



# ANNUAL REPORT 2023

## The Voice of Load Management Practitioners

**PLMA (Peak Load Management Alliance)**, a volunteer-led nonprofit association, was founded in 1999. Today, PLMA has almost 200 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.

In **2023**, PLMA members and stakeholders participated in these programs:

**1** Symposium

- > EV Symposium on Managed Charging in Detroit, MI with 205 registered attendees including auto OEMs and utility managed charging professionals

**2** North American Conferences

- > 47<sup>th</sup> PLMA Conference in Memphis, TN with 378 registered attendees
- > 48<sup>th</sup> PLMA Conference in Charlotte, NC with 395 registered attendees

**12** Load Management Dialogues (webinars)

**8** HOT TOPICS and Virtual Meetups Hosted by PLMA Interest and Affinity Groups (webinars)

**7** Training Classes

- > 4 in person, 3 live online

**4** Social Media Platforms

**2** In-Person Board Meetings

**3** Stakeholder Surveys

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

**1** Awards Program

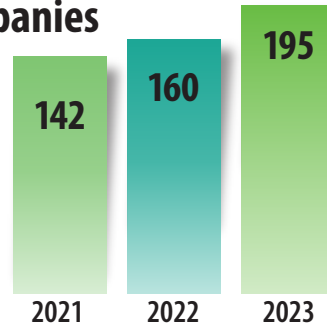
**1** Member Meetup at DistribuTech in San Diego

**1** Election

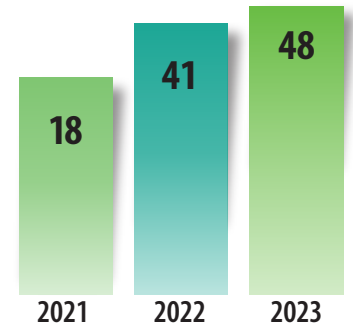
- > Officers, term 2023-2025

# Growth in Strategic Engagement

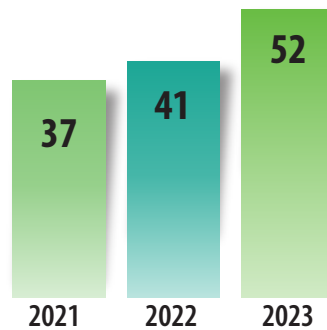
## Total PLMA Member Companies



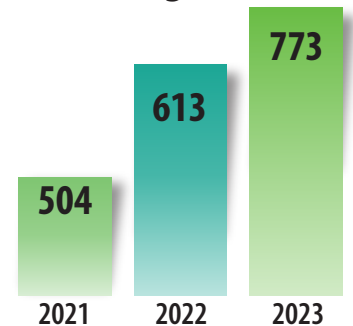
## New Member Companies



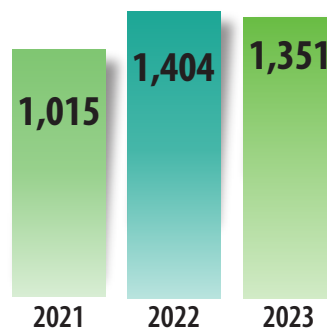
## PLMA Leaders



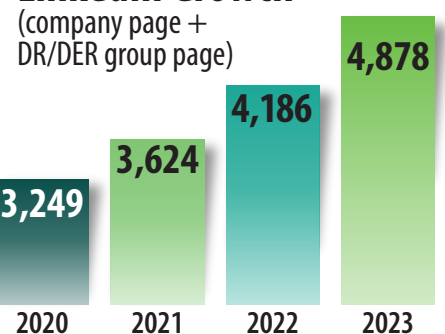
## Conference Registrations



## Podcast Downloads



## LinkedIn Growth





# 52

Volunteer leaders  
oversaw PLMA  
programming in 2023, a  
27% increase over 2022.

## Officers (2023-2025)

PLMA's Fall elections resulted in the re-election of the current four officers, who will serve an additional two-year term each.



