Why is residential demand response so important?

Demand response is an important part of the nation’s energy mix, as peak load management helps utilities deliver a more reliable and cost-effective supply of electricity. Residential demand response programs are essential to successfully managing peak load, while also providing a mechanism for utilities to better engage their customer.

Residential load accounts for a disproportional amount of peak energy use

Residential energy use accounts for up to 60% of peak load in certain parts of the country.

Automation delivers predictability, rapid results*

C&I resources
Response time: 10 minutes minimum
Usually manual

Residential DR resources
Response time: Seconds
Fully automated
*Critical when intermittent sources of generation are brought onto the grid (i.e., wind and solar).

Giving customers what they want
Demand Response participation is predicted to increase over 50% in the next 6 years.

Residential customers should be part of any utility’s demand response program because it makes sense and it works.

Sources:
- March 2013 Cone Communications “Green Gap Trend Tracker” | Navigant Research | Harris Interactive
- Accenture’s New Energy Consumer Handbook | Demand Response Strategies for Utilities
- New York State Profile and Energy Estimates | California State Profile and Energy Estimates