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**SDG&E® RESIDENTIAL AND SMALL BUSINESS CONTENT PACKAGE | OCTOBER 2024**

As a trusted community member, we thank you for sharing our content and digital assets with your audiences – including residents, customers and employees – to help amplify our key messages in your email communications, websites or newsletters.

**Best practices for using our content, social media posts and images**

1. **IMAGES**

Choose images that are relevant for your audience and feel free to mix and match what we provide at the end of this content package. For alternate images, [***Unsplash.com***](https://unsplash.com/) and [***Canva.com***](https://www.canva.com/photos/free/) offer free images that you can download.

1. **SDG&E logo**

You’re welcome to mention our name but, due to legal requirements, please do not use our logo in any marketing materials that you create. Please only use the SDG&E logo if we provide it to you in this package or it’s publicly available online like a social post or video. You can also retweet our public posts which you’ll find on [***facebook.com/sdge***](https://www.facebook.com/search/top?q=san%20diego%20gas%20%26%20electric) and [***twitter.com/sdge***](https://twitter.com/sdge).

1. **Videos**

We have a library of videos you can share in your communications and SOCIAL POSTS when you visit [[***youtube.com/c/SanDiegoGasElectric/videos***](https://www.youtube.com/c/SanDiegoGasElectric/videos)](https://www.youtube.com/c/SanDiegoGasElectric/videos). If you’d like to sort our videos by topic, visit [***youtube.com/c/SanDiegoGasElectric***](https://www.youtube.com/c/SanDiegoGasElectric). Some videos are in Spanish. You’ll see some on TV, too!

**Follow us**

Find us on [**Facebook**](https://www.facebook.com/SanDiegoGasandElectric)**,** [**Instagram**](https://www.instagram.com/sdge)**,** [**Twitter**](https://twitter.com/SDGE)**,** [**YouTube**](https://www.youtube.com/sandiegogaselectric)and[**LinkedIn**](http://linkedin.com/company/sdge). When sharing our digital assets and content, feel free to tag SDG&E’s social media and direct your audience to [***sdge.com***](https://www.sdge.com).

**This month’s topics:**

Climate Credit; RES Program; Emergency Prep; My Energy Center; Assistance; energy-saving tips for residential and small business customers

**Short articles**

1. **Climate Credit**

California is fighting climate change and so can you! Your October electric bill includes a Climate Credit from the State’s Cap-and-Trade Program, which is designed to cut carbon pollution while helping utility customers during the transition to a more sustainable future. Find out more at [***cpuc.ca.gov/ClimateCredit***](https://www.cpuc.ca.gov/climatecredit).

1. **RES Program**

SDG&E’s Residential Energy Solutions (RES) Program can help you increase your energy efficiency and lower your energy consumption at home by offering no-cost energy-efficiency products and services. Eligible customers can benefit from complimentary upgrades, including smart thermostats, low-flow showerheads, faucet aerators and more. Learn more at [[***sdge.com/RES***](http://sdge.com/RES)](https://www.sdge.com/residential/savings-center/energy-saving-programs/res-program) or call Synergy Companies, SDG&E’s authorized contractor, at **1-888-272-8394**.

**Article: ARE YOU PREPARED FOR AN EMERGENCY?**

Living in an area prone to wildfires and earthquakes means it’s crucial to have an emergency plan in place. The best time to prepare for an emergency is now—before one happens. Here are some helpful tips from SDG&E to enhance your response time and ensure the safety of your loved ones:

1. Develop an evacuation plan. Create a home evacuation plan that includes multiple escape routes. Practice the plan with your family, including pets and livestock. For personalized tips, visit [***sdge.com/checklist***](https://www.sdge.com/more-information/safety/emergency-preparedness/emergency-checklists)***.***
2. Review emergency plans. Familiarize yourself with emergency plans at your workplace, school or other places where you or your family spend time regularly.
3. Pack an emergency kit. Assemble a kit with essential items such as non-perishable foods, bottled water, a first aid kit, flashlight, cash, pet food, manual can opener, medications, an overnight bag with clothes and toiletries, and a portable radio with fresh batteries. For more ideas, visit [***sdge.com/checklist***](https://www.sdge.com/more-information/safety/emergency-preparedness/emergency-checklists)***.***
4. Update contact info. Ensure your contact information with SDG&E is current. Update or confirm your info at [***MyEnergyCenter.com***](https://myenergycenter.com/). After logging in, select “Account” and then “My Profile.”
5. Sign up for alerts. Register for SDSG&E power outage alerts. Learn more at [***sdge.com/notifications***](https://www.sdge.com/notifications) or login to [***MyEnergyCenter.com***](https://myenergycenter.com/). Select “Account,” “Notification Settings” and then “Outages & Gas Leaks.”

