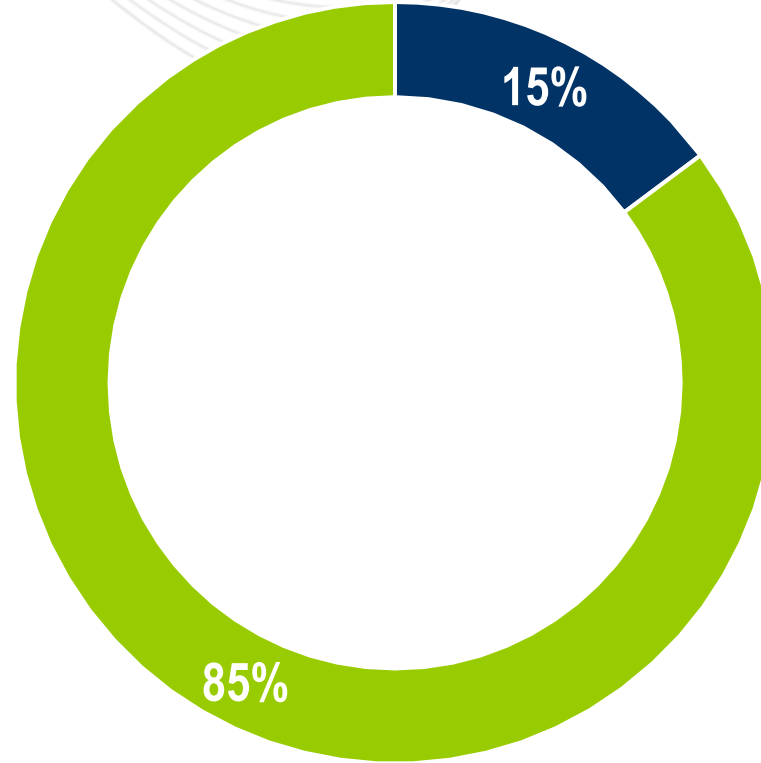


Demand Flexibility Survey Results



Skyler Marzewski
Market Design
DISRS
July 14, 2023

- Thank you for taking the survey!
- Survey was open from April 13 to May 19.
- Total participation in the survey was light, with only 27 responses.
- There is no law of small numbers, meaning the results are only representative of the sample size.
- A large majority of the respondents were open to a more detailed interview or focus group to discuss demand flexibility.

