

Barriers and Opportunities to Broader Adoption of Integrated Demand Side Management

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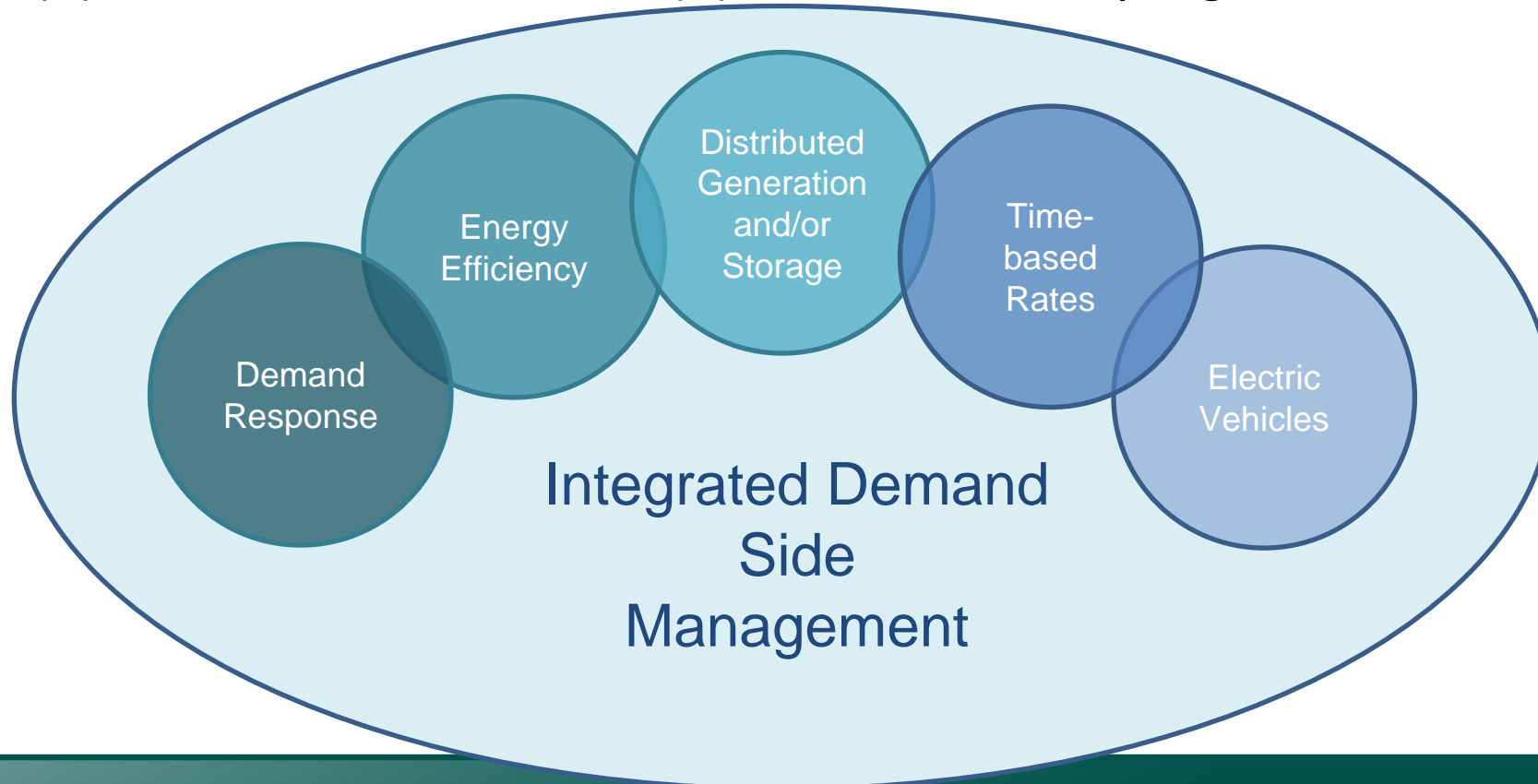


Lawrence Berkeley National Laboratory

Is the industry capturing all the DSM possible? No...

