

In the Matter of the Application of San Diego Gas & Electric Company (U 902 E) for Approval of its Proposals for Dynamic Pricing and Recovery of Incremental Expenditures Required for Implementation.

Application 10-07-009  
(Filed July 6, 2010)

Application of San Diego Gas & Electric Company (U 902 E) for Authority to Update Marginal Costs, Cost Allocation, and Electric Rate Design.

Application 19-03-002  
(Filed March 4, 2019)

Application: 10-07-009/A.19-03-002  
Exhibit No.: \_\_\_\_\_

**PREPARED SUPPLEMENTAL TESTIMONY  
OF  
HORACE TANTUM IV  
ON BEHALF OF SAN DIEGO GAS & ELECTRIC COMPANY**

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA**



**AUGUST 30, 2019**

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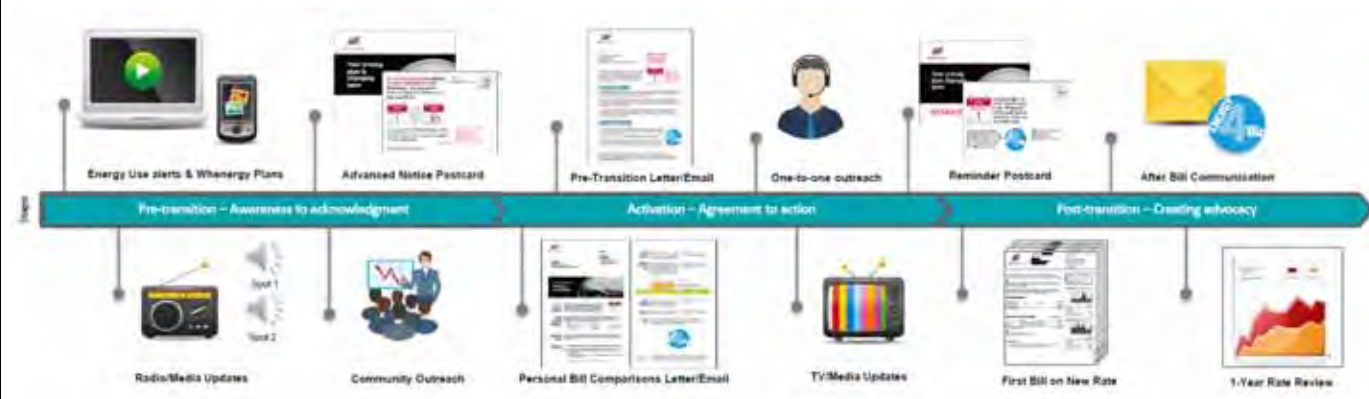
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1 the customer journey graphic below. This strategy was intended to guide customers from awareness  
2 and acknowledgement to activation and advocacy.



3  
4 The “Small and Medium Business [“SBM”] Pricing Rollout” began in late 2015, for  
5 approximately 74,000 small non-residential customers. Targeted communications to each customer  
6 consisted of an advanced notice postcard, a personalized bill comparison letter, a reminder postcard,  
7 an after-bill communication (a welcome information letter sent after first bill) and a 1-Year Rate  
8 Review letter (an end-of-1-year no-risk pricing communication, if on rate at least 6 months).  
9 General market communications included TV and radio spots, bill inserts, newsletters, printed  
10 collateral, video and a dedicated website. Messaging to customers during this time included  
11 communications regarding plan features, such as:

- 12 • Overview of plan options, including the three TOU time periods;
- 13 • Comparison of estimated annual energy costs associated with each plan;
- 14 • Seasonal differences, *i.e.*, winter on-peak 5 p.m. - 8 p.m.; summer on-peak 11  
15 a.m. - 6 p.m.;
- 16 • Higher on-peak pricing for TOU+ from 11 a.m. - 6 p.m. on Reduce-Your-Use  
17 event days;
- 18 • Information on the importance of signing up for email or text alert  
19 notifications on event days;

- 1 • Option to switch to another available plan any time during or after the
- 2 transition period to TOU+; and
- 3 • No-Risk Pricing communications for customers who do not save money on
- 4 the TOU+ plan in the form of a bill credit at the end of the first year.

5 Targeted communications were also directed to small non-residential customers who had  
6 changes in their energy use, such as sustained increases in demand, which changed their eligibility  
7 for certain pricing plans, as well as their capacity reservation levels.

8 SDG&E’s team of Outreach Advisors works closely with a network of more than 190  
9 community-based organizations (“CBOs”), educating and connecting them to the latest rate  
10 information, programs and service options. These organizations and other associations make up the  
11 Energy Solutions Partner Network, representing the diversity of SDG&E’s customers within its  
12 service territory. Most non-residential partners are small, grassroots agencies that include local  
13 Chambers of Commerce, Business Improvement Districts (“BIDs”) and various industry  
14 associations that reach our small business customers.

15 The Energy Solutions Partner Network uses newsletters and social media channels, such as  
16 Facebook, Twitter, and Instagram, to post various SDG&E messages about the latest rate  
17 information, programs and service options. Additionally, information and education are provided  
18 through regular SDG&E presentations and trainings throughout the year, as well as from  
19 informational resource tables at community and business events. SDG&E performed more than 650  
20 outreach activities from 2015 – 2019 year to date through the Outreach Advisors and Energy  
21 Solutions Partner Network. These activities are estimated to have reached a combined audience of  
22 more than 830,000 people.

1 Attachment A, attached hereto, includes copies of any and all materials SDG&E used to  
2 inform or educate non-residential customers about how to manage their electric usage during on-  
3 peak hours and/or CPP events, organized by year from 2015 – 2019.

4 **7. Identify and describe all of SDG&E’s activities to notify small non-residential**  
5 **customers of their ability to opt out of the default TOU/CPP rate. To the extent**  
6 **that SDG&E believes the current ability to opt out of the default TOU/CPP rate**  
7 **does not adequately mitigate the risks identified in petition, explain why.**

8 Please see my response to Question 6, above. As described above, during the default  
9 transition in 2015-2016, customers were presented with options for selecting a different rate (TOU-  
10 A), or, by doing nothing, transitioning to the default (TOU-A-P) rate. SDG&E does not know with  
11 certainty why individual customers did or did not opt out of the TOU/CPP rate. Based on my  
12 professional experience, I believe it is not uncommon for people to disproportionately stay with  
13 whatever option is provided to them as a default, particularly in cases when they may not have  
14 strong preferences about their choices. This phenomenon is usually referred to as the “default  
15 effect” or “status quo bias” and may help explain why so many TOU/CPP customers did not opt out  
16 for another rate that may have better suited them. Contributing to that situation, San Diego  
17 experienced what were generally considered “normal” summers in 2016 and 2017 with warm, but  
18 not exceedingly hot temperatures. Rate communications continued, but because few demand  
19 response events were called, customers remained largely unaware of, or indifferent to, their new  
20 event-based pricing plans since bills were relatively typical.

21 As explained in the petition for modification and attachments, the unseasonably hot summer  
22 of 2018, with record-breaking heat, led to much higher-than-normal bills. That summer, SDG&E  
23 launched a communication campaign for non-residential TOU/CPP customers to help remind and  
24 reeducate them about event-based pricing plans, provide information on how to be successful on  
25 such plans, and highlight other pricing plan options that might better suit their needs.  
26 Communications continued in 2019, with a series of emails between February and May and a

1 dedicated summer campaign, which included targeted direct mail about other pricing plan options.  
2 Despite these ongoing efforts to help customers understand their rate and give them options for  
3 selecting a potentially better one, many stay on the rate but are surprised by the effects of event-day  
4 pricing on their bills. In that sense, the ability to opt out comes too late after the fact.

5 This concludes my prepared supplemental testimony.

6 **III. WITNESS QUALIFICATIONS**

7 My name is Horace Tantum IV. My business address is 8326 Century Park Court, CP62C,  
8 San Diego, California, 92123-1569. I am employed by SDG&E as the Marketing Manager for  
9 Programs & Services. I have been employed by SDG&E as Marketing Manager since May 2014. I  
10 am responsible for leading the marketing team to develop and implement marketing plans for  
11 residential and commercial/industrial customer programs. Prior to my current position, I held the  
12 position of Senior Communications Advisor.

13 Before joining SDG&E in December 2012, I spent nearly two years as Marketing Director  
14 for MJE Marketing, where I was responsible for the development, implementation and supervision  
15 of integrated marketing, advertising, public relations and social media campaigns for clients  
16 including the Port of San Diego, California Bank & Trust, First 5 San Diego, and the City and  
17 County of San Diego. From 2002-2011, I was Senior Account Supervisor for Brandon Taylor,  
18 SDG&E's general market advertising agency of record.

19 I graduated from the University of Colorado in 1989 with a Bachelor of Arts degree in  
20 Economics and a MBA with marketing emphasis in 1992. I have more than twenty five years of  
21 experience in marketing, communications, advertising, business management, and creative direction  
22 in various industries.

23 I have previously testified before the California Public Utilities Commission.

# ATTACHMENT A



2015



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**Your pricing  
plan is  
changing  
soon**



**Be on the lookout** for details on your transition to new Whenergy<sup>®</sup> pricing plans that are based on when you use electricity.

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*You will be switched to a new pricing plan during this 6-month period.*



You can opt out to another available plan anytime during the transition period. For more information on the new plans, or to opt in before the transition, visit [sdge.com/whenergy](http://sdge.com/whenergy).

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<BPSendToStreet2>  
<BPSendToCity>, <State><Zip>





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**Your pricing  
plan changes  
soon**



***REMINDER...***

# You'll soon transition to a new Whenergy<sup>®</sup> pricing plan that is based on when you use electricity.

You can opt out to another available plan anytime during the transition period. For more details on the new plans or to choose another plan before the transition, visit **[sdge.com/whenergy](http://sdge.com/whenergy)** or call **1-800-336-7343**.



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## Your current pricing plan is changing

California utilities are shifting to new energy pricing based on when you use energy. Your current plan will no longer be available. The new Whenergy pricing will reward your business for reducing electricity use during the high-demand hours of 11 a.m. to 6 p.m. in the summer (May 1 - October 31) and 5 p.m. to 8 p.m. in the winter (November 1 - April 30).



Whenergy® Time of Use Plus pricing automatically starts

### You don't need to do anything...

You'll **automatically** be transitioned to the **Time of Use Plus** pricing plan. *Time of Use Plus* rewards you with lower kWh prices during the year **except** on the required *Reduce Your Use*<sup>SM</sup> days. The lower overall prices are granted in exchange for your participation on these days.

**Reduce Your Use days** are designed to lessen the strain on the power grid. No more than 18 of these days (5 days on average) will be called in a calendar year. On *Reduce Your Use* days, kWh pricing from 11 a.m. to 6 p.m. will be roughly **400% higher**, so it's important that you're able to lower your use during these peak hours on those specific days.

**1 Year No Risk Pricing** will help with your transition to *Time of Use Plus*. For the first year, your bill will compare your monthly costs to the alternate plan. If you didn't save on *Time of Use Plus*, you'll get a credit for the difference at the end of the first year. You also have the option of switching to the alternate **Time of Use** plan at any time.

### Or before December 12th, you can...

- Opt into the *Time of Use Plus* plan early.
- Opt into the alternate *Time of Use* plan. *Time of Use* prices are slightly higher than *Time of Use Plus* pricing, but there is no *Reduce Your Use* participation requirement.

Note, you'll have 60 days after your plan effective date to switch to another available plan. After 60 days, a one-year commitment will apply for any plan you opt into.

If you don't opt in **by December 12th**, your plan will transition automatically to *Time of Use Plus* on that date. To opt into *Time of Use* or *Time of Use Plus*, or if you need more information about the plans, visit [sdge.com/whenergy](http://sdge.com/whenergy) or call **1-800-336-7343**.



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Reduce Your Use days may be called when energy use is high and usually last for a short time. Enrollment in the CARE program will be carried over to your newly selected plan. All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. 1 Year No Risk Pricing is only applicable if you remain at your current location for 12 months with continuous service.

2016



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*Time-sensitive information*  
*Your current pricing plan is changing*



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## Your new plan options

### Time of Use Plus

*Time of Use Plus* pricing provides lower prices in exchange for your commitment to reduce electricity use during *Reduce Your Use* days.

### Time of Use

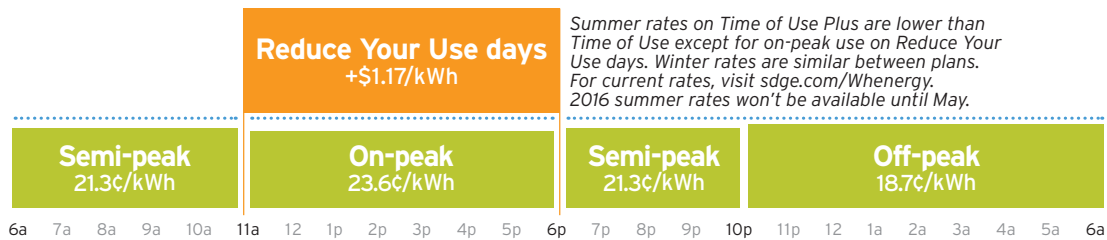
With *Time of Use*, summertime rates are slightly higher than with *Time of Use Plus*.

## Reduce Your Use days

*Reduce Your Use* days may be called on high energy demand days to lessen the strain on the power grid. No more than 18 days (5 on average) will be called in a calendar year. On those days, on-peak pricing – from 11 a.m. to 6 p.m. – will be roughly 400% higher with *Time of Use Plus*. You need to be able to receive *Reduce Your Use* alerts to participate on those days.

With *Time of Use* you're not required to participate in *Reduce Your Use* days, so there's no exposure to the higher on-peak rates on those days.

### Summertime Pricing on Time of Use Plus\*



## 1 Year No Risk Pricing

For the first year on *Time of Use Plus*, your bill will compare your monthly costs with your former plan. If you don't save money with *Time of Use Plus*, you'll get a credit for the difference at the end of the first year.

*1 Year No Risk Pricing* does not apply to the *Time of Use* plan.

## How to choose

Select *Time of Use Plus* if you're able to significantly reduce your on-peak electricity use when a *Reduce Your Use* day is called.

Select *Time of Use* if you cannot reduce your on-peak electricity use during *Reduce Your Use* days.

## Next steps

If you do nothing **by March 4th**, your plan will transition automatically to *Time of Use Plus* on that date. You can switch to another available plan any time after the transition. If you need more information about the plans or to opt in, visit [sdge.com/Whenergy](http://sdge.com/Whenergy) or call us at **1-800-336-7343**.



