Welcome to Davis, CA!

Thank you to our hosts and the UC Davis!

Wireless Internet: Please pick up an instruction sheet!

University of California Davis

- **Robert Good** is a research engineer for UC Davis' Center for Water-Energy Efficiency. He has a background in project management, waterway debris management, water system operations, and software development. His current research focus includes the impact of electricity rates on water utility operations, optimization and automation of water distribution networks, real-time data visualization, and the development of technologies to improve regional water resource and energy management. Robert holds a M.S. in Civil and Environmental Engineering from UC Davis.

Welcome to the OpenADR Member Meeting and Open House

- Board members in attendance

  - Mark Martinez – Southern California Edison
  - Albert Chiu – Pacific Gas & Electric
  - Mary Ann Piette - LBNL
  - Pierre Mullin – Siemens
  - Jamie Coffel – Honeywell
  - Rob Nawy – IPKeys

Housekeeping

- Wireless internet provided by the UCD – Thanks!
- Presentations will be posted after the meeting
- Lunch will be served right outside the meeting room
- Evening reception will be hosted outside the meeting room

Welcome!

- Mark Martinez - SCE
    - Mark is a senior program manager for Southern California Edison, with over 25 years' experience in the design and management of electric demand side management programs. He currently is in the policy and guidance lead for SCE's demand response (DR) Emerging Markets and Technology suite of pilots and programs that include load management, storage, water-energy nexus (WEN) and integrated distributed energy resources (IDER).

openADR
ALLIANCE

State of the Alliance
Rolf Bienert & Shannon Mayette

Davis, April 24, 2018

General Overview

- California 501 (c) (6) Mutual Benefit Corporation
- New address: 111 Deerwood Road, Suite 200, San Ramon, CA 94583

- Financial Overview
  - Annual revenue ~ $500,000
  - Assets $616,000

- Membership
  - 131 Member companies
  - 143 Certified Products

Board Members

Technical Activities

- Certification Program
  - Test houses
  - Test tool
- Next steps for OpenADR
  - DER
  - TE
- IEC: International Standardization

Marketing Update
April 24, 2018

Marketing Content for Member Meeting

- OpenADR Alliance Update
  - Recap of key activities
  - Events
  - Social media/ Web stats

- Marketing Committee Breakout Topics:
  - Webinar/ Blog/ Thought Leadership Calendar – identify key topics and possible speakers/writers
  - Education Plan to target utilities and regulators
    - Key message points around certification/ interoperability
    - Costs and benefits
    - Communicate the value of membership to members and why they need to take an active role
  - Outline of Program (workshops, online, etc)

Marketing Chair

- James Mater, General Manager, QualityLogic

*The MWG Committee has bi-weekly calls on Fridays at 11am-11:45am. Next call May 4th .

Marketing Objectives

- **Raise Brand Awareness**

  - Engage and educate the industry about the OpenADR Alliance

- **Build Membership**

  - Strategically build and maintain OpenADR membership domestically and internationally

- **Support adoption OpenADR 2.0 certified products**

  - Generate awareness for OpenADR certified products

Educate the Market

- Newsworthy content (press releases, blogs, articles)
- Speaking events
- Webinars on focused topics
- New white papers/case studies
- Social Media with more original content
  - LinkedIn, Twitter

OpenADR Press Releases

- **April 2017:** OpenADR Alliance Plans for the Future as Momentum Grows Behind New Initiatives

- **January 2017:** DTECH Media Advisory
  - Over 20 members exhibited and members BPL Global, Greenlots, Gridwiz, Kyrio/Digicert, Nishihara Energy and QualityLogic

- **October 2017:** OpenADR Alliance Announces First Certified Product Based on OpenADR 2.0 Program Guide

OpenADR and Members in the News

- Continue to see positive-neutral coverage regarding OpenADR.
- Jan-April: 38 article mentions

- FLO and Green Mountain Power team up to support residential EV charging in Vermont TMCnet.com – April 2017

- Triangle MicroWorks, Inc. will be Speaking at the IEEE PES T&D Power Forward Conference Covering Distributed Energy Resources (DER) Communications –March 2017

- Sunverge Extends Advanced Virtual Power Plant Capabilities- Electric Energy Online - February 2017

- As India gets on the electric mobility road, the future lies in managed charging –Refrigerated and Frozen Foods

- OpenADR mentioned in energy research by Parks Associates reveals 12% of U.S. broadband households that do not currently have solar PV panels are likely to purchase them in the next year.

