University of Pennsylvania Institute for Urban Research June 14, 2011

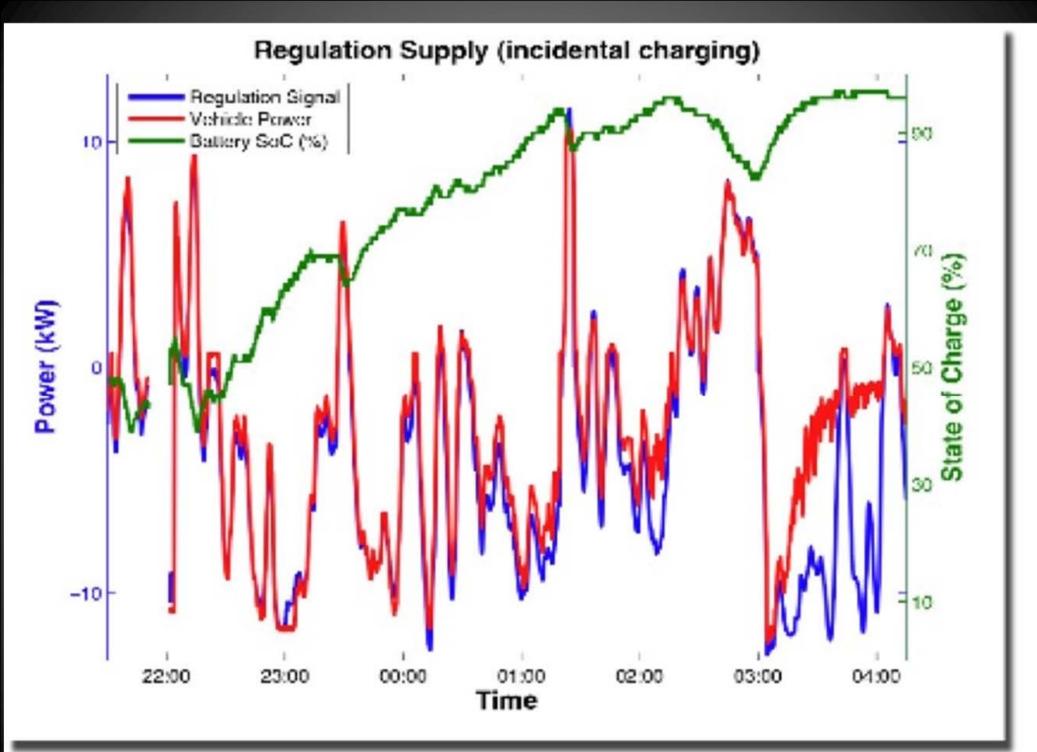


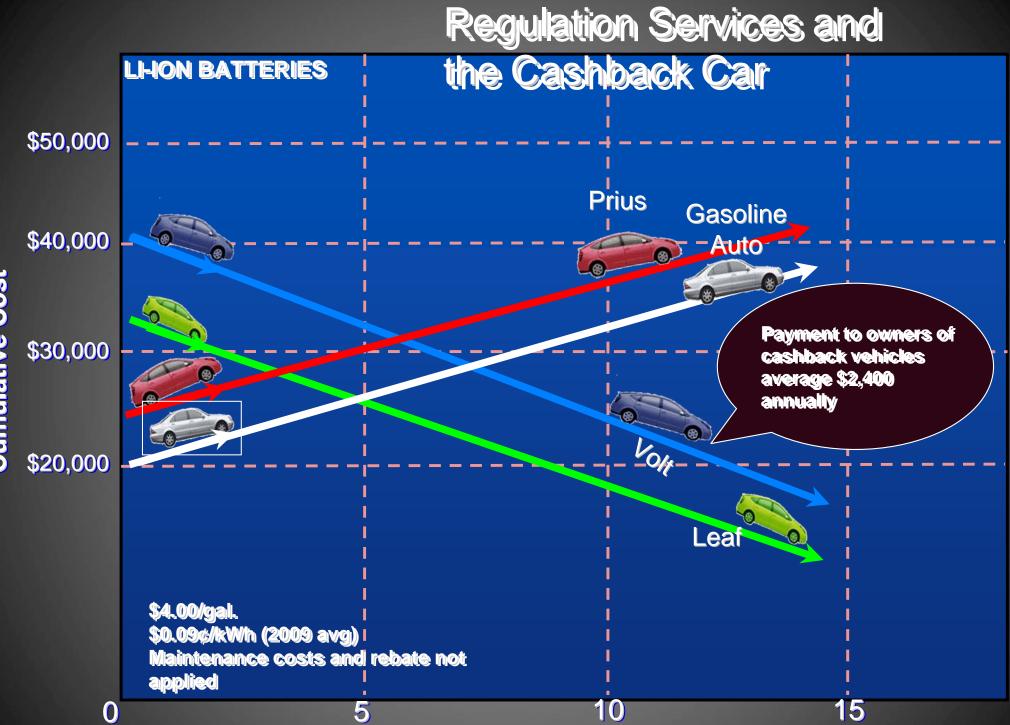