- One way to capture more DSM is through IDSM programs
- There is a great deal of literature that discuss IDSM conceptually, but not a lot has been done empirically – Why?
- This study sought to understand the **implementation experience with IDSM by practitioners**
 - Prioritized list of benefits and barriers
 - Identified actions taken to date to overcome these barriers
 - Assessed what regulators and utilities should do in the near future to achieve greater penetration of IDSM

- This study's respondents defined **Integrated Demand Side Management (IDSMS)**:
The integration/coordination of one or more program components (i.e., funding, administration, incentives, outreach/marketing, and multi-purpose technologies) for three or more of: (1) Energy Efficiency, (2) Demand Response, (3) Distributed Generation, (4) Storage, (5) Time-based Rates, and (6) Electric Vehicle programs.



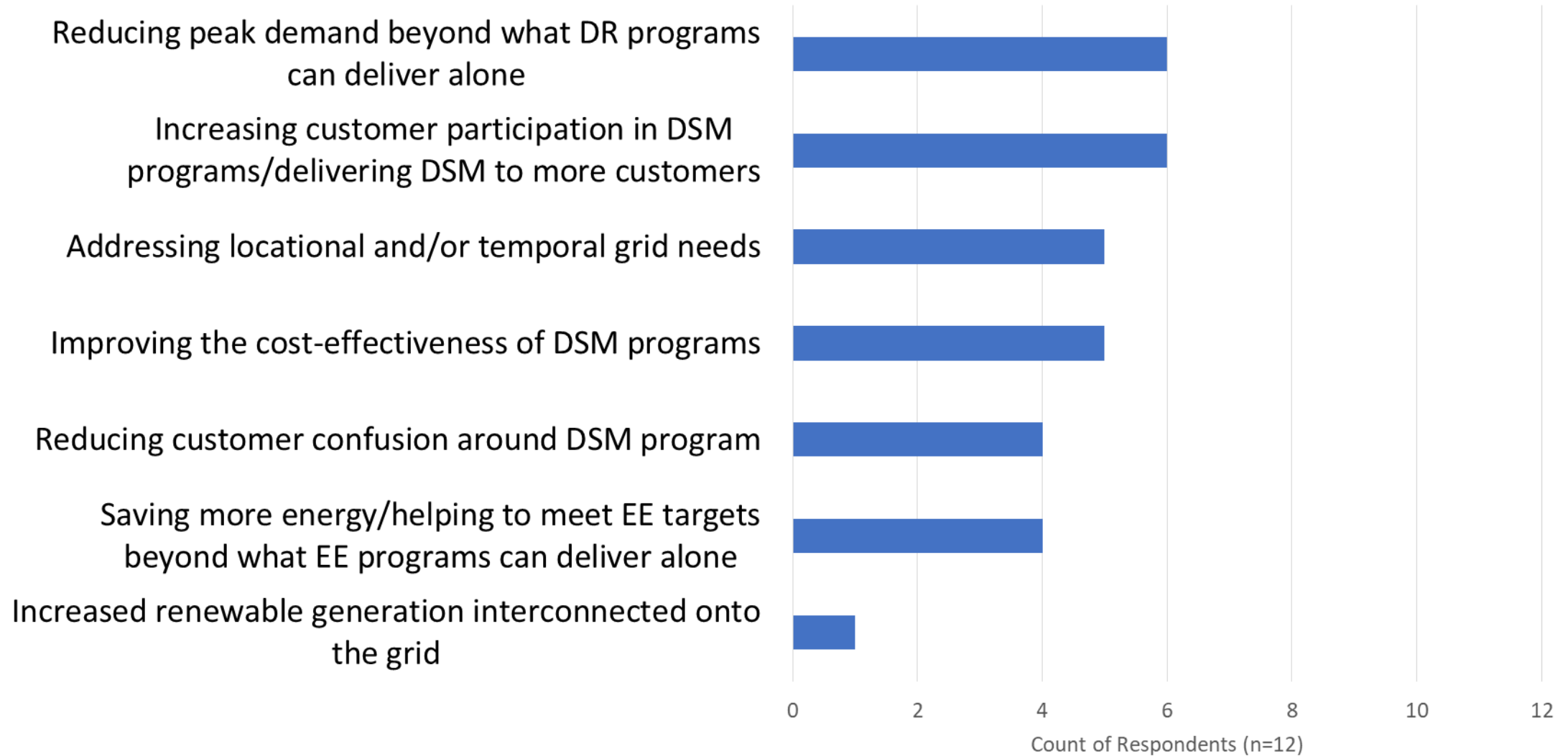
- **Primary Research:** Questionnaire sought opinions on barriers, challenges and opportunities for IDSM in the near term and looking forward 10 years. The data collected included ranked questions, open ended questions, and yes or no options for statements on IDSM

