



Lower your energy costs and earn financial incentives

PG&E's Automated Demand Response (ADR) program will help you reduce energy use during peak hours

PG&E food service customers can get paid cash incentives for shifting energy use during peak energy demand periods. Participating is simple:

- Connect your eligible equipment (like HVAC systems, refrigeration, and lighting) to a system that receives signals from PG&E.
- Set automatic adjustments based on your preferences.
- During days of peak energy demand, known as "event days", this system automatically makes small, temporary adjustments to reduce your energy usage for two to four hours.

Benefits

- Earn additional cash rewards for your participation in demand response events.
- Avoid high energy costs during peak hours.
- Help support a greener, more reliable electricity grid.
- Continue to run kitchen operations smoothly, as adjustments are designed to be minimally noticeable.

We're in this together

PG&E's ADR program team will work with you to develop a tailored event day plan and technology incentive calculation.





Incentive and payment options

Receive incentives of **\$200/kW** of calculated demand response load reduction, for up to **75% of eligible project costs**. Incentives are approved based on engineering calculations and verified by a demand response test event following installation.

Option one

- Agree to participate in an ADR-eligible demand response program for **three years**.
- The **initial 60% of approved incentives** is paid following project verification in a demand response test event, and the **remaining 40% is paid following evaluation** of actual event performance after one full demand response season.

Option two

- Agree to participate in an ADR-eligible demand response program for **five years**.
- **100% of approved incentives** is paid following project verification in a demand response test event.

Get Started Today! Questions?

Contact the Automated Demand Response team at **1-855-866-2205** or adr@energy-solution.com

Learn more and enroll in PG&E's Automated Demand Response Program at pge.com/adr

