



PJM Real Time Economic Demand Response Program

Why is demand response important?

- PJM's demand response program enables end users to receive a revenue stream for reducing electricity consumption when either wholesale prices are high or the reliability of the electric grid is in jeopardy.

Who participates in the PJM demand response program?

- More than 6,000 commercial and industrial facilities (demand greater than 100 kW) and more than 45,000 small commercial and residential sites.

Why should I care?

- Commercial and industrial facilities reduce their electricity consumption in response to either price or system reliability events.
- Commercial and industrial facilities are paid for performance based on wholesale market prices.
- Participating in demand response can empower people to negotiate more attractive retail prices with competitive electricity suppliers.
- Participation helps an end user to control peak demand for electricity.

How do I enroll?

- Commercial and industrial facilities can enroll with an entity other than their electric supplier.

What is the cost to join?

- There is no cost to enroll in the PJM demand response program through a Curtailment Service Provider (also known as a Demand Response Provider). See the attached list.

What are the risks?

- The Real Time Economic Program is 100 per cent voluntary with no risks or penalties for non-performance.

Who decides when to curtail?

- The commercial or industrial facility decides.

What are the steps involved?

- An end user simply notifies its Curtailment Service Provider or PJM one hour prior to reducing load. Detailed information about PJM's demand-response program is available at PJM's Web site, www.pjm.com > **Services** > **Demand Response Program**.

PJM at a Glance:

PJM Interconnection:

- ensures the reliability of North America's largest centrally dispatched control area by managing the movement of electricity;
- serves all or parts of Delaware, Indiana, Illinois, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia and the District of Columbia;
- operates the largest competitive wholesale electricity market in the world;
- plans generation and transmission expansion to ensure reliability; and
- provides real-time information to its members and customers to support their decision-making.

Next Training Sessions: