



Cascade**Energy**®

Incentivizing Permanent Load Shifting

Presented at the 2026 MES Annual Conference

Joe Mays

Director, Customer & Utility Solutions

Joe.Mays@CascadeEnergy.com

Cell: (219) 307-2695

Overview

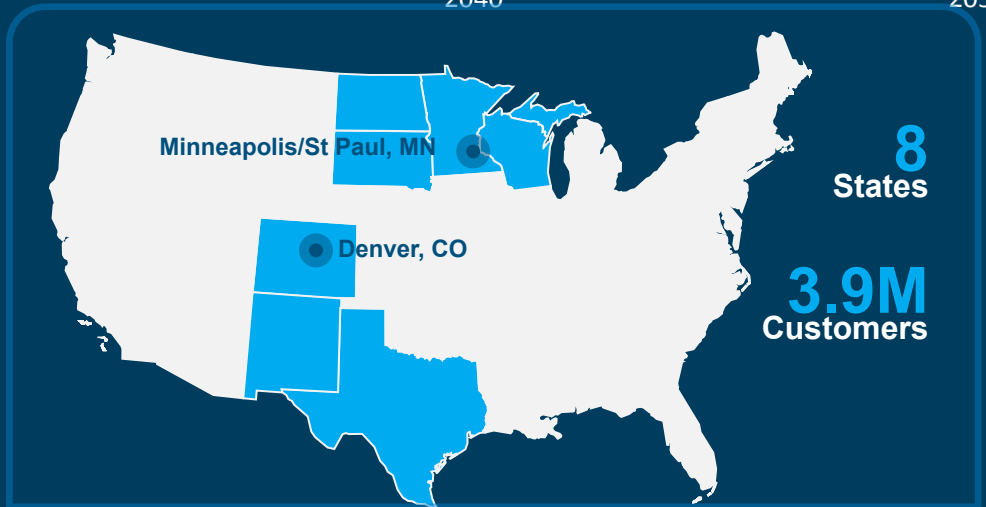


2017

Started offering SEM to larger C&I customers in Colorado

2020

Requested implementers discuss load shifting with customers



A Brief Look at Xcel's Demand Response programs



A suite of programs with varying incentives and notice periods



Caters to all sizes of customers



Obligations range from 'if you can do it, do it' to the utility controlling customer's loads

So why the need for another offering?

Utilities need to plan

Traditional Demand Response caters to non-routine events (weather, grid maintenance, etc.)



