



**POWER CHOICE ILLINOIS**

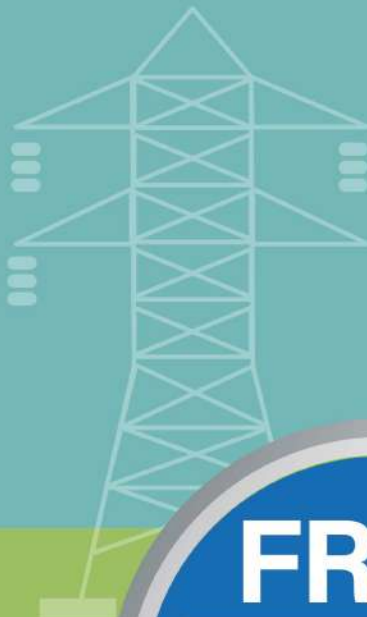


## The Free Your Data Act:

This legislation is needed because the state's existing framework for accessing and analyzing electricity usage data is outdated and cumbersome.

Freeing the data will empower customers, support innovation and competition, while promoting the responsible and cost-effective use of electricity.





Illinois consumers paid billions of dollars to install and deploy smart meters and have a resilient grid. The smart meters measure and record electricity usage in 15- or 30-minute intervals, but outdated regulations restrict how and where the data can be accessed. As a result, this usage data is not easily accessible to customers or companies that can help organize, analyze, and inform consumers about their electricity usage habits.



**FREE**

**YOUR DATA**

Data is the lifeblood of the clean energy economy. The current lack of data access limits innovation and competition and prevents the introduction of electricity plans that encourage responsible electricity usage and help lower energy costs to customers.

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# Free Your Data – Overview:

## SB 3903 (Sen. Cunningham / Rep. Evans)

Pass **SB 3903** (*Sen. Cunningham / Rep. Evans*) and free customers' electricity interval usage data by modernizing data access regulations. To further protect consumers, the Act creates additional oversight and accountability measures for the retail industry.

The Act contains data protection measures to ensure that licensed parties responsibly use and protect consumer data.

Providing customers, and the state's licensed energy companies serving consumers, with improved access to the interval usage data will encourage innovation, competition, and **promote the responsible use of electricity** by consumers.



# The Benefits of Better Data Access:



**Empower Customers:** Customers deserve improved access to their usage data to help them make smarter decisions regarding how and when they consume electricity.



**Encourage Innovation Through Analytics and Real-Time Monitoring:** Unlocked usage data can provide customers with analytics, real-time monitoring, and the benefits of competitive electricity plans that offer lower rates at different times of the day.



**Help Customers Responsibly Manage Energy Consumption:** The data belongs to customers, but access to it is restricted by outdated regulations. This is limiting access to software, tools, and services that can help educate consumers about usage habits.



**Create Value For Customers:** If retail energy providers had access to usage data, consumers would be able to utilize time-of-use plans or select from tailored plans that meet their needs and help them save money.





## Empower Customers:

Customers deserve improved access to their usage data to help them make smarter decisions regarding how and when they consume electricity.

It's consumers' data, help them use it to make informed decisions about how they use electricity.



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## Encourage Innovation Through Analytics & Real-Time Monitoring:

Unlocked usage data can provide customers with analytics, real-time monitoring, and the benefits of competitive electricity plans that offer lower rates at different times of the day.

Energy management tools provided by retail companies empower customers. These analytics can even alert consumers about abnormal usage that can be caused by malfunctioning HVAC systems or other equipment.

