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# Salt River Project (SRP)

Electrification Trends in the West - WECC

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SRP Product Development

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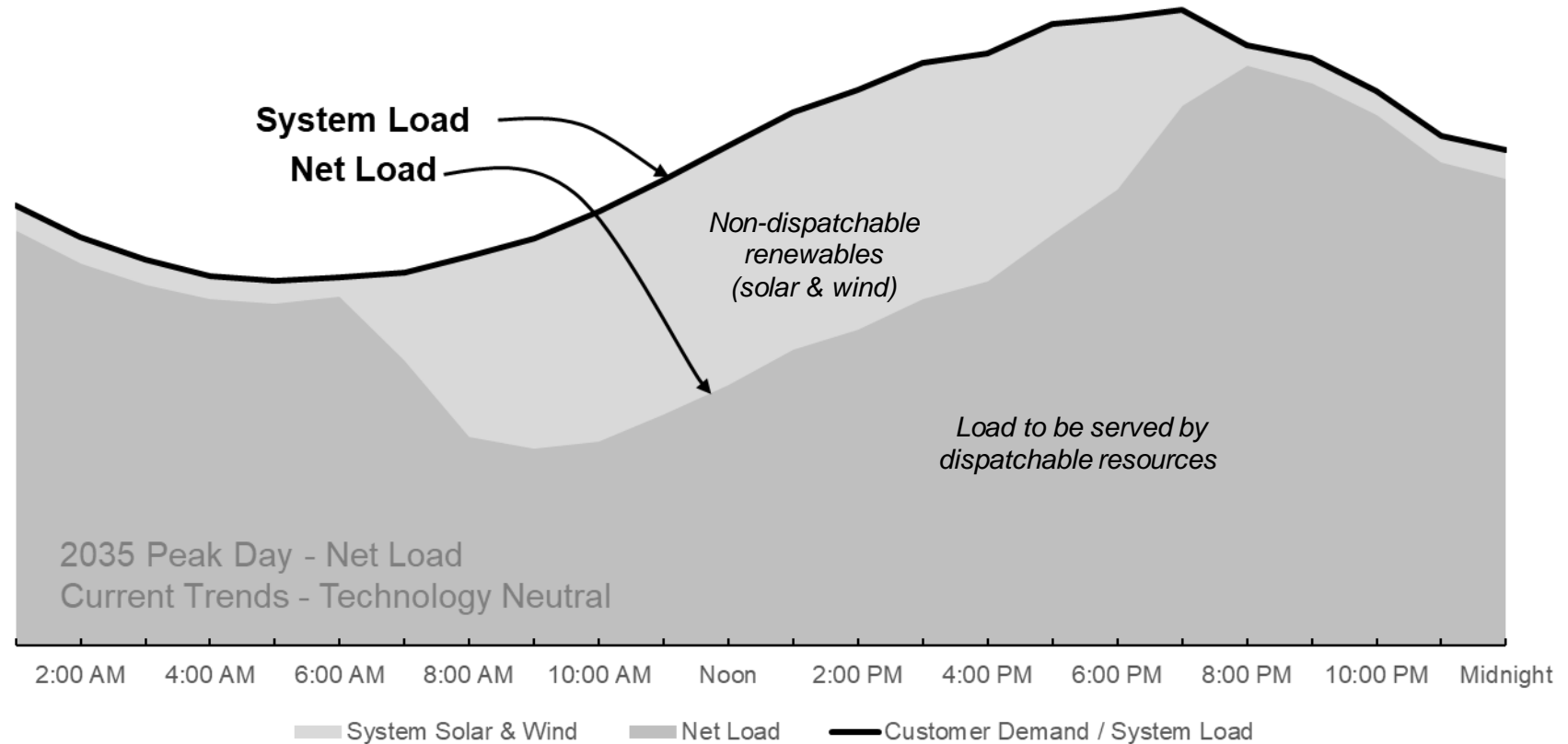


# 2035 Peak Day – Shifting Target

2035 Peak Day - Customer Demand / System Load

## Takeaways:

- Net Load is the new target for pricing and programs
- Late evening and overnight load reduction becomes more important
- Opportunity to build or shift load to mid-day



# 2035 Peak Day – Shaping Net Load

## Conceptual Pricing & Program Targets

### Takeaways:

- Pricing and Programs will seek to reduce load in the late evening and overnight hours
- Pricing and Programs will seek to build or shift load into the morning and early afternoon hours