**social posts: are you prepared for an emergency?**

Any of the tips above:

Are you ready for an emergency? (**insert tip from above here**) Get helpful tips on how to prepare for an emergency at [***sdge.com/emergency***](https://www.sdge.com/gas-electric-emergency-preparedness). #sdge #SDGEassist

Example: Are you ready for an emergency? Develop an evacuation plan at home that includes more than one escape route. Practice the plan with your family and other loved ones, including pets and livestock. Get helpful tips on how to prepare for an emergency at [***sdge.com/emergency***](https://www.sdge.com/gas-electric-emergency-preparedness). #sdge #SDGEassist

**images: are you prepared for an emergency?**

A white poster with green and blue text

Description automatically generated**A white and green sign with green and blue text

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**article: have you visited the new my energy center?**

SDG&E’s My Account has transitioned to My Energy Center, a safe and secure portal that makes it easy to manage your energy usage and costs.

While My Energy Center is an upgrade, rest assured that the security and convenient features you know from My Account remain intact – like viewing and paying your bill, Auto Pay, paperless billing and scheduling services online or on the app.

Working with the region’s two Community Choice Aggregators (CCAs) – Clean Energy Alliance (CEA) and San Diego Community Power (SDCP) – My Energy Center features a new level of transparency to help you better understand your bill and manage your energy use.

My Energy Center customer benefits include:

* User-friendly breakdown of charges. View your energy delivery costs from SDG&E and your electric usage info, whether you receive service from a CCA or SDG&E.
* Greater insights into usage patterns. Gain a deeper understanding of your gas and electricity usage to find ways to save energy and lower your bill.
* Ease of access. Access My Energy Center at [***MyEnergyCenter.com***](https://myenergycenter.com/).

If you were previously enrolled in My Account, you can simply log in with your existing username and password. If you already have the SDG&E mobile app, it will automatically update to the new My Energy Center app.

For more info, visit [***sdge.com/MEC***](https://www.sdge.com/my-energy-center).

**social posts: have you visited the new my energy center?**

1. SDG&E’s My Account has transitioned to My Energy Center! This new, user-friendly site makes it easier to understand your energy bill and manage your energy use in one place. Learn more at [***sdge.com/MEC***](https://www.sdge.com/my-energy-center). #SDGE #SDGEassist
2. Looking for ways to optimize your energy bill Visit [***MyEnergyCenter.com***](https://myenergycenter.com/)to view your charges, energy usage and tips to optimize your energy use. Whether you receive service from SDG&E or a Community Choice Aggregator, you may be able to save energy and money with the tools and features of My Energy Center. #SDGE #SDGEassist
3. Check out the new My Energy Center! SDG&E’s My Account has transitioned to My Energy Center, keeping all the secure and convenient features you love—like viewing and paying your bill, Auto Pay, paperless billing and scheduling services online. Log in with your My Account username and password. Learn more at [***sdge.com/MEC***](https://www.sdge.com/my-energy-center). #SDGE #SDGEassist

**IMAGES: have you visited the new myenergycenter.com?**

**A screenshot of a computer

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**A screenshot of a phone

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**ARTICLE: NEED HELP WITH YOUR ENERGY BILL?**

 If you are having trouble paying your energy bill, you might be eligible for programs and services that can provide financial assistance and help you avoid interruptions to your service. Flexible payment arrangements are also available to help you pay down past due balances. Learn more at [***sdge.com/Payment-Arrangements***](https://www.sdge.com/residential/pay-bill/payment-arrangements).

Check out these energy assistance programs:

* California Alternate Rates for Energy (CARE) Program: Save 30% or more every month on your bill. Find out if you qualify at [***sdge.com/CARE***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs).
* Family Electric Rate Assistance (FERA) Program: If you do not qualify for CARE and your household has three or more people, you may qualify for FERA. You could receive an 18% discount on your electric bill. Visit [***sdge.com/FERA***](https://www.sdge.com/FERA) to learn more.
* Energy Savings Assistance (ESA) Program: You may qualify to receive free energy-saving improvements for your home, like new appliances, lighting, insulation and more. Find details at [***sdge.com/ESA***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements).
* Arrearage Management Plan (AMP): If you have outstanding bills and you are a CARE or FERA customer, you may be eligible for debt forgiveness. See if you qualify at [***sdge.com/AMP***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp).

