

# What is Demand Response?

[sdge.com/bizDR](http://sdge.com/bizDR)

Some of the peak energy demand factors that lead to congestion on the power grid, and can have the potential to affect California's supply and demand for electricity, would be:

- A storm or heat wave.
- The occasional repair/maintenance on a power plant on transmission line.
- The lack of sufficient natural gas supplies (since natural gas is used to produce electricity).



It's during these times that a Demand Response Event Day (see reverse side for more info) is called because energy conservation is needed from customers in our service area. On Event Days most of SDG&E's demand response programs offer financial incentives to customers who voluntarily reduce their electricity use to help ensure public safety and stabilize the grid.

## Why is it necessary?

Demand Response is economically and environmentally conscious. Instead of building more power plants to satisfy the demand for electricity and avoid grid congestion, Demand Response provides customers with an incentive to conserving during Event Days.

