



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

As a trusted community partner, 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. For alternate images, [Unsplash.com](https://unsplash.com) and [Canva.com](https://canva.com) offer free images that you can download.

2. 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 and twitter.com/sdge.

3. Videos

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

Follow us

Find us on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) and [LinkedIn](#). When sharing our digital assets and content, feel free to tag SDG&E's social media and direct your audience to sdge.com.

THIS MONTH'S TOPICS: Power Saver Rewards, start/stop/move, Capacity Bidding Program (business demand response program), Res and Bus energy-saving tips, assistance programs

ARTICLE: LOWER YOUR ENERGY BILL WITH SDG&E'S POWER SAVER REWARDS PROGRAM

Help make California's energy grid stronger, safer and more reliable for all Californians this summer – and earn bill credits too! SDG&E's Power Saver Rewards program rewards you for lowering your electricity use when energy is in high demand. When the temperatures rise, it pays to be flexible.

Here's how it works. On hot summer days, as more people use energy to stay cool, the electrical grid can become strained due to high demand. When this occurs, the statewide grid operator may call a Flex Alert or other grid emergency. As a result, the Power Saver Rewards program may be activated to help reduce energy use and strain on the grid.

If you are eligible and reduce your energy use during a Power Saver event between the on-peak hours of 4 p.m. – 9 p.m., you could receive a bill credit of \$1.00/kWh. And the best part? The more energy you conserve, the more you can earn! There are no penalties if you can't conserve energy during an event, and you can opt out of the program at any time.

If saving on your monthly energy bill, helping improve grid reliability and contributing to a cleaner environment sound good to you, the Power Saver Rewards program may be the right fit for your home. To learn more about this program, visit sdge.com/PowerSaver or call **1- 800-411-7343**.

SOCIAL POSTS: LOWER YOUR ENERGY BILL WITH SDG&E'S POWER SAVER REWARDS PROGRAM

1. Earn bill credits when you reduce your energy use with Power Saver Rewards! To learn more, visit sdge.com/PowerSaver. #sdge #SDGEassist
2. Help make California's energy grid stronger, safer, and more reliable – and earn bill credits for it too. SDG&E's Power Saver Rewards program rewards you for lowering your

electricity use when energy is most in demand. Visit [sdge.com/PowerSaver](https://www.sdge.com/PowerSaver) for details.
#sdge #SDGEassist

3. Want to save money on your energy bill? Consider participating in the Power Saver Rewards program. Get more information at [sdge.com/PowerSaver](https://www.sdge.com/PowerSaver). #sdge #SDGEassist
4. Want to get bill credits for saving energy, helping the environment and contributing to a stronger grid? Participate in Power Saver Rewards! Learn more about the program at [sdge.com/PowerSaver](https://www.sdge.com/PowerSaver). #sdge #SDGEassist

TRANSLATED ARTICLE: REDUZCA SU FACTURA DE ENERGÍA CON EL PROGRAMA POWER SAVER REWARDS DE SDG&E

Ayude a que nuestra red eléctrica sea más resistente y confiable para todos los californianos este verano ¡y gane créditos de factura por hacerlo también! El programa Power Saver Rewards le ofrece una recompensa por reducir su consumo de electricidad cuando la demanda de energía es alta. Cuando las temperaturas suben, vale la pena ser flexible.

Así es como funciona. En los calurosos días de verano, a medida que más personas usan energía para mantenerse frescas, la red eléctrica puede sobrecargarse debido a la alta demanda. Cuando esto ocurre, el operador de la red estatal puede emitir una Flex Alert u otra emergencia de la red. Como resultado, el programa Power Saver Rewards puede activarse para ayudar a reducir el uso de energía y la tensión en la red.

Si es elegible y reduce su consumo de energía durante un evento de Power Saver Rewards entre las horas pico de 4 p.m. a 9 p.m., podría recibir un crédito en la factura de \$1.00 / kWh. ¿Y la mejor parte? ¡Cuanta más energía conserve, más podrá ahorrar! No hay penalización si no puede conservar energía durante un evento, y puede optar por no participar en el programa en cualquier momento.

Si le parece bien ahorrar en su factura mensual de energía, ayudar a mejorar la confiabilidad de la red y contribuir a un medio ambiente más limpio, el programa Power Saver Rewards puede ser el adecuado para su hogar. Para obtener más información sobre este programa, visite [sdge.com/PowerSaver](https://www.sdge.com/PowerSaver) o llame al **1-800-311-7343**.

TRANSLATED POSTS: REDUZCA SU FACTURA DE ENERGÍA CON EL PROGRAMA POWER SAVER REWARDS DE SDG&E

1. ¡Gane créditos de factura cuando reduzca su consumo de energía con Power Saver Rewards! Para obtener más información, visite sdge.com/PowerSaver. #sdge #SDGEassist
2. Ayude a que nuestra red eléctrica sea más resistente y confiable – y gane créditos de factura por hacerlo también. El programa Power Saver Rewards de SDG&E le ofrece una recompensa por reducir su consumo de electricidad cuando hay más demanda de energía. Visite sdge.com/PowerSaver para obtener más detalles. #sdge #SDGEassist
3. ¿Quiere ahorrar dinero en su factura de SDG&E? Considere participar en el programa Power Saver Rewards. Obtenga más información en sdge.com/PowerSaver. #sdge #SDGEassist
4. ¿Quiere obtener créditos en la factura por ahorrar energía, ayudar al medio ambiente y contribuir a una red más fuerte? ¡Participe en Power Saver Rewards! Obtenga más información sobre el programa en sdge.com/PowerSaver. #sdge #SDGEassist

IMAGES: LOWER YOUR ENERGY BILL WITH SDG&E'S POWER SAVER REWARDS PROGRAM





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 immediate 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/Payment-Arrangements).

