



Working Together for California

From Eureka to San Francisco and out to Bakersfield, PG&E provides the electricity businesses need to operate.

Occasional heat waves and storms, plus the periodic need for power plant repairs and maintenance can sometimes temporarily strain California's electrical supply.

PeakChoice is an opportunity for all of us to support fiscally and environmentally responsible solutions for dealing with the occasional peak in demand.

PG&E's PeakChoice delivers your business more choices and more incentives for helping to alleviate peak demand than ever before.

What happens next, is up to you.



1-800-468-4743
www.pge.com/peakchoice

PEAKCHOICE[™]

Enhance power reliability—on your terms



Demand Response at a Whole New Level



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Solutions that Make Sense



Little Things Make a Big Difference

PeakChoice lets you decide how and when to voluntarily reduce your electricity consumption. There are hundreds of big and small steps you can take to temporarily reduce your electricity demand. Simple changes including temporarily turning off decorative lighting and fountains or setting your office air conditioning just four degrees higher can make a big difference. Your PG&E account representative is available to help you identify the different ways you can reduce your demand.

Finding environmentally and fiscally responsible solutions for power reliability is our business—and yours.

To address the electricity supply and demand imbalance that occasionally occurs, PG&E could build and operate additional power plants. But that would be costly to customers and impact the environment—a big burden for addressing a rare shortage in supply. Purchasing surplus power to avoid interruption is another option, but that translates to higher electricity costs for all PG&E customers.

Demand Response programs like PeakChoice offer a more responsible solution for everyone. With your commitment to reduce energy consumption, even for just a few hours, your business can make a big difference.

PeakChoice provides you with dozens of options for customizing your volunteer efforts, ensuring that your involvement works for the way your business works.

More Flexibility, More Choice

From hotels to high schools, manufacturing plants to downtown offices, businesses and organizations in all industries and all sizes can participate in PeakChoice. Each can do their part to help enhance power reliability and protect the environment by reducing the need for additional power plants that would only be used during times of peak demand.

The PeakChoice program operates from May 1st to October 31st when California experiences increased electricity demand. When you enroll in PeakChoice, your business agrees to reduce its electricity usage when demand approaches capacity. Your PG&E account representative can help you determine the best options for customizing your involvement to match your business and operating needs.

- **Advance Notification.** Determine how much advance notice your business needs to reduce electricity consumption. You can select how to be notified if a demand reduction is needed—by email, phone, fax, or pager.
- **Demand Reductions.** Choose the amount of demand reduction your company can accommodate. You can participate with as little as a 10 kW reduction. Your PG&E representative has tips for how companies in your industry are reducing demand without impacting their business.
- **Timing.** Select the time of day that works best for your business. You can also choose the number of consecutive days and the total number of days your business will contribute during the season.

Log-On & Learn →

www.pge.com/peakchoice

- Discover how others in your industry are helping to enhance power reliability on their terms
- Take the PeakChoice Test Drive and review incentive payments your business could receive
- Check out our FAQs for additional PeakChoice program details

With your commitment to reduce energy consumption, even for just a few hours, your business can make a big difference.

Getting Started Is Simple

Your PG&E account representative is ready to help you customize your PeakChoice program to best fit your business needs and determine what type of incentives you can earn. You'll start by choosing one of these core PeakChoice options:

- **Committed...** right option for you if your company can reduce its electricity load with great predictability, has an Energy Management System (EMS) in place, or has experience participating in Demand Response. You will earn guaranteed monthly incentives, whether a PeakChoice event occurs or not. If you are unable to meet agreed upon reduction levels when an event occurs, some penalties may be incurred.
- **Best Effort...** right option for you if your business is new to PG&E Demand Response or if you have highly unpredictable electrical demands (a hotel, for example, that may be sold-out one weekend, but has numerous vacancies the next). With PeakChoice's Best Effort, you earn incentives when PG&E notifies you and you're able to reduce your electricity demand. Once notified, you have up to 2 hours to respond and confirm your participation.* If you are not able to reduce your electricity demand, no problem—and no penalty. If additional peak demand situations arise during the season, we'll contact you again.

* unless you have chosen 30 minutes as your notification period

A Big, Big Thank You

When your business volunteers to temporarily reduce electricity consumption during peak demand events, the contributions add up. You're helping to stabilize California's energy systems and prevent the building of power plants simply to meet occasional peak demand. That's good news for your company, your community and the environment.

In recognition, PG&E will feature PeakChoice Committed business participants and PeakChoice Best Effort businesses that delivered actual reductions in a public service advertising campaign. You'll also receive promotional materials that you can display to inform your customers about your participation.

