



Residential and small business community outreach package

October 2025

As a trusted community member, we thank you for sharing our content and digital assets with your audiences – including residents, customers and employees – to help amplify our key messages in your email communications, websites, newsletters and social media.



Best practices when using SDG&E's content

SDG&E® logo

You're welcome to mention our name; but, due to legal requirements, **please do not use our logo in any marketing materials that you create**. It's okay to reshare our public posts, which you'll find on **Facebook.com/sdge**, **Instagram.com/sdge** and **X.com/sdge**. *The graphics we provide in this document for social posts include our logo, and that is okay to include in your communications.*

Videos

We have a library of videos you can share in your communications when you visit **youtube.com/c/SanDiegoGasElectric/videos**. If you'd like to sort our videos by topic, visit **youtube.com/c/SanDiegoGasElectric**. Some videos are in Spanish. You'll see some on TV, too!

Follow us

Find us on **Facebook**, **Instagram**, **X**, **YouTube** and **LinkedIn**. When sharing our digital assets and content, feel free to tag SDG&E's social media and direct your audience to **sdge.com**.

If you have any questions, comments or feedback, email Lynne Pelzek @ **lpelzek@sdge.com**.

This month's topics:

California Climate Credit; customer assistance programs; fall energy-saving tips for residential customers and businesses; Emergency Load Reduction Program for businesses, Base Services Charge

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Residential articles + social posts

Social post: California is fighting climate change and so can you!

Your bill this month includes a Climate Credit from the California Cap-and-Trade Program, which is designed to cut carbon pollution while helping utility customers during the transition to a more sustainable future. Find out more at cpuc.ca.gov/ClimateCredit.

Article: PREPARING YOUR HOME FOR FALL: 10 ENERGY-EFFICIENCY TIPS

As the leaves change color and the air gets crisp, it's the perfect time to cozy up – and cut down on energy use. Simple adjustments can make an impact on your energy savings this season. Here are a few creative ideas to stay warm and efficient this season:

1. **Use a humidifier**: Moist air feels warmer than dry air, so you can stay comfortable at lower thermostat settings.
2. **Cook in batches**: Make soups, stews or casseroles in bulk. You'll use less energy reheating food than cooking from scratch daily.
3. **Maintain your heating system**. Make sure your heating system is running efficiently by scheduling a maintenance check. Replace filters regularly to ensure your system is working at its best. Schedule your free gas appliances check at sdge.com/GasCheck.
4. **Clean light fixtures and bulbs**. Dust can reduce brightness. Clean bulbs shine more efficiently, reducing the need for extra lighting.
5. **Use ceiling fans wisely**. Set your ceiling fans to rotate clockwise at a low speed. This will push warm air down from the ceiling, helping to keep your rooms warmer.

6. **Close the fireplace damper**. When your fireplace is not in use, make sure the damper is closed. An open damper allows warm air to escape up the chimney.
7. **Use rugs on bare floors**. Rugs add insulation and help rooms retain heat, especially in homes with tile or hardwood flooring.
8. **Take shorter showers**. Heating water with natural gas can be a big energy expense. Try to take shorter showers and consider installing a low-flow showerhead to reduce water usage.
9. **Close off unused rooms**. Shut doors and vents in rooms you don't use often to direct the heat where it's most needed.
10. **Use natural light**. Open curtains during sunny days to warm rooms naturally and close them at night to retain heat. Also, thermal curtains help trap heat and reduce drafts.

By following these tips, you can enjoy a warm and cozy home this fall while keeping your energy bills lower. Find more energy-saving tips at [**sdge.com/SimpleSteps**](https://sdge.com/SimpleSteps).

Social posts: PREPARING YOUR HOME FOR FALL: 10 ENERGY-EFFICIENCY TIPS

Use any of the above tips and then add, "Find more energy-saving tips at [**sdge.com/SimpleSteps**](https://sdge.com/SimpleSteps). #sdge #SDGEassist"

Ex. **Use rugs on bare floors**. Rugs add insulation and help rooms retain heat, especially in homes with tile or hardwood flooring. Find more energy-saving tips at [**sdge.com/SimpleSteps**](https://sdge.com/SimpleSteps). #sdge #SDGEassist



Save energy with these tips



Visit sdge.com/SimpleSteps

Article: CHANGES TO YOUR ELECTRIC BILL – LEARN WHAT’S NEW

Your SDG&E® bill will now show electric delivery charges in a new way. This is not an extra charge, rather it is a change in how your bill is structured.

