Surviving Sub-One Percent Sales Growth

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National Association of Business Economists

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The New Normal of Demand Growth

U.S. Electricity Demand Growth, 1950-2035
(percent, 3-year moving average)

Source: EIA, 2012 Annual Energy Outlook
Four Strategies

Stay the course

Electrification

Become a Wires Company (Safe Haven)

Become an Energy Services Company (Go on the offense)
Three Tactics

Rethink sales forecasting

Rethink load and market research

Rethink rate design
Dr. Faruqui’s expertise includes demand forecasting, innovative rate design, energy efficiency, demand response, advanced metering infrastructure, technology assessment, and cost-benefit analysis. He has testified before state, provincial and federal commissions and appeared before legislative bodies, government agencies, utilities and other audiences in Australia, Bahrain, Brazil, Canada, France, Egypt, Ireland, Jamaica, Hong Kong, Philippines, Saudi Arabia, Thailand, the United Kingdom and the United States. He has managed the design and evaluation of large-scale dynamic pricing experiments in California, Connecticut, Florida, Illinois, Maryland and Michigan and is currently leading a project to evaluate the effect of time-of-use rates in Ontario. His early work on time-of-use pricing pilots is cited in Bonbright’s text on public utility rates. His research on the efficient use of energy has been cited in The Economist, The New York Times, USA Today and The Wall Street Journal. He has appeared on Fox News and National Public Radio. The author, co-author or editor of four books and more than 150 articles, papers and reports, he holds a Ph.D. in economics from The University of California at Davis and B.A. and M.A. degrees in economics from the University of Karachi.
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