

**SDG&E BUSINESS CONTENT PACKAGE | AUGUST 2021**

As a trusted community partner, we thank you in advance for sharing these digital assets with your audiences, including residents, customers and employees to help amplify our monthly messages. Here are social media posts, articles and photos you are welcome to use in email communications, websites or newsletters. There are several images with each posting. Please choose images that fit your audience and feel free to mix and match.

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This month’s topics:Summer energy savings tips, pricing plans, electric vehicle fleets, free webinars

**Article 1: GREET THE HEAT WITH SUMMER SAVINGS STRATEGIES**

The summer heat is rising and your energy bill may follow along with it. Make sure your business is prepared and learn about SDG&E’s programs and pricing plans to help you save.

Here are some tips to help you manage your energy use when temperatures rise:

1. Know the details of your business’s energy pricing plan. Remember, your monthly bill is based not only on how **much** energy your business uses, but **when** you use it. Compare SDG&E pricing plans on [sdge.com/business-summer](https://www.sdge.com/business-summer).
2. Use fans. Fans can help your business maintain a comfortable temperature. Moving air can make higher temperatures and humidity feel more comfortable and reduce the need for air conditioning. When the temperature outside feels more comfortable than inside, use a box fan in the window or whole facility fan in the attic to pull in the comfortable air.
3. Ensure efficient cooling. Cooling costs account for 40% of energy costs for commercial buildings. Regular maintenance on your HVAC based on the manufacturer’s recommendations can help you save.
4. Monitors and computers are two culprits that continue to draw power even when they are switched off. Prevent “phantom” loads by using a power strip to cut power.
5. If you’re a small or medium business and an SDG&E customer, you may qualify for customized business solutions that can help you reduce your energy costs and save money. Find out more on [sdge.com/business-summer](https://www.sdge.com/business-summer).

Want to connect with an energy specialist and learn how you can save? Take a quick survey on [sdge.com/business/save-energy-and-money](https://www.sdge.com/business/save-energy-and-money).

**Social posts: GREET THE HEAT WITH SUMMER SAVINGS STRATEGIES**

1. Make it a regular practice to unplug all unused devices to lower energy costs and generate less heat indoors. Aside from preventing power surges, unplugging appliances is also a safer practice as it minimizes fire hazards in the workplace. #sdge #SDGEassist
2. Use light sources well. Southern- and western-facing windows are usually best left closed with the blinds drawn to keep the sun from warming the room. Cool your building in the morning hours when demand for energy is lower and less expensive. #sdge #SDGEassist
3. Invest in LED light bulbs. They cost a little more but LED light bulbs use energy far more efficiently than incandescent bulbs and produce less heat. LED bulbs are a good investment for reducing long-term energy costs. #sdge #SDGEassist
4. Simple things such as the placement of your air conditioning unit can affect [how well it cools](https://www.energy.gov/energysaver/room-air-conditioners) the space it is in. Do not place devices that emit heat, such as lamps and televisions, beside your A/C unit since the higher temperatures could make your unit work harder to cool the room. #sdge #SDGEassist
5. You don’t need to set the thermostat to the coolest temperature when you turn it on – it has no effect on how quickly a room becomes colder. #sdge #SDGEassist

**Images: GREET THE HEAT WITH SUMMER SAVINGS STRATEGIES**

**A picture containing food, orange, beverage, blue

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**Article 2: SUMMER ENERGY-SAVING TIPS FOR BUSINESSES**

While much has changed over the past year, one thing has not – the promise of hot summer temperatures. Now is the perfect time to set your business up for summer energy savings success. Here are tips to get you started:

1. **Know the details of your energy pricing plan**. Most small businesses are on an Event Day pricing plan which typically offers the lowest annual price due to the potential for an Event Day being called. Pricing during Event Days can reach upwards of 400% during these peak hours, which is why conservation is so important.
2. **Understand your energy usage**. Review your business’ energy usage patterns and history so you can adjust your SDG&E pricing plan if needed. Businesses have had to adjust their operations in many cases so this can be a powerful tool to help you understand your energy usage and whether you are on the best pricing plan.
3. **Sign up for energy alerts**. You can sign up for alerts through SDG&E’s My Account to receive notifications when an Event Day occurs. This way you can prepare in advance for any shifts in operations to conserve energy.
4. **Take advantage of SDG&E’s business programs**. Sign up for a Demand Response (DR) program to help your business save energy and money. DR programs provide incentives to businesses when they reduce electricity use when the demand is higher. Participating in a DR program contributes to a clean energy future and helps relieve stress on the power grid in your community.

Visit [sdge.com/business-summer](http://www.sdge.com/business-summer%20) to learn about energy pricing plans, energy alerts and demand response programs for your business.

