



# ANNUAL REPORT 2022

## The Voice of Load Management Practitioners

**PLMA (Peak Load Management Alliance)**, a volunteer-led nonprofit association, was founded in 1999. Today, PLMA has 160 member organizations including private and publicly owned utilities; technology companies; energy and energy solution providers; equipment manufacturers; plus research, nonprofit, consultant and academic organizations.

As U.S. and global energy markets evolve, PLMA strives to offer timely programming and training opportunities, as well as a forum for its member practitioners to share their knowledge and expertise with the goal of educating one another on a range of energy-related topics. These topics span energy management programs, energy pricing, regional regulatory issues, evolving technologies, and much more.

PLMA is inclusive of all member practitioners, and encourages any organization with an interest in dynamic load management to join our community.

# 6,497

(a 34% increase over 2021)

## Flexible load management professionals participated in PLMA programs in 2022, including:

### 2 North American Conferences

- > 45th PLMA Conference in Baltimore, MD with 253 registered attendees
- > 46th PLMA Conference in Phoenix, AZ with record registrations of 360

### 16 Load Management Dialogues (webinars)

### 5 HOT TOPIC Conversations Hosted by PLMA Interest Groups (webinars)

### 3 New Webinar Series Launched

- > FERC 2222 Series
- > Women in DM Speaker Series
- > Global Load Management Energy in Eastern Europe Series

### 7 Training Classes

- > 4 in person, 3 live online

### 2 Social Media Platforms

### 2 In-Person Board Meetings

### 1 Mentoring Program Led by Women in DM

### 3 Stakeholder Surveys

- > Decarbonization Awareness
- > Decarbonization Priorities
- > PLMA Content Preferences

### 1 Awards Program

### 1 Member Meetup at DistribuTech in Dallas, TX

### 1 Leadership Strategic Planning Retreat

- > Vision 2024

### 1 Election

- > Executive Committee, term 2022-2024

PLMA was invited to join the U.S. Department of Energy and AESP in developing an Online Learning Curriculum for Designing and Implementing Flexible Energy Demand Offerings.



# 41

## Volunteer leaders oversaw PLMA programming and governance in 2022:

PLMA's Fall elections resulted in a new Executive Committee for the 2022-2024 term.

## Officers (2021-2023)



**Board Chair**  
Richard Barone  
Get Smart, LLC



**Board Vice Chair**  
Robin Maslowski  
Guidehouse



**Treasurer**  
Troy Eichenberger  
TVA



**Secretary**  
Ruth Kiselewich  
ICF

## Executive Committee (2022-2024)



**Olivia Patterson**  
Opinion Dynamics



**Allison Hamilton**  
National Rural Electric Cooperative Association



**Joyce Bodoh**  
Rappahannock Electric Cooperative



**Jenny Roehm**  
Schneider Electric



**Eamonn Urey**  
Salt River Project



**Amy Schmidt**  
E Source



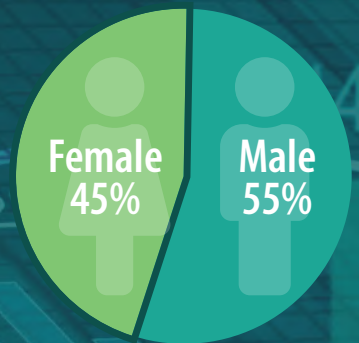
**Justin Chamberlain**  
CPS Energy



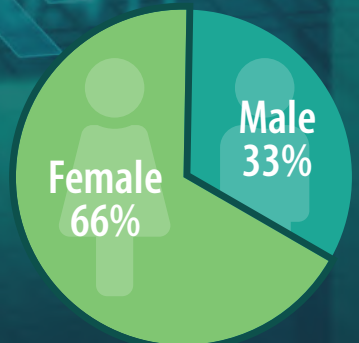
**Kari Binley**  
ecobee

Growth in leadership diversity remains a PLMA strategic priority:

