Distribution Demand Response 2.0



Sim Zirkiyev

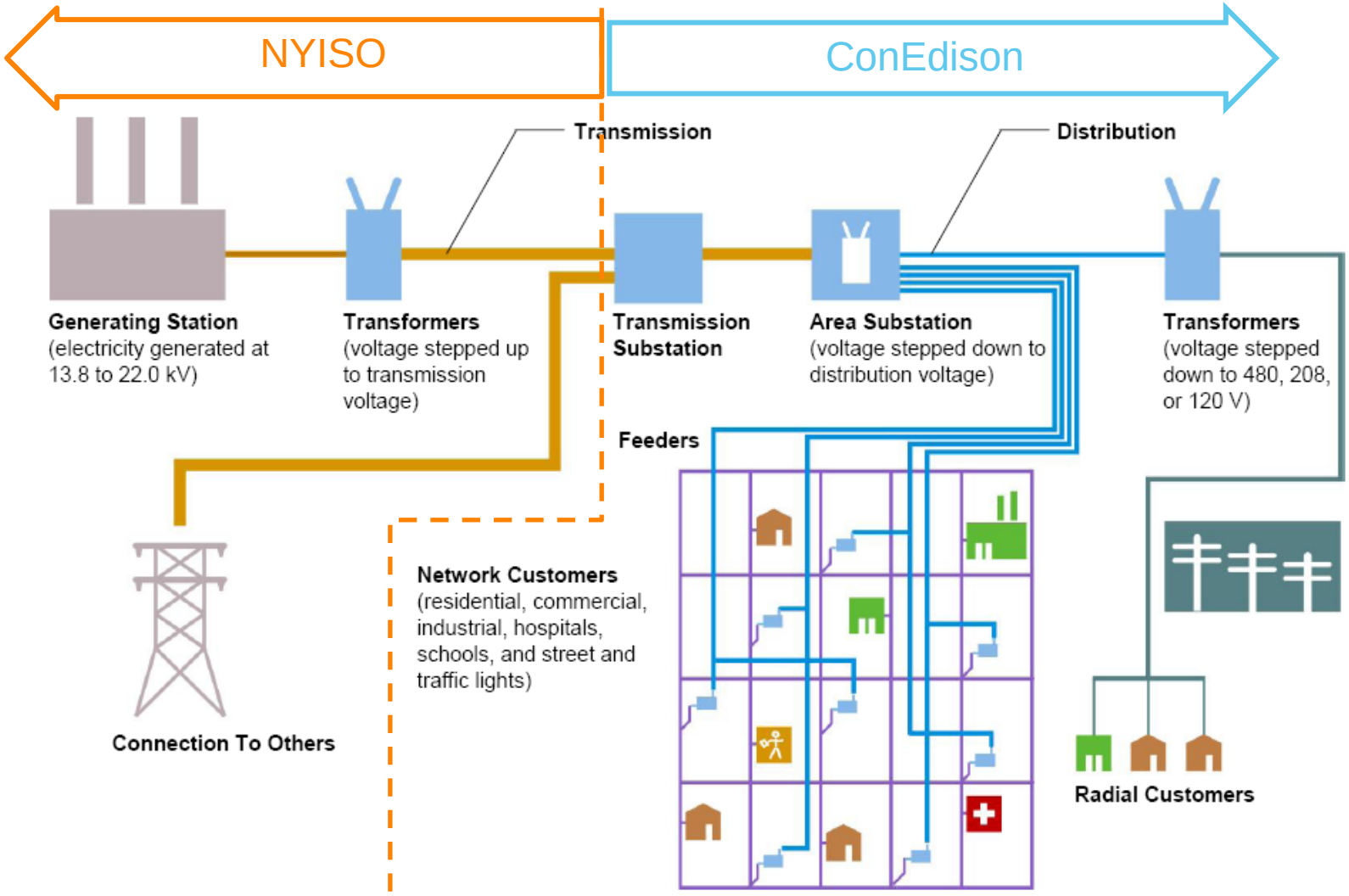
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May 28, 2015

Agenda

- Background
- Con Edison's DR Programs Overview
- DR Valuation Methodology
- Digital Marketing Campaign
- Enrollment Results

