001

2. WHAT PLAN TYPES ARE YOU INTERESTED IN?

Fixed Rate
 Variable (Changing Rate)
 Indexed (Market Rate)

NEXT >

DID YOU KNOW?

- **Fixed-Rate Plan** A fixed-rate plan has a set rate that doesn't change throughout the contract period, with minor exceptions. If you choose a plan with a fixed rate, your price per kWh will not change during your contract period except for changes in Transmission and Distribution fees, changes in ERCOT or Texas Regional Entity administrative fees, or changes resulting from federal, state or local laws

1. Average Monthly Use 2. Plan Types 3. Contract Length 4. Shopping FAQs

313 PLANS FOUND FOR 75001

3. HOW LONG DO YOU WANT YOUR CONTRACT TO LAST?

12 to 12 months

NEXT >

DID YOU KNOW?

- If you choose a plan with a long contract period, you may be subject to an early cancellation fee if you decide to change plans prior to the expiration of the contract period.

1. Average Monthly Use 2. Plan Types 3. Contract Length 4. Shopping FAQs

127 PLANS FOUND FOR 75001

ABOUT MINIMUM ELECTRICITY USAGE

Many plans require you to use a minimum amount of electricity each month. If you use less than the minimum amount, you will automatically be charged a fee, sometimes called a "minimum usage charge." This fee may or may not be listed separately on your monthly bill, so it is important to check the electricity facts label for your plan. Not all companies charge this fee or require you to use a minimum amount each month. Some companies offer credits or waivers of other fees for using a certain amount of electricity. Our shopping tool allows you to see if a company requires a minimum electricity usage and if there is an associated fee or credit.

VIEW PLANS >

THINGS TO KEEP IN MIND WHILE YOU SHOP:

- > Does the rate include all costs?
- > Does the plan require a minimum electricity usage?
- > What are my payment options?
- > What happens when my contract period expires?
- > What if I miss a payment?
- > Is there a penalty if I break the contract?
- > Money Saving Tips

Successful examples of official portals

After reviewing the brief explanatory process, or bypassing it, a shopper can substantially narrow their range of electricity product offers.

To narrow their choices, a user can define goals. For example, a user can search for offers that:

- Fit their home's usage.
- Feature a fixed rate.
- Run for 12 months.
- Have no minimum usage fees or credits.
- Are post-paid as opposed to pre-paid.
- Are not based on the time electricity is used.
- Come from a company with a great record of customer service.
- Are 100% renewable.

The screenshot shows a web interface for selecting electricity plans. At the top, the zip code '75001' is displayed in a light blue box, with a 'REFRESH RESULTS' button below it. The main content area is divided into several filter sections, each with an information icon (i) to its right:

- TDU Area:** A dropdown menu currently showing 'ONCOR ELECTR...'. Below it is a horizontal line.
- Estimated Use:** A dropdown menu showing '1,001 - 2,000 kWh'. Below it is a horizontal line.
- Price/kWh:** Two input fields with a '¢' symbol and a 'to' separator between them. Below it is a horizontal line.
- Contract Length:** Two input fields with '12' and '12' and a 'mo' label. Below it is a horizontal line.
- New Feature:** A red label above the 'Pricing and Billing' section.
- Pricing and Billing:** Three radio button options: 'Show All Plans', 'Plans Without Minimum Usage Fees/Credits' (which is selected), and 'Indexing' (partially visible).
- Plan Type:** Three checkbox options: 'Fixed Rate' (checked), 'Variable (Changing Rate)', and 'Indexed (Market Rate)'. Below it is a horizontal line.

On the right side of the interface, there are three filter sections, each with an information icon (i):

- Prepaid Plans:** Three radio button options: 'Show All Plans', 'Show Only Prepaid Plans', and 'Do Not Show Prepaid Plans' (which is selected).
- Time Of Use Plans:** Three radio button options: 'Show All Plans', 'Show Only Time Of Use Plans', and 'Do Not Show Time of Use Plans' (which is selected).
- Company Scores:** Five checkbox options, each followed by a row of five star icons. The first option is checked and has all five stars filled.

