

ENERGY NEW ORLEANS

**Earn incentives**  
when you reduce  
energy consumption.

## BENEFITS OF THE DEMAND RESPONSE PROGRAM

- ▶ No-cost participation – installation and equipment provided at no cost.
- ▶ Biannual incentive payments.
- ▶ Complete automation.
- ▶ Increased control with opt-out capability.
- ▶ Easy-to-use solutions requiring no on-site support.
- ▶ Real-time monitoring capability.
- ▶ Reduced peak demand charges.
- ▶ Potential LEED points.
- ▶ Improved grid/electric reliability.



**Learn how demand response can help you manage energy use and earn incentives.**

Visit [energysmartadr.com](http://energysmartadr.com)

Call **504-784-0640**

Email [adr@energysmartnola.com](mailto:adr@energysmartnola.com)



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**ENERGY SMART  
LARGE COMMERCIAL  
DEMAND RESPONSE**

# ENERGY SMART LARGE COMMERCIAL DEMAND RESPONSE



## What is Automated Demand Response?

Automated Demand Response (ADR) is a way for you to manage your energy consumption, support the grid and generate a new revenue stream.

During periods of peak energy demand, you can use ADR to voluntarily help reduce the strain on the electric grid. This free, automated program is flexible, easy to use and provides the ability to opt out at any time, so you're always in control.



## Here's how it works

### STEP 1: ENROLLMENT



Contact us to set up a free, no-obligation custom energy survey.

A program representative will come to your site to discuss and conduct survey.

You review identified measures and sign contract agreement.

Energy measures will be installed/programmed.

Function and performance testing is conducted to determine kW commitment level.

You approve final project and start participating in ADR.

### STEP 2: DEMAND RESPONSE EVENT OCCURS



Notification of event is sent up to 24 hours prior to event via text and email.

Opt out at any time – before or during an event.

There are no performance penalties for opting out or reduced participation.

### STEP 3: ENERGY CONSUMPTION REDUCED



You reduce your energy consumption via preapproved measures.\*

When event is over, settings are gradually restored.

\*Typical agreed-upon measures could include: resetting chilled water or discharge air setpoint, adjusting pumps and drives, space temperature setpoint adjustments.

### STEP 4: EARN INCENTIVES



Receive biannual payments for reduced electrical demand.

Payments based on average demand reduction across all events during a performance period (\$50/kW\* for summer, \$10/kW for non-summer).

\*Subject to change based on participation levels.

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