Years After Purchase

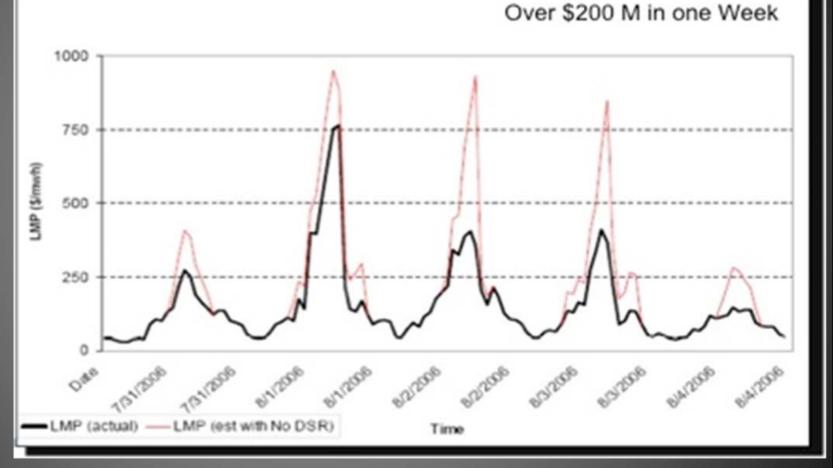
Cumulative Cost



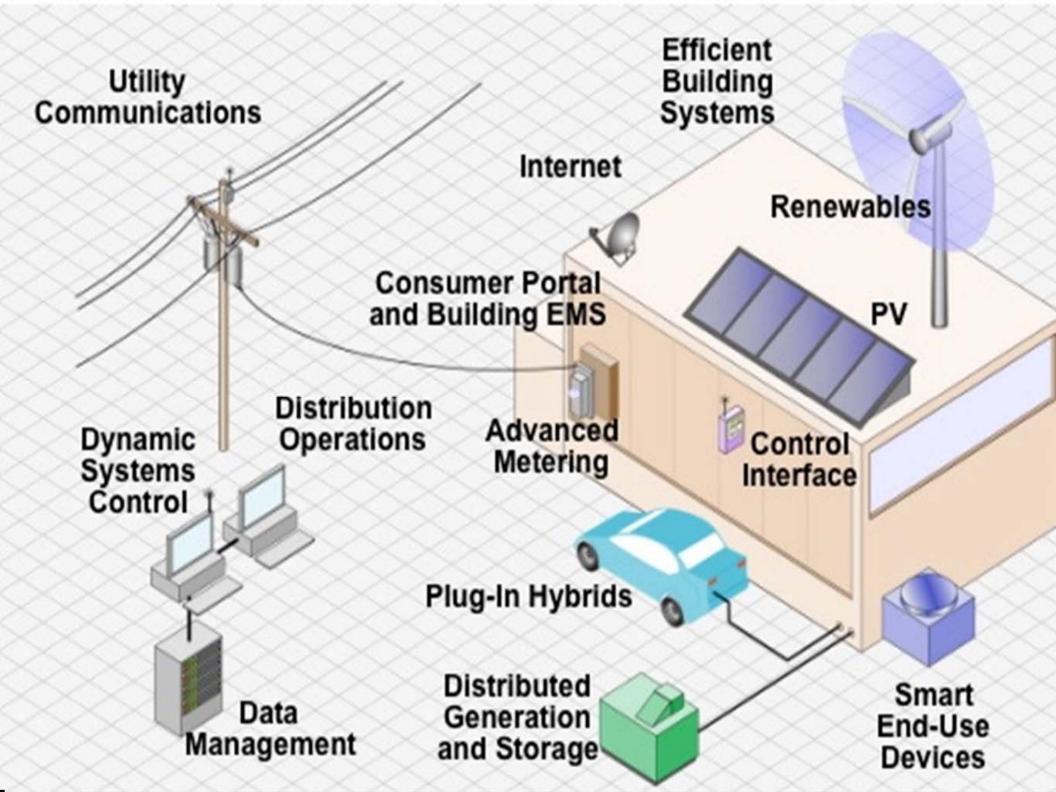
Grid Benefits of Demand Response