At the bottom right, there are two more filter sections:

- Renewable Energy:** A dropdown menu showing '100% RENEWABL...'. Below it is a horizontal line.
- Electric Companies:** A dropdown menu showing 'ALL'. Below it is a horizontal line.

A 'REFRESH RESULTS' button is located at the bottom right of the interface.

Successful examples of official portals

If a user narrows their options based on these goals, they've gone from 370 options to a simple choice between just two offers.

The screenshot shows the PowerChoose website interface. At the top, there's a navigation bar with 'HOME | RENEWABLE POWER | ABOUT SHOPPING' and a language selector for 'ESPAÑOL'. The main heading is 'Shop. Compare. Choose.' Below this, there's a search bar with '75001' and a 'REFRESH RESULTS' button. The left sidebar contains filters for 'TDU Area' (ONCOR ELECTR...), 'Estimated Use' (1,001 - 2,000 kWh), 'Price/kWh' (input fields), and 'Contract Length' (12 to 12 mo). The main content area displays two energy plans in a table format, sorted by 'PRICE/kWh'. The first plan is from SOURCE POWER & GAS, priced at 6.7¢ for 1,000 kWh. The second plan is from beyondpower, priced at 6.9¢ for 1,000 kWh. Both plans are 12-month fixed rates, 100% renewable, and have a \$150.00 cancellation fee. The table includes columns for 'COMPARE', 'Company', 'Plan Details', 'Price/kWh', 'Pricing Details', and 'Ordering Info'. The bottom of the table has pagination and sorting controls.

COMPARE	Company	Plan Details	Price/kWh ▲	Pricing Details	Ordering Info
<input type="checkbox"/>	SOURCE POWER & GAS	• Source Green 12 • Fixed Rate • 12 Months • 100% Renewable	1,000 kWh 6.7¢ 500 kWh 7.2¢ 2000 kWh 6.4¢	Cancellation Fee: \$150.00 Fact Sheet Terms of Service	Special Terms (888) 557-0065 OR SIGN UP
<input type="checkbox"/>	beyondpower	• Beyond Green 12 • Fixed Rate • 12 Months • 100% Renewable	1,000 kWh 6.9¢ 500 kWh 7.4¢ 2000 kWh 6.6¢	Cancellation Fee: \$150.00 Fact Sheet Terms of Service	Special Terms (888) 316-4607 OR SIGN UP

Four basic themes are at the core of Texas Power to Choose:

- **It's simple:** Information is presented in a clear, intuitive way.
- **It's objective:** Every offer is presented on an impartial basis.
- **It's complete:** It has nearly all the information shoppers need.
- **It's brief:** It excludes any information shoppers don't need.

The result is a portal that, as of 2016, has helped Texas achieve an observable ESCO switching rate beyond 90 percent.

Successful examples of official portals

Georgia's website:
Short, sweet, and straight to the point.

Georgia offers another alternative. It doesn't have an official retail energy shopping portal. Instead, it provides price charts and complaint records on a page easy for shoppers to use.

Its website is located at <http://www.psc.state.ga.us/content.aspx?c=/gas-marketer-pricing>.

Georgia does not have a competitive electricity market, so its website is for natural gas only. But it presents information very well. For example, instead of just breaking prices down into small units, it also expresses prices as monthly bills.

Georgia Gas Marketers' Price Chart – April 2016

Top Two Lowest Rates for a Typical Customer for the required April 5th monthly filing, using 42 therms of Natural Gas.