Organizations participating in the scoping study

Utilities/Program Administrators	Program Implementers	Energy Service Co. (ESCOs)
AvanGrid	Energy Solutions	BlueRock Energy
DTE Energy (DTE)		Opterra
Hawaiian Electric Company (HECO)		Siemens
Sacramento Municipal Utility District (SMUD)		
Southern California Edison (SCE)		
Pacific Gas and Electric (PG&E)		
Consolidated Edison (ConEd)		
Southern California Gas (SoCalGas)		
Hawaii Energy (Leidos)		

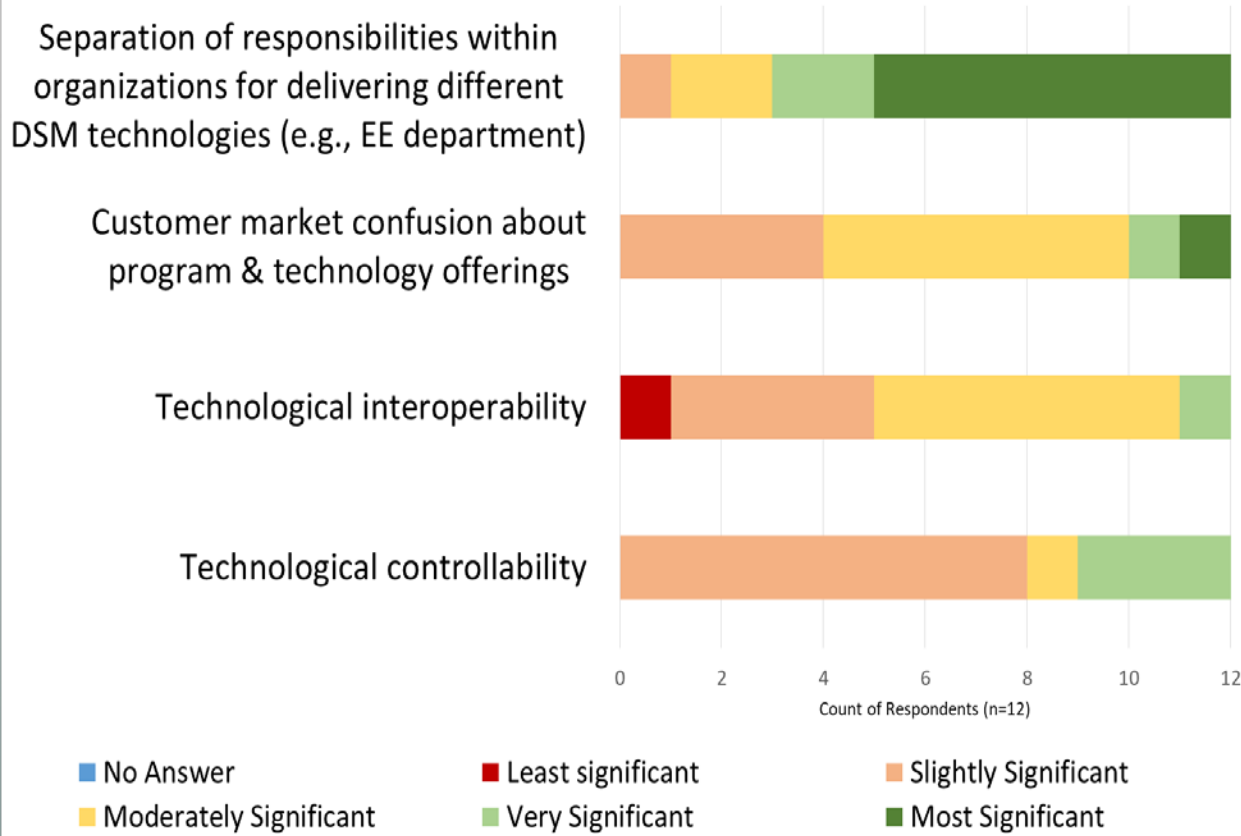
What are the practitioners' perceived benefits of IDSM?