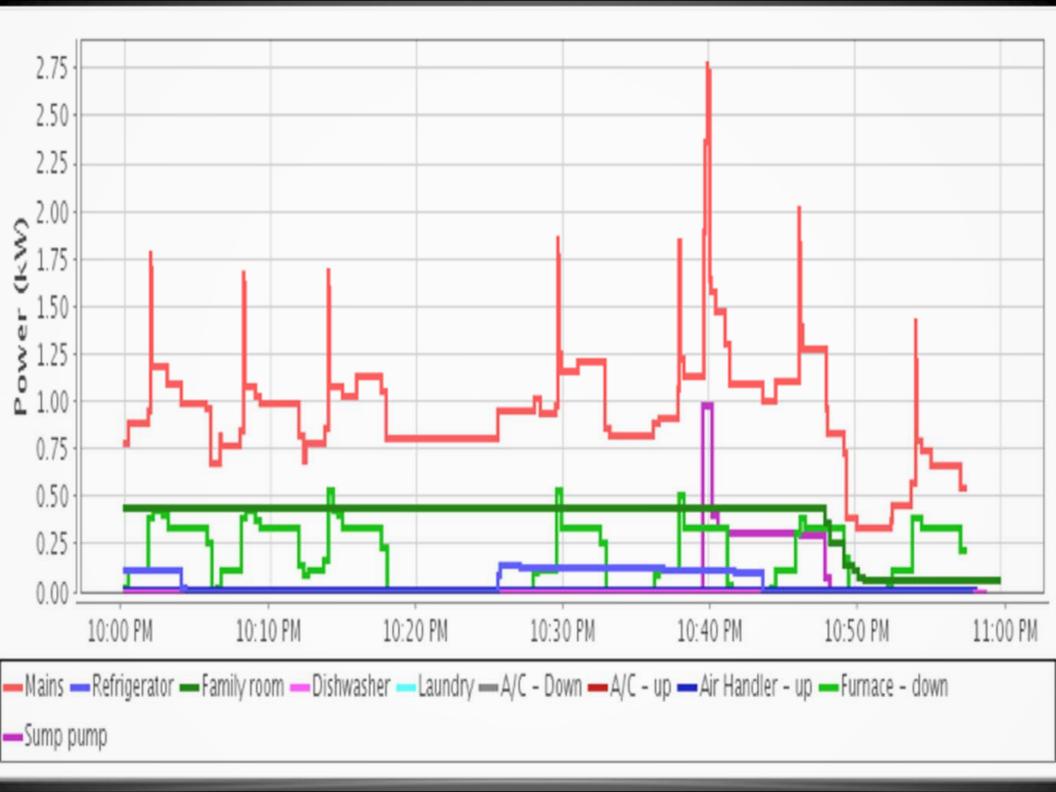
•PJM Study- a 3% Reduction in Demand of Top 20 5hr Blocks in 5 Mid-Atlantic States Could Save \$280 Million annually

