



New DR Case Studies Available on Progress Energy, Gulf Power, Con Edison, and Reliant

(Washington, DC – September 19, 2012) The Association for Demand Response & Smart Grid (ADS) today released four new studies that delve into demand response program design and implementation at particular companies. The documents released represent “Case Study Interviews,” whereby a discussion with the actual people behind the programs is captured as a webcast, as well as made available in other ways.

“ADS continually is told by members of the DR and smart grid community that they want to hear about ‘lessons learned’ from others who are doing similar work to what they are doing,” said Dan Delurey, Executive Director of ADS. “The new ADS Case Study Interview Series is focused on filling that expressed need. In the interviews, ADS goes behind the scenes to let people ‘tell the story’ of the program. It lets them talk about how the program came about, how they designed it, how they marketed it, and – most importantly – what worked and what didn’t work. They also discuss the goals, rationales, and processes used to design and evaluate program offerings and tools. We anticipate that these Case Study Interviews will become a very helpful tool to those trying to implement Demand Response.”

The initial Case Study Interviews in the series focus on programs at Progress Energy Carolinas, Gulf Power, Con Edison, and Reliant. Each of them represents an opportunity to hear directly from the company about the challenges faced, lessons learned, and best practices identified in the programs that are discussed. The Case Study Interviews span residential and commercial sector programs, time-based pricing and direct control programs, and regulated and unregulated market programs.

The Case Study Interview Series is part of ADS’s effort to implement the National Action Plan on Demand Response (NAP) put forth by the Federal Energy Regulatory Commission (FERC) and the U.S. Department of Energy (DOE). DOE’s Office of Electricity Delivery and Energy Reliability is providing support to ADS for the series.

-MORE-

Interested parties can access the Case Study Interviews in a number of ways. They are available as a webcast on the ADS website. Also on the site are the PowerPoint slides used in the interview. Finally, the written transcript of each discussion can be downloaded from the ADS site. All are available at <http://www.demandresponsesmartgrid.org/CaseStudyInterviews>.

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), ComEd, Conserve, Con Edison, Conservation Services Group (CSG), Emerson Climate Technologies, ENBALA, Exelon, Freeman, Sullivan & Co, ISO New England, Joule Assets, MISO, National Grid, National Rural Electric Cooperative Association (NRECA), Navigant Energy Practice, NYSEERDA, On-Ramp Wireless, Opower, Pacific Gas & Electric (PG&E), PECO, PJM Interconnection, Progress Energy, Reliant, Rodan Energy Solutions, Inc., Salt River Project (SRP), San Diego Gas & Electric (SDG&E), Southern California Edison (SCE), Southern Company, and Tennessee Valley Authority (TVA).

More information on ADS can be found at: www.demandresponsesmartgrid.org

CONTACT:

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

#

1301 Connecticut Ave, NW Suite 350
Washington, DC 20036
www.demandresponsesmartgrid.org