

Outline – Integration of Supply/Demand in the Electric Energy Market

or "Economic and Market Drivers for Load Balancing."

Purpose of paper: To describe an integrated economic framework of both supply and demand alternatives. The paper will include a general overview, introduction of key economic drivers, state of technologies, barriers, scope and benefits of demand response in providing solutions in the energy market. Paper will included an extensive review of other industry work and analysis on the topic.

The following outlines the attempts to address the topic:

- I. Overview of key elements and fundamental drivers
- II. History and market transition
 - a. Traditional Utility
 - i. Obligation to serve
 - ii. Regulatory Pricing
 - b. Market Trends; US and International
 - i. Economic benefits becoming apparent
 1. RPS requirements
 2. Advances in technology
- III. Market Fundamentals
 - a. Commodity pricing
 - b. Incentives provided to fulfill supply/demand
- IV. Value considerations in Electric Energy Market
- V. Analysis framework – Mechanics applied
- VI. Proposed Measurement
- VII. Preliminary Analysis
- VIII. Results
- IX. Next steps