

Earn Bill Credits When You Join the Commercial & Industrial Demand Response Program

Here's how joining the program can pay off:

The Demand Response program helps your business:



- Save on energy costs
- Earn bill credits
- Reinvest earnings into your business



You earn incentives for agreeing to reduce energy use on event days

That's when electricity demand is at its highest...

Event days occur:



- Between 11 a.m. – 7 p.m.
- June through September
- Fewer than 10 times a year



Here's how you earn incentives

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

AVERAGE BILL CREDITS EARNED BY BUSINESSES IN 2020:



\$11,657

PROFIT MARGIN:

5% on **\$233,140** in revenue

Frequently Asked Questions



How do I earn bill credits?

Businesses earn bill credits for agreeing to participate and temporarily reducing energy use.

At the start of your contract, an Energy Solutions Manager will help you decide on a reasonable energy reduction goal for event days. That way, you'll know what to do when an event day happens.

Are there any financial penalties?

There are surcharges for underperforming during a Demand Response event, but the program is structured to **pay you for the energy use reduction you achieve.**

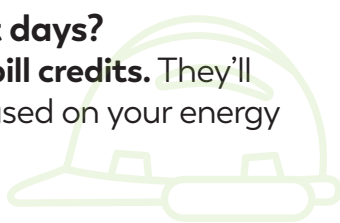
That means that even if you don't meet your reduction value, the result still would be a net gain. Basically, the incentive is usually greater than the surcharge.

Do I still get paid if there are no event days?

Even if no event day occurs, **you still get bill credits.** They'll come at the end of the contract period based on your energy reduction goal.

Is there a cost?

No, there is no cost for participating in our Demand Response program.



Monitor your energy use in real time

Participants get access to real-time energy use monitoring* to measure and manage peak energy demand within your facility... and that can help you save even more money.



Example:

One company in the program experienced a **6%** overall energy use reduction for approximately **\$48,000 in savings** based on their learnings from this tool.

*Customers nominating more than 100kW of energy use savings are eligible.

See what people are saying about the program:



"At the end of the program, there's that check that comes in... that's the tangible part that you actually get to see. And it made me a believer."

-Phillip Abney, Sonoco

