

# What is Demand Response?

Your facility might choose to reduce electricity usage as part of its demand response participation in one or more of the following ways:

- **Utilize On-Site Back Up Generators:** Commercial facilities can deploy on-site backup generators to provide grid services during high-demand periods, earning revenue while maintaining operations.
- **Adjust Production Schedules:** Manufacturers can stagger production lines or shift schedules to balance energy demand, ensuring critical processes are unaffected while reducing peak load.
- **Optimize HVAC Systems:** Adjust (HVAC) systems by temporarily reducing their energy use without compromising indoor comfort, especially during grid stress events.
- **Curtail Non-Essential Lighting:** Large facilities, including retail stores and offices, can reduce lighting levels in low traffic areas, saving energy while maintaining customer experience.
- **Implement Smart Building Management Systems (BMS):** If available, use BMS to automatically adjust energy-consuming systems like lighting, HVAC and elevators in response to real-time grid conditions, allowing for seamless participation in demand response programs.
- **Leverage Energy Storage Systems:** Use on-site batteries to store energy during off-peak hours, then discharge during peak grid demand, reducing energy costs and supporting grid stability.
- **Engage in Energy-as-a-Service (EaaS):** Third-party energy service providers can manage facilities' DERs, enabling smooth load adjustments and ensuring compliance with grid service programs without operational disruption.

## Who is CPower?

CPower is the premier Virtual Power Plant (VPP) provider in the U.S. We are dedicated to creating the Customer-Powered Grid®, a flexible, clean and reliable energy system that helps a wide range of industries optimize energy use, reduce costs and support a sustainable energy future.



Demand response is a program that pays monetary incentives to electric customers for reducing their electricity usage during peak demand times, helping to stabilize the grid. By participating, customers help prevent blackouts, enable greater use of renewable energy and support electrification efforts. Participants receive incentives regardless of whether a grid event occurs. CPower never charges customers directly; instead, we retain a small portion of the incentives while customers receive the majority.