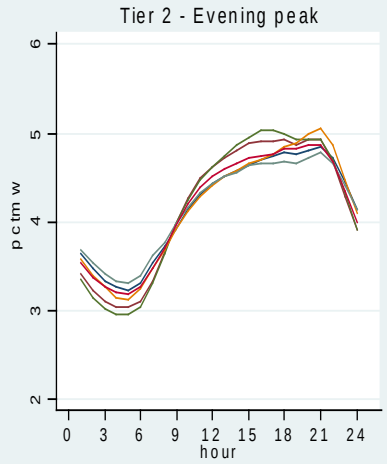
Distribution vs. Wholesale

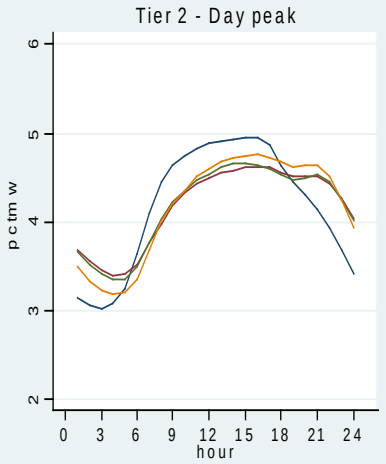


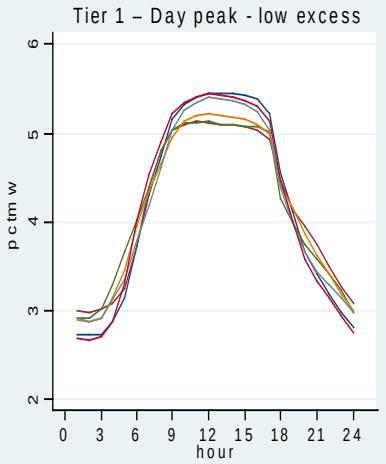
Commercial Demand Response Programs

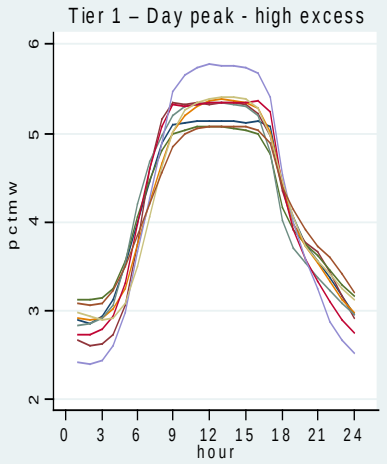
- Distribution Load Relief Program (DLRP)
  - 2 Hour Notification in case of contingencies
  - Dispatched by network (83 networks in service territory)
  - Open to customers in NYC and Westchester
  - Last year, only 1 hr test event called. In 2013 called 6 events in 4 networks/load areas (Flatbush, Fox Hills, Fresh Kills, Roosevelt)
- Commercial System Relief Program (CSRP)
  - 21 Hour Notification if forecasted next day system peak is 96% or more of the forecasted summer peak
  - Dispatched in NYISO Zone J in 4 call windows – each network assigned to one call window
  - Last year, only 1 hr test event called. In 2013 called 5 events in NYC
- Potential Revenue from Both Programs: up to $50,000 over 3 years for every 100 kW enrolled

