



October 8, 2025

RE: HB427, An Act Authorizing Voluntary Demand Response Programs for Certain Customers

Contact: Christian Koch, Manager, Midwest Policy – ckoch@ceres.org

Thank you for the opportunity for Ceres to provide testimony in support of HB427, an act to authorize voluntary utility demand response programs for certain residential and commercial customers.

Ceres is a nonprofit organization working to build a cleaner, more resilient economy. With data-driven research and expert analysis, we help investors and companies — including the 80 major brands that make up the [Ceres Policy Network](#) — take action and advocate for policy solutions that reduce pollution while supporting their business goals.

Several BICEP members are headquartered or have significant business operations in Ohio, including **Amrize, AO Smith, Bath and Body Works, JLL, Nestlé, Trane Technologies, Sealed, and more.** These companies, like many others, are increasingly seeking access to affordable, reliable, and sustainable energy resources to achieve their business goals and customer expectations.

Ohio businesses know firsthand how essential reliable and affordable electricity is to keep operations running smoothly. Businesses recognize energy efficiency as one of the most effective investments they can make to reduce their utility bills and subsequent overhead costs. That's why a dozen businesses and trade associations issued a [letter](#) to Ohio lawmakers during last year's legislative session in support of proposed legislation that would have ensured utilities are able to offer energy efficiency and demand response programs to their customers.

By authorizing the creation of voluntary utility demand response programs, **HB 427 proposes a common-sense solution that not only strengthens our electric grid but also helps businesses and households manage energy costs more effectively.**

Demand response programs are particularly meaningful to businesses, as even minor fluctuations in energy pricing and reliability can affect competitiveness. **By reducing demand during peak times, we can avoid costly system upgrades, minimize the risk of outages, and bring overall costs down for everyone on the grid.**

From a business perspective, the benefits are clear. When our grid is stable and reliable, we avoid expensive disruptions that harm productivity. **When our energy costs are predictable and competitive, we can invest more confidently in growth and job creation.** Further, we appreciate the consumer protections included in HB 427 by requiring the Public Utilities Commission to evaluate the cost-effectiveness of these



programs, ensuring that businesses and families alike know the benefits will outweigh the costs.

Companies make investment decisions based in part on energy affordability and reliability. By embracing tools like demand response, Ohio sends a strong signal that the state is serious about building a modern, efficient, and competitive energy system. That is good for businesses, good for employees, and good for the communities where they operate. For these reasons, Ceres urges the Legislature to pass HB427.

Please do not hesitate to contact me if you have any questions regarding our support for HB427 and the benefits of demand response programs for Ohio residents and businesses.

Sincerely,

Christian Koch
Midwest Policy Manager
Ceres
ckoch@ceres.org

Ceres is a national sustainability nonprofit that organizes several influential business networks including the [Business for Innovative Climate and Energy Policy Network \(BICEP\)](#) – a coalition of over 75 major businesses, all committed to driving sustainability throughout the economy; and the [Ceres Investor Network](#), a coalition of over 200 members with collectively nearly \$60 trillion in assets under management.