



# Public Service Commission of Wisconsin

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## **PSC Chairperson Ebert Testifies before FERC On Importance of Demand Response Programs**

MADISON – Today, Public Service Commission of Wisconsin Chairperson Dan Ebert testified before the Federal Energy Regulatory Commission (FERC) saying that demand response programs are an important reliability and energy efficiency tool that should be expanded to regional wholesale energy markets.

Noting that Wisconsin is a leader in demand response programs, Chairperson Ebert pointed out, “We have the ability, through our demand response programs, to lower demand in Wisconsin during peak use by an amount equal to the electricity generated by two baseload power plants. Demand response programs have worked here, reducing the cost of electricity for customers and improving reliability of the system.”

Demand response programs include voluntary programs for turning residential air conditioners off during periods of high demand or special tariffs for big industrial consumers who agree to power interruptions during peak demand on the electric system. The programs have been offered for 30 years to Wisconsin residential, commercial and industrial customers and help in reducing energy use and lowering utility bills.

Now many of Wisconsin’s utilities participate in a regional wholesale energy market through the Midwest Independent Transmission System Operator (MISO), which dispatches electricity throughout the Midwest and parts of Canada. The goal of the FERC conference held today in Washington D.C. is to look at how to integrate effective demand response programs in these new wholesale markets.

“Regional wholesale markets will present some challenges for demand response programs,” Chairperson Ebert said. “One key to successful implementation of demand response programs in the regional wholesale markets will be to ensure that there are financial incentives designed to encourage Wisconsin customers to participate.”

“Demand response programs are an important tool in managing energy policy,” Chairperson Ebert explained. Efforts to coordinate Wisconsin’s successful programs into MISO’s regional wholesale market and to assure participating customers are compensated at market value were goals the Public Service Commission of Wisconsin set earlier this year through the Strategic Energy Assessment process.

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