

PJM SYMPOSIUM ON DEMAND RESPONSE III  
“INTEGRATING PRICE RESPONSIVE DEMAND”

Focus Questions for Facilitated Discussion on 11/10/09

Focus Question #1: Given your perspective (customer/consumer advocate, CSP/technology company, utility/muni/coop, RTO/ISO, regulator), what does successful Price Responsive Demand (PRD) look like?

Focus Question #2: Given your perspective – as customer/consumer advocates, CSPs/technology companies, utilities/munis/coops, RTOs/ISOs, and regulators – what key assumptions underlie your view of successful PRD?

Focus Question #3: What risks do you see that may stand in the way of successful PRD implementation?

Focus Question #4: For the 3 most serious risks identified by your group, how can these risks best be mitigated? What mitigation strategies will enhance PRD?

The facilitated discussion aims to:

1. Build understanding of Price Responsive Demand (PRD) as a new DR Roadmap option and of the underlying assumptions about how PRD will work
2. Identify the risks and challenges with implementation of PRD and prioritize them based on importance and time sensitivity
3. Identify how best to mitigate the top-priority risks