

Energy Efficiency & Demand-Side Management Services

As energy needs and population continue to grow in our country, and concerns about clean air, energy security and global warming increase, maintaining cost-effective and viable energy efficiency, demand-side management, and demand response plans is of crucial importance to our nation, as well as to utilities, government agencies, and end-use customers.

Our staff of highly qualified program design and analysis specialists assists clients with the complexities of multi-faceted energy efficiency planning, program implementation and evaluation. GDS is an industry-recognized leader in numerous energy efficiency and market transformation program areas including:

- Strategic Program Design and Policy Development
- Market Research
- Market Transformation
- Program Evaluation
- Program Implementation and Oversight
- Business and Regulatory Support
- Load Management/Demand Response Assistance



STRATEGIC PROGRAM DESIGN AND POLICY DEVELOPMENT

GDS experts understand the quantitative and qualitative issues associated with the design, implementation, and evaluation of successful energy efficiency plans and programs. We use our technical expertise to minimize financial risks and maximize the benefits from energy efficiency programs and policies for our clients. A small sample of our services includes:

- Energy Efficiency Strategic Policy Design
- Program Identification and Feasibility Assessment
- Cost Effectiveness Model Development
- Measure, Program, and Portfolio-Level Benefit Cost Analysis
- Detailed Program Implementation and Staffing Plan Development
- Formal Energy Efficiency Regulatory Filing Development
- Settlement Negotiation with Stakeholders
- Expert Testimony
- System Benefits Charge Analysis
- Strategic Marketing Plan Development

MARKET RESEARCH

High-quality market research is fundamental to any valid program design or evaluation effort. Establishing key performance indicators and determining existing baseline market conditions are critical starting points for most program designs and program assessments. Through many years of experience, our in-house professionals have developed comprehensive knowledge of many different baseline measurement techniques. This knowledge and first-hand experience, coupled with the convenience of in-house statistical analysis and sample development staff, allow GDS to offer clients high-quality, insightful market research services. Specialty markets, such as high-efficiency water heating and low-income, often require in-depth research to assess market interactions and key market actor perceptions. The GDS market research techniques listed below provide our clients with a full understanding of target markets:

- In-Depth Interviews
- Mail Surveys
- Phone Surveys
- Site Audits/Field Surveys
- Mall Intercept Surveys
- Focus Groups
- Delphi Sessions
- Market Assessments
- Baseline Studies
- Customer Satisfaction Research
- Content Analyses
- Web-Based Surveys

MARKET TRANSFORMATION

The GDS staff possesses a vast knowledge of market transformation programs—programs designed to alter the ways in which electric, gas, and water customers make decisions about energy and energy-using equipment. Estimating the market transformational impact of specific energy efficiency efforts is essential to the design of effective programs. By measuring and analyzing the impact of one or more potentially influential market actors, we are able to assist clients in their understanding of the elements essential to the design of an effective market transformation program. Our energy efficiency professionals assist clients in various market transformation areas, including, but not limited to:

- Program Theory/Logic Model Development
- Market Barrier Identification and Analysis
- Consumer Behavior Investigation
- Market Effects Estimation
- Estimation of the Impact of Increased Efficiency on Energy Bills
- Market Characterization and Baseline Determination
- Near-Term, Intermediate, and Long-Term Impact Identification
- Causality Assessment
- Program Implementation
- Expert Testimony



BUSINESS AND REGULATORY SUPPORT

GDS offers extensive knowledge of and experience with annual reconciliation, rate filings, energy efficiency plan filings, benefit/cost analysis filings, expert testimony, Demand-Side Management (DSM) and demand response strategies, integrated resource planning, and risk assessment. This list of services is by no means exhaustive. We recognize client needs and promptly and accurately deliver these and many other supportive services to utilities and regulatory authorities throughout the country.

PROGRAM EVALUATION

GDS is a recognized leader in the energy efficiency, market transformation, and Demand-Side Management program evaluation field. Our services include:

- Process Evaluation
- Impact Assessment
- Post Program Benefit/Cost Analysis
- Indicator Identification and Tracking
- Energy and Demand Savings Estimation
- Billing Analysis
- Market Progress Reporting
- Quality Control Assessment
- Awareness Measurement
- Program Portfolio Review
- Gap Analysis
- Customer Satisfaction Assessment
- Expert Testimony

PROGRAM IMPLEMENTATION AND OVERSIGHT

GDS provides focused oversight and implementation assistance on a variety of energy efficiency program outreach and market intervention efforts for commercial, industrial, agricultural, institutional, residential, and low-income customers. Services include: direct implementation and oversight of pilot programs to help test the validity of, and improve initial targeted program designs and statewide delivery of market or sector-focused energy efficiency program intervention efforts.

LOAD MANAGEMENT AND DEMAND RESPONSE ASSISTANCE

Energy supply shortfalls during times of peak periods, and various distribution system area constraints provide opportunities for use of energy efficiency as a load management tool. GDS has extensive experience with demand-side management (and other demand response) programs and has helped numerous clients to assess and improve the contributions that energy efficiency programs can make toward system peaks or toward reducing supply constraints in local areas. Services include: demand response technology assessment; valuation in the restructured utility industry and program redesign/optimization support; measure and program-specific capacity savings estimation; load forecasting and demand response program impact assessment; and design of programs targeted to local areas.



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