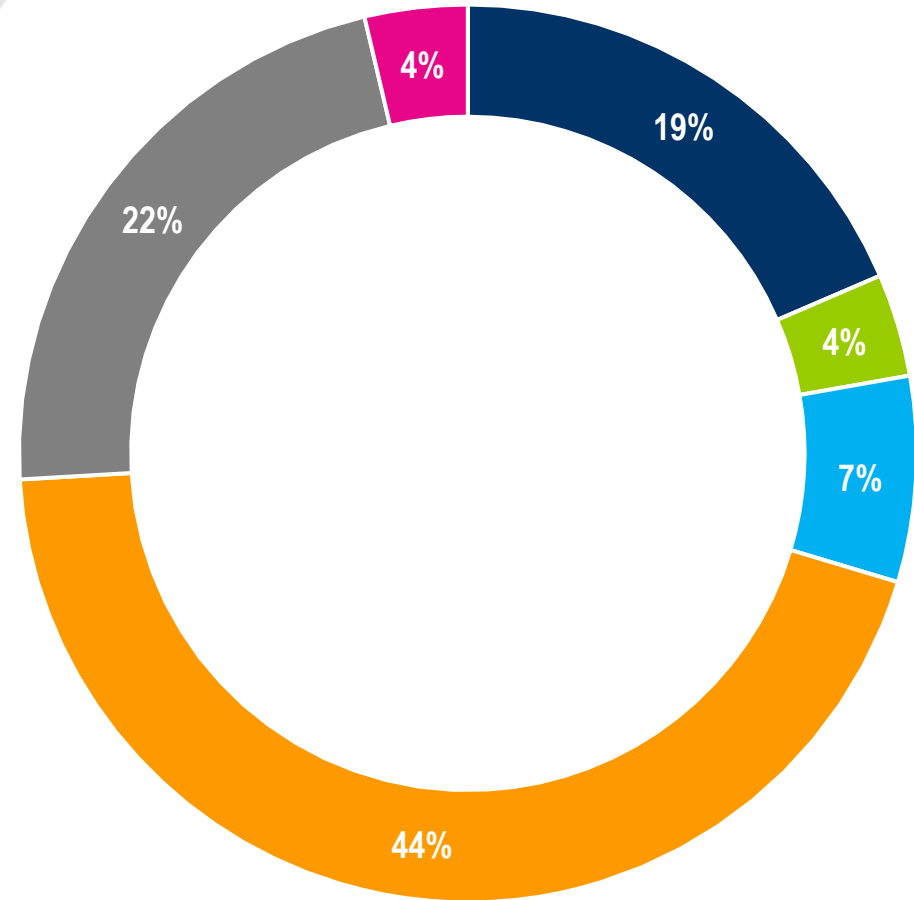


■ Members ■ Non-Members

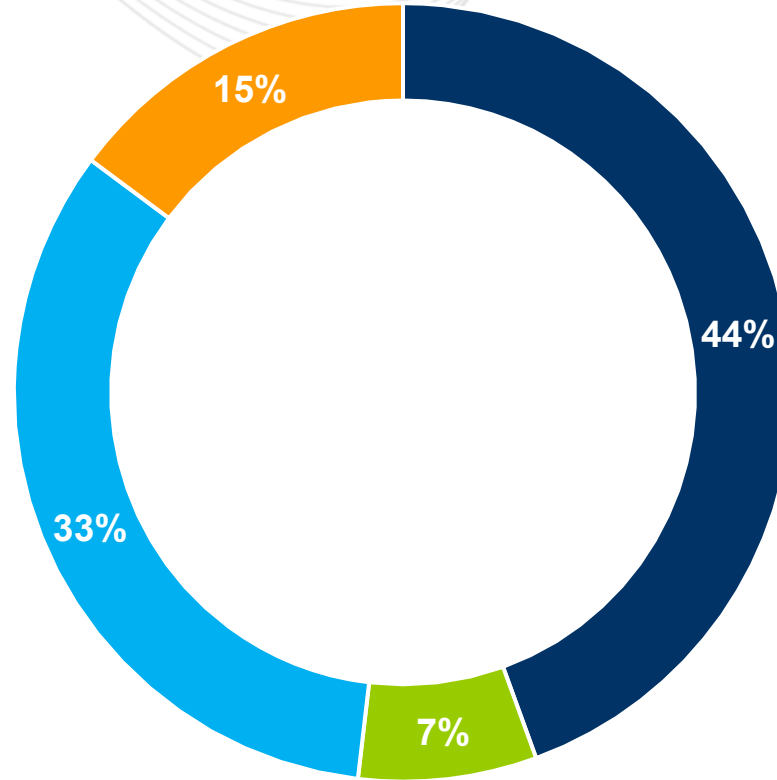


1. Which of the following best describes your perspective while answering this survey?

- I am a wholesale load customer
- I am a retail load customer
- I am a utility
- I am a Load Serving Entity
- I am an entity that aggregates load customers (such as a Curtailment Service Provider)
- Other (please specify)

