

THE LEADING PROVIDER OF DEMAND RESPONSE RESOURCES IN THE UNITED STATES

DEMAND RESPONSE OVERVIEW

Demand Response is the temporary reduction of electrical usage by a customer for an economic or emergency response. DR programs are designed to contribute to energy load reduction during times of high prices, critical peak demand, or supply shortfalls on the electric grid.

ABOUT NORTH AMERICA POWER PARTNERS

North America Power Partners is a leading provider of Demand Response resources across the United States. We enable our customers to participate in a range of programs including Capacity, Reserves, and Self-Scheduled Energy. Our DR solutions include advanced metering with web-based reporting tools for all our customers. NAPP provides engineering audits, automation, and controls for customers who want to automate their demand response.

BENEFITS TO OUR CUSTOMERS

Revenue

Create a significant recurring new revenue stream for your business

Grid Reliability

Reduce the likelihood of a blackout in your community

Environmental

Offset the need for new generation plants; reduce GHG emissions

Usage Reports

Customers can access valuable electric usage reports every hour to monitor energy use and manage utility costs

NAPP works with our customers to identify the portion of electric load at each facility that will be reduced – aligning our customers' objectives to generate revenues while limiting impact on facility operations. Ways that facilities reduce their energy usage include idling equipment, shutting down processes, raising thermostats, utilizing building automation and energy management systems, or reducing lighting. NAPP will provide the metering technology and transaction systems required to participate in our DR programs.

New Jersey

308 Harper Drive, Suite 320, Moorestown, NJ 08057
(856) 439-0800 or 1-(888) 476-7764

California

400 Continental Blvd, Suite 600, El Segundo, CA 90245
(310) 426-2966



Commercial Case Study: Forest City Enterprises

The Opportunity

Operating since 1920, Forest City Enterprises owns, develops and manages a wide range of residential, retail, and commercial real estate properties throughout the United States. Forest City's diverse list of premier properties includes the New York Times building, The Mall at Robinson, University Park at MIT and many others. The majority of Forest City's properties consume large amounts of energy, thus driving demand and putting stress on the grid. However, Forest City is committed to a principle of sustainability, incorporating Demand Response (DR) in their program. By actively participating in DR, Forest City is able to lower their peak energy, contribute to grid reliability, promote a smart grid, and create a new revenue stream to counteract operating costs.

The NAPP Solution

After a colleague referred NAPP's program to the Operations Manager at Forest City's Mall at Robinson, the company decided to institute a corporate demand response program. At first Forest City "wasn't sure how to make the commitment and how to figure out what to shut off" to successfully participate in DR without affecting operations. However, that changed after joining NAPP. A Dedicated Account Manager and NAPP's Operations team were able to assess Forest City's facilities to develop a curtailment plan aimed at maximizing revenue and protecting operations. As a company whose revenue comes mostly from rent, demand response provided a new revenue stream to maximize profit. "In three years we have earned close to \$50,000 in revenue with minimal effort put forth during call and test events."

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A Quick Look at Forest City Enterprises...

- Founded: 1920
- Industry: Commercial Real Estate
- Headquarters: Cleveland, OH
- Number of Facilities: 4

A Deeper Look at the Numbers...

- Revenue: *Greater than \$30,000
 - Curtailment: 200 KW-800 KW
 - Years with NAPP: 3 Years
- *Revenue based on total revenue earned since 2009

"Demand response is a good program for any company. NAPP is very supportive in helping large energy users reach their goal of setting up a demand response program."

-Operations Manager, Forest City Enterprises

