

## SESSION 2B

### IF YOU DEMAND IT--WILL THEY COME?

*Moderator: Nigel Jollands, International Energy Agency*

#### PAPERS:

##### **A Successful Case Study of Small Business Energy Efficiency and Demand Response with Communicating Thermostats**

Karen Herter, Heschong Mahone Group  
Seth Wayland, Heschong Mahone Group  
Josh Rasin, Heschong Mahone Group

##### **Pacific Gas & Electric's SmartAC 2008 Load Impact Evaluation**

Gil Wong, Pacific Gas & Electric  
Paula Ham-Su, KEMA Inc.

##### **Evaluation of Demand Responsive Pricing and Bidding Programs for Large Commercial and Industrial Customers**

Steven D. Braithwait, Christensen Associates Energy Consulting

#### SESSION SUMMARY:

Dying to know the latest and greatest with evaluation of demand response programs? Then this is the session for you. This session will draw on three evaluations of demand response programs in California covering the industrial, commercial and residential sectors.

Herter et al. document a field study of 78 small commercial customers in the Sacramento Municipal Utility District (SMUD) service territory who volunteered for an integrated energy efficiency and demand response (EE-DR) program in the summer of 2008. The purpose of the study was to investigate the responses and perceptions of small business customers to different demand response program options and control strategies. The results of this study provide evidence that energy efficiency programs, dynamic rates and load control programs can be used concurrently and effectively in the small business sector.

Wong and Ham-Su evaluate the SmartAC response program that targets central air conditioners in the residential and small commercial sectors. Specifically, the authors look into the effectiveness of demand response through the use of switches and remotely controlled thermostats with temperature set back capability. The load impact evaluation conducted in 2007 concluded that the load impacts from switches were larger than those from thermostats.

Braithwait presents load impact evaluations for 2006 and 2007 of two of the California statewide day-ahead demand response programs for commercial and industrial customers. The primary objective of the evaluation was to produce estimates of the hourly load impacts for each program and each event day, at both an aggregate level and for certain customer types. He uses the results of the evaluation as input to forecasts of the expected load impacts of the programs in future years.