Why is this happening?

California Assembly Bill 205 requires electric utilities across the state to change how residential customers are billed to help make bills more transparent, while making it more affordable to use electric technologies, such as cars and appliances.

What’s changing?

We’re updating how some existing costs appear on your bill. Starting soon, you’ll see a new line item called the **Base Services Charge**. Most customers will pay approximately \$24 a month¹. Customers enrolled in FERA and CARE will automatically receive a discounted Base Services Charge of approximately \$12 and \$6, respectively.

The Base Services Charge covers some of the fixed costs that were previously included in the electric delivery price like customer service, transformers and meters that help ensure safe, reliable electric delivery to your property. By moving some costs out of delivery pricing, you may pay about 10% less per kWh for the energy you use (roughly 5 cents per kWh on electric delivery)². Each customer's usage varies, so lower electricity prices may or may not lead to a lower total bill. Because this is a reallocation of costs, SDG&E will not earn more profit from this change.

To learn more, visit sdge.com/BaseServicesCharge or call 1-800-411-7343.

¹ Base Services Charge may vary based on the number of days in the billing month. Most customers will pay between \$22.22 – \$26.18, and \$11.11 – \$13.10 for FERA customers and \$5.52 – \$6.51 for CARE customers. For details on how your Base Services Charge will be calculated, visit sdge.com/BaseServicesCharge.

² Actual price reductions will vary depending on your rate plan, commodity provider, electricity usage and the rates effective at the time of Base Services Charge implementation.

Social Posts: CHANGES TO YOUR ELECTRIC BILL – LEARN WHAT'S NEW

1. New Bill Structure: New bill structure: SDG&E introduced a new line item called the Base Services Charge on your electric bill. It's not an added fee, but a restructuring of existing charges. Get details at sdge.com/BaseServicesCharge.
#sdge #SDGEassist
2. Monthly Fixed Charge: Most customers will pay about \$24/month, while those enrolled in FERA and CARE programs will receive discounted rates of \$12 and \$6, respectively. Get details at sdge.com/BaseServicesCharge.
#sdge #SDGEassist
3. Lower Energy Rates: By shifting some fixed costs out of per-kWh pricing, customers may see about a 10% reduction in electric delivery rates – though total bill impact will vary based on usage. Learn more at

sdge.com/BaseServicesCharge. #sdge #SDGEassist



Base Services Charge What you need to know



Visit sdge.com/BaseServicesCharge

Article: ENERGY BILL ASSISTANCE PROGRAMS: HELP IS AVAILABLE

Managing energy bills can be challenging. But did you know that SDG&E offers several assistance programs to help customers reduce their energy costs and improve energy efficiency?

1. California Alternate Rates for Energy (CARE) Program

The CARE program provides a 30% or more discount on monthly energy bills for eligible households. Eligibility is based on household size and income, or participation in certain public-assistance programs. Applying is quick and easy, with no documentation required. Find out if you qualify at sdge.com/CARE.

2. Family Electric Rate Assistance (FERA) Program

FERA offers an 18% discount on electric bills for households that exceed CARE income limits but still meet FERA guidelines. **Now, the eligibility criteria have changed from a minimum of three people in the household to just one!** Learn more at

sdge.com/FERA.

3. Energy Savings Assistance (ESA) Program

The ESA program provides no-cost, energy-efficient home improvements to income-qualified customers. Services and products may include attic insulation, energy-efficient refrigerators, weatherstripping and more. The program aims to reduce energy use and help lower bills. Find details at **sdge.com/ESA**.

4. Medical Baseline Allowance

Customers with certain medical conditions may qualify for additional energy at the lowest rates through the Medical Baseline Allowance program. This helps offset the cost of operating medical equipment or maintaining necessary heating and cooling. Learn more at **sdge.com/Medical**.

5. Payment Arrangements

If you're having trouble paying your energy bill, you can request an extension to help avoid interruptions to your service. Flexible payment arrangements are also available to help you pay down past-due balances. Learn more at **sdge.com/PaymentArrangements**.

Learn about these programs and more at **sdge.com/assistance**.