Check out these energy assistance programs:

- ❖ [California Alternate Rates for Energy \(CARE\) Program](https://www.sdge.com/CARE): Save 30% or more every month on your bill. Find out if you qualify at [sdge.com/CARE](https://www.sdge.com/CARE).
- ❖ [Family Electric Rate Assistance \(FERA\) Program](https://www.sdge.com/FERA): 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](https://www.sdge.com/ESA): 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/ESA).
- ❖ [Arrearage Management Plan \(AMP\)](https://www.sdge.com/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/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.

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. #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. #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. #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. #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.
- ❖ 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 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.

- ❖ 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.

Las aplicaciones en línea son fáciles, rápidas y convenientes. Para obtener más información, visite sdge.com/asistencia.

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. #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. #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. #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. #sdge #SDGEAssist

IMAGES: NEED HELP WITH YOUR ENERGY BILL?



ARTICLE: YOUR BUSINESS CAN EARN FINANCIAL INCENTIVES WHEN SHIFTING ENERGY USE


The Capacity Bidding program (CBP) was designed to help stabilize the electric grid during high-demand periods. By participating, businesses can earn financial incentives for shifting energy use and support their community by helping to stabilize the electrical grid. Customers can choose to enroll with a third-party aggregator or SDG&E.

For more details about the Capacity Bidding Program, visit sdge.com/CBP.

ARTICLE: SPRING ENERGY-SAVING TIPS FOR BUSINESSES

With summer just around the corner, get your business ready for warmer temperatures by using these **five energy-saving tips** to help lower your energy bill:

1. Adjust your thermostat: As the weather heats up, consider raising the thermostat a few degrees during the on-peak hours of 4 – 9 p.m. Aim for a comfortable temperature without overcooling.
2. Seal air leaks: Inspect doors, windows, and any openings for air leaks. Properly seal gaps with weather stripping or caulk to prevent conditioned air from escaping.
3. Switch to LED lighting: Upgrade to energy-efficient LED bulbs. They consume less electricity, last longer, and emit less heat.
4. Service HVAC systems: Spring is an ideal time for HVAC maintenance. Clean or replace air filters, check ducts for leaks, and ensure proper insulation.
5. Maximize natural light: Take advantage of longer daylight hours. Open blinds and curtains to allow natural light into workspaces.

Remember, small adjustments can lead to energy savings. Implement these tips to create a more sustainable and cost-effective workplace! 

For more energy-saving ideas, explore sdge.com/MyBusiness.

SOCIAL POSTS: SPRING ENERGY-SAVING TIPS FOR BUSINESSES

Use any of the tips above and then add:

Visit sdge.com/MyBusiness for more helpful energy-saving tips. #sdge #SDGEassist

IMAGES: SPRING ENERGY-SAVING TIPS FOR BUSINESSES



JUST POSTS – Residential

1. Enroll in SDG&E's Auto Pay. It is an easy and secure way to make sure your energy bill is paid on time, automatically, each month. Learn more at sdge.com/Auto-Pay. #sdge #SDGEAssist
2. Reduce your carbon footprint by switching to paperless billing. SDG&E offers paperless billing for your energy bill. Get details at sdge.com/paperless. #sdge #SDGEAssist
3. Clear out unnecessary items, organize spaces and donate used equipment. A clutter-free environment improves airflow and energy efficiency. For more tips, visit sdge.com/MyEnergy. #sdge #SDGEAssist
4. Embrace smart lighting to make the most of your energy use based on occupancy and time of day. Smart bulbs and lighting controls allow you to remotely adjust brightness levels

JUST POSTS – Business

1. Have you heard about SDGE’s Capacity Bidding program (CBP) for businesses? Earn financial incentives for shifting energy use during high-demand hours. For more details about the Capacity Bidding Program, visit sdge.com/CBP. #sdge #SDGEassist
2. Looking for ways to save energy at your business? Check out these tips from ENERGY STAR at bit.ly/43pKv9M or visit sdge.com/MyBusiness for energy-saving tips at work. #sdge #SDGEassist
3. Clear the paperwork clutter at work! Embrace digital documentation and communication to reduce energy use from wasteful printing. Learn how to enroll in paperless billing at sdge.com/paperless. #SDGE #SDGEassist
4. Opt for native plants in your landscaping. They require less water and maintenance. Consider rooftop gardens or green walls to insulate the building and improve air quality. Visit sdge.com/MyBusiness for energy-saving tips at the office. #sdge #SDGEassist
5. Clean office windows to allow more natural light and warmth. When sunlight streams in, open the curtains and consider turning off artificial lights which can help reduce your energy bill. Visit sdge.com/MyBusiness for more energy-saving tips at work. #sdge #SDGEassist