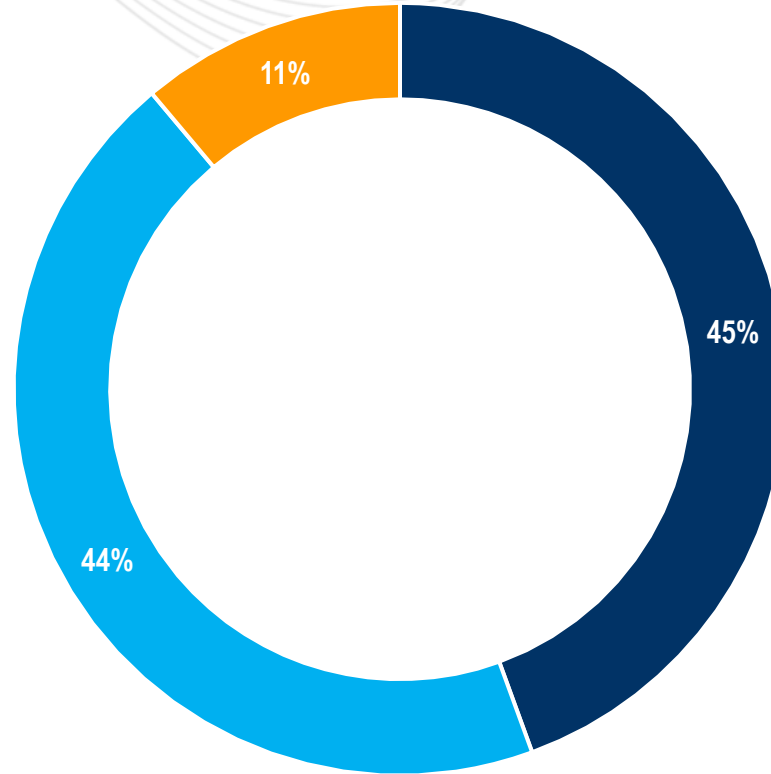


2. On a scale of not flexible to fully flexible, how flexible is the load you serve?



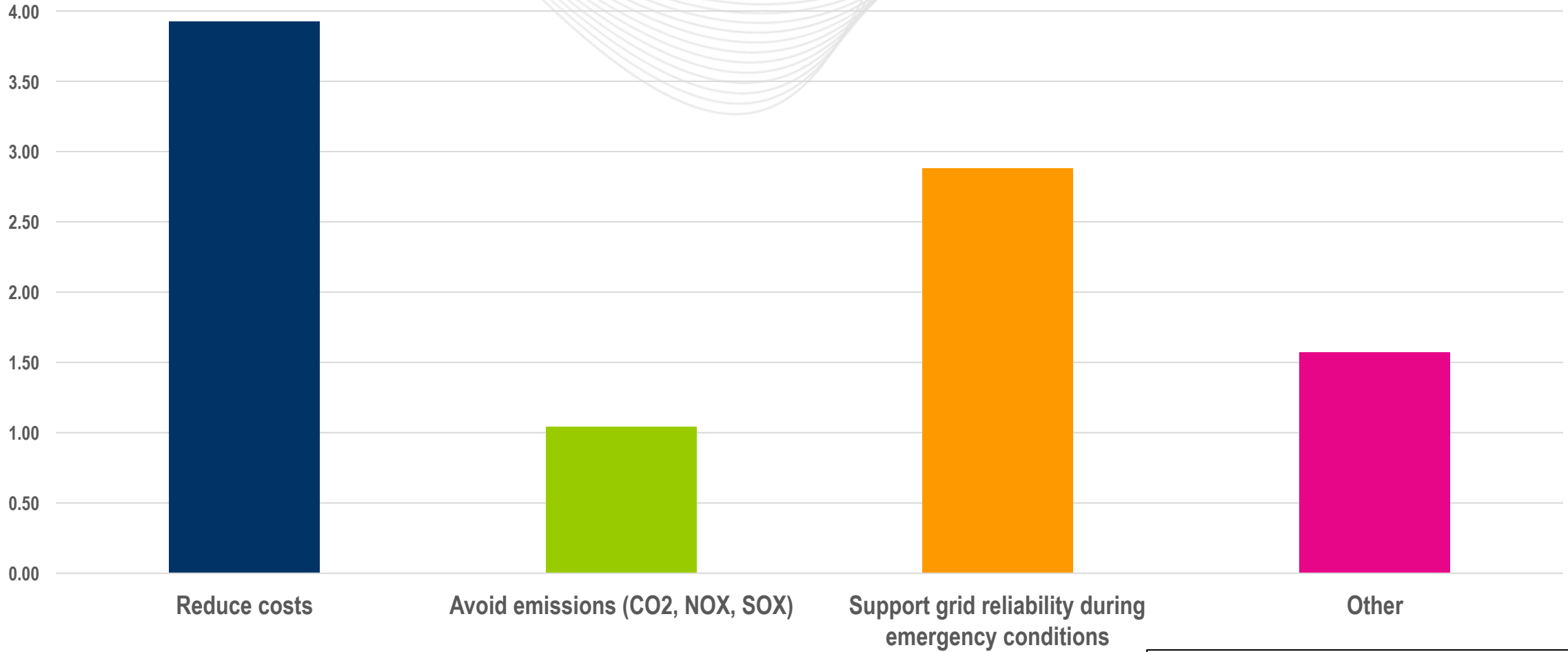
■ Not Flexible ■ Somewhat Flexible ■ Mostly Flexible ■ Flexible

