Prioritizing High-Impact End-Use Energy Optimization

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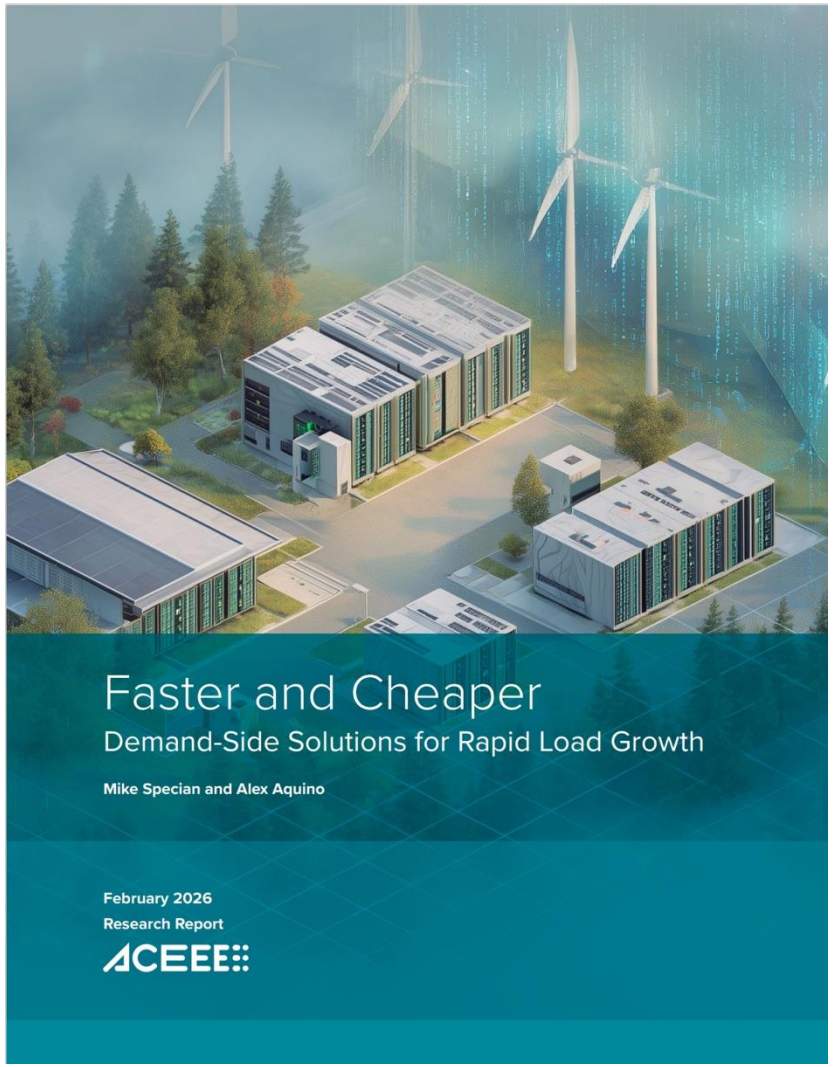
Smart Energy. Clean Planet. Better Lives.

