

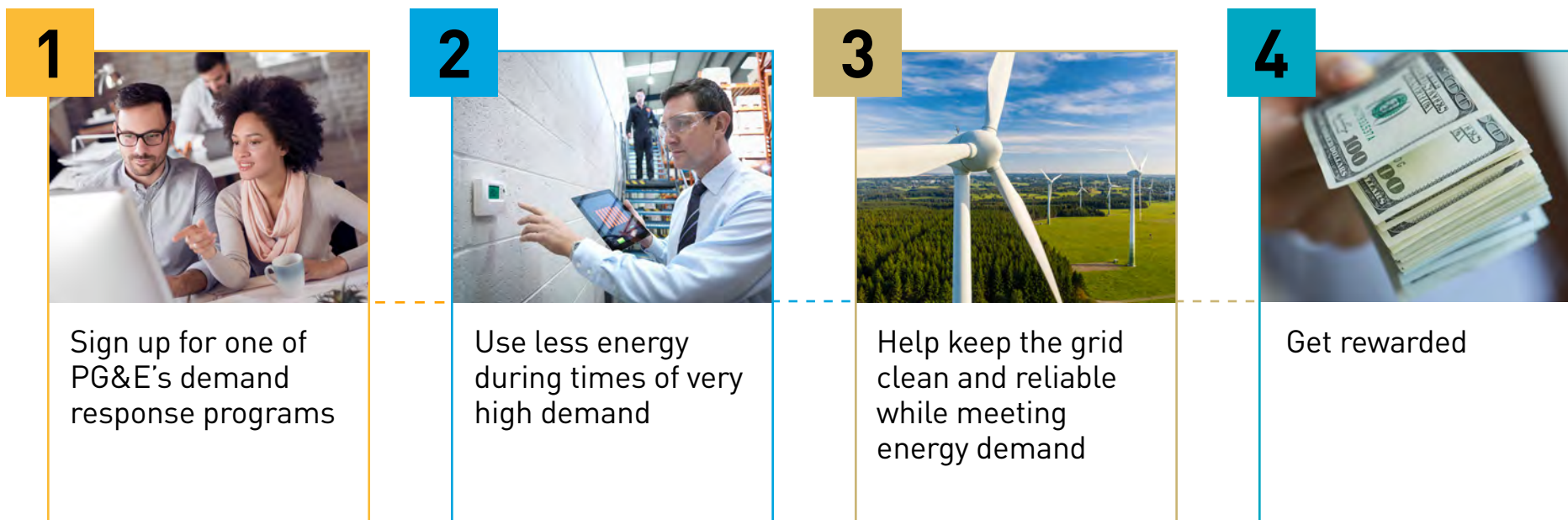
Get rewarded for helping to keep the grid clean and reliable



By adjusting your energy usage at key times, you can help keep the grid clean and reliable. And get rewarded for it, too.

Business and Agriculture customers like you are earning incentives while helping to keep the energy grid clean and reliable during times of high energy demand. Here's how it works.

It's easy to earn incentives



This e-book has details on each of PG&E's business demand response programs, and also a comparison chart that will help you see your options side by side to make the best choice for your business.



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Peak Day Pricing

Earn a discount on summer electricity rates in exchange for higher prices during 9 to 15 Peak Day Pricing Event Days per year.*

Peak Day Pricing works in conjunction with your time-of-use rate plan to encourage energy conservation when demand is higher, typically on a handful of the hottest summer days each year.

[Compare programs](#)

[Learn more](#)

*Effective summer rates are lower after Peak Day Pricing credits have been applied, but effective rates are higher during Peak Day Pricing Event hours.



Availability	Jun-Sept from 4-9 p.m.
Event Duration	5 hours per event 9-15 Event Days per year
Event Notification	Day-Ahead
Eligibility	Must be on a PG&E Business time-of-use rate plan with 4-9 p.m. peak hours, or PG&E Agricultural time-of-use rate plan with 5-8 p.m. peak hours
Disqualifiers	Must not be enrolled in the Base Interruptible Program or Capacity Bidding Program
Enrollment Channel	Direct with PG&E



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Base Interruptible Program

Earn a monthly incentive for being available to reduce energy consumption to prescribed levels when needed.

The Base Interruptible Program is a reliability program that provides day-of load reduction when PG&E or the California Independent System Operator (CAISO) issues a curtailment notice.

When events are called, you'll get a 15- or 30-minute notice to reduce your load down to or below your prescribed level, depending on the notification option you selected. In 2024, program incentives were increased to a maximum value of \$14.80/kW for the 15-min BIP option and \$13.50/kW for the 30-min BIP option during summer months. A \$6.00/kWh excess energy charge is assessed for energy usage over the prescribed level.

