

Survey intro:

The purpose of this survey is to gather more information about how PJM members and load customers think about providing demand flexibility in the region, either through wholesale or retail markets. PJM considers demand flexibility to be an important part of facilitating decarbonization reliably and cost-effectively.

For the purposes of this survey, “demand flexibility” broadly means the ability to modify the load profile of a customer or set of customers in response to price, operational control signals or other motivating factors.

Customer Preference

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

[Not Flexible Somewhat Flexible Mostly Flexible Fully Flexible]

2. Please rank, with 1 being the most important and 4 being the least important, why load customers modify load usage?

- _____ Reduce costs
- _____ Avoid emissions (CO₂, NO_x, SO_x)
- _____ Support grid reliability during emergency conditions
- _____ Other (Please describe in provided space)

3. How do you primarily manage your flexible load? (select one)

- _____ Self-manage
- _____ Utility or Load Serving Entity manages
- _____ Curtailment Service Provider through PJM wholesale markets
- _____ Participate in both retail programs and PJM markets
- _____ Do not participate
- _____ Other (Please describe in provided space)

Wholesale Market Signals

4. PJM markets enable flexible load to offset costs.

a. Capacity Market

[Strongly Disagree Disagree Neither Agree/Disagree Agree Strongly Agree]

b. Energy Markets

[Strongly Disagree Disagree Neither Agree/Disagree Agree Strongly Agree]

c. Ancillary Services Markets

[Strongly Disagree Disagree Neither Agree/Disagree Agree Strongly Agree]

Comments:

Retail Market Signals

5. Retail energy prices align with wholesale energy prices.

[Strongly Disagree Disagree Neither Agree/Disagree Agree Strongly Agree]

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

[Strongly Disagree Disagree Neither Agree/Disagree Agree Strongly Agree]

7. Contracts and prices are available to leverage demand flexibility.

[Strongly Disagree Disagree Neither Agree/Disagree Agree Strongly Agree]

Comments:

Technology Trends

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

[Strongly Disagree Disagree Neither Agree/Disagree Agree Strongly Agree]

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

[Strongly Disagree Disagree Neither Agree/Disagree Agree Strongly Agree]

Comments:

10. Would you be amenable to PJM reaching out to you at some point in the future for a more detailed interview, perhaps as part of a focus group, to gather additional insights on demand flexibility? (Y/N)