



## PacifiCorp

A fully outsourced energy management solution for PacifiCorp

### Problem

Facing a rapid increase in peak energy demand and the associated costs and reliability issues, PacifiCorp (specifically its Rocky Mountain Power subsidiary, a Utah-based regulated utility) needed a long-term solution which could be quickly implemented without the commitment of significant PacifiCorp resources.

“The recent trend of rapid conversion from evaporative coolers to central electric air conditioning in our service territory has led us to consider innovative ways to offset the increasing demand for electric delivery capacity,”

— Jeff Bumgarner, PacifiCorp Director, Demand Side Management

“Comverge provided us with a comprehensive turnkey solution to help us optimize our long-term capacity requirements. We especially like the fact that the CoolKeeper program is an environmentally friendly demand side solution that complements our overall approach to inform customers about energy efficient cooling systems. We look forward to a mutually beneficial long-term partnership with Comverge,”

– Jeff Bumgarner, PacifiCorp Director, Demand Side Management

## Solution

PacifiCorp implemented Comverge’s Intelligent Supply program. By providing a completely outsourced peak load reduction program grounded in a true pay-for-performance contract structure, Comverge provided PacifiCorp with long-term peaking capacity specifically configured for PacifiCorp’s Wasatch Front – an 80-mile stretch of territory in Utah, from Provo north through Salt Lake City, to Ogden.

As a completely outsourced program, Comverge’s Intelligent Supply provides PacifiCorp exactly what they want – peak load reduction during critical periods to address troublesome T&D issues in a specifically targeted area. This 90 MW, 10-year contract is based on Comverge’s direct load reduction hardware/software to cycle residential and small C&I air conditioners.

The contract is structured such that Comverge is only paid for measured and verified load reduction. While Comverge provides all components of the load control program (including marketing, recruitment, installation, maintenance, operations, hardware and software), and deploys its own capital, it is marketed under a PacifiCorp brand – CoolKeeper – developed by Comverge in cooperation with PacifiCorp.

“Comverge provided us with a comprehensive turnkey solution to help us optimize our long-term capacity requirements. We especially like the fact that the CoolKeeper program is an environmentally friendly demand side solution that complements our overall approach to inform customers about energy efficient cooling systems. We look forward to a mutually beneficial long-term partnership with Comverge,” stated Jeff Bumgarner, PacifiCorp Director, Demand Side Management.

## Results

Secured through a competitive bidding process, Comverge’s PacifiCorp contract was successfully approved by the Utah Public Utilities Commission in record time. Comverge then initiated an aggressive marketing and recruitment program, resulting in a market penetration of 15% of those customers in the target area with air conditioners. While still in the implementation phase, Comverge has already provided PacifiCorp with 30 MW of load reduction, ahead of schedule for the ultimate 90 MW program.

## Corporate Offices

Georgia  
5390 Triangle Parkway  
Suite 300  
Norcross, GA 30092

Colorado  
11001 West 120th Avenue  
Suite 240  
Broomfield, CO 80021

New Jersey  
120 Eagle Rock Avenue  
Suite 190  
East Hanover, NJ 07936

Pennsylvania  
511 Schoolhouse Road  
Suite 200  
Kennett Square, PA 19348