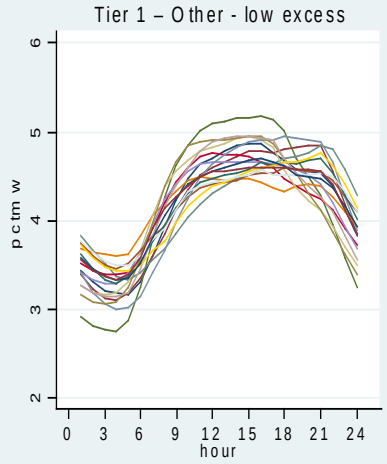
Network Load Profiles

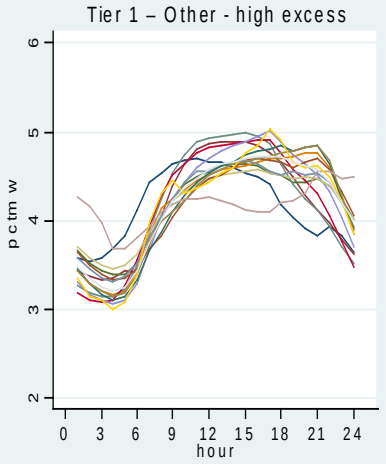


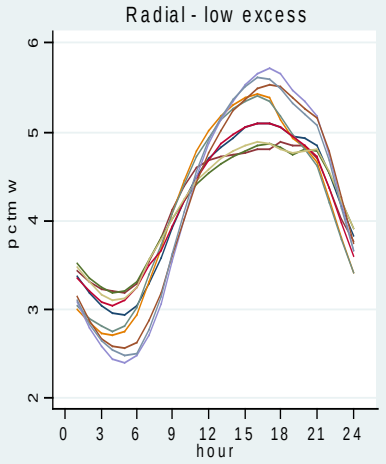


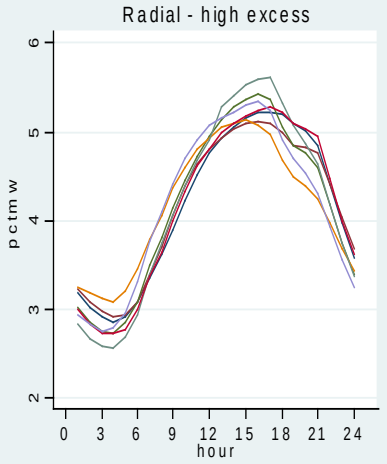




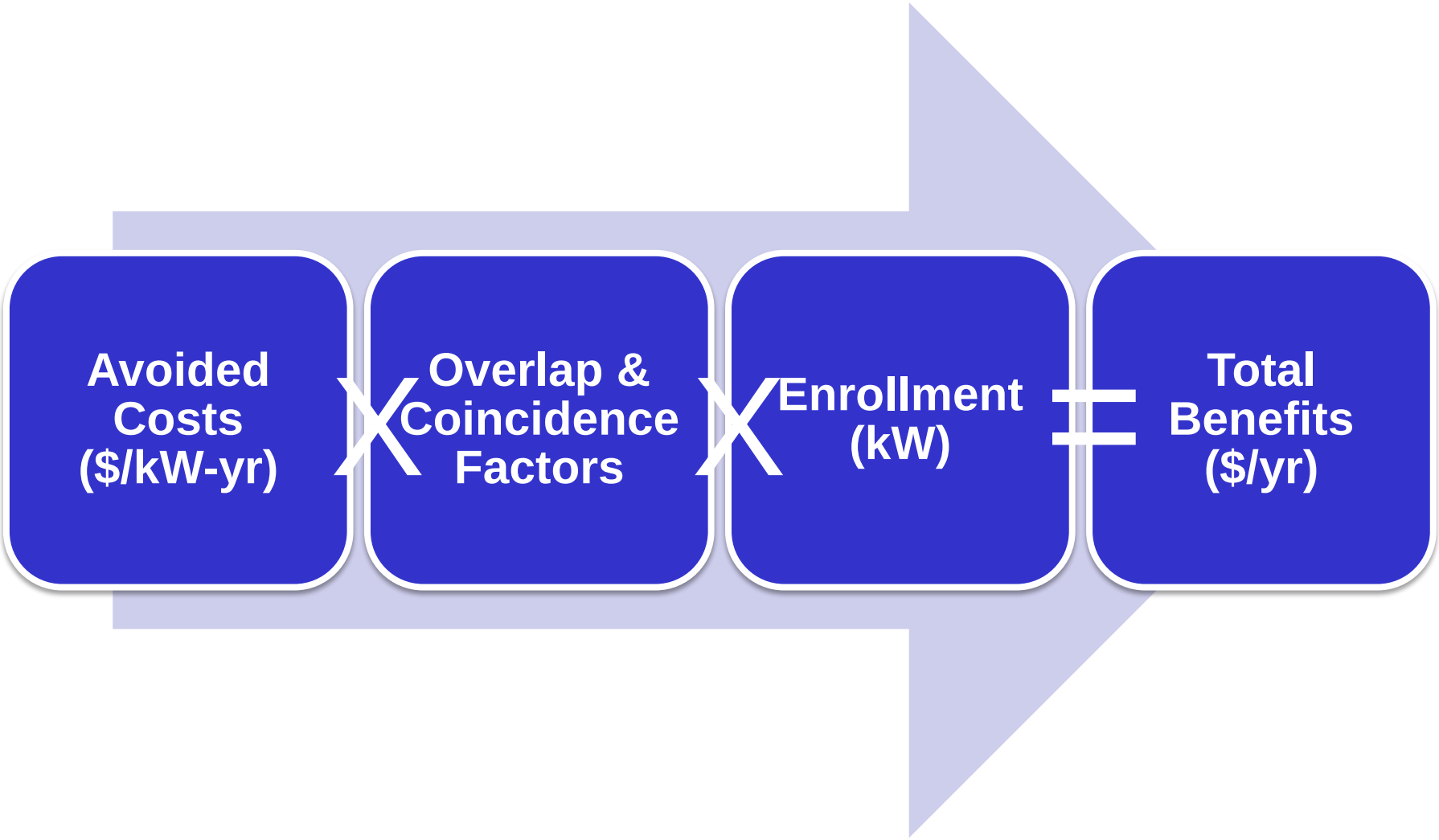








Redesigned the DR Valuation Methodology



Digital Marketing Campaign



Join the 800 commercial customers who have been paid to