



What is the Emergency Load Response Program?

The Emergency Load Response Program (ELRP) is a demand response program designed to help balance electricity supply and demand requirements and prevent blackouts and brownouts in the PJM region. PJM, which stands for Pennsylvania-Jersey-Maryland, spans all or parts of Delaware, Illinois, Indiana, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia, and the District of Columbia.

What is demand response?

Demand response is the voluntary reduction of electric *demand* at the end-use customer level in *response* to grid instability or high wholesale electricity prices. ELRP utilizes existing resources at commercial, institutional, and industrial facilities to meet regional supply needs, and PJM Interconnection, PJM's regional transmission organization, depends on demand response programs, like ELRP, to help meet the region's growing electric demand. Program participants receive guaranteed recurring payments for agreeing to reduce electricity consumption when requested. **A participant with 1 MW of demand response capacity can expect to receive \$20,000 to \$35,000 in demand response revenue annually.**

What is PJM Interconnection?

PJM Interconnection is a not-for-profit regional transmission organization responsible for managing PJM's electricity markets, the world's largest competitive wholesale electricity market, and ensuring reliable electricity throughout the region, the largest centrally dispatched grid in the world.

Is there any cost to participate?

No. EnerNOC will install all required metering and technology free of charge. In addition, customers will gain access to real-time energy data through EnerNOC's industry-leading, web-based energy management system, PowerTrak®.

How do I participate?

EnerNOC manages program participation from end to end.

- 1 Demand Response Assessment:** EnerNOC works with your organization to identify curtailable load and establish a clear and effective demand response procedure that meets your specific business needs. Procedures vary, depending on load profile, operational constraints, and curtailment ability. In Maryland, Pennsylvania, and Virginia, where permitted backup generation is allowed, EnerNOC enables the use of your backup generator.
- 2 Measurement and Verification:** EnerNOC measures and verifies customer curtailment potential in order to maximize earned program incentives.
- 3 Enrollment:** EnerNOC enrolls your demand response capacity in ELRP and works closely with you to adjust capacity enrollment as needed.

ELRP enables your facility to turn energy costs into energy opportunities. By participating with EnerNOC, your facility not only generates risk-free revenue but can develop operational expertise for today's dynamic and evolving energy markets.

What can I curtail?

Every company, regardless of industry, has some ability to curtail. EnerNOC's customers include paper and packaging mills, steel plants, and other manufacturing facilities, big box retailers, hospitals and healthcare facilities, hotels and resorts, supermarkets, telecommunications and data providers, and universities, and we work with each facility to determine appropriate curtailment options. In Maryland, Pennsylvania, and Virginia, the use of backup generation is also encouraged, and EnerNOC handles all generator permitting and management.

How is curtailment managed?

The curtailment process will depend on your energy management infrastructure. EnerNOC can integrate with existing energy management systems or install our own technology to curtail load automatically and remotely from our Network Operations Center. Alternatively, EnerNOC can notify specified personnel via email, telephone, pager, or fax to support manual curtailment.

What happens if an event is called?

Notification: When PJM calls an event, EnerNOC will send a two-hour notification requesting you to reserve your demand response capacity. Events may only occur on business days from June through September, and no more than ten events can occur per year. In past years, PJM called zero to four events per year.

Demand Response: EnerNOC and your facility implement the agreed procedure in order to curtail load. Events are limited to a maximum of six hours, but historically, event durations average fewer than four hours.

Customer Support: EnerNOC's 24/7/365 Network Operations Center remains in close contact with your facility prior to, during, and immediately after the event and is always available to answer any questions that you may have. Participants are never penalized for event underperformance or non-performance.

Are there consequences for non-performance?

No. EnerNOC assumes all risk of non-performance and bears the cost if penalties are incurred. If your facility underperforms, EnerNOC works with you to identify and address the cause. No penalties are imposed on you. However, repeated significant underperformance may disqualify your facility from program participation.

What are the benefits of participation?

- **Continuous Revenue Stream**

ELRP provides free cash flow, regardless of whether your capacity is ever required. Payments depend on the electric demand your business can reduce and how EnerNOC will work with you to execute the response (automatic/remote versus manual/local). You will receive additional payments for your performance during actual events. Both payment streams will be defined prior to enrollment, and you will receive a quarterly check for your participation. Contact us today for a free estimate of your revenue potential in ELRP!

- **Operational Reliability**

Participating in ELRP provides you with advanced notification of potential blackouts and allows you to proactively prepare for an outage, protect your facility, and maintain business operations.

- **Environmental Sensitivity**

Demand response is a clean, efficient alternative to peaking plants. By minimizing the need for additional generation, demand response effectively reduces greenhouse gas emissions and air pollution.

- **Comprehensive Energy Management Information**

Effective energy management enables end-users to optimize their energy consumption and permanently reduce demand. EnerNOC's web-based energy management system, PowerTrak®, provides easy-to-use energy usage reports and data analyses by site and in aggregate. EnerNOC collaborates with our customers to identify additional savings opportunities.

About EnerNOC

Founded in 2001, EnerNOC, Inc. is a leading developer and provider of clean and intelligent energy solutions to commercial, institutional, and industrial markets. EnerNOC serves multiple industries: food sales and storage, industrial, commercial real estate, telecommunications and data, hospitality, government, education, healthcare, and more. Our numerous blue-chip customers include Adobe, AT&T, Boehringer Ingelheim, Bulova, Cargill, Cascades, ESPN, General Electric, General Motors, Johns Hopkins University, Konica Minolta, Marriott Hotels, Pfizer, Temple University, and Whole Foods. EnerNOC's management team combines over 150 years of entrepreneurial and corporate experience with expertise in demand response, distributed generation, energy management, engineering, embedded systems, and information technology.

EnerNOC is a full member of PJM Interconnection and a certified Curtailment Services Provider.