



## ENERGY PROGRAMS

# DEMAND RESPONSE (DR)

Demand Response turns your ability to temporarily reduce electricity usage into revenue. When the grid is strained during peak periods, you voluntarily decrease consumption instead of the utility building expensive new power plants. By shifting or reducing your electricity use during these critical times, you prevent potential outages while earning significant financial incentives—creating a win-win for your organization and the regional power system.

## HOW DOES IT WORK?

- STEP 1 Identify Load:** Determine equipment or processes you can safely curtail.
- STEP 2 Notification:** Get alerts before a test or event.
- STEP 3 Curtail:** Temporarily reduce power usage.
- STEP 4 Earn Compensation:** Receive revenue for your participation and energy cuts.

## DEMAND RESPONSE BENEFITS



**91/9% REVENUE SPLIT**  
Attractive earnings structure.



**NO PENALTIES**  
If you can't curtail when called, you won't be penalized.



**FREE MONITORING EQUIPMENT**  
Track real-time usage and verify performance.



**EXPERT SUPPORT**  
Engineering help from Virginia Energy and Voltus at no extra cost.

## AVAILABLE PROGRAMS

### EMERGENCY LOAD RESPONSE PROGRAM (ELRP)

Turn grid emergencies into revenue opportunities with PJM's flagship demand response solution.

- One 2-hour annual test earns premium payments
- Seasonal options: Summer (Jun-Oct) or Winter (Nov-Apr)
- 30-120 minute notification before events
- Most events under 3 hours with minimal disruption

### TRANSMISSION PEAK MANAGEMENT PROGRAM (PEAK SAVER PROGRAM)

Slash your monthly transmission charges by strategically reducing load during network peaks.

- Week-ahead notifications of potential peak events
- Expert analysis targets only highest-impact hours
- Direct reduction in Network Service Peak Load charges
- Predictable curtailment planning

### SYNCHRONIZED RESERVES (SRM)

Maximize your flexibility with year-round revenue from quick-response energy reductions.

- Tailored to your facility's specific capabilities
- Only 8-12 high-value events annually
- More availability hours = higher earnings
- Ideal for operations with 10-minute response time

### ECONOMIC DEMAND RESPONSE (PRICE RESPONSE)

Capitalize on market price spikes by selling your energy reduction when rates are highest.

- Your chosen "strike price" determines participation
- Complete control over availability hours
- Flexible scaling based on your capacity
- Target only the most profitable market conditions

### COMPREHENSIVE SUPPORT FOR YOUR DEMAND RESPONSE NEEDS:

- Technical assessment of curtailable loads
- Coordination between facilities and generators
- Market intelligence on technologies and regulations
- Ongoing commitment and technical issue support

### CONTACT:

Mason Trimble, VEMP Coordinator  
mason.Trimble@energy.virginia.gov



**YOUR PARTNER IN DEMAND RESPONSE**

LEARN MORE AT [ENERGY.VIRGINIA.GOV](http://ENERGY.VIRGINIA.GOV)