

# Residential and small business community outreach package

# February 2025

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# Best practices when using SDG&E’s content



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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. It’s okay to 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 [***x.com/sdge***](https://x.com/sdge)***;*** or post videos from our website. *The graphics we provide in this document for social posts include our logo and that is okay to include in your communications.*

**Videos**

We have a library of videos you can share in your communications when you visit [***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!

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If you have any questions, comments or feedback, email Lynne Pelzek @ [***lpelzek@sdge.com***](mailto:lpelzek@sdge.com).

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# This month’s topics:



Storm safety; residential energy-saving tips; assistance programs; business energy-saving tips

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**Residential articles + social posts**

**Article 1: Storm ready: Tips to keep you safe**

Preparing for storms and other emergencies is crucial for the safety of you and your family. Here are some essential tips to help you stay ready.

**Create a family disaster plan**

* Visit Alert San Diego at [***alertsandiego.org***](https://www.alertsandiego.org/en-us/preparedness/make-a-plan.html)for great ideas on developing a thorough plan. Practice evacuating with your family to ensure everyone knows what to do in an emergency.
* Discuss backup plans for different times of the day, like when family members are at work or school. Make sure everyone knows where to reunite if separated, as phone service may be unreliable during a disaster.

**Build an emergency kit**

* Prepare an emergency kit with essential items, including food, water, medication and important documents. Ensure your kit is easily accessible in case you need to evacuate quickly.
* Don't forget your pets! Make sure they are microchipped and have a pet disaster plan in place. Learn which items to pack for your pets with San Diego’s Department of Animal Services’ helpful list at [***sddac.com***](https://www.sddac.com/content/sdc/das/adopt/care/pet_disaster_plan.html).

**Stay informed and connected**

* Register your cell phones and those of your family members with Alert San Diego at [***alertsandiego.org***](https://www.alertsandiego.org/en-us/preparedness/alertsandiego.html) to receive emergency notifications affecting your neighborhood.
* Check with schools or childcare providers to understand their emergency plans and how they will communicate with you during a crisis.

**Protect your property**

* Get free sandbags at locations throughout the County to help divert or redirect water, mud and debris from your property. Sandbags can also help prevent soil erosion. Find a distribution site near you at [***alertsandiego.org***](https://www.alertsandiego.org/en-us/recovery/sandbags.html).

**Additional tips**

* Keep important documents in a waterproof container.
* Have a battery-powered radio to stay updated on emergency information if power is out.
* Learn basic first aid and CPR to assist in case of injuries.

For more information on how to be prepared for storms, visit [***sdge.com/emergency***](https://www.sdge.com/gas-electric-emergency-preparedness).

# Social posts for article 1: Storm ready: Tips to keep you safe

1. Are you prepared for storms? Create a home disaster plan and practice evacuating to be prepared on a moment’s notice. Learn more at [***sdge.com/emergency***](https://www.sdge.com/gas-electric-emergency-preparedness). #SDGE #SDGEassist
2. Are you prepared for storms? Have an emergency kit ready if you need to evacuate that includes food, water and medication. For ideas on what to include in your kit, visit [***sdge.com/checklists***](https://www.sdge.com/more-information/safety/emergency-preparedness/emergency-checklists). #SDGE #SDGEassist
3. Are you prepared for storms? Your pets are part of your family too. Make sure they are [microchipped](https://resources.sdhumane.org/Programs_and_Services/Services/Microchipping) and that you have a pet disaster plan in place. Learn which pet items to pack at [***sddac.com***](https://www.sddac.com/content/sdc/das/adopt/care/pet_disaster_plan.html). #SDGE #SDGEassist
4. Are you prepared for storms? Register your phone and your family’s cell phones with [***alertsandiego.org***](https://www.alertsandiego.org/en-us/preparedness/make-a-plan.html). It’s our region’s mass emergency notification system that sends information if  an emergency is affecting your area. #SDGE #SDGEassist



# Article 2: Lower your energy bill: 10 tips to save money

# Looking for ways to lower your energy bill? Check out these tips to help you save on your bill during the cold weather.