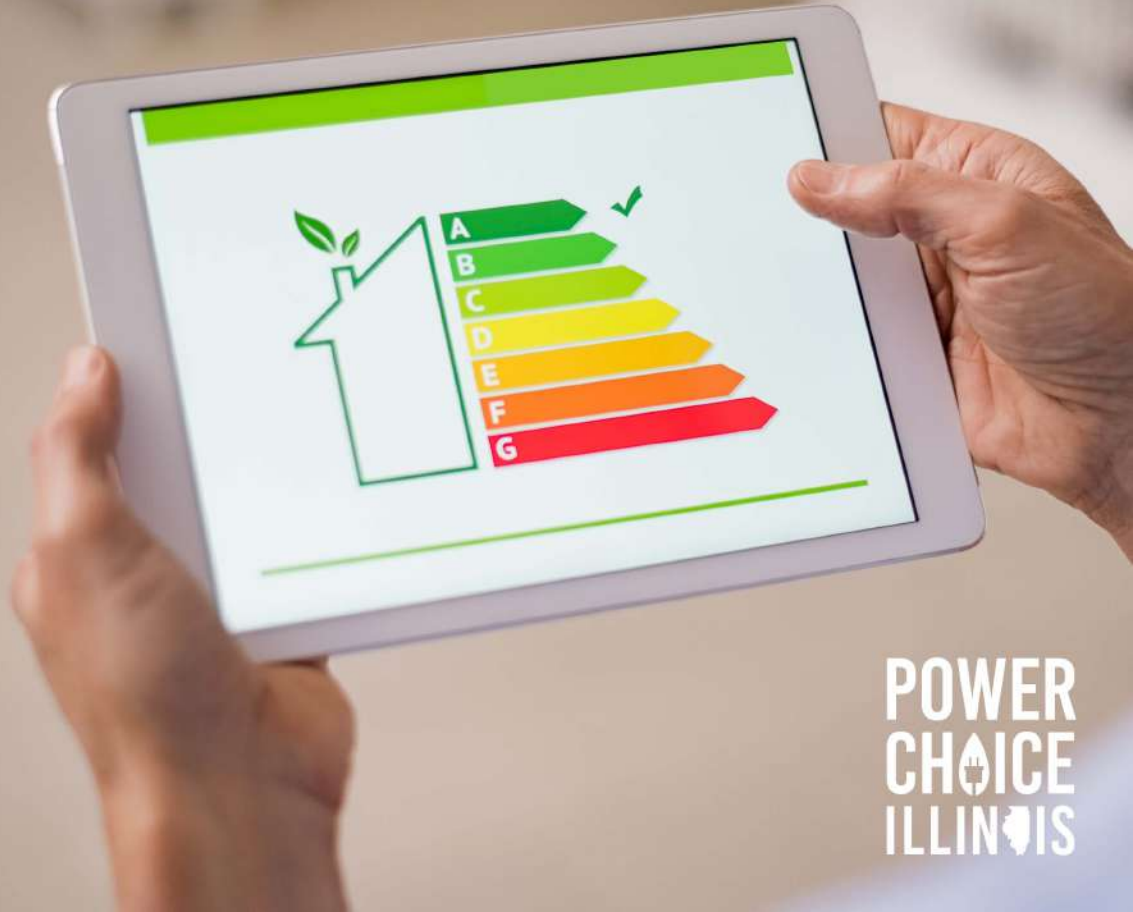




## Help Customers Responsibly Manage Their Energy Consumption:

Unlocked usage data can provide customers with innovative electricity plans that offer lower rates during different times of the day and encourage responsible usage.

Consumers may be unaware that they are consuming electricity at the most expensive time of day or during periods of peak demand because they have limited insight into their usage patterns.







## Create Value For Customers:

Providing customers and competitive retail energy providers with improved access to customer data, will allow consumers to select from tailored plans that use interval usage data to encourage utilization of renewable energy, support the adoption of electric vehicles, suggest minor adjustments in daily routines to save money, and provide innovative energy management tools.



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## Support Illinois' Historic Pivot To Green Energy:

While Illinois transitions its generation fleet to renewable and carbon-free energy, it is important that consumers gain access to valuable energy management tools, powered by usage data, to make responsible usage choices that can save families money.

Interval usage data helps electricity providers utilize renewable energy.





# Data Access Benefits Consumers: Time-of-Use Plans With Variable Rates

Nearly **1.4 million Illinois consumers** get their energy from alternative providers. Because these companies do not have access to interval data recorded by smart meters, there are **currently zero time-of-use plans available** to these consumers.

By modernizing data access, retail companies will be able to offer competitive products that **help consumers benefit from using energy at off-peak hours.**



# Data Access Reduces Grid Strain: Alerts Can Educate Consumers

Improved data access helps **reduce demand on the grid** during periods of **peak usage**, because companies, software and energy management tools can help make consumers are more aware of how, when and at what cost they are using electricity.

In other states, **apps** and **dashboards** encourage customers to **shift their usage** to periods of the day when **electricity rates are lower** helping them save money.



Usage Breakdown	
Appliances	Cost (\$)
Refrigeration	13% 152.00kWh \$7.94
Lighting	10% 110.00kWh \$7.00
Home Electronics	12% 132.00kWh \$8.80
Cooling	12% 132.00kWh \$8.80
Appliances	13% 143.00kWh \$9.80
Total	433.00kWh \$43.18



## Data Access Educates Consumers: Minor Adjustments Save Money

It's the **consumer's usage data**, but the current bureaucratic model of data access is limiting innovation, access and the development of tools, dashboards and plans that educate consumers about their usage habits.

Minor adjustments in daily **routines** can **help consumers save** money on their monthly electric bills. Usage data needs to **be better organized, analyzed and put in front of consumers** to help them make responsible decisions about their usage habits.







## Data Access Supports EV Adoption: Plans Tailored To Customer Needs

With access to usage interval data, companies can **offer plans and products** that help **consumers shift their habits** and utilize new technologies, such as electric vehicles.

In other states, licensed competitive retail energy companies have been able to develop tailored plans that **support** consumers with **electric vehicles** and promote the **charging during periods of low demand**.





## Data Access Supports Renewables: Alerts Can Educate Consumers

Improved data access will help ensure a **smooth rollout** of the state's historic pivot to renewable and **zero-emission** electricity generation.

Given the **intermittency of renewable energy generation**, it is vital that companies have access to interval data to **gain a complete picture** of the **state's** and **consumer's energy needs**.

With improved data access, consumers can be matched with plans from retail companies that utilize 100% renewable power.





## The Free Your Data Act:

Data is the lifeblood of the renewable energy economy. Illinois needs to modernize access to smart meter data.

Allow Illinois' licensed competitive retail energy companies access to the electricity usage data to identify emerging customer needs, develop usage-based energy plans that help consumers save money, and support the state's transition to green energy.