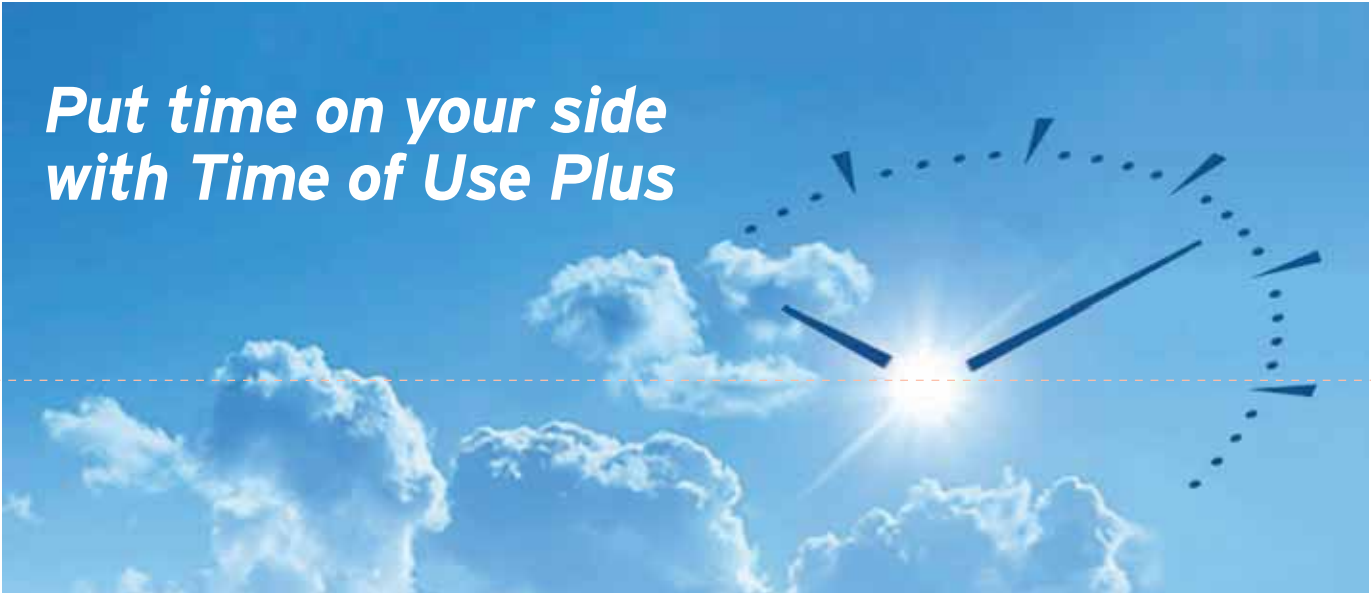
To learn more about tools and resources for energy management, visit [sdge.com/4biz](http://sdge.com/4biz).

\* Estimates may vary based on the number of *Reduce Your Use* days called. *Reduce Your Use* days may be called when energy use is high and usually last for a short time. The annual cost estimates for the *Time of Use Plus* plan are based on the average number of *Reduce Your Use* days called over the last five years. Enrollment in the CARE program will be carried over to your newly selected plan. All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. *1 Year No Risk Pricing* is only applicable if you remain at your current location for 12 months with continuous service. California Climate Credit is not included in cost estimates.



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# Put time on your side with Time of Use Plus



## Your new pricing plan

You've now transitioned to the new Whenergy® plan, *Time of Use Plus*. Your business benefits by reducing electricity use during the weekday high demand hours of 5 p.m. to 8 p.m. in the winter (November 1 - April 30) and 11 a.m. to 6 p.m. in the summer (May 1 - October 31). To better understand how electricity costs vary, view a short video at [sdge.com/Whenergy](http://sdge.com/Whenergy). As a reminder, you can switch to another available plan any time.

## Reduce Your Use<sup>SM</sup> alerts

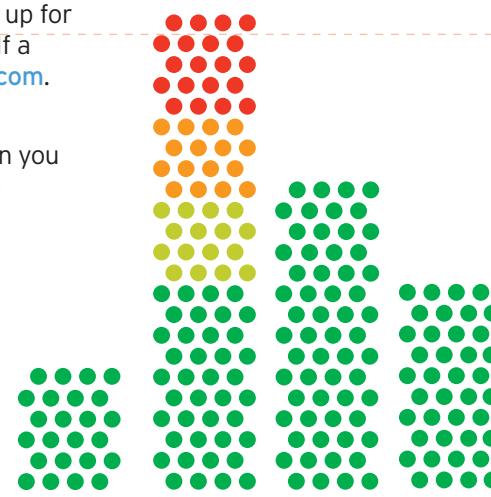
On your new plan, participation in *Reduce Your Use* days is advised in order to avoid high costs during those specific time periods. It's critical that you're signed up to receive email and/or text alerts that notify you a day in advance when a *Reduce Your Use* day is being called. On these days, on-peak pricing, especially during the summer – from 11 a.m. to 6 p.m. – can be roughly **400% higher** than normal. Go to [sdge.com/MyAccount](http://sdge.com/MyAccount) to sign up for these notifications or to update your alert contact information. If a *Reduce Your Use* day is activated, it will also be posted on [sdge.com](http://sdge.com).

## Online tools

Using My Account tools, you can receive email or text alerts when you reach a preset amount of spending or energy use (kWh). You can also analyze your bill and even see a forecast of your bill for the month. To set up your alerts, visit [sdge.com/MyAccount](http://sdge.com/MyAccount).

## 1 Year No Risk Pricing

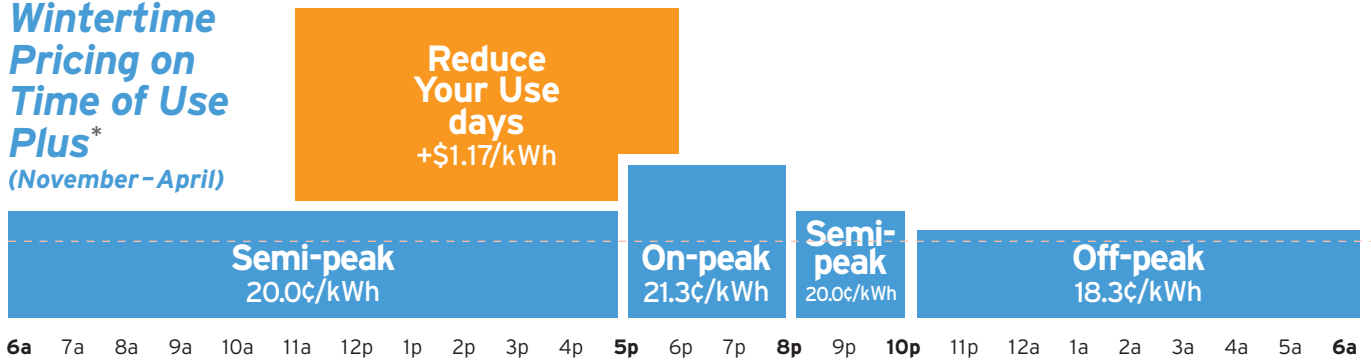
Remember, *Time of Use Plus* comes with *1 Year No Risk Pricing* for the first year. You'll see a side-by-side comparison on your bill of your monthly charges with *Time of Use Plus* versus what they would have been under your previous plan. At the end of a year, if you didn't save money on *Time of Use Plus*, you'll get a bill credit for the difference.\*



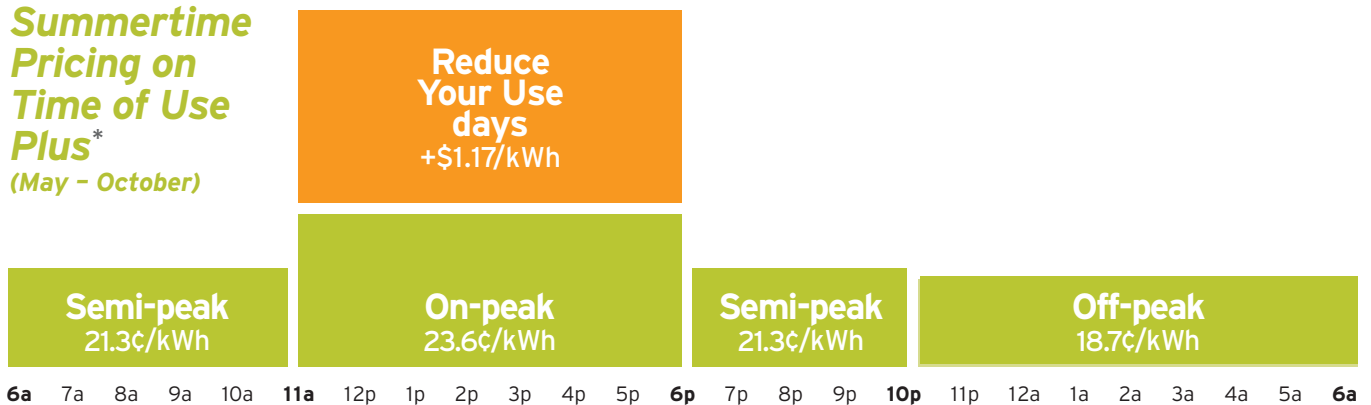
## Time of Use Plus pricing

Time of Use Plus pricing is based on **when** you use energy. By watching on-peak electricity prices and limiting your electricity use during *Reduce Your Use* periods, you can reduce your overall energy bill. Find current rates at [sdge.com/Whenergy](http://sdge.com/Whenergy).

### Wintertime Pricing on Time of Use Plus\* (November – April)



### Summertime Pricing on Time of Use Plus\* (May – October)



On-peak and semi-peak are only applicable during weekdays. Weekends and holidays are considered off-peak. Reduce Your Use pricing can happen on any day and is always from 11 a.m. to 6 p.m. The Reduce Your Use price is added to either weekday or weekend/holiday pricing, as appropriate.



We offer a variety of programs and services – from no-cost thermostats to energy audits – to help businesses like yours save. To learn more about tools and resources for energy management, go to [sdge.com/4biz](http://sdge.com/4biz).

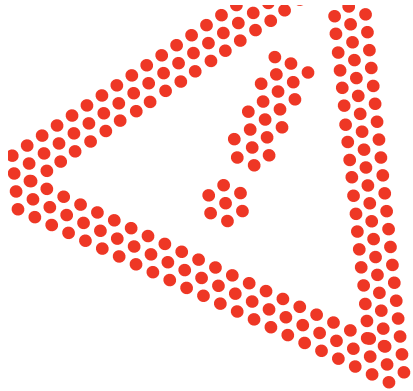
\*All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. For current rates, visit [sdge.com/Whenergy](http://sdge.com/Whenergy). 2016 summer rates will be available at the end of April. Reduce Your Use days may be called when energy use is high. 1 Year No Risk Pricing only applies if you switch to Time of Use Plus by April 30, 2016 and if you remain at your current location for 12 months of continuous service. Enrollment in the CARE program will be carried over to your newly selected plan. California Climate Credit is not included in cost estimates.



***Your Whenergy® plan works best when you get alerts.***

***All businesses recently transitioned to a time-of-use rate.***





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You're on a Time of Use *PLUS* rate and your electric rate changes based on when you use energy, especially during hot summer days.

#### GET ALERTS TO SAVE ON HIGH ENERGY USE EVENT DAYS

Your Whenergy® plan includes Reduce Your Use™ days when energy demand is critical. On event days, electricity prices can increase up to **400%** to encourage conservation and reduce the potential for shortages.

---

#### Signing up for alerts is simple:

- Log on to My Account at [sdge.com/MyAccount](http://sdge.com/MyAccount).
- Click on "Alerts and Subscriptions" and then "Sign Up For Alerts and Subscriptions."
- Click on "Subscribe" next to "Alert me of Reduce Your Use Days" and select the e-mails or phone numbers to subscribe.

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For more information, go to [sdge.com/business/PricingPlans](http://sdge.com/business/PricingPlans) or call us at 1-800-336-7343 to choose another rate.



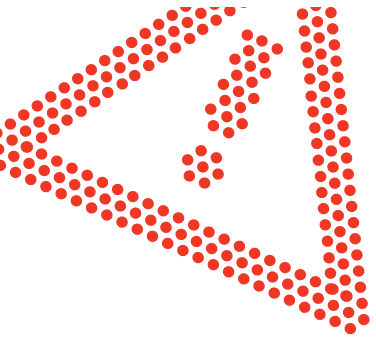
*You're on a  
new Whenergy  
pricing plan.*

*Learn about your new time-of-use rate.  
And your options.*

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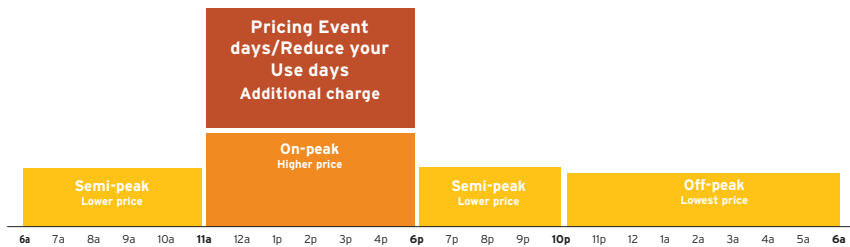


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## ABOUT YOUR NEW RATE

Your price for electricity changes based on the time of day. On Reduce Your Use<sup>SM</sup> event days (usually hot summer days), prices can increase up to **400%** to help encourage conservation and reduce the potential for shortages.



## YOUR OPTIONS

If you can't reduce electricity use on high energy use event days and are worried about the price increases, you can switch to another rate – the time-of-use rate that doesn't have the price increase on event days.

For more information, go to [sdge.com/Whenergy](http://sdge.com/Whenergy) or call 1-800-336-7343 to talk to us about switching to another plan.

*Beginning last November, California utilities have been phasing in new time-of-use rates for businesses. The transition was completed at the end of April.*

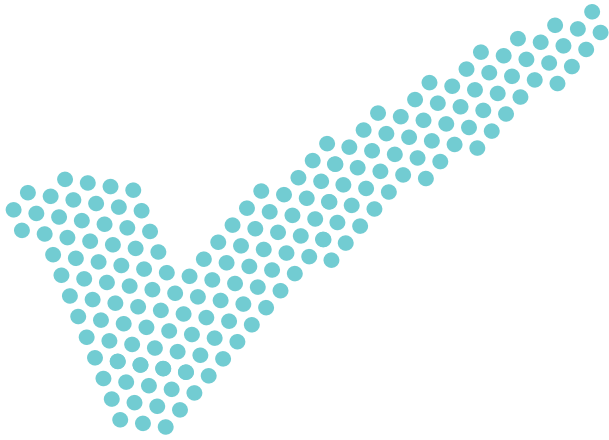


***You're on a  
new Whenergy  
time-of-use  
pricing plan.***

***Are you ready for  
event days?***

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## PREPARE FOR HIGH ENERGY USE EVENT DAYS

On your Time of Use Plus rate, the price of electricity increases dramatically on Reduce Your Use days. On these days, electricity prices can increase up to **400%** to encourage conservation and reduce the potential for shortages.

### Get ready:

- Sign up for alerts at [sdge.com/MyAccount](https://www.sdge.com/MyAccount).
- Be prepared to shift or reduce your electricity use from 11 a.m. to 6 p.m. by turning off non-essential lights and equipment, and increasing A/C temperature settings.
- Inform your employees about energy-saving steps they can take on high-use event days.

