

Hosted by Lee Hamilton of Xcel Energy
Instructors: Stuart Schare and Robin Maslowski, Guidehouse
Mentors: Richard Philip, PLMA Executive Director

September 21 – 23, 2022

DAY 1: 12:00 noon - 5:00 PM		
12:00 pm	1:00 pm	<i>Check in and lunch in the room</i>
Welcome and Introductions		
1:00 PM	1:30 PM	John Powers or Rich Philip and Lee Hamilton Welcome
Session 1: Introduction		
1:30 PM	1:55 PM	Module 1: Broad Overview of DR <ul style="list-style-type: none"> • What is (and what is not) “demand response” • Drivers of DR
Session 2: Program Development		
1:55 PM	2:35 pm	Module 2A: DR Potential <ul style="list-style-type: none"> • How many MWs can you get? • Key drivers of potential
2:35 PM	2:45 PM	<i>Break</i>
2:45 PM	3:25 PM	Module 3: DR Portfolio Development <ul style="list-style-type: none"> • Matching program attributes with business needs • Size and timing of the DR resource • DERs and non-wires alternatives • Gas DR
3:25 PM	4:05 PM	Module 4: DR Program Design <ul style="list-style-type: none"> • Target market/eligibility • Marketing/recruitment • Technology standards and choices • Incentives • Evaluation plans • Implementation logistics (including budget development)
4:05 PM	4:15 PM	<i>Break</i>
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
<i>6:00 - 7:30 PM Unhosted Networking Dinner – Location TBD</i>		

DAY 2: 9:00 AM - 5:00 PM		
8:00 AM	8:30 AM	<i>Light Breakfast</i>
Session 2: Program Development (continued)		
9:00 AM	9:45 AM	Xcel Energy and their DR Portfolio
9:45 AM	10:00 AM	Welcome to Day 2 (John Powers/Rich Philip) Student Check-in (Questions from Yesterday's Material)
10:00 AM	10:40 AM	Module 5: Cost Effectiveness—Making the Business Case for DR <ul style="list-style-type: none"> • Cost categories • Determining benefits • Various test perspectives • Key issues and decisions for the analysis
10:40 AM	11:15 AM	Interactive Exercise: Cost Effectiveness Analysis
11:15 AM	11:25 AM	<i>Break</i>
11:25 AM	12:05 PM	Interactive Exercise: Cost Effectiveness Analysis (Continued)
12:05 PM	12:15 PM	<i>Break</i>
12:15 AM	12:50 PM	Module 6: Program Staffing and Operations <ul style="list-style-type: none"> • Organizational structure • Marketing and recruitment • DR and planning/operations
12:50 PM	1:50 PM	Lunch Break
Session 3: Program Implementation		
1:50 PM	2:25 PM	Module 7: Program Marketing and Operations <ul style="list-style-type: none"> • Program management • DR and resource planning • DR and system operations
2:25 PM	3:05 PM	Interactive Exercise: Applying Portfolio and Program Planning
3:05 PM	3:15 PM	<i>Break</i>
3:15 PM	3:55 PM	Interactive Exercise: Applying Portfolio and Program Planning (Cont.)
3:55 PM	4:50 PM	Module 8: Technology Architecture and Integration <ul style="list-style-type: none"> • Residential DR • C&I DR • DR Technology and Trends • DER Technologies • DRMS and DERMS
4:50 PM	5:00 PM	Summary, Looking to Tomorrow
	5:00 PM	Adjourn
<i>5:30 - 7:00 PM Unhosted Networking Dinner</i>		

DAY 3: 8:30 AM - 1:00 PM		
8:00 AM	8:30 AM	<i>Light Breakfast</i>
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 <ul style="list-style-type: none"> • 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	<i>Break</i>
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
12:00 PM	1:00 PM	<i>Lunch</i>