



## Enel and Pacific Power to Bolster Grid Reliability with New Commercial Demand Response Program

*Enel North America and Pacific Power are working together to offer a new demand response program for the utility's commercial and industrial customers.*

**PORTLAND, OR – January 24, 2024** – [Enel North America](#), one of the largest demand response providers in the US, is working with Pacific Power to offer a new commercial [demand response](#) program to help maintain grid reliability and affordable electricity prices across the utility's service area in Oregon and Washington. The demand response products offer Pacific Power's commercial and industrial customers the opportunity to earn incentive payments, ranging from \$30,000 to \$85,000 per megawatt annually, for reducing energy usage during periods of high demand and alleviating stress from the grid.

Pacific Power's commercial and industrial demand response program supports the utility's [2023 Integrated Resource Plan](#), which aims to add a significant amount of new demand response resources by 2026 as the utility looks to reduce emissions and maintain grid reliability and low electricity prices for customers. Additionally, as energy demand continues to increase in the Pacific Northwest, demand response offers Pacific Power a cost-effective option for supporting its customers' energy needs.

"Our recently launched commercial and industrial demand response program will play an important role in meeting the future energy needs of our customers," said Laura James, demand response program manager at Pacific Power. "These programs increase our flexible load, which is a key piece of meeting our clean energy targets in the Northwest."

"Demand response is an effective and invaluable tool for maintaining grid reliability, reducing emissions, and keeping rates affordable, especially as grid operators and utilities are tasked with navigating more frequent extreme weather events, growing electricity demand, and changing grid dynamics," said Molly Jerrard, head of demand response at Enel North America. "We're thrilled to be the delivery partner for Pacific Power's commercial and industrial demand response program and look forward to helping them achieve their short- and long-term goals."

Under the terms of the agreement, Enel will work with Pacific Power to recruit commercial and industrial customers from within Pacific Power's service area and manage the portfolio of demand response resources in the various capacity and ancillary offers on behalf of customers.

Organizations can learn more about Pacific Power's commercial and industrial demand response program and how to enroll [here](#).

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### About Enel North America

[Enel North America](#), part of the [Enel Group](#), is a clean energy leader in North America and is working to electrify the economy and build a net-zero carbon future by decarbonizing energy supply, electrifying transportation, creating resilient grids, and promoting a just, equitable transition. Enel North America serves over 4,500 businesses, utilities, and cities through renewable power generation, demand response, distributed energy resources, smart e-mobility solutions and services, energy trading, advisory and consulting services, and more. Its installed portfolio includes over 9.7 GW of utility-scale renewable capacity, 690 MW / 1,036 MWh of utility-scale energy storage and 97 MW / 216 MWh of distributed energy storage capacity, 4.7 GW of demand response capacity, and 193,000 electric vehicle charging ports. Visit [enelnorthamerica.com](https://enelnorthamerica.com) and follow us on [Facebook](#), [LinkedIn](#), [X \(Twitter\)](#), and [YouTube](#) to learn more.

**About Pacific Power**

Pacific Power provides safe and reliable electric service to 800,000 customers in Oregon, Washington and California. The company supplies customers with electricity from a diverse portfolio of generating plants including hydroelectric, thermal, wind, geothermal and solar resources. Pacific Power is part of PacifiCorp, one of the lowest-cost electricity producers in the United States, with 2 million customers in six western states. For more information, visit [www.pacificpower.net](http://www.pacificpower.net).

**Media Contact**

Matt Epting  
Head of Media  
Enel North America  
[matt.epting@enel.com](mailto:matt.epting@enel.com)