

Building a ~~Smart Grid~~ Smarter Customers

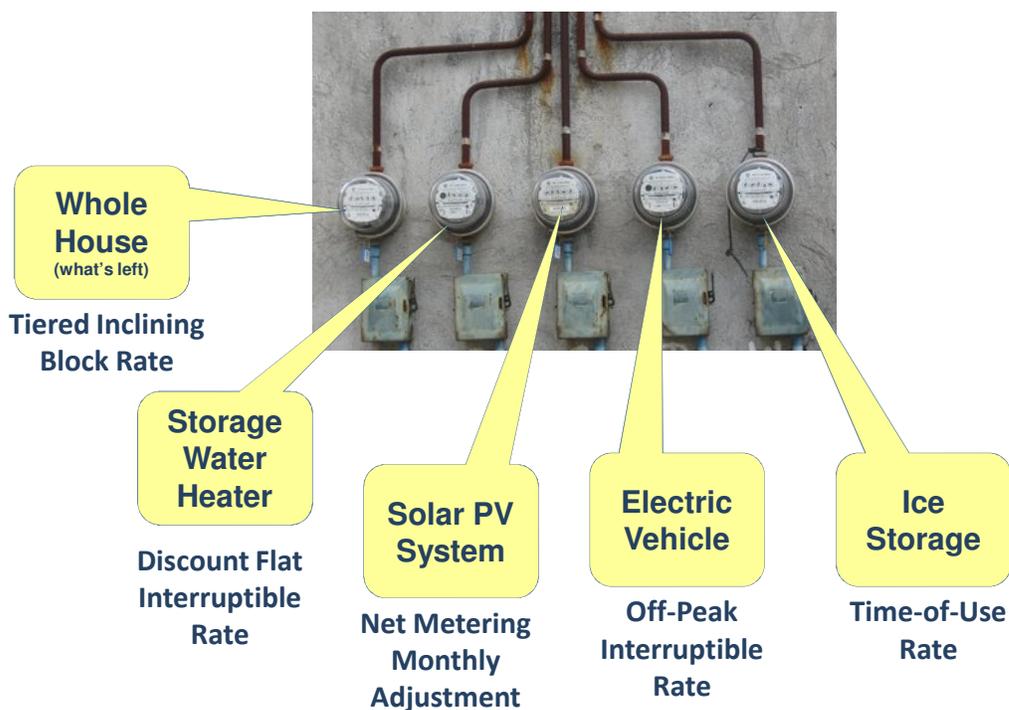
Mid-Atlantic Distributed Resource Initiative
Dynamic Pricing Workshop
May 12, 2011