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Availability	Year-Round 24x7
Event Duration	1 event per day max
	6 hours per event max 10 event days per month max or 180 event hours per year max
Event Notification	Day-Of (15 or 30 minutes)
Eligibility	Must be on a PG&E non-residential electric demand time-of-use rate plan
	100 kW or higher maximum demand during peak time-of-use hours
	Subject to a pre-enrollment qualification process to demonstrate ability to participate and must provide load reduction plan
Disqualifiers	Full Standby
	Rate schedules AG-R and AG-V
Enrollment Channel	Direct with PG&E
	3rd Party Aggregator



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Capacity Bidding Program

Create a plan that allows you more flexibility in deciding how you earn incentives by reducing energy usage when needed.

The Capacity Bidding Program lets you work with PG&E Third Party providers to create a plan that suits your business's unique needs. For example, choose the number of energy saving events per month, and the event duration.

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Availability	May: Mon-Sat, 5-10 p.m. June-Sept: Mon-Sat, 4-9 p.m. Oct: Mon-Fri, 4-9 p.m.
Event Duration	6 events per month max or 30 event hours per month max
Event Notification	Day-Ahead
Eligibility	Aggregator specified
Disqualifiers	Wholesale power customer (e.g. WAPA) Full Standby Rate schedule NEMCCSF
Enrollment Channel	3rd Party Aggregator



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Emergency Load Reduction Program

Receive financial incentives for reducing energy use during times of high grid stress and emergencies.

The Emergency Load Reduction Program is a pilot program that offers financial incentives to reduce your energy usage during times of high grid stress and emergencies. Through 2027, the program incentive is \$2/kWh for load reduction during an event.

Once enrolled, your participation in events is voluntary and there's no penalty for not participating.

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[Learn more](#)



Availability	May-Oct from 4-9 p.m.
Event Duration	5 hours per event max 60 event hours per year max
Event Notification	Day-Ahead or Day-Of
Eligibility	1 kW load drop potential
Disqualifiers	Must not be enrolled in another CAISO integrated/supply-side Demand Response program, with the exception of the Base Interruptible Program.
Enrollment Channel	Direct with PG&E 3rd Party Aggregator



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Automated Demand Response

Save energy and money by automating the energy controls of your choice.

Automated Demand Response is the easiest way to boost your savings while helping to manage peak loads, no matter what industry sector you're in. When you enroll in select demand response programs, you'll also be eligible for incentives through Automated Demand Response, such as technology incentives up to \$200/kW of calculated load reduction.

[Compare programs](#)

[Learn more](#)



Eligibility	Must be enrolled in an eligible PG&E Demand Response program:
	Peak Day Pricing
	Capacity Bidding Program
Enrollment Channel	Demand Response Auction Mechanism
	Apply with PG&E



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Business Demand Response Program Comparison Chart

	Peak Day Pricing	Base Interruptible Program	Capacity Bidding Program	Emergency Load Reduction Program	Automated Demand Response
Availability	Jun-Sept 4-9 p.m.	Year-Round 24x7	May: Mon-Sat, 5-10 p.m. June-Sept: Mon-Sat, 4-9 p.m. Oct: Mon-Fri, 4-9 p.m.	May-Oct 4-9 p.m.	N/A
Event Duration	5 hours per event 9-15 Event Days per year	1 event per day max 6 hours per event max 10 event days per month max or 180 event hours per year max	6 events per month max or 30 event hours per month max	5 hours per event max 60 event hours per year max	N/A
Event Notification	Day-Ahead	Day-Of (15 or 30 minutes)	Day-Ahead	Day-Ahead or Day-Of	N/A
Eligibility	Must be on a PG&E Business time-of-use rate plan with 4-9 p.m. peak hours, or PG&E Agricultural time-of-use rate plan with 5-8 p.m. peak hours Can be dual-enrolled with Emergency Load Reduction Program	Must be on a PG&E non-residential electric demand time-of-use rate plan 100 kW or higher maximum demand during peak time-of-use hours Subject to a pre-enrollment qualification process to demonstrate ability to participate and must provide load reduction plan	Aggregator specified	1 kW load drop potential	Must be enrolled in an eligible PG&E Demand Response program: Peak Day Pricing Capacity Bidding Program Demand Response Auction Mechanism
Disqualifiers	Must not be enrolled in the Base Interruptible Program or Capacity Bidding Program	Full Standby Rate schedules AG-R and AG-V	Wholesale power customer (e.g. WAPA) Full Standby Rate schedule NEMCCSF	Must not be enrolled in another CAISO integrated/supply-side Demand Response program, with the exception of the Base Interruptible Program.	None
Enrollment Channel	Direct with PG&E	Direct with PG&E 3rd Party Aggregator	3rd Party Aggregator	Direct with PG&E 3rd Party Aggregator	Apply with PG&E



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Business Demand Response Programs

We're here to answer any questions you may have

Contact your Customer Relationship Manager or visit pge.com/drprograms to learn more.

For additional business resources, go to pge.com/brc.



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