Even if you made a recent payment or set up a flexible payment plan with SDG&E, there may still be assistance programs available to help you. For a complete list of available offerings, visit  [***sdge.com/assistance***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance).

**SOCIAL POSTS: NEED HELP WITH YOUR ENERGY BILL?**

1. If you are behind on your energy bill, you may qualify for financial assistance. Learn more at [***sdge.com/assistance***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance). #sdge #SDGEassist
2. Hardship  can hit at any time – when it does, the last thing you need to worry about is your energy bill. Get help with your bill at [***sdge.com/assistance***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance). #sdge #SDGEassist
3. SDG&E provides assistance programs to help you with your monthly energy bill which can include up to a 30% discount. Find out if you qualify at [***sdge.com/assistance***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance). #sdge #SDGEassist
4. Whether you rent or own, you could be eligible to receive no-cost, energy-efficient home improvements that can make your home more comfortable and help reduce your energy bill. Find out if you qualify at [***sdge.com/ESA***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements). #sdge #SDGEassist

**ARTICLE (translated): ¿NECESITA AYUDA CON SU FACTURA DE ENERGÍA?**

Usted puede calificar para un descuento en su factura o mejoras en el hogar. Hay programas de asistencia que pueden ayudar a reducir su factura mensual de energía mientras mantiene su hogar cómodo.

* Programa de Tarifas Alternativas de Energía de California (CARE, por sus siglas en inglés): Ahorre un 30% o más cada mes en su factura. Averigüe si califica en [***sdge.com/CAREesp***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs#googtrans(en|es)).
* Tarifa Eléctrica Familiar (FERA, por sus siglas en inglés): Si no califica para CARE y su hogar tiene 3 o más personas, puede calificar para FERA. Podría recibir un 18% de descuento en su factura de electricidad. Visite [***sdge.com/FERAesp***](https://www.sdge.com/FERA#googtrans(en|es))para obtener más información.
* Programa de Asistencia para el Ahorro de Energía (ESA, por sus siglas en inglés): Puede calificar para recibir mejoras gratuitas para el ahorro de energía en su hogar, tales como electrodomésticos nuevos, iluminación, aislamiento y más. Encuentre los detalles en [***sdge.com/ESAesp***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements#googtrans(en|es)).
* Arrearage Management Plan (AMP): Si tiene facturas pendientes y es participante en el programa de CARE o FERA, puede ser elegible para la condonación de deudas. Averigüe si califica en [***sdge.com/AMPesp***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/amp#googtrans(en|es)).

Las aplicaciones en línea son fáciles, rápidas y convenientes. Para obtener más información, visite [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance#googtrans(en|es)).

**Publicaciones para compartir en las redes sociales: ¿NECESITA AYUDA CON SU FACTURA DE ENERGÍA?**

1. Si está atrasado en su factura de energía, puede calificar para asistencia financiera. Obtenga más información en [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance#googtrans(en|es)). #sdge #SDGEassist
2. Dificultades pueden aparecer en cualquier momento – si aparecen, lo último que necesita es preocuparse por su factura de energía. Obtenga ayuda con su factura en [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance#googtrans(en|es)). #sdge #SDGEassist
3. SDG&E ofrece programas de asistencia para ayudarle con su factura mensual que puede incluir hasta un 30% de descuento. Descubra si califica en [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance#googtrans(en|es)). #sdge #SDGEassist
4. Si alquile o es propietario, podría ser elegible para recibir mejoras de eficiencia energética en su hogar, sin costo, que pueden hacer que su hogar sea más cómodo y ayuden reducir su factura de energía. Descubra si califica en [***sdge.com/ESAesp***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements#googtrans(en|es)). #sdge #SDGEassist

**images: NEED HELP WITH YOUR ENERGY BILL?**

A person looking at a cellphone

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**A group of people sitting at a table

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**article: PREPARING YOUR HOME FOR FALL: 10 ENERGY-EFFICIENCY TIPS**

As the leaves change color and the weather gets cooler, it’s a great time to think about how you can save on your energy bill. Here are some ideas to help you keep your home cozy without breaking the bank. Simple adjustments can make an impact on your energy savings this season.