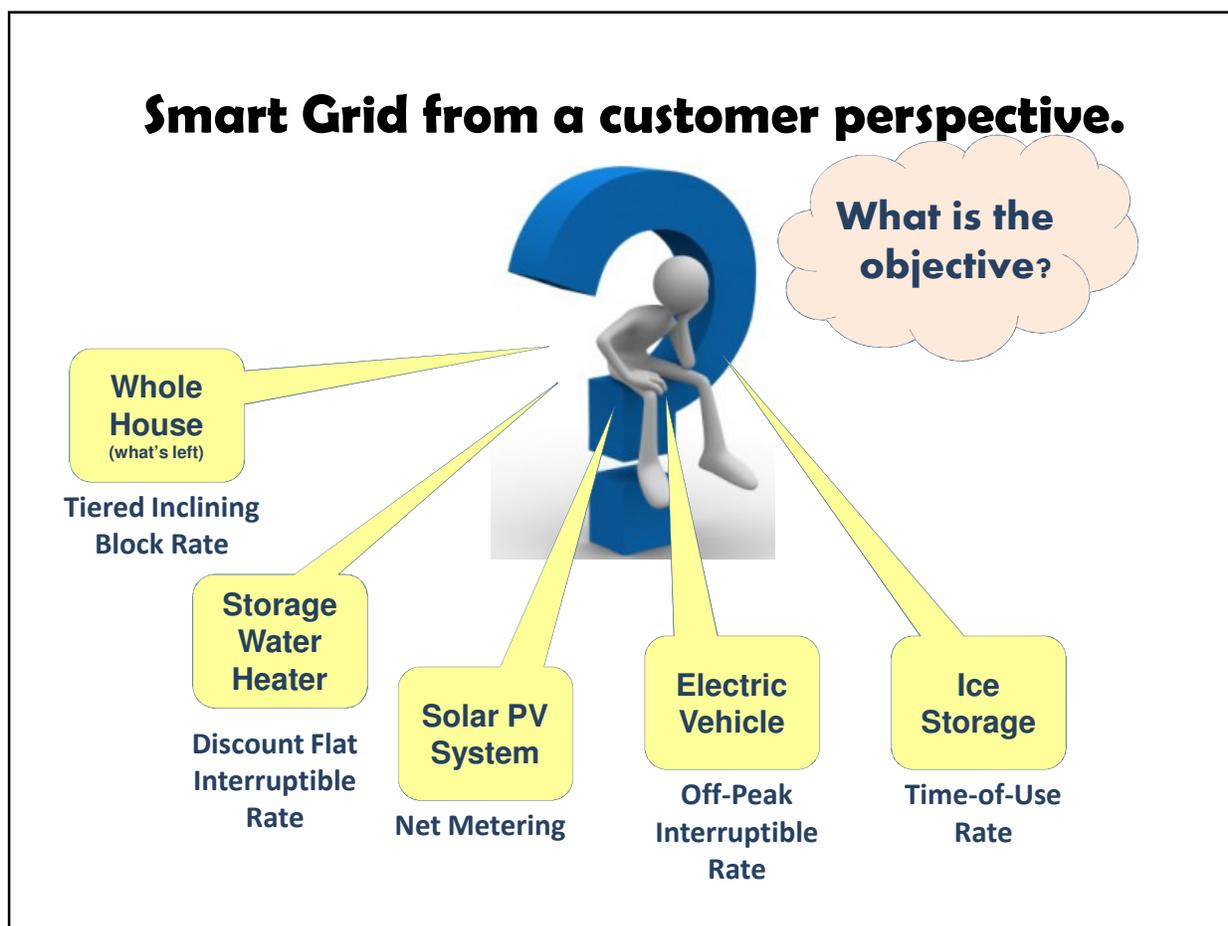


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Can you spot the problem in this picture?

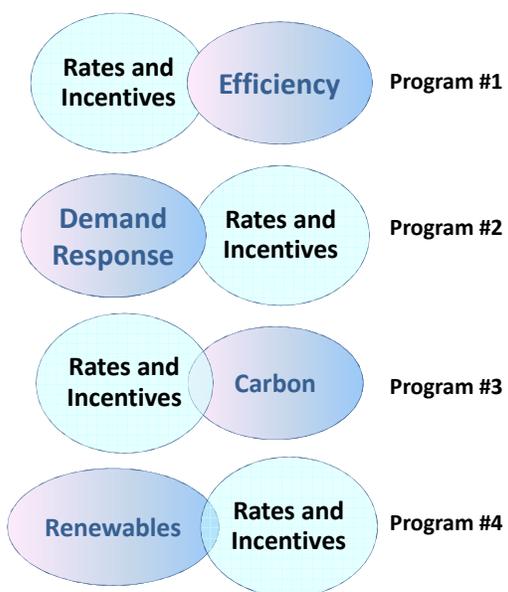




Rates to support Smart Grid

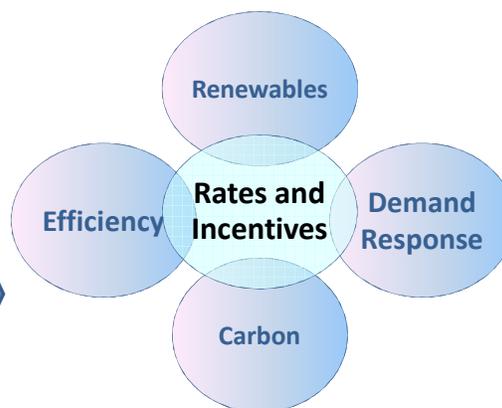
Current Grid

Separate Programs / Incentives



Smart Grid

Integrated Incentives



1. Create a long-term perspective
2. Integrate rates and incentives
3. Common, technology platform standard to link initiatives
4. Customer focused

5/1/2012

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Rates to support Smart Grid**Smart Grid Critical Rate Features*****Rate Components*****1. Rate Design**

- Is there a clear relationship between usage and customer cost ?
- Can the rate be translated into digital price signals ?
- Is it possible to integrate retail and wholesale prices ?

2. Prices

Can “Price” be used to provide incentives that integrate efficiency, demand response, generation alternatives, and renewable objectives ?

Plan for a Transition: What are the issues?

