

PLMA is the National Voice of Demand Response Practitioners

PLMA (Peak Load Management Alliance) is a non-profit organization founded in 1999 as the national voice of demand response. It is a community of experts and practitioners dedicated to sharing knowledge, education, and providing resources to promote inclusiveness in the design, delivery, technology, and management of solutions addressing energy and natural resource integration.

“ PLMA membership enables easy-access to a wealth of information about demand response. The combination of the conferences, archive of past presentations and contacts with members of the organization is hard to match. ”

Richard Philip, Duke Energy

PLMA members share expertise to educate each other and explore innovative approaches to demand response programs, price and rate response, regional regulatory issues, and technologies as the energy markets evolve.

Become a PLMA Member at www.peakload.org

MEMBERSHIP BENEFITS INCLUDE...

- Networking & Relationships
- Expertise & Knowledge Sharing
- Thought Leadership
- Training Courses & DR Dialogues
- Market Intelligence
- Industry Recognition



PLMA™

Demand Response Leadership Since 1999

36th Conference

Nov. 13-15, 2017
Cambridge, Mass.

FEATURED SPONSORS



Monday, Nov. 13, 2017

8:00 am SHARED INTEREST GROUP BREAKFAST

Concurrent Interest Group Sessions

Interest Group Track 1

Behind-the-Meter Storage

Co-chairs: Gary Connett, Great River Energy, and Steve Koep, Vaughn Thermal Corp.

9:00 am | BTMS and DER Integration Interest Groups: It's Merger Time!

Beneficial Electrification Interest Group: The Right Time?

Gary Connett, Great River Energy; Steve Koep, Vaughn Thermal Corp.; Rich Barone, Hawaiian Electric Co.; and John Powers, Extensible Energy

10:00 am | The Grid-Enabled Product Category Comes to Fruition! Every Electric Water Heater Should Be Grid-Connected!

Presenters:

- The Formalization of the Grid-Enabled Product Category, *Keith Dennis, NRECA*
- The Path to Grid-Interactive Water Heating (GIWH), Opportunities & Challenges, *Paul Steffes, Steffes Corp.*
- A GIWH Postcard From Hawaii, *Rich Barone, Hawaiian Electric Co.*

Interest Group Track 2

Women in Demand Management

Co-chairs: Melissa Knous, Duke Energy, and Erika Diamond, EnergyHub

9:00 am | Industry and Career Deep Dive

Sarah McAuley, Enernoc with Ruth Kiselewich, ICF

Sarah with other seasoned professionals will discuss their career paths and how they came to their current professional positions, where they see the industry going, and the opportunities they see for both companies and employees, followed by a question and answer session.

10:00 am | Mentorship Program Update

Learn about the progress of the Women in DM Mentoring Program, and meet some of the mentors and mentees selected for the pilot.

Monday, Nov. 13, 2017 (cont.)

Interest Group Track 1 (cont.)

10:50 am | Morning Wrap Up! Next Steps?

11:00 am SHARED INTEREST GROUP LUNCH

DER Integration

Co-chairs: Rich Barone, Hawaiian Electric Company, and John Powers, Extensible Energy

12:00 pm | Introduction

John Powers, Extensible Energy

12:05 pm | Dispatches: Stories from the Grid's Edge

Moderator Rich Barone, Hawaiian Electric Co.
Panelists: Dave Hebert, Demand Energy; Mark Triplett, Green Charge Networks; Audrey Lee, Sunrun; and John Bellacicco, Stem

Market-leading DER luminaries discuss the real-world opportunities and challenges in aggregating fleets of distributed resources.

12:55 pm | Valuing Solar Plus Storage Options — Lessons from the Community Solar Value Project

John Powers, Extensible Energy

Learn key program design lessons in the key areas of estimating the value of combined solar-plus-DR-plus-storage options (the “solar triple play”), and translating that value into viable program pricing for customers.

Interest Group Track 2 (cont.)

