

PJM SYMPOSIUM ON DEMAND RESPONSE III

- Integrating Price Responsive Demand -

The purpose of PJM Symposium on Demand Response III, scheduled for November 9-10, 2009, is to consider the challenges posed by and plans for integrating Price Responsive Demand into the wholesale and retail markets. Price Responsive Demand (PRD) refers to end-use customers that adjust their demand for electricity based on retail rates that change daily or hourly in response to Locational Marginal Price or other Energy Market conditions. Symposium participants will learn about the wholesale and retail markets' plans and timelines for integrating PRD. Participants will also have opportunity to provide input for the *Demand Response Roadmap* for the PJM Region that has been updated and expanded since the last symposium to include the integration of PRD.

TIME	ACTIVITY	HOST / PARTICIPANTS	LOCATION
November 9, 2009	Day 1	All Participants	Hotel Space
11:00 am – Noon	Registration	All Participants	Salon 1 & 2
Noon – 1:30 pm	WORKING LUNCH	All Participants	Salon 3
	Opening Remarks	Stu Bresler, PJM	
	Symposium Overview	Susan Covino, PJM	
	Keynote Address	Roger Levy, Levy Associates	
1:30 – 1:40 pm	<i>"Expanding Opportunities for Demand Response through Price Responsive Demand"</i>	Terry Boston, CEO, PJM	Salon 1 & 2
1:40 – 2:00 pm	<i>Price Responsive Demand Fundamentals</i>	Ahmad Faruqui, The Brattle Group	
2:00 – 3:00 pm	<i>AMI Pilots</i>	Paul Sotkiewicz, PJM – Moderator	Salon 1 & 2
	Focus Question: <i>"What Do They Show about Price Responsive Demand in the PJM Region?"</i>	Potential Panelists: <ul style="list-style-type: none"> • Residential Smart Metering Pilot – PowerCents DC (Steve Sunderhauf, PEPCO) • Smart Energy Savers Program – (Neel Gulhar, BG&E) • Residential Real Time Pricing Program – (James Eber, ComEd/CNT Energy) 	

TIME	ACTIVITY	HOST / PARTICIPANTS	LOCATION
3:00 – 4:00 pm	<i>Integrating PRD: Wholesale Market Requirements</i>	Moderator – Ahmad Faruqi, The Brattle Group Panelists:	Salon 1 & 2
	RPM / Capacity Market	Andy Ott, PJM	
	Scarcity Pricing	Adam Keech, PJM	
	Market Operations	Stu Bresler, PJM	
	Planning	Tom Falin, PJM	
4:00 – 4:15 pm	Break	All Participants	Foyer
4:15 – 6:00 pm	<i>Integrating PRD: Making the Case, Retail Plans & Timelines</i>	Moderator – Lisa Wood, Institute for Electric Efficiency Panelists: • Commissioner Centollela (OH) • Chairman Nazarian (MD) • Consumer Advocate Stippler (IN) • Commissioner Elliot (IL) • President Fox (NJ)	Salon 1 & 2
6:00 – 6:30 pm	<i>The Demand Response Roadmap for the PJM Region</i>	Susan Covino, PJM	Salon 1 & 2
	Update and Inclusion of PRD		
6:30 – 8:00 pm	HOSTED RECEPTION & DINNER	All Participants	Salon 3
	Presentation: <i>“Development of an All- In Hourly Real Time Price”</i>	Marc Montalvo, ISO New England	
November 10, 2009	Day 2	All Participants	Hotel Space
7:00 – 8:00 am	Continental Breakfast & Networking	All Participants	Salon 3
8:00 – 8:20 am	<i>What a Difference A Year Makes</i>	Jan Brinch, Energetics	Salon 1 & 2
	Survey Questions using the voting boxes		
8:20 – 10:40 am	<i>Implementing Improved Demand Response in PJM: PRD and DR Roadmap</i>		Salon 1 & 2
	Process and Goals	Jan Brinch, Energetics	
	Table Discussion and Report Outs on PRD Roadmap	All Participants	

TIME	ACTIVITY	HOST / PARTICIPANTS	LOCATION
10:40 – 11:00 am	Break	All Participants	Foyer
11:00 – Noon	<i>Demand Response / Storage / Renewables: Complications or Compliments</i>	Moderator – John Kueck, Oak Ridge National Laboratory Panelists: • Michael Munson, Metropolitan Energy, LLC BOMA case study (Chicago, Illinois) • Paul Mitchell, Energy Systems Network PHEV case study (Indiana)	Salon 1 & 2
Noon – 12:30 pm	Closing Remarks	Susan Covino, PJM	Salon 1 & 2
12:30 – 1:30 pm	Box Lunches Provided for Participants	All Participants	Foyer