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For additional information, go to [sdge.com/Whenergy](https://www.sdge.com/Whenergy)  
or call 1-800-336-7343 Monday through Friday, 8 a.m. to 5 p.m.

Talk to us about your options, including switching to another plan.



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# Welcome to Time of Use



## Your New Pricing Plan

You've now transitioned to the new Whenergy® plan, *Time of Use*. Your business benefits by reducing electricity use during high demand (on-peak) hours:

- Weekdays from 5 p.m. to 8 p.m. in the winter (November 1 - April 30)
- Weekdays from 11 a.m. to 6 p.m. in the summer (May 1 - October 31)

To get a better idea of why electricity costs vary, view a short video at [sdge.com/Whenergy](https://sdge.com/Whenergy). Please remember, you can switch to another available plan any time.

## Energy Use Alerts

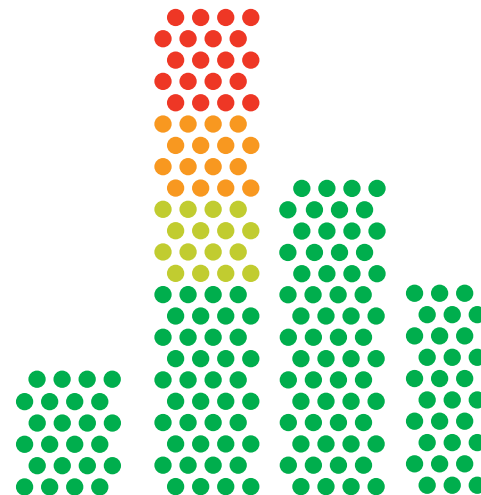
Keep track of your energy use and costs by receiving email or text alerts when you reach a preset amount of spending or energy use (kWh). To set up your alerts, visit [sdge.com/MyAccount](https://sdge.com/MyAccount).

## Online Tools

Using My Account tools, you can:

- See an overview of your energy use
- Get your forecasted bill for the month
- Review your hourly, weekly or monthly energy use
- Analyze your bill to see why it changes
- Learn about energy-saving actions specific to your business

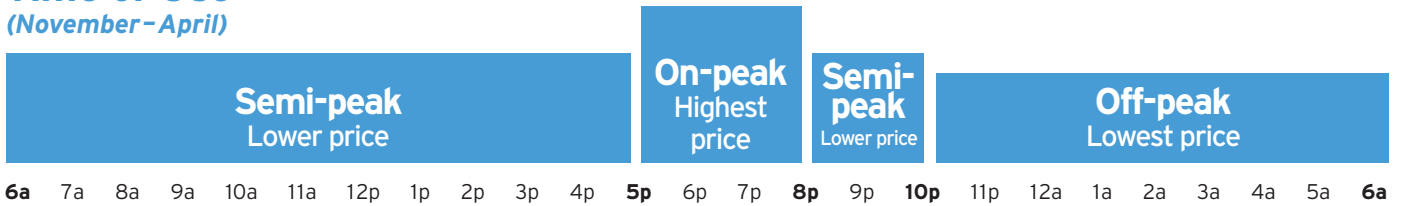
Watch videos about these features at [sdge.com/MyAccountVideo](https://sdge.com/MyAccountVideo).



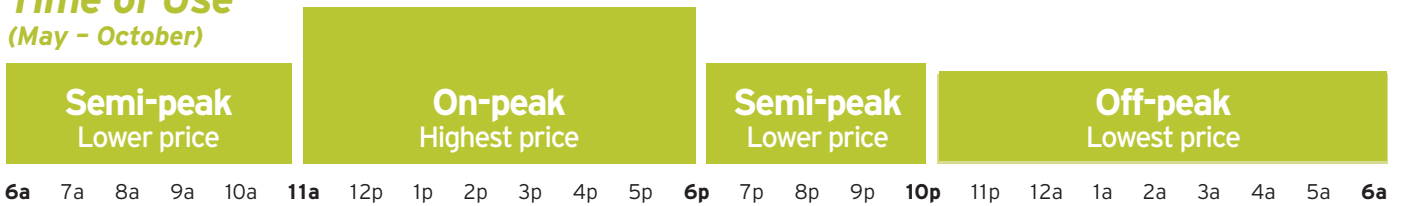
# Time Of Use Pricing

Time of Use pricing is based on **when** you use energy. By watching on-peak electricity prices, it's possible to reduce your overall energy bill. Find current rates at [sdge.com/Whenergy](http://sdge.com/Whenergy).

## Wintertime Pricing on Time of Use\* (November - April)



## Summertime Pricing on Time of Use\* (May - October)



On-peak and semi-peak are only applicable during weekdays. Weekends and holidays are considered off-peak.



We offer a variety of programs and services – from no-cost thermostats to energy audits – to help businesses like yours save. To learn more about tools and resources for energy management, go to [sdge.com/4biz](http://sdge.com/4biz).

\*All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. For current rates, visit [sdge.com/Whenergy](http://sdge.com/Whenergy). 1 Year No Risk Pricing only applies if you switched to Time of Use Plus by April 30, 2016 and if you remain at your current location for 12 months of continuous service. Enrollment in the CARE program will be carried over to your newly selected plan. California Climate Credit is not included in cost estimates.





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# *You're on a new electric rate. Are you ready for event days?*

.....

All businesses are now on a Whenergy® - Time of Use Pricing Plan. **If you're on a Time of Use *PLUS* plan** here's some information you'll need to be ready for summer.





## Prepare for High Energy Use Event Days

The Time of use *PLUS*, or Critical Peak Pricing, plans include Reduce Your Use<sup>SM</sup> days. These event days, up to 18 times a year, happen between 11 a.m. to 6 p.m. on any day, including weekends and holidays. They're called when demand for electricity is expected to be exceptionally high. On these days, your electricity prices can increase **400%** to encourage conservation and reduce the potential for shortages.

### Take these steps:

- Sign up for Reduce Your Use alerts at **[sdge.com/MyAccount](https://www.sdge.com/MyAccount)**.
- Be prepared to shift or reduce your electricity use outside of the 11 a.m. to 6 p.m. time period.
- Make sure your employees take energy-saving steps.
- Call us about your options, including switching to another plan.

For additional information, visit **[sdge.com/business/PricingPlans](https://www.sdge.com/business/PricingPlans)** or call us at **1-800-336-7343**.

**Commercial turn on script for TOU-M-CPP (A-TOU/ CPP) –(20-40kW), AL-TOU-CPP -Time of Use Plus)- (Over40kW)**

*“As part of your new service with SDG&E you’ve been enrolled in the Time -Of-Use Plus pricing plan. This pricing plan is based on the time of day electricity is used and includes two components, Critical Peak Pricing event days and a Capacity Reservation program that allows customers to take control by prepaying for energy. Customers can then apply the pre-paid energy during a CPP event day. Customers are asked to lower their energy usage due to the high demand for electricity.*

*During high event time frames from 2pm-6pm, are you able to reduce or shift your energy use? If you can, the Time of Use Plus might be a good option for your business. Other rates and options may be available for your business, please visit our website for further information.”*

If customer is ok with being enrolled in AL-TOU-CPP ask:

*“May I have an email address that we can use to notify you of event days?”*

**\*\*\*PLEASE ADD EMAIL ADDRESS TO ACCOUNT ASSIST\*\*\***

**\*\*\*ADD GC-MIS CCON using Power Pad “TEXT” “C” for Commercial\*\*\***

**TOU-M/ATOUE or AL-TOU**

- *If customer does not want CPP-D, then proceed with enrollment to TOU-M or AL-TOU (Time of Use) (enroll using PF23) \*\**
- *When enrolling customers on TOU-A (ASTOD), customers should be advised of the following:*
  - *The Time of Use plan, does not include Critical Peak Pricing days*
  - *There is a 1-year commitment period, which begins on your plan effective date*
  - *Visit our website for more additional information about your new rate*
- *If customer is unsure about rate (CPP-D), please add CCON with remarks in the Key Data Field, see the example below:*

**Type: GC – General**  
**Sub-Type: MIS**  
**Source: PH**

**Key Data: XPLND RATE (CPP-D), CUST NOT SURE IF THEY CAN REDUCE DURING EVENTS**

**REMARKS: CUSTOMER FOLLOW UP (E-mail, call RE: RATE)**

#  
#  
#



**Commercial turn on script for TOU-A-P (ASTOD/PSW -Time of Use Plus) - Under 20kW)**

*“As part of your new service with SDG&E you’ve been enrolled in the Time -Of-Use Plus pricing plan. This pricing plan is based on the time of day electricity is used and includes Reduce Your Use event days, where customers are asked to lower their energy usage due to the high demand for electricity.*

*During high event time frames from 2pm-6pm, are you able to reduce or shift your energy use?*

*If you can, the Time of Use Plus might be a good option for your business. Other rates and options may be available for your business, please visit our website for further information.”*

If customer is ok with being enrolled in TOU-A-P ask:

*“May I have an email address that we can use to notify you of event days?”*

**\*\*\*ADD EMAIL ADDRESS TO MY ACCOUNT\*\*\***

**\*\*\*ADD GC-MIS CCON using Power Pad “TEXT” “C” for Commercial\*\*\***

**TOU-A/ASTOD**

- *If customer does not want TOU-A-P, then proceed with enrollment to TOU-A (ASTOD/Time of Use) (enroll in PF23) \*\**
- *When enrolling customers on TOU-A (ASTOD), customers should be advised of the following:*
  - *The Time of Use plan, does not include Reduce Your Use days*
  - *There is a 1-year commitment period, which begins on your plan effective date*
  - *Visit our website for more additional information about your new rate*
- *If customer is unsure about rate (TOU-A-P), please add CCON with remarks in the Key Data Field, see the example below:*

**Type: GC – General**

**Sub-Type: MIS**

**Source: PH**

**Key Data: XPLND RATE (TOU-A-P), CUST NOT SURE IF THEY CAN REDUCE DURING EVENTS**

**REMARKS: CUSTOMER FOLLOW UP (E-mail, call RE: RATE)**

#  
#



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<Date>

<BPName>  
<BPBusinessName>  
<BPSToStreet>  
<BPSToCity>, <BPSToState> <BPSToZip>  
|||||



# Your New Capacity Reservation Level

You've reached your anniversary date on *Time of Use Plus*. Your *Capacity Reservation (CR)* level was recalculated based on your past 12 months of energy use. *CR* is the feature of your *Time of Use Plus* plan that allows you to reserve some of the electricity to be used on *Critical Peak Pricing Event* days for billing at a lower, everyday price. Watch our video at [sdge.com/Whenergy](http://sdge.com/Whenergy) to see how *CR* works.

## What You Need To Know

Until you select a different *CR* value, it remains at a level equal to 50% of your estimated maximum summer on-peak electricity use. Starting on the *CR Effective Date*, the *CR Cost* listed will be applied to your account. You can still select a new *CR* level, and once you do, it'll be locked in for 12 months. (Turn page to see your new *CR* value and cost.)

## Critical Peak Pricing Event Days

*Time of Use Plus* plans include 11 a.m. to 6 p.m. surcharges on *Critical Peak Pricing Event* days. On these days, for each 15-minute interval from 11 a.m. to 6 p.m, if your electricity use is over the *CR* level you've reserved, these surcharges will be applied to that extra energy use. A maximum of 18 of these days can be called at any time during the year when there's an extraordinary demand for electricity. Unused *CR* levels won't carry over to the next year. It's also important to go online and keep the contact information for event notifications up-to-date at [sdge.com/MyAccount](http://sdge.com/MyAccount).

## What To Do Next

You can go online and calculate how much electricity to reserve and also change your *CR* level at [sdge.com/MyAccount](http://sdge.com/MyAccount). You can also give us a call at 1-800-336-7343.



Use our many other programs and services—from free thermostats to energy audits—to help your business save. To learn more about Energy4Biz tools and resources for energy management, go to [sdge.com/26](http://sdge.com/26).

<BPFirstName> <BPLastName>  
 <BPBusinessName>  
 <BPSToStreet>  
 <BPSToCity>, <BPSToState> <BPSToZip>



## Your Capacity Reservation Details\*

Unless you've recently selected a different value, your new *Capacity Reservation (CR)* level and cost started on the *CR Effective Date* listed below. The *CR* value was calculated at 50% of your estimated maximum summer on-peak electricity use. If you don't select another level, this preset *CR* level will be applied to your account. Once you've selected your *CR* level, it'll be locked in for 12 months. If the value shows "0," you may not have any electricity reserved for use on *Critical Peak Pricing Event* days or you may not have enough bill history. You can calculate and change your *CR* level at [sdge.com/MyAccount](http://sdge.com/MyAccount).

Pricing Plan	CR Effective Date	CR (in kW)	CR Cost	Account Number	Meter Number	Meter Address
<MTnvCF_SDGE_RATE_NAME_1>	<MTnvANALYSIS_GENERA-	<MTnvTotalNetta-	<MTnvTotalNonNet-	<BPBillAccountNumber>	<MTMeterID>	<BPServiceStreet>

For more information about our pricing plans, visit [sdge.com/Whenergy](http://sdge.com/Whenergy) or call us at 1-800-336-7343.

\*The Capacity Reservation level and cost were calculated using your past 12 months of electricity use. All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. For current rates, visit [sdge.com](http://sdge.com). *Critical Peak Pricing Event* days may be called when energy use is high. If you switch plans, enrollment in the CARE program will be carried over to your newly selected plan.



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<Date>

<BPName>  
<BPBusinessName>  
<BPSendToStreet>  
<BPSendToCity>, <BPSendToState> <BPSendToZip>  
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## Adjusting Your Capacity Reservation Level

Capacity Reservation (CR) is the feature of your *Time of Use Plus* plan that allows you to plan ahead for *Critical Peak Pricing Event* days and reserve some of the electricity that will be used on those days for billing at a lower, everyday price. There's a charge for CR, so it's important that you fully understand it. Watch our video at [sdge.com/Whenergy](http://sdge.com/Whenergy) to see how CR works.

### Critical Peak Pricing Event Days

*Time of Use Plus* plans include 11 a.m. to 6 p.m. surcharges on *Critical Peak Pricing Event* days. On these days, for each 15-minute interval from 11 a.m. to 6 p.m., if your electricity use is over the CR level you've reserved, these surcharges will be applied to that extra energy use. A maximum of 18 of these days can be called at any time during the year when there's an extraordinary demand for electricity. Unused CR levels won't carry over to the next year. It's also important to go online and keep the contact information for event notifications up-to-date at [sdge.com/MyAccount](http://sdge.com/MyAccount).

### What You Need To Know

In a few weeks, you'll reach your anniversary date on *Time of Use Plus*. Your current CR level has been preset at a level equal to 50% of your estimated maximum summer on-peak demand. If you don't select another level, this preset CR level will be applied to your account. Once you set a new CR level, it'll be locked in for 12 months. (See back for your preset CR value and estimated cost.)

