

Reduce Energy and Earn Revenue

with EnerNOC Demand Response in PJM

WHAT IS ENERNOC DEMAND RESPONSE IN PJM?

EnerNOC’s demand response (DR) programs in PJM reduce power usage in order to prevent blackouts and help maintain reliable and affordable electricity across the PJM service territory. Your support increases the reliability of the electric grid and decreases overall energy prices.

HOW DOES IT WORK?

Commercial, institutional, and industrial organizations agree to reduce a set amount of electricity consumption in response to high peak demand, high electricity prices and other system needs. Participants receive recurring payments in return for enrolling in our demand response network and being ready to respond to demand response events.

IS THERE ANY COST TO PARTICIPATE?

No, there is no cost to participate. EnerNOC will install all required metering and technology free of charge, as well as provide you with free basic access to PowerTrak®, EnerNOC’s energy management software that allows you to better manage energy consumption at your facility.

HOW DO I PARTICIPATE?

Participating in demand response with EnerNOC is simple.

- 1** Our team works with you to identify your reduction potential and strategy for participation. We outline these reduction measures in a detailed Demand Response Plan.
- 2** We install a server at your facility to establish communication with our Network Operations Center (NOC), so we can monitor your energy consumption levels in real-time, 24/7.
- 3** Next, EnerNOC simulates a demand response event to ensure that you are comfortable with the procedures outlined in your Demand Response Plan.
- 4** EnerNOC then officially enrolls your facility into the appropriate program. The amount you commit to reduce can be adjusted as your electric loads change and as you gain experience in the program.

WHY SHOULD I PARTICIPATE?

REVENUE TO YOUR BOTTOM LINE

EnerNOC DR is a simple and smart way to put money back into your business with zero upfront costs.

TAKE CONTROL OF YOUR ENERGY COSTS

Get access to PowerTrak®, our easy-to-use, web-based software that provides you with the real-time energy information you need to better manage your energy costs.

GET LEANER – AND GREENER

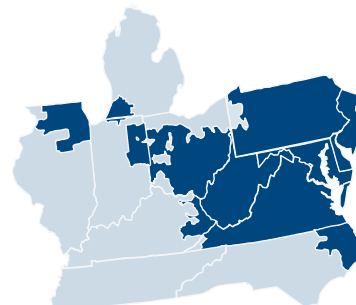
EnerNOC DR helps your facility become more energy efficient while providing a clean, cost-effective alternative to building new power plants.

GIVE BACK TO YOUR COMMUNITY

Your support increases the reliability of the electric grid and helps decrease overall energy prices.

What is PJM?

PJM (or PJM Interconnection) is the regional transmission organization that oversees the electricity resources across all or parts of thirteen states in the Mid-Atlantic region and beyond. PJM is responsible for ensuring that there is enough electricity supply to meet demand across the region.



PJM Service Territory

PJM DEMAND RESPONSE PROGRAM OVERVIEW

You can enroll in one or more of PJM's three programs. EnerNOC works with you to develop a participation strategy based on a number of factors, including load profile, operational constraints, and reduction ability.

	Emergency Load Response Program	Economic Load Response Program	Synchronized Reserves Market
Program Description	Participants agree to reduce electricity consumption during system emergencies .	Participants voluntarily reduce electricity consumption during times of high wholesale prices .	Participants reduce electricity consumption on short notice in case of an unexpected emergency (e.g., a power plant outage or transmission line failure).
Financial Incentives	Payments are guaranteed , regardless of whether an event is called. A customer who agrees to reduce consumption by 1 MW will earn \$20k - \$50k/year .	Participants are paid for their reductions and can earn 5% - 10% of their electricity bill. Payments are based on Real-Time or Day-Ahead wholesale energy prices.	Payments are guaranteed , regardless of whether an event is called. A customer who agrees to reduce consumption by 1 MW will earn \$10k - \$30k/year .
Frequency of Events	0-4 events per year (on average), between June and September. No more than 10 events are called per year.	Participation is voluntary , so frequency of events is per discretion of the customer.	0-5 events per month (on average), Events are called at PJM's discretion.
Event Notification	2 hours	At least 1 hour	10 minutes
Event Duration	Average event = approx. 4 hours . Events last a maximum of 6 hours.	Participants decide how many hours and how often to reduce consumption.	Average event = less than 15 minutes . Events last a maximum of 30 minutes.

WHAT TYPES OF REDUCTIONS CAN I MAKE?

Nearly anything that consumes electricity can be reduced. Common examples include:

- Lighting
- HVAC equipment
- Pumps
- Manufacturing processes
- Battery chargers
- Industrial freezers

Our customers find that many energy intensive processes can simply be shifted by a few hours to facilitate event participation. In certain states, the use of backup generation is also allowed. EnerNOC handles all generator permitting and management.

EnerNOC has extensive experience creating reduction strategies that work within the operational limitations of a wide variety of unique facilities. We work with hospitals, manufacturers, universities, hotels, data centers, office buildings, municipalities, in addition to many other industries - ask us about our experience working with customers like you.

WHAT HAPPENS DURING AN EVENT?

Notification

When PJM anticipates the need for capacity, PJM dispatches the EnerNOC demand response network into action. Once an event is called, EnerNOC will send you a notification via email, phone, or pager informing you that the demand response event will begin.

Response

At the start of the event, your facility will reduce its electricity usage according to your pre-determined Demand Response Plan.

Support

Before, during, and after an event, EnerNOC's Network Operations Center (NOC) remains in constant communication with your facility. The NOC staff is available 24/7/365, monitoring your sites and supporting you to ensure that you achieve high levels of performance and payments.

WANT MORE INFORMATION?

To learn more about how your business can participate in demand response with EnerNOC, call (866) 366-7820 or visit www.enernoc.com/get-started.