### 2020



### 2022





# PLMA Welcomed **41** New Members in 2022:

- > AESP
- > Alliant Energy
- > American Municipal Power
- > Avangrid
- > Avista Utilities
- > Bidgely
- > Camus Energy
- > Connected Energy
- > Demand Side Analytics
- > Dominion Energy
- > Enersponse
- > Edo
- > Enode
- > ev.energy
- > Fermata Energy
- > FranklinWH Energy Storage Inc.
- > Get Smart LLC
- > Gainesville Regional Utilities
- > Hoosier Energy
- > Kaluza
- > Kitu Systems
- > Leap Energy
- > Linden Clean Energy
- > Michaels Energy
- > Mosaic Power
- > National Renewable Energy Laboratory (NREL)
- > NorthBridge Energy Partners
- > Octopus Energy
- > OhmConnect
- > Panasonic Smart Mobility Office
- > Qmerit
- > RMI
- > Sense Labs
- > Sinopé Technologies
- > Span
- > TechniArt
- > Tetra Tech
- > University of North Carolina at Charlotte
- > USC Marshall School of Business
- > UtilityAPI
- > WeaveGrid

# 1,404 "Load Management Dialogue" Podcasts Downloaded in 2022

## TOP 3

### Best Performing Podcast Topics

1. Climbing the Ladder: The DER Innovation Cycle
2. Energy "Islands" with High Penetration of DERs
3. FERC Series, session 3: Investor/VC Panel Discussion



### Best Performing HOT TOPIC Conversations

1. **Customer Engagement Interest Group**  
Full House: Residential Retention and Recruitment Strategies and Challenges
2. **Electric Transportation Interest Group**  
Exploring the Role of Electric Transportation in DR and LM
3. **Retail Pricing Interest Group**  
Con Edison's Residential Demand Rate Pilots

### Best Performing Load Management Dialogue webinars

1. FERC Series, session 2: Utility Panel Discussion
2. BGE and WeaveGrid: Telematics-based Smart EV Program
3. DOE Connected Communities: Scaling Grid-Interactive Decarbonized Buildings

# Load Management Resource Center

(growth from launch in 2021)

CONTENT

**201**

Packages Uploaded

*(includes webinars, conference sessions, publications, training materials, and more)*

DETAILS



6 users

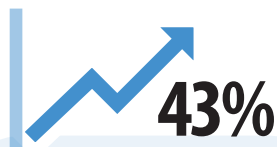
**462**

Number of platform users to date

## Top Performing 2022 Resource Center Content

<b>WEBINAR</b>	PLMA's FERC 2222 Series
<b>TRAINING</b>	Evolution of DR to DER Class
<b>TRAINING</b>	Program Design and Implementation Class
<b>TRAINING</b>	Wholesale Markets Class

PLMA's Social Media platforms continued to grow in 2022 (over 2021):



PLMA's Company LinkedIn Page



PLMA's DR/DER LinkedIn Group

# PLMA's 19th Award Winners

## TECHNOLOGY PIONEER



PG&E, SCE, SDG&E, and Universal Devices for the Demand Response Emerging Technologies (DRET) Collaborative

## PROGRAM PACESETTERS



BGE for its Telematics-based Smart EV Program with WeaveGrid



Olivine + PG&E for their Collaboration on Solving Problems for Diverse Customers and Situations

## THOUGHT LEADER



Duke Energy for its Multiple Initiatives and Commitments to DR/DER Advancement

# 2022's New PLMA Initiatives



## PLMA Presents: Power Knowledge, Demystified

A 5-min weekly video of energy news highlights with energy consultant and expert Peter Kelly-Detwiler.



## The FERC 2222 Series

A 4-part webinar series that examines the impact of FERC 2222 from multiple industry perspectives.