**Board Chair**  
Richard  
Barone  
Oracle



**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



**Jenny Roehm**  
Schneider  
Electric



**Justin  
Chamberlain**  
CPS Energy



**Jon Hilowitz**  
Orange and  
Rockland  
Utilities



**Kari Binley**  
ecobee



**Eamonn Urey**  
Salt River  
Project



**Eric Van Orden**  
Virtual Peaker

**2023 Affinity  
and Interest  
Groups:**

Women in DM  
Affinity Group

Commercial +  
Industrial Flex Load  
Interest Group

Connected Devices  
Interest Group

Customer  
Engagement  
Interest Group

Electric  
Transportation  
Interest Group

Global Load  
Management  
Interest Group

Retail Pricing  
Interest Group



# PLMA Welcomed **48** New Members in 2023:

- > ADM Associates
- > Alternative Energy Systems Consulting
- > Armada Power
- > Ava Community Energy (Formerly East Bay Community Energy)
- > BrightLine Group
- > Cadmus Group
- > California ISO
- > Caremiles
- > Chelan County PUD
- > Choice Digital Corp
- > Community Power Coalition of New Hampshire
- > Derapi
- > DNV
- > Duquesne Light Company
- > Electric Power Engineers
- > Entergy
- > EPRI
- > ev.energy
- > GE Digital
- > GridX, Inc.
- > Integral Analytics
- > IPKeys Power Partners
- > JEA
- > Kraken
- > Lenore Zeuthen Independent Consultant
- > Lumin
- > Manitowoc Public Utilities
- > Memphis Light Gas and Water
- > Mysa
- > Newfoundland Power
- > Nissan Group of North America
- > NRG Curtailment Solutions
- > NTC
- > NW Natural
- > Oglethorpe Power Corporation
- > Optiwatt
- > Piclo
- > Puget Sound Energy
- > Rainforest Automation
- > Resource Innovations
- > Rhythmos
- > Rolling Energy Resources
- > Sagewell
- > Span
- > Swell Energy
- > SWITCH Energy, Inc.
- > Tacoma Power
- > Universal Devices
- > Vistra Corp

# 1,351

## "Load Management Dialogues" Podcasts Downloaded from Across 24 Countries

### TOP 3

#### Best Performing Podcast Topics

1. 2023 Trends the Experts are Watching
2. SCE, Gridx, and Oracle: The TOU Transition
3. Salt River Project, EnergyHub, Google (Nest), and TechniArt: The BYOT DR Program for Hard-to-Reach Customers



#### Best Performing HOT TOPIC Conversations

1. **Retail Pricing Interest Group**  
Xcel Energy's Journey with C&I Customers
2. **Electric Transportation Interest Group**  
Standardizing V2G: A Critical Factor in Widespread Adoption
3. **Retail Pricing Interest Group**  
California's Journey With Income-Graduated Fixed Charges

#### Best Performing Load Management Dialogue webinars

1. Rocky Mountain Power: The Wattsmart Battery DR Program
2. Trends to Watch in 2023 with Utility Dive
3. DOE's Pathway to Commercial Liftoff for Virtual Power Plants





# PLMA™ EV Symposium: Managed Charging

PLMA welcomed 205 attendees to Detroit, MI, for the first-ever EV Symposium on Managed Charging, including participants from 9 OEM companies.



Mercedes-Benz



RIVIAN



## PLMA's 2023 Award Winners

### TECHNOLOGY PIONEER



**Rocky Mountain Power:**  
The Wattsmart Battery DR Program

### PROGRAM PACESETTERS



**Consumers Energy with Sagewell:**  
The PowerMIDrive Program

**Southern Maryland Electric Cooperative with ICF:**  
The FlexTemp Pilot

**Salt River Project with EnergyHub, Google, and TechniArt:**  
The BYOT DR Program for Hard-to-Reach Customers

### THOUGHT LEADERS



**CPS Energy with EnergyHub:**  
The FlexEV Smart Rewards and the FlexEV Off-Peak Rewards Program

**Southern California Edison with GridX and Oracle:**  
The TOU Transition

# 2023's New Initiatives



## PLMA's YouTube Channel

A public video platform featuring recordings of all PLMA webinars and news highlights.

[youtube.com/@PLMAAdr](https://youtube.com/@PLMAAdr)



## PLMA Virtual Meetups

An informal member-focused conversation on experiences, initiatives, and lessons learned.