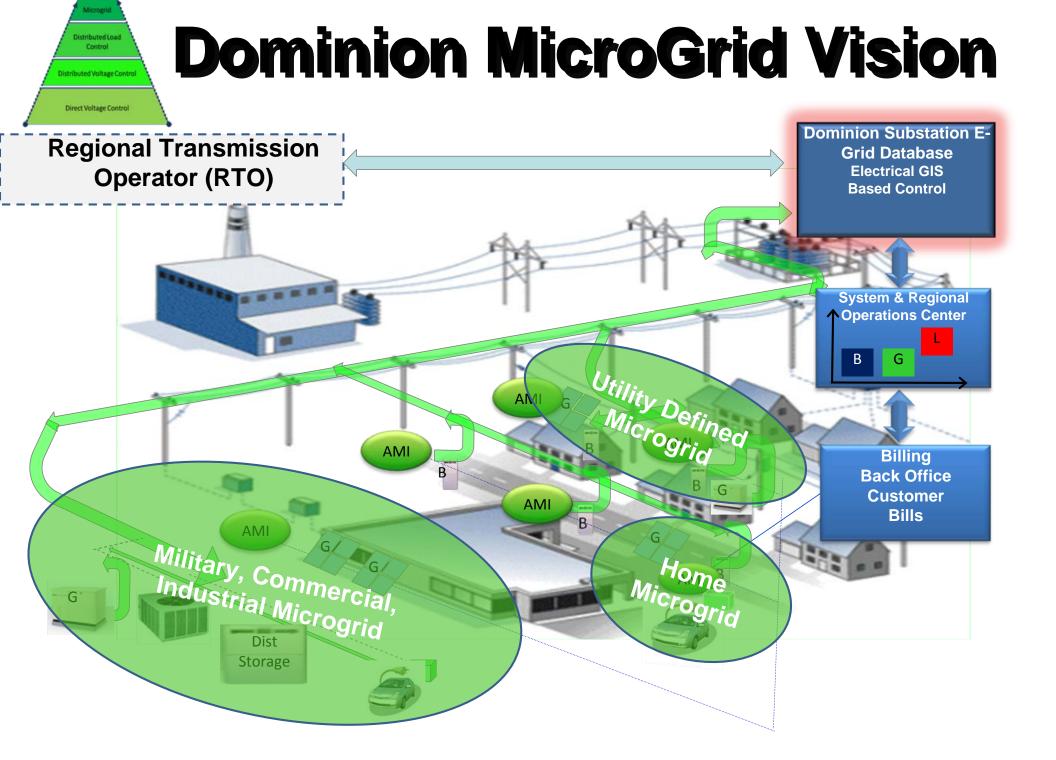
•Brattle Group- a 5% Reduction in Grid Peak Load (757 GW) Can Result in \$3 Billion Savings Annually, for PV Over 20 Yrs of \$31 Billion







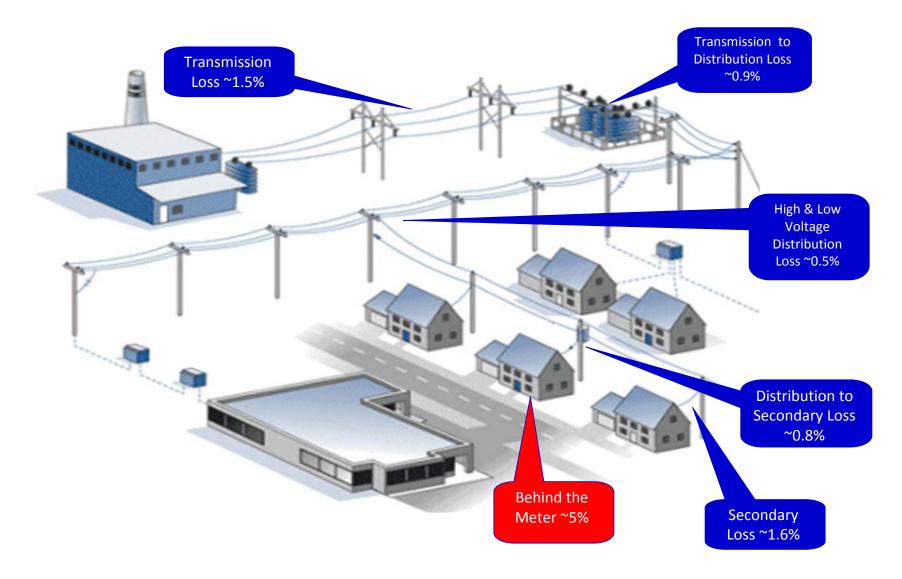




The Hunt for Transmission and Distribution Losses

2010 Electric System Loss < 10.3%

Includes Transmission, Distribution and "Behind the Meter"



Google Electric Future

