



JONES LANG
LASALLE™

EXPERIENCE: A WORLD OF DIFFERENCE.™

Assessing the Potential for Demand Response Programs



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Crowne Plaza
Springfield, IL

Experience

- Jones Lang LaSalle manages approximately 900,000,000 square feet of commercial, corporate and retail property globally.
- We have managed participation in demand response programs across the country over the past 6 years.
- Most activity has been in New York and California.

Why Our Clients Have Participated

- Economic Benefits
- System Reliability

Road Blocks

- Cost savings vs. Risk of business impact
- Typically viewed as running back-up generation
 - Permitting issues
 - Reliability and availability of generation asset
- Penalties for non-compliance
- Lack of understanding of programs
- Adverse effects of tenants

Keys To Success

- Senior Management buy-in
- Communication with and cooperation of tenants

- Well defined programs
- Exposure and advertising of programs
- Engineering assistance to develop the response plan and implementation action steps
- Group meetings with program participants to share ideas and success stories