



Earn more by pairing demand response with energy efficiency



You can **receive up to four different incentives** when pairing energy-efficient equipment with demand response (DR) program enrollment.

Way to earn #1: Rebates for efficient equipment



The Agriculture Energy Savings Action Plan (AESAP) program offers rebates that can help with the cost to install or upgrade equipment on systems such as irrigation, lighting, cooling, refrigeration, and more. These can improve the flexibility of operation and open the door for DR participation.

Way to earn #2: Receive up to \$5,000 as a demand response enrollment bonus



AESAP customers are eligible to receive a one-time bonus for enrolling in a PG&E DR program. Enroll now and qualify for a bonus of up to \$5,000. The incentive will be paid at a rate of \$50 per kW of committed load in the DR program, up to a maximum of \$5,000.

Example 1: A customer with 50 kW of DR load shed potential would receive a \$2,500 signing bonus.

Example 2: A customer with 200 kW of DR load shed potential would receive a \$5,000 signing bonus.

Way to earn #3: Demand response technology incentives



By installing qualifying equipment, customers are able to modify operations during peak periods in the summer. By enrolling in a DR program, customers are eligible for a **one-time** additional \$200 per kilowatt (kW) of committed load shed with a DR program, up to 100 percent of the project cost or \$50,000, whichever is less.

Project costs eligible for the DR technology incentive include:

- ✓ Equipment eligible for AESAP rebates
- ✓ Qualifying controls
- ✓ Installation, programming, and commissioning labor
- ✓ Project management for technology procurement and installation
- ✓ Connectivity and cloud subscription fees

Way to earn #4: Earnings from demand response programs

DR Programs Available:

Base Interruptible Program (BIP)

BIP is intended to provide load reduction on PG&E's system on a day-of basis. If you have an average maximum demand of at least 100 kW you can earn a monthly incentive for reducing your energy consumption to prescribed levels when called upon.

Benefits:

- ✓ Monthly incentive payments
- ✓ Operates year-round

Emergency Load Reduction Program (ELRP)

ELRP allows customers to voluntarily participate in load reduction when the grid is especially stressed. An event may be called any day of the week from 4 p.m. to 9 p.m. during the months of May through October with an event duration of 1 hour to 5 hours without penalties.

Benefits:

- ✓ No penalties for opting out of events
- ✓ Earn \$2 per kWh for voluntary reductions

Capacity Bidding Program (CBP)

Get notified a day ahead when energy reductions are needed. CBP runs May through October, generally from 4–9 p.m., offering flexibility in how you reduce usage and earn incentives.

Benefits:

- ✓ Flexible participation with advance notice
- ✓ Option to choose how and when to reduce energy use

Peak Day Pricing (PDP)

Save year-round with lower rates during off-peak hours. PDP charges vary by time of day, rewarding businesses that shift usage away from high-demand periods.

Benefits:

- ✓ Discounted rates from June 1 to September 30
- ✓ Option to participate risk-free for the first 12 months with bill protection

Pre-approval required to qualify for demand response incentives.



Ready to enroll in a DR program?
The AESAP team is ready to help.

Get in touch with us at connect@agenergysavings.com
or visit agenergysavings.com/demand-response to
get started.