**Social posts: SUMMER ENERGY-SAVING TIPS FOR BUSINESSES**

1. The summer heat is beginning to rise. Make sure your business is prepared. Visit [sdge.com/business-summer](http://www.sdge.com/business-summer%20) for helpful energy-saving tips. #sdge #SDGEassist
2. Is your business on the best SDG&E pricing plan? It can make a big difference to your bottom line. Visit [sdge.com/business-summer](http://www.sdge.com/business-summer%20) to compare pricing plans. #sdge #SDGEassist
3. Rising summer temps mean many businesses will be turning on their A/C which can put a strain on the power grid. If your business can reduce its energy use during times of high demand, you could get rewarded with savings when you enroll in a demand response program. Visit [sdge.com/business-summer](http://www.sdge.com/business-summer%20) to learn about these plans. #sdge #SDGEassist

**Images: SUMMER ENERGY-SAVING TIPS FOR BUSINESSES**

A person sitting at a desk

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**A person smiling at the camera

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**Article 3: TAKE ADVANTAGE OF SDG&E’S NO-COST TRAININGS FROM ENERGY EXPERTS**

Did you know that SDG&E provides webinars for business owners and trade professionals, and most are at no cost? You or your employees can learn about the latest in green building practices, technology and energy-saving solutions from industry experts. Some of August’s topics include pathogenic mitigation, energy management systems, advanced lighting control systems, HVAC adjustable speed drive and the phenomenon of LED lighting.

Certifications and continuing education units are available for many of the classes. Check out the class listing at [seminars.sdge.com](https://seminars.sdge.com).

**Social posts: TAKE ADVANTAGE OF SDG&E’S NO-COST TRAININGS FROM ENERGY EXPERTS**

1. Did you know SDG&E provides energy education and training webinars at no cost? These webinars are offered at introductory, intermediate and advanced levels. See the webinar list at [seminars.sdge.com](https://seminars.sdge.com). #sdge #SDGEassist
2. Learn the latest in green building design, operations, maintenance and technology at no-cost energy webinars led by industry experts. See the webinar list at [seminars.sdge.com](https://seminars.sdge.com). #sdge #SDGEassist
3. Enroll in a no-cost energy topic webinar. Energy education and training can give you and your employees the knowledge and skills that customers value. Check out the webinar list at [seminars.sdge.com](https://seminars.sdge.com). #sdge #SDGEassist

**Images: TAKE ADVANTAGE OF SDG&E’S NO-COST TRAININGS FROM ENERGY EXPERTS**

A picture containing computer, person, sitting, indoor

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A picture containing computer, computer, person, indoor

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**Article 4: TRANSITIONING YOUR FLEET TO Electric vehicleS (Claire asked to repeat from last month)**

Electric fleets are the future and SDG&E wants to help get you there faster. SDG&E’s new 2021 Electric Vehicle Availability Guide provides complete details on the electric medium- and heavy-duty vehicles available today.

Save time and use this resource to easily compare specs from the latest electric vehicles available so you can choose the best fit for your fleet.

Download the Electric Vehicle Availability Guide to see:

* Electric vehicles by weight class (GVWR)
* Current stats on electric vehicle range, base price and payload
* Direct OEM contacts for sales support

You can find the guide at [sdge.com/EVfleets](https://www.sdge.com/business/electric-vehicles/power-your-drive-for-fleets) at the bottom of the page in the Fleet Resources section.

**Social Posts: TRANSITIONING YOUR FLEET TO Electric vehicleS**

1. Are you thinking about transitioning your business’s fleet to electric vehicles? Several state funding programs can be combined with SDG&E’s funding from its Power Your Drive for Fleets program. Visit [sdge.com/EVfleets](https://www.sdge.com/business/electric-vehicles/power-your-drive-for-fleets) to learn more. #sdge #SDGEassist
2. Invest in an electric vehicle fleet for your business to avoid the risk of non-compliance with existing and future legislation that place zero-emission requirements on the transportation sector. Learn more at [sdge.com/EVfleets](https://www.sdge.com/business/electric-vehicles/power-your-drive-for-fleets). #sdge #SDGEassist
3. SDG&E’s Power Your Drive for Fleets program helps business fleet owners and operators reduce operating costs, eliminate emissions and simplify vehicle maintenance by transitioning to electric vehicles. Visit [sdge.com/EVfleets](https://www.sdge.com/business/electric-vehicles/power-your-drive-for-fleets) to learn more. #sdge #SDGEassist
4. Through its Power Your Drive for Fleets program, SDG&E helps install charging infrastructure for medium- and heavy-duty electric vehicles, working with fleets from the initial infrastructure planning stage through to design, construction and ongoing site maintenance. Visit [sdge.com/EVfleets](https://www.sdge.com/business/electric-vehicles/power-your-drive-for-fleets) for SDG&E’s EV Charging Guidebook. #sdge #SDGEassist

**Images: TRANSITIONING YOUR FLEET TO Electric vehicleS** 