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DistribuTECH 2018

San Antonio, TX

Jan. 23-25, 2018

Member Pavilion

Goals:

- Grow membership
- Showcase client and server implementations (demos at kiosks)
- Gather new projects that emerged from discussions, etc
- Media coverage – secure quality article opps from show

Objectives:

- Create awareness of the OpenADR Alliance and standard
- Create a strong sense of community for members (Pre-show and at show promotions)
- Coordinate key announcements from members/Alliance
- Create an understanding of the OpenADR standard and why is important for utilities and system operators to adopt

Booth Layout

From the show floor

Promotion

BEFORE SHOW

- Pre-show email blast sent from PennWell- mid-day on Thursday, Jan. 11th

- OpenADR media alert scheduled –January 16th

- Email blast to contacts/social media/OpenADR newsletter–ongoing

AT SHOW:

- Business Cards to promote online collateral /media materials

- Flyer with members exhibiting and member signs

Member Companies Exhibiting at DistribuTECH 2018

OpenADR Member	Booth
ABB Inc	1809
AutoGrid	2025
Blue Pillar	2961
BPL Global	2453
DNV GL	2337
Eaton	2825
Enbala Power Systems	1329
EPRI	622
Greenlots	2453
GridWiz	2453
Hitachi	3009
Honeywell Smart Energy	1823
IC Systems	1100
Itron	2609
Lockheed Martin Energy	1217
NISHIHARA ENERGY	2453
Panasonic	623
OpenADR Alliance	2453
QualityLogic	2453
Siemens	2209
Silver Spring Networks	2855, 2942
Skipping Stone	1401
Sumitomo Electric	734
Sunverge Energy	1323
STEM	3449
Trilliant	2129

www.openadr.org/information

Interested in more info?

www.openadr.org/information

OpenADR: Using OpenADR for DER

Summary

Kiosks: BPL Global, Greenlots, Gridwiz, Nishihara Energy, QualityLogic and Kyrio and Digicert

Product Wall: Honeywell, IPKeys, Sunrun and Universal Devices

- Exhibiting members were given member cards to display
- Over 100 leads captured
- *Tom Leibrant- PowerGrid International –follow up on editorial and ad opps*
- Post-show email to leads captured

DTECH 2019

- Reserved 20x20 for 2019 Feb. 5-7 in New Orleans – four companies gave verbal commitment to participate
- Call for Speaker Submissions Open til June 12th
- Booth planning to begin early October

Past Events for 2018

Webinar: Title 24 Changes and Impact on your OpenADR Strategy	*Jan. 17*	*Complete –recording available*
DistribuTECH 2018 – San Antonio	*Jan. 23-26*	*20x20 booth –member pavilion*
Smart Energy Summit	*Feb 19-21 Austin, TX*	*OpenADR supporting partner*
PLMA	*April 16-18 Coronado, San Diego*	OpenADR silver sponsor – table top and 3 min presentation

Open House and Member Meeting	April 24-25 UC Davis, CA	1 ½ day event. Registration open to interested parties
6th Annual CA Energy Summit	May 15-17, 2018 Redondo Beach, CA	OpenADR supporting partner. Rolf to moderate Fine Tuning the Infrastructure Ecosystem to Accelerate EV Adoption panel.
4th Grid Scale Energy Storage	June 6-7 Los Angeles, CA	Speaking opportunity in process-The DER Opportunity: Managing Energy Resources - still TBD
Transactive Energy	June 12-14 MIT Cambridge, MA	Rolf to attend. Call for speaker sessions open til April 30th
SEPA Alliance Grid Evolution Summit	July 9-12 Washington, DC	OpenADR supporting partner- member discount to attend
EPRI's Electrification 2018	Aug 20-23 Long Beach, CA	Secured 10x10 booth -Rolf/Shannon/Mark/Walt to attend?
Smart Grid Observer	**TBD** **Southern CA**	**Partnership?**
GridFWD	**Oct 11-12**	**Vancouver, BC –explore exhibit space/sponsorship**
European Utility Week- Vienna	**November 6-8** **Vienna, Austria**	**Clarion Partnership –discount offered to members to attend, etc**
Energy Storage North America	**November 6-8** **Pasadena, CA**	**Exhibit TBD**
PLMA	**November 12** **Austin, TX**	**Sponsorship?**
ACEEE Grid Interactive Water Heating	**TBD 2019**	
DistribuTECH 2019	Feb 5-7 New Orleans	20x20 member pavilion – OADR Staff. Call for speaker submissions open til June 12th

Web Stats

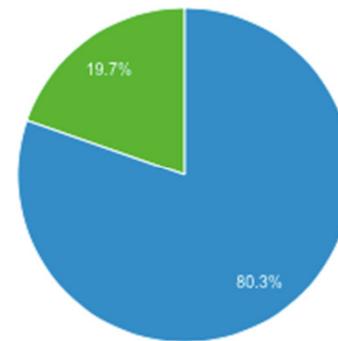|	
Users	New Users
7,165	6,845
Sessions	Number of Sessions per User
10,938	1.53
Pageviews	Pages / Session
24,783	2.27
Avg. Session Duration	Bounce Rate
00:02:23	57.05%

New Visitor   Returning Visitor

19.7%

80.3%

Web Stats (Jan-April)

- TOP COUNTRIES: United States, Japan, Canada, United Kingdom, Taiwan

- Users: 7,165
- Page views 24,783 (80.5% new visitors)

