



Residential and small business community outreach package

August 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/sdge**, **Instagram.com/sdge** and **X.com/sdge**. *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 **sdge.com**.

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

Message funded by ratepayers.

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This month's topics:

Energy-saving tips for residential customers, wildfire safety fair, customer assistance programs, energy-saving tips for businesses, ELRP program for small/medium businesses

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Residential articles + social posts

Article: LITTLE CHANGES HELP YOU SAVE ENERGY

Warmer days are here and that can mean higher energy use. Check out these simple tips to help you stay comfortable while keeping your bill on track.

1. **Stay breezy:** Use ceiling fans (counterclockwise in the summer) and tabletop fans to stay cool and turn them off when you leave the room. Ceiling fans cool people, not rooms.
2. **Track your energy use:** See when and how you're using energy with My Energy Charts. Sign in to [MyEnergyCenter.com](https://www.sdge.com/myenergycenter). Click on the usage tab to spot patterns and find ways to save.
3. **Shift to save:** Most customers are on a Time-of-Use plan where energy costs the most from 4 p.m. to 9 p.m. Reducing energy use during these on-peak hours can help you manage your energy bill. Find out your pricing plan on [sdge.com/residential/pricing-plans](https://www.sdge.com/residential/pricing-plans) and compare to other plans to see which is best for you.
4. **Take advantage of lowest-cost hours:** Run large appliances, charge EVs or cool your home during these during [super off-peak hours](#) when energy costs less; **weekdays** from midnight to 6 a.m., (new!) 10 a.m. to 2 p.m., and midnight to 2 p.m. on **weekends**.
5. **Unplug and save:** Everyday devices could be quietly adding to your bill, but unplugging them while not in use can help you save energy. See your potential savings with SDG&E's [vampire energy calculator](#).

For more tips and tools to help you stay comfortable and save energy this summer, visit [sdge.com/SimpleSteps](https://www.sdge.com/SimpleSteps).

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: LITTLE CHANGES HELP YOU SAVE ENERGY

Use any of the tips above and then add:

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

Example: Track your energy use. See when and how you're using energy with My Energy Charts.

Sign in to MyEnergyCenter.com. Click on the usage tab to spot patterns and find ways to save.

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



Save energy at home with these steps



Visit sdge.com/SimpleSteps

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

Peak wildfire season is here, and SDG&E® wants you and your loved ones to remain safe.

At SDG&E's wildfire safety fair, 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 last Safety Fair of the year will be on Saturday, August 29, from 9 a.m. to 1 p.m., at Bates Nut Farm.

Address: 15954 Woods Valley Rd, Valley Center, CA 92082

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

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 articles + social posts

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

Summer heat can drive up energy use and operating costs, but a few simple changes can make a big difference. These 10 energy-saving tips can help your business stay comfortable, reduce energy bills and improve efficiency during the hottest months of the year.

1. **Shift energy use to off-peak hours:** Run energy-intensive equipment before 4 p.m. or after 9 p.m. when energy demand is lower.

2. **Use fans to reduce cooling costs:** Ceiling and portable fans improve airflow and help keep people comfortable during warmer weather. In summer, set ceiling fans to rotate **counterclockwise** to help circulate cooler air. And be sure to turn fans off in unoccupied spaces.
3. **Upgrade to ENERGY STAR® equipment:** When it's time to replace appliances or equipment, choose ENERGY STAR-certified models. They use less energy, which may help lower your operating costs over time.
4. **Seal air leaks:** Check doors, windows and vents for drafts. Proper sealing helps keep cool air in and hot air out.
5. **Install motion-sensor lighting:** Motion sensors in break rooms, restrooms and storage areas can help reduce unnecessary energy use.
6. **Unplug unused devices:** Chargers, monitors and other electronics can continue using energy even when they're not in use. Encourage employees to unplug devices, like printers and computers, at the end of the day.
7. **Review your pricing plan:** Make sure you're on the pricing plan that best fits your business's energy needs. Visit sdge.com/MyBusiness to explore your options.
8. **Take advantage of smart thermostat settings:** Raise temps during unoccupied hours and automate adjustments with a smart thermostat to save without extra effort.
9. **Keep air vents clear:** Blocked vents make HVAC systems work harder. Ensure furniture and equipment aren't restricting airflow.
10. **Build an energy-saving culture:** Small actions add up. Encourage employees to turn off lights, power down equipment and report energy waste when they see it.

Saving energy is good for your business and the environment. Explore tools, rebates and resources to help lower energy costs at 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, SAVE GREEN: ENERGY TIPS FOR YOUR BUSINESS

Use any of the tips above and then add:

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

Example: **Shift energy use to off-peak hours:** Run energy-intensive equipment before 4 p.m. or after 9 p.m. when energy demand is lower. Visit sdge.com/MyBusiness for more helpful energy-saving tips. #sdge #SDGEassist



Does your business want to
lower its energy costs?



Visit sdge.com/MyBusiness

Article: TURN DOWN THE POWER, TURN UP THE SAVINGS: WHY YOUR BUSINESS SHOULD ENROLL IN ELRP

As summer temperatures rise, so can energy bills – and the strain on California’s electrical grid. This increased demand can lead to a grid emergency, but there’s a way your business can help and save money.

Support the grid and earn Incentives with ELRP

San Diego Gas & Electric®’s Emergency Load Reduction Program (ELRP) is a voluntary Demand Response (DR) program designed to support the grid during periods of high energy demand. When the grid is under stress, participating businesses can reduce their energy use and receive financial incentives in return.

Why join ELRP?

- Earn \$2 per kilowatt-hour (kWh) for reducing energy during a grid emergency
- No penalties if you’re unable to participate when asked
- Help your community by supporting the grid
- Flexible participation – you choose how and when to reduce your energy usage

Whether you power down equipment, adjust HVAC settings or shift operations, your efforts can make a big difference.

Be part of the solution

Join other forward-thinking businesses in making a positive impact this summer. To learn more or enroll, visit sdge.com/ELRP.

Social posts: TURN DOWN THE POWER, TURN UP THE SAVINGS: WHY YOUR BUSINESS SHOULD ENROLL IN ELRP

1. The Emergency Load Reduction Program (ELRP) is a flexible way your business can earn incentives for using less energy. Learn more at sdge.com/ELRP. #sdge #SDGEassist

2. When your business participates in SDG&E®'s ELRP program, you can earn financial incentives of \$2 per kilowatt-hour when your business reduces energy during a grid emergency. Get more information at [**sdge.com/ELRP**](https://sdge.com/ELRP). #sdge #SDGEassist
3. Power down. Get paid. Join SDG&E's ELRP program and earn bill credits for reducing energy use during power-grid emergencies. It's simple, flexible and impactful! Learn more at [**sdge.com/ELRP**](https://sdge.com/ELRP). #sdge #SDGEassist