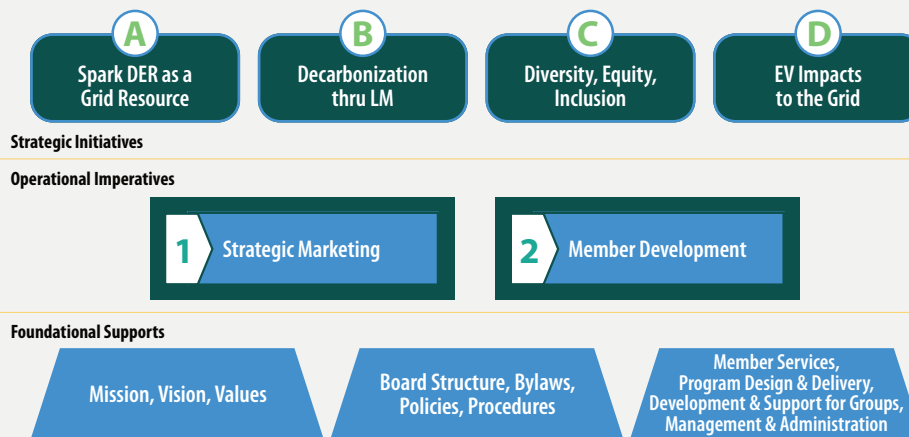


## PLMA's Women in DM Network

A new LinkedIn Group that brings together all PLMA women to network, post jobs, and exchange industry information.

[www.linkedin.com/groups/14304337/](https://www.linkedin.com/groups/14304337/)

