

# Plant retirement planning solutions: Demand flexibility



Debbie Lew, ESIG  
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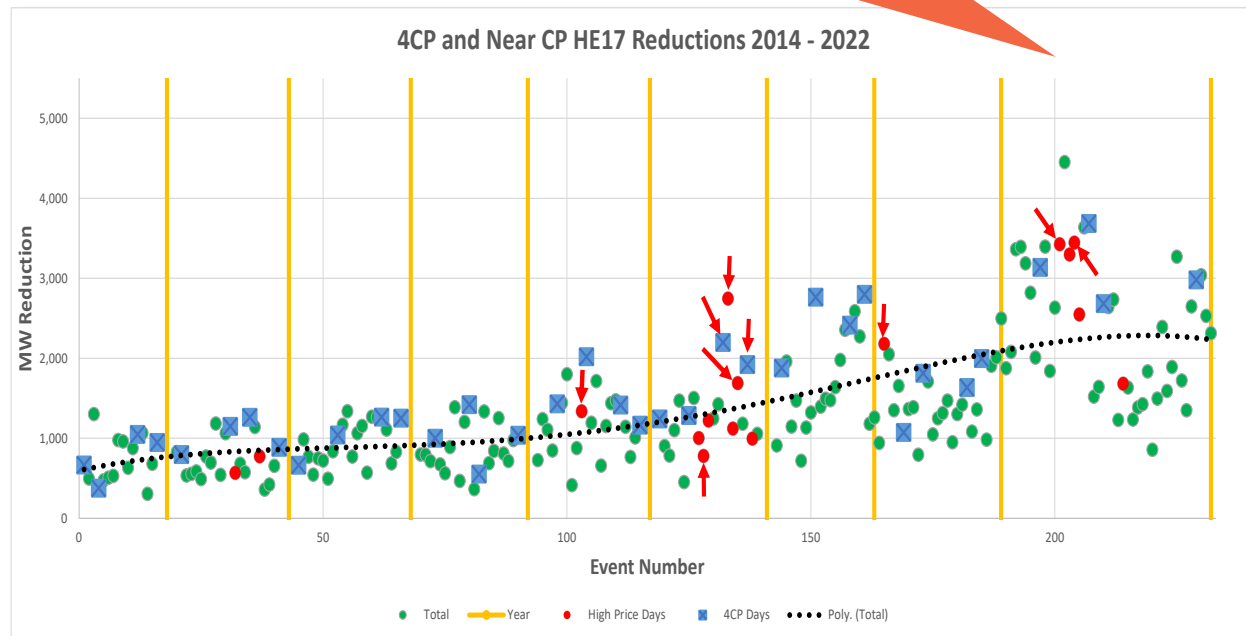
We have resource adequacy  
because load is not sensitive to price  
and utilities have an “obligation to serve”

# Myth: Customers don't respond to prices



- One of the biggest examples of voluntary demand flexibility is what customers do to avoid 4CP (4 critical peak) transmission charges
- The price signal needs to be big enough to make a difference.
  - Or it can be small if automation can manage the arbitrage.
- It is likely that significant load would ramp down during stress events if it were compensated anywhere near the value of lost load (~\$25,000/MWH)
- The question is how much variability in prices society is willing to accept.
  - In Southern Company, customers consume off a baseline and are exposed to prices on the margin.

ERCOT can see 3000-4500 MW of voluntary demand reduction due to their 4CP transmission charge

