Unleashing the Energy Efficiency Potential of Behavior-Based Approaches

Rebecca Craft
Con Edison Service Area

- 660 sq. mile service territory
- Over 130,000 miles of T&D cable
- 2,000 MW/sq. mile
- Over 3.3 million unique electric, gas, and steam accounts
- Over 600,000,000 sq. ft. of office space
- 421,000 businesses
- 900,000 residential buildings
- 58 billion kWh of electric consumption
Con Edison Estimated Electric Usage by Customer Segment

- Offices: 27%
- Residential: 15%
- Industrial: 6%
- Retail: 5%
- Education: 4%
- Grocery: 3%
- Health: 6%
- Restaurants: 2%
- Misc.: 2%
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Official U.S. Recessions noted in shaded areas.
Historical peak demands are weather-adjusted.
Con Edison Service Area Demand Forecast (Impact of Demand Side Management)
Demand Side Management Timeline

- 1990: Enlightened Energy
- 1993-1994: Demand Response Direct Load Control
- 1995-1996: Targeted DSM
- 1997-1998: System Wide Program
- 1999-2000: NYS 15x15 Plan
- 2001-2002: NYS 45x15 Plan
- 2003-2004: Approved Utility and NYSERDA Programs
- 2005-2006
- 2007-2008
- 2009