This load shifting is aimed at making *permanent* shifts

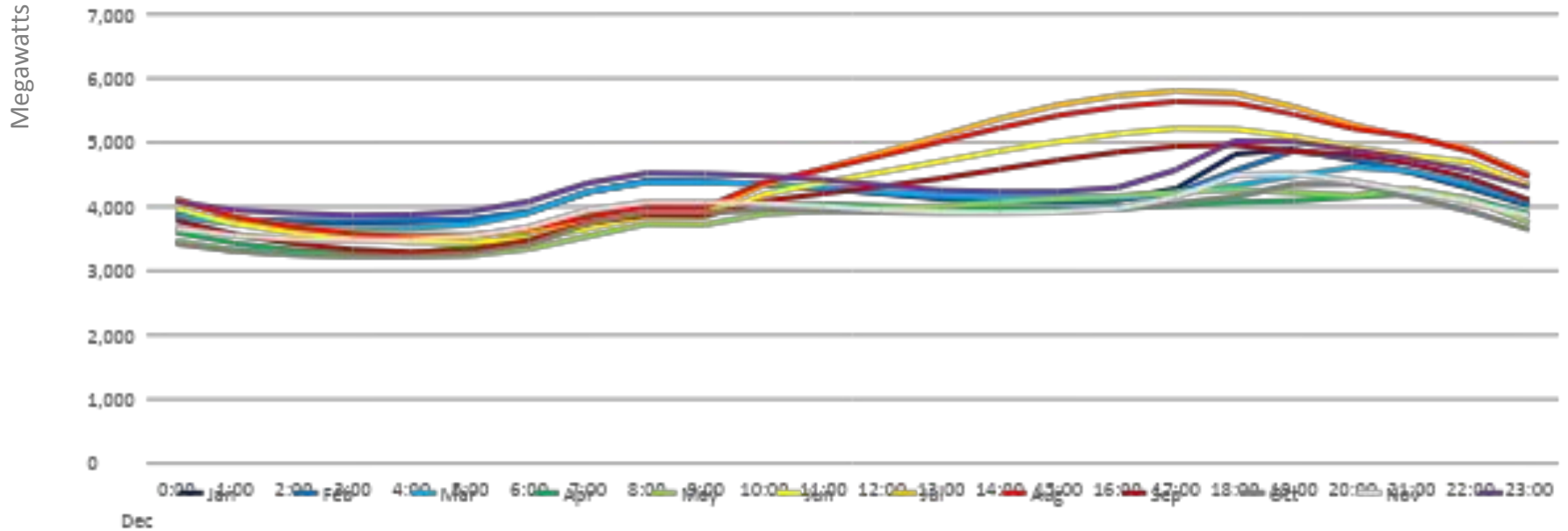


It allows utilities to make more informed decisions

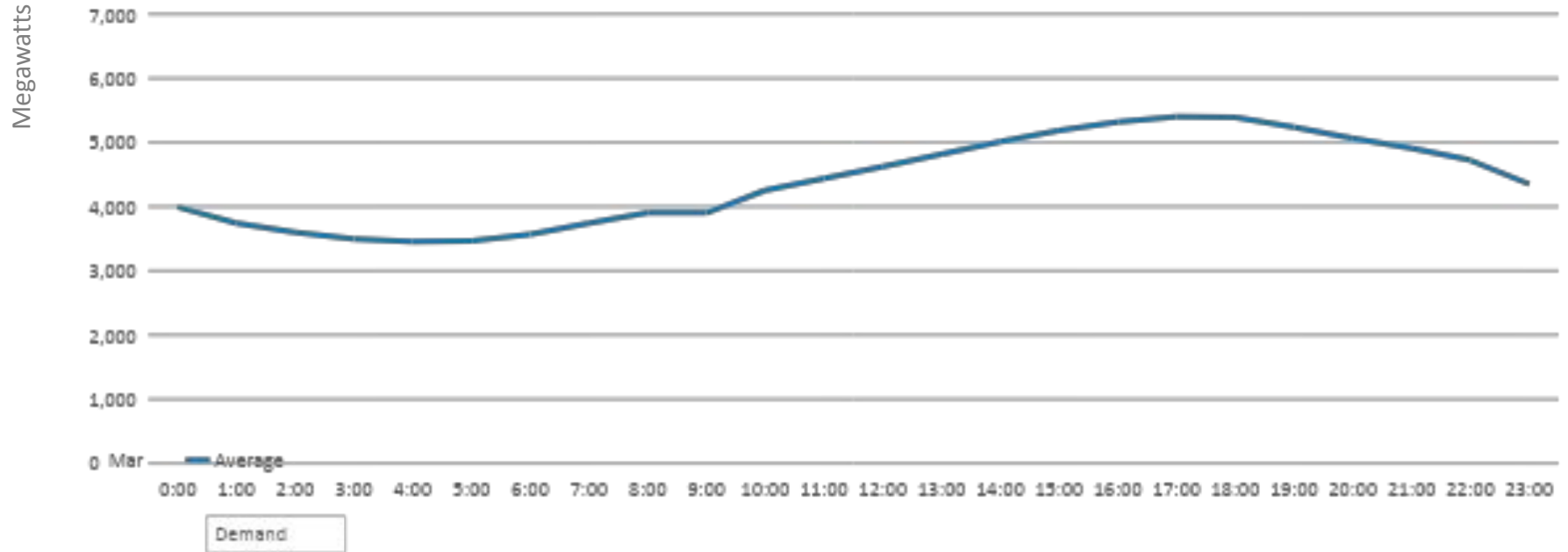
Let's look at the problem...



