



Achieving the Demand Response Vision

During our next stakeholder group meeting, we are going to develop a collective vision for demand response programs in Michigan, as well as identify barriers to and opportunities for achieving that vision.

The Vision

A vision statement describes a desired end state or the long-term change the stakeholder group is seeking as a result of its work. It will be used to guide the stakeholder group in making recommendations regarding demand response. The purpose of having a collective vision is to enable stakeholder group members to put personal preferences aside and make recommendations based on clearly defined objectives and criteria. It provides clear parameters for accepting or rejecting future recommendations.

To assist in developing a collective vision, we will have a brainstorming session during our next stakeholder group meeting. To help prepare for the session, please answer the following question in advance of the meeting, and bring your work with you to the meeting:

- ❖ **What statements or words come to mind when you envision a successful demand response program in Michigan?**

To help you answer the overarching question above, below are some probing questions:

- ❖ Who should these programs serve?
- ❖ Where is there the most potential for success?
- ❖ What should be the benefit to customers for participating in a demand response program? What about non-participating customers?
- ❖ What should be the benefit to the utility for implementing a demand response program?
- ❖ If you were a demand response technology and/or service provider, what would you like demand response programs to look like in Michigan?

- ❖ How should demand response be evaluated vis a vis supply side options in the utility resource planning and acquisition processes?
- ❖ What else do you have to say regarding a future vision for demand response programs in Michigan?

Opportunities and Barriers

What changes are needed to the current regulatory framework and/or rate design to achieve your vision?
How do we get from where we are now to where we want to be?