### What To Do Next

You can go online and calculate how much electricity to reserve and also change your CR level at [sdge.com/MyAccount](http://sdge.com/MyAccount). You can also give us a call at 1-800-336-7343.



Use our many other programs and services—from free thermostats to energy audits—to help your business save. To learn more about Energy4Biz tools and resources for energy management, go to [sdge.com/4biz](http://sdge.com/4biz).





# EnergyUpdate

## Rollout of new electric pricing plans nears completion

**B**eginning last November, California utilities have been phasing in new time-of-use pricing for businesses and closing the books on old electric rates. The rollout of new pricing plans is on track to reach local businesses by April 30.

### Look for your individualized information

If you haven't switched to a new pricing plan yet, then be on the lookout for mail or email from us explaining what steps, if any, you need to take. To help you decide which pricing plan works best for your business, you'll receive specific information about each electric account that you have (if there's enough bill history for these accounts).

You may have different pricing options for different sites.

### Explore your choices

You'll find helpful information about the choices available at [sdge.com/Whenergy](http://sdge.com/Whenergy), including:

- Short videos explaining Whenergy® pricing plans and how electricity costs vary by time of use.
- Comparisons of Whenergy pricing plans.
- Answers to frequently asked questions.

To learn more about the plans, and ways for your business to save energy and money, call our Business Contact Center at **1-800-336-7343** from 8 a.m. to 5 p.m., Monday through Friday, or visit [sdge.com/business](http://sdge.com/business) anytime.

All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order.

## In this issue

- ▶ Energy makeover saves money, preserves charm of historic hotel
- ▶ Sample innovation in food service demo kitchen
- ▶ Spice up your food service with savings

## See what's new at June 10 Energy Showcase

For fresh ideas on energy savings, the place to be on June 10 is SDG&E's 11th annual Energy Showcase.

Plan on stopping by the San Diego Convention Center to:

- **Browse dozens of exhibits** displaying the latest in energy-saving products and services.
- **Chat one-on-one** with an energy service specialist at the Energy Solutions Center.
- **See an array of electric vehicles** for up-close comparisons.
- **Hear success stories** from energy-savvy colleagues in the business community.

### Register starting in April

Be sure to reserve your place for this free event when registration opens online at [sdge.com/2016ES](http://sdge.com/2016ES) at the beginning of April.

Learn more about Whenergy Time of Use and Time of Use Plus+ plans at [sdge.com/Whenergy](http://sdge.com/Whenergy).





## Energy makeover saves money, preserves charm of historic hotel

### Sample innovation in food service demo kitchen

Keeping costs down and quality up is a recipe for success in the restaurant and food service industry.

Our Energy Innovation Center Food Service Demonstration Kitchen is here to help. In addition to four functioning cooking lines and the latest cost-saving, state-of-the-art, commercial-grade equipment, it features:

- Monthly “Chef Demos” by various equipment manufacturers that show how new technologies can, for example, reduce labor and maintenance costs, or use less cooking oil to improve flavor in fried foods and save money.
- Opportunities to gain hands-on experience with state-of-the-art equipment and to learn about available rebates before investing in new equipment.

For more information or to schedule a visit, call **1-800-613-8970**, email [FoodService@semprautilities.com](mailto:FoodService@semprautilities.com) or visit [sdge.com/demokitchen](http://sdge.com/demokitchen).



**Test commercial kitchen equipment, find out about rebates and attend seminars in the Food Service Demonstration Kitchen at the Energy Innovation Center.**

These programs are funded by California utility customers and administered by SDG&E® under the auspices of the California Public Utilities Commission. Programs may be modified or terminated without prior notice and are provided to qualified customers on a first-come, first-served basis until program funds are no longer available. Eligibility requirements apply. Customers who choose to participate in these programs are not obligated to purchase any goods or services offered by contractors, vendors or any other third party. SDG&E does not endorse, qualify, or guarantee the work of any contractor, vendor or other third party and is not responsible for any goods or services selected or purchased by customers.

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A building that began as a bank in 1928 isn't the likeliest candidate for award-winning energy performance, yet Hersha Hospitality Trust earned the ENERGY STAR® for its Courtyard by Marriott® San Diego downtown property for 2015.\*

Dave Campbell, director of engineering, attributes the energy savings to a fruitful working relationship with us and their authorized contractor in our Trade Professional Alliance.

“SDG&E has probably the best, most comprehensive utility rebate program out there,” commented Campbell, who is responsible for six hotels in California and Arizona with 1,061 guest rooms, including 245 at the Courtyard. “You’re leaving money on the table if you don’t take advantage of it.”

Hersha Hospitality Trust also tracks electricity use per guest room each month in its 43 hotels across the U.S. Campbell is “pretty proud” that the Courtyard’s use usually ranks as the second or third lowest.

To top it off, Campbell’s frequent visits to the test demonstration kitchen and classes at the Energy Innovation Center gave him insight as to how new technologies could



*Light-emitting diodes (LEDs) in chandeliers and up lights brighten the lobby of the Courtyard by Marriott, originally a bank built in 1928 in San Diego’s Gaslamp Quarter.*

help the business. With this knowledge, he and his team implemented various lighting, water-heating, kitchen and laundry equipment projects, earning rebates and incentives of about \$90,000.

Learn how our programs and services can benefit your business at [sdge.com/business](http://sdge.com/business).

\*The U.S. Environmental Protection Agency awards ENERGY STAR certification to buildings that average 35% less energy use than comparable buildings without sacrificing comfort or quality.

## Spice up your food service with savings

Learn new ways to save energy and money in commercial food service at free seminars in our Food Service Demonstration Kitchen (see adjacent article).

Seminars are held 9 a.m. to 11 a.m. Breakfast is included. Visit [seminars.sdge.com](http://seminars.sdge.com) to register for upcoming seminars.

A couple of upcoming seminars are:

- “Top 10 Tips for Energy and Water Efficiency in Commercial Food Service” on March 2.
- “Where Does the Water Go? Understanding Water Usage in Your Kitchen” on April 19.



## With a variety of rates available, you may have options

The energy rates you see on your bill every month may not be your only options. There are a variety of rates available. Here are a few of the possibilities.

### When time matters

Energy pricing that varies with time of use is the essence of our Whenergy® pricing plans for homes and businesses. If you qualify to participate in Whenergy, you may be able to save money and possibly earn rewards by reducing electricity use during the high-demand weekday hours of 5-8 p.m. in the winter (Nov. 1-April 30) and 11 a.m.-6 p.m. in the summer (May 1-Oct. 31).

To see if you are eligible for a Whenergy plan and whether it could save you money, log in to My Account at [sdge.com/myaccount](http://sdge.com/myaccount) and click "Compare Pricing Plans." You'll also find information at [sdge.com/Whenergy](http://sdge.com/Whenergy).

### Demand-response incentives

Time also matters for businesses enrolled in demand-response programs and rates. To learn about incentives and benefits for lowering electricity use on high energy use event days, visit [sdge.com/DR](http://sdge.com/DR).

### CARE discount

A year-round discount of 30% or more on your SDG&E® bill is available through the California Alternate Rates for Energy (CARE) Program. Eligibility is based on your household size and yearly income or your household participation in certain public assistance programs. Visit [sdge.com/CARE](http://sdge.com/CARE) to see if you qualify for either CARE or the Family Electric Rate Assistance Program, which offers a 12% discount.

### Monthly savings for medical needs

Certain medical conditions may qualify you or someone you know for monthly energy bill savings. For information about our Medical Baseline Allowance program – and other assistance programs and services – visit [sdge.com/assistance](http://sdge.com/assistance).

### Get answers to your questions

With a new electric rate structure being phased in statewide through 2020, you may want to visit [sdge.com/RateReform](http://sdge.com/RateReform) for a brief overview of future changes to your electric bill. If you've got questions about current energy rates, click the "Contact Us" link at [sdge.com](http://sdge.com).

## Plug in EV, solar or EcoChoice<sup>SM</sup> alternatives

Certain energy rates and programs can help support your earth-friendly choices. Here are three options that may work for you.

### Save with an EV rate

Two time-of-use rates offer the lowest prices for off-peak hours to charge your plug-in electric vehicle (EV) at home. You can save the most money by programming your EV to charge from midnight to 5 a.m. Learn more at [sdge.com/evrates](http://sdge.com/evrates).



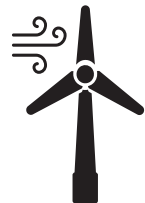
### Connect your solar projects

Check out Net Energy Metering (NEM) at [sdge.com/nem](http://sdge.com/nem) before installing rooftop solar panels or other renewable energy systems at your home or business. With NEM, you've got a two-way connection with the regional electric grid. You can earn bill credits for the excess power you put back into the grid, and use your bill credits when you need electricity from the grid, like when the sun isn't shining or on cloudy days.



### Get more renewable energy

To run your home or business on renewable energy with no upfront costs or long-term commitments, subscribe to EcoChoice starting in January 2017. Enroll from 50% to 100% of your electricity use and pay a premium each month. You can quickly estimate different premiums by using the cost calculator at [sdge.com/ecochoice](http://sdge.com/ecochoice). Subscriptions support the construction of new, local renewable projects. A year-long subscription is required.



## Your energy-saving projects may qualify for favorable financing

If you want to improve your home's energy efficiency but cash flow is a problem, the statewide Residential Energy Efficiency Loan (REEL) Assistance program may be able to help.

Participating REEL lenders offer loans with favorable rates and terms to finance eligible energy-efficiency measures. Examples include: heating, ventilating and air-conditioning (HVAC) equipment and repairs; water heaters; insulation for

walls, floors, attics and ducts; sealing air leaks; duct sealing; appliances; pool pumps; smart thermostats; windows; and light-emitting diodes (LEDs).

REEL gives you the flexibility to use up to 30% of the financing to complete additional tasks, such as general remodeling and water-efficiency projects.

32 For more information, visit [sdge.com/financing](http://sdge.com/financing).





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## These quick tips can help you save cash.

View one-minute energy-saving tip videos at [sdge.com/tip-videos](http://sdge.com/tip-videos). You'll find ways to save on indoor and outdoor lighting, home weatherization and more.

# For your safety, be alert to warning signs of carbon monoxide

You can't see, taste or smell carbon monoxide, but you can learn to spot the warning signs. Know how to protect yourself against this harmful gas, which can poison the air you breathe.

### Prevention is your best defense

Carbon monoxide is formed when carbon-based fuels – such as gasoline, propane, natural gas, oil or wood – don't burn completely (incomplete combustion). That's why it's important to keep your natural gas appliances in good working order. To schedule a safety checkup for your gas appliances, visit [sdge.com/serviceorder](http://sdge.com/serviceorder) or contact a qualified, licensed professional.\* Hurry, before the first cold snap.

### Warning signs and symptoms

When using any natural gas appliance, such as a furnace, be alert for the following warning signs of carbon monoxide:

- A yellow, large and unsteady burner flame (except in natural gas fireplace logs).
- Built-up soot in the appliance.
- An unusual, pungent odor that can indicate the presence of another byproduct of incomplete combustion.
- Triggering of a carbon monoxide detector or alarm.
- Household members with unexplained nausea, drowsiness, mental confusion or flu-like symptoms, such as headaches, dizziness, vomiting or shortness of breath.

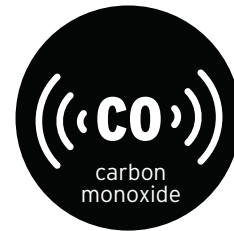
### Take action immediately

If you suspect you've been exposed to carbon monoxide, take the following steps:

- Immediately turn off the suspected gas appliance, if it's safe to do so.
- Get everyone out of the house and call **911**.

- Seek medical attention for anyone who feels ill.
- Arrange an inspection immediately and don't use the appliance until a qualified, licensed professional or SDG&E confirms it's safe.

For more gas safety tips, visit [sdge.com/gassafety](http://sdge.com/gassafety).



**State law requires that carbon monoxide detectors be installed in homes. Follow the manufacturer's instructions for routine maintenance, such as replacing batteries, and for replacing the device itself, typically every three to five years.**

**La legislación estatal requiere que se instalen detectores de monóxido de carbono en las casas. Siga las instrucciones del fabricante para el mantenimiento de rutina, como sustituir las baterías, y también para reemplazar el dispositivo mismo, normalmente de cada tres a cinco años.**

# Por su seguridad, esté atento a señales de advertencia de monóxido de carbono

Usted no puede ver, probar u oler el monóxido de carbono, pero puede aprender a detectar las señales de advertencia. Sepa cómo protegerse contra este nocivo gas, que puede envenenar el aire que respira.

### La prevención es su mejor defensa

El monóxido de carbono se forma cuando los combustibles a base de carbón – como la gasolina, el gas propano, el gas natural, el petróleo o la madera – no se queman completamente (combustión incompleta). Esta es la razón por la que es importante mantener sus aparatos domésticos de gas natural en buen estado de funcionamiento. Para programar un chequeo de seguridad para sus aparatos de gas, visite [es.sdge.com/serviceorder](http://es.sdge.com/serviceorder) o póngase en contacto con un profesional calificado con licencia.\* Dese prisa antes de que llegue la primera ola de frío.

### Señales de advertencia y síntomas

Cuando esté usando aparatos de gas natural, como un calefactor, esté alerta a las siguientes señales de advertencia del monóxido de carbono:

- Una llama de quemador que sea amarilla, grande e inestable (salvo en leños de chimeneas de gas natural).
- Acumulación de hollín en el aparato.
- Un olor acre poco común que puede indicar la presencia de otro producto derivado de la combustión incompleta.
- El que se accione un detector o una alarma de monóxido de carbono.
- Miembros de la casa con náusea, somnolencia, confusión mental o síntomas parecidos a los de la gripe, como dolores de cabeza, mareo, vómito o dificultades para respirar, sin explicación.

### Actúe de inmediato

Si sospecha que ha estado expuesto a monóxido de carbono, tome las siguientes medidas:

- Apague inmediatamente el aparato de gas del que sospecha, si es seguro hacerlo.
- Saque a todos de la casa y llame al **911**.
- Busque atención médica para cualquiera que no se sienta bien.
- Haga los arreglos para una inspección inmediatamente y no utilice el aparato doméstico en cuestión hasta que un profesional calificado con licencia o SDG&E confirme que es seguro.

Para más sugerencias de seguridad de gas, visite [es.sdge.com/gassafety](http://es.sdge.com/gassafety).

\*NOTA: Si recibe el servicio de gas natural de SoCalGas®, por favor, póngase en contacto con SoCalGas directamente en relación con los servicios y la información relacionados con el gas que están a su disposición.

## ► Get tips focused on your business

Look for energy-saving opportunities by business type at [sdge.com/industryselect](http://sdge.com/industryselect).