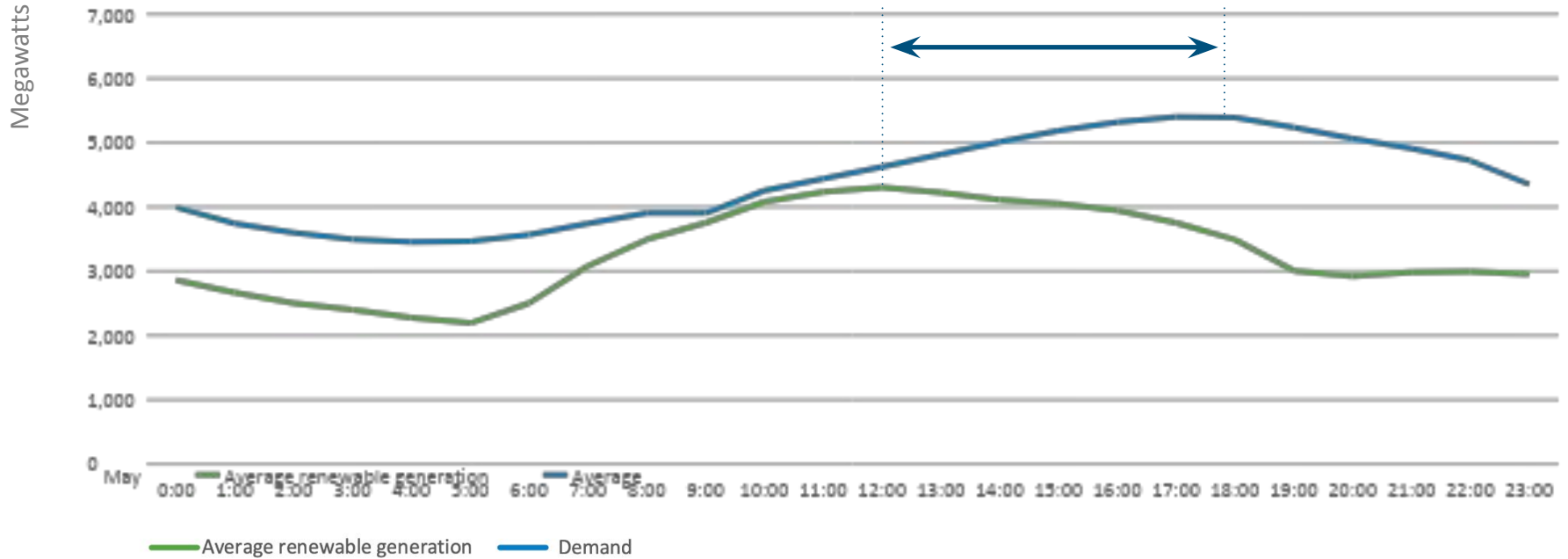
Grid Demand – All Months



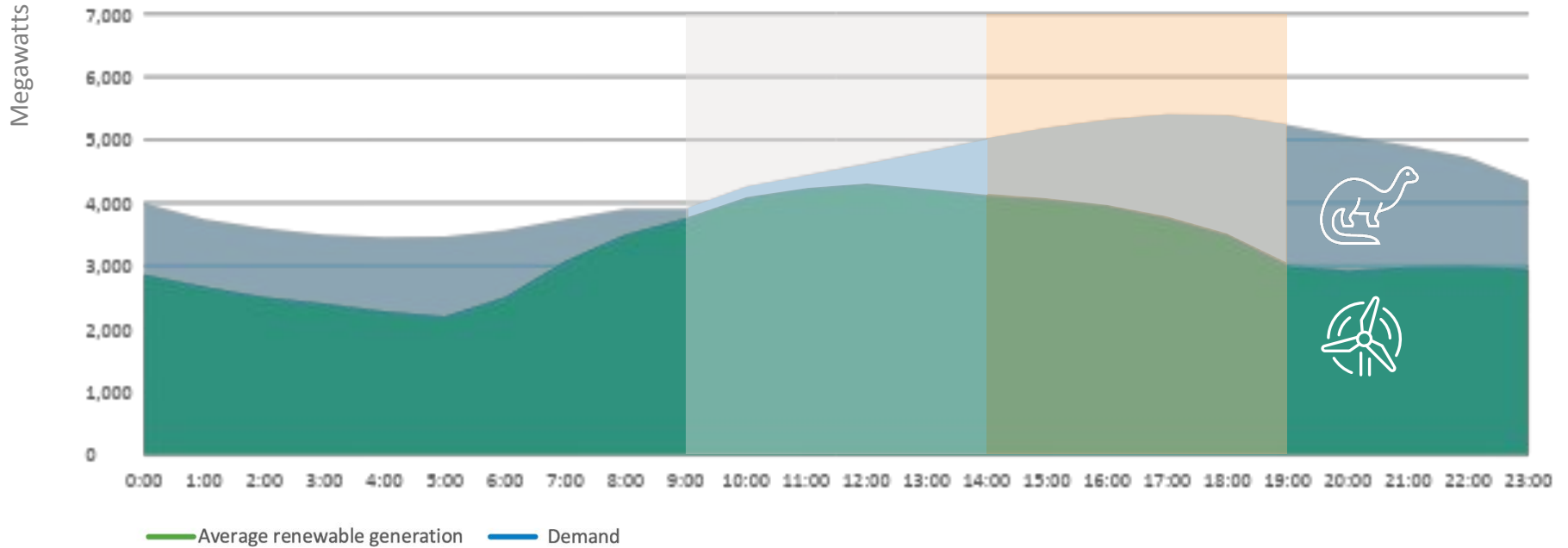
Demand – Average of Summer Months



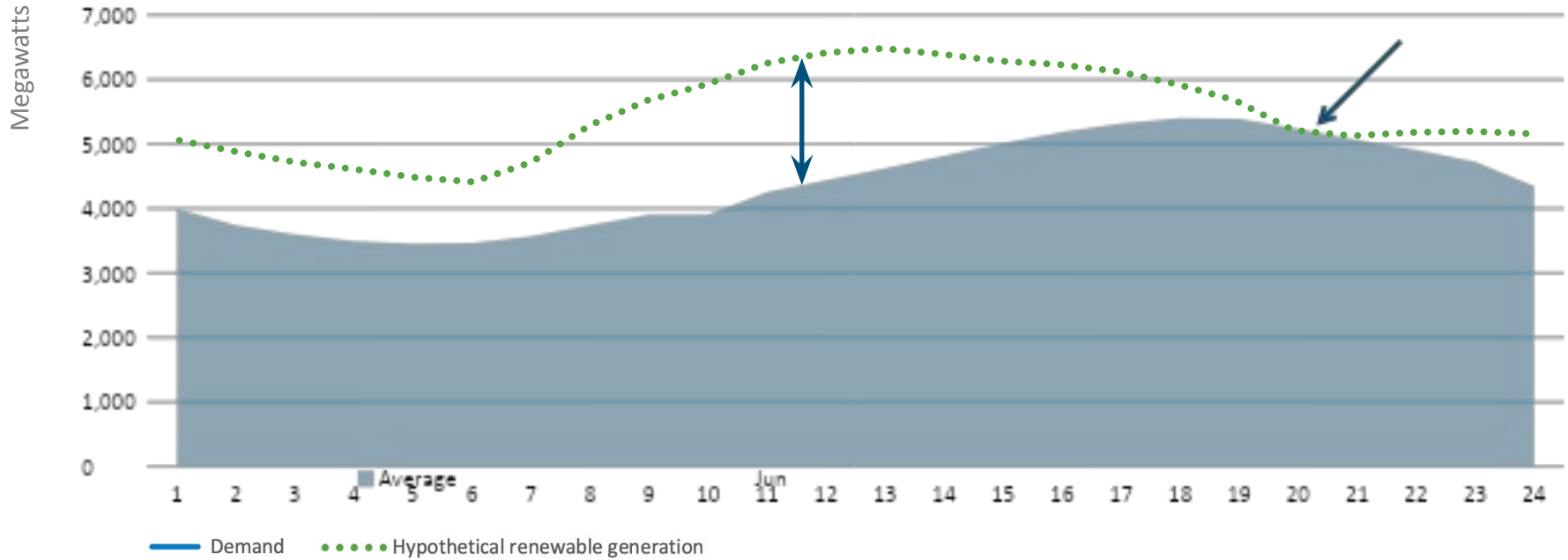
Demand vs. Renewable Generation