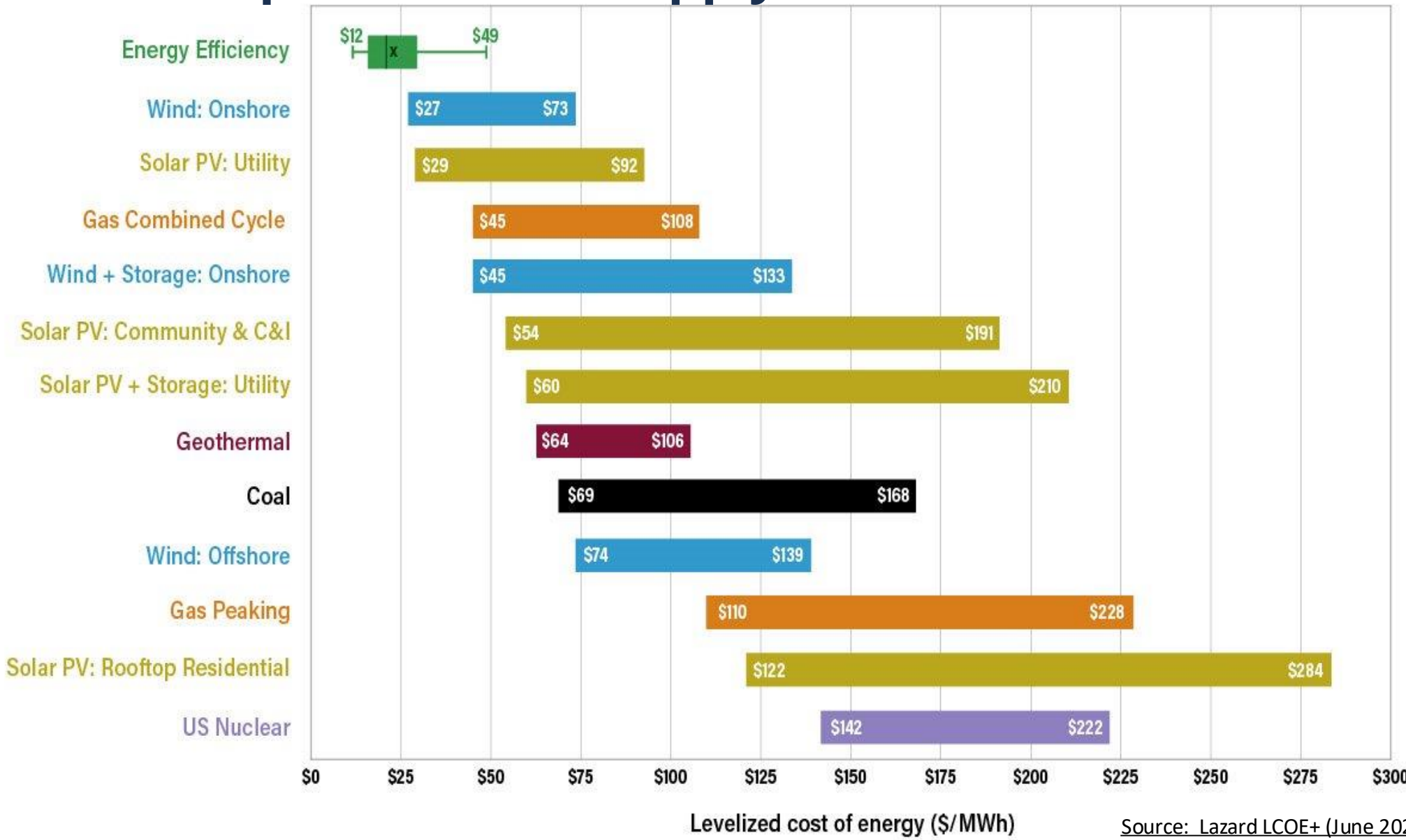
Tapping the potential of energy efficiency and load flexibility

- By 2040 **energy efficiency** has the aggregate realistic potential to **reduce annual electricity consumption in the U.S. by 8%** (at the national level)
- Utility EE programs have realistic potential to **reduce 70 GW of peak demand** (technical potential around 150 GW)
- **60–200 GW of load flexibility potential** available in the U.S. within the next decade
- In combination, **demand-side measures can realistically reduce peak demand by 130–270 GW** within the next 15 years.



