



Automated Demand Response

Lower your energy costs and increase your profit

Retail margins are thin, so reducing costs directly increases your bottom line. For example, lowering your energy costs could be equivalent to attracting 15,000 shoppers*. As an eligible business owner in PG&E's service 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 demand response load reduction

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

For retail customers with average summer peak demand under 500kW, PG&E will pay up to **100% of the approved incentive** for eligible ADR project costs through the FastTrack application process. For customers above 500kW average summer peak demand, PG&E will pay up to **75% of the approved incentive** for eligible ADR project costs.**

Benefits you could receive:

One time incentives up to \$200 per kW for ADR enabled controls:

- For FastTrack applications, receive incentive estimates quickly by selecting from pre-approved demand response strategies**

Ongoing payments 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 demand response 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, demand response planning, demand response program enrollment process and ongoing demand response event day support

Your commitments:

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

Next steps

Call the Automated Demand Response Program team today to get started: **1-855-866-2205** or visit pge.com/autodr.

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

**ADR projects pay 100% of approved incentives after a successful project inspection, demand response test event and confirmed enrollment in an ADR eligible demand response program. FastTrack projects must participate in an ADR eligible demand response program for three years and standard/custom ADR projects must participate for three to five years.