

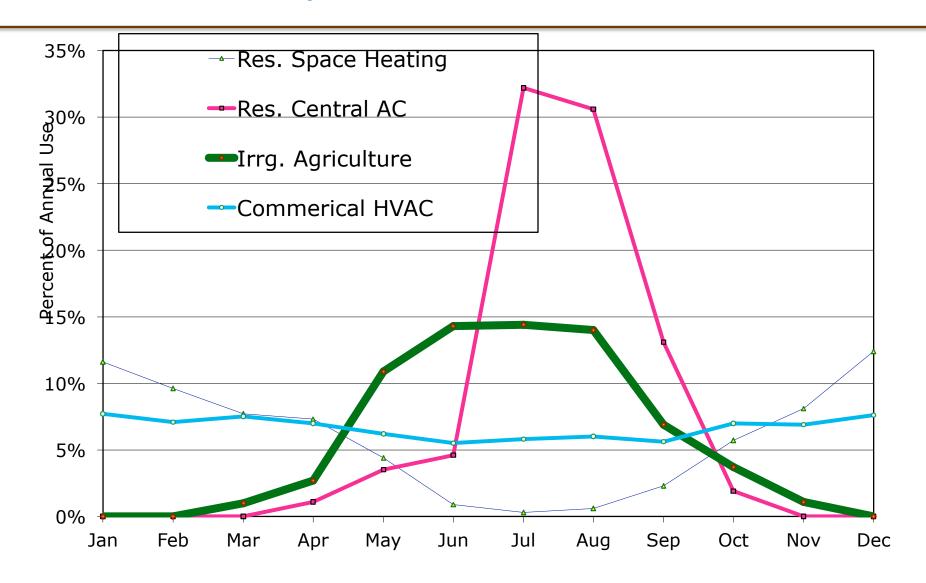
### PureSense

## Pump Monitoring & Control

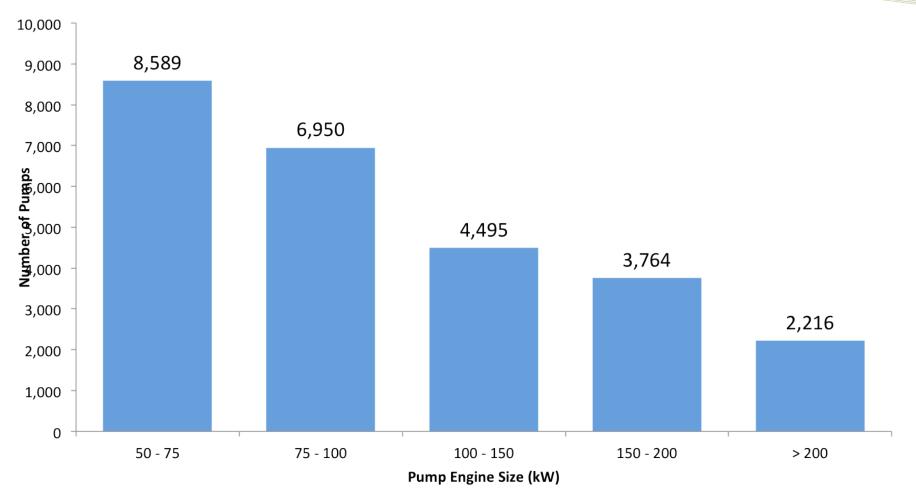
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### California Utility "On-Peak" Load Profiles



### Pumping Capacity of Well Pumps - California

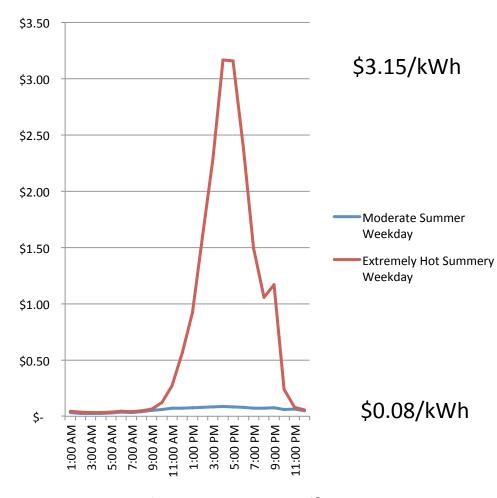


Source: USDA Census of Agriculture

# Real Time Price, Time of Use, Demand Response

Pumping during low-price hours
 Ability to shift pumping off-peak

Demand Response
 Shut off for shorter periods
 Utility & 3<sup>rd</sup> party aggregator programs



### **Demand Response**



SCE Capacity Bidding
Example: August Day-Of
150 kW Baseline\*\$24/kW =
\$3,600 DR Payment

#### PureSense Customer Example

Five 400 HP Pumps

Est 2012 DR revenue: June \$1,800, July \$7,000, Aug \$4,700, Sept \$1600

Demand Response Technology incentive \$94,000



### **Irrigation Controls**

#### **Control with Confidence**

- Remote or local pump control
- Real time status
- Permissives ensure safe startup
- Manage multiple sites

#### **Monitor with Ease**

- Flow rate, totalizer
- Well and reservoir level sensors
- Pressure
- Soil Moisture





### Soil Moisture leads to Energy Efficiency

## 10% energy reduction primary pumping energy reduction

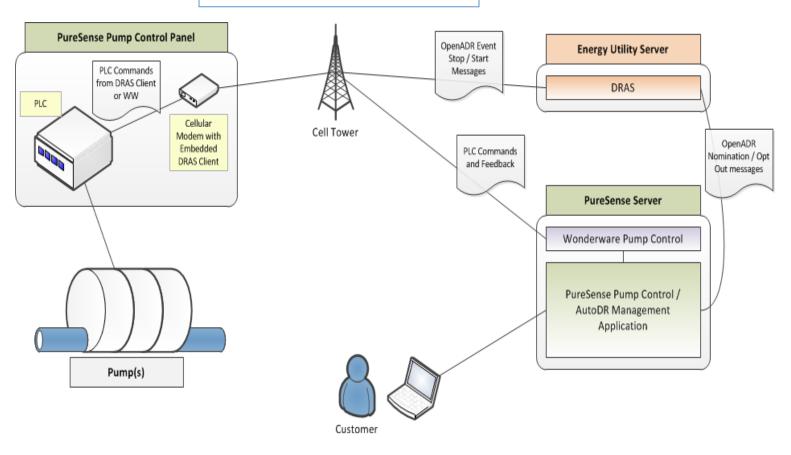
- Irrigation Water Management
- Scientific Irrigation Scheduling
- BPA \$5.20 incentive per acre



Source: Interim Evaluation of GWMA Irrigation Scheduling Pilot Project <a href="http://www.nwcouncil.org/energy/rtf/meetings/2006/01/RTF2GWMApilot.pdf">http://www.nwcouncil.org/energy/rtf/meetings/2006/01/RTF2GWMApilot.pdf</a>

### PureSense PMC w/ADR

Automated Demand Response – OpenADR



### PureSense Irrigation Management System



### Merritt Farms, 94 sites

### PureSense





### AutoDR Example

- SCE AutoDR Technology Incentive
- \$300/kW

300 HP Pump, 225 kW, 40% on-peak 225 kW\*0.4\*\$300 = \$67,500 incentive

