California's Residential Time-of-Use Pricing Pilot: Three Key Learnings for Utilities and Regulators

Andrew S. Lee 2017 IEPEC Conference – Baltimore, Maryland



Together, Building a Better California **Learning #1:** Marginal differences in time-of-use rate designs don't appear to generate materially different outcomes



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Learning #3: Think hard and realistically about how customers should, and will, perceive the benefits of time-of-use rates

