



SOUTHERN CALIFORNIA
EDISON[®]

An *EDISON INTERNATIONAL*[®] Company

SCE 3rd Party PCT Study

OpenADR Alliance Member Meetings

San Jose, CA

June 18-19, 2014

3rd Party PCT Study - 2013

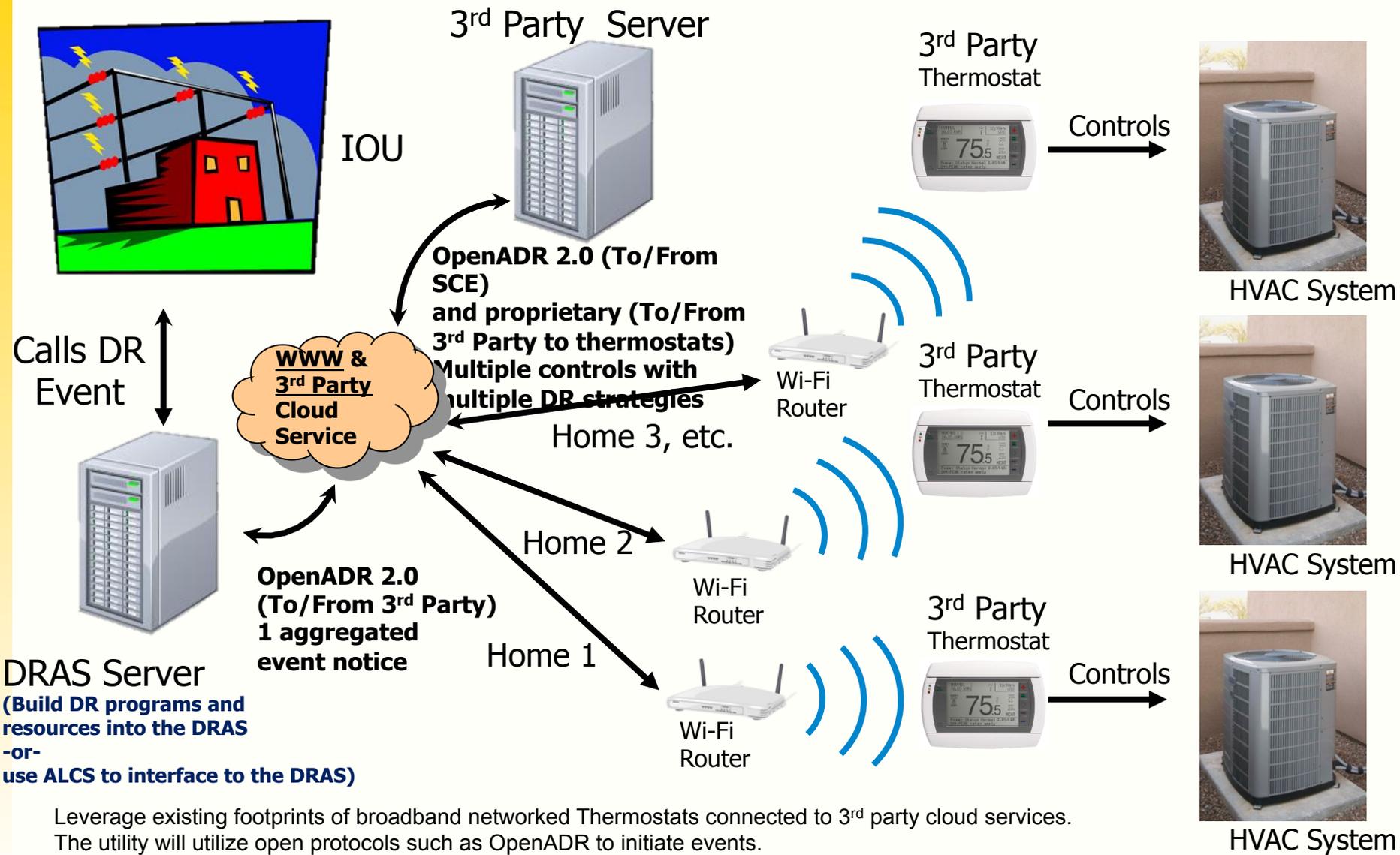
- Objective
 - Identify new DR resources to mitigate closure of SONGS
- Business Drivers
 - Technical and customer satisfaction issues with meter connected PCTs and load control platform
 - HAN retail market not developing as anticipated
 - Growing installed base of internet capable PCTs
- Benefits
 - More cost effective than other DR Programs
 - Utilized an existing control platform (OpenADR DRAS)
 - Balanced load drop with customer satisfaction

3rd Party PCT Study -2013

- Outcome

- Signed contracts with Nest and Energyhub to participate in study
- Established single on-line application on 3rd Party websites for customer enrollment
- Used existing residential Peak Time Rebate Program
- Paid small fee to 3rd Parties for each customer enrolled
- 3rd Parties provided co-branded marketing to recruit customers
- Set up internal processes to verify customer eligibility, notify 3rd Parties, and update customer records
- Verified ability for 3rd Parties to receive OpenADR 2.0 event signals

Architecture (3rd Party) Partner



SCE 3rd Party PCT Study - 2013

- Results

- Enrolled approximately 2,800 customers
- Held 5 SCE Save Power Day DR events
- Participating customers reduced load by an average of .75 kW per hour during events
- SCE call center received less than 10 calls from program participants
- Research conducted by 3rd Parties showed high customer satisfaction

SCE 3rd Party PCT Study - 2013

- Results Comparison

3rd Party PCT compared to Summer Discount Plan with Smart Thermostat (SDPST):

- Reduced utility costs by 90%
- 18.6% recruitment success vs. 1.3% recruitment success
- 2,800 participants vs. 430 participants
- .75kW avg. load reduction vs. 1.2kW (3rd Party Strategies vs. Duty Cycle)
- 2 MW Savings vs. 0.5 MW Savings

SCE 3rd Party PCT Study - 2013

- Recommendation

“The third party PCT study that was evaluated in the ex post analysis produced substantial load impacts (0.75 kW per participant for the average event relative to 0.08 kW per participant among opt-in PTR customers). Therefore, Nexant recommends that SCE continue to conduct PCT studies and pilots with third parties, in order to develop a full-scale third party PCT program.”

-Recommendation from Nexant’s Load Impact Study of SCE’s PTR Programs

SCE 3rd Party PCT Study – Future

- Expansion
 - Sign up additional 3rd Parties to participate
 - Recruit more customers (2014 Target = 10,000)
 - Call more DR events and collect additional data
 - Use a standard contract with 3rd Parties
 - Begin automating some of the current manual processes
 - Expand beyond PCTs to include other loads

Q&A



Carl Besaw
Senior Project Manager
Southern California Edison
(626) 302-0926
carl.besaw@sce.com