

Retail Customers

Take control of your energy use—cut costs, save time, earn incentives.

The Automated Demand Response (ADR) Incentive Program makes it easy for retail customers to participate successfully in Demand Response Events.

Program participants can:

- Install and program energy management hardware at low or no cost using ADR incentives
- Receive free technical services to identify Demand Response (DR) opportunities and install load control technologies
- Earn **one-time incentives of \$200 per kW** of calculated load reduction, up to 75 percent of project costs



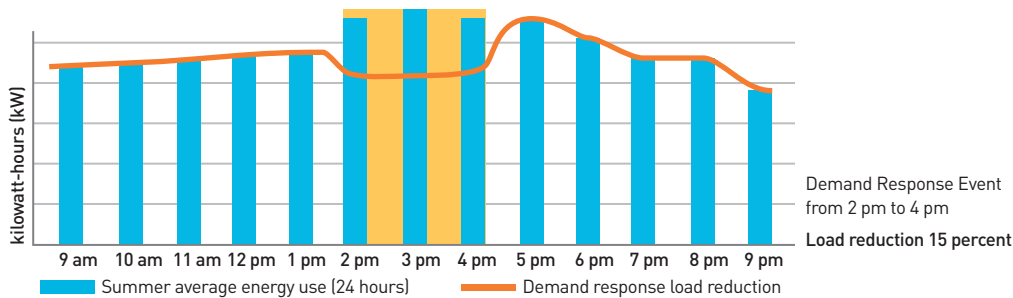
Together, Building
a Better California

In addition to one-time ADR technology incentives, businesses can receive ongoing incentives when they voluntarily reduce their energy use during DR events—those times when demand for electricity threatens to outpace supply, and energy prices are high.

How much could your business save during a demand response event?

During a demand response event, the average load shed for a retail customer can be up to 20 percent. For example, a supermarket with 300 kW peak demand could shed on average about 30–60 kW, earning the business valuable incentives. DR events typically occur on weekdays between 2 p.m. and 7 p.m. from May 1 to October 31. On average, fifteen events are called in a year.

Example of Demand Response for Large Retail Customer



Opportunities for load shedding in the retail sector

- Reduce lighting to 2/3 of full power
- Decrease air conditioning load
- Limit the number of escalators or elevators operating
- Temporarily turn off ornamental lighting
- Lower lighting on marketing displays

Defray your costs to replace or upgrade these qualifying technologies

- Wired and wireless controls for lighting, HVAC, motors, pumps, fans, and more
- New Energy Management Systems (EMS) and repairs/upgrades/reprogramming of existing EMS and load controls

Find out if your business qualifies for ADR incentives

Eligible participants must be non-residential customers who:

- Receive electric service from PG&E and show at least 12 months of billing and usage history
- Participate in a qualifying PG&E DR program for at least three years
- Have Internet access and a meter that records electric use every 15 minutes

Getting started

To learn more about the Automated Demand Response Program, call **1-855-866-2205** or visit pge-adr.com. Call PG&E's Business Customer Service Center at **1-800-468-4743** for information on comprehensive energy management solutions.