10:30 am | Yearly Planning Session

Customer Engagement

Co-chairs: Meridith Nierenberg, Orange and Rockland Utilities; Andrea Simonsen, Idaho Power Company; and Sharyn Barata, Opinion Dynamics

12:00 pm | Welcome by Co-chairs**12:05 pm | Expert Panel: Top Five Trends for Utility Customer Engagement**

Moderator Krysti Shallenberger, Utility Dive
Panelists: Chris Ashley, Energy Hub; Judd Moritz, Simple Energy; Patty Durand, Smart Energy Consumer Collaborative; and Lee Hamilton, Xcel Energy

Krysti Shallenberger, of Utility Dive will moderate a panel discussing the “5 Trends to Watch in Utility Customer Engagement”. This article was published earlier this year. From smart thermostats to energy marketplaces, these are the trends shaping consumer engagement in the energy industry. Expert panelists will discuss the top five trends for utility customer engagement.

1:05 pm | Breakout Sessions

Dive deeper into the trends you are most interested in during breakout sessions. In these interactive sessions, you will have the opportunity to participate in a small group discussion.

- Best Practices for Engaging Customers through Energy Marketplaces, *Judd Moritz, Simple Energy*
- Enhancing the Customer Journey, *Patty Durand, Smart Energy Consumer Collaborative*
- How to Measure the Success of your Customer Engagement Strategies, *Opinion Dynamics representative*

Monday, Nov. 13, 2017 (cont.)

Interest Group Track 1 (cont.)

1:20 pm | Puget Sound Energy Case Study

Greg Wikler, Navigant

Get takeaways from PSE's DR potential assessment to estimate how much DR was available to help address forecasted winter peak capacity shortfalls and summer potential. Greg will discuss results from segmentation and duration classes, as well as different DR program types.

1:45 pm | BTMS and DER Integration: Future Topics and Targets for the Merged Interest Group

Moderators Gary Connett, Steve Koep, Rich Barone, and John Powers

2:00 pm SHARED INTEREST GROUP REFRESHMENT BREAK

Retail Pricing Interest Group

Co-chairs: Clayton Engel, Consumers Energy Company, and Evan Pittman, Comverge

2:30 - 4:30 pm | Retail Pricing Roundtable

Join the Retail Pricing Interest Group for an open discussion featuring practitioners from utilities, consultancies, and technology providers who are in the midst of deploying time-varying pricing programs for electric customers. In the face of growing DER proliferation and pressure to make efficient use of capital assets, many utilities are turning to innovative tariff designs to ensure adequate cost recovery and to incentivize efficient consumption and production decisions behind the meter. Don't miss the opportunity to learn from your peers' successes and challenges in this burgeoning area of interest.

Interest Group Track 2 (cont.)

1:50 pm | Wrap-up and Introduction to 36th PLMA Conference

Co-chairs: Andrea Simonsen, Meridith Nierenberg, and Sharyn Barata

Thermostat Interest Group

Co-chairs: Justin Chamberlain, CPS Energy, and Olivia Patterson, Opinion Dynamics

2:30 pm | Welcome and Introductions**2:35 pm | Emerging Opportunities for Communicating Thermostats: Things Are Heating Up!**

Kurt Roth, Fraunhofer USA; Peter Klint, Eversource; and Brenda Pike, National Grid

While communicating thermostats (CTs) have recently become mainstays of both residential demand response and energy efficiency programs, they have the potential to provide further value to utility programs using CT data to remotely assess retrofit opportunities and increase customer uptake.

3:15 pm | The Future of BYOT: Conversation with the Authors of the PLMA Whitepaper

Presenters: Representatives from AutoGrid, CLEAResult, ComEd, Encycle, EnergyHub, Itron, Nest, and Xcel Energy

4:15 pm | Thermostat Interest Group Meeting Check-in

Download the Socio app on your mobile device, and give it a shake to see more info on agenda, speakers, and sponsors (or enter code PLMA).

Monday, Nov. 13, 2017 (cont.)

4:30 – 5:30 pm	PLMA Interest Group Meetup All are welcome to attend to network and learn how to make the most of the Conference activities.
6:00 – 8:00 pm	Board of Directors Meeting <i>(for Board members and At-Large Representatives only)</i>
8:00 – 10:00 pm	Welcome Reception PLMA Rooftop Lounge , 14th Floor Open to all conference attendees at no additional fee, compliments of PLMA members. Not a member? Join us anyway and see what you're missing.