Benefits from IDSM materializing or showing potential to materialize

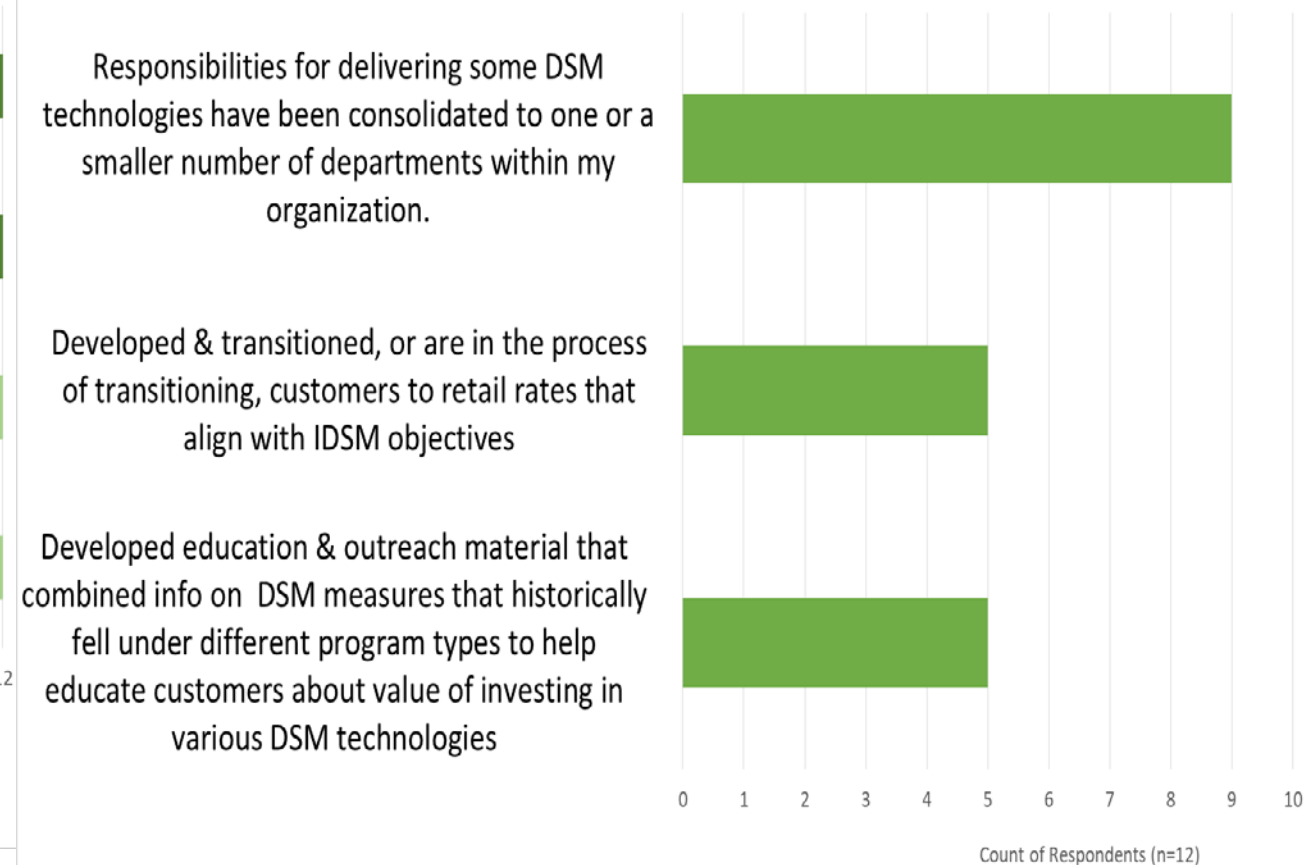


Utility Barriers to IDSM vs. Utility Actions

Utility Barriers to Offering or Expanding IDSM