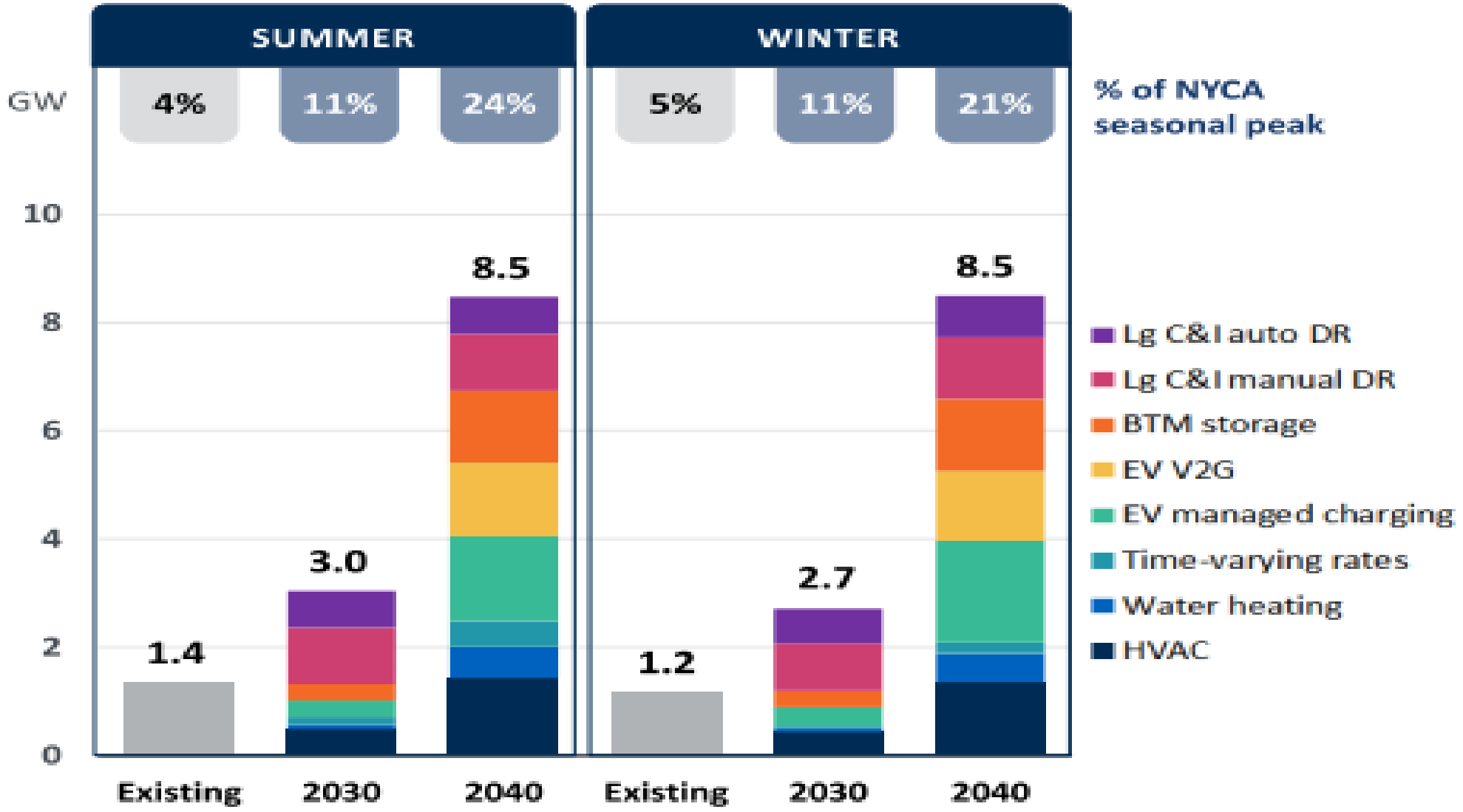
Source: Specian, M., and A. Aquino. 2026. Faster and Cheaper: Demand-Side Solutions for Rapid Load Growth. Washington, DC: ACEEE. aceee.org/research-report/u2601

Demand-side measures are faster to deploy and less expensive than supply-side alternatives



