

# Target Case Study: Opening New DR Opportunities with Automation

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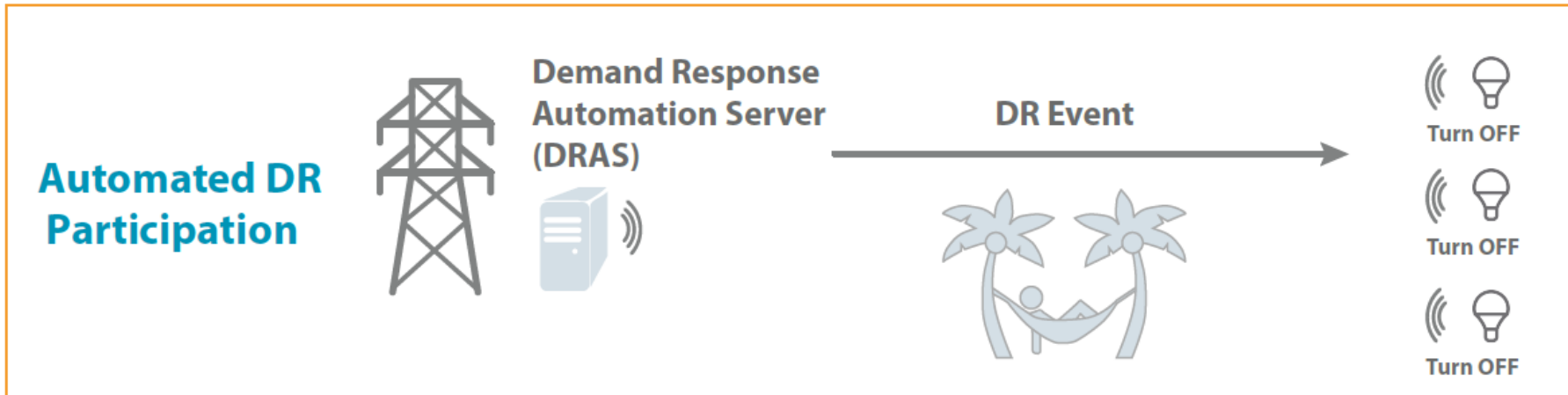


