

NAP Coalition Response to DOE RFI

Addressing Policy and Logistical Challenges to Smart Grid Implementation

November 1, 2010

The NAP Coalition is a “Coalition of Coalitions” that has been formed for the purpose of implementing the National Action Plan released by FERC in cooperation with DOE in June of 2010. Organizations working together on NAP implementation include EEI, APPA, NRECA, ASE, ACEEE, NASUCA, NARUC, NASEO, DRSG, DRCC and EDF. The NAP Coalition submits a response in this RFI only to question #14 in Section II of the RFI.

14. How should insights about consumer decision-making be incorporated into federal-state collaborative efforts such as the Federal Energy Regulatory Commission's (FERC) National Action Plan on Demand Response?

Response of the NAP Coalition:

The National Action Plan (NAP) recognizes the importance of consumer engagement and decision making in ensuring success in demand response and the smart grid. In enacting the legislation in 2007 that mandated the NAP, Congress explicitly recognized the importance of consumer communications and education. In developing the NAP, FERC utilized a very open process with major stakeholder input, and the number one issue of importance to most stakeholders was consumer education and communications.

The National Action Plan on Demand Response, issued by FERC with DOE’s cooperation in June 2010, called for a formation of a coalition of non-governmental parties to undertake the Plan’s implementation. Such a “Coalition of Coalitions” has been formed and has already begun work to implement the NAP. Included are utility trade associations, environmental organizations, technology company associations, energy efficiency organizations, consumer advocates and organizations representing state policy makers.

The NAP Coalition believes that the best way to incorporate insights about consumer decision-making and engaging with consumers is to draw upon experts from within the organizations involved in NAP and also experts from outside the electricity industry with a goal of bringing their collective expertise to bear NAP implementation. In this context, the NAP Coalition will undertake development of concepts, messages and educational endeavors regarding the nature of the electricity system, the nature and benefits of demand response, and the role of the smart grid in enabling demand response.

Beyond consumer decision-making, the Coalition is preparing to develop tools and resources as called for in the NAP and as identified as needed by DR practitioners, state PUCs and other stakeholders. Such work may include:

- Increasing awareness of market research that exists relative to consumer acceptance, preferences, choices, etc.
- Undertaking new research where gaps in the research exist.
- Producing and disseminating narrative-style case studies of DR and SG projects to convey “lessons learned” and identify potential “best practices.”

- Providing technical assistance in the areas of communications and education to policymakers, utilities, stakeholders and DR practitioners.
- Creating tools and other action-oriented resources that can be used by the above to develop and implement DR and SG programs and plans.
- Creating events (webinars, workshops, seminars, etc) that provide education and information dissemination on issues and topics related to consumer education and engagement.
- Providing consumer-related content and expertise to events and activities sponsored by other parties.

The NAP Coalition is actively engaged in all of the above. Its success, and that of the National Action Plan, will require resources and support. The NAP Coalition, consistent with the recommendations of the final NAP, has formally proposed to DOE the establishment of a public-private partnership between the Department and the Coalition to ensure the most rapid and robust delivery of the list above and other components of the NAP. The NAP Coalition is prepared to enter into such a partnership.

For more information or for questions, please contact Jenny Cross, Program Coordinator for the Demand Response Coordinating Committee (DRCC) at jenny.cross@demandresponsecommittee.org or at 202.296.1641.