

Session 5C

CRITICAL PEAK PRICING: QUANTITATIVE, QUALITATIVE AND PERSISTENCE ANALYSIS

Moderator: Steven Braithwait, Christensen Associates Energy Consulting, LLC

PAPERS

The Arc of Price Responsiveness – Consistency of Results across Time-Varying Pricing Studies

Ahmad Faruqui, The Brattle Group

Sanem Sergici, The Brattle Group

Eric Schultz, The Brattle Group

Default Critical Peak Pricing for Non-residential Customers: Do Demand Reductions Persist? Are the Reductions Reliable?

Candice Churchwell, Freeman, Sullivan & Co.

Josh Bode, Freeman, Sullivan & Co.

Strategies for Improving Customer response to CPP Price Signals

Barb Ryan, EnerNOC Consulting Services

Mark S. Martinez, SCE

Kathryn Smith, SDG&E

Greg Mandelman, PG&E

SESSION SUMMARY:

This session includes three papers that touch on different aspects of critical peak pricing (CPP) and other dynamic pricing treatments. These include the consistency of customer response across a range of largely residential pilot programs; assessing the persistence of the response of non-residential customers who have faced CPP prices for several years; and surveying commercial and manufacturing customers to determine actions that they report taking during CPP events in order to provide guidance for improving customer response.