Plan	Marketer	Total Bill Amount	Apples-to-Apples price per therm
Senior Variable:	True Natural Gas	\$51.74 (MONTHLY)	\$1.23
Senior Variable:	Constellation	\$53.70 (MONTHLY)	\$1.28
Senior Fixed:	Constellation	\$453.26 (ANNUAL)	\$.63
Senior Fixed:	True Natural Gas	\$461.12 (ANNUAL)	\$.64
Senior Fixed:	Constellation	\$453.26 (ANNUAL)	\$.63
Standard Variable:	Kratos Gas & Power	\$64.90 (MONTHLY)	\$1.55
Standard Variable:	Commerce Energy	\$66.37 (MONTHLY)	\$1.58
Standard Fixed:	Commerce Energy	\$636.82 (ANNUAL)	\$.89
Standard Fixed:	True Natural Gas	\$661.19 (ANNUAL)	\$.92
Standard Fixed:	Infinite Energy	\$661.19 (ANNUAL)	\$.92

Senior Citizens Rate Plans:
Price per therm for both variable and fixed plans offered to consumers 65 years or older. Some plans are available to all senior citizens while others are based on income limits.
Senior citizen's discount is either \$14.00 or the total amount of the AGLC base charge, whichever is less.
[Download Price Chart](#)

Variable Rate Plans:
Price per therm changes every month depending on the market. Marketers may offer different rates based on credit history. Other charges may also apply.
Price charts include prices for standard variable plans, other variable plans, and plans for legacy customers no longer offered to new customers but still in effect.
[Download Price Chart](#)

Fixed Rate Plans:
Price per therm is fixed for a specific term.
[Download Price Chart](#)

Pre-Pay Plans:
[Download Price Chart](#)

April 2016 Pricing Chart
Typical Customer = 1.30 DDDC Factor, 717 therms annual consumption, 42 therms April consumption
NOTE: Senior citizens discount is either \$14.00 or the total amount of the AGLC base charges, whichever is LESS
revised 4/13/2016

FIXED RATE PLANS

	Total Monthly Bill for Typical Customer	Monthly "Apples-to-Apples" Price per Therm	Total Annual Bill for Typical Customer (12 months)	Annual "Apples-to-Apples" Price per Therm	Marketer Filing Rate	Customer Service Charge
Standard Plans (12 months)						
Regulated Provider Group 1	\$ 48.34	\$ 1.15	\$ 667.64	\$ 0.93	\$ 0.4490	\$ 3.50
Regulated Provider Group 2	\$ 63.03	\$ 1.50	\$ 890.78	\$ 1.24	\$ 0.6690	\$ 8.95
Commerce Energy	\$ 47.26	\$ 1.13	\$ 636.82	\$ 0.89	\$ 0.3650	\$ 5.95
Constellation	\$ 47.85	\$ 1.14	\$ 646.85	\$ 0.90	\$ 0.3790	\$ 5.95
Fireside Natural Gas	\$ 49.99	\$ 1.19	\$ 683.42	\$ 0.95	\$ 0.4300	\$3.95 - \$5.95
Gas South	\$ 56.51	\$ 1.35	\$ 774.44	\$ 1.08	\$ 0.4900	\$5.95 - \$9.95
Georgia Natural Gas Fixed Rate Plan 12-month	\$ 55.93	\$ 1.33	\$ 769.37	\$ 1.07	\$ 0.4990	\$5.99 - \$8.99
Infinite Energy	\$ 48.69	\$ 1.16	\$ 661.19	\$ 0.92	\$ 0.3990	\$ 5.95
North American Power and Gas - Fixed Rate 1 (12 months)	\$ 57.09	\$ 1.36	\$ 804.59	\$ 1.12	\$ 0.5990	\$ 5.95
SCANA 12 month fixed	\$ 52.89	\$ 1.26	\$ 732.89	\$ 1.02	\$ 0.4990	\$ 5.95
Stream Energy	\$ 50.75	\$ 1.21	\$ 696.33	\$ 0.97	\$ 0.4480	\$ 5.95
True Natural Gas	\$ 48.69	\$ 1.16	\$ 661.19	\$ 0.92	\$ 0.3990	\$ 5.45
Walton EMC Natural Gas	\$ 52.69	\$ 1.25	\$ 730.49	\$ 1.02	\$ 0.4990	\$ 5.75

