



VIRTUAL SYMPOSIUM ON LOAD FLEXIBILITY
OCTOBER 20–21, 2020

Day 1 – Tuesday, October 20th:

Welcome and Opening Remarks by Ahmad Faruqi (12:00–12:15 p.m. ET/9:00–9:15 a.m. PT)

Session 1: The National Potential for Load Flexibility (12:15–1:00 p.m. ET/9:15–10:00 a.m. PT)

A [recent study](#) by The Brattle Group identified 200 GW of cost-effective load flexibility potential in the U.S., amounting to \$15 billion in annual benefits by 2030. This session will include an overview of that study, comments, and Q&A.

- Presenter: Ryan Hledik, The Brattle Group (20 minutes)
- Discussant: Bill Hogan, Harvard University (10 minutes)
- Q&A: 15 minutes

Session 2: Utility Implementation Experience (1:00–1:45 p.m. ET/10:00–10:45 a.m. PT)

Leading utilities will present an overview of the challenges and lessons learned when deploying large-scale load flexibility portfolios. Presentations will focus on cutting-edge new load flexibility plans and programs. Each presenter will provide a 5-minute overview of their utilities’ activities, followed by moderated Q&A.

- Moderator: DV Rao, Consumers Energy
- Presenter: Phil Markham, Southern Company
- Presenter: Jessica Peterson, Xcel Energy
- Presenter: Jason Salmi Klotz, Portland General Electric

EMAIL/COFFEE BREAK (1:45–2:00 p.m. ET/10:45–11:00 a.m. PT)

Session 3: Regulatory Models to Promote Load Flexibility (2:00–2:45 p.m. ET/11:00–11:45 a.m. PT)

Regulators and utilities will discuss their views on the regulatory barriers and opportunities load flexibility, with a focus on alternative regulatory models that enable load flexibility deployment. The session will be organized around a series of provocative questions that are posed to the panelists.

- Moderator: Mark Kolesar, Former Chair, Alberta Utilities Commission
- Panelist: Matt Schuerger, Commissioner, Minnesota PUC
- Panelist: Andrew Owens, Entergy
- Panelist: Tim Echols, Vice-Chair and Commissioner, Georgia PUC
- Panelist: Jennifer Davidson, Sacramento Municipal Utility District

Recap of Day 1 and Audience Q&A (2:45–3:15 p.m. ET/11:45 a.m.–12:15 p.m. PT)

- Presenter: Perry Sioshansi, Menlo Energy Economics

DAY 2 – Wednesday, October 21st:

Opening Remarks by Michael Picker, Former President, CPUC (12:00–12:15 p.m. ET/9:00–9:15 a.m. PT)

Session 1: Load Flexibility in Wholesale Markets (12:15–1:15 p.m. ET/9:15–10:15 a.m. PT)

Panelists will explore the inherent tension in incorporating “demand side” resources into wholesale market designs that historically were “supply side” focused. The moderated discussion will center on a



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review of how markets have evolved toward creating a level playing field for load flexibility, as well as discussion of what remains to be done, including perspectives on FERC Order 2222.

- Moderator: Jon Wellinchoff, Grid Policy, Inc., and former Chair, FERC
- Panelist: Mike DeSocio, New York ISO
- Panelist: John Goodin, California ISO
- Panelist: Paul Wattles, ERCOT
- Panelist: Henry Yoshimura, ISO-NE
- Panelist: Paul Suskie, Southwest Power Pool
- Panelist: J. Andrew McAllister, Commissioner, California Energy Commission

Session 2: Load Flexibility Technology: What’s on the Horizon? (1:15–1:45 p.m. ET/10:15–10:45 a.m. PT)

Startups and established technology companies will highlight innovative load flexibility solutions. The discussion will focus on emerging technology trends and new developments that could change the way we approach load flexibility in the future.

- Moderator: Chris King, Siemens eMobility
- Presenter: Julia Friedman, Oracle
- Presenter: Tanuj Deora, Uplight
- Presenter: Matthew Plante, Voltus
- Presenter: Sarah Colvin, ecobee Energy
- Presenter: Joseph Vellone, ev.energy

EMAIL/COFFEE BREAK (1:45–2:00 p.m. ET/10:45 to 11:00 a.m. PT)

Session 3: New Evidence on Customer Price Responsiveness (2:00–2:30 p.m. ET/11:00–11:30 a.m. PT)

The Brattle Group [recently analyzed](#) data from the BGE’s and Pepco’s joint TOU pilot in Maryland. The pilot had some unique attributes: TOU rates applied to the full variable charge, customers were provided detailed bill impact analysis during the recruitment stage, and the pilot specifically analyzed the price responsiveness of low/moderate income customers. This session will discuss insights from the pilot and include Q&A.

- Presenter: Sanem Sergici, The Brattle Group

Session 4: The Relationship between Pricing and Load Flexibility (2:30 p.m.–3:15 p.m. ET/11:30 a.m.–12:15 p.m. PT)

What is the best way to incentivize load flexibility? Are retail rates the “right” tool for producing optimal load flexibility adoption, or is there an important role for payment-based programs? Are there other relevant models that should be considered? The session will be organized as a moderated panel discussion with lively Q&A.

- Moderator: Jim Lazar, Regulatory Assistance Project
- Panelist: Richard Caperton, Arcadia
- Panelist: Mark Toney, The Utility Reform Network (TURN)
- Panelist: Scott Murtishaw, California Solar & Storage Association
- Panelist: Ed Cazalet, TeMix
- Panelist: Shmuel Oren, UC Berkeley
- Panelist: Lynne Kiesling, Carnegie Mellon University

Closing Remarks by Ahmad Faruqui (3:15 p.m.–3:30 p.m. ET/12:15–12:30 p.m. PT)