

# Automated Demand Response Program

Take control of your energy use by participating in the Automated Demand Response (ADR) Program—cut costs, save time, earn incentives.

PG&E's ADR Program rewards businesses for playing a key role in reducing the stress on our electric grid during DR events when energy demand is at its highest. When energy prices are high, demand reduction can help keep prices low, avoid the need to use more fossil fuels, and increase electric reliability. By temporarily lowering energy usage or shifting demand to another time of the day, participating companies can help do their part in preventing power interruptions, reducing greenhouse gas emissions, defray the cost of upgrading your controls, and save money when you participate in DR events. Throughout the year, automating your energy controls helps meet sustainability goals, cut electricity costs and reduce or eliminate demand charges.

## Benefits of ADR

- Makes it easy to participate in DR events by automating your load reduction.
- Receive incentives towards replacing or upgrading new controls equipment that helps you manage your energy on a day-to-day basis.
- Allows you to choose from various DR programs to earn ongoing incentives when you participate in DR events.
- The ADR team handles the entire process, from application to verification.
- Retain full control of your equipment, including the option to opt out of participation during any DR event.



Together, Building  
a Better California



## The ADR Incentive Program makes it easy for customers to participate successfully in Demand Response Events.

### How the program works

- Your company works closely with the PG&E ADR Program Team to determine the temporary load reduction strategies and program incentives for your project.
- Your company works with a third-party vendor to install a new energy management system (EMS) or to pre-program the temporary load shed strategies into an existing EMS or other load control technologies.
- Commit to enrolling in a qualifying PG&E DR program for at least three years.
- Your company receives ADR event notification from PG&E. You retain control over the automated initiation of pre-programmed DR strategies.

### New! ADR is expanding

The ADR program has been very successful and will soon expand to smaller businesses and residential customers:

- If you are a small or medium business, ask us about participating in our SMB Managed Energy Program pilot, which can help your business get energy bill savings every month.
- If you are a residential customer, ask us about our Residential incentive to use with your smart thermostat / other connected devices that help you manage your energy costs at home.

### How your incentive\* works

- Earn \$200 per kilowatt of calculated DR load reduction, depending upon the technology used up to 75 percent of project costs.
- Receive 60 percent of the total program incentive after successful verification of equipment installation and testing.
- Collect the remaining 40 percent of the total program incentive upon verification of full DR season performance.

### Eligibility requirements

- Be a non-residential customer.
- Receive electric services from PG&E and show at least 12 months of billing and usage history.
- Have Internet access and a 15-minute interval meter that can be read remotely by PG&E or SmartMeter™.

### Next steps

To learn more about the Automated Demand Response Program, call **1-855-866-2205** or visit [pge.com/autodr](http://pge.com/autodr).

\*Incentives may not exceed 100 percent of total project cost.