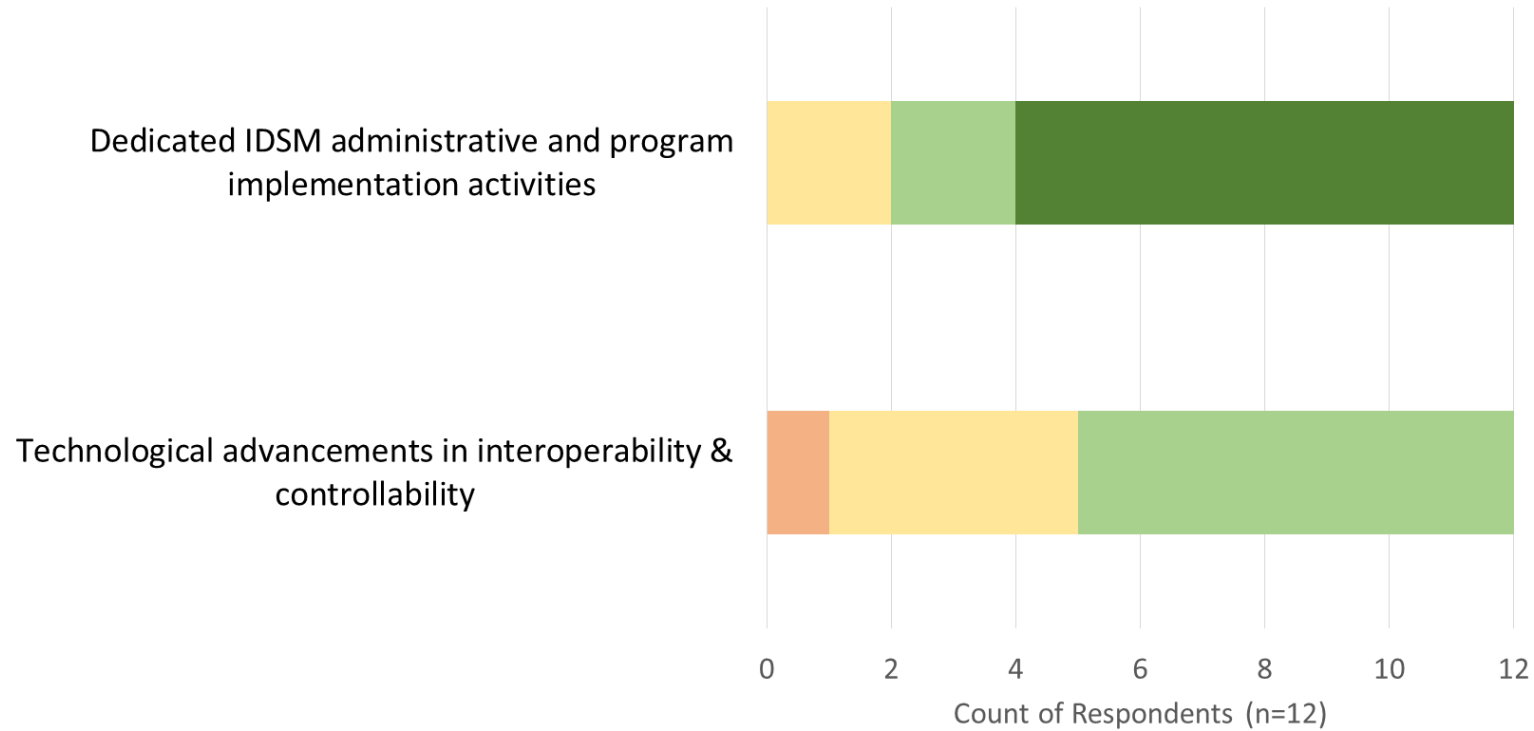


Utility program activities undertaken to integrate delivery of DSM



What IDSM program administration and implementation activities are most important for expanding IDSM?

