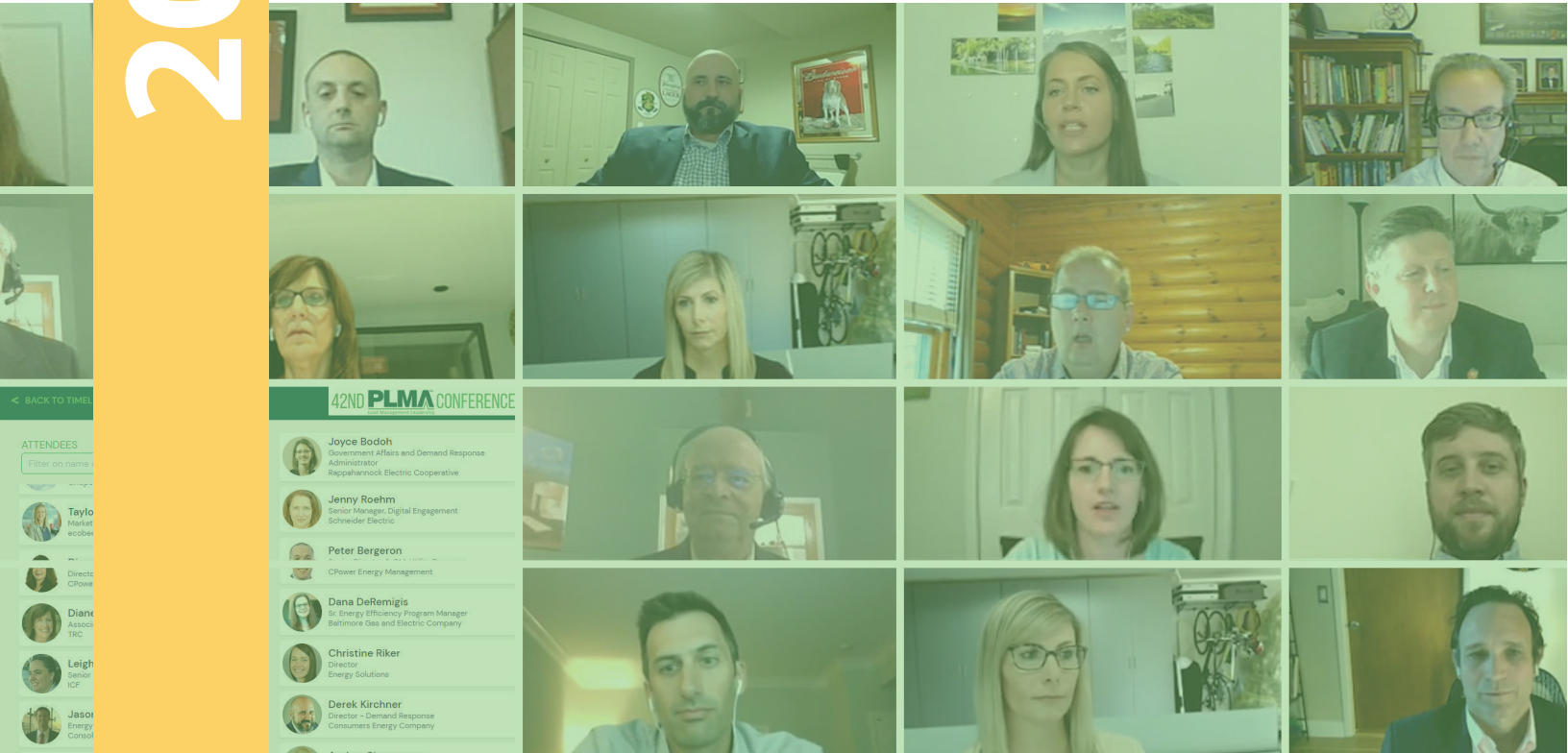


2020

Annual Report



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 168 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.

LEADERSHIP IN SHARING LOAD MANAGEMENT EXPERTISE



The 41st and 42nd PLMA Conferences Online achieved **combined record registrations of over 1,400.**



PLMA Interest Groups hosted nine **HOT TOPIC Conversations** for member practitioners.