3. How much notice do you need to be able to modify your load?



■ Not Flexible ■ Seconds ■ Minutes ■ Hours ■ Day(s) ■ Week(s)

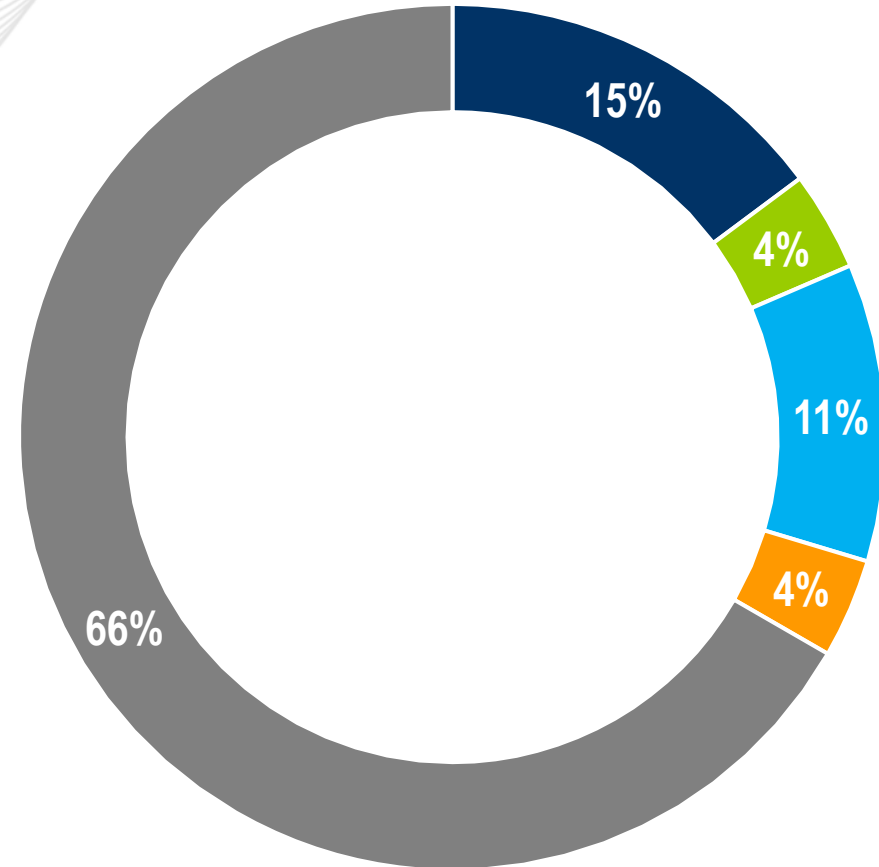
4. Weighted average of importance as to why load customers modify load usage?



Original Question: Please rank, with 1 being the most important and 4 being the least important, why load customers modify load usage?

5. How do you primarily manage your flexible load?

- Self-manage
- Utility or Load Serving Entity manages
- Curtailment Service Provider through PJM Wholesale Markets
- Do not participate
- Other

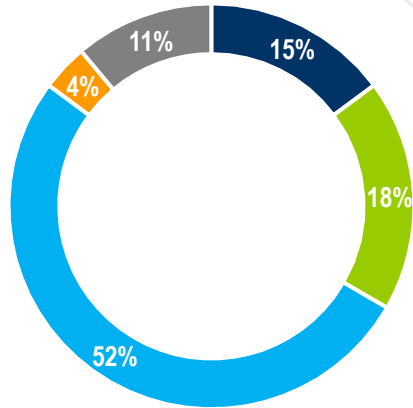




6. With regard to wholesale market signals, current conditions in the PJM market enable flexible load to offset costs. Please indicate whether you disagree or agree for each market listed.

