

DEMAND RESPONSE

REDUCING ELECTRICITY USE AND HARMFUL POLLUTION BY REWARDING CUSTOMERS



Extreme temperatures increase the need for heating and air conditioning, which can create stress on our power grid.



During these times, supply of electricity may not be able to meet demand, which can result in higher energy prices and costly blackouts.



Instead of firing up another polluting power plant, demand response programs offer a clean and quick, alternative way to keep the lights on.



Demand response companies react by requesting enrolled homes and businesses to voluntarily conserve energy in exchange for compensation.



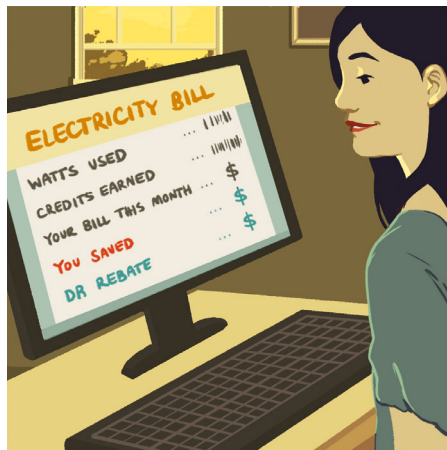
Smart sensors “know” to turn off pre-approved appliances, like swimming pool pumps and defrosters, and temporarily cycle A/C units on-and-off to conserve energy.



As homes and buildings across the region respond, electricity use drops.



As a result, the power stays on without the need for expensive, polluting power plants.



At the end of the month, customers see savings on their electricity bills, and can receive additional payments for their participation in demand response.



In the end, demand response is a triple win: savings for customers, lower costs for electric utilities and cleaner air for all.