Tuesday, Nov. 14, 2017**7:30 am BREAKFAST BUFFET in Sponsor Lounge**

Session Co-chairs: Richard Philip, Duke Energy, and Sharyn Barata, Opinion Dynamics

8:30 am **Opening Remarks**
Richard Philip, Duke Energy and PLMA Chair

8:40 am **Welcoming Remarks: "Vision of New England" and Welcome to Boston**
Carlos Nouel, National Grid

Northeast Regional Roundup of Customer-centric Programs
Paul Wassink, National Grid; Michael Goldman, Eversource; Aaron Mehta, Con Edison; and Austin Brandt, Cape Light Compact

9:00 am Representatives from Eversource, National Grid, ConEdison, and the Cape Light Compact will talk about the unique challenges and opportunities for demand response in the northeast.

- Eversource's investigation into technology specific demand response, using a persona-based approach.
- National Grid's experience with a Pay-For-Performance demand response model.
- Cape Light Compact's exploration of demand response in a unique market.
- Highlights from the Con Edison BQDM demand response auction

10:00 am **Designing for Customer-centric Residential DLC DR Utility Programs**
Joana M. Abreu, Fraunhofer CSE; Kurt Roth, Fraunhofer CSE; and Brenda Pike, National Grid
Learn how National Grid's ConnectedSolutions residential demand response program helps reduce market price spikes and increases grid reliability. Currently enabled by connected thermostats, National Grid plans to allow customers to enroll Wi-Fi enabled clothes washers, dryers, and water heaters in 2017.

10:30 am REFRESHMENT BREAK in Sponsor Lounge**Tuesday, Nov. 14, 2017 (cont.)**

Session Co-chairs: Wendy Brummer, Pacific Gas and Electric Company, and Brett Feldman, Navigant

11:00 am **Colorado Storage and Demand Response**

- Succeeding with Distributed Energy Resources: Optimizing the Coordination of Demand Response, Solar, and Storage Assets, *Pablo Bauleo, Fort Collins Utilities, and Chris Ash, Itron*
- Peña Station NEXT - Integrating Renewables and Battery Storage Within a Microgrid, *Andre Gouin, Xcel Energy*

11:30 am **Electric Vehicles – The Blessing and The Curse**
Bill Bottiggi, Braintree Electric Light Department, and Pasi Miettinen, Sagewell

Electric vehicles are the opportunity of the century for electric utilities – and the potential curse of the millennium. In Massachusetts alone, the state's goal of over 300,000 EVs on the road in the next seven years could add up to 1 GW of new load into the grid.

12:00 pm LUNCH BUFFET in Sponsor Lounge Hosted by Franklin Energy Group

Session Co-chairs: Mark Sclafani, Central Hudson Gas and Electric, and Dave Hyland, Schneider Electric

1:30 pm **ComEd IFTTT Enablement: Leveraging "If This Then That" Technology to Increase the Ease of Customer Engagement in Utility Demand Response and Dynamic Pricing Programs**
Brian Kirchman, ComEd, and Allan Mellovitz, Accenture

ComEd will become one of the first utilities to enable the "If This Then That" (IFTTT) platform for demand response and dynamic pricing programs. More than 240,000 residential participants of ComEd's Demand Response and Dynamic Pricing programs will have the ability to customize how and when their connected home devices respond during peak pricing hours and demand response events.

2:00 pm **Non-Wires Alternatives: Lessons and Insights from the Front Lines**
Moderator Erik Gilbert, Navigant; Panelists: Mark Luoma, Consumers Energy; Richard Barone, Hawaiian Electric Company; Steve Fine, ICF; and Michael DeAngelo, AVANGRID

NWA managers from Consumers Energy, Hawaiian Electric (HECO), and AVANGRID will discuss and share their experience in planning and developing Non-Wires Alternative projects.

3:00 pm REFRESHMENT BREAK in Sponsor Lounge

Wi-fi hosted by Itron

Electric Power Alley hosted by CLEAResult

Tuesday, Nov. 14, 2017 (cont.)

Session Co-chairs: Meridith Nierenberg, Orange and Rockland Utilities, and Brian Solsbee, Tennessee Municipal Electric Power Association

3:30 pm Firm Load Dispatch: Keeping Customers Comfortable and Capturing Predictable Demand Response Value

Sam Sen, TXU Energy, and Ben Hertz-Shargel, EnergyHub

Traditional thermostat demand response suffers from two issues – 1) consumer perceptions of inconvenience and discomfort and 2) the inability to deliver firm, predictable load reduction. New computing technology, along with more granular data sets, has now made it possible to deliver firm reduction, elevating demand response from an emergency resource to a bankable one, like baseload generation.