PLMA's social media engagement grew to **3,249** followers on LinkedIn and **504** followers on Twitter.

TOP 5

Load Management Dialogues

- 1 Calculating Cost Effectiveness for Energy Efficiency and Demand Response
- 2 Why is Electricity Pricing So Difficult? Between a Rock and a Smart Meter
- 3 US Department of Energy's Future Connected Communities: Validating Buildings as a Grid Resource
- 4 17th PLMA Awards: National Grid and EnergyHub for National Grid's ConnectedSolutions Program
- 5 Perspectives on FERC Order 2222



Audiences downloaded PLMA's Load Management Dialogue podcast **over 1,290 times.**



PLMA hired its first two full-time employees: an **Executive Director** and a **Chief Development Officer.**

PLMA's Global Reach Advanced:

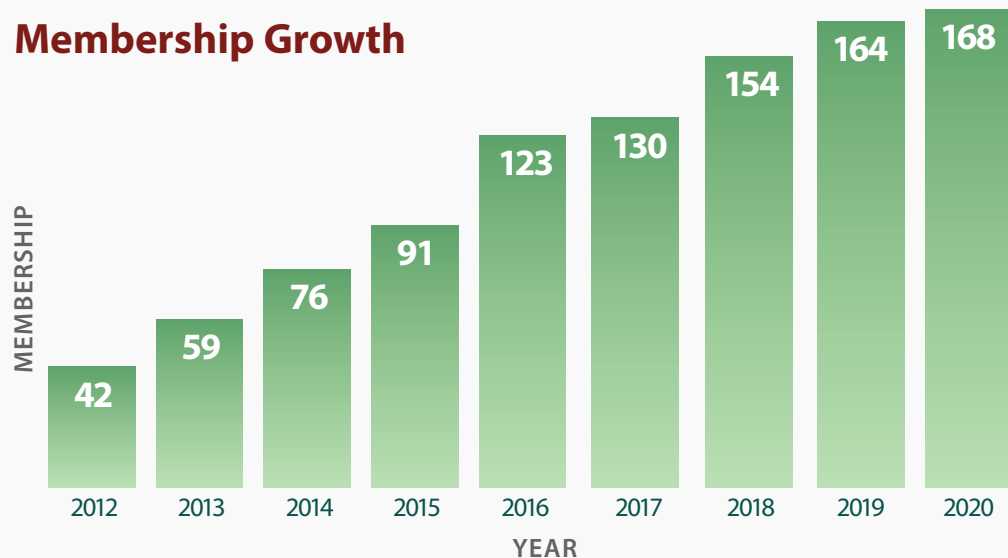
- > Presentations held with South Africa, Australia, and Israel.
- > Training assistance provided to Colombia, South America.
- > PLMA membership included companies from Canada and the U.K.
- > A record 87 global stakeholders registered for a PLMA conference in 2020.



HOT TOPIC Conversations

- 1 A CCA's Behind-the-Meter Innovative Storage Program
- 2 Utility Programs that Help Customers during COVID-19 Quarantine
- 3 Dialing Up TOU Rates on the Radio
- 4 PLMA's DER Interest Group: Evolving Forward
- 5 Burning Topics in Customer Engagement

