



## State of New Jersey

BOARD OF PUBLIC UTILITIES

TWO GATEWAY CENTER

NEWARK NJ 07102

JON S. CORZINE  
*Governor*

KRISTI IZZO  
*Secretary of the Board*  
TEL: (973) 648-3426  
FAX: (973) 648-2409

November 30, 2007

To Whom It May Concern:  
(LDCs, CPMs and TPSs on Service List)

Re: I/M/O the Proposal for Account Look-Up for Third Party Suppliers and  
Clean Power Marketers - Docket No. A07110885

Dear LDCs, CPMs, TPSs, and other interested parties:

This letter is to request comments from the public regarding a procedure that will be considered by the Board at an upcoming Board Agenda meeting. The procedure would require an electric distribution company (EDC) or gas distribution company (GDC) (collectively local distribution companies or LDCs) to provide a customer's account number to a Third Party Supplier (TPS) of natural gas or electricity, or to a Clean Power Marketer (CPM), if the TPS or CPM obtains a signed consent form from the customer for enrollment with the TPS or CPM and notifies the EDC or GDC as set forth herein.

Current enrollment procedures require that each potential customer must provide his or her own utility account number in an application for CPM or TPS services. Generally, potential customers do not have ready access to their LDC account number and are unable to complete the application process at the point of sale (for example, at a street fair or mall). The customer must thus take the extra step of retrieving a recent utility bill and finding the necessary account number in order to enroll with the TPS or CPM. This both decreases participation and increases costs, creating a real barrier to efficient and affordable customer acquisition by TPSs and CPMs, thereby impeding customer choice.

To address this matter, the Board is considering a customer account number look-up procedure, similar to procedures used in other markets, to ensure ease of access/enrollment for customers and provide for consumer protections. The Board may permit an alternative form of verification of customer consent by Board Order pursuant to N.J.A.C. 14:4-1A.3.

Under the procedure, the customer would sign a Board-approved CPM or TPS enrollment form authorizing the release of their account number to the CPM or TPS. The customer would provide their name, address, and phone number on the form and the form would designate the CPM or TPS as the customer's agent for the sole purpose

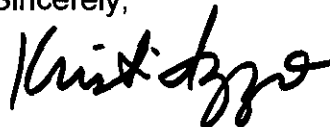
of the customer's enrollment with the CPM or TPS, and would give explicit permission to the EDC or gas public utility to access the customer's account information for enrollment purposes. The CPM or TPS would submit an electronic list of names and addresses to the LDC and the LDC would check the list against its database to "look up" and retrieve the LDC account numbers. The LDC would then return the list to the CPM or TPS with account numbers for those customers whose names and addresses matched. The CPM or TPS would then enter the account number into the EDI system to enroll the customer.

As a safe guard, the proposed procedure would also provide that, if a CPM or TPS enrolls a customer in error, the CPM or TPS will be required to pay full restitution of any payments made within fifteen business days of a complaint filed with and verified by Board staff. If a customer wishing to participate is not enrolled, the CPM or TPS must commit to enrolling such a customer within fifteen business days of a complaint filed with and verified by Board staff.

Comments may be submitted through January 11, 2008 by e-mail to [OCE@bpu.state.nj.us](mailto:OCE@bpu.state.nj.us), or on paper to:

Kristi Izzo, Secretary  
New Jersey Board of Public Utilities  
ATTN: BPU Docket Number: A07110885  
Two Gateway Center  
Newark, New Jersey 07102

Sincerely,



Kristi Izzo  
Secretary of the Board

/ac  
c Service List