4:00 pm Target Case Study: Opening New DR Opportunities with Automation

David Johnson, Target Corporation, and Christine Riker, Energy Solutions

The demand response industry is evolving with a greater focus on automation to harness fast and flexible resources. In this transition, traditional DR customers can be left behind as the industry charges forward – unless they are proactive.

4:30 pm Sponsor Showcase Lightning Round

Co-chairs: Paul Miles, PECO, and Ray Pustinger, AESC

In this 30 minute session you will hear from several of our sponsors about the essence of their solutions. Our Co-chairs have vetted the presentations and helped the sponsors get their key messages compressed down to 3 minutes. This is not a marketing pitch, but a statement from the sponsors on specific examples of how they provide value.

Presenters: Jeff Norman, AutoGrid; Mark Rupnik, BPL Global; Philip Ciulla, CPower; Peter Black, Ecobee; Christine Riker, Energy Solutions; Jason Cigarran, Itron; Jeff Gleeson, Nest; Olivia Patterson, Opinion Dynamics; Brad Langley, Tendril; and Dave Oberholzer, Whisker Labs

5:00 pm NETWORKING RECEPTION in Sponsor Lounge hosted by Franklin Energy Group

7:00 pm "Cambridge Offpeak" Platinum Sponsor Party at Asgard Irish Pub

Bring your name badge. Open to all conference registrants at no additional fee, compliments of Platinum Sponsors. Continue the conversation and interaction. We'll provide food and an atmosphere where you can have more detailed conversations with your peers in the industry.

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Itron

Wednesday, Nov. 15, 2017

7:30 am BREAKFAST BUFFET in Sponsor Lounge

Research Track 1

Co-chairs: Paul Wassink, National Grid, and Jason Cigarran, Itron

Thermostat Track

Co-chairs: Justin Chamberlain, CPS Energy, and Ruth Kiselewich, ICF

8:30 am Managed Electric Vehicle Charging: New Opportunities for Demand Response

Marie Steele, NV Energy, and Erika Myers, SEPA

Managed charging is the ability to modulate electric vehicle (EV) charging events, by either turning on, reducing, or even turning off customer charging events - essentially demand response. EV load could be leveraged to increase benefits to the grid and customers

Smart Thermostats: Next Frontier in Demand Response and Energy Efficiency

Marissa Hummon, Tendril, and Lee Hamilton, Xcel Energy

Case study on implementation of a smart thermostat residential demand measure this summer that focused on identifying the best strategies and tools to enable the optimization of smart thermostats in energy efficiency and demand response in up to 1,000 homes this summer.

9:00 am The Greatest Generation: The Greatest Energy Shifters. How Seniors Fare with TOU Rates

Jordan Folks, Research into Action

Learn results from the California IOUs rate study. Tens of thousands of California households were randomly assigned to either a time-of-use (TOU) rate or their standard rate and this study assessed whether TOU rates caused undue economic or health burdens for vulnerable populations.

Demand Side Management with Line Voltage Communicating Thermostats: A Real Life Experiment

Michaël Fournier, Hydro-Quebec

Line voltage communicating thermostats (LVCT) – for baseboard heaters – have only recently come to market. Learn how 30 homes were retrofitted with 300 LVCTs to allow remote control for winter peak shaving during both morning and late afternoon demand response (DR) events.

9:30 am Utility Residential Customer Education Survey - Second National Survey of DR and EE Professionals

Ward Eames, NTC Corporate

Session participants will compete to compare what they (think they) know about typical residential consumers' energy awareness and the incentives that compel them to participate in a DSM program versus proprietary research of students and adults in these areas.

Utility-Branded Marketplaces Can Supercharge BYO DR Programs!

Brian Doyle, Xcel Energy, and Judd Moritz, Simple Energy

The emergence of the utility-branded marketplace has transformed the customer experience by bundling smart thermostats (with instant rebates at the point of sale), DR enrollment, and hourly pricing into one simple, streamlined transaction.

