



PeakChoice™



The PeakChoice program puts you in control of customizing your demand response involvement to fit your business needs.

PeakChoice is Pacific Gas and Electric Company's (PG&E) newest and most flexible Demand Response program that puts you in control of customizing your demand response involvement to fit your business needs. PeakChoice is designed to offer flexibility in the ways that matter most.

Select One of Two Program Options: **How it Works**

Committed

The PeakChoice Committed option pays you a monthly capacity payment based on the amount of committed demand reduction promised during events, whether or not a PeakChoice event occurs. In addition, you earn energy payments based on actual demand reduction delivered during events. If you are unable to meet the agreed upon reduction commitment when an event occurs, some penalties may be incurred. The monthly capacity payment varies based on program options you select, such as the amount of notification lead time, event duration, and maximum number of events per year.

This option works best for businesses that can reduce their electricity load with some predictability or have an Energy Management System (EMS) in place to assist in implementing demand reduction strategies.

Best Effort

The PeakChoice Best Effort option minimizes risks of participation if your business is new to demand response or if you have unpredictable electrical demands. You will earn energy payments based on actual demand reduction delivered during events and will not be penalized if you are unable to do so. To be eligible for energy payments during an event, you must confirm your participation prior to the event. The energy payment varies based on your elected event notification lead time.

The more you are willing to commit kilowatt (kW) of demand reduction, advance notification before an event, and the length of participation, the larger the incentives. Once you chose your core program option, Committed or Best Effort, you then choose:

- The amount of demand reduction your facility can accommodate. You can participate with as little as a 10 kW of demand reduction
- The amount of advance notification you need to reduce demand before an event. You can select to be notified of an event by e-mail, phone, fax or pager
- Your availability for demand reduction events during the season. You can choose the duration of events, number of consecutive event days, and total number of days per season that you are available to be called for a PeakChoice event

The PeakChoice program operates from May 1st through October 31st. PG&E may call a PeakChoice event when California experiences increased demand, increased temperatures or when PG&E experiences localized emergencies or system reliability issues.





Benefits

- Customized participation that fits your business
- Support energy reliability
- Reduce the need to build new power plants in your community simply to meet occasional peak demand
- Help reduce greenhouse gas emissions and protect the environment
- Recognition for contribution to the reliability of California's energy system and for environmental stewardship

PeakChoice customers with demand over 200 kW are eligible for Technology Incentives to help integrate demand response into your facility control systems, and Auto DR incentives to automate demand reduction strategies in your facility.

Eligibility

- Program open to bundled commercial, industrial, or agricultural, but not Direct Access or Community Choice Aggregation (CCA) customers
- You must be billed on an electric demand time-of-use (TOU) rate schedule
- Schedules AG-R, AG-V, solar rates and net metering (NEM) rates are not eligible

- You must be able to curtail at least 10 kW of demand
- You must have 15-minute interval meter that can be read remotely by PG&E. PG&E can install metering equipment, as well as provide access to meter data, at no cost for customers with a maximum demand of 200 kW or greater for three consecutive months in the past 12 billing months
- You must have access to the Internet, e-mail and texting
- If you are participating in any other Demand Response program, you are not eligible

Getting Started

Enroll by submitting an application using PG&E's online enrollment system. You can also use the enrollment system to manage and track your application.

To learn more about the PeakChoice program, or any of PG&E's Demand Response programs, visit www.pge.com/DemandResponse. You can also visit www.pge.com/mybusiness, contact your PG&E representative or call our **Business Customer Service Center** at **1-800-468-4743** for more information on comprehensive energy management solutions.