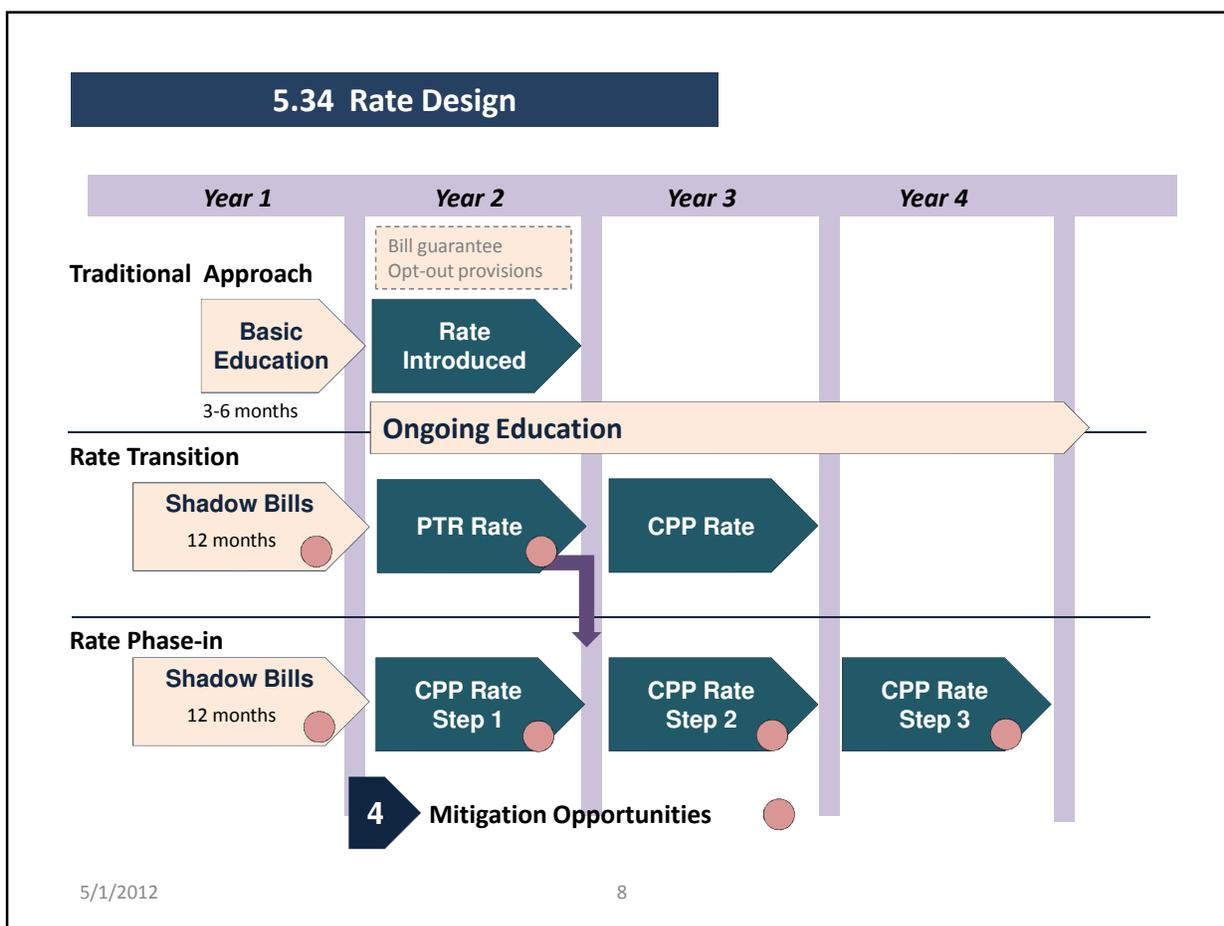
- 1 How do we transition customers from existing flat and tiered rates to a dynamic rate?
- 2 How do we educate customers regarding both the opportunities and risks?
- 3 Will technologies be available so customers can automate their response?
- 4 What can we do to identify and mitigate potential adverse bill impacts before they create problems?



Plan for a Transition: What are the issues?

- 1** How do we transition customers from existing flat and tiered rates to a dynamic rate?
 - Implementation Time Frame
 - Transition, Phase in, options
- 2** How do we educate customers regarding both the opportunities and risks?
 - Virtual participation
 - Tools, case studies, subsidies, regulations
- 3** Will technologies be available so customers can automate their response?
 - Utility programs / options
 - Non-utility open market options
- 4** What can we do to identify and mitigate potential adverse bill impacts before they create problems?
 - Monitoring
 - Pro-active intervention





Contact Information



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