# 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. ADM Associates                              | 48. Dominion Energy                | 101. Kitu Systems   | 145. Qmerit                                    |
| 2. Advanced Energy                             | 49. DTE Energy                     | 102. Kraken   | 146. Rainforest Automation                     |
| 3. AESC  | 50. Duke Energy                    | 103. Lawrence Berkeley National Laboratory                    | 147. Rappahannock Electric Cooperative         |
| 4. AESP  | 51. Duquesne Light Company         | 104. Leap Energy  | 148. Recurve                                   |
| 5. Alliant Energy                              | 52. E Source                       | 105. Lenore Zeuthen Independent Consultant                    | 149. Resideo Grid Services                     |
| 6. Ameren                                      | 53. Eaton                          | 106. Linden Clean Energy                                      | 150. Resource Innovations                      |
| 7. American Municipal Power                    | 54. ecobee                         | 107. Lumin  | 151. Rhythmos                                  |
| 8. American Public Power Association           | 55. Edison Electric Institute      | 108. Madison Gas and Electric                                 | 152. RMI                                       |
| 9. Apex Analytics                              | 56. Edo                            | 109. Manitoba Hydro   | 153. Rolling Energy Resources                  |
| 10. Apogee Interactive                         | 57. EFI                            | 110. Manitowoc Public Utilities                               | 154. Sacramento Municipal Utility District     |
| 11. Applied Energy Group                       | 58. Efficiency Vermont             | 111. Memphis Light, Gas and Water                             | 155. Sagewell                                  |
| 12. APTIM                                      | 59. EGM                            | 112. Michaels Energy  | 156. Salt River Project                        |
| 13. Aquanta                                    | 60. Electric Power Engineers       | 113. Modesto Irrigation District                              | 157. San Diego Gas & Electric                  |
| 14. Arizona Public Service                     | 61. Elexity                        | 114. Mysa   | 158. Santee Cooper                             |
| 15. Armada Power                               | 62. Enel                           | 115. National Grid  | 159. Schneider Electric                        |
| 16. Austin Energy                              | 63. Energy Solutions               | 116. National Renewable Energy Laboratory (NREL)              | 160. Scope Services                            |
| 17. Ava Community Energy                       | 64. EnergyHub                      | 117. National Rural Electric Cooperative                      | 161. Seattle City Light                        |
| 18. Avangrid                                   | 65. Enersponse                     | 118. National Rural Utilities Cooperative Finance Corporation | 162. Sense                                     |
| 19. Baltimore Gas and Electric                 | 66. Enervee                        | 119. New Braunfels Utilities                                  | 163. Shifted Energy                            |
| 20. BC Hydro                                   | 67. EnerVision                     | 120. New Hampshire Electric Cooperative                       | 164. Sinopé Technologies                       |
| 21. Benton PUD                                 | 68. Entergy                        | 121. Newfoundland Power                                       | 165. Smart Electric Power Alliance             |
| 22. Berkshire Hathaway Energy                  | 69. EPRI                           | 122. Nissan Group of North America                            | 166. Snohomish County PUD                      |
| 23. Bidgely                                    | 70. ev.energy                      | 123. North Carolina Electric Membership Corporation           | 167. Sonoma Clean Power                        |
| 24. Bonneville Power Administration            | 71. Evergy                         | 124. NorthBridge Energy Partners                              | 168. Southern California Edison                |
| 25. The Brattle Group                          | 72. Eversource                     | 125. NRG  | 169. Southern California Gas Company           |
| 26. BrightLine Group                           | 73. Fermata Energy                 | 126. NTC  | 170. Span                                      |
| 27. Cadmus Group                               | 74. FirstEnergy                    | 127. OATI   | 171. Swell Energy                              |
| 28. California ISO                             | 75. FlexCharging                   | 128. Octopus Energy   | 172. SWITCH                                    |
| 29. Camus Energy                               | 76. Florida Power and Light        | 129. Oglethorpe Power Corporation                             | 173. Tacoma Power                              |
| 30. Caremiles                                  | 77. Franklin Energy                | 130. Olivine  | 174. Tennessee Valley Authority                |
| 31. Central Hudson Gas & Electric              | 78. Gainesville Regional Utilities | 131. Ohmconnect   | 175. Tetra Tech                                |
| 32. Chelan County PUD                          | 79. GDS Associates                 | 132. Oncor Electric Delivery                                  | 176. Threshold                                 |
| 33. Choice Digital Corp                        | 80. GE Digital                     | 133. OpenADR Alliance   | 177. Tierra Resource Consultants               |
| 34. CLEAResult                                 | 81. Generac Grid Services          | 134. Opinion Dynamics   | 178. TRC                                       |
| 35. Commonwealth Edison                        | 82. Georgia Power Company          | 135. Optiwatt   | 179. Tri-State Generation & Transmission       |
| 36. Community Power Coalition of New Hampshire | 83. Google (Nest)                  | 136. Oracle Utilities   | 180. Trickle Star                              |
| 37. Con Edison                                 | 84. GridOptimize                   | 137. Orange and Rockland Utilities                            | 181. Trico Electric Cooperative                |
| 38. Connected Energy                           | 85. GridX                          | 138. Otter Tail Power Company                                 | 182. Tucson Electric Power                     |
| 39. Consumers Energy Company                   | 86. Guidehouse                     | 139. Pacific Gas & Electric                                   | 183. Universal Devices                         |
| 40. Copeland                                   | 87. Hawaiian Electric Company      | 140. Pepco, an Exelon Company                                 | 184. University of North Carolina at Charlotte |
| 41. Copper Labs                                | 88. Honeywell Smart Energy         | 141. Piclo  | 185. Uplight                                   |
| 42. CPower Energy Management                   | 89. Hoosier Energy                 | 142. Portland General Electric                                | 186. Utility Load Management Exchange          |
| 43. CPS Energy                                 | 90. ICF                            | 143. Puget Sound Energy                                       | 187. UtilityAPI                                |
| 44. Dairyland Power Cooperative                | 91. Idaho Power                    | 144. PSEG Long Island   | 188. Virtual Peaker                            |
| 45. Demand Side Analytics                      | 92. IGS Energy                     |   | 189. Vistra Corp                               |
| 46. Derapi                                     | 93. Illume Advising                |   | 190. WeaveGrid                                 |
| 47. DNV  | 94. Integral Analytics             |   | 191. West Monroe Partners                      |
|  | 95. IPKeys Power Partners          |   | 192. Xcel Energy                               |
|  | 96. Itron                          |   |  |
|  | 97. Jackson EMC                    |   |  |
|  | 98. JEA                            |   |  |
|  | 99. Johns Hopkins University       |   |  |
|  | 100. Kaluza                        |   |  |