**Hosted by Austin Energy**

**Instructors and Mentors TBD**

March 27 – 29, 2024

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| **DAY 1: 12:00 noon - 5:00 PM** |
| 12:00 pm | 1:00 pm | *Check in and lunch in the room* |
| **Welcome and Introductions** |
| 1:00 PM | 1:30 PM | ***Rich Philip***Welcome |
| **Session 1: Introduction** |
| 1:30 PM | 1:55 PM | Module 1: Broad Overview of DR* What is (and what is not) “demand response”
* Drivers of DR
 |
| **Session 2: Program Development** |
| 1:55 PM | 2:35 pm | Module 2: DR Potential* How many MWs can you get?
* Key drivers of potential
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| 2:35 PM | 2:45 PM | *Break* |
| 2:45 PM | 3:25 PM | Module 3: DR Portfolio Development* Matching program attributes with business needs
* Size and timing of the DR resource
* DERs and non-wires alternatives
* Gas DR
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| 3:25 PM | 4:05 PM | Module 4: DR Program Design* Target market/eligibility
* Marketing/recruitment
* Technology standards and choices
* Incentives
* Evaluation plans
* Implementation logistics (including budget development)
 |
| 4:05 PM | 4:15 PM | *Break* |
| 4:15 PM | 4:50PM | Quiz on Modules 1, 2, 3 and 4 plus quiz answer discussion |
| 4:50 PM | 5:00 PM | Summary, Looking to Tomorrow |
|  | 5:00 PM | Adjourn |
| *6:00 - 7:30 PM Unhosted Networking Dinner – Location TBD* |

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| **DAY 2: 8:30 AM – 4:30 PM** |
| 8:00 AM | 8:30 AM | *Light Breakfast* |
| **Session 2: Program Development (continued)** |
| 8:30 AM | 8:45 AM | Welcome to Day 2 (Rich Philip)Student Check-in (Questions from Yesterday’s Material) |
| 8:45 AM | 9:30 AM | Austin Energy Presentation |
| 9:30 AM | 10:10 AM | Module 5: Cost Effectiveness—Making the Business Case for DR* Cost categories
* Determining benefits
* Various test perspectives
* Key issues and decisions for the analysis
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| 10:10 AM | 10:45 AM | Interactive Exercise: Cost Effectiveness Analysis |
| 10:45 AM | 10:55 AM | *Break* |
| 10:55 AM | 11:35 PM | Interactive Exercise: Cost Effectiveness Analysis (Continued) |
| 11:35 PM | 11:45 PM | *Break* |
| 11:45 AM | 12:20 PM | Module 6: Program Staffing and Operations* Organizational structure
* Marketing and recruitment
* DR and planning/operations
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| 12:20 PM | 1:20 PM | Lunch Break |
| **Session 3: Program Implementation** |
| 1:20 PM | 1:55 PM | Module 7: Program Marketing and Operations * Program management
* DR and resource planning
* DR and system operations
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| 1:55 PM | 2:35 PM | Interactive Exercise: Applying Portfolio and Program Planning |
| 2:35 PM | 2:45 PM | Break |
| 2:45 PM | 3:25 PM | Interactive Exercise: Applying Portfolio and Program Planning (Cont.) |
| 3:25 PM | 4:20 PM | Module 8: Technology Architecture and Integration* Residential DR
* C&I DR
* DR Technology and Trends
* DER Technologies
* DRMS and DERMS
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| 4:20 PM | 4:30 PM | Summary, Looking to Tomorrow |
|  | 4:30 PM | Adjourn |
| *5:30 - 7:00 PM Unhosted Networking Dinner* |

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| **DAY 3: 8:30 AM – 12 Noon**  |
| 8:00 AM | 8:30 AM | *Light Breakfast* |
| **Session 3: Program Implementation (continued)** |
| 8:30 AM | 8:45 AM | Welcome Back and Check-in |
| 8:45 AM | 9:30 AM | Module 9: Evaluation, Measurement, and Verification* Estimating impacts
* Improving program design and delivery
 |
| 9:30 AM | 9:40 AM | *Break* |
| 9:40 AM | 10:30 AM | **PLMA Mentor Round – Table and Open Discussion** |
| *10:30 AM* | *10:45 AM* | *Break* |
| 10:45 AM | 11:30 AM | Quiz on Modules 5, 6, 7, 8, and 9 plus discussion of quiz answers. |
| 11:30 AM | 12:00 PM | Wrap-up and Q&A |
| 12:00 PM | 1:00 PM | Adjourn and Box Lunch |