Social posts: ENERGY BILL ASSISTANCE PROGRAMS: HELP IS AVAILABLE

1. Hardship can hit at any time – when it does, the last thing you need to worry about is your energy bill. Get help with your bill at **sdge.com/assistance**. #sdge #SDGEassist
2. SDG&E offers assistance programs to help you with your monthly energy bill, which could include up to a 30% discount. Find out if you qualify at **sdge.com/assistance**. #sdge #SDGEassist

- Whether you rent or own, you could be eligible to receive no-cost, energy-efficient home improvements that can make your home more comfortable and help reduce your energy bill. Find out if you qualify at sdge.com/ESA. #sdge #SDGEassist



Need help with your energy bill?



Visit sdge.com/assistance

Business article + social posts

Article: **SAVE ENERGY THIS FALL: 10 SMART TIPS FOR SMALL BUSINESSES**

As the fall season settles in, small businesses have a great opportunity to cut energy costs while staying cozy and productive. Here are ten creative ways to boost energy efficiency this season:

- Rethink your office layout.** Maximize natural light and airflow by rearranging desks and workstations. This simple shift can reduce your reliance on artificial lighting and heating.

2. **Choose laptops over desktops.** Laptops use significantly less energy than desktop computers. If your team can work on laptops, you'll see a noticeable drop in electricity use.
3. **Activate power-saving settings.** Enable sleep and hibernate modes on all computers and monitors. These built-in features help reduce energy use during idle times.
4. **Add door sweeps.** Install inexpensive door sweeps on exterior doors to block drafts and keep warm air inside.
5. **Go cloud-based.** Hosting servers on-site consumes a lot of energy. Switching to cloud services can reduce your energy footprint and improve scalability.
6. **Apply reflective window film.** These films help retain heat during cooler months and reduce glare, lowering both heating and lighting needs.
7. **Time your tasks wisely.** Schedule energy-intensive activities—like printing or running large equipment—during off-peak hours to take advantage of lower rates.
8. **Encourage green commuting.** Support biking, carpooling or public transit. Fewer cars mean less HVAC demand from frequent door openings and fewer plugged-in devices.
9. **Unplug break room appliances overnight.** Coffee makers, microwaves and mini-fridges can quietly drain energy. Unplug them when the office is closed.
10. **Add cozy rugs to tile or hardwood floors.** Rugs help insulate and retain heat while adding a warm, seasonal touch.

By thinking creatively and implementing these lesser-known strategies, your business can stay comfortable, save money and support a more sustainable future. For more tips, visit [**sdge.com/MyBusiness**](https://sdge.com/MyBusiness).

Social posts: SAVE ENERGY THIS FALL: 10 SMART TIPS FOR SMALL BUSINESSES

Use any of the above tips and add: “For more energy-saving ideas for your business, visit sdge.com/MyBusiness. #sdge #SDGEassist”

Ex. **Encourage green commuting.** Support biking, carpooling or public transit. Fewer cars mean less HVAC demand from frequent door openings and fewer plugged-in devices. For more energy-saving ideas for your business, visit sdge.com/MyBusiness. #sdge #SDGEassist



Does your business want to
lower its energy costs?



Visit sdge.com/MyBusiness

Article: CUT ENERGY COSTS WHILE SUPPORTING THE GRID

Higher temperatures can mean higher energy bills and cause a big strain on the electrical grid. This can lead to a greater risk of grid emergencies. But it doesn't have to be this way.

During a grid emergency, businesses in SDG&E's service territory can participate in the Emergency Load Reduction Program (ELRP). By joining ELRP, businesses help support the grid when it's facing extra strain and can get a bill credit for their participation. ELRP is a flexible way to get incentives for shifting energy use.

Participating in ELRP allows qualified businesses to contribute to stabilizing the grid and reducing the risk of issues without worrying about any financial penalties. For more information about ELRP, visit sdge.com/ELRP.

Social posts: CUT ENERGY COSTS WHILE SUPPORTING THE GRID

1. The Emergency Load Reduction Program is a flexible way your business can get incentives for shifting energy use. Learn more at sdge.com/ELRP. #sdge #SDGEassist
2. When your business participates in SDG&E's ELRP program, you can earn financial incentives of \$2.00 per kilowatt-hour when your business reduces energy during a grid emergency. Get more information at sdge.com/ELRP. #sdge #SDGEassist
3. For more energy-saving ideas for your business, visit sdge.com/MyBusiness. #sdge #SDGEassist



**Shift your business's
energy use and save!**



Visit sdge.com/ELRP