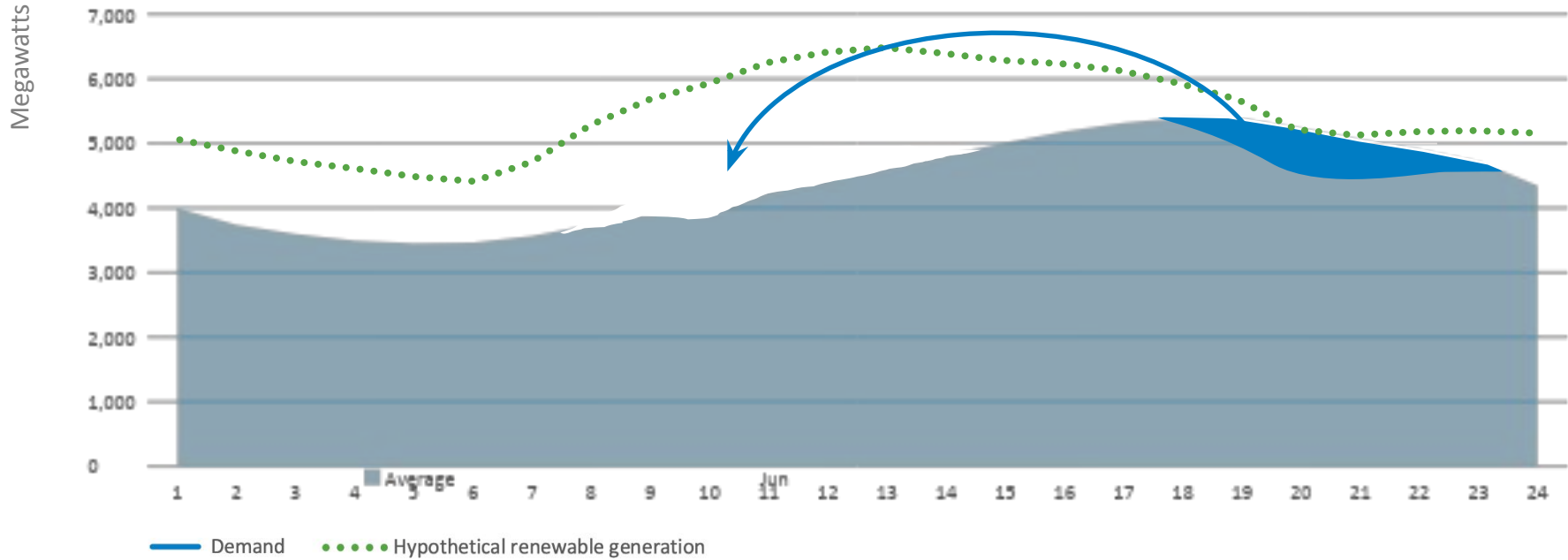
Demand vs. Renewables



Demand vs. Hypothetical Renewables



Demand vs. Hypothetical Renewables



How do we change the demand during peak hours?



