

# Price Responsive Demand:

## Impact to Market Operations

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# What is Demand Response?

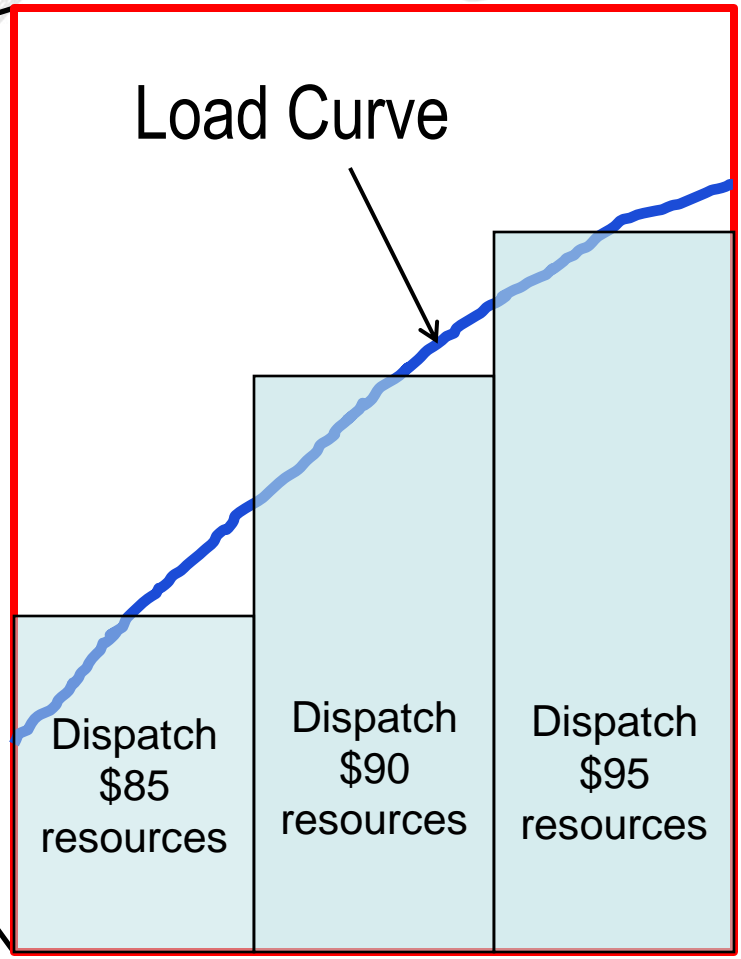
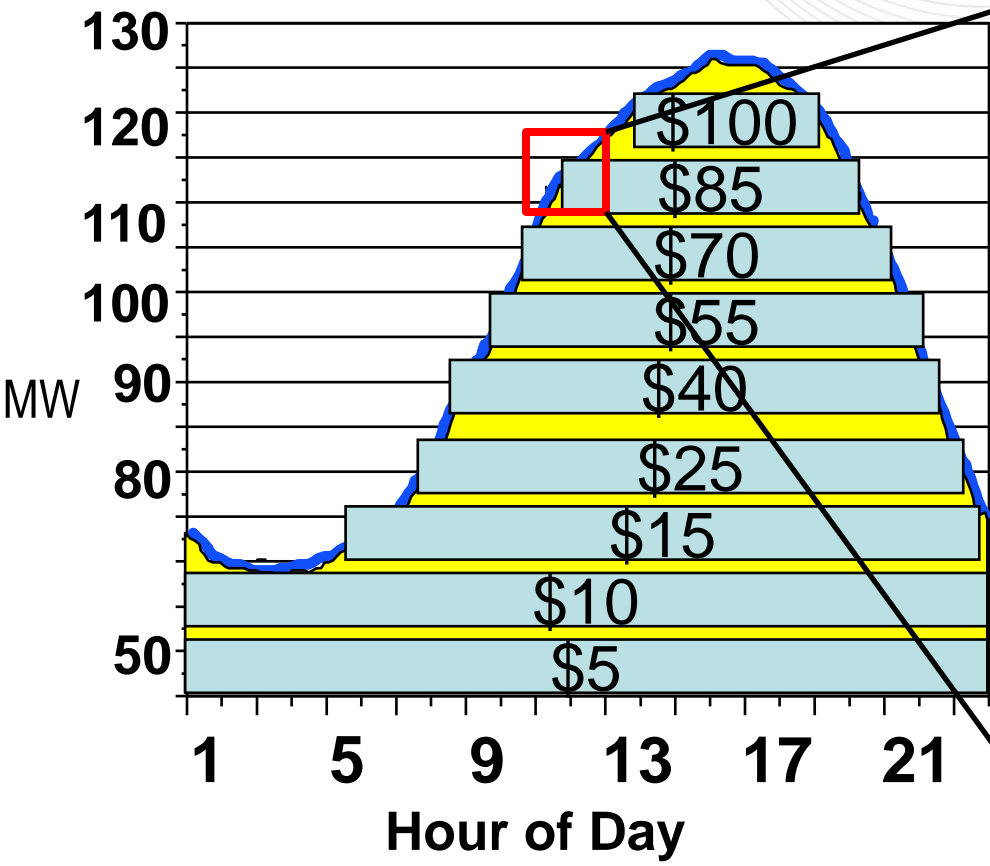
Customer goal is to manage energy costs by:

- Reducing or shifting consumption away from high price periods
- Committing to reductions for reliability needs

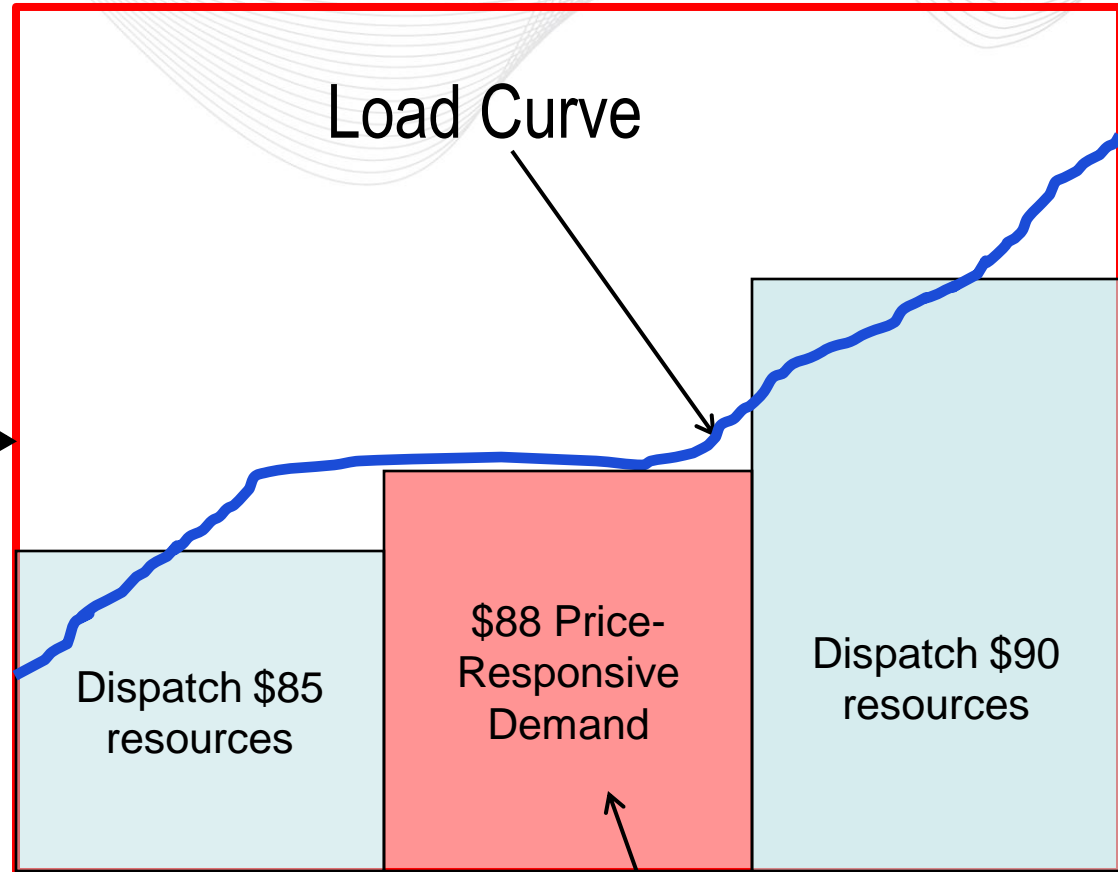
From an operational perspective it is:

- consumer ability to change consumption in response to energy market prices
- consumers ability to reduce consumption to meet system needs during an emergency

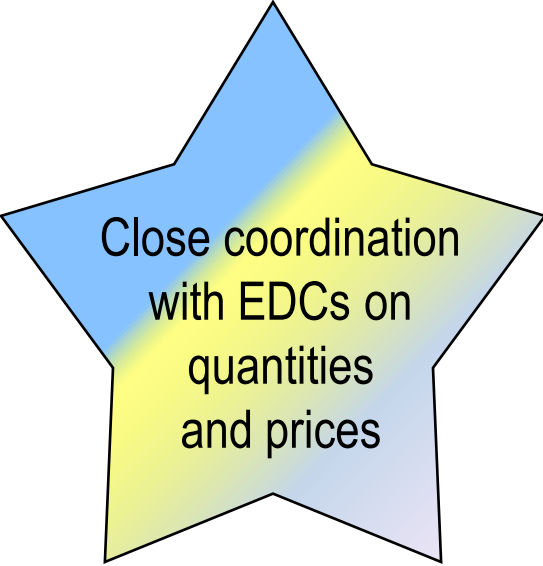





Same area  
of detail



No dispatch of additional resources due to demand response at indicated price level

A five-pointed star with a blue-to-yellow-to-purple gradient fill and a black outline. The text is centered within the star.

Close coordination  
with EDCs on  
quantities  
and prices

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Locational  
detail of PRD  
quantities

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Recognition in  
dispatch  
and pricing  
software