



Business Demand Response

Earn incentives for curtailing energy use

Our business demand response program provides an opportunity for small, medium, large and industrial businesses to earn incentive payments while helping maintain reliable electricity. Whether it's our hot summer months or cold winter season, you can earn incentives simply by limiting electric use for short periods of time. When the demand for electricity approaches critical peak levels, utilities and grid operators dispatch our demand response network, which is made up of local organizations and residents that have agreed to reduce energy use during times of high demand.

How it works

We've teamed up with AutoGrid and Enel to develop a custom curtailment plan that includes actions like adjusting HVAC set points, reducing lighting and modifying production lines to name a few.

The team:

- Reviews your business' historical electrical use data and provides an assessment on where and how you can effectively shed load during demand response events.
- Helps you understand the actions taken during a demand response event (automated or behavioral), while also providing you with an estimate of the incentive amount you can earn by participating.
- Breaks down the calculations for you. Your earnings will be a combination of your business' committed load reduction capacity and the average of your participation across all events within a given season, multiplied by a fixed kilowatt (kW) amount.

How you qualify and apply

To be eligible for this program, you must be a current PSE business electric customer and your business site must be within PSE's electric service area and use electricity from PSE. Use the QR code on this flyer to apply. If you have questions, get in touch with us at businessdemandresponse@pse.com.

Energy-efficiency programs like Business Demand Response support your clean-energy goals and align with PSE's aspirational goal to lower carbon emissions to net zero by 2045. Learn how at pse.com/TOGETHER.



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Frequently asked questions

How do I participate?

We'll work with you to identify your energy-reduction potential and create a strategy that delivers maximum value with minimum impact to your operations. These measures will be outlined in a detailed energy-reduction plan.

In some cases, our team will install necessary metering devices at your facility to establish communication with their network operations center so they can monitor your energy consumption levels in real time. Throughout the process, our team will fully manage enrollment, measurement, verification and payments all on your behalf.

How do I get notified when it's time to reduce?

The notification you'll receive is called a "dispatch," and you'll be alerted by text message, email and/or phone call. Once you receive the notification, you'll respond by reducing energy use in accordance with your energy-reduction plan. At the conclusion of the event (the dispatch period), you'll receive a post-event follow-up from our team.

What can I expect during a dispatch?

Notification: When PSE anticipates high demand on the grid, we will dispatch our demand response network into action. Our team will notify you via text message, email and/or phone call, depending on your preferences, to inform you of when the dispatch will begin.

Response: At the start of the dispatch, your facility will reduce its electricity use according to your predetermined energy-reduction plan, either manually or, if requested, through our automated tool measures.

Support: Before, during and after a dispatch, our team remain in communication with your facility. Our team is available 24/7/365, supporting you to ensure that you achieve the highest possible levels of performance and payments.

What types of reductions can I make?

Our team has extensive experience creating energy-reduction strategies that work within the operational limitations of a wide variety of facilities, including cold storage, manufacturing, food processing, universities, malls, office buildings and more. Our team can also help implement full control systems that allow your electric load to be toggled remotely.

Common reduction examples include:

- Reducing nonessential lighting
- Modifying manufacturing processes
- Adjusting HVAC equipment
- Dialing back pumps
- Changing settings in industrial freezers

Customers often facilitate dispatch participation by simply shifting many of their energy-intensive processes by a few hours.

Can I sign up for Business Demand Response if I have an existing PSE grant?

Yes. Participation in this program is a layer on top of other PSE grant programs offered. For example, if you have an existing Business Lighting Incentive retrofit grant, you may also participate in our Business Demand Response program.



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