

Presentation Title

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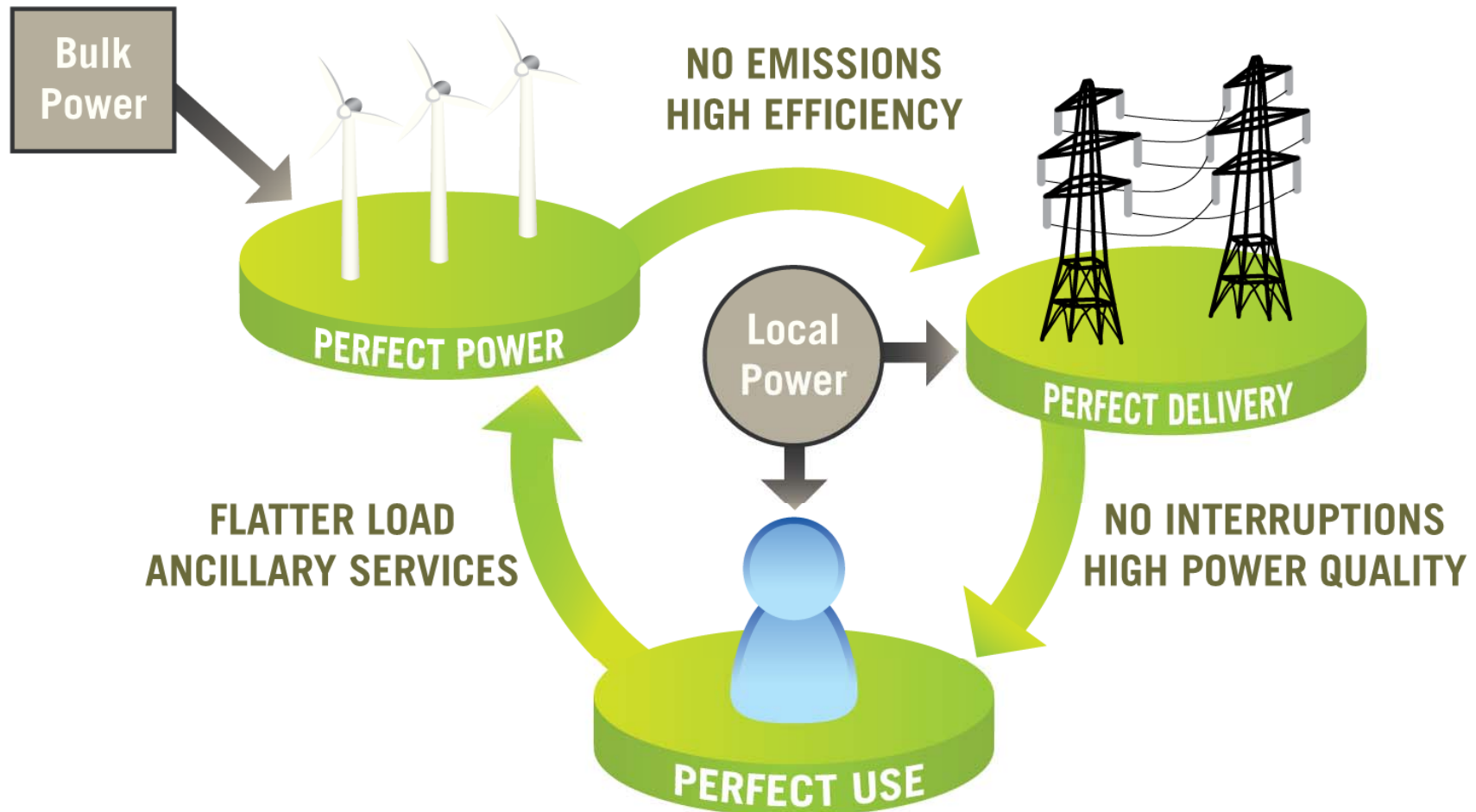
President

Perfect Power Institute

Objectives of Customer Engagement

- Objectives: Engage customers as partners to
 - Take action
 - Invest (money & resources)
 - Attract third party investment & innovation
- Who are the customers?
 - Buildings – residential and commercial
 - Large complexes – industrial, mixed use
 - Campus/developments
 - Local governments