## The Women in DM Speaker Series

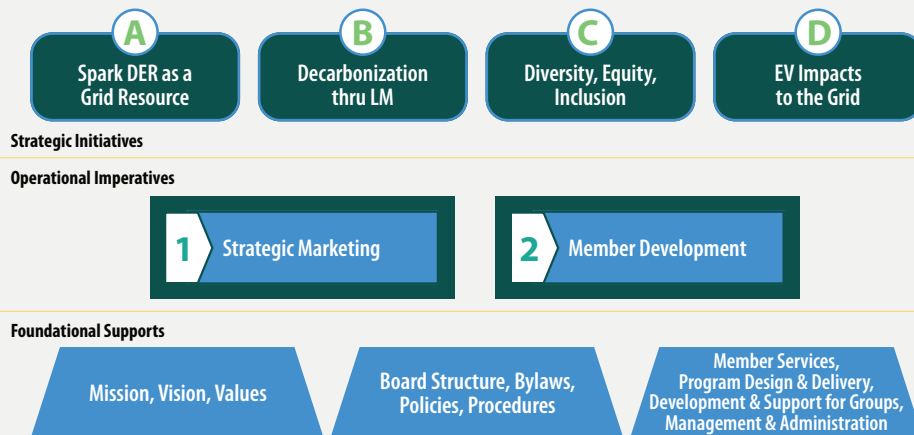
An ongoing webinar series of conversations with senior female energy executives.



## Energy in Eastern Europe Series

A conference series addressing the impact of Russia's invasion of Ukraine on regional and world energy markets.

# PLMA's Vision 2024 Strategic Plan



## Strategic Initiatives

- A. DERs as a Grid Resource**  
Shepherd DER management into a grid resource.
- B. Advanced Decarbonization thru Load Mgmt**  
Demonstrate how load management is an important tool for achieving decarbonization goals.
- C. Enhance Diversity, Equity, and Inclusion**  
Ensure PLMA's actions and content reflect our values with respect to diversity, equity, and inclusion through both internal and external opportunities.
- D. EV Impacts to the Grid**  
Amplify learnings taking place on managing EV load impacts to the grid, including: V2G pilots, managed public charging, rates, and more.

## Operational Imperatives

- 1. Strategic Marketing**  
Raise the "Voice of Load Management Practitioners" among industry stakeholders who need unbiased information, lessons learned, and practical insight about the DR & DER evolution.
- 2. Member Development**  
Drive member engagement and development to ensure PLMA's long-term growth and success.

