

Attract 15,000 shoppers or lower your energy cost



Reducing your energy costs can have the same effect as increasing your profit.* Retail margins are thin, so reducing costs directly increase the bottom line. As an eligible small to medium business owner in PG&E territory, you can upgrade or install smart thermostats, HVAC controls, programmable lighting controls, other energy controls, and energy management systems for less with PG&E's Automated Demand Response (ADR) program incentives.

RECEIVE TECHNOLOGY
INCENTIVES UP TO

\$200/kW
of calculated DR load reduction

Depending on the solution, your new system can reduce operating costs, reduce maintenance costs, and improve occupant comfort.

For retail with average summer peak demand under 500 kW, PG&E will pay 100 percent of the approved project incentive amount through the ADR fast track application process.** For customers above 500kW average summer peak demand, PG&E will pay up to 75 percent of the total project cost.***

Benefits you receive:

- **One time incentives** up to \$200 per kW for ADR enabled controls:
 - For FastTrack applications, receive incentive estimates in 2 days by selecting from pre-approved DR strategies**
- **Additional incentives** for actively participating in demand response events, where businesses can:
 - Receive advance notification of upcoming events via text, email or phone call
 - Participate automatically in DR events—no extra staff time required
- **Convenience and control** of equipment year-round:
 - Remotely adjust and monitor equipment operation
 - Extend equipment life by optimizing operations with smart controls
- **Technical and administrative support** including incentive estimation, DR planning, DR program enrollment process, and ongoing DR event day support

Your commitments:

- Participate in a qualifying DR program for at least three years, directly with PG&E or through an aggregator. A current list of qualifying DR programs is available at: pge-adr.com/act
- Participate in DR events by automatically, temporarily and safely adjusting operation during a DR event

Next steps

We are your business partner dedicated to saving you money. Call the Automated Demand Response program team today to get started: **1-855-866-2205** or visit pge-adr.com.



Together, Building
a Better California

*Assumes average CBP payment among current retail ADR participants of \$4,400 per year, ADR incentives of \$5,000, retail sector profit margin of 2.0 percent, and DR program participation for three years. Assumes retail customers spend \$60 per shopping trip.

**FastTrack projects pay 100% of approved incentives for customers under 500kW average summer peak demand following successful on-site verification of equipment installation and testing of committed ADR strategies.

***For customers above 500kW average summer peak demand, 60 percent of the one-time incentive is paid following project inspection. Up to 40 percent of the remaining incentive is paid upon verification of DR events performance after 12 months of participation.

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