**ENERGY  
SOLUTIONS**



**TARGET**

# Automated Demand Response



# Pacific Gas & Electric Company (PG&E) ADR Program

## PG&E ADR Technology Incentive

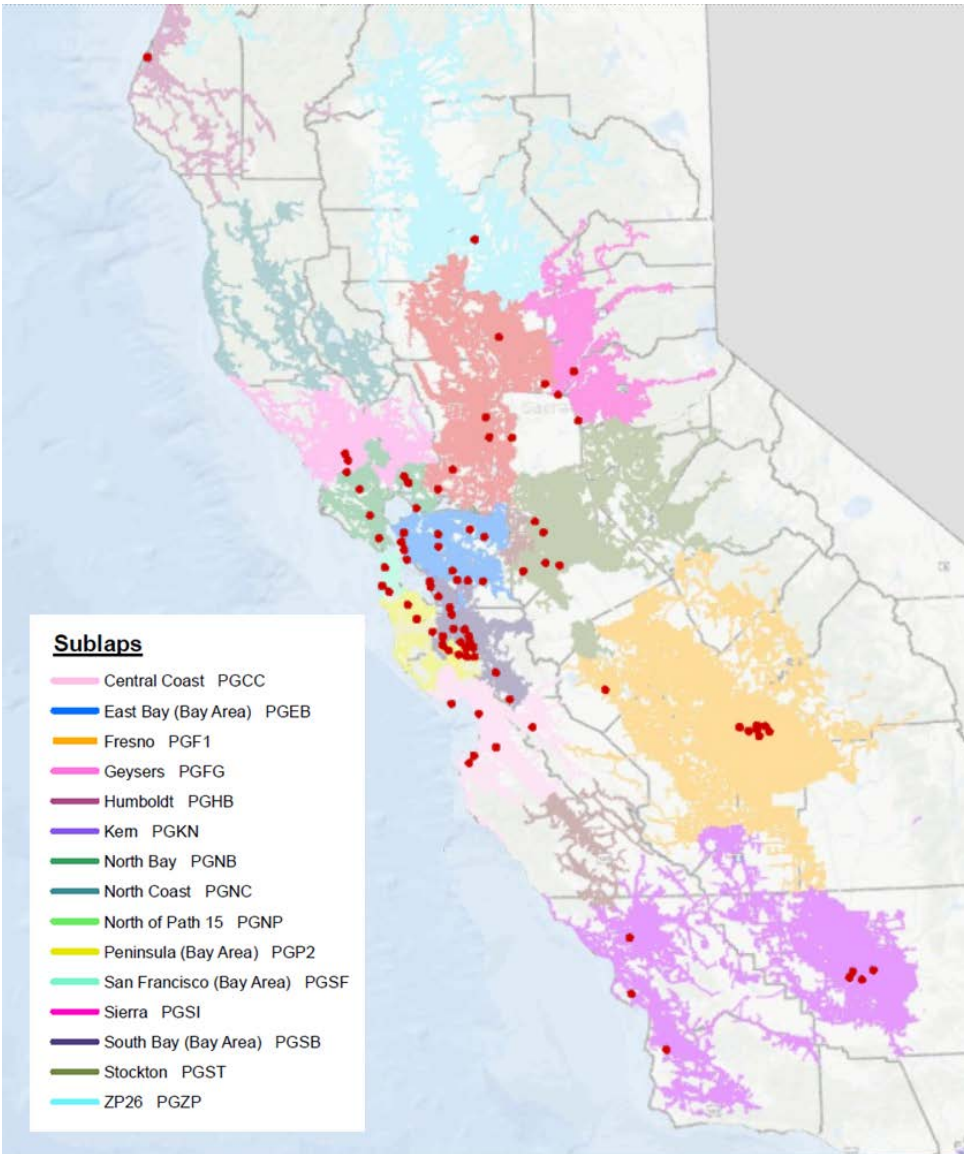


**One-time incentive to reduce costs  
for technology that enable ADR**

## PG&E DR Program Participation



**Ongoing incentive