



Mad Dash Helps Freeman, Sullivan & Co. Deliver Outstanding Load Reduction Analytical Services

The team met significant program goals and provided additional engineering expertise



The Company

In business since 1984, Freeman, Sullivan & Co. (FSC) is a San Francisco-based energy consulting firm providing strategic policy analysis and analytical support to electric and gas utilities, technology companies, regulators and policy makers.

The Projects

As part of their utility analytical support, FSC collects a wide variety and huge volume of usage and other data from customer sites.

Over a period of three years, FSC completed eight major studies of direct load control programs for central AC units in residential and/or small to medium commercial premises across the service territories of Pacific Gas and Electric, Ontario Power Authority, Southern California Edison, and San Diego Gas & Electric. The overarching goal was to provide estimates of the load reduction capability (i.e., ex-ante load impacts) for each program for planning purposes.

FSC pulled statistically significant samples from each utility's customer base across treatment cells and a cross section of types of businesses. In addition, for customers of California utilities, FSC researchers had to account for various temperature zones.

See the Mad Dash challenge and solution on the next page.

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Freeman, Sullivan & Co.



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The Challenge

The data collection for these studies required:

- Recruitment of customers in the samples willing to participate in the studies
- Expert, timely installation of several hundred data loggers in customer premises widely scattered across the service territories (sometimes against very tight deadlines in order to capture a full cooling season’s data)
- Testing to ensure that the loggers functioned properly and that clean, accurate data would arrive at FSC
- Timely removal of the loggers from the customer premises
- Customer satisfaction

For this significant challenge, FSC called upon Mad Dash.

The Mad Dash Solution

Mad Dash not only more than met these significant challenges, but provided additional technical and engineering insight to FSC.

The Mad Dash team performed device configuration data interrogations as well as full data extractions from control devices. They also took very in-depth measurements and did installation randomization using specific methods to make sure that random units were monitored. This ensured a higher level of accuracy in the usage information delivered to the utility. In addition, they maintained and achieved rigorous quota management, meeting the number of populations in each industry classification specified.

Engel cites Mad Dash’s strong capability to turn on a dime when augmenting resources, scheduling customer recruitments and mapping out installers to reach the recruits on time. And at the customer sites, they had the technical expertise to solve problems involving existing onsite equipment.

And then there is the extra value Mad Dash adds: “We are not engineers,” Engel says. “We are number crunchers. This working relationship has been fruitful because we helped Mad Dash understand more about drawing samples and program goals, and they helped us become more attuned to engineering aspects of various AC systems.”

Engel sees this as a strong working relationship based upon trust. “We view Mad Dash as a partner. We’ve been impressed by their ability to meet our goals as well as provide field implementation expertise. It’s a good marriage between the skill sets of two partners.”



Learn more on our web site.

Let Mad Dash bring engineering expertise and timely deployment of outstanding resources to your energy consulting practice. Call us today at 847-458-7600.