EcoFactor

National Town Meeting
May 2015

The year was 2005 and…

- The National Town Meeting was held via webinar
- 0% of PJM's peak was enrolled in DR

In 2006:

- Site Controls presented
- Very few utility operators believed DR was reliable

In 2007:

- COMV and ENOC were public
- DR began to provide ancillary services

In 2008:

- Larry Oliva of SCE presented that DR met 6% of SCE's peak
- He also mentioned the connected home, energy storage, and EVs

A year later, in 2009:

- Microsoft presented its Hohm offering

In 2010:

- Control4 presented. Then Better Place presented

From 2011 – 2013:

- I was on hiatus from the National Town Meeting

In 2014:

- ~10% of PJM's peak was enrolled in DR

In 2015:

- Ken Daly questioned whether DR would be reliable on the 5th day of a heat wave

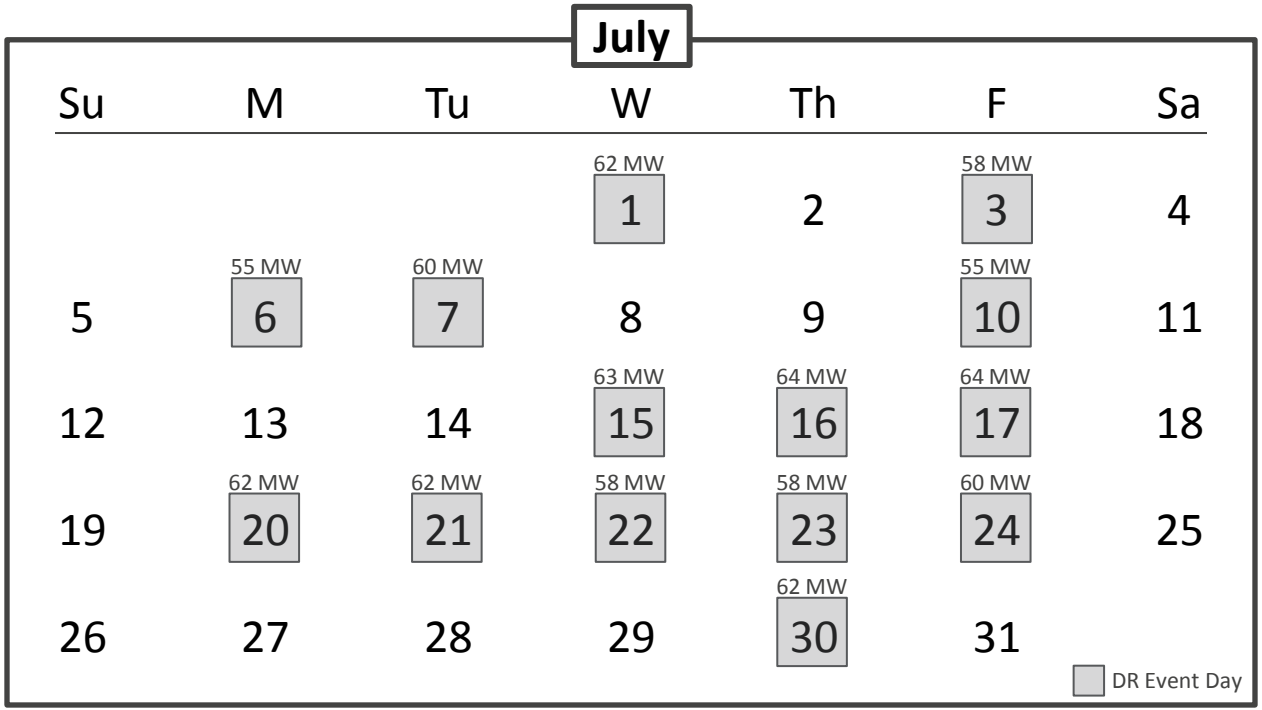
In summary, over the last ten years, three things stand out:

1. We've succeeded, to some extent

2. DR still has its detractors

3. Most technology companies that present at the National Town Meeting fail

Eat your heart out, Ken Daly



$8B

Value to be captured by utilities from building trust with their customers

19%

of customers know about utility rebates

5%

of customers are very familiar with utility efficiency programs

68%

of customers say they are doing everything possible to minimize electric bills and there is nothing incremental left to do

4%

own a smart thermostat