payments from  
participating in DR events**



# Participating Target locations

- 83 Stores
- Across 15 different dispatch areas
- 3.8 MW load shed capacity

# Curtailment Signal and Store Strategy

PG&E  
OpenADR  
VTN

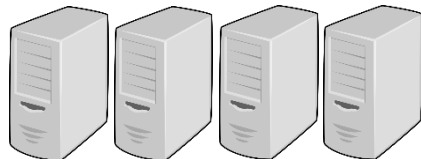


Open ADR  
2.0a signal

OpenADR VEN





Target  
Platform

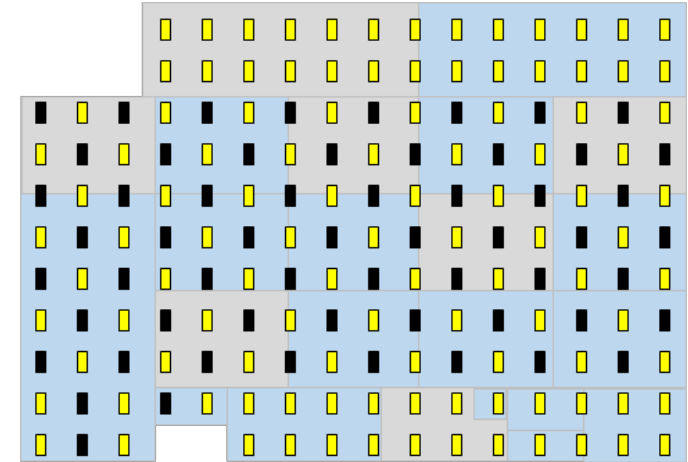






Participating Target Stores



-  Stores called to curtail
-  Stores NOT called in event

Typical Store Curtailment Strategy

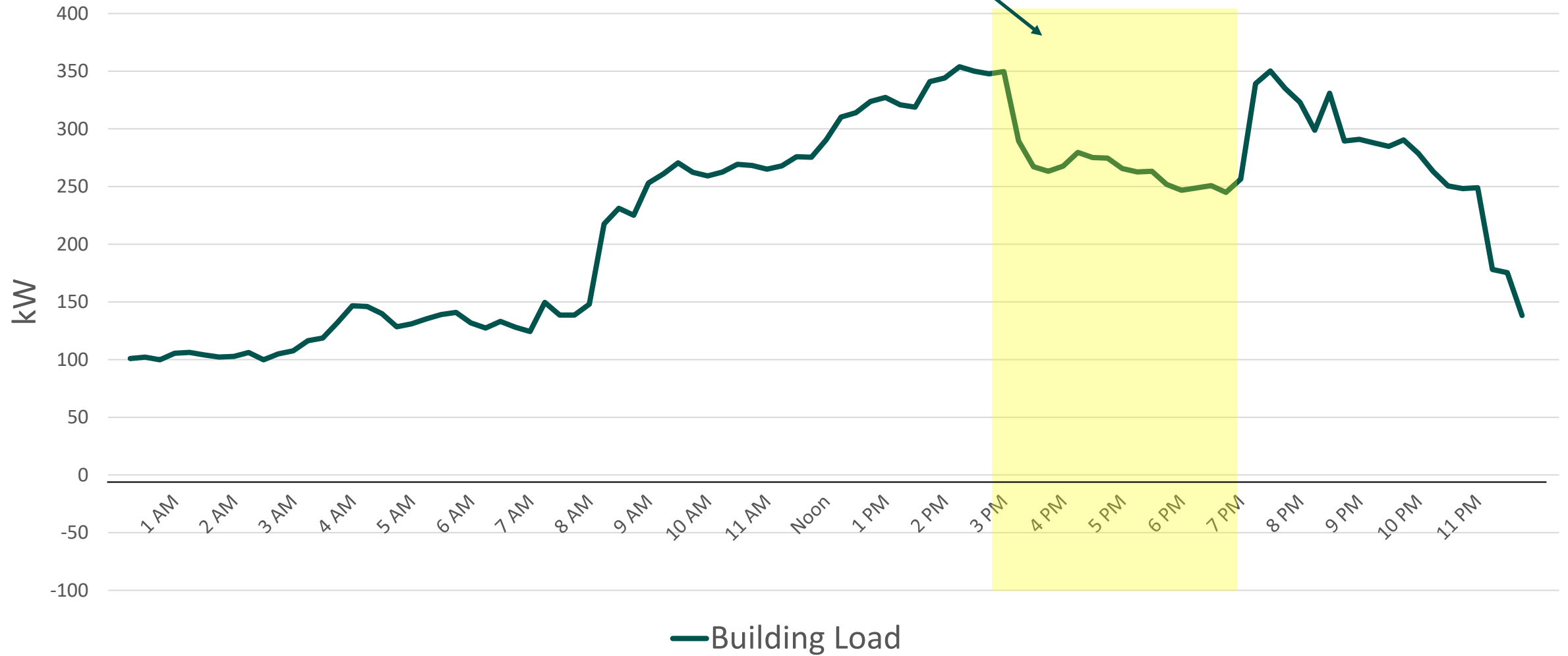


- Lighting
  -  Curtailed
  -  Active
- HVAC
  -  Curtailed
  -  Active

