

PJM SYMPOSIUM ON DEMAND RESPONSE II

- Building the DSR Roadmap -

The purpose of the PJM Symposium on Demand Response II, scheduled for May 12-13, 2008, is to develop specific action strategies and identify champions for implementation of the *Demand Response Roadmap*, which was developed following the first PJM Symposium to guide coordinated retail and wholesale market development of demand response. The Roadmap identifies five key areas across both wholesale and retail markets for regional demand response; the challenge is to focus these key areas as a region, identify specific actions that need to be taken, and implement these actions.

Workshop participants will participate in short plenary sessions during the Workshop, and then work in parallel breakout groups to discuss and develop an Action Plan to implement three important areas of the *Demand Response Roadmap* for the PJM Region. Each group will include representatives from stakeholder groups, including regulators, industries, end users, legislators, utilities, NGOs, etc. Each group will discuss a number of focus questions which will lead them to identify action steps and champions for the following Roadmap elements:

- Data Management/AMI
- DR Customer Education and Training
- Coordination of DR with Transmission Planning and the Capacity Auction Processes

TIME	ACTIVITY	HOST / PARTICIPANTS	LOCATION
May 12, 2008	Day 1	All Participants	Hotel Space
11:00 am – Noon	Registration	All Participants	Concourse A foyer
11:30 – 1:00 pm	WORKING LUNCH:	All Participants	Concourse B
Noon – 12:30 pm	Opening Remarks	Karl Pfirrmann, PJM	
	Symposium Overview	Susan Covino, PJM	
	Breakout Group Instructions	Jan Brinch, Energetics	
12:30 – 1:00 pm	Informal Panel: <i>"The Vision for DR in the PJM Region"</i>	Lisa Wood, Gemini Energy Paul Centolella, OH PSC Andy Ott, PJM	
1:00 – 1:15 pm	Move to Concourse A	All Participants	
1:15 – 2:00 pm	Update/perspective from MADRI	Kim Pizzigrilli, PA PUC	Concourse A
	Update/perspective from MWDRI	Robert Lieberman, ICC	
	Participant Poll	All Participants	
2:00 – 2:15 pm	TOPIC #1: Framing the Issue: <i>Data Management & AMI</i>	Frank Magnotti, Comverge	Concourse A
	Focus Question: <i>"What specific steps need to be taken in the PJM region to better achieve management of customer data, keeping in mind the right of</i>		

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	<i>customers to their own usage, demand, and related information?"</i>		
2:15 – 2:30 pm	TOPIC #2: Framing the Issue: DR Customer Education & Training	Allen Friefeld, MD PSC	Concourse A
	Focus Question: <i>"What customer education and training initiatives can be cost-effectively implemented in the PJM states that will result in effective and achievable demand response?"</i>		
	BREAKOUT SESSIONS:		
2:30 – 2:45 pm	Move to assigned breakout rooms	All Participants	Concourse A,C,D, Coal Harbor
2:45 – 4:00 pm	Topic #1: <i>Data Management & AMI</i> <ul style="list-style-type: none"> • Prioritize action items • Develop implementation plan 	All Participants	Concourse A,C,D, Coal Harbor
4:00 – 4:15 pm	Break	All Participants	
4:15 – 5:30 pm	Topic #2: <i>DR Customer Education & Training</i> <ul style="list-style-type: none"> • Prioritize action items • Develop implementation plan 	All Participants	Concourse A,C,D, Coal Harbor
5:30 – 5:45 pm	Move from breakout rooms to Concourse A	All Participants	
5:45 – 6:30 pm	Breakout Group Reports: Topics #1 & #2	All Participants	Concourse A
6:30 – 8:00 pm	HOSTED RECEPTION & DINNER	All Participants	Concourse B
	Presentation: <i>"BGE Peak Rewards, AMI, Smart Energy Pricing and Energy Efficiency Programs"</i>	Wayne Harbaugh, BGE	
May 13, 2008	Day 2	All Participants	Hotel Space
7:00 – 8:00 am	Continental Breakfast & Networking	All Participants	Concourse B
8:00 – 8:30 am	Day 1 recap & Day 2 agenda	Jan Brinch, Energetics	Concourse A
	Participant Poll		
8:30 – 8:45 pm	TOPIC #3: Framing the Issue: Coordination of DR with Transmission Planning and Capacity Auction Processes	John Chandley, LECCG	Concourse A
	Focus Question: <i>"What specific steps need to be taken in the PJM region to better achieve management of customer data, keeping in mind the right of customers to their own usage, demand, and related information?"</i>		

TIME	ACTIVITY	HOST / PARTICIPANTS	LOCATION
	BREAKOUT SESSION:		
8:45 – 9:00 am	Move to assigned breakout rooms	All Participants	Concourse A,C,D, Coal Harbor
9:00 – 10:15 am	Topic #3: <i>Coordination of DR with Transmission Planning and Capacity Auction Processes</i> <ul style="list-style-type: none"> • Prioritize action items • Develop implementation plan 	All Participants	Concourse A,C,D, Coal Harbor
10:15 – 10:30 am	Move from breakout rooms to Concourse A	All Participants	
10:30 – 11:00 am	Breakout Group Reports: Topic #3	All Participants	Concourse A
11:00 – 11:15 am	<i>Demand Resources for Reliability: Summer 2008</i>	Andy Ott, PJM	
11:15 – 11:30 am	Participant Poll	All Participants	
11:30 – 11:45 am	<i>DR Symposium: Next Steps</i>	Susan Covino, PJM	
11:45 am	Box Lunches Provided for Participants	All Participants	Concourse B