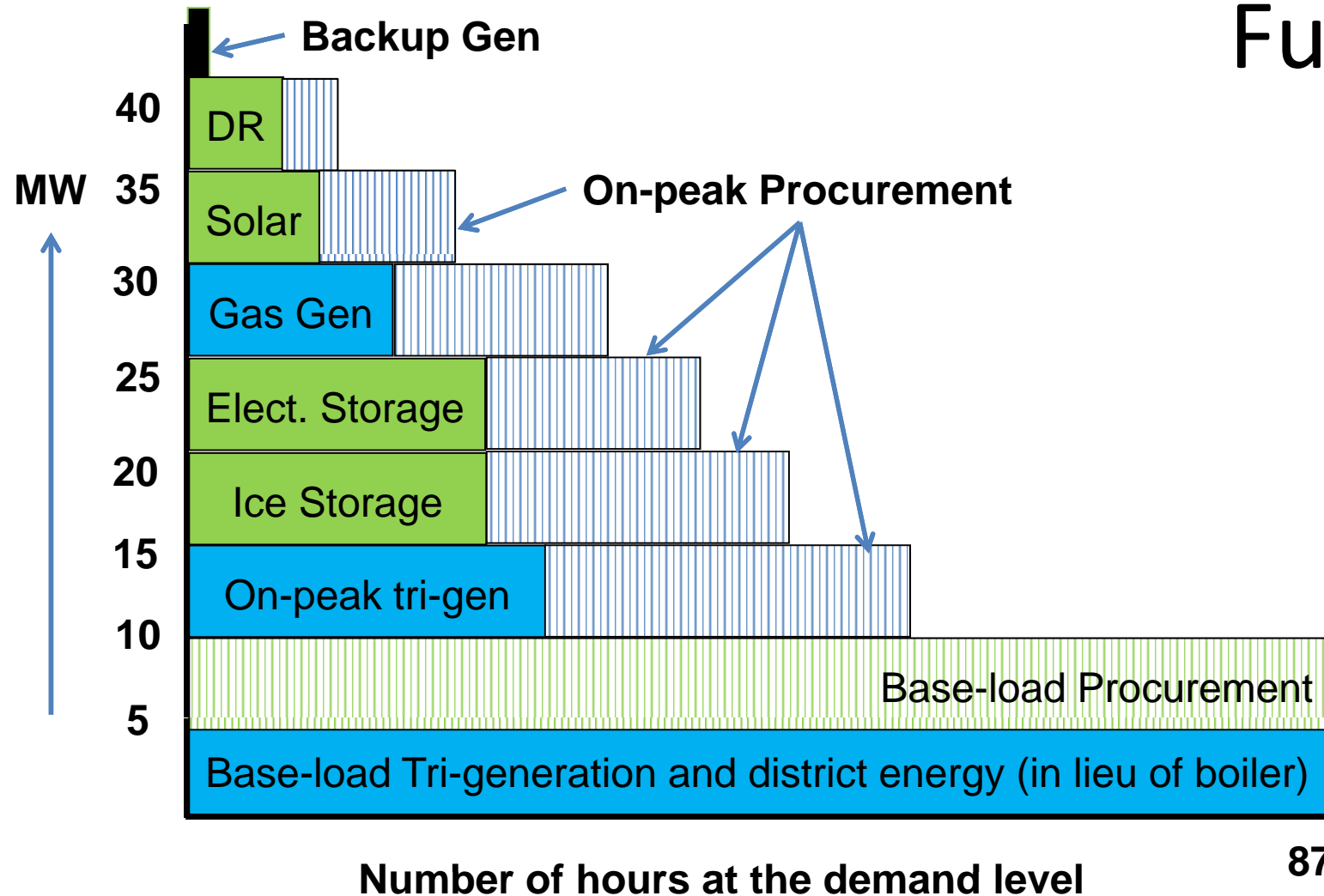
Putting the Customer at the Center of Grid Modernization



Act and Invest in What?