Georgia Complaint Scorecard
March 2016 -- Number of Contacts

Certified Gas Marketer (contact info)	Billing	Service	Deceptive Marketing	Monthly Total
Commerce Energy	4	1	6	11
Georgia Natural Gas Services	8	1	0	9
Gas South	5	2	0	7
Scana Energy Marketing	4	2	1	7
Stream Georgia	4	1	0	5
Constellation	3	0	0	3
Scana Energy Regulated Division	2	1	0	3
True Natural Gas	1	1	0	2
Walton EMC Natural Gas	1	1	0	2
Fireside Natural Gas	1	0	0	1
Infinite Energy, Inc.	1	0	0	1
Kratos Gas & Power	0	0	0	0
North American Power and Gas	0	0	0	0

Successful examples of official portals

Britain's alternative: An official portal to other portals.

Britain offers another way of doing things. Its portal BeAnEnergyShopper.co.uk is a repository of easily accessible and digestible information about how energy shopping works.

But from this official portal users choose not a product, but rather a private portal. Each has standards it must meet to be approved by Britain's energy regulators.

While this does create one more choice for shoppers, it also ensures that private portals are of high quality. It also makes it easier for regulators to help people shop through more responsive portals.

be an energy shopper

CYMRAEG

Understanding bills Energy tariffs and deals Switching suppliers

Home > Power To Switch

Power to Switch

Many people could save around £200 by switching energy supplier, some even more.

Find out if you could switch and save today.

Ready to switch?

Choose from Ofgem's approved comparison sites

OPEN

Need advice first?

Check out our easy guide to shopping.

TELL ME MORE

Ofgem accredited energy comparison sites

Comparison sites are a great way to get started when you begin shopping around for energy. All the Ofgem approved sites are independent, and the options and prices you find on them will be calculated and displayed in a fair and unbiased way – meaning you can be a confident energy shopper.

Quotezone Quotezone.co.uk	Unravel It Unravelit.com
The Energy Shop TheEnergyShop.com	Money Supermarket MoneySupermarket.com
Energylinx energylinx.co.uk	Simply Switch simplyswitch.com
Energy Helpline energyhelpline.com	uSwitch uSwitch.com

Successful examples of official portals

Private portals, also used in America, are another approach to the need to make shopping easier for customers. But the British accreditation process means that while each site is different, all of them match up to a set of national standards.

Two examples: the first, TheEnergyShop.com, is an energy-only portal. By contrast Quotezone.co.uk works as a one-stop shop for many home services.

Another characteristic of these websites is in the way they build trust with users. Instead of being tied to regulators, whom customers may not know about, they quote reviews from British media outlets with whom shoppers are broadly familiar.

TheEnergyShop.com

Compare all energy suppliers and get the best deal

Best Online Comparison Site 2013 Finalist - ecommerce awards

House number or name Postcode Compare Now

I have recently moved or am about to

Electricity

Tell us about your usage Compare all available tariffs Switch and Save up to £450

Impartial, unbiased & secure

CATEGORY WINNER thegoodwebguide.co.uk 2012

- Accredited under the Confidence Code since 2003
- Fiercely independent and easy to use site
- Free (and always will be) service

What our customers say

I Just Saved **£560**

Kevin Hine, Leek

"Thank you very much for your prompt and clear reply - a rare quality these days! I will definitely use your site again and also let others know."

