Implementing Advanced Rate Design and Dynamic Pricing

Recommended CEUs: 3/PDHs: 3.2/CPEs: 3.8
Field of Study: Specialized Knowledge

All times below are Eastern Standard Time.

Thursday, August 5

8:30 a.m.  Section One
- Course Introduction and Overview
- Discussion of Learning Objectives
- Modernizing utility’s rate structures
- Growth of dynamic pricing in the U.S.
- Types of dynamic rate structures

9:30 a.m.  Section Two
- Creating a win-win rate strategy for utilities and customers
- Developing time-based rate structures
- How demand charges are used in rate development
- Identifying the marginal costs of power supply, transmission, and capacity

10:30 a.m.  Break (15 Minutes)

10:15 - 11:30 a.m.  Section Three
- The use of gradualism in rate development strategies
- Residential EV charging
- Price elasticities and customer response
- Commercial car charging station rates
- Dynamic pricing as an economic development tool

11:30 to Noon a.m.  Section Four
- Implementation strategies
- How to Explain Rate Changes to End User, Board and Council

Noon p.m.  Course Adjourns
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Upon completion of this course, participants will be able to successfully:

1. Discuss different types of dynamic pricing structures
2. Explain how time-based rates are developed
3. Identify ways that utilities can implement dynamic pricing
4. Identify strategies to explain rate designs and changes to customers, boards or councils
Mark Beauchamp, President
Utility Financial Solutions, LLC

Mark Beauchamp is the president of Utility Financial Solutions, LLC and has over 30 years of experience in financial analysis, cost of service, and rate design for utility systems. Mark has completed cost of service, rate design and financial assessments for utilities throughout the U.S., Canada, Guam, and the Caribbean.

About Utility Financial Solutions LLC

Utility Financial Solutions specializes in electric, water, wastewater, telecommunications and gas cost of service studies, unbundling studies, competitive rate designs, financial projections and special financial analysis. They are one of the largest providers of financial services to utilities across the United States. Their team of professionals includes engineers, accountants and economists that have completed hundreds of cost of service studies, rate studies, and financial projections for utilities in 39 states, Canada, Guam, and the British Grand Cayman Island. They also teach a variety of in-depth financial planning courses and speak at events across the country, providing expert insights on key industry topics and trends.