



Tennessee Valley Authority (TVA) Demand Response

Earn payments for reducing energy consumption

TVA has partnered with Enel to offer commercial, institutional, and industrial customers incentive payments for participating in demand response programs. Energy consumers can earn payments for committing to reduce their energy consumption temporarily in response to periods of peak demand on the grid. Your participation helps support the reliability of the local electric grid and help maintain affordable electricity across the Tennessee Valley region.

Program overview

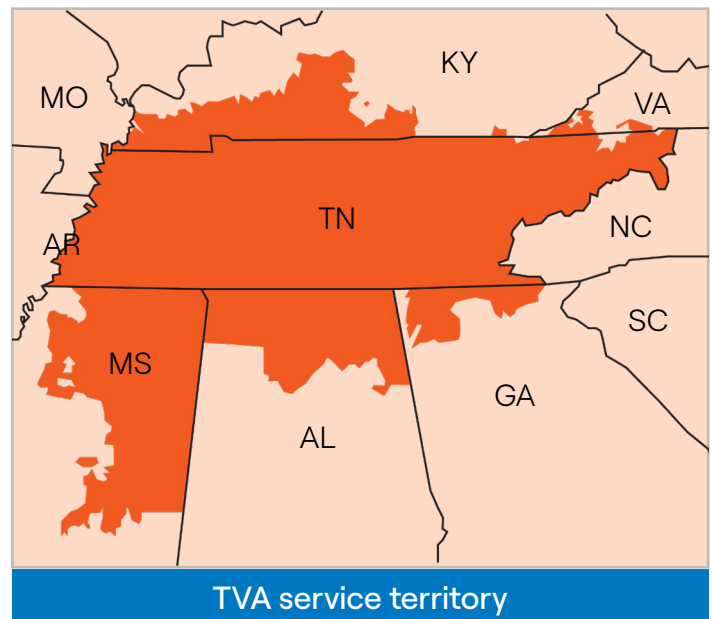
Program period	Year-round
Program hours	5 AM – 8 PM CT
Advanced notification	30 minutes
Event duration	1 – 4 hours

How does it work?

Program participants receive recurring payments in return for agreeing to reduce electricity consumption in response to abnormally high electricity demand. There is no cost to participate. Enel manages your participation from start to finish to ensure you receive the highest possible financial rewards. Participants also receive a username and login to Enel’s cloud-based energy intelligence software applications, which provides 24x7x365 real-time monitoring of energy consumption. The software can be used to help maximize demand response dispatch performance, track payments, and identify additional opportunities for energy savings. Users access the software through a secure login.

How do I participate?

Enel makes participation easy. We take care of the complex details so you can stay focused on running your business. Our expert team will identify your energy reduction potential and create an enrollment strategy that delivers maximum value with minimum impact on your operations. We outline these measures in a detailed energy reduction plan. We



install necessary metering devices at your facility to establish communication with our Network Operations Center (NOC), so we can monitor your energy consumption levels in real time, 24/7/365. Enel simulates a DR dispatch to ensure that you are comfortable with your energy reduction plan. At any time during a dispatch, you can [log in to the app](#) view your performance in real time. Your site is then enrolled and ready to respond if and when a dispatch occurs. Throughout the process, we fully handle your enrollment, measurement, verification, and payments on your behalf.



Gatlinburg, Tennessee

What are the benefits?

Maximize payments to your bottom line

Enel has helped thousands of customers maximize the financial benefits of demand response and has provided tens of millions of dollars in payments to organizations like yours since 2003.

Reduce energy costs today

Enel's energy intelligence software provides the transparency you need to make better energy decisions by providing on-demand access to the real-time energy information you need to better manage your energy costs.

Support your community

Your participation helps maintain affordable electricity across the region and provides a clean, cost-effective alternative to building new power plants in the community.

What can I expect during a dispatch?

- **Notification:** When TVA anticipates the need for support, it dispatches the Enel network into action. Enel will then send you a notification via email, phone, or SMS informing you that the dispatch will begin.
- **Response:** At the start of the dispatch, your facility will reduce its electricity usage according to your pre-determined energy reduction plan – either on your own, or automatically through the NOC.
- **Support:** Before, during, and after a dispatch, the NOC remains in communication with your facility. Our staff 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?

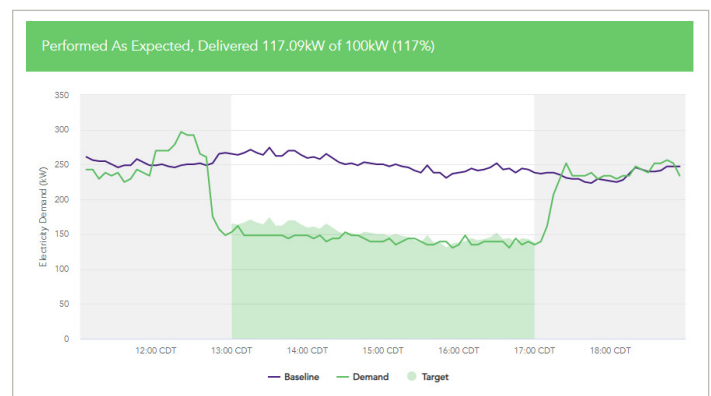
Enel has extensive experience creating reduction strategies that work within the operational limitations of a wide variety of unique facilities, including food processing and storage, manufacturing, schools and universities, municipalities, commercial property, and more. Common examples include:

- Reduce non-essential lighting
- Modify manufacturing processes
- Adjust HVAC equipment
- Dial back pumps
- Change settings in industrial freezers

Our customers find that many energy-intensive processes can simply be shifted by a few hours to facilitate dispatch participation. Ask us about our experience working with customers like you.

How do I sign up?

Our experts are standing by to speak with you about your organization's DR opportunity. Submit your information [here](#) to get started.



Enel provides on-demand access to your real-time energy data – giving you the information you need to perform your best during demand response events and to better manage overall energy costs.