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To: [MSA Stakeholder Consultation](#)
Subject: ENMAX feedback on Retail Market Data
Date: Friday, June 24, 2016 2:10:05 PM

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Thank you for the opportunity to provide feedback on the MSA Retail Market Data reporting process.

In regards to potential data format and presentation, ENMAX provides the following feedback:

The concept of a monthly time interval is reasonable, however it should be noted the data change is not dramatic on a month by month basis. If graphical presentation method is selected there may not be enough change to warrant monthly. The proposed 3 month delay to posting information is supported. At most ENMAX would accept 6 months if there were some technical hurdle to acquiring the data.

ENMAX would support a full data table rather than a graphical presentation. This data table could be rounded to the nearest 1000 sites if needed and include every active retailer. This data table would show more monthly changes in sites. If graphical was chosen, the market shares should be more granular with the nearest 1% used. There are over 30 retailers in the mass market segment. Including more retailers and more information would provide more insight into the degree of competition in the mass market segment. Selecting only the large retailers does not provide a picture of the competitive landscape in Alberta.

The C&I market segments have often been identified by the past MSA reports as a very competitive market space. The C&I space could be reported on less frequently than mass market and the added efforts of monthly reporting would not present new findings on the competitive health of the segment. ENMAX would suggest the MSA focus should be on the mass market segments where competition seems to be lagging. The smaller gas and electricity consumer markets are the areas that require more understanding and have the most opportunity to benefit from innovative government policy. ENMAX would like to see more emphasis on the impacts of the natural gas default options on competition in the mass market space as this is an area that has not yet been explored.

Combining the various smaller zones into one labelled 'Other' makes sense and ENMAX has no objection to this approach.

In a more general comment, the MSA should outline what this reporting process is trying to achieve in order to let stakeholders suggest new ways of presenting the relevant information.

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