# Block the chill.

# Caulk and weather-strip around drafty doors and windows. You can also use a door sweep, door sock or towel at the bottom of doors if there is a gap.

# Keep your furnace and air filters clean.

# Check furnace filters once a month and replace them regularly. A dirty air filter can increase your energy costs and cause problems with your equipment.

# Set your ceiling fan to run clockwise.

# This causes the fan to produce an updraft, forcing the hot air that rises to your ceiling down and into the rest of the room. In the summer, you can switch the fans to counterclockwise to keep the room cool.

# Schedule an SDG&E no-cost gas appliances check.

# Book an appointment online at [*MyEnergyCenter.com*](https://myenergycenter.com). Select Services, Services Overview, then Gas Appliances Check.

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# Lower your thermostat.

# Try lowering your thermostat a few degrees and throwing on a cozy sweater and socks or cuddling with your fur baby! You can also invest in a smart thermostat. Rebates are available at [*sdge.com/rebates*](https://www.sdge.com/rebates).

# Lower your water heater thermostat.

# Lowering the thermostat on your water heater to 120°F, if possible, will save energy. Find water heater rebates from $75 to $500 at [*sdge.com/rebates*](https://www.sdge.com/rebates).

# Use the “energy saver” switch on your dishwasher.

# Set it on a low temperature setting when feasible. Also, think about turning off the heat drying cycle – you don’t need it! Only run full loads and turn the appliance off after the dishes are washed. And make sure to run it during off-peak hours before 4 p.m. or after 9 p.m.

# Keep your blinds and curtains open during the day and closed at night.

# During the day, let the sunlight and warmth in. When the sun goes down, close your blinds to keep the warm air in.

# Make sure your home is well-insulated.

# Without good home insulation, the hot air your natural gas heating system emits can escape through cracks, doors, windows, the attic and garage.

# Use water efficiently.

# Take shorter showers and wash clothes in cold water. Consider installing low-flow fixtures, insulating your hot water pipes and using a water heater timer.

# Visit [*sdge.com/winter*](https://sdge.com/winter) for more bill-saving and energy management resources.

# *Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.*

# Social posts for article 2: Lower your energy bill: 10 tips to save money

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# Use any of the tips in the above article, then add:

Visit [***sdge.com/winter***](https://www.sdge.com/winter)for more seasonal energy-savings tips. #sdge #SDGEassist

# Example: Block the chill. Caulk and weather-strip around drafty doors and windows. You can also use a door sweep, door sock or towel at the bottom of doors if there is a gap. Visit [*sdge.com/winter*](https://www.sdge.com/winter)for more seasonal energy-savings tips. #sdge #SDGEassist



**Article 3: Energy bill assistance programs: Help is available**

With winter’s arrival, managing energy bills can become more challenging. But did you know that SDG&E offers several assistance programs to help customers reduce their energy costs and improve energy efficiency?

1. **California Alternate Rates for Energy (CARE) Program**

The CARE program provides a 30% or more discount on monthly energy bills for eligible households. Eligibility is based on household size and income, or participation in certain public assistance programs. Applying is quick and easy, with no documentation required. Find out if you qualify at [***sdge.com/CARE***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs).

1. **Family Electric Rate Assistance (FERA) Program**

FERA offers an 18% discount on electric bills for households with three or more people who exceed CARE income limits but still meet FERA guidelines. This program helps larger families manage their energy expenses more effectively. Learn more at [***sdge.com/FERA***](https://www.sdge.com/FERA).

1. **Energy Savings Assistance (ESA) Program**

The ESA program provides no-cost energy-efficient home improvements to income-qualified customers. Services and products may include attic insulation,

energy-efficient refrigerators, weatherstripping and more. The program aims to reduce energy use and help lower bills. 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).

