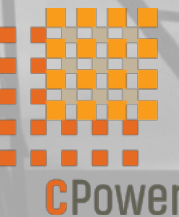




# Demand Response Overview Webinar

May 26th, 2021



# PRESENTERS

Welcome!



**Jennifer Raley**

Energy and Technology Programs  
Manager, SMECO



**Jackie O'Mara**

RJM Account Executive,  
CPower



# HOUSEKEEPING ITEMS

- Webinar is in listen only mode
- Use the Q&A panel to submit questions
- Webinar will be recorded and available at:  
[CPowerEnergyManagement.com/](https://CPowerEnergyManagement.com/)



# AGENDA ITEMS

- Why does the program exist?
- What is the program?
- How to participate
- Ways to maximize your participation level
- Customer testimonial
- Live QA



# PROGRAM INFORMATION

## SMECO Demand Response Program

### Why the program exists

- SMECO monitors PJM load forecasts and grid demand to determine when to dispatch demand response events
- SMECO receives this information from PJM and asks its members to decrease load accordingly
- SMECO Demand Response events help to relieve stress on the electric grid, in turn preventing blackouts and brownouts



# PROGRAM INFORMATION

## SMECO Demand Response Program

### Member Benefits

- Members earn \$4 per reduced kW per month for each event, in addition to electricity bill credits
- Helps members manage skyrocketing electricity demand
- Offers members a chance to earn revenue for their businesses in addition to electricity bill credits
- Contributes to a more stable and reliable electricity grid, leading to the avoidance of rolling blackouts or brown-outs



# EVENT HISTORY

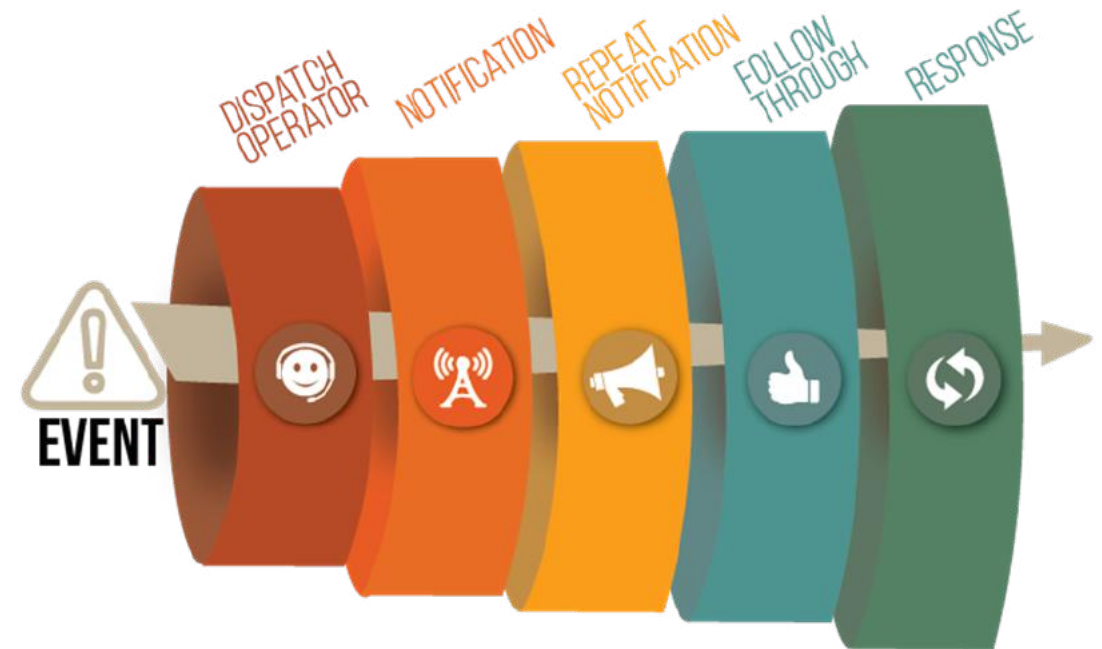
Year	Events	Event Duration
2018	14 events	2 to 3 hours
2019	13 events	2 to 3 hours
2020	17 events	2 to 3 hours



# DISPATCH SYSTEM FUNCTIONALITY

Understanding The Dispatch System (details to be provided)

- **The Dispatch System Utilizes:**
  - Phone – (877) 487-6602
  - Email – [DEM-CommandCenter@itron.com](mailto:DEM-CommandCenter@itron.com)
  - Text Message
  - The System notifies all relevant contacts based on the program notification requirements
- **The System will:**
  - Be activated by Dispatch Operators
    - For both test and real events
  - Send important preparation, start and completion notifications by utility, zone, or ISO.





# MAXIMIZE YOUR PARTICIPATION

## Tips to get the most out of the program

- Prepare your curtailment strategy prior to the season's start (June 1st)
  - Lighting reduction
  - Increasing air conditioning temperatures during events
  - Decreasing or shutting down process loads
  - Use backup generation if available and if PJM approved
  - Please reach out to Jackie O'Mara at CPower for assistance in developing or tweaking your curtailment plan
  - REMEMBER – THE MORE YOU CURTAIL, THE MORE REVENUE GENERATED FOR YOUR FACILITY!
- Establish team who is going to be responsible for enacting the curtailment strategy
- Ensure your facility's dispatch contacts are correct
- Be sure to have the dispatch phone number and e-mail address in your contacts
  - 877-487-6602
  - [DEM-CommandCenter@itron.com](mailto:DEM-CommandCenter@itron.com)

# CUSTOMER TESTIMONIAL

Real world benefits from participation



"For the past several years, Calvert County Public Schools has partnered with CPower and SMECO to curtail our energy consumption during peak demand periods. Our participation in this program saves energy, earns revenue, and supports our sustainability goals. The revenue earned funds our energy-efficient projects within our schools, without relying on taxpayer dollars. We find the program easy to participate in and will continue to do so for years to come."

**Sheila Stevens, Energy and Environmental Specialist,  
Calvert County Public Schools**

# RECAP

## Things to Remember

- Season begins June 1<sup>st</sup>
- Customers should respond to communication test
- Make sure dispatch contacts are up to date
- Be sure you have back up personnel in case of emergency
- Review curtailment plan with your team





# QUESTIONS

Contact Information

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