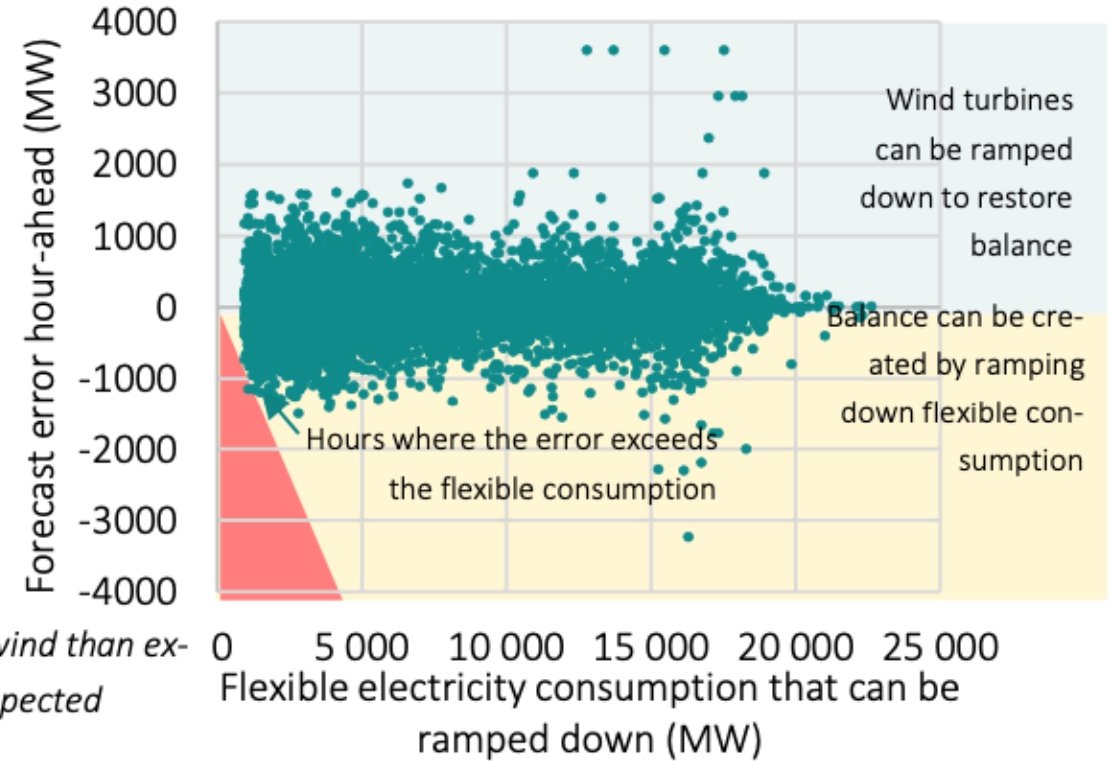


Source: [ERCOT, 2023](#)

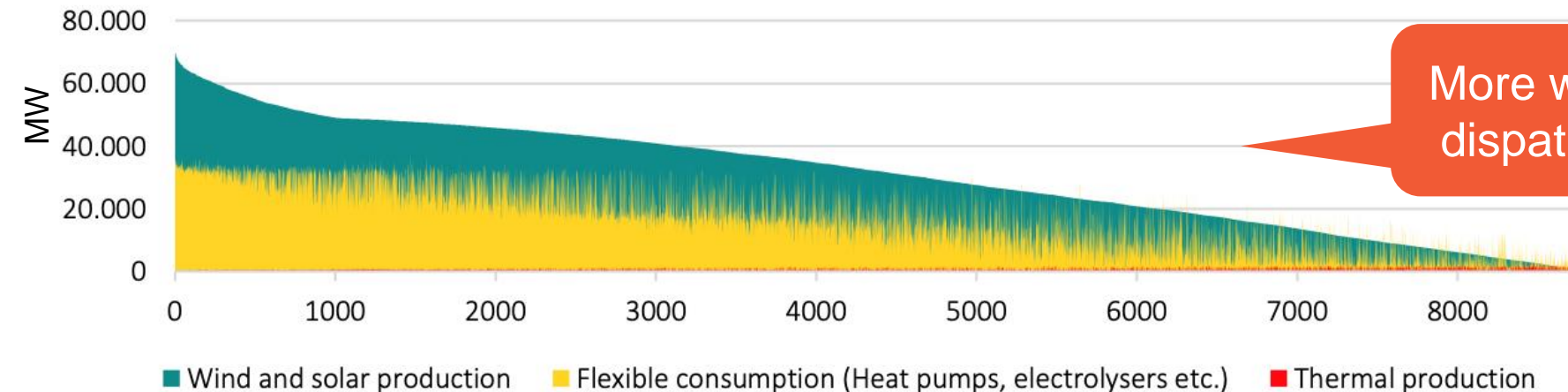
# Use demand-side flexibility instead of reserve capacity

