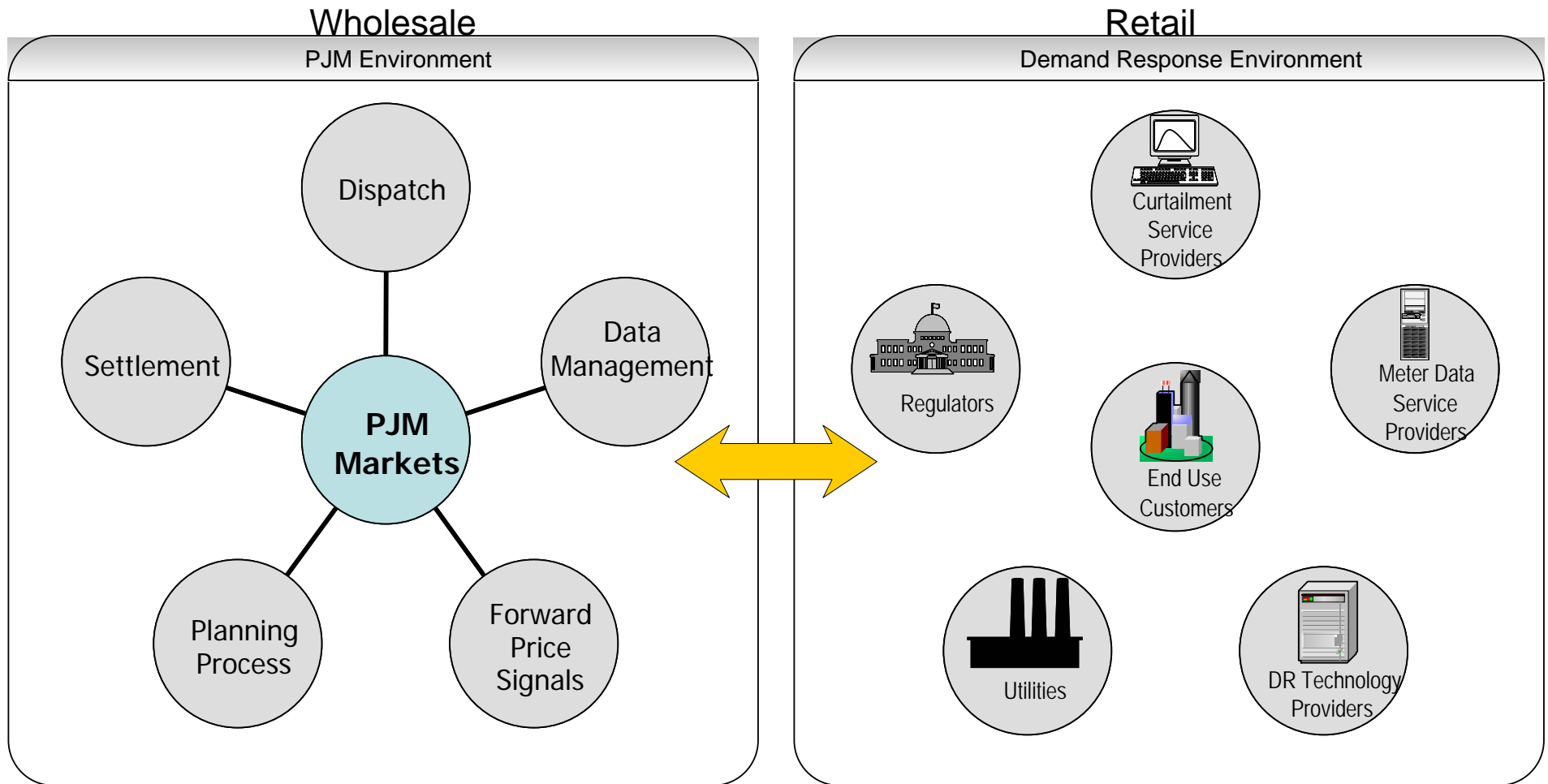




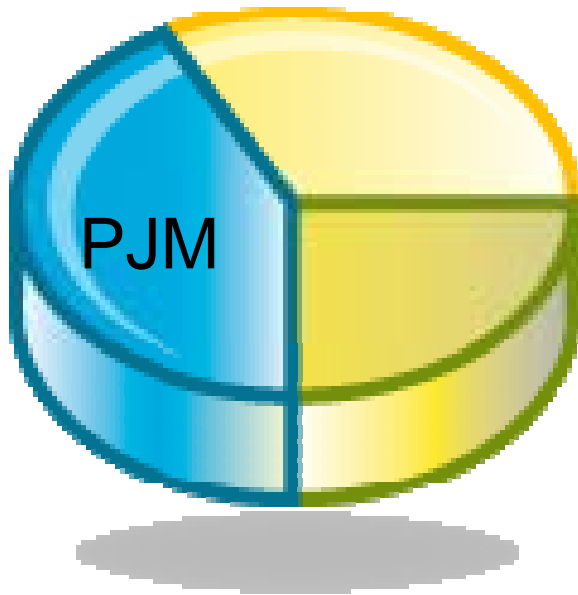
Collaborative Process to Turn the DR Symposium Findings into Action

- MADRI Steering Committee –
October 22, 2007

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Coordination between the retail and wholesale markets is necessary to capture the full value of demand response...
 We need a *DSR Roadmap*



1. PJM receives curtailment data electronically and calculates CBL
2. Improvements to load response applications
3. Further integration of demand resources into core RTO processes

Key themes from the PJM Symposium on Demand Response and the MADRI/PJM Stakeholder processes



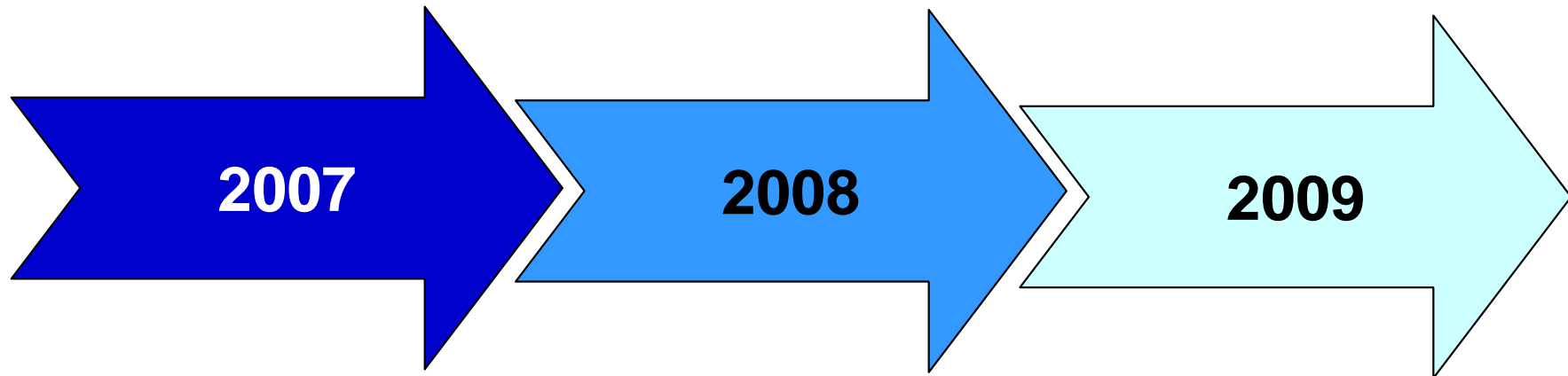
1. Retail rates that reflect wholesale pricing & provide customers with signals and real chance for savings
2. Expand consumer education on value of DR
3. Retail prices track wholesale prices and are communicated to customers in timely fashion for consumption decisions

Key themes from the PJM Symposium on Demand Response and the MADRI/PJM Stakeholder processes

1. Set Regional DR Goal (in MW, start with 3%)
2. Regional approach to standards, protocols, interoperability – for DR enabling technologies and AMI deployment
3. Leverage and expand existing programs that capture DR benefits



Key themes from the PJM Symposium on Demand Response and the MADRI/PJM Stakeholder processes



- Complete demand response road map
(See whitepaper for greater detail)

- Implement short term road map items
- Field test technologies & customer acceptance
- Complete regulated stakeholder & rulemaking process

- Update road map
- Implement road map items
- Collect data to monitor results