R B Munn, Chichester, West Sussex

Start a Comparison

Featured in

BBC DAILY EXPRESS Daily Mail

Quotezone.co.uk

Cookie policy | Contact us | Affiliate centre Retrieve Quotes

Search our site... Search

Home / Utilities / Gas and Electricity

COMPARE ENERGY SUPPLIERS

Compare Dual Fuel Tariffs

- We accurately compare tariffs from every domestic energy supplier in the UK
- We are completely impartial with no bias toward any supplier
- Comparing and switching is fast and easy

Get Quotes Now >>

We compare these suppliers and more:

Sainsbury's Energy SSE Spark UTILITY WAREHOUSE ZOG ENERGY eDFENERGY

Overview

FAQ

Compare Dual Fuel Tariffs

With Quotezone you can compare dual fuel energy tariffs and help reduce your energy bills.

Considering shopping around for a new energy supplier? Look no further. Our fast, easy and accurate energy comparison system will show you all of the domestic UK energy products available to you today - and its completely free to use.

With our energy comparison system you can compare the prices of dual energy tariffs. That is, gas and electricity supplied together in one product. There are two main benefits of a dual fuel tariffs - price and convenience.

- Companies offering dual fuel packages will sometimes offer you an additional discount if you buy both gas and electricity from them. This can vary from being a fixed reduction in the overall bill to a special rate for one or other of the fuels you take.
- The benefit of convenience associated with dual fuel is that you only need to deal with one company should there be a bill query, complaint or when moving home. Certain suppliers will also offer the convenience of a single bill.

"The Quotezone website has good layout which is easy to understand, with a straight forward system to use."

Jude, United Kingdom Reviews.co.uk, 24 June 2014

What do these examples have to say?

Always keep usability in mind.

The examples in this report are clear and readable – in a word, usable. A good way to examine whether a rebuilt New York Power to Choose is ready for release is to run usability tests. A test of this sort can be run free of charge through [Usability Hub](#).

A portal can build trust and inspire confidence in shopping.

While the portal need not promote ESCOs, it could still promote the idea that shopping for energy is in itself a valuable activity.

Having so many choices requires ample search parameters.

Like Texas, New York has about 200 ESCOs, so its portal could use about as many independent search parameters as the Texas portal does. Through the ten parameters the Texas portal offers, users can narrow several hundred choices down to two or three.

Choose quality over quantity every time.

For example, New York Power to Choose lists 103 languages – but only the English version (the first language of 70% of New Yorkers) works. Just adding a working Spanish version (the first language of 15%) would greatly increase access to the portal.

Treat the utility's default service offer like any other offer.

New York differs from Texas, Georgia, and Britain in that utilities provide default service. So long as this continues, New York Power to Choose could work best by treating default service as what it is – an offer like any other, to be shown in the same way.

How could these examples be improved?

Specifically incorporate value-added offers into the portal.

Value-added services are key to the market, but none of these examples really showcases them. New York could make them central to its portal so they can be easily found and compared.

Make it equally easy to shop for electricity and natural gas.

Texas's Power to Choose accounts only for electricity, and Georgia only for natural gas. New York Power to Choose can be the best shopping portal in America if it successfully covers both.

In designing the portal, identify teaser rates as teaser rates.

Customers who do not want teaser rates could benefit from being able to screen them out by name, while sophisticated shoppers who might find value in these rates will still find them.

A sure-fire way to create a satisfying shopping experience.

How people feel about an experience is determined by how they felt (1) at the height of the experience - its best or worst moment - and (2) at its conclusion, when they've had the full experience. Therefore, a portal that makes it easy to (1) find great offers and (2) complete safe and smooth enrollments will satisfy its users.

However New York's portal is rebuilt, remember its purpose.

The core purpose of an energy shopping portal is to present a variety of retail energy products in a format where its users can easily consider all options before choosing the one which best fits their individual goals.

Sources and supplemental information

The Paradox of Choice

Barry Schwartz, Psychologist
Harper Perennial, 2004

A TED talk by the author of this book covers many of the ideas described in the book, as well as some of those in this report.

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Scope of Competition in Electric Markets in Texas

Public Utility Commission of Texas

January 15, 2017

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