



Residential and small business community outreach package

July 2026

We thank you, as one of our trusted community members, 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, newsletters and social media.



Best practices when using SDG&E's content

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**. It's okay to reshare our public posts, which you'll find on **Facebook.com/sdqe**, **Instagram.com/sdqe** and **X.com/sdqe**. *The graphics we provide in this document for social posts include our logo, and that is okay to include in your communications.*

2. Social posts

PLEASE ONLY USE THE INCLUDED SOCIAL POSTS IN THE SAME MONTH AS IN THIS PACKAGE

3. Videos

We have a library of videos you can share in your communications 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!

4. Follow us

Find us on **Facebook**, **Instagram**, **X**, **YouTube** and **LinkedIn**. When sharing our digital assets and content, feel free to tag SDG&E's social media and direct your audience to **sdqe.com**.

If you have any questions, comments or feedback, email Lynne Pelzek @ **lpelzek@sdqe.com**.

Message funded by ratepayers.

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This month's topics:

Wildfire safety fairs, customer assistance programs, energy-saving tips for businesses

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Residential articles + social posts

Article: YOU'RE INVITED TO SDG&E WILDFIRE SAFETY FAIRS

Peak wildfire season is around the corner and SDG&E® wants you and your loved ones to remain safe.

At SDG&E's wildfire safety fairs, you'll receive information on how to prepare and protect your family, pets and property. You'll learn how to prepare an emergency kit, develop an emergency plan and design/modify the space around your home to help resist wildfires and more.

SDG&E staff will be on-hand to provide information about:

- Customer assistance programs
- Emergency preparedness
- Generator safety
- Defensible space
- Wildfire mitigation
- Fire agencies and much more

Admission is free and includes kids' activities, displays, a goat petting area (including baby goats) and live music. Spin the prize wheel for gift cards, preparedness items and much more. Preparedness tote bags and other great giveaways will be provided on a first come, first served basis.

Visit sdge.com/fairs for more information.

SDG&E's Safety Fairs will be open on the following Saturdays from 9 a.m. to 1 p.m.

July 18: Antique Gas and Steam Engine Museum Community Park

2040 N Santa Fe Ave. Vista, CA 92083

August 29: Bates Nut Farm

15954 Woods Valley Rd, Valley Center, CA 92082

Social posts: YOU'RE INVITED TO SDG&E WILDFIRE SAFETY FAIRS**WILDFIRE SAFETY FAIR SERIES**

July 18, 2026 | 9 a.m. – 1 p.m.
Antique Gas & Steam Engine Museum
2040 N Santa Fe Ave., Vista

WILDFIRE SAFETY FAIR SERIES**Valley
Center**

Aug. 29, 2026 | 9 a.m. – 1 p.m.
Bates Nut Farm
15954 Woods Valley Rd.



Article: ENERGY BILL ASSISTANCE PROGRAMS: HELP IS AVAILABLE

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.

2. Family Electric Rate Assistance (FERA) Program

FERA offers an 18% discount on electric bills for households who exceed CARE income limits but still meet FERA guidelines. Households of one or two are now eligible. Learn more at sdge.com/FERA.

3. 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.

4. 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.

5. 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.

Learn about these programs and more at sdge.com/assistance.

Social posts: 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. #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. #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. #sdge #SDGEassist



Need help with your energy bill
to stay cool this summer?



Visit sdge.com/assistance

Business article + social posts

Article: STAY COOL AND SAVE: SUMMER ENERGY TIPS FOR YOUR BUSINESS

As temperatures rise across the region, increased energy use can mean higher bills. The good news? Small, simple adjustments can make a meaningful difference. By managing how and when your business uses energy, you can stay comfortable, reduce expenses and help support a more reliable energy grid.

Here are five practical ways to help improve your energy efficiency this summer:

1. Adjust your thermostat settings

During unoccupied hours, raise your thermostat to reduce cooling costs. During business hours, aim to set temperatures as high as comfortably possible. Using a programmable or smart thermostat can help automate adjustments after hours, on weekends or during holidays—so you save energy without thinking about it.

2. Manage sunlight through windows

Direct sunlight can quickly heat up your space and increase the demand on your cooling system. Use blinds, shades or window films to limit solar heat. Reducing excess sunlight can help maintain a comfortable indoor environment while easing the strain on your HVAC system.

3. Maintain Air Filters

Clean air filters are essential for efficient cooling. Dirty filters can restrict airflow, reduce system performance, and impact indoor air quality. Check filters monthly during the summer and replace them as needed to help your system run smoothly.

4. Seal air leaks

Gaps around doors, windows, and ductwork can allow cool air to escape, making your HVAC system work harder than necessary. Sealing these leaks helps keep cool air inside, improving comfort and efficiency throughout your space.

5. Reduce on-peak energy use

Energy demand and pricing is typically highest between 4 p.m. – 9 p.m., which can drive up costs and strain the grid. Reducing energy use during these hours can make a big impact. Simple actions, like adjusting thermostat settings, dimming lights or shifting non-essential operations to off-peak hours, can help lower your energy costs and support grid reliability.

Small Changes, Big Impact

You don't need major upgrades to start saving. Small changes can help reduce energy use, lower operating costs, and help your business run efficiently all summer long.

For more tips and resources, visit sdge.com/MyBusiness.

Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors. Completing multiple energy-saving measures will not necessarily result in cumulative savings.

Social posts: STAY COOL AND SAVE: SUMMER ENERGY TIPS FOR YOUR BUSINESS

Pair any of the below with “ For more energy-saving ideas, explore sdge.com/MyBusiness. #sdge #SDGEassist”

For example:

Lower cooling costs with smarter thermostat settings. Raise temps during unoccupied hours and

automate adjustments with a smart thermostat to save without extra effort. For more energy-saving ideas, explore sdge.com/MyBusiness. #sdge #SDGEassist

1. Keep heat out and reduce AC strain. Use blinds, shades or window film to block direct sunlight and maintain a comfortable space.
2. Improve efficiency with a simple fix. Check and replace air filters monthly to help your HVAC system run smoothly and reduce energy use.
3. Stop cool air from slipping away. Seal gaps around doors, windows and ducts to improve comfort and avoid unnecessary energy waste.
4. Cut costs when energy prices are highest. Reduce on-peak usage between 4 p.m. – 9 p.m. by adjusting temperatures, dimming lights or shifting non-essential operations to off-peak hours.



Does your business want to
lower its energy costs?



Visit sdge.com/MyBusiness