temporarily reduce their electric usage when requested by Con Edison. Donâ€™t miss out - as a participating customer, you can possibly earn up to $50,000 over a three-year period for every 100 kW of load relief provided.

CLICK HERE TO VISIT OUR DEMAND RESPONSE PROGRAM PAGE »

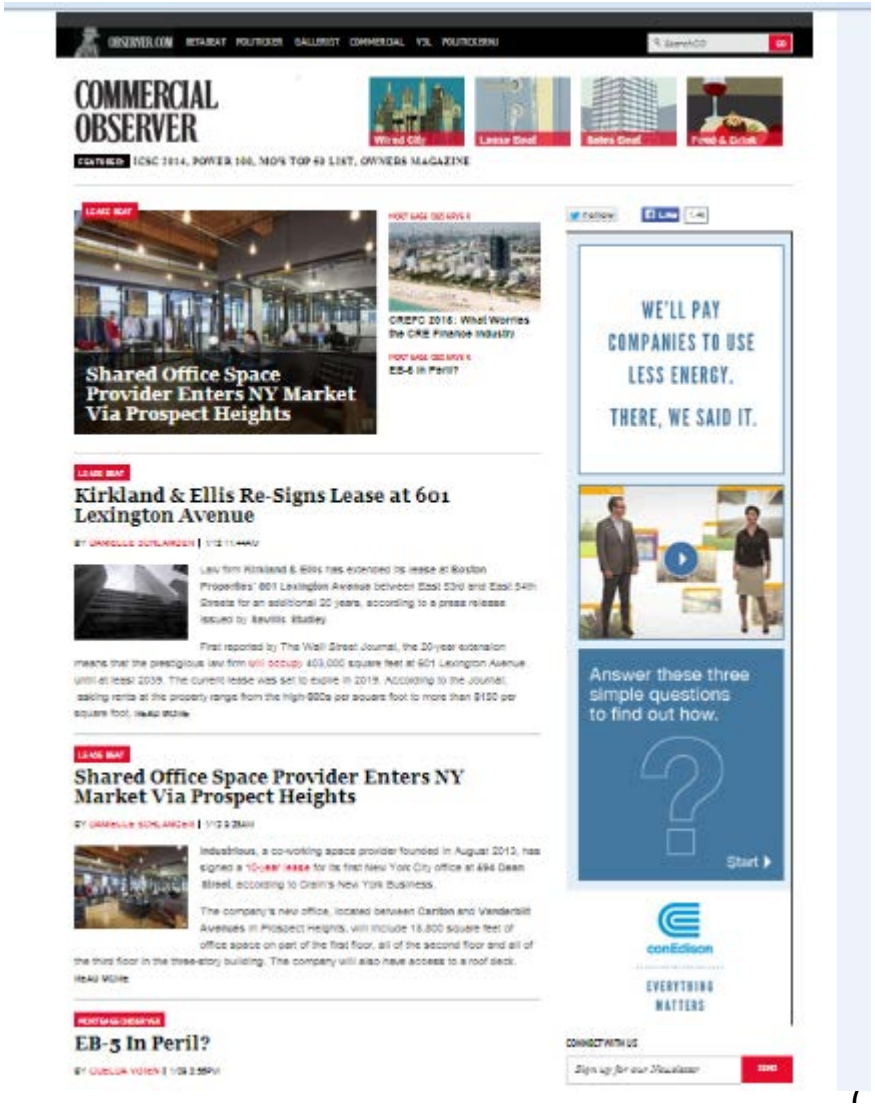
There you'll find an educational video on how to participate.