- |  |   |  |
|--|---|--|
| 1. Advanced Energy                     | 43. ecobee  | 87. Kaluza Cooperative                         |
| 2. AESP                                | 44. Edison Electric Institute                                 | 123. Recurve                                   |
| 3. Alliant Energy                      | 45. Edo   | 124. Resideo                                   |
| 4. Ameren                              | 46. Efficiency Vermont  | 125. RMI                                       |
| 5. American Municipal Power            | 47. EFI   | 126. Sacramento Municipal Utility District     |
| 6. American Public Power Association   | 48. EGM   | 127. Salt River Project                        |
| 7. Apex Analytics                      | 49. Emerson Commercial & Residential Solutions                | 128. San Diego Gas & Electric                  |
| 8. Apogee Interactive                  | 50. Enel X  | 129. Santee Cooper                             |
| 9. Applied Energy Group                | 51. Energy Solutions  | 130. Schneider Electric                        |
| 10. APTIM                              | 52. EnergyHub   | 131. Scope Services                            |
| 11. Aquanta                            | 53. Enersponse  | 132. Seattle City Light                        |
| 12. Arizona Public Service             | 54. Enervee   | 133. Sense                                     |
| 13. Armada Power                       | 55. EnerVision  | 134. Shifted Energy                            |
| 14. Austin Energy                      | 56. Enode   | 135. Sinopé Technologies                       |
| 15. Austin Independent School District | 57. ev.energy   | 136. Smart Electric Power Alliance             |
| 16. Avangrid                           | 58. Evergy  | 137. Snohomish County PUD                      |
| 17. Avista Utilities                   | 59. Eversource  | 138. Sonoma Clean Power                        |
| 18. Baltimore Gas and Electric         | 60. Extensible Energy   | 139. Southern California Edison                |
| 19. BC Hydro                           | 61. Fermata Energy  | 140. Southern California Gas Company           |
| 20. Benton PUD                         | 62. FirstEnergy   | 141. Span                                      |
| 21. Berkshire Hathaway Energy          | 63. FlexCharging  | 142. Tantalus                                  |
| 22. Bidgely                            | 64. FPL   | 143. TechniArt                                 |
| 23. Bonneville Power Administration    | 65. Franklin Energy   | 144. Tennessee Valley Authority                |
| 24. Bowen Advisors                     | 66. FranklinWH Energy Storage Inc.                            | 145. Tetra Tech                                |
| 25. The Brattle Group                  | 67. Gainesville Regional Utilities                            | 146. Threshold                                 |
| 26. Camus Energy                       | 68. GDS Associates  | 147. Tierra Resource Consultants               |
| 27. Central Hudson Gas & Electric      | 69. Generac Grid Services                                     | 148. TRC                                       |
| 28. CLEAResult                         | 70. Georgia Power Company                                     | 149. Tri-State Generation & Transmission       |
| 29. Commonwealth Edison                | 71. Geotab Energy   | 150. Trickle Star                              |
| 30. Con Edison                         | 72. Get Smart LLC   | 151. Trico Electric Cooperative                |
| 31. Connected Energy                   | 73. Google (Nest)   | 152. Tucson Electric Power                     |
| 32. Consumers Energy Company           | 74. GridOptimize  | 153. University of North Carolina at Charlotte |
| 33. Copper Labs                        | 75. GridPoint   | 154. Uplight                                   |
| 34. CPower Energy Management           | 76. Guidehouse  | 155. Utility Load Management Exchange          |
| 35. CPS Energy                         | 77. Hawaiian Electric Company                                 | 156. UtilityAPI                                |
| 36. Dairyland Power Cooperative        | 78. Honeywell Smart Energy                                    | 157. Virtual Peaker                            |
| 37. Demand Side Analytics              | 79. Hoosier Energy  | 158. WeaveGrid                                 |
| 38. Dominion Energy                    | 80. ICF   | 159. West Monroe Partners                      |
| 39. DTE Energy                         | 81. Idaho Power   | 160. Xcel Energy                               |
| 40. Duke Energy                        | 82. IGS Energy  |  |
| 41. E Source                           | 83. Illume Advising   |  |
| 42. Eaton                              | 84. Itron   |  |
|  | 85. Jackson EMC   |  |
|  | 86. Johns Hopkins University                                  |  |
|  | 87. Kaluza  |  |
|  | 88. Kitu Systems  |  |
|  | 89. Lakeland Electric   |  |
|  | 90. Lawrence Berkeley National Laboratory                     |  |
|  | 91. Leap Energy   |  |
|  | 92. Linden Clean Energy                                       |  |
|  | 93. Madison Gas and Electric                                  |  |
|  | 94. Manitoba Hydro  |  |
|  | 95. Michaels Energy   |  |
|  | 96. Modesto Irrigation District                               |  |
|  | 97. Mosaic Power  |  |
|  | 98. National Grid   |  |
|  | 99. National Renewable Energy Laboratory (NREL)               |  |
|  | 100. National Rural Electric Cooperative                      |  |
|  | 101. National Rural Utilities Cooperative Finance Corporation |  |
|  | 102. New Braunfels Utilities                                  |  |
|  | 103. New Hampshire Electric Cooperative                       |  |
|  | 104. North Carolina Electric Membership Corporation           |  |
|  | 105. NorthBridge Energy Partners                              |  |
|  | 106. OATI   |  |
|  | 107. Octopus Energy   |  |
|  | 108. OhmConnect   |  |
|  | 109. Olivine  |  |
|  | 110. Oncor Electric Delivery                                  |  |
|  | 111. OpenADR Alliance   |  |
|  | 112. Opinion Dynamics   |  |
|  | 113. Oracle Utilities   |  |
|  | 114. Orange and Rockland Utilities                            |  |
|  | 115. Otter Tail Power Company                                 |  |
|  | 116. Pacific Gas & Electric                                   |  |
|  | 117. Panasonic Smart Mobility Office                          |  |
|  | 118. Pepco, an Exelon Company                                 |  |
|  | 119. Portland General Electric                                |  |
|  | 120. PSEG Long Island   |  |
|  | 121. Qmerit   |  |
|  | 122. Rappahannock Electric                                    |  |