



ROCHESTER DEMAND RESPONSE

Smarter Energy Use Starts with Demand Response

Optimize costs, reduce emissions, and unlock new revenue—all in one platform.

WellStat helps buildings earn incentive revenue by curtailing energy use during grid events—without disrupting operations.

What Is Demand Response?

When RGE or NYISO call a Demand Response event across Rochester, participating buildings temporarily reduce energy use to support grid reliability. Payments are earned based on the verified kW reduction delivered.

For example, a building capable of a **500 kW reduction** can generate **tens of thousands of dollars annually**, depending on program participation and event frequency.

WellStat manages enrollment, sets achievable reduction targets, alerts your team when events are called, and tracks performance to ensure earnings are maximized.



Rochester

How WellStat Maximizes Curtailment & Revenue

Unlike utility-only programs or basic aggregators, WellStat pairs real-time data with hands-on engineering to reduce risk and consistently deliver billable kW reductions.



Curtailment-Ready Planning

Our engineers develop building-specific load reduction strategies in advance, ensuring your team has a clear, executable game plan before an event is ever called.



Peak Demand Optimization

Lower baseline peaks improve curtailment performance while reducing year-round energy costs.



Live Performance Tracking

Granular, real-time data validates kW reductions as they happen—protecting revenue, proving performance, and avoiding underperformance penalties.



Ongoing Engineering & Data Support

Biannual engineering reviews and ongoing access to energy specialists ensure strategies evolve with your building, systems, and seasonal operating conditions.



Program Overview

Program period	RGE: May 1 – Sept 30; NYISO: Year-round (May 1 – Oct 31, Nov 1 – Apr 30)
Eligibility	Commercial and industrial buildings
Program administrator	RGE, NYISO

Engineered Curtailment Strategies

WellStat engineers design short-duration, high-impact curtailment actions across commercial real estate, life sciences, industrial, campus, hospitality, and retail facilities, including:

- HVAC setpoint, sequencing, and scheduling optimization
- Selective cycling of non-critical lighting
- Temporary shifting of industrial or laboratory processes
- Load shedding across pumps, motors, and refrigeration

All actions are engineered to deliver precise kW reductions while minimizing occupant and operational impact.

Beyond Demand Response

WellStat's platform also supports year-round energy management, including peak demand tracking, forecasting, budgeting, accruals, and portfolio-level reporting.

Getting Started



Step 1: Assess

We analyze your building or portfolio and quantify your Demand Response potential.



Step 2: Connect

If needed, we install secure metering and communications for real-time tracking.



Step 3: Activate

We manage enrollment, utility coordination and ongoing performance in the WellStat platform.

During a DR Event

→ Alerts

WellStat alerts your team when a DR event is called.

→ Response

Your building follows a personalized curtailment plan, manually or through automation.

→ Live Performance Tracking

5-minute interval data tracks curtailment performance and ensures earnings are maximized.

→ Post Event Insights

Clear post-event reporting on performance and incentive revenue.

Talk to a Demand Response Expert Today

Email us at demandresponse@wellstat.io or send a message [here](#).