This online resource features the agribusiness, grocery, hospitality, manufacturing, property management, restaurant and retail segments. We're constantly adding new industries – biotech and breweries are next – so check back often. It's an easy way to find energy use facts, financial incentives, tips, testimonials, training and other industry-specific resources.

## Local business finds energy-saving upgrades easy

If you think you've done everything you can to lower your energy bill, or that energy-saving improvements would be too complicated, time-consuming or expensive, consider the experience of one local business owner.

Bill Durney, CEO of Rancho Computer Networks, a business that tailors information technology services and solutions for companies, found energy savings for two facilities.

The first time, he came across an SDG&E® offer to install smart thermostats and other energy upgrades at no cost. "The ability to reduce my electric bill at no cost to me sounded good," he said. "An SDG&E authorized contractor came out, hooked up a thermostat, showed me how to use it, checked and tuned the air conditioner, and replaced some fluorescent bulbs," Durney recalled.

The whole process took an hour of his time, with minimal disruption to his operation, and was "absolutely" worth the energy savings.

### Targets 15% to 20% reduced electricity use

With his business booming, Durney and his employees recently moved to a larger office space. Once again, he turned to SDG&E, this time with two requests:

- With a larger space, more employees and increased energy use, he wanted to be "greener" and also help control costs by reducing electricity use by 15% to 20%.
- Most of his employees are in the office working on computers all day, so he wanted the environment to be comfortable and the lighting more natural.

*continued on back* ►

## Reserve your spot: Energy Showcase June 10

You're invited to attend SDG&E's 11th annual Energy Showcase on Friday, June 10, at the San Diego Convention Center. Register online today for this free event at [sdge.com/2016ES](http://sdge.com/2016ES).

The exposition will be open from 11 a.m. to 2 p.m. You'll find a wide variety of energy technologies, services and experts gathered together in one spot, including:

- **Dozens of displays** exhibiting state-of-the-art, energy-saving products and services for your business.
- **Electric vehicles** encompassing a range of model types, sizes and prices for you to compare.
- **A Power Your Drive<sup>SM</sup>** exhibit where you can learn about this new opportunity to provide electric vehicle charging stations for your employees or tenants.

*New lighting installed at Rancho Computer Networks helped reduce energy costs and create a more comfortable work environment. It's one of the upgrades offered through SDG&E's Business Energy Solutions program. Learn more at [sdge.com/bes](http://sdge.com/bes).*



# Know when to reduce your energy use

## Check out tools and training at the Energy Innovation Center

Whether you pursue energy-efficiency projects professionally or as a part-time passion, you'll find plenty of specialized tools you can borrow at no cost from the Resource and Tool Lending Library at our Energy Innovation Center (EIC).

Visit [sdge.com/eic/hold-event](http://sdge.com/eic/hold-event) for a link to the library listings. Browse the online catalog for:

- More than 100 energy-measuring tools, such as an electronic balometer or blower door/duct blaster system.
- Books and DVDs to expand your knowledge about subjects such as energy-related technologies, renewable energy and sustainable construction.

To see if an item is in stock, email [EICinfo@semprautilities.com](mailto:EICinfo@semprautilities.com), call **1-800-613-8970** or visit the EIC at 4760 Clairemont Mesa Blvd., San Diego, CA 92117. It's open Monday through Friday from 8 a.m. to 5 p.m.

We also offer seminars at the EIC, such as energy management strategies, technical education, lighting, HVAC systems and food service technologies. Visit [sdge.com/training](http://sdge.com/training) to learn more.



*You can borrow specialized energy tools, books and DVDs free from our Energy Innovation Center.*

These programs are funded by California utility customers and administered by SDG&E<sup>®</sup> under the auspices of the California Public Utilities Commission. Programs may be modified or terminated without prior notice and are provided to qualified customers on a first-come, first-served basis until program funds are no longer available. Eligibility requirements apply. Customers who choose to participate in these programs are not obligated to purchase any goods or services offered by contractors, vendors or any other third party. SDG&E does not endorse, qualify, or guarantee the work of any contractor, vendor or other third party and is not responsible for any goods or services selected or purchased by customers. Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.  
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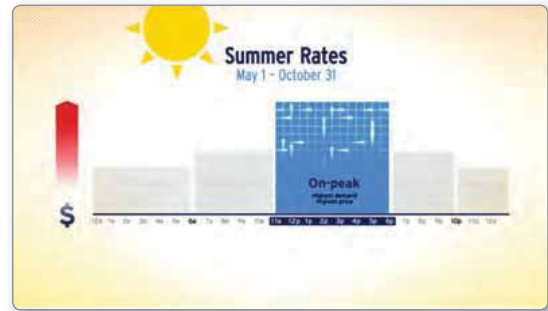
Summer electric rates are now in effect so it's important to understand what actions you can take – and when – to help manage your energy costs.

First, if you're signed up for a demand-response program, remember these programs offer various incentives and benefits for lowering electricity use on high energy use event days. To learn more about these programs, visit [sdge.com/DR](http://sdge.com/DR).

To receive event notifications, make sure your contact information is up-to-date for your account(s). Log in to My Account at [sdge.com/myaccount](http://sdge.com/myaccount) and click the "Alerts and Subscriptions" tab, then the link to "Alerts."

Second, check your pricing plan. Electricity costs vary by time of day and season. The cost per kilowatt-hour is highest during the weekday summertime on-peak hours of 11 a.m. to 6 p.m. (from May 1 to Oct. 31). You pay lower prices for electricity used during semi- and off-peak times.

The more you can reduce or shift electricity use away from on-peak



*Our new video explains why it's important to understand when and how you use energy. Watch it at [sdge.com/Whenergy](http://sdge.com/Whenergy).*

hours, the better you can control energy costs.

This is especially true if you're on a Time of Use Plus plan, which includes extra charges for electricity used from 11 a.m. to 6 p.m. on Reduce Your Use<sup>SM</sup> days or Critical Peak Pricing Event days. These are days when the regional demand for electricity is extraordinarily high or energy supplies are too low.

If you can't reduce energy use from 11 a.m. to 6 p.m. on event days, and you're on a Time of Use Plus plan, call our Business Contact Center at **1-800-336-7343** to find out about other plan options. An energy service specialist is available Monday through Friday from 8 a.m. to 5 p.m. to assist you.

## Local business finds energy-saving upgrades easy *continued*

He qualified for **SDG&E's Business Energy Solutions program** and an SDG&E authorized contractor started the process with an on-site, no-cost energy audit. During the audit, he learned that a selection of about 175 energy-saving products could be installed at no cost or a discount. He also learned about the availability of zero-interest, on-bill financing to cover the project co-payment.

"The new program looks like it covers more fixtures and equipment,"

observed Durney, who enthusiastically recommends the program to other businesses. "It would be great if more businesses were aware that the no/low costs are real. It helps them, it helps SDG&E, it helps the environment and it reduces overall use."

**To learn more about SDG&E's Business Energy Solutions program, view the product catalog or complete the interest form, visit [sdge.com/bes](http://sdge.com/bes).**





client: SDG&E  
project: Alerts for Business Radio AS RECORDED  
date: 7/22/16

*16SDG-3 "Summer Prep/ Whenergy Rates Span" :30*

ANNCR:

La energía ha cambiado. Y también la forma en que los negocios californianos la pagan. Ahora su negocio tiene una nueva tarifa "Whenergy". Las tarifas "Whenergy" pueden subir durante horas pico cuando la demanda eléctrica es alta. Cuando la demanda es más baja, las tarifas Whenergy también pueden ser más bajas. Así que ahora, no sólo se trata de cuanta energía consume su negocio, sino también de **cuando** la utiliza. Infórmese más acerca de las tarifas Whenergy en [sdge.com/whenergy](http://sdge.com/whenergy).

*16SDG-4 "Summer Prep/ Whenergy Alerts Span" :30*

ANNCR:

En los negocios, el tiempo es oro. Ahora que su negocio está en un Plan "Whenergy", la **hora** en que utiliza electricidad es crítica. En días muy calurosos, de 11 a 6, la red eléctrica puede estar bajo una demanda excesiva y, dependiendo de su tarifa, los precios pueden aumentar drásticamente. ¿Qué puede hacer su negocio? Sepa cuándo van a subir los precios inscribiéndose para recibir alertas "Whenergy" gratuitas por correo electrónico o texto. Vaya a [sdge.com/myaccount](http://sdge.com/myaccount).





client: SDG&E  
project: Alerts for Business Radio AS RECORDED  
date: 7/22/16

*16SDG-1 "Summer Prep/ Whenergy Rates" :30*

ANNCR:

Energy has changed. And so has the way California businesses pay for it. Now your business is on a new "Whenergy" rate. "Whenergy" rates can go up during peak hours when electricity demand is high. When demand is lower, Whenergy rates can be lower too. So now, it's not just about how much energy your business uses, but **when** you use it. Find out more about Whenergy rates and ideas to help your business better manage energy use. Go to [sdge.com/whenergy](http://sdge.com/whenergy).

*16SDG-2 "Summer Prep/ Whenergy Alerts" :30*

ANNCR:

In business, time is money. Now that your business is on a "Whenergy" Plan, **when** you use electricity is critical. On very hot days from 11 to 6, the electric grid can become strained and, depending on your rate, prices can increase dramatically. What can your business do? You can sign up for free alerts from SDG&E, so you'll know when higher prices are coming. Sign up for Whenergy email or text alerts today at [sdge.com/myaccount](http://sdge.com/myaccount).

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## Your new pricing plan details\*

Unless you previously selected a different value, the *Capacity Reservation (CR)* value was calculated at 50% of your estimated maximum summer on-peak electricity use. For *CR*, the historic average is five event days, but we anticipate the need to call more event days this year. You're encouraged to go online and complete calculations based on nine event days. If the value shows "0," you may not have any electricity reserved for use on *Critical Peak Pricing Event* days or you may not have enough bill history. You can change your *CR* level at [sdge.com/MyAccount](https://sdge.com/MyAccount).

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New Pricing Plan	Capacity Reservation (in kW)	Account Number	Meter Number	Meter Address
Time of Use Plus (AL-TOU/PPP-D)	99.99 kW	0999999999	09999999	12345 Main Street
Time of Use Plus (AL-TOU/PPP-D)	99.99 kW	0999999999	09999999	12345 Main Street
Time of Use Plus (AL-TOU/PPP-D)	99.99 kW	0999999999	09999999	12345 Main Street
Time of Use Plus (AL-TOU/PPP-D)	99.99 kW	0999999999	09999999	12345 Main Street
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Mail Date



**Your New Pricing Plan** | You're now on a new Whenergy® plan. On *Time of Use Plus (CPP-D rate)*, your business can save by reducing electricity use during the weekday high demand hours of 5 p.m. to 8 p.m. in the winter (November 1 - April 30) and 11 a.m. to 6 p.m. in the summer (May 1 - October 31).

**What You Need To Know** | To save, it's important to shift your energy use away from the peak hours – especially on *Critical Peak Pricing Event* days. When these days are called to lessen the strain on the power grid, electricity prices - from 11 a.m. to 6 p.m. - will be **significantly higher**. An event day may be called on any day of the week and you'll be notified the day before it's called.

**Capacity Reservation Charge** | Another feature of your new pricing plan – *Capacity Reservation* – allows you to reserve some of the electricity that will be used on *Critical Peak Pricing Event* days at the lower, everyday price. There's a charge for *Capacity Reservation*, so it's important that you fully understand it. Watch our video at [sdge.com/Whenergy](https://sdge.com/Whenergy) to see how *Capacity Reservation* works.

For more information about the plans, visit [sdge.com/Whenergy](https://sdge.com/Whenergy) or call us at 1-800-336-7343.

\* All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. For current rates, visit [sdge.com](https://sdge.com). *Critical Peak Pricing Event* days may be called when energy use is high. Enrollment in the CARE program will be carried over to your newly selected plan. California Climate Credit is not included in cost estimates.



## Which One Are You?

### You chose Time of Use Plus

You have 60 days from the date your *Time of Use Plus* plan is active to choose another plan. For more details about the plans, visit [sdge.com/Whenergy](https://sdge.com/Whenergy) or call us at 1-800-336-7343.

### You were placed on Time of Use Plus

You can switch to another plan at any time. For more details about the plans, visit [sdge.com/Whenergy](https://sdge.com/Whenergy) or call us at 1-800-336-7343.

## Your Forms

Complete and submit online within four weeks of receiving this letter.

Complete the enclosed forms and return in the postage-paid envelope provided or submit this information online at [sdge.com/MyAccount](https://sdge.com/MyAccount) (it's easier and changes will get into our system quicker).

- Opt-Out** – To opt-out of *Time of Use Plus* and be billed on an alternate plan, complete this form and return to SDG&E. The term EECC on the form stands for Electric Energy Commodity Costs. Schedule EECC is the rate plan that doesn't include event day pricing.
- Event Notification** – Provides us with contact information for the correct person to notify when *Critical Peak Pricing Event* days are called.
- Capacity Reservation** – Provides us with your preferred *Capacity Reservation* amount. If you don't complete the form, a pre-set *Capacity Reservation* level equal to 50% of your estimated maximum summer on-peak demand will be applied. If you choose to reserve capacity, even if your election is zero, you must return this form or make a selection online through My Account.
- Future Contact** – Provides us with a contact at your company for future correspondence.

## Online Tools

At your fingertips are a variety of tools available to you. Go to [sdge.com/MyAccount](https://sdge.com/MyAccount) to sign up for weekly emails that outline your energy use or to get alerts when your energy reaches a certain usage or dollar amount you specify. And remember, you can complete the requested information on the enclosed forms online.



You can also use our many other programs and services – from free thermostats to energy audits – to help your business save. To learn more about Energy4Biz tools and resources for energy management, go to [sdge.com/4biz](https://sdge.com/4biz).

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## Your new pricing plan details\*

Unless you previously selected a different value, the *Capacity Reservation (CR)* value was calculated at 50% of your estimated maximum summer on-peak electricity use. For *CR*, the historic average is five event days, but we anticipate the need to call more event days this year. You're encouraged to go online and complete calculations based on nine event days. If the value shows "0," you may not have any electricity reserved for use on *Critical Peak Pricing Event* days or you may not have enough bill history. You can change your *CR* level at [sdge.com/MyAccount](https://sdge.com/MyAccount).

New Pricing Plan	Capacity Reservation (in kW)	Account Number	Meter Number	Meter Address
<b>MTRateFriendlyName</b>	MTCapacity Reservation	BPBillAccount Number	MTMeterID	BPSERVICE STREET
Time of Use Plus (AL-TOU/PPP-D)	99.99 kW	0999999999	09999999	12345 Main Street
Time of Use Plus (AL-TOU/PPP-D)	99.99 kW	0999999999	09999999	12345 Main Street
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For more information about the plans, visit [sdge.com/Whenergy](https://sdge.com/Whenergy) or call us at 1-800-336-7343.

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2017



Alerts can help you  
avoid peak summer  
energy prices.



