

FOR IMMEDIATE RELEASE

**Contact:**

Cassady Craighill, GridLab, [cassady@gridlab.org](mailto:cassady@gridlab.org)

March 19, 2026

**New Report Outlines Affordability Proposal for Retail Markets in Mid-Atlantic States**  
*"Retail 2.0" Framework Would Unlock Gigawatts of Capacity and Reform Deceptive Billing Practices*

Berkeley, California — With electricity prices in PJM states rising dramatically in 2025 and the region's capacity market clearing at historic highs, [a new report from GridLab and Distributed Grid offers mid-Atlantic states with competitive retail markets a path to lower costs and increase reliability](#) without waiting for new power plants to clear a years-long interconnection queue in the PJM territory.

The report, titled "[A Vision for a Customer-Led Low-Cost Power Grid.](#)" argues that the fastest and most cost-effective source of new grid capacity is already installed in customers' homes: batteries, electric vehicles, smart thermostats, and other behind-the-meter (BTM) assets. By reforming a few retail market rules, states can unlock gigawatts of flexible capacity that deploys in months rather than years — while simultaneously eliminating the deceptive retail energy practices that have damaged public trust in competitive energy markets.

"Simple market fixes in retail market states like Pennsylvania and New Jersey would drive affordability and improve customer experiences without having to wait for new power plants that could take years," said GridLab Executive Director Ric O'Connell.

PJM Interconnection, which operates the electric grid across 13 states including Pennsylvania, New Jersey, Maryland, and Ohio, recently held a capacity auction that cleared at record prices — and still fell 6.6 gigawatts short of what the region needs for resilience against a once-in-a-decade weather event.

"States that act decisively on these reforms will unlock a customer-led, flexible grid that delivers lower costs, faster capacity deployment, and better customer experiences: the trifecta that has eluded traditional regulatory approaches," argues author Michael Lee, founder of Distributed Grid and former CEO of Octopus Energy US in the report.

###

*GridLab is a nonprofit technical consultancy that supports decision-makers working toward a clean, reliable, and affordable electricity system. GridLab provides technical assistance, research, and analysis to state regulators, policymakers, and other stakeholders navigating the energy transition.*