



## **DR 2.0 Tool Released in Advance of Demand Response and Smart Grid National Town Meeting**

(Washington, DC –July 8, 2013) In conjunction with this week's **National Town Meeting on Demand Response and Smart Grid**, the Association for Demand Response & Smart Grid (ADS) released a new tool to help in the understanding of the evolution of demand response.

The National Town Meeting is being held this week, from Tuesday through Thursday, July 9-11, at the Ronald Reagan Building in Washington, DC. Approximately 400 demand response and smart grid experts and stakeholders will be gathering at the annual event. More information is at [www.smartgridtownmeeting.com](http://www.smartgridtownmeeting.com).

The new tool released by ADS is called ***Demand Response 2.0: A Future of Customer Response***. The tool identifies and explores the past, present and future of demand response. It is intended to help educate demand response policymakers and stakeholders and stimulate discussion within the broader demand response and smart grid community.

*DR 2.0: A Future of Customer Response* was developed to fulfill part of the *Implementation Proposal for The National Action Plan on Demand Response*, a report to Congress jointly issued by the U.S. Department of Energy (DOE) and the Federal Energy Regulatory Commission (FERC) in June 2011. Part of that implementation proposal called for a "National Forum" on demand response to be conducted by DOE and FERC. As part of this initiative, and with DOE support, working groups were formed in four areas that have focused on key demand response technical, programmatic, and policy issues. The new tool released today is one of several resources produced by the Working Group on Program Design and Implementation, which has been led by ADS.

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The report discusses factors that are stimulating an evolution from traditional demand response to DR 2.0, and it outlines features of DR 2.0. It provides resources for DR practitioners and policymakers, including an overview of key issues to monitor and a decision-maker checklist.

“While DR may feel brand new to many people, it actually has existed in various forms for some time”, said Dan Delurey, Executive Director of the Association for Demand Response and Smart Grid (ADS). “During that time, DR has continually evolved as new technologies, practices, policies and business models have presented themselves. There is no reason to think that DR is not still evolving in present times and won’t continue to do that in the future. This document is intended to help everyone try to understand some of the evolution happening right now and in the near future”.

Delurey said these concepts will be among those discussed this week at the **National Town Meeting on Demand Response and Smart Grid** (July 9-11, 2013) to be held at the Ronald Reagan Building and International Trade Center in Washington, DC ([www.demandresponsetownmeeting.com](http://www.demandresponsetownmeeting.com)). The new Tool itself can be found on the ADS website at <http://www.demandresponsesmartgrid.org/reports-research/ads-reports>.

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*DR 2.0: A Future of Customer Response* was produced for the National Action Plan on Demand Response Working Group on Program Design and Implementation by Paul De Martini, Managing Director of Newport Consulting, LLC ([www.newportcg.com](http://www.newportcg.com)) and the Association for Demand Response and Smart Grid, for Lawrence Berkeley National Laboratory under a contract with the U.S. Department of Energy Office of Electricity Delivery and Energy Reliability. Additional products produced for the National Action Plan Forum are available at <http://www.ferc.gov/industries/electric/indus-act/demand-response/dr-potential.asp>.

### **About the Association for Demand Response & Smart Grid**

The Association for Demand Response & Smart Grid (ADS) is a nonprofit organization, originally formed in 2004 as the Demand Response Coordinating Committee (DRCC). ADS is a 501 (c) 3 nonprofit organization consisting of professionals and organizations involved in demand response and smart grid. It provides services to help its members in the conduct of their work and in the attainment of their personal, corporate and governmental objectives. ADS seeks to establish and grow a demand response “community” of policymakers, utilities, system operators, technology companies, consumers, and other stakeholders.

Group Members of ADS are Ameren, American Public Power Association (APPA), Arizona Public Service (APS), California ISO, Converge, Con Edison, Conservation Services Group (CSG), Constellation, Corporate Systems Engineering, Dimplex, Duke Energy, Emerson Climate Technologies, ENBALA, Energate, EnerNOC, Freeman, Sullivan & Co, GE, ISO New England, Itron, Joule Assets, Landis & Gyr, MISO, National Grid, National Rural Electric Cooperative Association (NRECA), Navigant Energy Practice, Negawatt, NYSEERDA, On-Ramp Wireless, Opower, Pacific Gas & Electric (PG&E), PECO, PJM Interconnection, Reliant, Rodan Energy Solutions, San Diego Gas & Electric (SDG&E), Siemens, Silver Spring, Southern California Edison (SCE), Southern Company, and Tennessee Valley Authority (TVA).

More information on ADS can be found at: [www.demandresponsesmartgrid.org](http://www.demandresponsesmartgrid.org)

#### **CONTACT:**

Dan Delurey  
Association for Demand Response & Smart Grid  
(202) 441-1420

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1301 Connecticut Ave, NW Suite 350  
Washington, DC 20036  
[www.demandresponsesmartgrid.org](http://www.demandresponsesmartgrid.org)