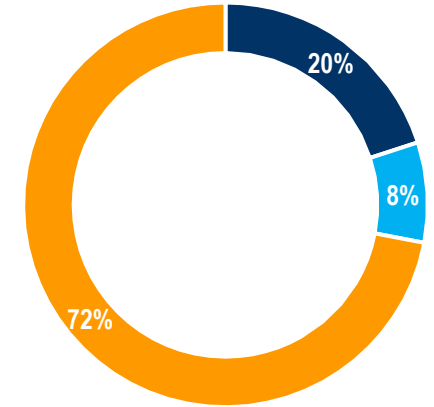
Capacity Market

- Strongly Disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly Agree



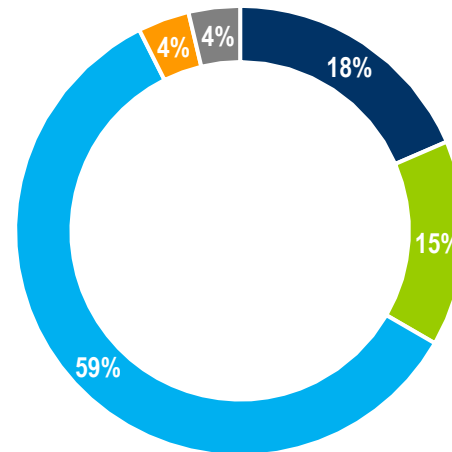
Energy Market

- Strongly Disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly Agree



Ancillary Services Markets

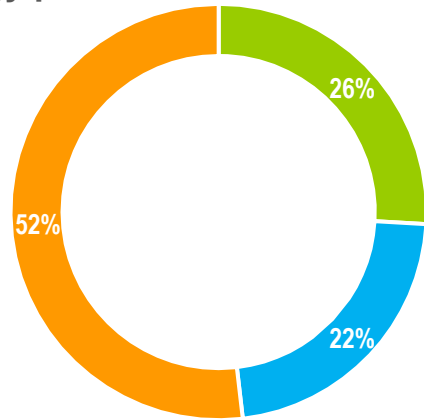
- Strongly Disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly Agree



7. With regard to retail market signals, please indicate whether you disagree or agree with the following statements:

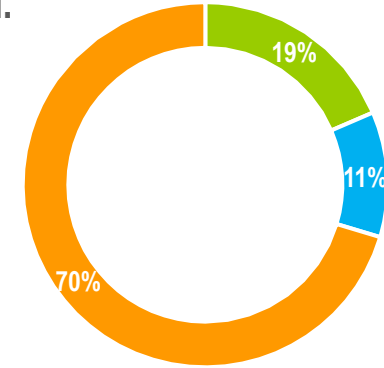
Retail energy prices align with wholesale energy prices.

- Strongly Disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly Agree



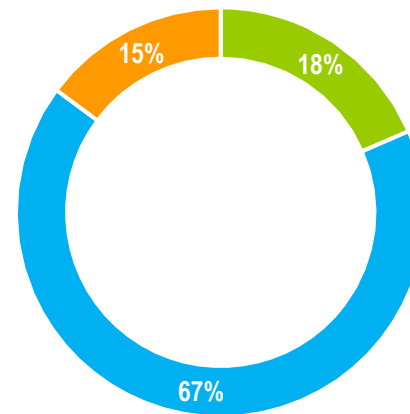
Retail rates and cost allocation principles provide incentives for customers to flex their load.

- Strongly Disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly Agree



Contracts and prices are available to leverage demand flexibility.

