



ANNUAL REPORT 2021

The Voice of Load Management Practitioners

PLMA (Peak Load Management Alliance), a volunteer-led nonprofit association, was founded in 1999 as “the voice of energy load management practitioners.” Today PLMA has 142 members, including private and publicly owned utilities; technology companies; energy and energy solution providers; equipment manufacturers; research, nonprofit, and academic organizations; and consultants.

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.

4,842

global DR/DER stakeholders participated in PLMA activities in 2021 including:

2 North American Conferences, live online with combined registrations exceeding 500

11 Load Management Dialogues (webinars)

9 HOT TOPIC Conversations hosted by PLMA Interest Groups (webinars)

5 Trainings

3 Social Media Platforms

2 Board Meetings

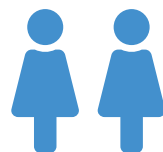
2 Innovation Forum Events

2 Member Surveys

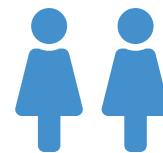
1 Awards Program

1 Strategic Plan REFRESH

37 Volunteer Leaders oversaw PLMA governance and programming in 2021. Our 2021 elections resulted in:



2 New Officers



2 New Executive Committee Members



2 Officer Retirements



A 28% increase in senior female Officers and Executive Committee leaders



Board Chair
Richard Barone
TRC Companies



Board Vice Chair
Robin Maslowski
Guidehouse



Treasurer
Troy Eichenberger
TVA



Secretary
Andrea Simonsen
Idaho Power

Planning Groups:

- > Conference
- > Education
- > Awards
- > Thought Leadership

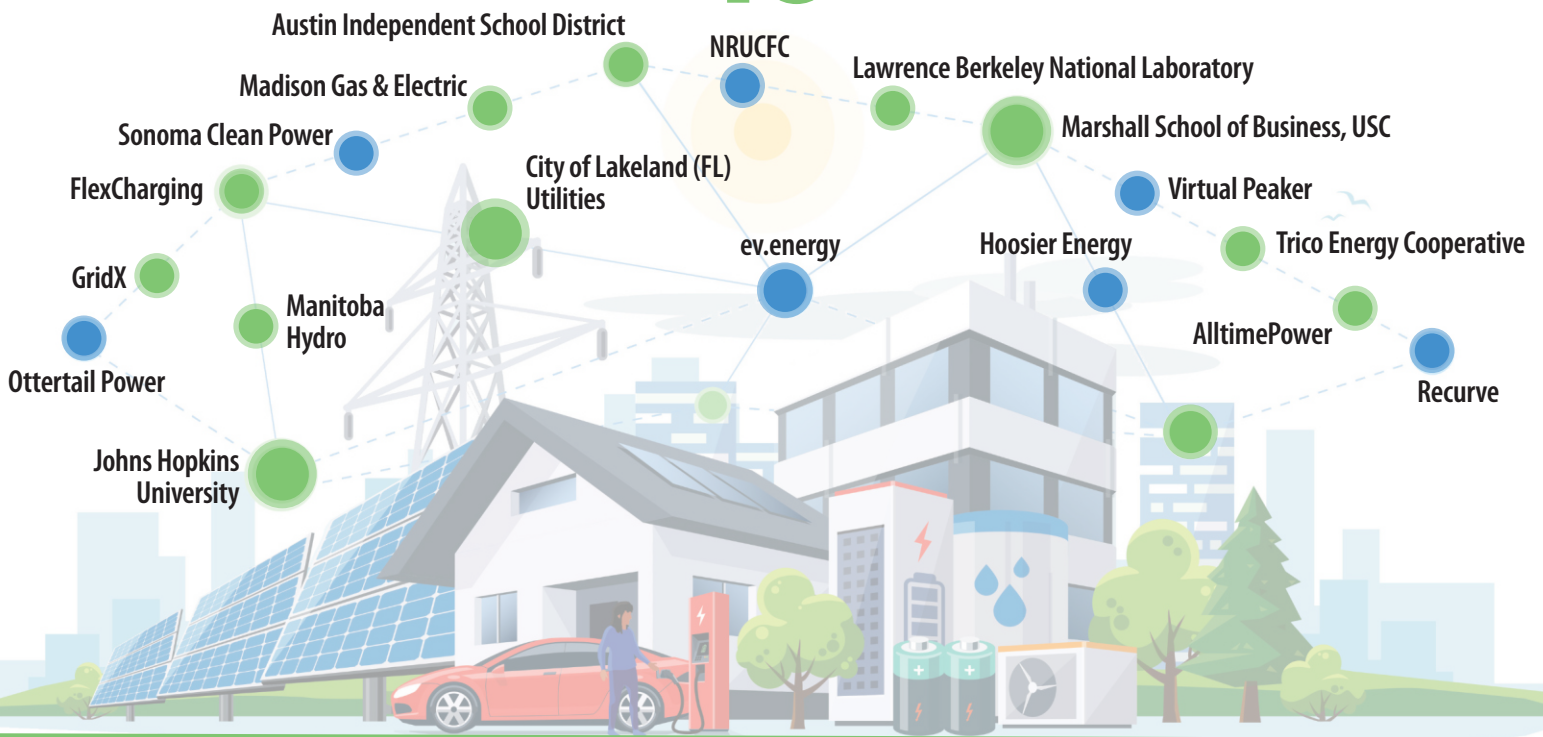
Affinity Group:

