

# IDSR Efforts at PG&E

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# SMB Targeted Time-of-Use rates + Energy Efficiency

## Educate

customers about upcoming rate changes and the potential for impact on their business

## Activate

customers' longer-term engagement with PG&E tools and resources

### Mailer: Getting ready for time-of-use

3 simple tools designed to help you save.

**TIME-OF-USE RATES**

My Energy lets you view your energy use and rate options.

Business Energy Checkup provides a customized energy assessment and savings plan.

Money-Back Tool shows available rebates and incentives that fit your business energy needs.

Energy Savings

Visit [pge.com/GetReady](http://pge.com/GetReady)

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### Mailer: Seasonal Rate Change

See how much businesses have saved with energy-efficient upgrades through PG&E.

Lepe's Foods, a food distribution company based in Santa Rosa, partnered with PG&E to save **\$12,000** on its annual energy bill.\*

Children's Recovery Center in Campbell received **\$9,000** in rebates and saved **\$5,600** on its annual energy bill.\*

Matt & Jeff's Car Wash in Novato received **\$6,700** in rebates from PG&E.

Find the right rebates for your business. Take the Business Energy Checkup through My Energy at [pge.com/TOUcheckup](http://pge.com/TOUcheckup).

\*PG&E rebates are based on a combination of energy efficiency rebates and time-of-use rates. Rebates vary according to business size, type and use schedule. \*Rebate values in Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2014 Pacific Gas and Electric Company. All rights reserved. PG&E, pge, its related services, and the pge logo are registered trademarks of PG&E Corporation. CTV 03/14/2014

Summer time-of-use rates take effect in May. See how to save with energy-efficient upgrades.

Rebates by Peak Energy Saving Potential

Rebate	Payback Period	Category	Rebate	Payback Period	Category	Rebate	Payback Period	
TS/TS Equipment Control	< 3 years	General Improvement	Refrigerant Window Film	< 1 year	High-Energy Savings	Refrigeration	Walk-In Cooler**	< 2 years
Time Clock**	< 1 year	Business Equipment	AC Power Management Software**	< 1 year	Lighting	LED Fixtures**	< 2 years	
Variable Frequency Converter	< 1 year	Appliances	Insulated Window Closures	< 5 years	Lighting	Emergency Power**	< 2 years	

Rebates for your business. Take the Business Energy Checkup through My Energy at [pge.com/TOUcheckup](http://pge.com/TOUcheckup).

### Digital Banners: Summer Season Tips

Peak period, summer time-of-use rates are here. Save with these simple tips.

Choose a category and see simple energy saving tips:

- Refrigeration
- Food Service
- Heating & Cooling
- Thermostats
- Lighting

Regularly clean condenser coils, replace air filters and check ducts and pipe insulation to assure maximum operating efficiency.

Peak period, summer time-of-use rates are here.