This scale of demand reduction often isn't available with Energy Efficiency projects

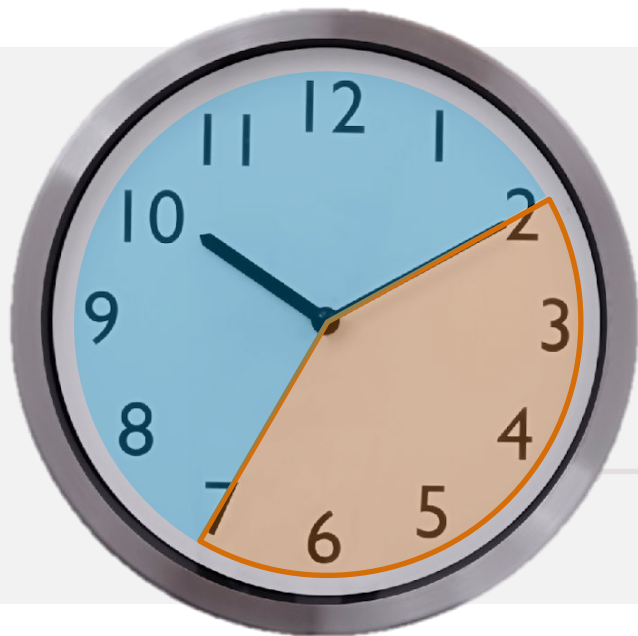


Get customers to reduce usage during peak demand window



What is the incentive for customers?

