

199—20.11 (476) Customer notification of peaks in electric energy demand. Each electric utility shall inform its customers of the significance of reductions in consumption of electricity during hours of peak demand.

20.11(1) Annual notice. Each electric utility shall provide its customers, on an annual basis, with a written notice that informs customers of the significance of reductions in consumption of electricity during periods of peak demand and the potential benefits of energy efficiency. The notice shall include an explanation of the condition(s) under which peak alerts will be issued and the means by which the utility will inform customers that a peak alert is being issued. The notice shall provide ways a customer can access additional information on the utility's energy efficiency programs. The notice shall be delivered to customers prior to the start of the utility's historical seasonal peak demand.

20.11(2) Notification plan. Each investor-owned utility shall have on file with the board a plan to notify its customers of an approaching peak demand on the day when peak demand is likely to occur. The plan shall include, at a minimum, the following:

a. A description and explanation of the condition(s) that will prompt a peak alert.

b. A provision for a general notice to be given to customers prior to the time when peak demand is likely to occur and an explanation of when and how notice of an approaching peak in electric demand will be given to customers.

c. The text of the message or messages to be given in the general notice to customers. The message shall include the name of the utility providing the notice, an explanation that conditions exist which indicate a peak in electric demand is approaching, and an explanation of the significance of reductions in electricity use during a period of peak demand and the potential benefits of energy efficiency.

20.11(3) Implementation of notification plan. The utility shall implement its notification plan as needed to alleviate the conditions described in 20.11(2)“a.”

20.11(4) Permissive notices. The standard for implementing peak alert notification is a minimum standard and does not prohibit a utility from issuing a notice requesting customers to reduce usage at any other time.

20.11(5) Annual report. Each electric utility required by subrule 20.11(2) to file a plan for customer notification shall file, on or before April 1 of each year, a report for the prior year providing the text of the annual written notice and of the peak alert notices given its customers, the dates when the notices were issued, and the costs of providing the annual written notice and the peak alert notices to customers. The annual report shall also include a statement of any problems experienced by the utility in providing customer notification of a peak demand and modifications of the plan, if necessary, to make customer notification more effective.