Click here for more tips

Learn about time-of-use

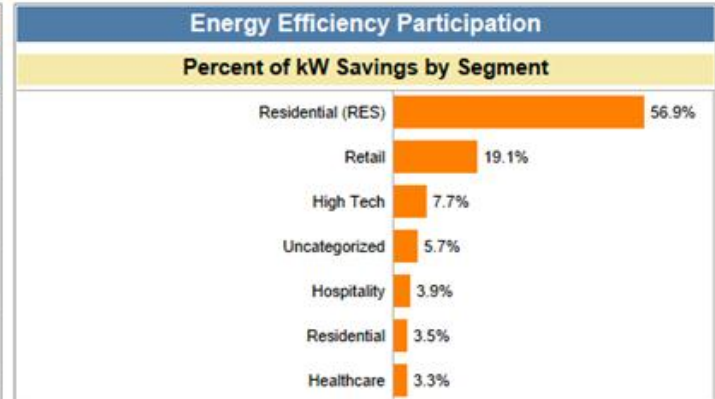
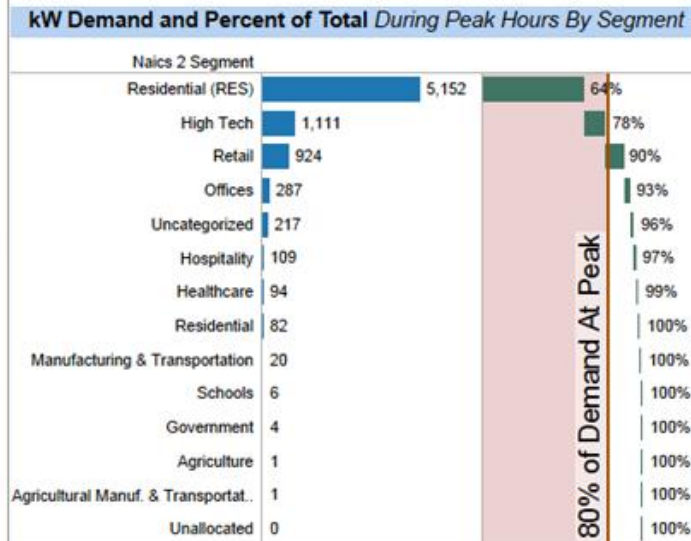
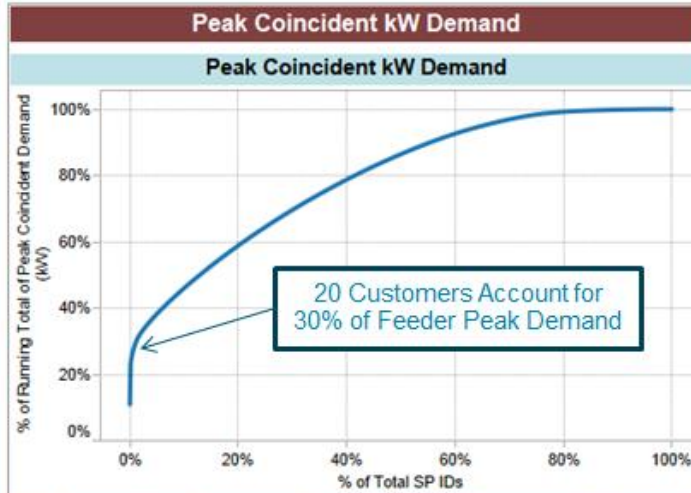


# T&D Pilot – Targeted DSM

## All Segment(s) - Barton 02\* Feeder(s) - Multi-Family All - Mobile Parks All

Program Metrics	Total SP IDs	CARE Customers	SmartRate Customers	SmartAC Customers	ESA Customers	EE Customers	kW Savings	2014 kW Savings	kW Pipeline
	2,209	927	104	58	7	219	113.9	6.8	

Filters
<b>Feeder Filter</b>
Barton 01
<b>Barton 02*</b>
Barton 04
Barton 05
Barton 06
Barton 08*
Barton 09
Barton 10
Barton 11
Barton 12
Barton 14
Barton 15*
Barton 16*
Bogue 02
Bogue 03
Bogue 04*
Bogue 05*
Bogue 06*
Bogue 07
Camation 2101
Lammers 01*
Lammers 02*
Lammers 03*
Lammers 05
Lammers 06
Lammers 07*
Martell 01*
Martell 02*
Martell 03*
Panama 2101
Panama 2102
<b>Segment Filter</b>
LCI
SMB
Residential (RES)
Size Unknown
<b>Multi-Family Filter</b>
N
Y
<b>Mobile Park Filter</b>
N
Y