1. Seal drafts: Check your windows and doors for any drafts. Use weather stripping or caulk to seal up any gaps. This will keep the warm air inside and the cold air out, making your heating system work more efficiently.
2. Adjust your thermostat: Lowering your thermostat by just a few degrees can make a big difference. Try setting it to 68°F when you’re home and awake and lower it when you’re asleep or away. A programmable thermostat can make this even easier.
3. Maintain your heating system. Make sure your heating system is running efficiently by scheduling a maintenance check. Replace filters regularly to ensure your system is working at its best.
4. Unplug electronics. Even when they’re turned off, electronics can still use energy if they’re plugged in. Unplug devices when they’re not in use or use a power strip to easily turn off multiple items at once.
5. Use ceiling fans wisely. Set your ceiling fans to rotate clockwise at a low speed. This will push warm air down from the ceiling, helping to keep your rooms warmer.
6. Close the fireplace damper. When your fireplace is not in use, make sure the damper is closed. An open damper allows warm air to escape up the chimney.
7. Use rugs. Cover bare floors with rugs to help insulate your home. Rugs can help keep your feet warm and reduce the need for extra heating.
8. Take shorter showers. Hot water can be a big energy expense. Try to take shorter showers and consider installing a low-flow showerhead to reduce water usage.
9. Insulate your home. Adding insulation to your attic, walls, and floors can help keep the heat in and the cold out. This can make a big difference in your energy usage.
10. Use natural light. Take advantage of the sun’s natural heat by opening curtains and blinds during the day. This can help warm up your home without using extra energy.

By following these tips, you can enjoy a warm and cozy home this fall while keeping your energy bills under control. Find more energy-saving tips at [***sdge.com/MyEnergy***](https://sdge.com/energy-management-summer).

**SOCial posts: PREPARING YOUR HOME FOR FALL: 10 ENERGY-EFFICIENCY TIPS**

**Use any of the above tips** and then add, “Find more energy-saving tips at [***sdge.com/MyEnergy***](https://sdge.com/energy-management-summer).

#sdge #SDGEassist”

**IMAGES: PREPARING YOUR HOME FOR FALL: 10 ENERGY-EFFICIENCY TIPS**

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**ARTICLE: SAVE ENERGY THIS FALL: 10 TIPS FOR SMALL BUSINESSES**

As the fall season approaches, small businesses can take proactive steps to reduce energy use and save on utility bills. Here are ten tips to help your business stay energy-efficient this season:

1. Optimize heating systems: Schedule a maintenance check for your heating system to ensure it runs efficiently. Clean your filters and ducts to improve airflow and reduce energy use.
2. Seal drafts: Inspect windows and doors for drafts. Use weather stripping or caulk to seal gaps and prevent heat loss.
3. Use energy-efficient appliances: Invest in ENERGY STAR-rated appliances and office equipment. These products are designed to use less energy without sacrificing performance.
4. Encourage energy-saving practices: Educate employees about energy-saving practices, such as turning off lights and equipment when not in use and using natural light whenever possible.
5. Insulate your building: Proper insulation can help reduce heating costs. Consider adding insulation to walls, attics and basements to keep the heat in.
6. Utilize smart power strips: They help prevent “phantom” energy use from electronics that are plugged in but not in use. These strips can automatically cut power to devices that are not being used.
7. Know your energy pricing plan: Make sure you’re on the best for your business. Go to [***MyEnergyCenter.com***](https://myenergycenter.com/), click on “Billing” and then “Pricing Plans.”
8. Install motion sensors: Reduced electricity use and longer-lasting bulbs can lead to cost savings.
9. Use smart strips: Plug electronics into smart power strips and turn them off when not in use to prevent phantom energy loss.
10. Implement telecommuting at your office: Allow employees to work from home to reduce energy use in the office.

Implementing these tips can help your small business save energy and reduce costs this fall. Not only will you be contributing to a more sustainable environment, but you’ll also see a positive impact on your bottom line.

For more tips on how to save energy, visit [***sdge.com/MyBusiness***](https://www.sdge.com/business/savings-center/business-summer).

**SOCIAL POSTS: SAVE ENERGY THIS FALL: 10 TIPS FOR SMALL BUSINESSES**

**Use any of the above tips** and add: For more energy-saving ideas for your business, visit [[***sdge.com/MyBusiness***](https://www.sdge.com/business/savings-center/business-winter-savings-safety-and-solutions)](https://www.sdge.com/business/savings-center/business-summer). #sdge #SDGEassist

**IMAGES: SAVE ENERGY THIS FALL: 10 TIPS FOR SMALL BUSINESSES**



