

PG&E DRET PROJECT: NEW DR PROGRAM/RATE DESIGNS FOR AG CUSTOMERS

Status: In Progress

Overview

PG&E received direct feedback from major aggregators of agricultural customers that these customers have significant load to drop and are interested in an agricultural specific DR program. Existing demand response programs are not an optimal fit for some customers in the agricultural industry given their unique load patterns and energy usage. By creating an agricultural specific demand response program or rate that helps customers overcome these obstacles and optimize their unique resources, more customers will have the opportunity to participate in demand response and PG&E will be able to meet its goals of maintaining, growing, and optimizing DR MWs.

The objective of this study to collect data on new DR Program/Rate designs for Ag customers during 2021 in order to create a draft DR program design for agricultural and irrigation customers to be filed by PG&E in November 2021 for the 2023-2027 DR funding application. Specifically, the study goal is to collect data that informs the below program design for Ag customers:

- Greater load reduction per SAID than agricultural participants in existing DR programs
- Increase number of agricultural participants
- Reliable load reduction – ability to deliver the amount of load reduction that is promised
- Higher customer and aggregator satisfaction than agricultural participants in existing DR programs
- Cost-effectiveness remains the same or better than other agricultural participants in existing DR programs

Collaboration

The DRET team will use a 3rd party vendor who are familiar with the Ag industries and market to implement this DRET study.

Results/Status

The DRET team developed scopes for this study in the fourth quarter of 2020, and PG&E contracted with the study implementer and M&V consultant in the first quarter of 2021.

Next Steps

This assessment is scheduled to start on the second quarter of 2021 and will last twelve months. PG&E will provide updates on the bi-annual DRET report in the future.