- > Women in DM

Interest Groups:

- > Customer Engagement
- > Connected Devices
- > Electric Transportation
- > Global Load Management
- > Retail Pricing

PLMA Welcomed **18** New Members in 2021:



Number of PLMA Podcast Downloads in 2021:

1,015

TOP 3

PLMA's Best Performing Load Management Dialogue

1. DERs in the New Energy Economy
2. 2021 Trends to Watch
3. 18th PLMA Awards: Consumers Energy, Uplight, and Google Nest

TOP 3

PLMA's Best Performing HOT TOPIC Conversation

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

Award Winners

PLMA's 18th Awards

PACESETTERS PROGRAM

- > Eversource Energy's ConnectedSolutions Program
- > Western Power's 100 MW Challenge (Australia) with Schneider Electric
- > Consumers Energy, Uplight, and Google Nest

TECHNOLOGY PIONEER

- > Enel X Customers Help Reduce Grid Strain During Fire Season

THOUGHT LEADER

- > Sonoma Clean Power's Grid Savvy Community with Olivine

Content Management System Launched

PLMA's Load Management
Resource Center

Load Management Resource Center

PUBLICATION

129

Content Packages
Uploaded

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

DETAILS



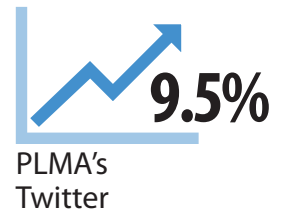
198

Number of platform
users to date

Top Performing 2021 Resource Center Content:

TRAINING	Evolution of DR to DER Class
TRAINING	Wholesale Markets Class
HOT TOPIC	Managing EV Load With and Without AMI: TOU Rates and Alternative Approaches
LOAD MGMT DIALOGUE	The GridSavvy Community's Options that Increase DER Adoption
PUBLICATION	Glossary of DR/DER Acronyms and Definitions, 2021

PLMA's Social Media platforms continued to grow in 2021 (over 2020):



PLMA Made Charitable Donations on Behalf of its Members to:



2021's NEW PLMA INITIATIVES

A New Interest Group
Electric Transportation



The First PLMA Affinity Group
Women in Demand Management



The Innovation Forum:

- > DER Challenge Definition Roundtable (June)
- > DER Innovation Stories (December)



PLMA's 2022 Strategic Plan REFRESH

Two New Strategic Initiatives Added:

Advance Decarbonization through Load Management

Demonstrate how the adoption and management of low carbon grid-interactive DERs can become an important tool for achieving decarbonization goals.

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.



One New Operational Imperative Added:

Strategic Marketing

Raise the "Voice of Load Management Practitioners" among industry stakeholders who need unbiased information, lessons learned, and practical insights about the DR & DER evolution.