A  Sempra Energy utility®

## Get alerts to save on high energy use days



Your Whenergy® plan includes Reduce Your Use™ days when energy demand is critical. On event days, electricity prices can increase up to **400%** to encourage conservation and reduce the potential for shortages.

### Signing up for alerts is simple:

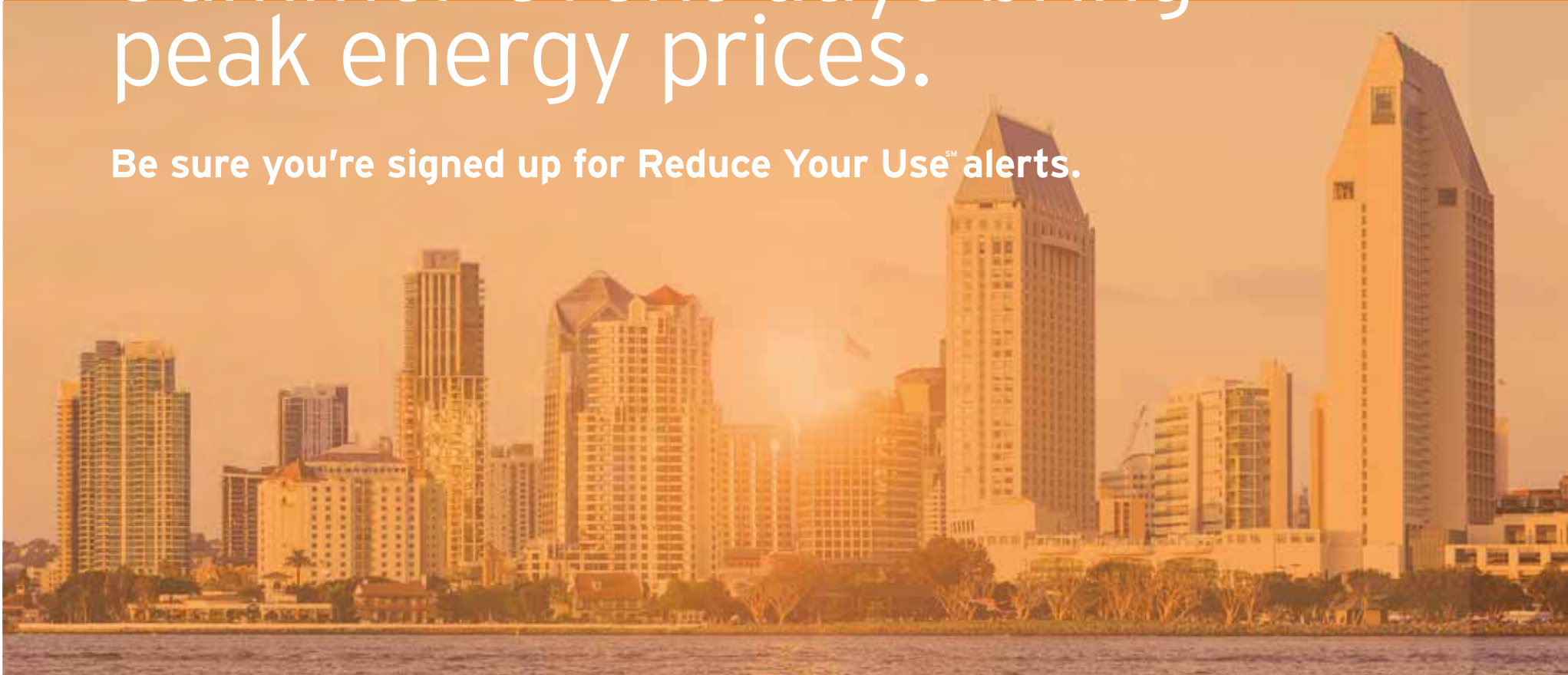
- Log on to My Account at [sdge.com/MyAccount](https://sdge.com/MyAccount).
- Click on “Alerts and Subscriptions” and then “Sign Up For Alerts and Subscriptions.”
- Click on “Subscribe” next to “Alert me of Reduce Your Use days” and select the e-mails or phone numbers to subscribe.

We can help your business find ways to better manage energy use.

Visit [sdge.com/tools-energy-management](https://sdge.com/tools-energy-management)  
or call 1-800-336-7343 Monday through Friday  
8 a.m. to 5 p.m.

# Summer event days bring peak energy prices.

Be sure you're signed up for Reduce Your Use<sup>SM</sup> alerts.



A  Sempra Energy utility<sup>®</sup>

# On hot days, prices can increase substantially

Electricity rates are at their peak between 11 a.m. and 6 p.m. They increase even more dramatically on Reduce Your Use™ days when the heat can strain energy resources. On these days, electricity prices can increase up to **400%** to encourage conservation and reduce the potential for shortages.

## Be prepared:

- Check for Reduce Your Use alerts via text or email.
- Be ready to shift or reduce your electricity use from 11 a.m. to 6 p.m. by turning off non-essential lights and equipment, and increasing A/C temperature settings.
- Inform your employees about energy-saving steps they can take on event days.

### Sign up for alerts, it's simple.

Log on to My Account at [sdge.com/MyAccount](http://sdge.com/MyAccount) and click on "Alerts and Subscriptions" and then "Sign up for Alerts and Subscriptions".

For ways to better manage your energy use, visit [sdge.com/energy-management-tool](http://sdge.com/energy-management-tool).



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### You're on a new electric rate

Businesses finished transitioning to time-of-use pricing plans in April 2016. With time-of-use, the price of electricity varies by the time of day. So when you use energy matters. Use less electricity during peak hours and you can save.

### Are you ready for event days?

The Time-of-Use PLUS, or Critical Peak Pricing plans include Reduce Your Use<sup>SM</sup> days. These event days, up to 18 times a year, are called when demand for electricity is expected to be exceptionally high. On these days, your electricity prices can increase 400% to encourage conservation and reduce the potential for shortages.

Sign up for Reduce Your Use Alerts at [sdge.com/myaccount](http://sdge.com/myaccount).



Achieve your savings goals. Choose what works for you.

### Online tools can help you save

You've got round-the-clock access to free online tools that can help you manage energy use and costs. Our **Business Energy Advisor** is a new energy analysis tool for medium-sized businesses. It can help you make sense of complex energy data and guide you in creating an action plan to save money. It also tracks energy use patterns for multiple meters and accounts. Learn more and enroll at [sdge.com/bea](http://sdge.com/bea).



**My Account** is a virtual one-stop shop for energy information and services linked to your SDG&E<sup>®</sup> account(s). You can view up to 25 months of account activity and energy use information. Log in at [sdge.com/myaccount](http://sdge.com/myaccount).



### Achieve your savings goal

**SDG&E's Business Energy Solutions Program** provides a no-cost energy audit and energy-saving improvements. It's geared to small and mid-sized businesses with monthly demand of 200 kw or less for 12 months. Get started at [sdge.com/bes](http://sdge.com/bes).



### Develop an action plan

Once you've got your audit results, decide which options make the most sense for your business. Consider payback periods for energy-saving upgrades. Take advantage of rebates, incentives and financing. Learn about a 0% loan through our **On-Bill Financing Program** at [sdge.com/obf](http://sdge.com/obf).



### Get renewable energy with EcoChoice<sup>SM</sup>

You now have the option to buy up to 100% renewable energy for your property or business.



With **EcoChoice** you can:

- ▶ Retain all of the rights to the renewable energy benefits, helping you meet your company's sustainability initiatives
- ▶ Promote the expansion of renewable energy in our region with no upfront installation costs or impacts to your property
- ▶ Support the environment

The cost of participation in this program is based on the cost of our EcoChoice renewable projects, which may result in an increase to your bill.

To learn more and view a schedule, visit [sdge.com/EcoChoice](http://sdge.com/EcoChoice).

Connect with us at [sdge.com](http://sdge.com) and on social media:





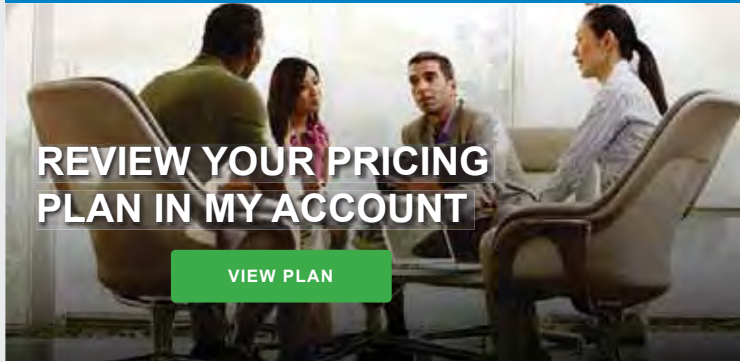
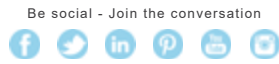


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[Pinterest.com/sdge](https://pinterest.com/sdge)  
[Instagram.com/sdge](https://instagram.com/sdge)  
[YouTube.com/SDGEWebmaster](https://youtube.com/SDGEWebmaster)  
[LinkedIn.com/company/san-diego-gas-&-electric](https://linkedin.com/company/san-diego-gas-&-electric)

Some of these programs are funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission. Programs may be modified or terminated without prior notice and are provided to qualified customers on a first-come, first-served basis until program funds are no longer available. Eligibility requirements apply.

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Your energy costs are based on how much electricity you use and when you use it. To better reflect energy use patterns and the impact on the electric grid, the California Public Utilities Commission recently approved [these changes](#), effective December 1, 2017.



### TIME OF USE PERIODS

The year-round On-peak period, when electricity is needed the most and you pay the highest price, is 4 p.m. - 9 p.m.

Shifting energy use to Off-peak or Super off-peak hours can help you save energy and money. [Interested in finding out more?](#)



### SEASONAL PERIODS

Energy use aligns with two seasonal periods and the winter season now includes the month of May.

- **Winter:** November 1 to May 31 (previously November 1 to April 30).
- **Summer:** June 1 to October 31 (previously May 1 to October 31).



Review your pricing plan in [My Account](#) to understand how these changes might impact your business.

You'll receive more information about these changes in the next few weeks. In the meantime, if you have any questions, please call our Business Services team at 1-800-336-7343 or visit [sdge.com/TOUPlans](#).

Find us on your favorite social platform:



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# New time periods for electricity prices



The California Public Utilities Commission recently approved the following changes, effective December 1, 2017. These changes may vary somewhat for different pricing plans, so be sure to review the pricing plan for your business at [sdge.com/MyAccount](http://sdge.com/MyAccount).

## 1 Seasonal periods

There are two seasonal periods. Prices are higher in the summer, when electricity is used the most.



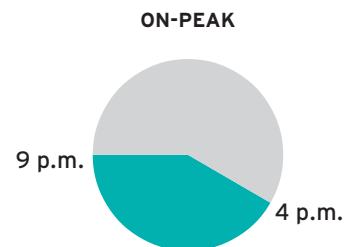
**Summer:**  
June 1 to October 31



**Winter:**  
November 1 to May 31

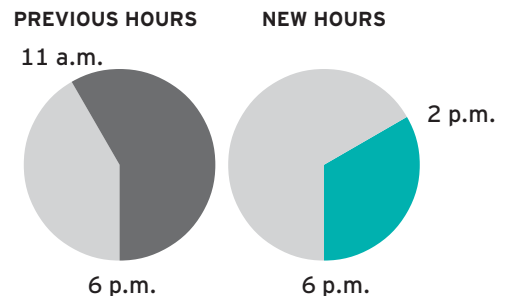
## 2 Time of use periods

See graphs on reverse side for new time of use periods. Prices are higher or lower, depending on the demand for electricity. Demand and prices are highest during the On-Peak period, which is 4 p.m. to 9 p.m. every day, all year-round.



## 3 Event Day hours

An Event Day can happen on any day that conservation is needed to help ensure public safety or stabilize the power grid. If your business is enrolled in **Reduce Your Use<sup>SM</sup>** or **Critical Peak Pricing**, Event Day hours are 2 p.m. to 6 p.m. (previously 11 a.m. to 6 p.m.). To receive Event Day notifications, visit [sdge.com/MyAccount](http://sdge.com/MyAccount), click on "Alerts and Subscriptions," and make sure your contact information is correct.



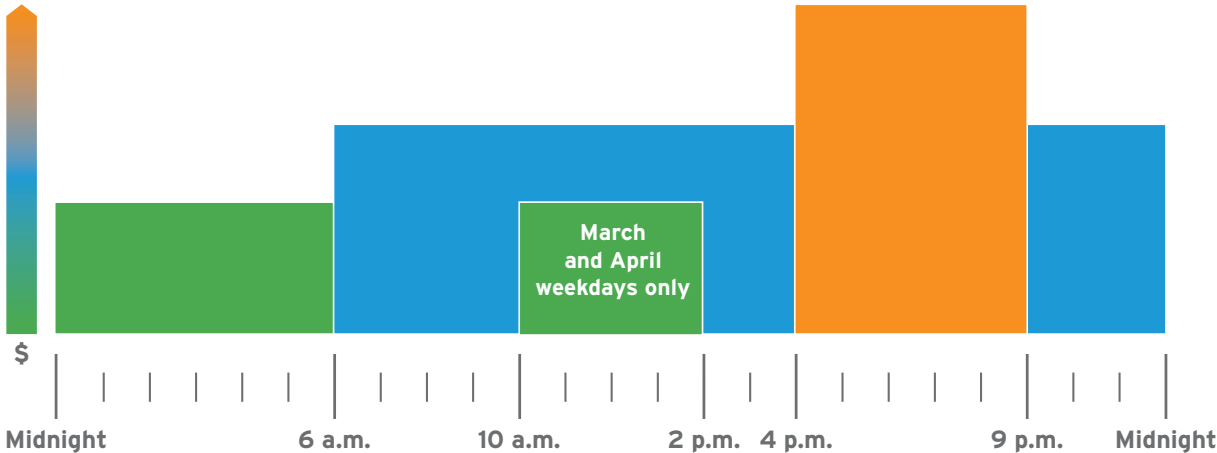
For more information on these changes, visit [sdge.com/TOUPlans](http://sdge.com/TOUPlans).

continued on back ▶

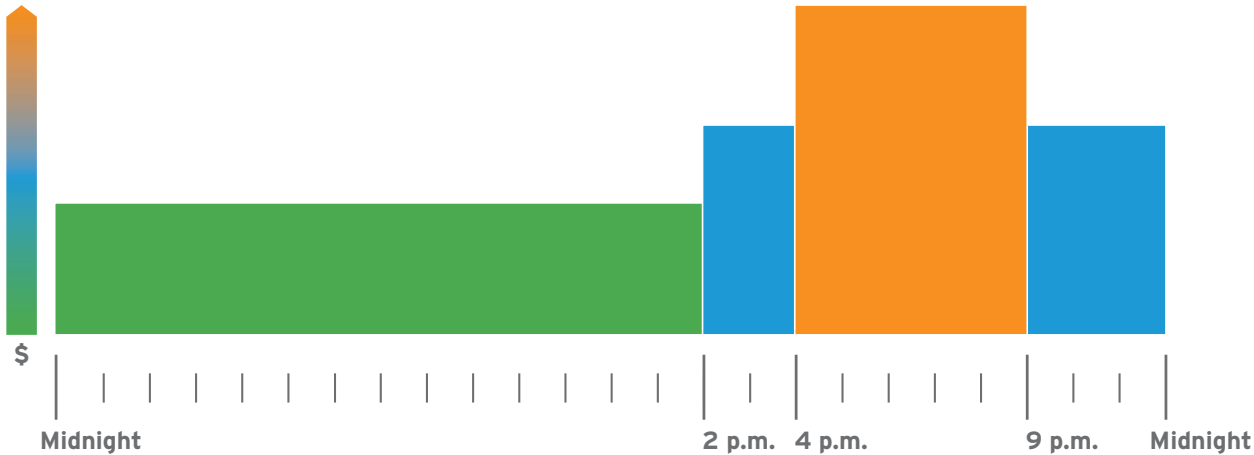
# New time of use periods

## Weekdays

(note additional Super Off-Peak period in March and April)



## Weekends and holidays\*



■ **Super Off-Peak** Lowest demand, lowest price
 ■ **Off-Peak** Lower demand, lower price
 ■ **On-Peak** Highest demand, highest price

**NOTE:** Graphs are not drawn to scale. Actual prices vary by season, time of use and your electricity pricing plan.  
**\*Holidays:** New Year's Day, President's Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day, Christmas Day.