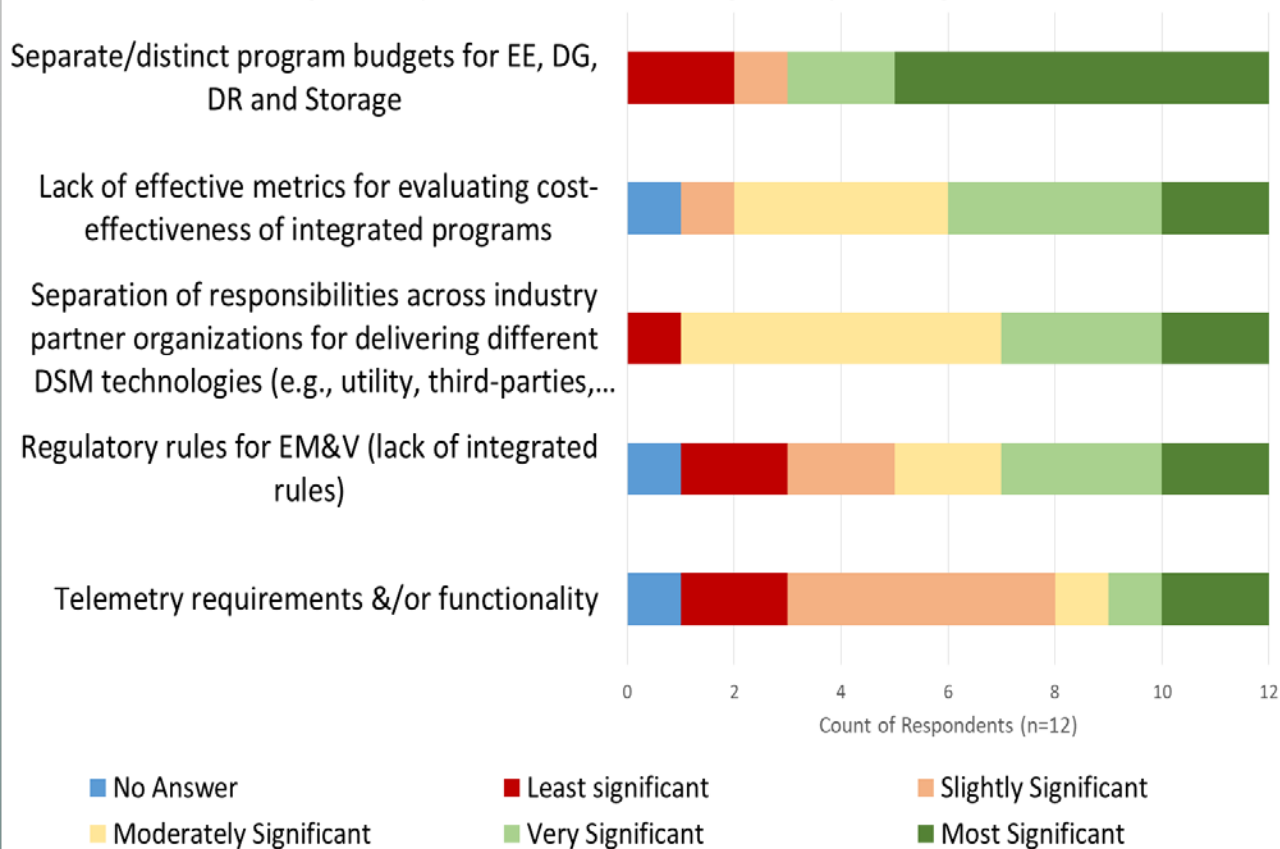
Utility Considerations for Expanding IDSM Portfolios