**Demand Response**

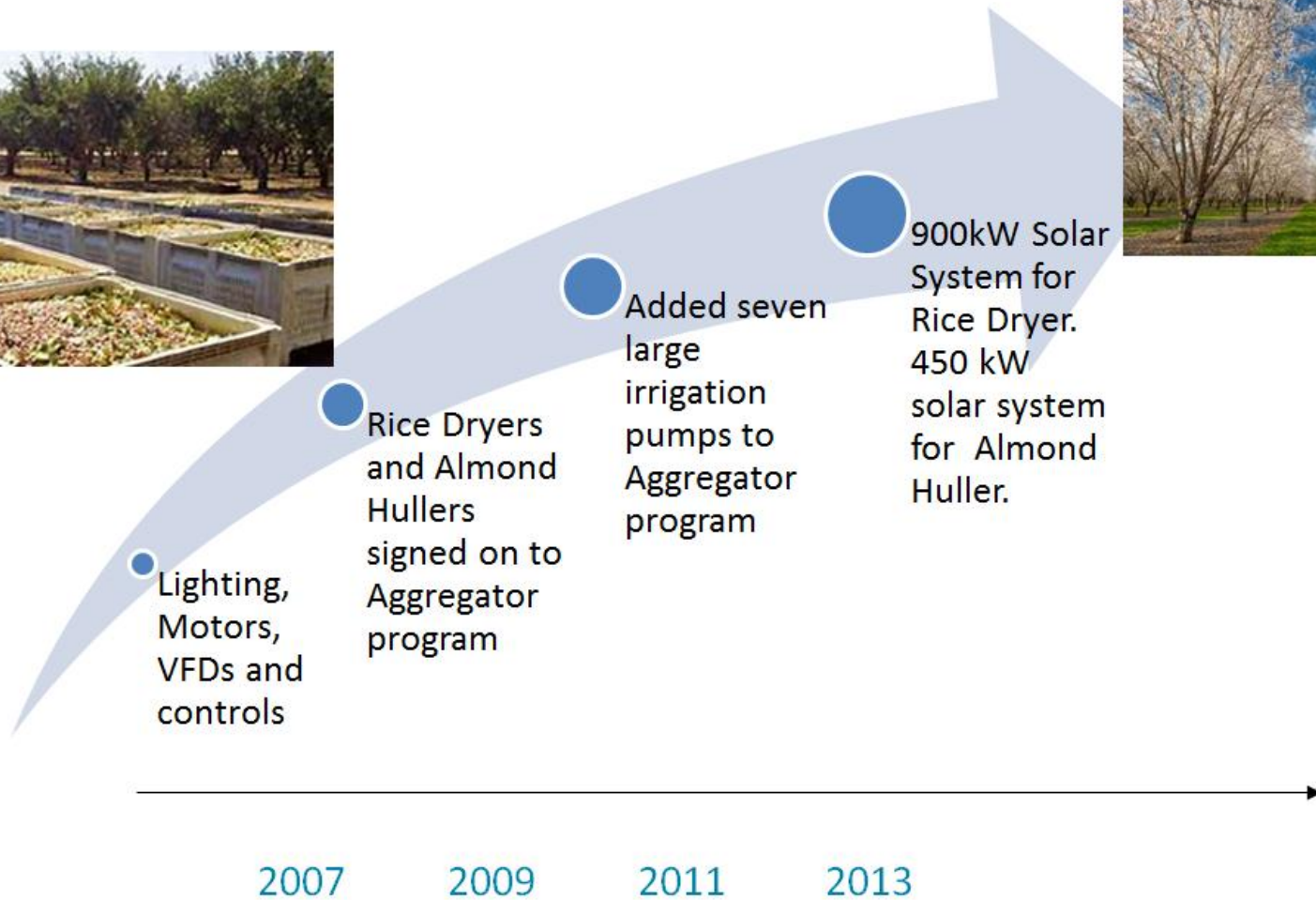
**DR Participation - SA IDs**

DR Program	Aggregator Name	Enrolled
AMP	Energy Curtailment Specialist	2
	EnerNOC Inc	1
DBP	Unknown	1
<b>Grand Total</b>		<b>3</b>



# Customer Journey

## Large, Family-owned Agricultural Customer



# Thank You

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