- Conserve to save money and energy
- Flatten load curve to lower costs for everyone
 - Use more at night and less during the day
- Provide grid services in return for payments
 - Demand response, voltage support, VAR's, capacity
- Install cleaner more efficient power to meet peak demand
- Recycle waste heat to generate power as a (turbine in lieu of a boiler)
- Improve local reliability and power quality

A Glimpse of the Customer of the Future



Customer Engagement Tool Box

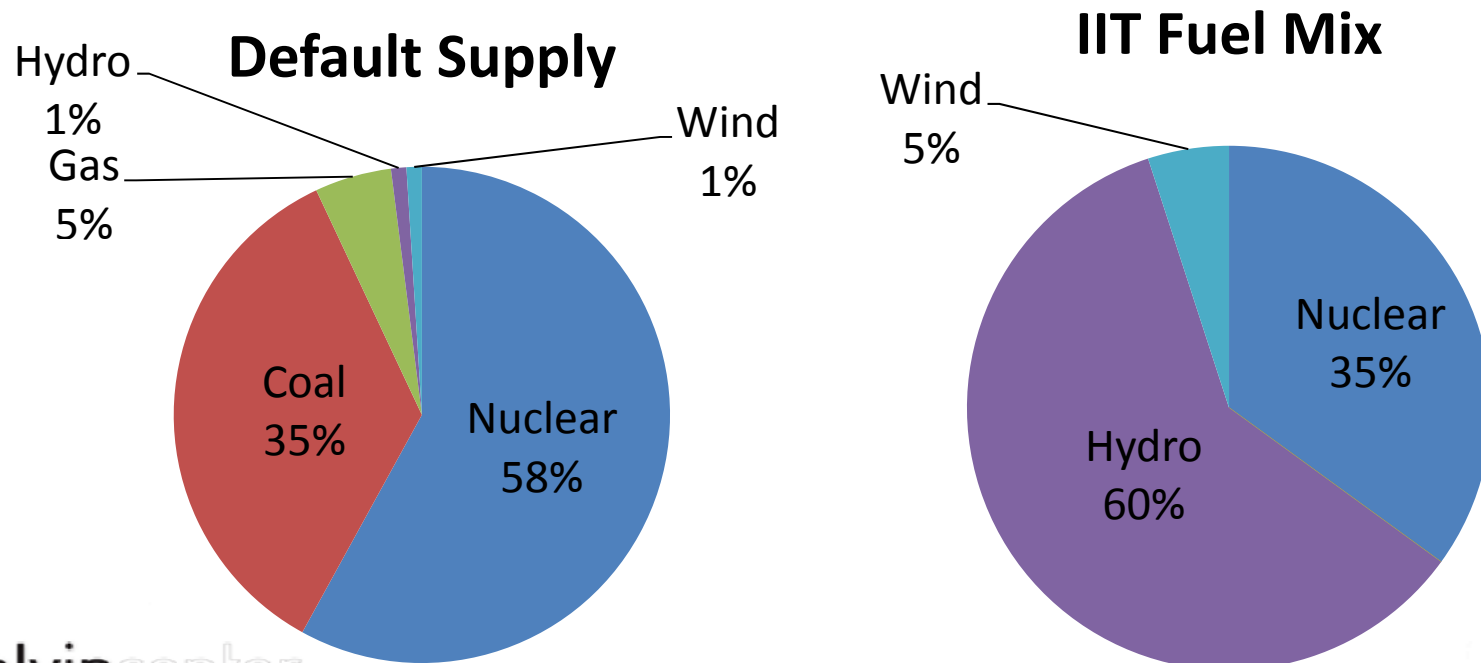
- Supply choice
- Transparent Pricing
- Ancillary service payments
- Real-time usage data
- Interconnection and net metering
- On-bill financing
- Aggregation
- Partner with local governments

