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Press Contact:

Jenna Famular | Marketing & Communications Manager
(925) 378-6747 | communications@mceCleanEnergy.org

Lakis Polycarpou | Media Contact
(917) 628-5032 | lakis@recurve.com

MCE Launches New Grid-Responsive Demand FLEXmarket

Data-Driven Marketplace Rewards Innovation in Demand Response, Energy Efficiency, and Flexibility Services

SAN RAFAEL and CONCORD, Calif. —

MCE is pleased to announce the launch of the Demand FLEXmarket, a first-of-its-kind marketplace program platform aimed at shifting energy use throughout our service area away from times of extreme demand. Created in partnership with Recurve, the Demand FLEXmarket provides tools to measure hourly reductions in energy use that will allow MCE to compensate businesses working locally with our customers for energy savings during peak demand hours.

The Demand FLEXmarket was developed to address the twin challenges of decarbonization and climate adaptation in California by enabling the integration of a wide range of clean distributed energy resources, such as batteries, smart thermostats, or electric vehicle chargers, and ensuring that those resources are fully deployed to avoid or minimize crises such as the blackouts in August, 2020. By offering a payment for energy reductions that values a range of resources equally, the Demand FLEXmarket ensures that incentives match the value of energy usage and that different solutions work together in a coordinated way.

“MCE is excited to launch our new Marketplace model, which helps our customers reduce their carbon footprint by shifting usage toward hours of the day where renewable energy is affordable and abundant,” said Vicken Kasarjian, MCE COO. **“This program will help MCE better serve our customers by diversifying the services we can offer, and lowering bill costs.”**

The Demand FLEXmarket builds on MCE’s [Commercial Efficiency Market](#) program, which was created last year to compensate energy efficiency vendors based on measured hourly energy savings. While the program is grounded in energy efficiency, the value of energy savings are significantly higher in the evening peaks, so the program aims to deliver both an overall reduction in energy usage and a usage pattern that aligns with when clean energy is abundant.

MCE’s Demand FLEXmarket will focus on reducing summer peak hours and increasing access to technologies beyond typical efficiency equipment, integrating efficiency and demand response into a truly flexible resource that meets grid needs and helps the customers who will benefit most.

“MCE has been a true innovator with us on this new FLEXmarket,” said Matt Golden, CEO of Recurve. **“This project is a great example of how energy efficiency and demand response can be integrated into a coherent signal to the market, and engage the most innovative players in California to address our grid issues, by helping MCE flatten peaks and reduce its market exposure in time for summer peaks.”**

Using the marketplace model, MCE will offer a set price to nearly any behind-the-meter resource or partner for daily load shifting and a variable rate for a response to a day-ahead demand response signal. Interested vendors can expect a transparent and accountable payment structure, customer lead acquisition, and minimal barriers to participation. Current vendors include BlocPower, Bright Power, CH Energy, CLEAResult, Concentric IoT, EcoGreen Solutions, EverWatt, Joule Smart, and National Resource Management.

MCE offers a suite of customer programs in addition to the new Commercial Efficiency and Demand FLEXmarket, including residential and commercial energy efficiency services, battery storage and energy resiliency initiatives, and rebates for adoption of electric vehicles. To learn more about our programs and services, visit our website at <https://www.mcecleanenergy.org/customer-programs/>.

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About MCE: *As California's first Community Choice Aggregation Program, MCE is a groundbreaking, not-for-profit, public agency that has been setting the standard for energy innovation in our communities since 2010. MCE offers cleaner power at stable rates, significantly reducing energy-related greenhouse emissions and enabling millions of dollars of reinvestment in local energy programs. MCE is a load-serving entity supporting a 1,200 MW peak load. MCE provides electricity service to more than 480,000 customer accounts and more than one million residents and businesses in 36 member communities across four Bay Area counties: Contra Costa, Marin, Napa, and Solano. For more information about MCE, visit [mceCleanEnergy.org](https://www.mcecleanenergy.org) or follow us on [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#).*

About Recurve: *Recurve provides a revenue-grade open-source platform that empowers utilities to plan, procure, and deploy Demand Flexibility as a virtual power plant. Recurve's platform can identify the available resource potential behind customer meters, then deploy programs and markets based on an hourly price signal that leverages marketplace innovation to scale up this essential resource. For more information on Recurve's platform and solutions, visit [Recurve.com](https://www.recurve.com).*