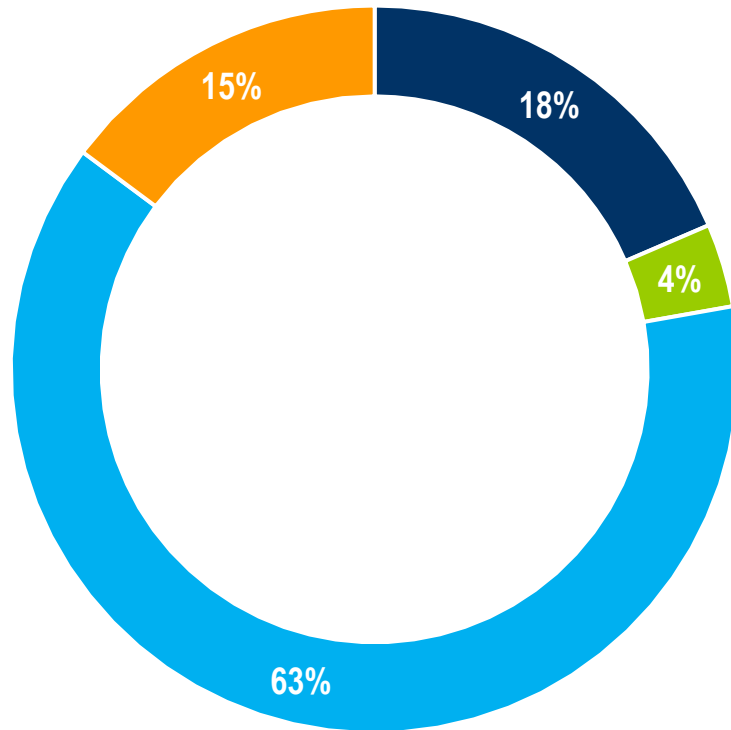
- Strongly Disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly Agree



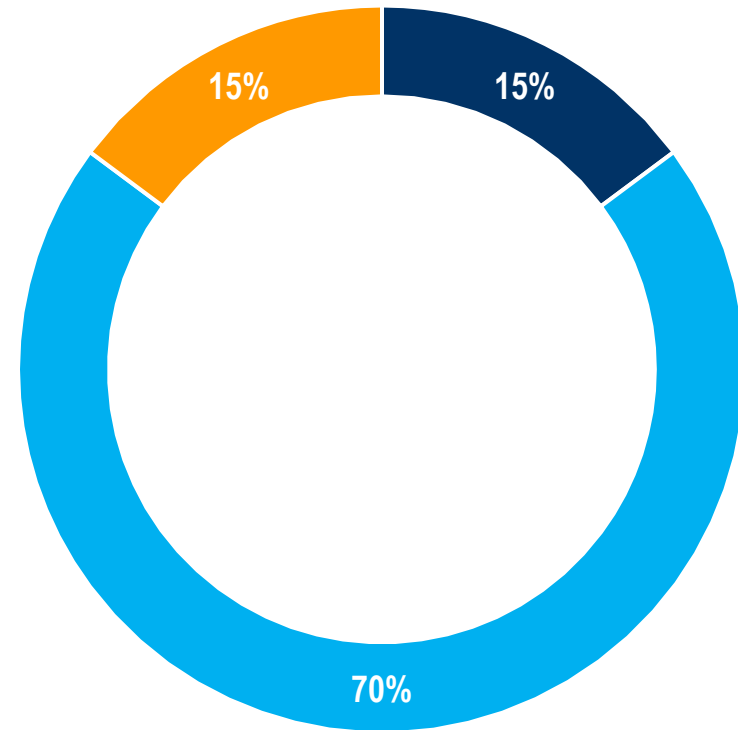


8. With regard to technology trends, please indicate whether you disagree or agree with the following statements:

Aggregating customers with smart thermostats have a path to market in PJM.



With electrification of residential appliances, vehicles and industrial machinery, load will be more flexible.



■ Strongly Disagree ■ Disagree ■ Neither agree or disagree ■ Agree ■ Strongly Agree

■ Strongly Disagree ■ Disagree ■ Neither agree or disagree ■ Agree ■ Strongly Agree

- PJM believes load flexibility, whether on the supply side or demand side, will continue to play an important role in operating the grid of the future.
- This survey helps us understand the views of stakeholders and provides us with some more specific areas to look at and contact info for further information gathering interviews.
- PJM expects to devote more effort to understanding this issue and exploring various aspects of enabling load flexibility in 2024.

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Demand Flexibility Survey



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(610) 666-2244 / it_ops_ctr_shift@pjm.com