Executive Committee
(Fall 2020 to 2022):

Joyce Bodoh
Rappahannock Electric
Cooperative

Justin Chamberlain
CPS Energy

Laurie Duhan
Baltimore Gas and Electric

Allison Hamilton
National Rural Electric
Cooperative Association

Ruth Kiselewich
ICF

Olivia Patterson
Opinion Dynamics

Christine Riker
Energy Solutions

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|--|-------------------------------|--|--|
| 1. Advanced Energy | 38. Edison Electric Institute | 79. Lakeland Electric | 111. Resideo |
| 2. AlltimePower | 39. Efficiency Vermont | 80. Lawrence Berkeley National Laboratory | 112. Sacramento Municipal Utility District |
| 3. Ameren | 40. EFI | 81. Madison Gas and Electric | 113. Saint John Energy |
| 4. American Public Power Association | 41. EGM | 82. Manitoba Hydro | 114. Salt River Project |
| 5. Apex Analytics | 42. Encycle | 83. Marshall School of Business, USC | 115. San Diego Gas & Electric |
| 6. Apogee Interactive | 43. Enel X | 84. Modesto Irrigation District | 116. Santee Cooper |
| 7. Applied Energy Group | 44. Energy Solutions | 85. National Grid | 117. Schneider Electric |
| 8. APTIM | 45. EnergyHub | 86. National Rural Electric Cooperative | 118. Scope Services |
| 9. Aquanta | 46. EnerVision | 87. National Rural Utilities Cooperative Finance Corporation | 119. Seattle City Light |
| 10. Arizona Public Service | 47. ev.energy | 88. NB Power | 120. Shifted Energy |
| 11. Armada Power | 48. Evergy | 89. New Braunfels Utilities | 121. Smart Electric Power Alliance |
| 12. Austin Energy | 49. Eversource | 90. New Hampshire Electric Cooperative | 122. Snohomish County PUD |
| 13. Austin Independent School District | 50. Extensible Energy | 91. New York Power Authority | 123. Sonoma Clean Power |
| 14. Baltimore Gas and Electric | 51. FirstEnergy | 92. North Carolina Electric Membership Corporation | 124. Southern California Edison |
| 15. BC Hydro | 52. FlexCharging | 93. NTC | 125. Southern California Gas Company |
| 16. Benton PUD | 53. FPL | 94. OATI | 126. Tampa Electric Company |
| 17. Berkshire Hathaway Energy | 54. Franklin Energy | 95. Olivine | 127. Tantalus |
| 18. Bonneville Power Administration | 55. GDS Associates | 96. Oncor Electric Delivery | 128. Tennessee Valley Authority |
| 19. Bowen Advisors | 56. Generac Grid Services | 97. OpenADR Alliance | 129. The Brattle Group |
| 20. Bristol Tennessee Essential Services | 57. Georgia Power Company | 98. Opinion Dynamics | 130. Threshold |
| 21. Central Electric Power Cooperative | 58. Geotab Energy | 99. Opus One | 131. Tierra Resource Consultants |
| 22. Central Hudson Gas & Electric | 59. Google (Nest) | 100. Oracle Utilities | 132. TRC |
| 23. CLEARResult | 60. Great River Energy | 101. Orange and Rockland Utilities | 133. Tri-State Generation & Transmission |
| 24. COI Energy Services | 61. GridBeyond | 102. Otter Tail Power Company | 134. Trickle Star |
| 25. Commonwealth Edison | 62. GridOptimize | 103. Pacific Gas & Electric | 135. Trico Electric Cooperative |
| 26. Con Edison | 63. GridPoint | 104. PECO, An Exelon Company | 136. Tucson Electric Power |
| 27. Consumers Energy Company | 64. GridX | 105. Pepco, an Exelon Company | 137. Uplight |
| 28. Copper Labs | 65. Guidehouse | 106. Portland General Electric | 138. Utility Load Management Exchange |
| 29. CPower Energy Management | 66. Hawaiian Electric Company | 107. Powerley | 139. Virtual Peaker |
| 30. CPS Energy | 67. High West Energy | 108. Racepoint Energy | 140. West Monroe Partners |
| 31. Dairyland Power Cooperative | 68. Honeywell Smart Energy | 109. Rappahannock Electric Cooperative | 141. Xcel Energy |
| 32. DemandQ | 69. Hoosier Energy | 110. Recurve | 142. Zeuthen Management Solutions |
| 33. DTE Energy | 70. ICF | | |
| 34. Duke Energy | 71. Idaho Power | | |
| 35. E Source | 72. IGS Energy | | |
| 36. Eaton | 73. Illume Advising | | |
| 37. ecobee | 74. Integral Analytics | | |
| | 75. IPKeys Power Partners | | |
| | 76. Itron | | |
| | 77. Jackson EMC | | |
| | 78. Johns Hopkins University | | |