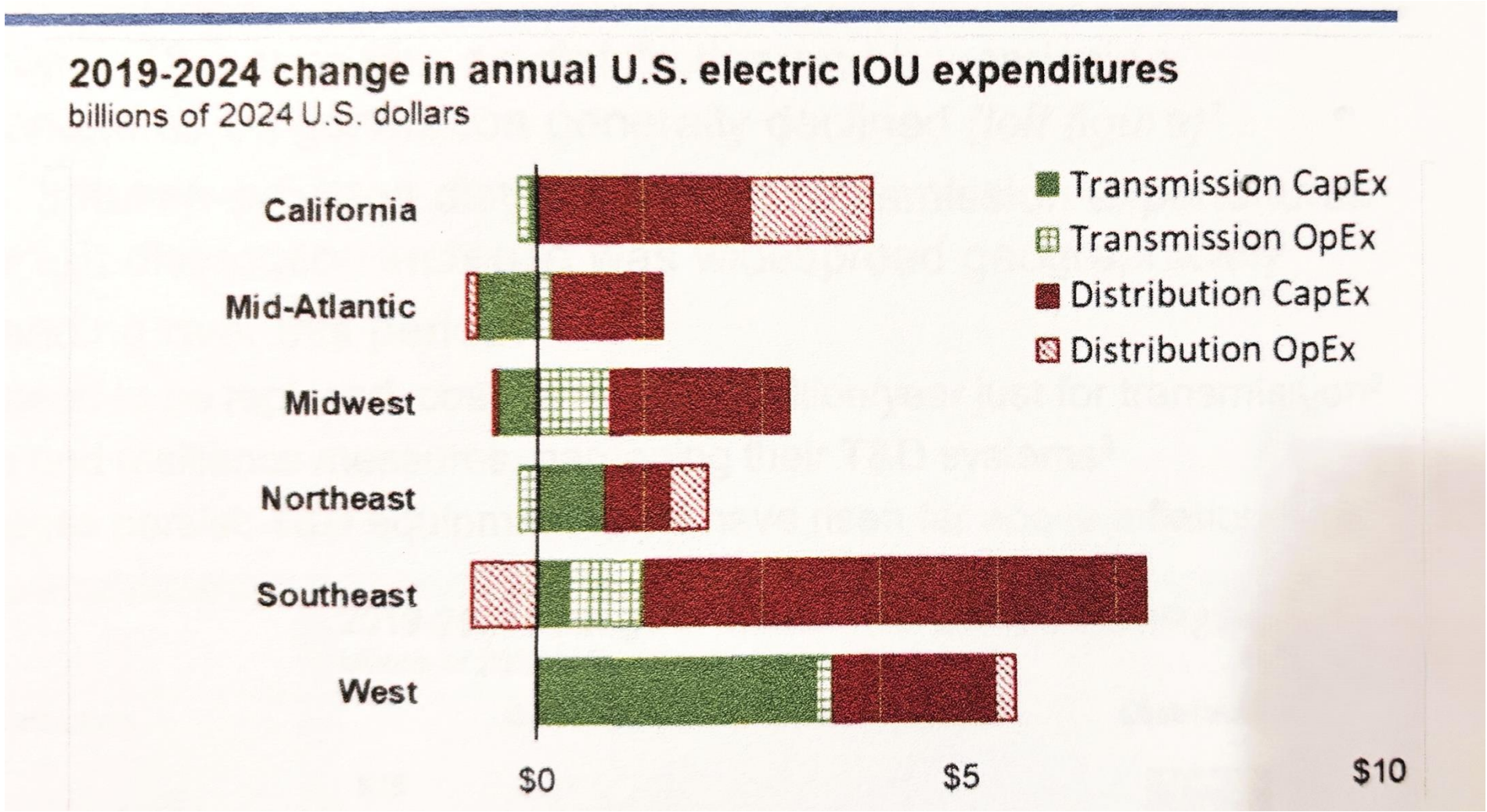
Source: Lazard LCOE+ (June 2024)

