



# Demand Response Workshop Featuring Peak Day Pricing

## Additional Topic: Energy Efficiency Rebate Programs

Peak Day Pricing (PDP) is a new pricing plan\* proposed by Pacific Gas and Electric Company (PG&E) that encourages customers to shift or reduce electricity usage from periods of high demand to periods when demand is lower, improving reliability of the electrical grid and reducing greenhouse gas emissions. This plan is PG&E's response to a larger statewide dynamic pricing initiative mandated by the California Public Utilities Commission (CPUC) and is expected to be approved by February 2010.

As of today, one or more of your electric account(s) is (are) scheduled to default to PDP in May 2010.

You are invited to join PG&E for an educational workshop, where you will learn more about:

- How to assess whether the PDP rate plan is appropriate for you
- Credits, incentives, reduced rates and other programs that PG&E offers to help you manage your energy costs
- Incentives available to help you prepare your facilities for Demand Response, so you realize the greatest benefit from Demand Response programs.

**SPACE IS LIMITED.** Please indicate your workshop preference below.

Please select which workshop you plan to attend and for which time. If you are unable to attend and would like to be updated with the proposal, please provide us with your contact information below.

	DATE:	LOCATION:	TIME:
<input type="checkbox"/>	<b>Wednesday, January 27, 2010</b>	<b>San Ramon</b> – Address will be provided upon RSVP.	<b>8:30 AM - 11:00 AM</b> (Breakfast 7:30 AM - 8:30 AM)
<input type="checkbox"/>	<b>Wednesday, January 27, 2010</b>	<b>San Ramon</b> – Address will be provided upon RSVP.	<b>1:00 PM - 3:30 PM</b> (Lunch 12:00 PM - 1:00 PM)

### Contact Information

Name:	
Company:	
Address:	
City:	
Email:	
Phone#:	

**Please send back by 1/15/2010 via: Fax: (510) 784-2138 or Scan/E-Mail to: [PeakDayPricing@pge.com](mailto:PeakDayPricing@pge.com)**

Under PDP, you will pay more during designated peak periods on certain days, but will pay less during peak and partial peak periods during the summer. For example, when hot summer temperatures drive up demand, you will be given a day's advance notice that electricity prices will increase to a higher per kilowatt-hour (kWh) charge for a short period of time the following day (typically four hours in duration). This will provide you the opportunity to use less electricity at that time and/or shift use to other times.

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