- Top pages:
  - Home
  - Specification
  - FAQ
  - DR Program Guide
  - About Us

Social Media Clippings

OpenADR Community Growing:

-992 (2018) 946 (2017) followers on Twitter

-Since January: **17.6K impressions** ; profile visits 555 & 39 mentions
    April impressions up 23.9% -Workshop promotion

Top Tweets

OpenADR Alliance Plans for the Future as Momentum Grows Behind New Initiatives: globenewswire.com/news-release/2…

OpenADRAlliance Open House and Member Meeting – April 24-25, 2018 at University of California, Davis, CA. For more information and to register please visit: bit.ly/2HUEEPN

Find out how @OpenADRAlliance members are managing DER resources with the #OpenADR standard. Visit booth #2453 to learn more from @BPLGlobal, @greenlots, Gridwiz, @digicert, @nishiharaenergy @kyrioinc & @QualityLogic.

LinkedIn

- Audience: 387 members lower than last year 393
  - industry leaders/influencers, global utilities, members
- Need to boost profile:
  - Showcase speaking engagements, member news, etc
- Build credibility as a resource and drive engagement
  - Share industry articles/reports
  - Case studies

Engage the Community

- Ways to boost profile and drive engagement
  - Highlight notable media coverage
  - Promote speaking opportunities and upcoming events
  - Share OpenADR news and member news
  - Follow industry media and influencers
  - Follow OpenADR members
  - Twitter: Include hashtags #OpenADR, #DemandResponse, #SmartGrid, etc

Follow OpenADR

Follow: @OpenADRAlliance

Connect: OpenADR Alliance Open Group

Like: OpenADR Alliance

Today's Keynote: Past, Present and Future Directions with Open Demand Response Communications

- **Mary Ann Piette** is a Staff Scientist and Director of the Building Technology and Urban Systems Division at Lawrence Berkeley National Laboratory. She oversees LBNL's building energy research activities with the US Department of Energy and many other R&D sponsors. She is also the Director of the Demand Response Research Center that evaluates and develops new technology to improve the capability of demand responsive end-use loads. Mary Ann has worked at LBNL since 1983 and has an MS in Mechanical Engineering from UC Berkeley and a Licentiate in Building Services Engineering from the Chalmers University of Technology in Sweden.

Content Ideas to Build on for 2018-2019

- OpenADR and other standards- in what ways are they similar, in what ways do they complement each other, in what ways do they compete
- OpenADR interactions with other protocols (interoperability)
- OpenADR as a facilitator of DER
- OpenADR and Transactive Energy
- OpenADR expansion capabilities - next bullet is related to this
- OpenADR2.0B
  - What does it offer beyond OpenADR2.0A
    - from perspective of utilities (VTN implementers)
    - from perspective of manufacturers

Webinar/ Blog Calendar

Webinars (45 mins)		
Title 24 Changes and Impact on your OpenADR Strategy	*Jan. 17*	*Complete –recording available ; Promoted via social media*
Activity in Japan	May/June	Rolf to confirm timing and speakers
	Sept	
	Dec/Jan	
Blogs (500-600 words)		

Education Series

Member Meeting

April 25th

Education Plan Overview

- The OpenADR Alliance has made great progress over the past few years but widespread utility adoption is somewhat limited.

- OpenADR standard is not well understood in the utility industry. Perception only suitable for use in the California energy market or that OpenADR does not fit or work in particular utility territories.

- Industry education and awareness are critical factors for success. In order to maximize message delivery and effectiveness, a half-day seminar/workshop program is being envisioned.

Education Plan Outline

- The program to involve a series of half-day seminar/workshop focused on OpenADR program development.
  - Speakers and content -TBD
- Target Audience: ISOs, RTOs, control manufacturers, regulators and utilities
- Goal: Attendees to gain a better understanding of how the OpenADR standard can be used to address their specific energy management requirements.

Targets

- There are nine Independent System Operators (ISOs) and Regional Transmission Organizations (RTOs) in North America.

- These ISOs and RTOs serve two-thirds of electricity consumers in the United States and more than 50 percent of Canada's population.

- There are three regions in the U.S. not covered by ISOs and RTOs – the Pacific North West, (Oregon, Washington and Idaho), Central (Nevada, Utah, Colorado, Arizona, New Mexico), and South East (Florida, Georgia, Tennessee, and the Carolina's).

- Atlanta, GA

- Boston, MA

- Calgary, Canada

- Denver, CO

- Juno Beach, Florida

- Little Rock, AR

- Minneapolis, MN

- Norristown or Philadelphia, Pa.

- Ontario, Canada

- Phoenix, AZ

- Portland, OR or Seattle, WA

- New York City, NY

Next Steps

- Content outline

- Member Sponsorships Opportunities to maximize visibility and cover costs
  - Host on company campuses for face to face meetings
  - Online series via go to webinar, group discussions via LinkedIn or other online tools

- Sponsors will receive the following- Price TBD, one sponsor per location or to cover the entire series?