



## ROCHESTER DEMAND RESPONSE

# Smarter Energy Use Starts with Demand Response

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

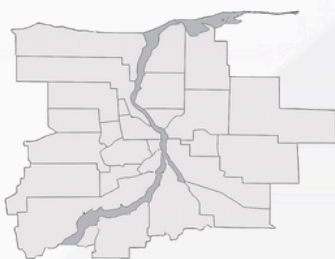
WellStat helps buildings earn incentive revenue by curtailing energy use during grid events—without disrupting operations.

### 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](mailto:demandresponse@wellstat.io) or send a message [here](#).