# Lessons Learned

# Solar vs DR

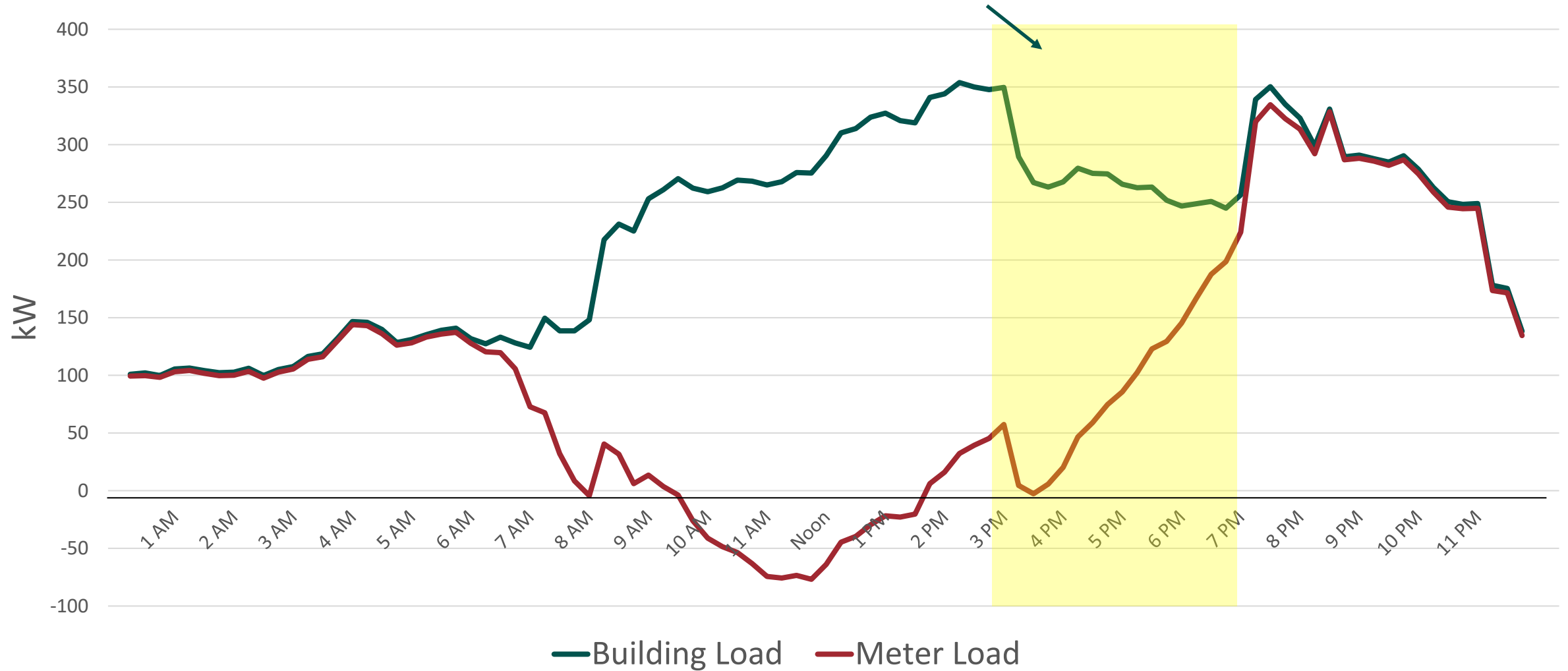
DR Event – June 19





# Solar vs DR

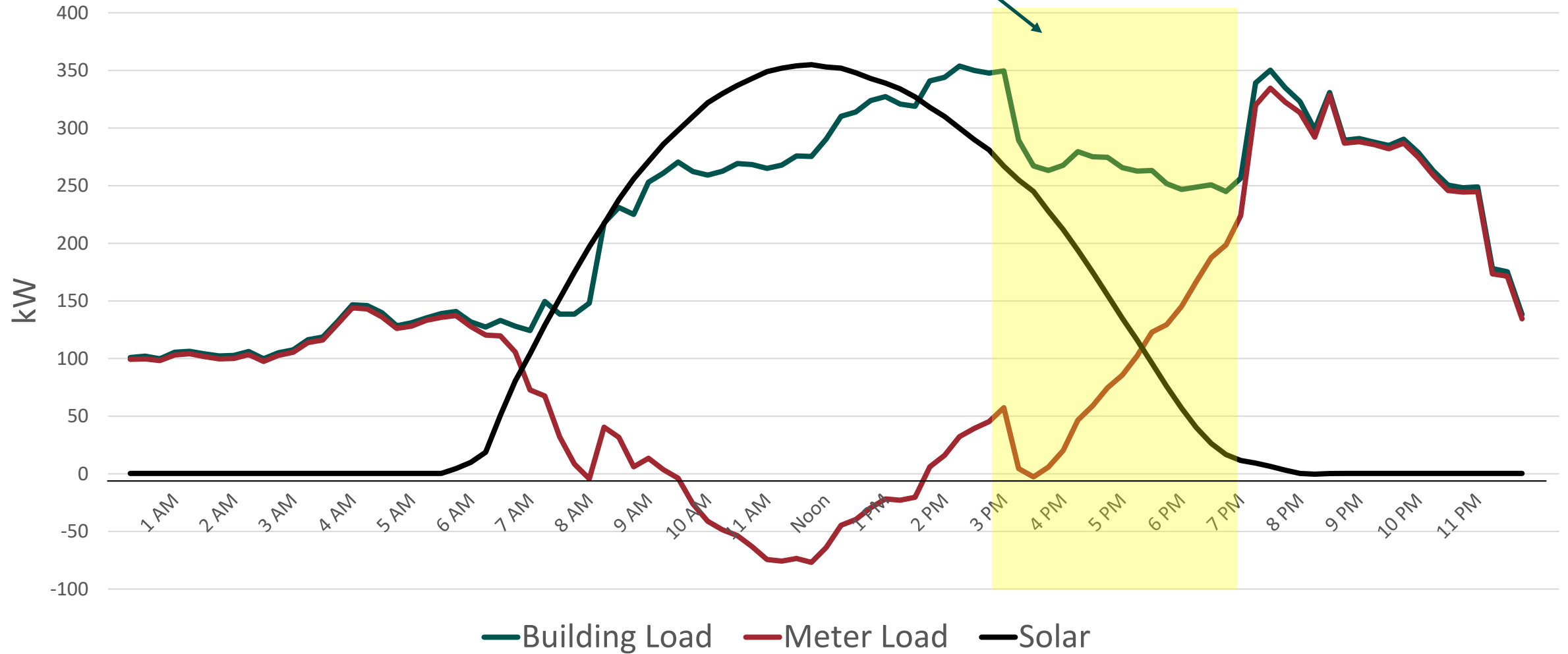
DR Event – June 19





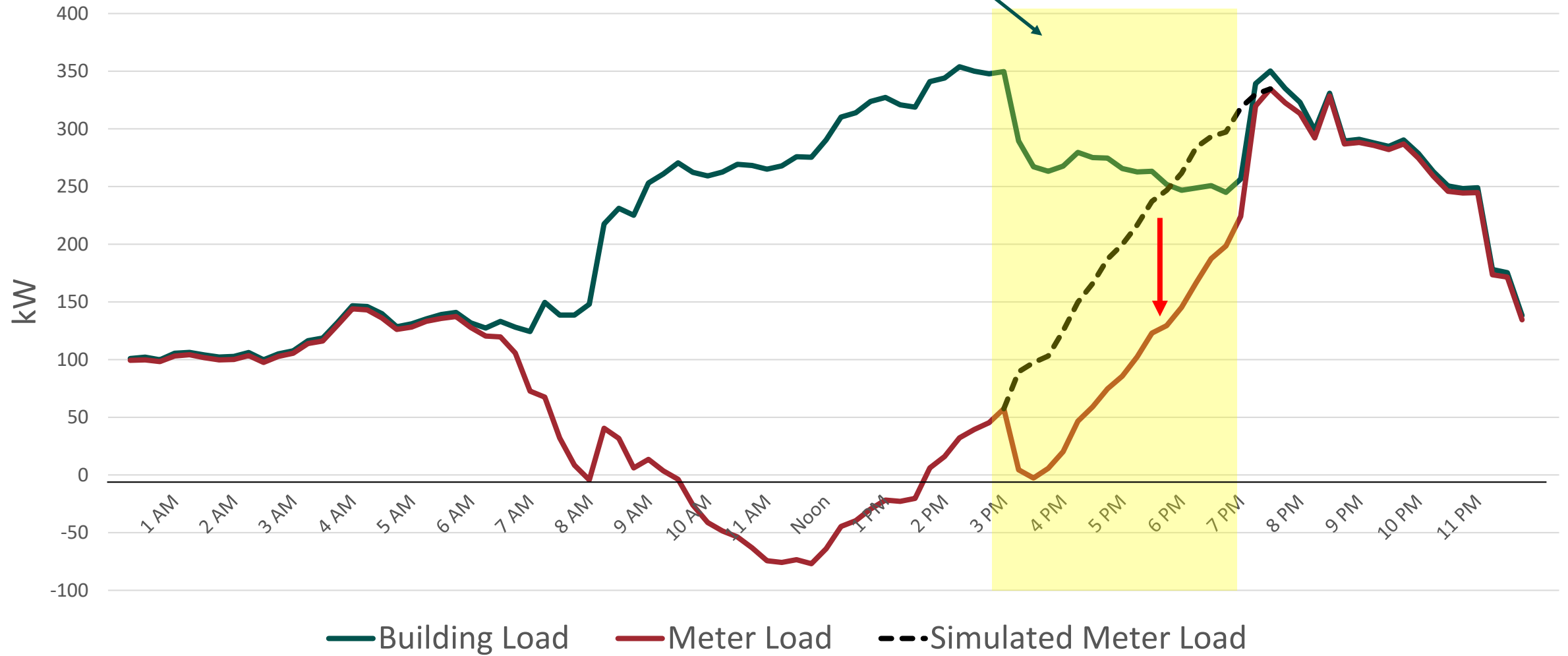
# Solar vs DR

DR Event – June 19



# Solar vs DR

DR Event – June 19



# Thank You!

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