1. **Medical Baseline Allowance**

Customers with certain medical conditions may qualify for additional energy at the lowest rates through the Medical Baseline Allowance program. This helps offset the cost of operating medical equipment or maintaining necessary heating and cooling. Learn more at [***sdge.com/Medical***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/health-senior-support/qualifiying-based-medical-need)*.*

1. **Payment Arrangements**

If you’re having trouble paying your energy bill, you can request an extension to help avoid interruptions to your service. Flexible payment arrangements are also available to help you pay down past due balances. Learn more at [***sdge.com/PaymentArrangements***](https://www.sdge.com/residential/pay-bill/payment-arrangements).

Learn about these programs and more at [***sdge.com/assistanc***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance)***e.***

# Social posts for article 3: Energy bill assistance programs: Help is available

1. 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
2. SDG&E offers assistance programs to help you with your monthly energy bill which could 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
3. 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



**Artículo 3: Programas de asistencia para su factura de energía: Hay ayuda disponible**

Con la llegada del invierno, administrar su factura de energía puede ser más difícil. ¿ Pero sabía usted que SDG&E ofrece varios programas de asistencia para ayudar a los clientes a reducir sus gastos de energía y mejorar la eficiencia energética?

1. **Programa de Tarifas Alternas para Energía en California (CARE)**

El programa CARE ofrece un descuento de 30% o más en las facturas mensuales de energía a los hogares que cumplan con los requisitos. Las condiciones para participar se basan en el número de personas y los ingresos del hogar, o en la participación en determinados programas de asistencia pública. Solicitarlo es rápido y fácil, sin necesidad de documentación. Averigüe si reúne los requisitos en [***sdge.com/CARE***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs).

1. **Programa Familiar de Reducción de Tarifas Eléctricas (FERA)**

El programa FERA ofrece un descuento del 18% en las facturas de electricidad a los hogares con tres o más personas que superen los límites de ingreso de CARE pero que cumplan con las pautas de FERA. Este programa ayuda a las familias numerosas a administrar sus gastos de energía con mayor efectividad. Más información en [***sdge.com/FERA***](https://www.sdge.com/FERA).

1. **Programa Energy Savings Assistance (ESA)**

El programa ESA ofrece mejoras para la eficiencia energética en el hogar sin costo a los clientes que reúnen los requisitos de ingreso. Los servicios y productos pueden incluir aislamiento del ático, refrigeradores eficientes en energía, tiras para aislar y mucho más. El programa busca reducir el consumo de energía y ayudar a bajar las facturas. Encuentra más detalles en [***sdge.com/ESA***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements).

1. **Asignación Médica Inicial**

Los clientes con determinadas afecciones médicas pueden tener derecho a recibir energía adicional a las tarifas más bajas a través del programa de Asignación Médica Inicial. Esto ayuda a compensar los gastos ocasionados por el funcionamiento de equipos médicos o el mantenimiento de la calefacción y aire acondicionado necesarios. Para más información visite [***sdge.com/medical****.*](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/health-senior-support/qualifiying-based-medical-need)

1. **Arreglos de pago**

Si está teniendo dificultades para pagar su factura de energía, puede solicitar una prórroga que le ayude a evitar interrupciones en su servicio. También hay acuerdosde pago flexibles para ayudarle a pagar los saldos vencidos. Encuentra más información en [*sdge.com/****PaymentArrangements***](https://www.sdge.com/residential/pay-bill/payment-arrangements).