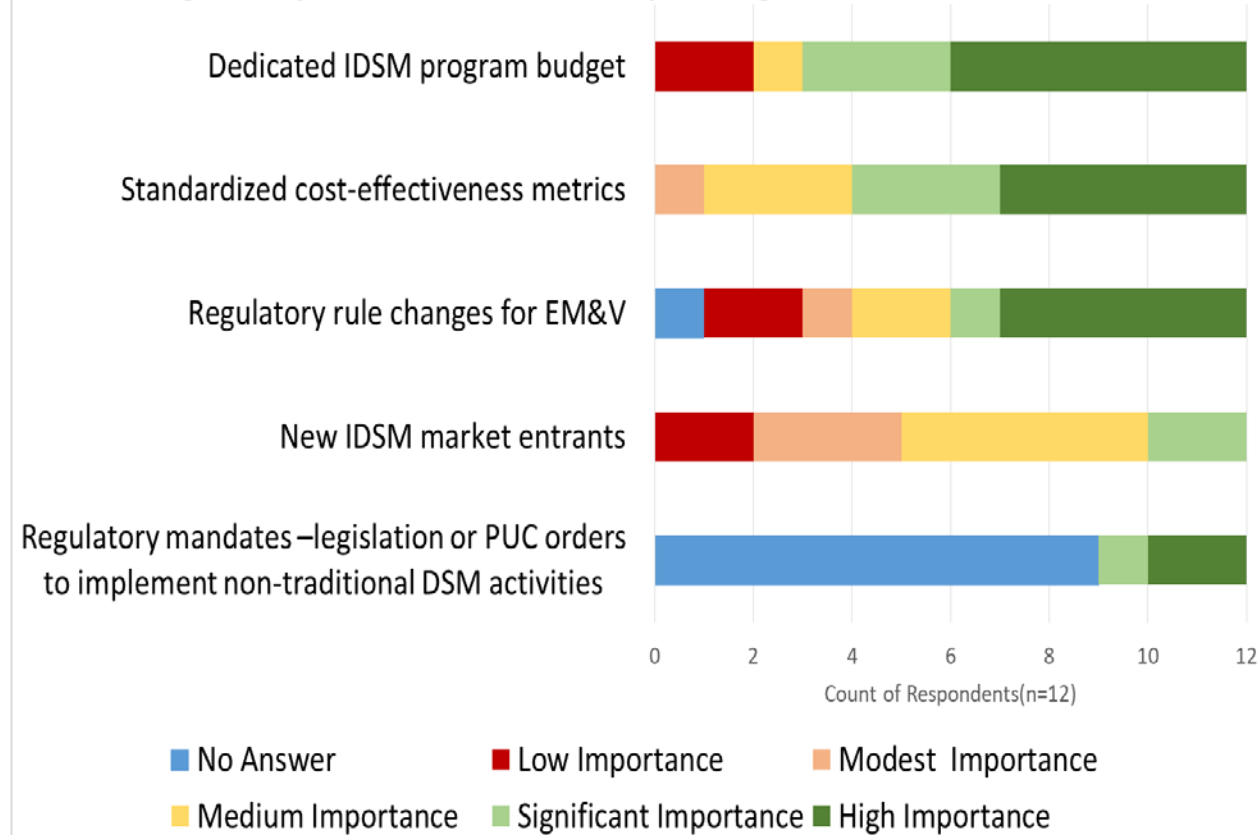
■ No Answer ■ Low Importance ■ Modest Importance
■ Medium Importance ■ Significant Importance ■ High Importance

- What are the regulatory barriers to expanding IDSM?
- What recommendations can we offer Regulators?

Regulatory Barriers to Offering or Expanding IDSM



Regulatory Considerations for Expanding IDSM Portfolios



Thank you!

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