This means fuller use of grid capacity, rather than having to hold back some capacity as reserves

More wind  
than expected



## ELECTRICITY GENERATION AND FLEXIBLE CONSUMPTION



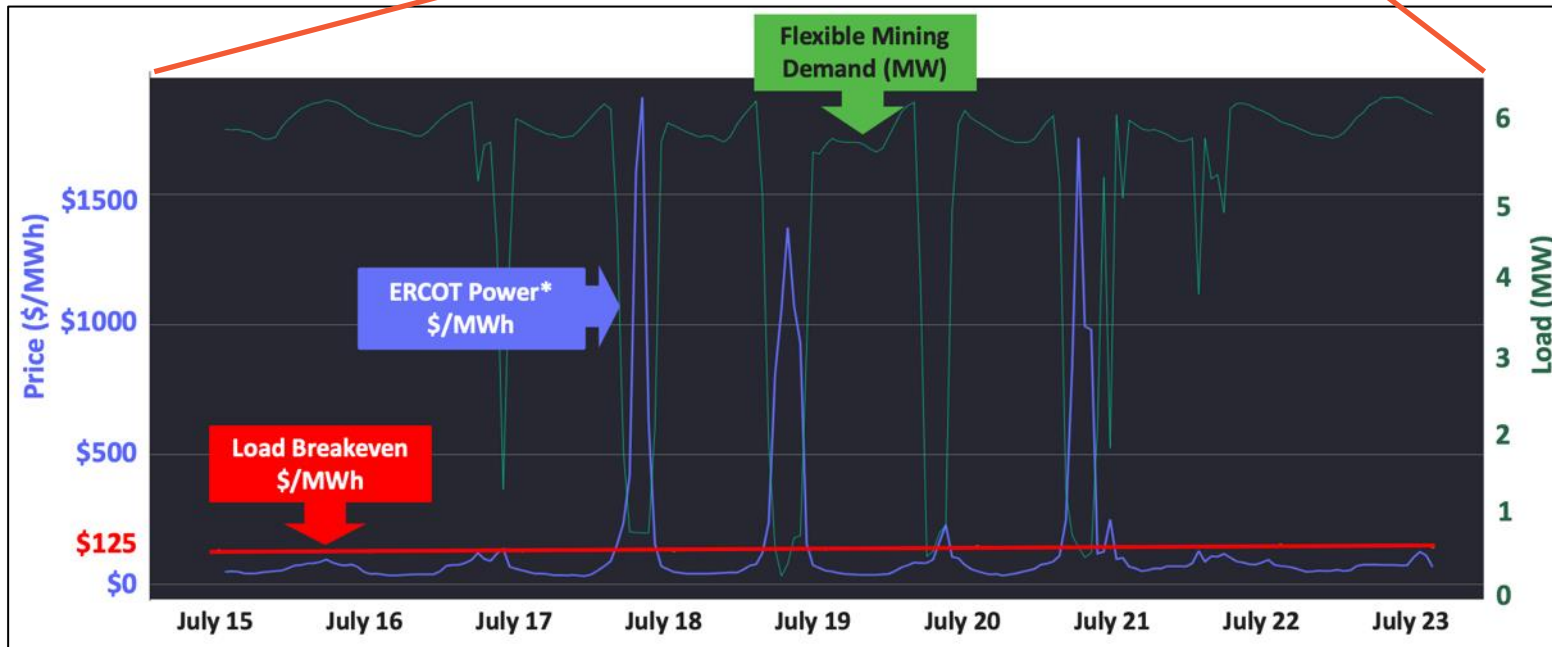
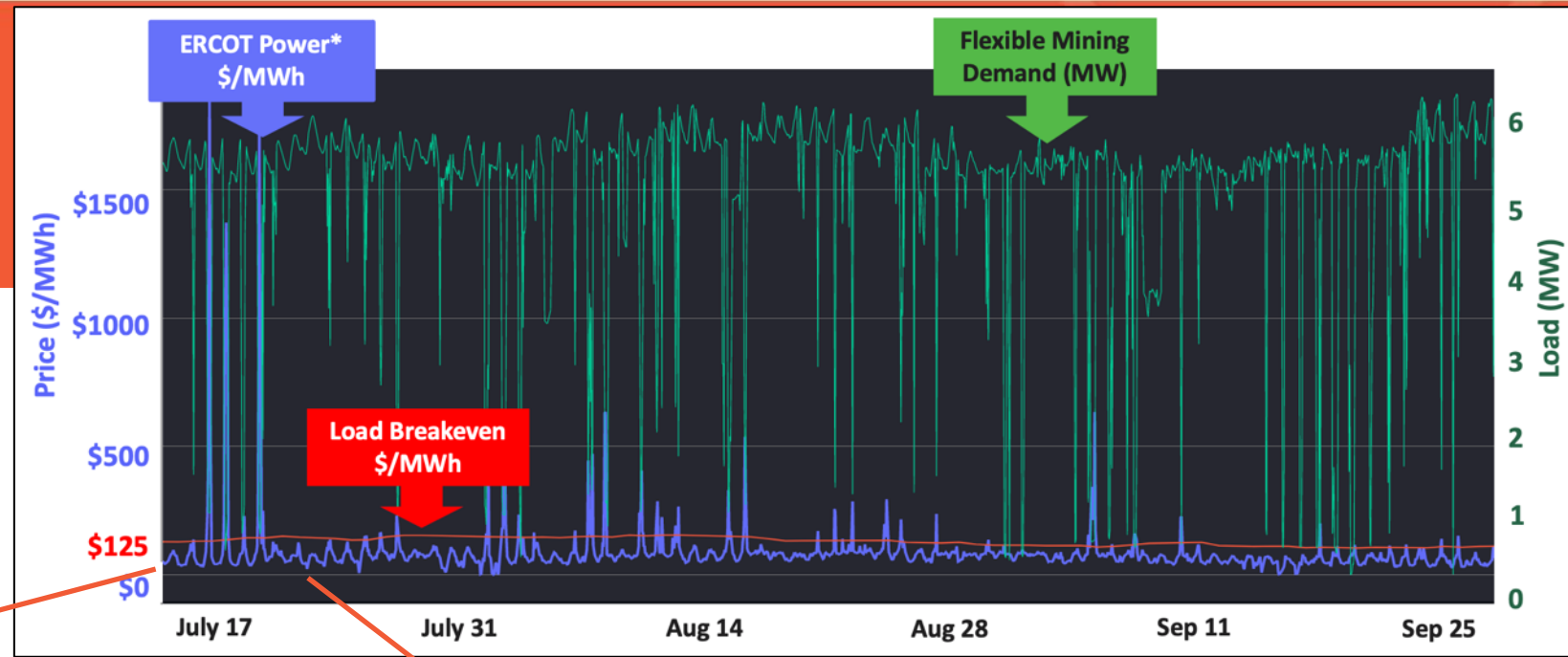
More wind variability but more dispatchable demand to help

[https://energinet.dk/media/y5rhoqjy/pa-thways-towards-a-robust-future-energy-system\\_energinet-2023-01-23.pdf](https://energinet.dk/media/y5rhoqjy/pa-thways-towards-a-robust-future-energy-system_energinet-2023-01-23.pdf)



# Dispatching Demand

Controllable Load Resources in ERCOT can participate in the DAM and RTM and even set the price



These loads are dispatched to 5 min set points and provide frequency response

The best way to meet demand  
when supply is short  
is to have less demand