Para obtener más información sobre estos programas y más, visite [***sdge.com/asistencia.***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance)

**Mensajes para redes sociales correspondientes al artículo 3: Programas de asistencia para su factura de energía: Hay ayuda disponible**

1. Las dificultades pueden presentarse en cualquier momento; cuando lo hacen, lo último de lo que debe preocuparse es de su factura de energía. Reciba ayuda con su factura en [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance). #sdge #SDGEasistencia
2. SDG&E ofrece programas de asistencia para ayudarle con su factura mensual de energía que podrían incluir hasta un 30% de descuento. Averigüe si cumple los requisitos en [***sdge.com/asistencia***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance). #sdge #SDGEasistencia
3. Tanto si alquila como si es propietario, podría reunir los requisitos para recibir sin ningún costo mejoras para la eficiencia energética de su hogar, que pueden hacer que su casa sea más confortable y ayudarle a reducir su factura de energía. Averigüe si reúne los requisitos en [***sdge.com/ESA***](https://www.sdge.com/residential/pay-bill/get-payment-bill-assistance/assistance-programs/no-cost-energy-efficient-home-improvements). #sdge #SDGEasistencia



# Business article + social posts

# Article 4: Reduce your energy bill: 10 strategies for small businesses

# It's important for businesses to be both eco-friendly and cost-effective. From using energy-efficient technologies to making simple changes in how things are done every day, these tips can guide businesses towards a more planet- and budget-friendly path.

# Monitor energy usage.

# Track and analyze your business's energy consumption, identifying areas for improvement. See your business’s energy use at [*MyEnergyCenter.com*](https://myenergycenter.com). Select the Usage button at the top. You can toggle between electricity and natural gas use.

# Install motion sensor lighting.

# Use motion sensors in areas like restrooms, storage rooms and hallways to ensure lights are only on when needed.

# Implement a telecommuting policy.

# Encourage employees to work from home, when possible, to reduce energy consumption in the office and lower greenhouse gas emissions.

# Use energy-efficient window treatments.

# Install blinds, shades or window films that help insulate your building and reduce heating and cooling costs.

# Optimize office layout.

# Arrange workspaces to maximize natural light and airflow, reducing the need for artificial lighting and heating.

# Change the direction of your ceiling fans.

# Did you know that ceiling fans can help in colder months too? Change the rotation of your fan blades to clockwise. This will pull warm air down and spread it throughout the room.

# Upgrade office equipment.

# Replace old computers, printers and other office equipment with energy-efficient models that use less power.

# Implement a paperless policy.

# Reduce the need for printers and copiers by encouraging digital documentation and communication. This can include paperless billing from your suppliers. Sign up for SDG&E’s paperless billing at [*MyEnergyCenter.com*](https://myenergycenter.com). Select Account, My Profile, then Sign up under Paperless Billing.

# Schedule regular maintenance.

# Ensure all office equipment, including HVAC systems and appliances, are regularly serviced to maintain efficiency.

# Reduce your water heater’s temperature.

# Set water heaters at lower temperatures and insulate hot water pipes to conserve energy. Check out water heater rebates up to $500 on the purchase of new, qualifying energy-efficient water heaters at [*sdge.com/rebates*](https://sdge.com/rebates).

# These tips not only help lower your business’s energy costs but also demonstrate your commitment to sustainability, which can resonate with customers and employees. Find more energy-saving tips at [*sdge.com/MyBusiness*](https://www.sdge.com/business/savings-center/business-winter-savings-safety-and-solutions).

# *Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.*

# Social posts for article 4: Reduce your energy bill: 10 strategies for small businesses

Use any of the tips in the above article, then add:

# Find more energy-saving tips at [*sdge.com/MyBusiness*](https://www.sdge.com/business/savings-center/business-winter-savings-safety-and-solutions). #sdge #SDGEassist

# Example: Install motion sensor lighting. Use motion sensors in areas like restrooms, storage rooms and hallways to ensure lights are only on when needed. Find more energy-saving tips at [*sdge.com/MyBusiness*](https://www.sdge.com/business/savings-center/business-winter-savings-safety-and-solutions). #sdge #SDGEassist

# a woman in a business office at her desk holding her glasses and smiling with trees and a building outside her window