For even more information, call Con Edison at 1-877-870-6118 or email us directly at dr@coned.com.

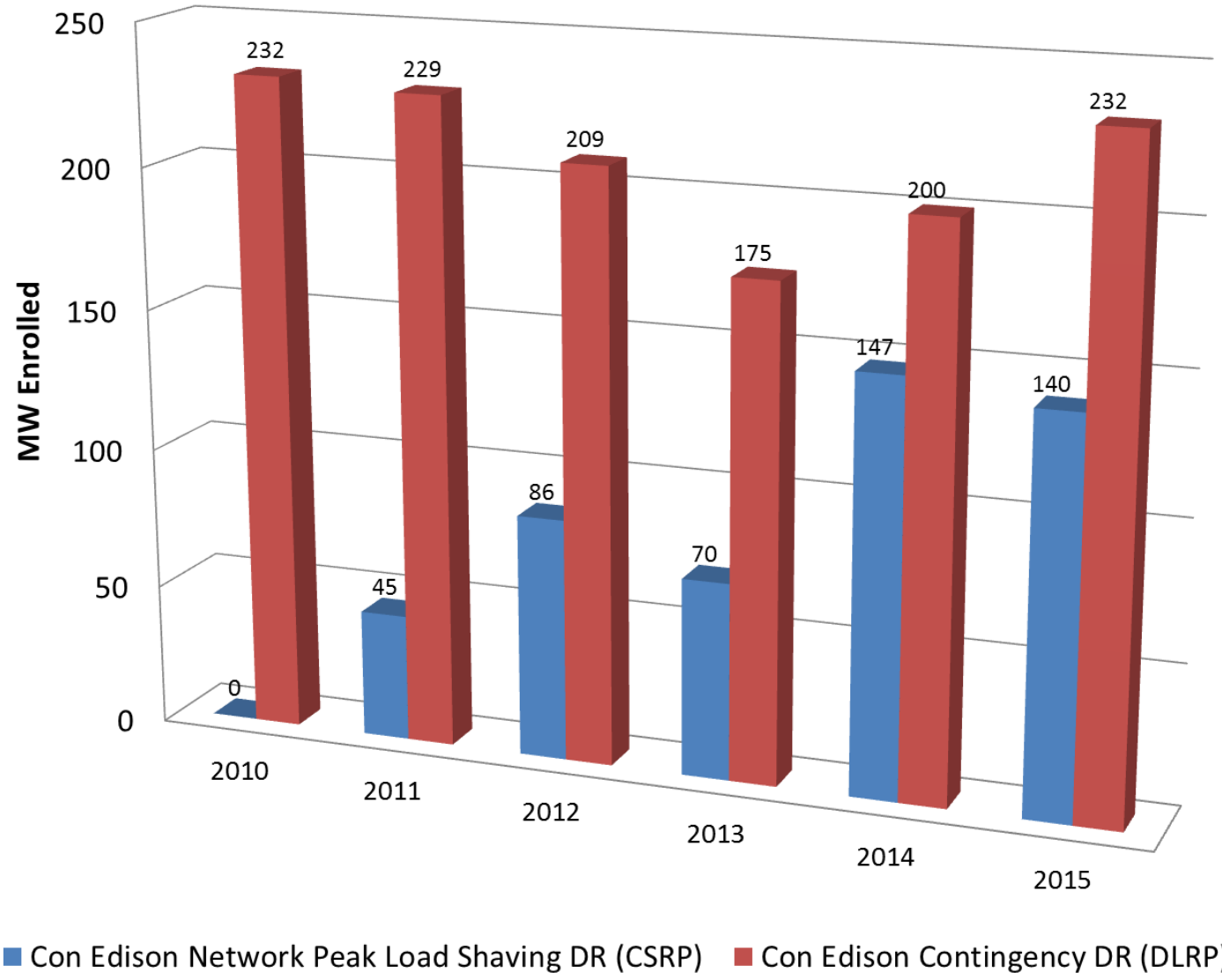
Please remember the deadline is April 1 for participation in May. The deadline is May 1 for participation in June.

If you wish to unsubscribe from future emails, please press here.

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MW Enrolled in Commercial Demand Response





Thank you!

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