



# Demand Response

Demand response programs can help reduce peak load, shift the timing of electricity usage, or reduce overall electricity demand. Peak load is often met by higher emitting and more expensive sources of energy. Relying on these sources less reduces carbon pollution.

## QUICK FACTS

- In Georgia, we meet peak demand primarily with natural gas. More polluting and less efficient single-cycle diesel combustion turbines also contribute.
- Demand response works. It has been used extensively in industrial and commercial sectors since the 1970s to reduce peak demand.
- Georgia Power has demand response programs for both industrial and residential customers and has proposed additional programs in its latest Integrated Resource Plan.

## BEYOND CARBON

- Demand response can reduce fossil fuel powered electricity generation, improving air quality and benefiting the environment and public health.
- These programs are affordable and have the potential to benefit low-income households. However, access for these households to targeted demand response technologies and mismatches in scheduling present issues to watch.
- Environmental issues to watch include end-of-life disposability for demand response equipment that require lithium-ion batteries.

ELECTRICITY

## GEORGIA'S 2030 MEGATON OPPORTUNITY

We could reduce 1 Mt of CO<sub>2</sub>e in Georgia if 187,000 additional households shift 10% of their peak electricity use to off-peak times.

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