Generation & Transmission Demand Charge Reduction



Weekdays
2pm – 7pm



Summer

\$20.88
per kW



Winter

\$15.42
per kW

Can account for 50% or more of the total bill

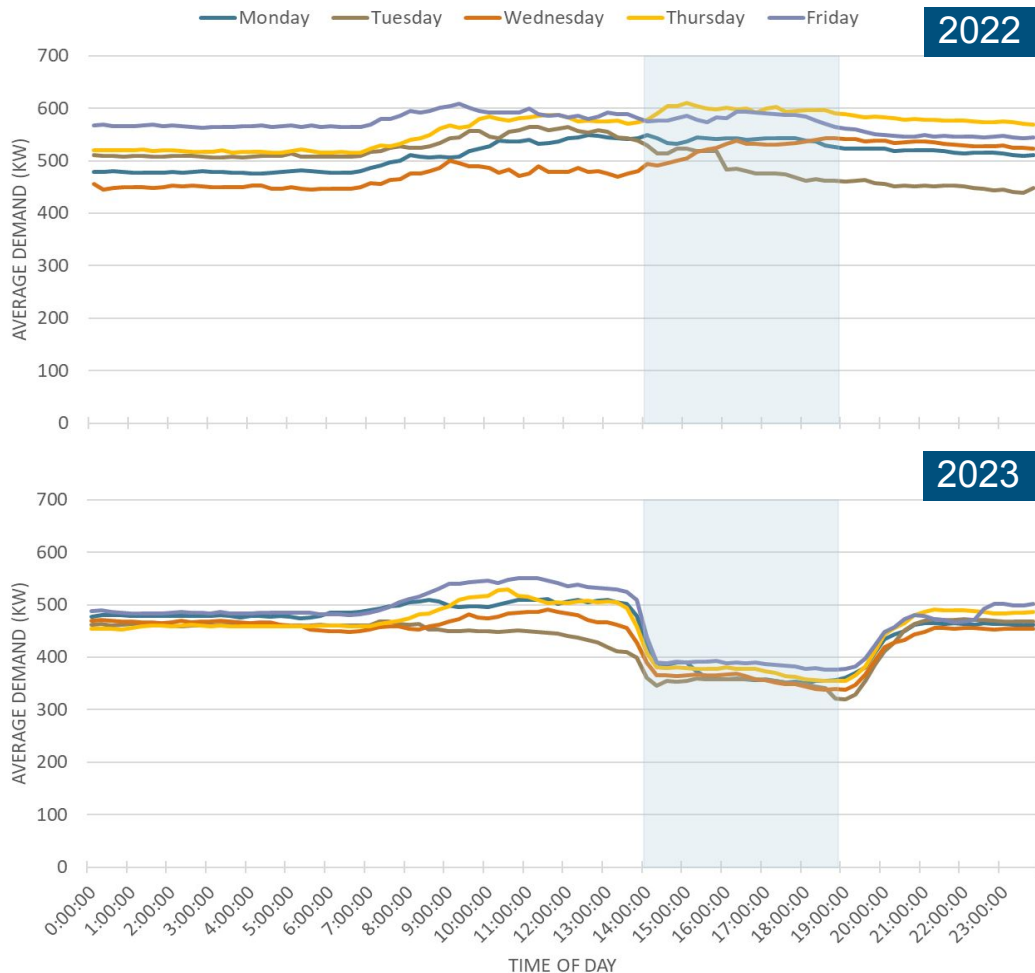
+ load shift incentive of \$35–40/kW/summer

And the results...