10:00 am REFRESHMENT BREAK in Sponsor Lounge

Presentation slides and conference photos will be online at www.peakload.org/?page=Resources36thPLMA

Download the Socio app for more agenda information

Wednesday, Nov. 15, 2017 (cont.)**Research Track 2**

Co-chairs: Mark Martinez, Southern California Edison, and Robin Maslowski, Navigant

Pricing, Procurement, and Quality Assurance Track

Co-chairs: Andrea Simonsen, Idaho Power Company, and Erika Diamond, EnergyHub

10:30 am

LBNL Research Roundup

Jennifer Potter, LBNL; Peter Cappers, LBNL; Drury Mackenzie, AvanGrid; Craig Sherman, Sacramento Municipal Utility District; and Christine Riker, Energy Solutions

Barriers and Opportunities to Broader Adoption of Integrated Demand Side Management

Take away lessons learned and insights regarding overcoming barriers (regulatory, technical, market) and identifying benefits and opportunities for increased integration of DSM and DER efforts, as these case studies present the utility journey toward IDSMD portfolios.

11:00 am

LBNL Research Roundup (cont.)**Demand Response Advanced Controls Cost Assessment**

LBNL research estimated costs for each customer sector, by electricity consuming end-use and enabling technology for three types of bulk power system services: Shed, Shift, and Fast Response DR. Learn how DR enabling technology and the mix of load control and communications hardware and software make it possible to change the energy consumption patterns of end uses.

The Flex Pilot: PGE's Findings on Residential Pricing and Behavioral Demand Response

Roch Naleway, Portland General Electric, and Nick Bengston, CLEAResult

PGE launched the Flex pilot in spring 2016 to test the effectiveness of time of use pricing (TOU), behavioral demand response (BDR), and peak time rebate (PTR) program options at reducing peak demand. Learn about the research design, which includes 12 different program options and both opt-in and opt-out customer engagement approaches.

Integrating Wholesale and Retail DR Programs: National Grid's New C&I DR Offering

Brett Feldman, Navigant; Paul Wassink, National Grid, and Joe Gatto, CPower

Learn how National Grid developed a new commercial and industrial (C&I) demand response (DR) program for the 2017 and 2018 summer seasons as part of its state-approved energy efficiency program plan that showed how incremental DR participation could be gained without overlapping their ISO-NE DR program.

Wednesday, Nov. 15, 2017 (cont.)**Demand Response Potential from the Bulk Grid Perspective**

Brady Stoll, National Renewable Energy Laboratory

11:30 am

Using hourly DR resource estimates by sub-sector, electrical end-use, and grid service, we incorporate virtual generator models of DR resources into large-scale production cost models, and analyze the grid-level impacts in terms of the ability of DR to reduce system costs and potentially help integrate renewables or reduce system emissions.

Streamlining Demand Response Project Procurement and Quality Assurance is the Next Big Thing

Jyoti Rao, Pacific Gas & Electric Company, and Ryan Bird, Energy Solutions

Discover lessons learned from Pacific Gas & Electric's (PG&E) Automated Demand Response (ADR) program, which is testing three new offers using streamlined procurement and integrated quality assurance: ADR's SMB Pilot, ADR's Manage Your Power, and ADR's Residential Incentive.

12:00 pm

LUNCH BUFFET in Sponsor Lounge

Session Co-chairs: Michael Brown, Berkshire Hathaway, NV Energy, and Joseph Childs, Eaton

Evolving Variety – Differences in Residential Price-Response by Enabling Technology

Daniel Carr, Alectra Utilities, and Peter Steele-Mosey, Navigant

1:00 pm

In November 2016, this same team presented to PLMA the results of the first summer of the Advantage Power Pricing program. This pilot is a technology-enabled variable peak pricing program modeled closely on OG&E's SmartHours program. In the first year, all participants were equipped with an Energate Foundation to enable them to respond to price fluctuations. Learn which customers delivered the most substantial DR impacts.

