

Integrating Price Responsive Demand

Roundtable Discussions



Purposes

- To build understanding of price responsive demand (PRD) as a new DR Roadmap option and of the underlying assumptions about how PRD will work
- To identify risks and challenges with implementation of PRD and to prioritize them based on importance and time sensitivity
- To identify how best to mitigate the top-priority risks

Four Focus Questions

- Time to answer the questions
- Discuss key ideas and options to provide to PJM

Volunteer Facilitator at Each Table

- Instructions taped on envelope
- Report out at 10:15 a.m.
- Focus on risks and challenges to achieving PRD and mitigation strategies

8:30 a.m. - Focus Question 1

Given your perspective – as customers/
consumer advocates, CSPs/technology
companies, utilities/munis/co-ops, RTOs/ISOs,
and regulators – **what does successful PRD
look like?**

- 5 minutes to jot down ideas
- Discussion
- Facilitator notes key characteristics of successful PRD

8:45 a.m. - Focus Question 2

- **Given your perspective** – as customers/consumer advocates, CSPs/technology companies, utilities/munis/co-ops, RTOs/ISOs, and regulators – **what key assumptions underlie your view of successful PRD?**

Examples include:

- Customers and service providers get access to hourly usage information that is comparable to utility access.
- Service providers have appropriate access to utility smart grid communications and infrastructure to transmit their own pricing information and/or load control signals to customers.
- No new provisions are needed to protect access to customer information and customer privacy.
- Competitive retail suppliers provide end-use customers with service that reflects wholesale obligations and settlements based on the actual load characteristics of the individual customers served, rather than class averages, which are currently used.

– **5 minutes to jot down thoughts**

– **Discussion**

– **Facilitator notes key assumptions that underlie successful PRD**

9:00 a.m. - Focus Question 3

What risks do you see that may stand in the way of successful PRD implementation?

- 5 minutes to jot down ideas
- Discussion
- Facilitator writes down risks/challenges
- Table participants note Top 3 risks/challenges
- Facilitator captures this information

9:30 a.m. - Focus Question 4

- **For the Top 3 vote getters, how can these risks best be mitigated?**
- **What mitigation strategies will enhance PRD?**
 - **Discussion of Top 3 risks/challenges and mitigation strategies**
 - **Facilitator notes key ideas**

10:15 a.m. - Reports

Facilitator from each table reports on Top 3 risks and mitigation strategies (as time allows)