Be social - Join the conversation



In late August, the California Public Utilities Commission (CPUC) unanimously adopted (D. 17-08-030) which included the majority of SDG&E's rate design proposals. As background, in 2015 SDG&E filed its 2016 General Rate Case (GRC) Phase 2 Application (A. 15-04-012) to update how various costs related to electric distribution, electric generation, and public purpose programs are assigned to different customer classes for the 2016-2018 time period.

The decision incorporates many changes and the few highlighted here will apply to most businesses. Some changes are dependent on your pricing plan. If you have specific questions about your pricing plan, please contact me or visit [sdge.com/MyAccount](http://sdge.com/MyAccount) to review your plans. All changes below are effective December 1, 2017.

**WHAT IS A GENERAL RATE CASE?**

Every few years, SDG&E submits a multi-year rate request, or operating budget, to the California Public Utilities Commission (CPUC). The request helps set future electricity rates. The proceeding, called the General Rate Case (GRC), is subject to rigorous review by the CPUC and other stakeholders and interested parties.

**WHAT CHANGED AND WHY**



The decision established new time periods for Time of Use (TOU) rates and changed the month of May from a summer month to a winter month.

The new seasonal periods are: Summer: June 1 - October 31 and Winter: November 1 - May 31

In terms of the frequency of hot days and energy data, the month of May more closely resembles a winter month. The previous on-peak period of 11 a.m. to 6 p.m. has been in place since the 1980s. As more renewable energy systems are connected to the grid, the on-peak period has moved from mid-day to later in the day. This is when the sun goes down and renewable energy production drops. To align with this shift, new on-peak hours became effective Dec. 1, 2017. Please visit [sdge.com/TOUplans](http://sdge.com/TOUplans) for the new time periods.

**DEMAND RESPONSE TIMES**



The decision also established new event periods for Critical Peak Pricing (CPP) events and Reduce Your Use days. As you know, the price of electricity is higher when there's greater electricity demand. The previous event hours of 11 a.m. to 6 p.m. have been replaced and effective Dec. 1, 2017, the new event period hours for all Time-of-Use Plus and CPP accounts will be 2 p.m. to 6 p.m. These new hours better reflect actual system conditions.

Sign up for event day notifications at [sdge.com/MyAccount](http://sdge.com/MyAccount).

I hope things are going well. Please reach out to me if you need my assistance or have questions. For more information about these changes, please visit [sdge.com/TOUplans](http://sdge.com/TOUplans).

[Jennifer Palombo](mailto:jennifer.palombo@semprautilities.com)  
858-752-2225  
Business Services



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Be social - Join the conversation



PATRICIA UNGER,  
OWNER KENSINGTON VETERINARY HOSPITAL

LEARN MORE



As a business customer, we know how valuable your time is and managing your energy may be the last thing on your to do list. Make your energy work for you when you :



### Enroll in Energy Alerts

When the demand for electricity use is high, electricity prices can increase substantially. Be prepared, sign up for event day alerts at [sdge.com/MyAccount](http://sdge.com/MyAccount). Click on "Alerts and Subscriptions", and then "Sign Up for Alerts and Subscriptions."

SIGN UP



### Take an Energy Audit

SDG&E's Business Energy Solutions Program offers a free energy audit, report on potential savings and installation of measures at either a discount or no cost to qualified customers. Don't miss out.

I'M INTERESTED

Finding savings for your business is important to us. Which is why we wanted to give you a heads up that in the coming months our authorized contractor, Net Impact, may contact you to discuss how we can uncover savings for your business.



Paperless billing is secure, convenient and easy. [Sign up today.](#)

Find us on your favorite social platform:



*These programs are funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission. Programs may be modified or terminated without prior notice and program funds are allocated to qualified customers on a first-come, first-served basis until program funds are no longer available. Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.*

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## On hot days, prices can increase substantially



Electricity rates are at their peak between 11 a.m. and 6 p.m. They increase even more dramatically on Reduce Your Use<sup>SM</sup> days when the heat can strain energy resources.

On these days, electricity prices can increase up to 400% to encourage conservation and reduce the potential for shortages.

### Be prepared:

- Check for Reduce Your Use alerts via text or email.
- Be ready to shift or reduce your electricity use from 11 a.m. to 6 p.m. by turning off non-essential lights and equipment, and increasing A/C temperature settings.
- Inform your employees about energy-saving steps they can take on event days.

Visit [sdge.com/eventdays](http://sdge.com/eventdays) for more information on Event Days.

To check your contact information for notifications, visit [sdge.com/myaccount](http://sdge.com/myaccount) and click on "Alerts & Subscriptions".



*\*All prices (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order.*

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# 2018

# Beating the summer heat.

Our region has been challenged this summer with record-breaking heat and higher-than-anticipated energy bills. Are you wondering if your businesses' energy plan is right for you? Now, when you use energy matters. Between 4 and 9 p.m. means higher pricing. And, you may have an event-day component called "Reduce Your Use event days" to help when the power grid is strained, and energy conservation is needed. If the uncertainty of managing multiple, back-to-back conservation events isn't right for your business, know that SDG&E® has several time-of-use pricing plan options. Determine which one is best one for you. Visit [sdge.com/businesses/savings-center](http://sdge.com/businesses/savings-center) for energy saving tips and pricing plan information.

Thank you for all your efforts this summer.



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With the extreme weather conditions we've experienced this year, business customers have had to temporarily conserve energy on certain days. This is part of the pricing plan you are on, Time-of-Use Plus, and the additional component called Reduce Your Use Event Days (TOU-A-P).

On those Event Days, you risked incurring higher pricing for your energy use. As you plan for 2019, the following video will provide you with a better understanding of what Event Days are and help you assess if your current Time-of-Use Plus pricing plan is the best one for your business.



### Can your business participate during Event Days?

**Yes, I can lower my energy use** - It seems like you're on the best pricing plan for your business and you have a great opportunity to save a fistful of \$'s by participating during Event Days. You also have the potential for lower bills year-round than on a pricing plan without an Event Day component.

**No, I cannot (or I'm unsure if I can) lower my energy use** - Then head on over to [My Account](#), check out the "Compare Pricing Plans" section and select the pricing plan that is best for your business.

### Did You Know?



Winter not only gives us a break from the extreme heat but also brings lower energy pricing from November 1 – May 31. Log into [My Account](#) and check out your pricing plan options and access tools to help you manage your business' energy use.

[COMPARE PLANS](#)

*\*These programs are funded by California utility customers and administered by SDG&E® under the auspices of the California Public Utilities Commission. Programs may be modified or terminated without prior notice and are provided to qualified customers on a first-come, first-served basis until program funds are no longer available. Eligibility requirements apply.*

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May 25, 2018

Account number: xxxxxx2452

Dear \_\_\_\_\_ :

There are changes related to your account that are the result of a recent California Public Utilities Commission decision. Your current electricity pricing plan is closing and the transition to the Time of Use Plus (ALTOU/ CPP-D) pricing plan will be effective with your June billing cycle.

With the introduction of time of use, *when* you use energy continues to be just as important as how much you use. This includes the time of day, day of the week and the season. Your current pricing plan will have new on-peak hours – 4 pm to 9 pm.

**WHAT YOU SHOULD KNOW ABOUT YOUR ELECTRICITY USE**

**Summer Season:** June 1 to October 31

**Highest On-Peak Electricity Prices:** 4 pm to 9 pm, weekdays AND weekends

Our electricity rates are approved by the California Public Utilities Commission – they decide what you pay for the clean, safe and reliable energy service businesses and families deserve. Seasonal rate adjustments occur at the start of the summer and winter seasons. Summer rates reflect the higher cost of providing electric service during times of greater energy demand.

Your pricing plan still includes Critical Peak Pricing event days when you pay a higher price for electricity from 2 pm to 6 pm. Make sure you’re signed up for alerts so you can save on these event days. Signing up is simple:

- Log on to My Account at **[sdge.com/MyAccount](http://sdge.com/MyAccount)**.
- Click on “Alerts and Subscriptions” and then “Sign up for Alerts and Subscriptions.”

**Check your pricing plan**

On or after July 1, you’ll be able to view your pricing plan options and select another plan if you choose. Log into **[sdge.com/MyAccount](http://sdge.com/MyAccount)** and scroll down to ‘Featured Services’ and select “Compare Pricing Plans.”

Please note that if you have more than one meter, you’ll need to check My Pricing Plan for the options available for each meter associated with your account.

If you have any questions, we’re here to help you. Call our Business Services team at 1-800-336-7343. You can also visit **[sdge.com/BusinessPricingPlans](http://sdge.com/BusinessPricingPlans)** for more information.

Sincerely,

Todd Cahill  
Director, Business Services



## TAKE CONTROL OF YOUR TIME OF USE PLAN

Your energy use is not the only factor in determining how much you pay for electricity:



Energy charges are based on cost per kilowatt hour used in each time of use period (time of day, day of the week and the season).



Demand is based on how much electricity you use at any given point in time.

[LEARN MORE](#)

Manage your plan and find opportunities to save:



Shift electricity use to the [lowest cost of time of day](#).



Run your business with energy-efficient lighting and equipment, such as HVAC. If you need to upgrade your equipment [check out our customized solutions](#) based on the type of business you own.

[FIND SOLUTIONS](#)



**Did you know?**

When you sign up for [My Account](#) you can make secure payments, compare pricing plans, find ways to save and access your energy use information. [Log In](#)



All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. For current rates, visit [sdge.com](#).

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**Anderson, Gregory S**

---

**From:** SDG&E Business Services <webmaster@sdge.messages3.com>  
**Sent:** Friday, August 3, 2018 4:24 PM  
**To:** Palombo, Jen  
**Subject:** [EXTERNAL] Seed - Preliminary notice: Event day pricing expected next week

You are receiving this email as a seed contact. Some contents of this email may not display and/or behave properly.



BUSINESS HOME SAVINGS CENTER ENERGY EFFICIENCY SERVICES

A close-up photograph of a white thermostat. A hand is shown adjusting the temperature dial. The digital display shows "74" and "78".

**EVENT DAY PRICING  
EXPECTED NEXT WEEK**

## Next week the weather forecast calls for more above average temperatures

We're anticipating the need to initiate Reduce Your Use and Critical Peak Pricing events, possibly multiple days in a row, beginning Monday, August 6th.

As a business either on the Reduce Your Use or Critical Peak Pricing plan, please be aware that when we call event days, higher electricity rates will be in effect from 2pm-6pm. We ask that you shift energy use during this time to help you manage the higher electricity prices.

SDG&E will be monitoring the forecast closely. We encourage you to check [sdge.com](http://sdge.com) frequently for updates about event days.

Make sure you're signed up to receive text or email alerts so you get advance notification of higher electricity pricing events. You can do this through SDG&E's [My Account](#) - go to "alerts & subscriptions" and click "alerts" to make your selection.



### When events are called, take these steps to help lower your energy use:

- ✓ Communicate with employees to be mindful of their energy use
- ✓ Pre-cool your buildings in the early morning hours before 2pm
- ✓ Turn off or set office equipment to power down when not in use
- ✓ Turn off lights or exhaust fans in unoccupied areas that are not necessary for security or safety
- ✓ Seal off unused areas and reduce or eliminate heating or cooling in these spaces
- ✓ At the end of the day, turn off all energy-consuming devices (lights, kitchen equipment, computers, monitors, printers, copiers, etc.)

[BUSINESS HOME](#)

[SAVINGS CENTER](#)

[ENERGY EFFICIENCY](#)

[SERVICES](#)

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# DRAFT

<Date>

<Customer Name>

<Mailing Address>

<City, State Zip>

Service Address: < >

Account Number: < >

Dear <INSERT CUSTOMER NAME>:

Over the last year, one key change in your energy use has changed your eligibility for certain pricing plans. Because your demand for electricity has increased, your electricity pricing plan has been transitioned to the **Time of Use Plus (AL-TOU2/CPP-D) plan**. This plan is for business customers with demand between 20 kilowatts (kW) and 40 kW a month.

Your estimated energy costs on the new and previous pricing plans are enclosed for reference, along with helpful information, tips and tools about demand (“What is Demand?”). Here are a few facts to help you understand your new pricing plan.

### What’s the difference between energy use and demand?

Electricity use	Electricity demand
<ul style="list-style-type: none"> <li>Is measured in kilowatt-hours (kWh).</li> <li>Is the amount of electricity your business consumes over a given period of time.</li> </ul>	<ul style="list-style-type: none"> <li>Is measured in kilowatts (kW).</li> <li>Represents the rate at which your business consumes electricity – the maximum amount needed to power your business at a given point in time.</li> </ul>

### Understanding your new plan

Your previous pricing plan	Your new pricing plan
Highest on-peak electricity prices: 4 p.m. to 9 p.m., weekdays and weekends, year-round	Same
No demand charges	Demand charge applies to highest demand no matter when it occurred ( <i>this is known as a “non-coincident” demand charge – see <a href="http://sdge.com/BusinessDemand">sdge.com/BusinessDemand</a></i> )
Reduce Your Use Event Days: Higher electricity prices from 2 p.m. to 6 p.m. on up to 18 event days per year	Critical Peak Pricing (CPP) Event Days: Higher electricity prices from 2 p.m. to 6 p.m. on up to 18 event days per year

No option to avoid higher prices on Reduce Your Use Event Days	Optional Capacity Reservation Charge ( <i>You can protect some energy use against higher electricity prices on CPP Event Days by reserving a certain amount ahead of time at your normal rate plus a fixed monthly Capacity Reservation Charge. For details, visit <a href="http://sdge.com/savetheday">sdge.com/savetheday</a> and click “Critical Peak Pricing (CPP-D).”</i> )
--	--

### Ways to save – avoid or reduce demand charges

To avoid or reduce demand charges:

- Check out the online tips and tools listed in “What is Demand?”
- Consider whether you can shift any power use to different time periods or stagger equipment use to eliminate spikes in demand.
- Install energy-efficient equipment to lower overall demand.
- Learn about energy solutions that worked for a variety of local businesses in short video testimonials by Energy Showcase winners at [sdge.com/ES2018](http://sdge.com/ES2018).

