

Earn Rewards When You Plan Ahead

Here's how your business can earn bill credits for agreeing to reduce energy use on event days

When you join the Commercial & Industrial Demand Response program, you...



- Earn incentives for agreeing to reduce energy use on event days (these happen rarely — fewer than 10 times a year)
- Work with an Energy Solutions Manager to create a plan for event days
- Always retain full control of your worksite

Here are some simple ways to cut back on energy use at your worksite:

HEATING AND COOLING

- Turn down HVAC in non-essential work areas
- Adjust your thermostat 2 – 4 degrees
- Turn down anti-sweat heating systems
- Raise freezer set points and pre-cool areas
- Delay heating and cooling processes
- Lower ventilation points

LIGHTING

- Turn off lights in areas with plenty of natural light
- Dim lights in back rooms or lesser used areas
- Consolidate work to one area or wing

EQUIPMENT

- Unplug idle computers
- Run a standby generator to offset load
- Charge forklift batteries overnight
- Power down unused equipment

MONITOR YOUR ENERGY USE IN REAL TIME

You can get access to real-time energy monitoring to measure and manage peak energy usage... and that can help you save even more money.

To qualify, nominate:

100 kW of energy use savings

This tool helped another Michigan company achieve a:

6% overall energy use reduction

Resulting in:

\$48,000 in savings

Your Energy Solutions Manager is here to help

You're not alone... when you join the program, you'll work directly with an Energy Solutions Manager.

They'll help you:

- Understand the program and answer any question you have
- Choose an energy use reduction goal that works for you
- Make a plan for your worksite on event days

Frequently Asked Questions



What is an event day?

Event days occur when electricity demand is at its highest, putting strain on the energy grid. Event days happen on weekdays in June through September, between 11 a.m. – 7 p.m. These happen fewer than 10 times a year.

How do I earn bill credits?

You earn bill credits based on how much energy you agree to reduce if an event day occurs. Your business earns:

- **\$25/kW energy use savings** based on the energy you agree to reduce on an event day (even if no event days happen) for a one-year contract
- **\$0.05/kWh additional savings** for any extra kW reductions you make on an event day

What are the average earnings?

In 2020, businesses participating in the Demand Response program earned an average of \$11,657 (equivalent to **\$233,140** in revenue for a 5% profit margin business).

What happens if there are no event days?

Even if no event day occurs, you still get bill credits.

Businesses like these are joining the program:

- Hospitals
- Medical Centers
- Refrigerated Storage Facilities
- Schools
- Grocery Stores
- Dry Cleaners
- Bakeries
- Food Processing Plants
- Manufacturing Facilities