



Price Response Program



What is the Price Response Program?

EnerNOC's Price Response Program allows demand response participants to reduce electricity consumption in reaction to high wholesale prices. The program's flexibility allows participants to reduce load and earn revenue through EnerNOC's unique and innovative commercial offering.

Who is eligible to participate?

Customers who participate in ISO New England's Demand Response Program, through curtailment and/or with fully-permitted backup generators, are eligible for the Price Response Program.

How does this program work?

Electricity prices fluctuate often, and high market prices are often an indication of overall grid resource need. Through the program, customers can respond to this need by curtailing load when prices are high. By responding to price spikes, program participants ensure the reliability of the grid, help to lower the overall cost of energy, and earn significant revenue. EnerNOC has created the Price Response Program so that customers have the opportunity to generate additional demand response revenue with no risk whatsoever.

How do I participate?

EnerNOC manages program participation from end to end. EnerNOC works with your organization to identify available loads and determine the appropriate bidding and curtailment strategy that meets your business needs. EnerNOC monitors market conditions and notifies customers of favorable conditions for curtailment. Our Energy Markets Team works with you to determine the appropriate bidding strategy for which curtailment is most cost-effective for your business. Once this strategy is established, EnerNOC can then bid your offer into the energy market.

When a bid is accepted, customers will have the opportunity, but not the obligation, to curtail their load the following day according to the offer specifications, essentially "selling" that electricity back to the grid. Your opportunity to participate may change weekly, monthly, or seasonally, and we will work with you to develop the strategy that works best for you. Our Energy Markets Team will manage enrollment and program participation on a daily basis, and work with you to optimize the benefits of participation.

Are there consequences for non-performance or under-performance?

No. EnerNOC manages *all* risks associated with enrollment and nominated curtailment levels. No penalties are imposed on you – **ever!** EnerNOC assumes all risk of your non-performance or under-performance and bears the cost if penalties are incurred.

How is this different from existing programs?

The Price Response Program allows end-users to react to and benefit from changing electricity prices in the marketplace. Events are usually much shorter than typical demand response events but are called more frequently, giving customers the opportunity to take advantage of energy market payments on a more frequent, yet purely voluntary, basis.

How often do I have to curtail load?

There is no obligation to participate at any time. Customers can choose to reduce load entirely at their own discretion and at times that work best for them. Many customers respond either as they are able or as energy prices become attractive. EnerNOC will help you determine what strategy will work best for your business.

What are the economic benefits of participation?

The Price Response Program allows customers the opportunity to earn additional demand response revenue year-round; revenue is particularly steady during the spring and fall seasons, with additional price spikes during winter and summer. EnerNOC will work with you to determine the appropriate payment structure.

What are the other benefits of participating?

- Reducing demand reduces air pollution, and EPA studies show that demand response programs can reduce air emissions.
- New technologies, market deregulation, and environmental concerns are driving a transition to real-time energy markets in which electricity end-users react instantaneously to information on price, power reliability, and the environment. The Price Response Program provides your organization with a cash-flow-positive, no-risk program to build expertise in operations and energy management in the dynamic energy markets that are now evolving.
- Responding to price spikes in the energy market helps to reduce the overall cost of energy and ensure system reliability.

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, light industrial, commercial real estate, telecommunications and data, lodging, government, education, healthcare, and more. Our numerous blue-chip customers include Pathmark, IBM, Estee Lauder, Pitney Bowes, Adobe, and SBC Communications. 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 the first registered Demand Response Provider (DRP) in New England and is an ISO New England certified Internet-Based Communication System (IBCS) Provider.



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