### Know your options, check back for updates

You can view your new plan and all the pricing plan options available to you by logging into [sdge.com/MyAccount](http://sdge.com/MyAccount). Scroll down to “Featured Services” and select “Compare Pricing Plans.”

Remember to check back occasionally, since your maximum monthly demand determines which pricing plans your business is eligible for. Changes in your demand may change your options, and a refreshed comparison can help you choose a new pricing plan.

### Get answers to your questions

If you have any questions, call us at 1-800-336-7343. Our energy service specialists are available from 7 a.m. to 8 p.m., Monday through Friday, and 7 a.m. to 6 p.m., Saturday, to assist you.

Sincerely,

Todd Cahill  
SDG&E Business Services

Enclosed:

- Estimated energy costs based on your 12-month energy history
- “What is Demand?”

# 2019



# What do Event Days mean to you and your business?

NAME  
CO  
ST2  
ST  
CITY, STA ZIP10  
|||||



## GET READY FOR SUMMER

Last year was a challenging time for business customers. Rising temperatures led to increased energy costs and frustration. You took the time to share your concerns with us, and this year, we're here before summer to help you get prepared.

### YOUR PLAN IS SUBJECT TO EVENT DAY PRICING.

What does this mean for you?

- Event Days are called when demand for energy spikes across the state.
- Last July, there were 5 Event Days called in a month causing abnormally high bills.
- You could save if you have the flexibility to shift your energy use when an Event Day is called.
- If not, your current plan leaves you subject to pay up to 400% more for energy on these days between 2 p.m. and 6 p.m.

### IF YOU CAN'T CONSERVE BETWEEN 2:00 P.M. TO 6:00 P.M. ON AN EVENT DAY, YOU HAVE OPTIONS.

- For additional information, the best way to understand all your pricing plans options is to visit [sdge.com/myaccount](http://sdge.com/myaccount).

### MORE WAYS TO TAKE CONTROL OF YOUR ENERGY COSTS

- Track your energy use and be notified of an Event Day with email or text alerts. Visit [sdge.com/myaccount](http://sdge.com/myaccount). Sign up for alerts and subscriptions.
- Stay informed in the event of an emergency by making sure your contact information is up-to-date. Visit [sdge.com/myaccount](http://sdge.com/myaccount).
- SDG&E offers tips and solutions to help your business save energy and lower your bill. Visit [sdge.com/summer](http://sdge.com/summer) to learn more.



# What do Event Days mean to you and your business?

NAME  
CO  
ST2  
ST  
CITY, STA ZIP10

|||||



## GET READY FOR SUMMER

Last year was a challenging time for business customers. Rising temperatures led to increased energy costs and frustration. You took the time to share your concerns with us, and this year, we're here before summer to help you get prepared.

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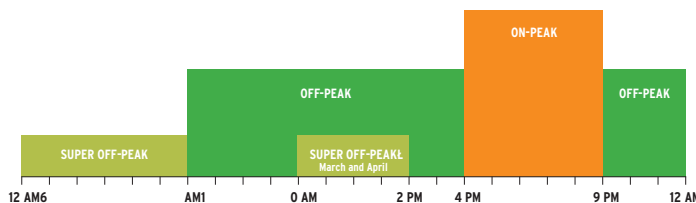
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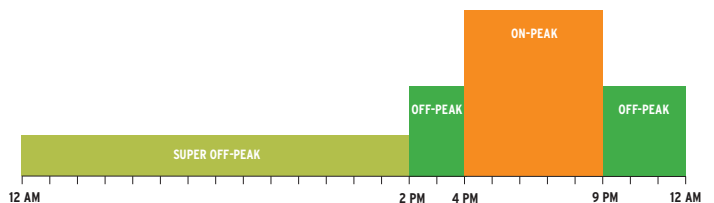
### IF YOU CAN'T CONSERVE BETWEEN 2:00 P.M. TO 6:00 P.M. ON AN EVENT DAY, YOU HAVE OPTIONS.

- Depicted in the charts below, your current plan and ALTOU have the same structure and on-peak periods, but ALTOU is not subject to Event Day pricing.
- If you want to switch to ALTOU now, fill out the reply card and send it back to us. We'll make the change for you.
- **ALTOU is just one nonevent-based option and requires a 1-year commitment if you choose to enroll. The best way to understand all your pricing plans options is to visit [sdge.com/myaccount](http://sdge.com/myaccount).**

#### Weekdays



#### Weekends and holidays





## MORE WAYS TO TAKE CONTROL OF YOUR ENERGY COSTS

- Track your energy use and be notified of an Event Day with email or text alerts. Visit [sdge.com/myaccount](https://sdge.com/myaccount). Sign up for alerts and subscriptions.
- Stay informed in the event of an emergency by making sure your contact information is up-to-date. Visit [sdge.com/myaccount](https://sdge.com/myaccount).
- SDG&E offers tips and solutions to help your business save energy and lower your bill. Visit [sdge.com/summer](https://sdge.com/summer) to learn more.



# What do Event Days mean to you and your business?

NAME  
CO  
ST2  
ST  
CITY, STA ZIP10  
|||||



## GET READY FOR SUMMER

Last year was a challenging time for small business customers. Rising temperatures led to increased energy costs and frustration. You took the time to share your concerns with us, and this year, we're here before summer to help you get prepared.

### YOUR PLAN IS SUBJECT TO EVENT DAY PRICING.

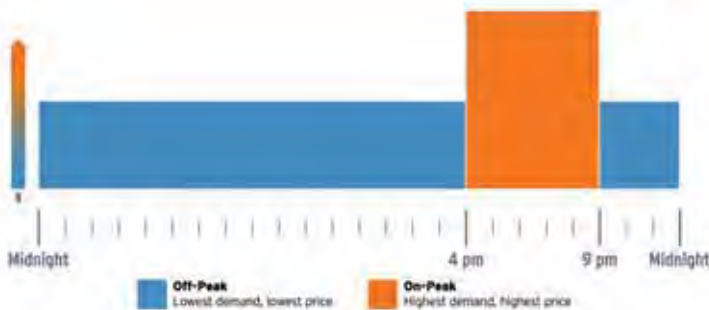
What does this mean for you?

- Event Days are called when demand for energy spikes across the state.
- Last July, there were 5 Event Days called in a single month causing abnormally high bills.
- You could save if you have the flexibility to shift your energy use when an Event Day is called.
- If not, your current plan leaves you subject to pay up to 400% more for energy on these days between 2 p.m. and 6 p.m.

### IF YOU CAN'T CONSERVE BETWEEN 2:00 P.M. TO 6:00 P.M. ON AN EVENT DAY, YOU HAVE OPTIONS.

- Depicted in the charts below, your current plan and TOUA have the same structure and on-peak periods, but TOUA is not subject to Event Day pricing.
- If you want to switch to TOUA now, fill out the reply card and send it back to us. We'll make the change for you.
- **TOUA is just one nonevent-based option and requires a 1-year commitment if you choose to enroll. The best way to understand all your pricing plans options is to visit [sdge.com/myaccount](http://sdge.com/myaccount).**

#### Weekdays



#### Weekends and holidays



## MORE WAYS TO TAKE CONTROL OF YOUR ENERGY COSTS

- Track your energy use and be notified of an Event Day with email or text alerts. Visit [sdge.com/myaccount](https://sdge.com/myaccount). Sign up for alerts and subscriptions.
- Stay informed in the event of an emergency by making sure your contact information is up-to-date. Visit [sdge.com/myaccount](https://sdge.com/myaccount).
- SDG&E offers tips and solutions to help your business save energy and lower your bill. Visit [sdge.com/summer](https://sdge.com/summer) to learn more.

# I'M READY TO CHOOSE MY PRICING PLAN

If you would like to switch to a non-event based plan now, complete this form, send it back, and we'll make the changes for you.

Name: Name or Company  
Service Address: SERV\_ST  
SERV\_CITY, SERV\_ST SERV\_ZIP

Account number: 12345AccountNumber  
Meter number: MTMeterID

Select one of your pricing plan options below:

- Switch me now to TOU A
- I want to remain on my current plan

Would you like to be contacted regarding this communication or to discuss your pricing plan options?

- Yes Best time to call: \_\_\_\_\_
- No Best phone number: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

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## Pricing Plan Enrollment

By selecting to enroll in a new pricing plan, you certify that you are the primary account holder who understands and agrees that SDG&E will switch the selected meter to the indicated new pricing plan. Your new pricing plan may have different costs based on the time of day and time of year. For specific details, please review the tariff. Details on each pricing plan component may be found on [sdge.com/whenmatters](http://sdge.com/whenmatters).

One-year no-risk pricing is available on the TOU-DR1 and TOU-DR2 plans for up to one year, starting on your plan effective date. One-year no-risk pricing means that SDG&E will compare the amounts you paid on the new pricing plan with the amounts you would have paid on your previously effective rate. If the amount you would have paid on your previously effective pricing plan is lower than the amount you paid on the new pricing plan, you will receive a bill credit for the difference. One-year no-risk pricing is applicable for up to 12 months while on TOU-DR1 or TOU-DR2. One-year no-risk pricing is not available for customers currently with NEM-ST.

In signing up for a new pricing plan, you acknowledge that the price comparisons provided to you with this letter or on our website's online pricing tools and/or a Personalized Plan Comparison are projections based on historical usage and that actual benefits may change due to unknown circumstances, such as changes in future usage, equipment, or local weather conditions. If you want to cancel enrollment from either TOU-DR1 or TOU-DR2 plans, you may notify us through our Customer Contact Center at any time. You may also change to any other eligible plan by logging into My Account. Your plan effective date is based on your next scheduled meter read date and verification that you are eligible for the plan change.

If your pricing plan becomes unavailable in the future for any reason, you will be notified of your options in advance of any changes.





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Your business is on a [Time-of-Use Plus pricing plan](#) with a Critical Peak Pricing Day component. This means your energy costs are based not only on how much energy you use, but when you use it.

Knowing and understanding the details of your Time-of-Use Plus pricing plan is a helpful first step to managing your energy use and bill. Since you're constantly focused on your bottom line, the good news is that when you log into [My Account](#) you can view, compare and select a pricing plan that best fits the needs of your business.



After viewing the video, log into [My Account](#) and change your plan in a matter of minutes. **It's that simple.**

Whether you're enrolled in [My Account](#) or not, this [short video](#) will walk you through where to find the Pricing Plan Comparison tool and how to view and select the pricing plan that is best for your business.

[COMPARE PLANS](#)

### Did You Know?

The [Comprehensive Audit Program](#) provides qualifying business customers with a free, high-level energy audit and analysis by trade professionals and top-tier engineering talent. Check out our [business savings center](#) to find additional energy saving solutions.

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Because your business is on a Time-of-Use rate (TOU Plus or CPP-D), when we activate a "Reduce Your Use" event day, prices for energy increase during certain hours when conservation is needed.

Knowing when this happens can help your business save money. We offer alerts that let your business know when an event day is called and when to reduce energy.

[GET ALERTS NOW](#)

Visit [sdge.com/myaccount](http://sdge.com/myaccount) and go to "Alerts and Subscriptions".

### Understanding Event Days



With the extreme weather conditions we've experienced this past year, business customers have had to temporarily conserve energy on certain days.

This is part of the pricing plan you're on, Time-of-Use Plus, and the

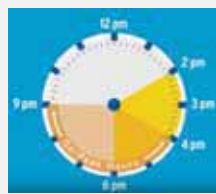
additional component called Reduce Your Use Event Days (TOU-A-P or CPP-D). On those Event Days, you risked incurring higher pricing for your energy use.

As you plan for 2019, the following video will provide you with a better understanding of what Event Days are and help you assess if your current Time-of-Use pricing plan is the best one for your business.



### What does this mean for my business?

When a Reduce Your Use Event Day is called, you're asked to conserve energy between 2 p.m. and 6 p.m. in addition to your Time-of-Use Plus conservation hours of 4 p.m. to 9 p.m. By shifting some of your activities outside these times on Event Days, you can help reduce demand on the power grid and enjoy lower pricing year round.



Learn more about your [pricing plan](#).

[FIND OUT MORE](#)

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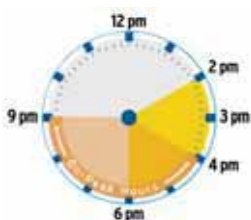




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Conserve from 2 p.m. - 6 p.m. to maximize Event Day savings

### You should know when an Event Day is called

Your business is on a Critical Peak Pricing rate (CPP-D), which means you need to be aware when a Critical Peak Pricing Event Day is called.

On these days, you'll pay higher energy costs if you don't avoid energy use from 2 p.m. - 6 p.m.

Don't be caught off guard. Know when CPP Event Days happen.

**SIGN UP NOW**

Visit [sdge.com/myaccount](https://sdge.com/myaccount) , go to "alerts and subscriptions".

Learn more about our 'Save the Day' programs at [sdge.com/savetheday](https://sdge.com/savetheday).

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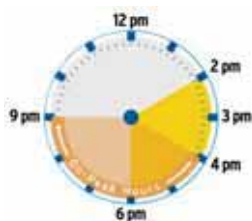




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BUSINESS HOME DEMAND RESPONSE ENERGY EFFICIENCY BUSINESS SERVICES



Conserve from 2 p.m. - 6 p.m. to maximize Event Day savings

### Knowing when an Event Day is called can save your business money.

Your business is currently on a Critical Peak Pricing (CPP-D) or Time of Use Plus (TOU Plus) pricing rate. This means you need to be aware when a Critical Peak Pricing (CPP) or Reduce Your Use (RYU) Event Day is called.

On these days you'll pay higher energy costs if you can't shift your energy use during the hours of 2 p.m. - 6 p.m.

Don't be caught off guard. Save money by knowing when CPP and RYU Event Days happen.

SIGN UP NOW

Visit [sdge.com/myaccount](http://sdge.com/myaccount) , go to "alerts and subscriptions."

If your business has difficulty shifting energy during the hours of 2 p.m. to 6 p.m., there may be better pricing plan options available. Log in to [My Account](#), go to "Bills & Payments" then select "Pricing Plans."

Learn more about our 'Save the Day' programs at [sdge.com/savetheday](http://sdge.com/savetheday).

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