Evolution, state and challenges of Demand Response in PJM Wholesale Markets

Demand Response 4-A: ISO Round-Up
Association for Demand Response and Smart Grid
2014 National Town Meeting on Demand Response and Smart Grid

Pete Langbein
Evolution and state of DR in PJM Wholesale Markets

- Regulatory environment
- Financial Scale
- Operational Capability
- Provider Diversity
- Market Access
- Customer Participation
Challenges

• DR predictability
  – Long term: Relationship between participation, economic cycles and price sensitivity relative to reliability and planning
  – Short term:
    • Persistence to multiple dispatches
    • Limited participation in energy markets
• Operational scale, reliability and transparency
• Retail/Wholesale coordination