

DEMAND RESPONSE: Part of the plan for reliability, lower costs

This is the third article in a series highlighting ways that SDG&E® is bringing you a cleaner, more reliable energy future.



“Everyone who reduces energy use, especially during peak-usage times, helps avoid the need for expensive resources.”

– Debra Reed
SDG&E President and
Chief Executive Officer

Helping customers save energy is a cornerstone of SDG&E’s long-term resource plan for meeting the region’s energy needs. Many customers are saving energy and money throughout the year due to energy-efficiency

improvements made with the help of SDG&E programs and services. There is also an important role for energy savings achieved with **demand response**, which is a temporary reduction in electricity use at critical times.

“We help customers save energy through a variety of energy-efficiency and demand-response options,” says Debra Reed, SDG&E president and chief executive officer. “Everyone who reduces energy use, especially during peak-usage times, helps avoid the need for expensive resources, such as building a new power plant.”

Demand-response programs offer **special rates, incentives or assistance** for participants to reduce their electric use when high demand strains available supplies or the delivery system. The call for demand response typically comes when extremely hot weather prompts peak air-conditioning use or an emergency situation limits access to electricity resources. Customers’ actions to reduce demand during those times help avoid the risks of outages by preventing gridlock on the electric transmission system – similar to relieving traffic congestion on a freeway at rush hour.

Lowering peak electric loads also helps keep electricity costs down for everyone. Approximately 20% of SDG&E’s total electric supply is needed for only 1% of the time. In order to serve the 100 hours of highest electricity demand during the year, SDG&E has to reserve the equivalent output of one or two typical power plants.

Let SDG&E help you find a demand-response program or other energy-saving ideas that work for your business. Visit www.sdge.com/esc or call 1-800-644-6133.

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didyouknow?



The California Public Utilities Commission recently approved electric rate changes that will take effect on May 1, 2008. These include:

- Several dynamic pricing rates designed to encourage reduced energy use when systemwide demand for electricity is high (check www.sdge.com/esc for information about new electric rates).
- A new voluntary rate that reduces demand charges for commercial and industrial customers who use solar power or other qualifying renewable energy technologies.
- A net increase of 6.25% in system average electric rates. A typical small commercial customer using 1,500 kilowatt-hours per month, for example, would see an increase of about \$6.39, or approximately 2.4%, in the monthly summer electric bill.

For details on energy rates, visit www.sdge.com/regulatory and click on “Current and Effective Tariffs.” If you have questions about your SDG&E bill, call 1-800-411-SDGE (7343).



Countdown to cooling cost control

Cooling cost control starts *before* you turn on your air-conditioning equipment. Here are five steps you can take to prepare your facility for warmer weather.

- 1 Perform routine maintenance on your air-conditioning equipment as recommended in the owner's manual, such as: regularly cleaning and vacuuming easily accessible parts; cleaning or replacing dirty air filters; checking fan belts, refrigerant leaks and compressor oil levels; and lubricating motors, pumps and fans.
- 2 Have a qualified technician test, clean and adjust your cooling equipment.
- 3 For occupant comfort and energy savings, install a programmable thermostat to control air-conditioner operating times and temperatures.
- 4 Caulk and weatherstrip windows and doors to prevent conditioned air from escaping.
- 5 Before buying new air-conditioning equipment, check out SDG&E incentives for qualifying, high-efficiency units. For details, visit the Energy Savings Center at www.sdge.com/esc or call 1-800-644-6133.



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Turn up the savings on standby power

For some of the products plugged in at your business, it may take more than flipping a switch from “on” to “off” to completely cut the power. Many common electronic devices consume low levels of electricity 24 hours a day, even when you're not using them. This “standby power” mode – also known as the “low-power,” “idle” or “sleep” mode – enables devices to start instantly when you want to use them or “remember” their programmed settings.

Devices that draw standby power when not in active use typically include telephones, computers, printers with lighted displays, fax machines, modems, televisions, and hard-wired HVAC control systems, security systems and smoke detectors.

Telltale signs of standby power use are digital displays, remote controls, soft-touch keypads, external power adapters (power supplies), battery-charging features and those tiny red, green or amber lights that constantly glow or wink, even after you've shut down operations for the night.

How big of a bite these “energy vampires” take out of your budget depends on their number, age and use. Even though individual devices may not draw much power on standby, together they can add up.

Try these tips to help reduce standby power losses and save energy at your business:

- Use the quick and easy online energy analysis tool at www.sdge.com/audit to target your best energy-saving opportunities.
- Plug electronic equipment such as computers, printers and copiers into a power strip, and turn the power strip off when you're done using the equipment.
- Replace old, heavy battery chargers with ones designed to save energy.
- Buy equipment that has earned the ENERGY STAR[®] label.
- Get SDG&E rebates for business equipment designed to reduce standby power losses, such as \$100 per high-efficiency copier, \$155 per refrigerated vending machine controller, \$95 per vending machine controller for nonrefrigerated snack machines, \$15 per plug-load occupancy sensor and \$15 for network power management software. For details about Small Business Super Saver rebates, Express Efficiency rebates and more, visit www.sdge.com/esc or call SDG&E's Energy Information Center at 1-800-644-6133.



If you have computers or other equipment drawing standby power when not in active use, consider plugging them into a power strip that can be switched off when you're done using the equipment.

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