Clifton Water demand, pre- and post-implementation

Claimed savings: 96kW

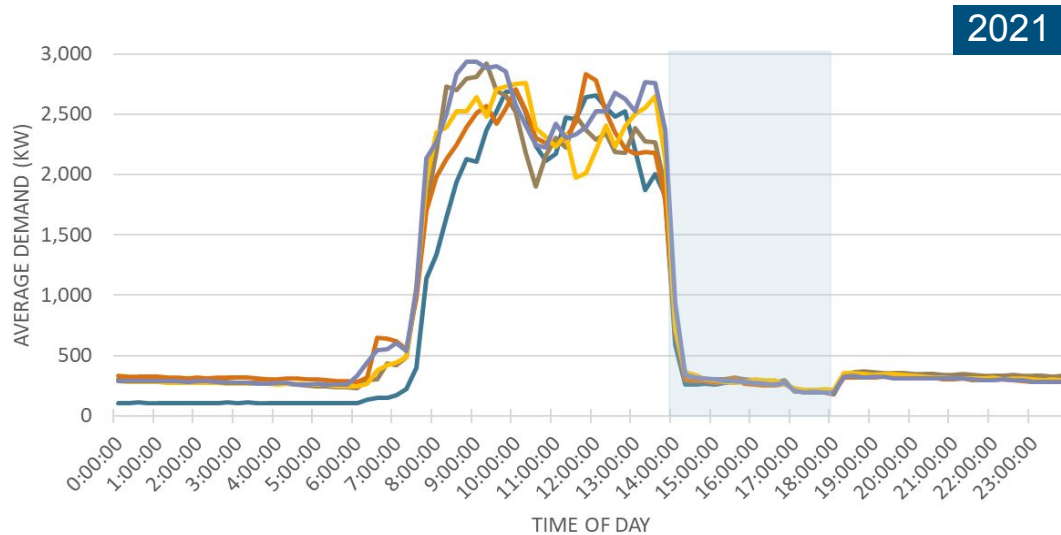
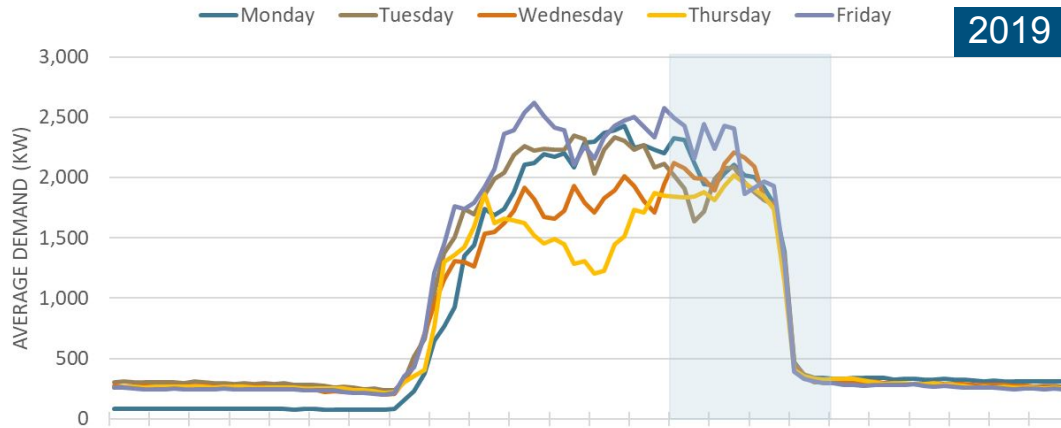
*Daily Average
Summer
Demand Profile*



Andersen's Salvage demand, pre- and post-implementation

Claimed savings: 1,310kW

*Daily Average
Summer
Demand Profile*



Savings

		Clifton	Andersen's
Before	Annual Cost:	\$365,000	\$667,000
	Blended rate:	8.9¢/kWh	11.8¢/kWh
After	Annual Cost:	\$279,000	\$472,000
	Blended rate:	7.3¢/kWh	6.4¢/kWh
Annual Cost Savings: <i>Includes load shifting incentive</i>		\$88,900	\$221,000
Energy cost reduction: <i>Blended rate</i>		18% ↓	46% ↓

Why is this so successful?

Customer: realizes a reduction in costs *and* an annual incentive

Utility: sees demand curve flattened

Implementer: builds trust with customer

Thanks for your time – any questions?