

April 2017 Business Messaging from SDG&E®

For use in articles, e-newsletters, e-blasts, webpages and social media – use one article or use them all!

If you have any questions, email Lynne at lpelzek@semprautilities.com.

Article 1: EcoChoiceSM is a productive choice for businesses



SDG&E's EcoChoice program gives customers the option to purchase up to 100% clean, renewable energy. The program may be a good option for those who lease or don't have the ability to adopt solar due to costs or the inability to put panels on their rooftop. With Ecochoice, there's no upfront installation cost and you're supporting clean, renewable energy in our community. Those who enroll will pay a small premium every month depending on their subscription level. Customers can visit our [online calculator](#) to estimate how much it will cost each month to purchase renewable energy through the program. Customers can also enroll online. For more information, visit sdge.com/ecochoice.

Article 2: 2017 Energy Showcase Expo coming soon



Join us at the annual Energy Showcase Expo on May 17, 2017. The event will be held at the San Diego Convention Center from 11 a.m. to 2 p.m. Don't miss out on this exciting opportunity to experience first-hand:

- **State-of-the-art energy solutions** – browse new and exciting products, services and tools to help you manage energy use
- **An alternative fuel vehicle show** – view a variety of different models and find the car that's right for you
- **This year's Energy Champions** – learn what local businesses have done to make them leaders in energy savings and find out how you can be a future champion

For more information, visit sdge.com/ES2017

Article 3: Is your facility prepared for an influx of electric vehicles?

The San Diego region is about 10 percent of the state. If Governor Brown’s goal of 1.5 million zero-emission vehicles on California roads by 2025 is reached, our region could see 150,000 electric vehicles on our streets. We already have over 23,000 EVs in San Diego. It’s not a question of “if” you will be asked to install charging, it’s a question of “when”?

SDG&E’s Power Your Drive program is installing 3,500 electric vehicle charging stations at apartments, condos and businesses across our service area. Interest in the program has been strong with over 400 properties on the interest list and only 350 sites available as of now. Sign up on our interest list or learn more on sdge.com/PowerYourDrive.

Six easy steps

- 1 Sign Up on Our Interest List**
[Sign Up](#)
- 2 Follow-Up Phone Call**
 - We'll schedule a 20-minute call to tell you more about Power Your Drive and learn about your charging needs
- 3 Submit Your Application**
 - If you need assistance, email us at ev@sdge.com
[Apply](#)
- 4 Site Visit**
 - We'll conduct a site walk, assess your project and confirm the charging station location
- 5 Sign Easement**
 - Sign the Power Your Drive easement
 - [Sample Easement](#)
- 6 Design and Installation**
 - Select an EV service provider and we'll design your site
 - We'll install the chargers and provide EV driver sign-up instructions



Already have an EV? Sign up for the Electric Vehicle Climate Credit

If you drive an all-electric or plug-in hybrid vehicle, you may be eligible to receive an annual credit of at least \$50 on your SDG&E bill. Applications, found online at sdge.com/evcc, are being accepted now through May 2017.

Article 5: Attend Our Free Technology Incentives seminar

SDG&E's Technology Incentives (TI) Program provides incentives to businesses that purchase and install a qualifying Energy Management system (EMS). These systems help businesses control their energy use by implementing a customized load curtailment plan that optimizes system performance and monitors energy costs year round. By attending SDG&E's free Technology Incentives class, you'll learn the basic concepts and associated benefits of Energy Management Systems, Automated Demand Response and the Technology Incentives Program.

Visit seminars.sdge.com to register for this free, introductory level seminar. For more information:

- ✓ Visit the Technology Incentives website at sdge.com/TI
- ✓ Email drp@semprautilities.com
- ✓ Contact your SDG&E Account Executive
- ✓ Call the Business Contact Center at 1-866-377-4735

Article 6: SDG&E Spurs Energy Storage Innovation with Flow Battery Technology



SDG&E recently unveiled a new vanadium redox flow (VRF) battery storage pilot project in coordination with Sumitomo Electric (SEI), which stemmed from a partnership between Japan's New Energy and Industrial Development Organization (NEDO) and the California Governor's Office of Business and Economic Development (GO-Biz). During the four-year demonstration project, SDG&E will be researching if flow battery technology can economically enhance the delivery of reliable energy to customers, integrate growing amounts of renewable energy and increase the flexibility in the way the company manages the power grid. To read more of this story, visit sdgenews.com.

Social Media Samples

Tweets

- ✓ You're invited to SDG&E's Annual Energy Showcase Expo on May 17! Register at bit.ly/2nhS3sX #espsdge
- ✓ SDG&E's Power Your Drive program is installing 3,500 electric vehicle charging stations bit.ly/2nli8SS #espsdge
- ✓ Zero-percent interest loans for qualifying businesses. Learn more at bit.ly/2nhwqJa #espsdge
- ✓ Find qualified trade professionals to help identify & implement energy & money saving solutions at your business bit.ly/2nHWBtz #espsdge

SDG&E April 2017 article content

- ✓ Enroll in free classes at SDG&E's Energy Innovation Center. Learn how to make your business more energy-efficient. bit.ly/2nW7uW3 #espsdge
- ✓ Keep track of your business's energy use and costs with email or text alerts. Subscribe at bit.ly/2nbZU9K #espsdge
- ✓ SDG&E's EcoChoice Program is certified 100% renewable energy by Green-e. Learn how your business can go green. bit.ly/2mwTiWB #espsdge
- ✓ Is your business looking to go green? SDG&E's EcoChoice Program can help. bit.ly/2mwTiWB #espsdge
- ✓ Learn how you can purchase up to 100% renewable energy with SDG&E's EcoChoice Program bit.ly/2mwTiWB #espsdge

Facebook posts

- ✓ Is your business looking to "go green"? SDG&E's EcoChoice Program can help. Purchase up to 100% clean, renewable energy. sdge.com/ecochoice
- ✓ A smart approach to energy management begins with a comprehensive energy analysis. SDG&E's Comprehensive Audit Program is a great place to start. Learn more: sdge.com/business/comprehensive-audit-program
- ✓ Implementing Energy Efficiency Projects in 2017? Sign up for one of @SDGE's Energy Innovation Center seminars: sdge.com/training

Instagram Post



Purchase up to 100% renewable energy with SDG&E's EcoChoice Program #espsdge #ecochoice