

Wattsmart® Business Demand Response

Earn payments for reducing energy consumption



■ Demand response program availability

Pacific Power, in collaboration with Enel North America (a leader in demand response), is offering commercial, institutional and industrial organizations incentive payments for participating in a program to optimize energy use and support a reliable and cost-effective power grid. Program participants earn payments for making targeted energy reductions during periods of peak demand.

The Wattsmart® Business Demand Response program helps organizations maximize earnings while minimizing operational disruption. Customer participation in demand-response programs like this helps optimize energy use on the grid and keeps prices low.

Program option	60-minute product	7 minute product	Real-time
Eligibility	All Pacific Power C&I customers	Pacific Power customers with >500kW to curtail	Pacific Power customers with >500kW to curtail
Program period	May 1 – Sep 30	Jan 1 – Dec 31	Jan 1 – Dec 31
Dispatch hours	3 PM – 9 PM PST non-holiday weekdays	24x7x365	24x7x365
Dispatch alerts	At least 60 minutes before an event	At least 7 minutes before an event	None
Event duration	1 – 3 hours	15 minutes – 4 hours	Up to 15 minutes
Event maximums	No more than 1 per day/25 per year	25 per year	50 per year

Frequently asked questions

What is demand response?

Demand response programs provide an opportunity for commercial, institutional and industrial organizations to earn incentive payments while helping maintain a reliable electric system. When utilities experience supply and demand constraints, they dispatch Enel's demand response network, which is made up of local organizations that have agreed to reduce energy usage during times of high demand.

Program participants earn payments for agreeing to be on standby and curtailing electricity consumption when called upon in response to these events.

What are the benefits?

- **Maximize payments to your bottom line:** Our team manages your participation from start to finish, ensuring you earn the highest possible financial reward.
- **Keep costs low:** Your participation plays a role in optimizing energy use on the power grid, which keeps costs lower for all customers.
- **Help achieve sustainability goals:** Participating in the program is an effective way for your business to boost efficiency and benefit the environment.

How do we participate?

Participation is easy. We take care of the complex details so you can focus on running your business.

1. Our expert team will work with you to identify your energy reduction potential and create a strategy that delivers maximum value with minimum impact on your operations. We outline these measures in a customized Energy Reduction Plan.
2. In some cases, we install necessary metering devices at your facility to establish communication with our Network Operations Center (NOC), so we can monitor your energy consumption levels in real time.
3. Your site is then enrolled and ready to respond when a dispatch begins. Provided your site has Enel metering, log into apps.enelx.com any time during a dispatch to view your real-time performance.
4. Throughout the process, we fully manage enrollment, measurement, verification and payments on your behalf.

What can we expect during a demand response dispatch?

- **Notification:** When Pacific Power anticipates high demand on the grid, they dispatch the Enel network into action. Enel will notify you via email, phone, strobe light or SMS, depending on your preferences, to inform you when the dispatch will begin.
- **Response:** At the start of the dispatch, your facility will reduce its electricity usage according to your predetermined Energy Reduction Plan – via automated control or manually.
- **Support:** Before, during and after a dispatch, our NOC remains in communication with your facility. Our staff is available 24x7x365, supporting you to ensure that you achieve the highest possible levels of performance and payments.

What types of energy reductions can we make?

Our program team has considerable experience creating energy reduction strategies that work within the operational limitations of a wide variety of facilities, including cold storage, manufacturing, food processing, universities, malls, office buildings and more. We can also help to implement full control systems that allow your electric load to be adjusted remotely.

Common reduction strategies include:

- Modify manufacturing processes
- Adjust HVAC equipment
- Dial back pumps
- Change settings in industrial freezers
- Reduce non-essential lighting

Customers often facilitate dispatch participation by simply shifting many of their energy-intensive processes by a few hours. Ask us about our experience working with customers like you.

How do we sign up?

Contact your account manager, visit PacificPower.net/wbdr or submit your information [here](#) to get started.