Hawaii's Future Demand Response Portfolio in Action

Dhruv Bhatnagar, Hawaiian Electric Company

1:30 pm

Hawaiian Electric Companies are moving into new territory with a large expansion of their demand response (DR) portfolio to further empower their customers with expanded energy options and economic opportunities, while building a more reliable and flexible electricity grid that enables the state to reach its goal of 100% renewable energy by 2045. Findings from the five DR, PV, and storage demonstration projects, including technology, operational, and market risks faced and how they were overcome will be presented. The results of these projects are not only valuable to Hawaii but to all other jurisdictions that envision an expansion of their DR offerings to provide multiple grid services.

2:00 pm

Welcome to 37th PLMA Conference in Coronado, California

Brad Mantz, San Diego Gas and Electric, and Mark Martinez, Southern California Edison

2:20 pm

Closing Remarks

Michael Brown, Berkshire Hathaway, NV Energy and PLMA Vice Chair

2:30 pm

Adjourn

2:30 pm

ICE CREAM SOCIAL in Sponsor Lounge with ULME

Join us for a frozen dessert and final networking opportunity in the Sponsor Lounge.

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| 5. APS | 26. Dairyland Power Cooperative | 52. Great River Energy | 75. New Hampshire Electric Cooperative | 95. Rappahannock Electric Cooperative | 115. Tendril |
| 6. Aquanta Inc. | 27. Direct Energy | 53. Hawaiian Electric Company | 76. Nexant | 96. Research into Action, Inc. | 116. Tennessee Municipal Electric Power Association |
| 7. Association of Energy Services Professionals | 28. DTE Energy | 54. Honeywell Smart Energy | 77. Next Energy Party Ltd | 97. RF Demand Solutions | 117. Tennessee Valley Authority |
| 8. Austin Energy | 29. Duke Energy | 55. Hydro One Networks | 78. NJR Home Services | 98. Sacramento Municipal Utility District | 118. Threshold |
| 9. AutoGrid | 30. E Source | 56. ICF | 79. North Carolina Electric Membership Corporation | 99. Salt River Project | 119. Tri-State Generation & Transmission Association |
| 10. Baltimore Gas and Electric Company | 31. E4TheFuture | 57. Idaho Power | 80. Northwestern REC | 100. San Diego Gas & Electric | 120. Tucson Electric Power |
| 11. Berkshire Hathaway Energy | 32. Eaton | 58. Indianapolis Power & Light Co. | 81. NRG Curtailment Solutions, Inc. | 101. Schneider Electric | 121. Utility Load Management Exchange |
| 12. Bidgely | 33. Ecobee | 59. Integral Analytics | 82. NTC Corporate | 102. Scope Services | 122. Vaughn Thermal Corporation |
| 13. Bonneville Power Administration | 34. EcoFactor | 60. IPKeys Power Partners | 83. Oglethorpe Power Corporation | 103. Sensus USA | 123. Vectren |
| 14. BPL Global | 35. Ecova | 61. Itron | 84. Oklahoma Gas & Electric | 104. Seven States Power Corporation | 124. Westar Energy |
| 15. Bristol Tennessee Essential Services | 36. Edison Electric Institute | 62. Jackson EMC | 85. Omnetric | 105. Silver Spring Networks | 125. Whisker Labs |
| 16. Buffalo Niagara Medical Campus | 37. Emerson Climate Technologies | 63. JouleSmart Solutions | 86. OpenADR Alliance | 106. Simple Energy | 126. Xcel Energy |
| 17. Carina Technology | 38. Encycle | 64. Kansas City Power & Light | 87. Opinion Dynamics | 107. Skipping Stone | 127. Zen Ecosystems |
| 18. CaSA | 39. EnerNOC | 65. Landis+Gyr | 88. Orange and Rockland Utilities | 108. Smart Electric Power Alliance | 128. Zeuthen Management Solutions |
| 19. Central Hudson Gas & Electric | 40. EnergyHub | 66. Lockheed Martin | 89. Pacific Gas & Electric Company | 109. Snohomish County PUD | |
| 20. CLEAResult | 41. Energy Solutions | 67. MidAmerican Energy Solutions | 90. PECO, An Exelon Company | | |
| 21. Comcast | 42. EnerNex | 68. Modesto Irrigation District | | | |
| | 43. EnerVision | 69. Mosaic Power | | | |
| | 44. Engie | 70. National Grid | | | |
| | 45. Entergy | | | | |
| | 46. EPRI | | | | |
| | 47. ERS | | | | |

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