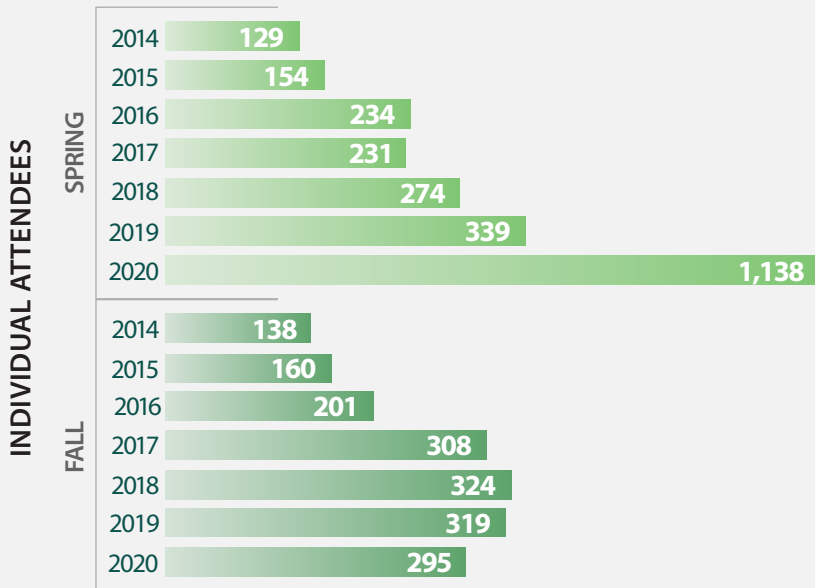
Membership Growth



Conference Planning Group

Produced two online, multi-day events with 41 total sessions, offered in both live and on-demand formats.

TWICE-ANNUAL PLMA CONFERENCES
consistently attract
OVER 30% UTILITY STAFF
and
OVER 50% FIRST-TIME ATTENDEES



Awards Program Group

Recruited and judged nominations for six awards in three categories:

**PROGRAM
PACSETTERS**

- Arizona Public Service and EnergyHub for their DER Aggregations Program
- National Grid and EnergyHub for National Grid's *ConnectedSolutions* Program

**THOUGHT
LEADERS**

- City of New York, Department of Citywide Administrative Services, for Building Operator Engagement
- CPS Energy for Public Engagement

**TECHNOLOGY
PIONEER**

- Austin Energy for the SHINES Project
- Connected Energy Ltd. (U.K.) for Battery Recycling to Energy Storage in Belgium

The Education Planning Group

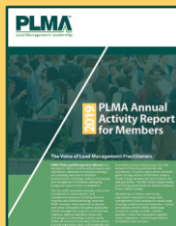
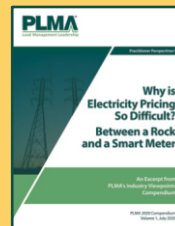
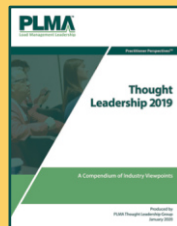
Trained over 100 practitioners in three PLMA classes presented online in 2020:

- 1 The Evolution of Demand Response to Distributed Energy Resources
- 2 DER Wholesale Market Fundamentals, co-hosted with Southern California Edison
- 3 DR Program Design and Implementation, co-hosted with Southern California Edison



Thought Leadership Group

Published four industry reports and helped produced over 26 webcasts with over 2,450 total registrants.



Officers serving Fall 2019 to 2021:

Chair: Michael Brown, NV Energy
Vice Chair: Richard Barone, TRC Companies
Treasurer: Troy Eichenberger, Tennessee Valley Authority
Secretary: Joseph E. Childs, Eaton

Laurie Duhan
Baltimore Gas and Electric

Justin Chamberlain
CPS Energy

Derek Kirchner
Consumers Energy Company

Robin Maslowski
Guidehouse

Ruth Kiselewich
ICF

Olivia Patterson
Opinion Dynamics

Christine Riker
Energy Solutions

Andrea Simmons
Idaho Power

MEMBER DIRECTORY (as of December 31, 2020)