Pricing Program Evaluation Tool

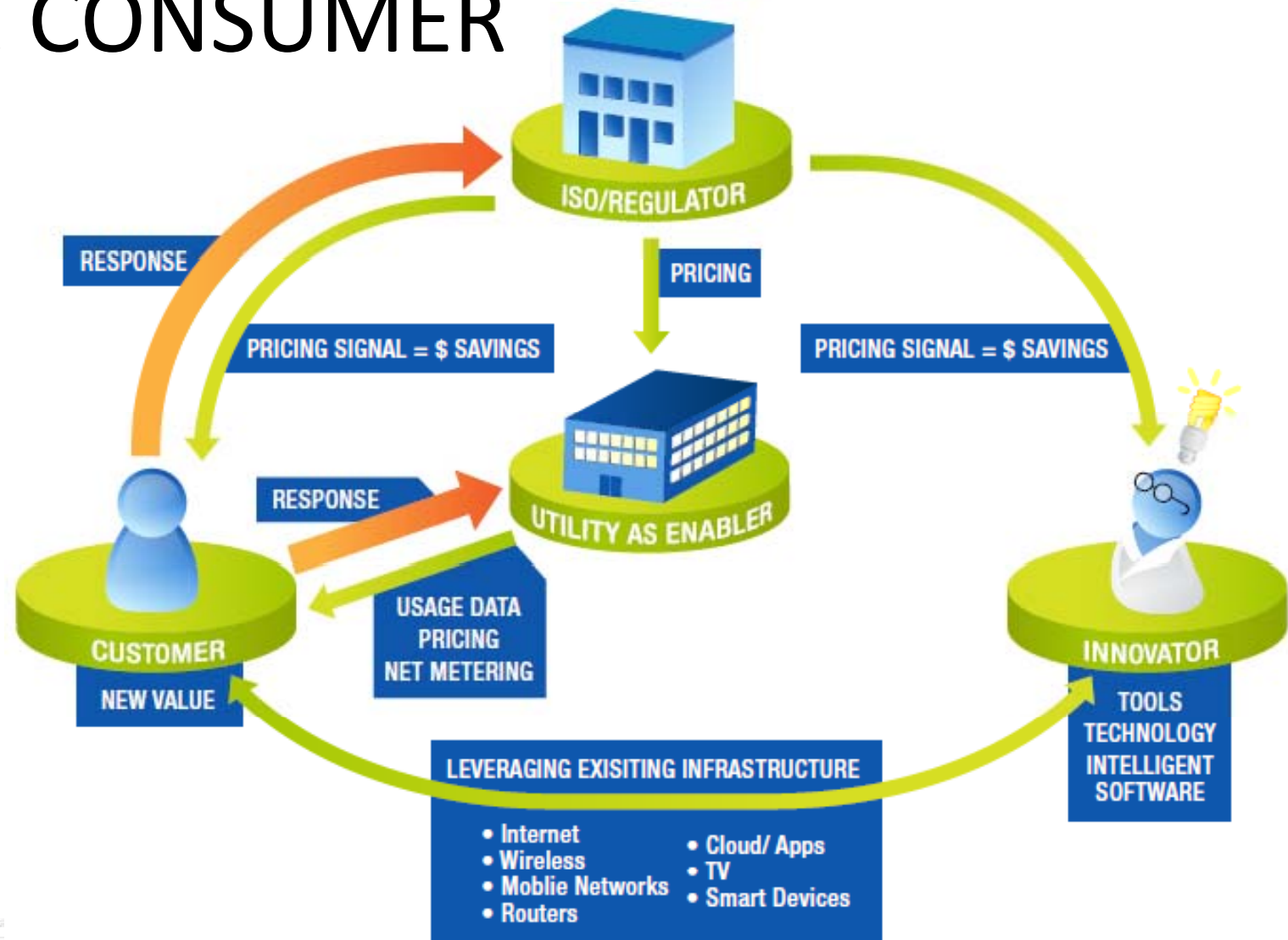
	Event-Based Pricing				Market-Based Pricing			
	DR Payment	CPP	Load Control	Rebate	TOU	Real-Time	Day-Ahead	Increasing Block
Conservation	< \$50				\$400+			
Consumer cost reduction								
CO ₂ reduction								
Permanent demand reduction								
Temporary demand reduction								
Load shifting (e.g. PHEV)								
Price responsiveness								

Case Study: IIT

- Tools: Supply choice, DR payment, interconnect
- Result:
 - Zero carbon competitive supply contract
 - 6MW of DR



EMPOWER INNOVATOR TO ENABLE CONSUMER





Pecan Street Consortium