Cost-effective Grid Flexibility Potential in New York



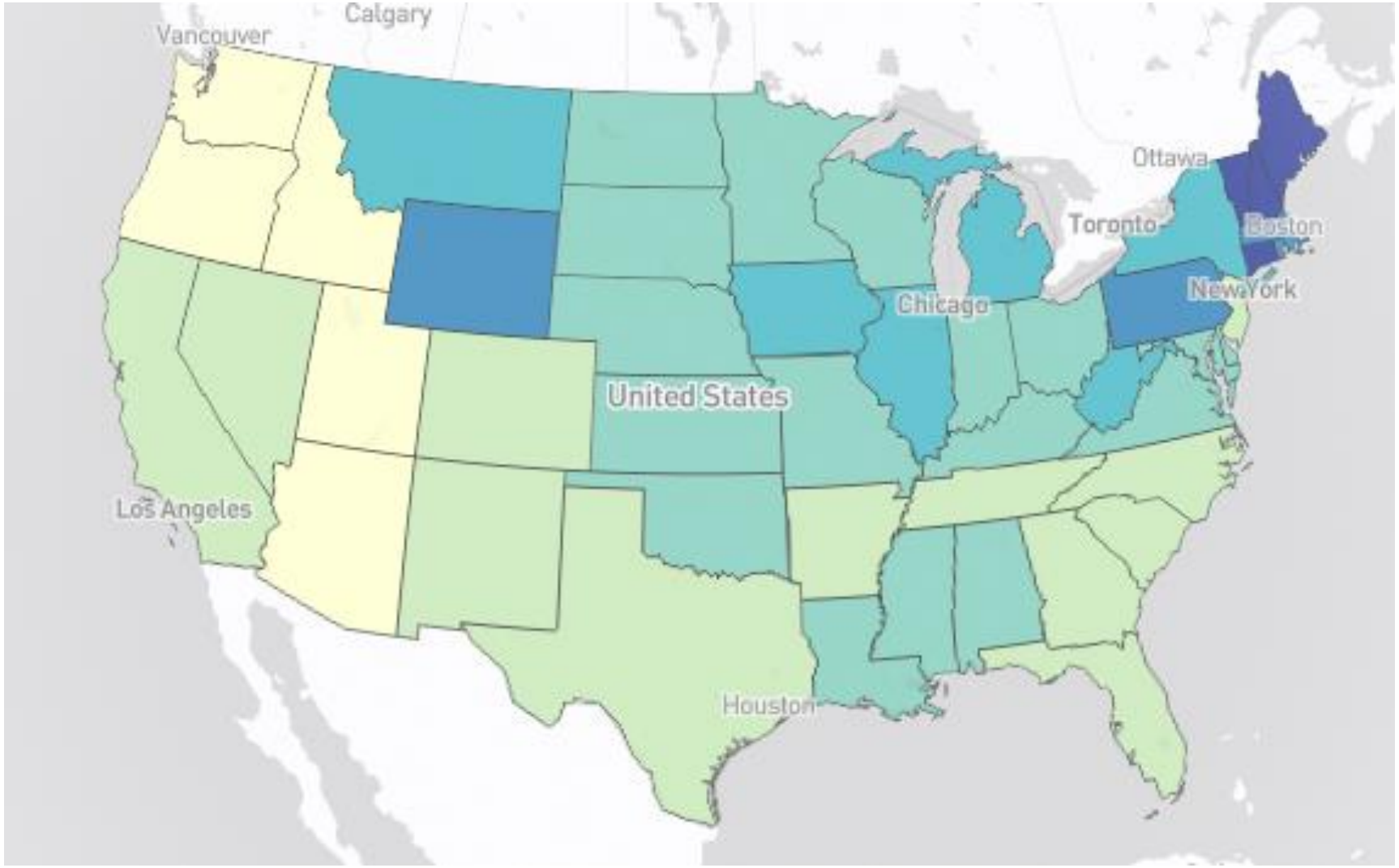
Grid flexibility potential in New York. Figure sourced from Hledik et al. (2025).

LBNL analysis: distribution investment as a driver of retail price increases



https://eta-publications.lbl.gov/sites/default/files/2025-10/full_summary_retail_price_trends_drivers.pdf

Demand Flexibility & Efficiency Improve the Economy for Everyone – and for those who need it most



Average Energy Burden (% income)

- 0 to 8%
- 8 to 10%
- 10 to 11%
- 11 to 12%
- 12 to 14%
- 14+%

200% FPL = a family of four with an annual income of $64,300

Average energy burden of households below 200% of federal poverty level.
Data source: LEAD tool, 2022 American Community Survey Census Bureau data