- | | | | |
|--|--|---|---|
| 1. Accenture | 43. Customized Energy Solutions | 90. Idaho Power | 132. Sacramento Municipal Utility District |
| 2. Advanced Energy | 44. Dairyland Power Cooperative | 91. IGS Energy | 133. Saint John Energy |
| 3. Alectra Utilities | 45. DemandQ | 92. Illume Advising | 134. Salt River Project |
| 4. Alternative Energy Systems Consulting | 46. DNV GL | 93. Indianapolis Power & Light Co. | 135. San Diego Gas & Electric |
| 5. Ameren | 47. DTE Energy | 94. Integral Analytics | 136. Santee Cooper |
| 6. American Public Power Association | 48. Duke Energy | 95. IPKeys Power Partners | 137. Schneider Electric |
| 7. Apex Analytics | 49. E Source | 96. Itron | 138. Scope Services |
| 8. Apogee Interactive | 50. E4TheFuture | 97. Jackson EMC | 139. Seattle City Light |
| 9. Applied Energy Group | 51. Eaton | 98. Kiwi Power Ltd. | 140. Shifted Energy |
| 10. APTIM | 52. ecobee | 99. Landis+Gyr | 141. Smart Electric Power Alliance |
| 11. Aquanta | 53. Edison Electric Institute | 100. Leap | 142. Smartenit |
| 12. Arizona Public Service | 54. Efficiency Vermont | 101. Modesto Irrigation District | 143. Snohomish County PUD |
| 13. Armada Power | 55. EFI | 102. National Grid | 144. Southern California Edison |
| 14. Austin Energy | 56. EGM | 103. National Rural Electric Cooperative | 145. Southern California Gas Company |
| 15. Baltimore Gas and Electric | 57. Elocity | 104. NB Power | 146. Steffes |
| 16. BC Hydro | 58. Emerson Commercial & Residential Solutions | 105. New Braunfels Utilities | 147. Sunverge Energy |
| 17. Benton PUD | 59. EMI Consulting | 106. New Hampshire Electric Cooperative | 148. Swell Energy |
| 18. Berkshire Hathaway Energy | 60. Enbala | 107. New York Power Authority | 149. Tampa Electric Company |
| 19. Black & Veatch Management Consulting | 61. Encycle | 108. Nexant | 150. Tantalus |
| 20. Bonneville Power Administration | 62. Enel X | 109. North Carolina Electric Membership Corporation | 151. Tennessee Municipal Electric Power Association |
| 21. Bowen Capital Advisors | 63. Energy Solutions | 110. NTC | 152. Tennessee Valley Authority |
| 22. Bristol Tennessee Essential Services | 64. EnergyHub | 111. OATI | 153. Tetra Tech |
| 23. Buffalo Niagara Medical Campus | 65. EnerVision | 112. Oklahoma Gas & Electric | 154. The Brattle Group |
| 24. Cadmus | 66. Entergy | 113. Olivine | 155. Threshold |
| 25. Calico Energy | 67. EPRI | 114. Oncor Electric Delivery | 156. Tierra Resource Consultants |
| 26. Central Hudson Gas & Electric | 68. ERS | 115. Open Systems International | 157. TRC |
| 27. Chelan PUD | 69. Evergy | 116. OpenADR Alliance | 158. Tri-State Generation & Transmission |
| 28. City of Tallahassee Utilities | 70. Eversource | 117. Opinion Dynamics | 159. Trickle Star |
| 29. Clean Power Research | 71. Extensible Energy | 118. Opus One | 160. Tucson Electric Power |
| 30. CLEAResult | 72. FirstEnergy | 119. Oracle Utilities | 161. Uplight |
| 31. Cobb EMC | 73. FleetCarma | 120. Orange and Rockland Utilities | 162. Utility Load Management Exchange |
| 32. COI Energy Services | 74. FPL | 121. Pacific Gas & Electric | 163. Vectren A Centerpoint Energy Company |
| 33. Colburn | 75. Franklin Energy | 122. Packetized Energy | 164. Waseda University |
| 34. Commonwealth Edison | 76. GDS Associates | 123. PECO, An Exelon Company | 165. West Monroe Partners |
| 35. Con Edison | 77. Generac | 124. Pepco, an Exelon Company | 166. Xcel Energy |
| 36. Connected Energy | 78. Georgia Power Company | 125. Portland General Electric | 167. Zen Ecosystems |
| 37. Connected Energy Limited | 79. Google (Nest) | 126. Powerley | 168. Zeuthen Management Solutions |
| 38. Consumers Energy Company | 80. Great River Energy | 127. PPL Electric Utilities | |
| 39. Contract Callers | 81. GridBeyond | 128. Public Service Company of Oklahoma | |
| 40. Copper Labs | 82. GridFabric | 129. Rappahannock Electric Cooperative | |
| 41. CPower Energy Management | 83. GridOptimize | 130. Resideo | |
| 42. CPS Energy | 84. GridPoint | 131. RF Demand Solutions | |
| | 85. Guidehouse | | |
| | 86. Hawaiian Electric Company | | |
| | 87. High West Energy | | |
| | 88. Honeywell Smart Energy | | |
| | 89. ICF | | |

Don't see your organization listed? Join today at www.peakload.org