



Developing a Successful Demand Response Regimen

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ECS: Company Background

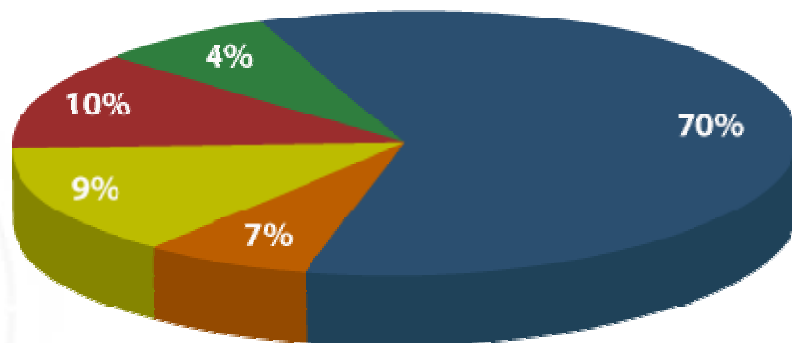
- **Company founded in 2001**
- **“Soups to Nuts” Service Provider**
- **2,500+ MWs of Capacity Under Contract**
- **Currently operating in NYISO, ISO-NE, PJM, California, ERCOT, and Ontario**



Focus on Industrials

ECS' focus *is* industrial loads

- Ownership comes from the manufacturing sector
- A unique understanding of the issues affecting this type of contributor



■ General Property ■ Schools/Universities ■ Hotels
■ Health Care ■ Manufacturers/Industrial

Program Design

Program Design Determines Success

Key Questions:

- **What is the need? (price stabilization, grid contingencies, overall peak reduction, etc.)**
- **How do we get it done? (*How do ARCs “reduce barriers” and help you meet your goals?*)**



The ECS/KCP&L Example

- **Power of partnership**
- **Ability to engage second tier customers**
- **Good program design sets stage for rapid uptake (flexing marketing muscle)**
- **Value-add**
 - **Cross marketing of EE programs/access to additional energy management tools**

Key Program Elements

- **Simplicity (Baselines, Trigger Mechanisms, etc.)**
- **Load Aggregation (Risk Mitigation)**
- **Cost/Benefit Nexus**
 - **Exposure vs. Type of Load Management Product**



Conclusions/ **Recommendations**

ARCs have proven that they can play a vital role in the development and rapid implementation of DSM programs

- **Utility-driven programs are effective if done right**
 - **Competition is feasible, but should be designed relative to sub-sector expertise of ARCs**





Thank you!



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