



Making Sacramento Bright



A Special Advertising Supplement

What powers SMUD

Customers and community are at the center of all SMUD does

by Michelle Carl

There’s a good chance you’ve seen SMUD’s logo — and not just when opening your electric bill. You’ve seen it on T-shirts, at the annual Run to Feed the Hungry and on booths and banners at community events.

You may not realize it, but there’s a definite reason why SMUD is involved in the community beyond simply providing energy. The reason is you.

“We’re a community-owned utility as opposed to an investor-owned utility, so everything that we do connects back to our customers,” says Erica Manuel, SMUD’s manager of Community Economic Development & Education. “For us, it’s a philosophy that drives how we think and how we do business.”

As a community-owned, not-for-profit electric service, SMUD is committed to keeping its rates low and providing programs and services that help business and residential customers use less energy.

Manuel admits this is a little ironic for a company that sells electricity, but the effect contributes to the greater economic success of Sacramento. Helping a business owner save

“We have a different business model, and that business model is intended to ensure all the benefits SMUD generates are returned to our customers and our community.”

Arlen Orchard, CEO and General Manager of SMUD

money by installing energy-efficient lighting helps that business’s bottom line.

Manuel also points to SMUD’s many efforts supporting youth and education, which create a foundation for future career and financial success.

“It’s an economic driver for the region when we support education,” Manuel says. “And when we support STEM education, those kids might grow up to work at SMUD. It helps our pipeline and the next generation of people in our community.”

SMUD has a 70-year history of making the community better, but CEO and General Manager Arlen Orchard says in the last two years, the organization has really “stepped up its game.”

“We’ve always done a lot. We’re doing even more now,” he says.

Through new scholarships that help underserved youth access education, and the recently launched Shine sponsorship program that enables neighborhood organizations to identify and solve local problems, SMUD is helping the community thrive.

“We look for partners so we can leverage what we do well and what they do well to create a better outcome overall,” Orchard says. “That’s a big part of creating value in the community.”

That mission extends to SMUD’s employees, who are well-versed in the company’s core values (leadership, integrity, ingenuity and community) and put them into action. SMUD employees volunteered more than 15,000 hours in the community last year, thanks in part to SMUD’s policy that allows 8 hours of compensated volunteer time each year. Employees are also engaged in leadership, serving on 170 nonprofit boards in the region. That’s just how SMUD works.

“We have a different business model, and that business model is intended to ensure that all the benefits SMUD generates are returned to our customers and our community,” Orchard says.



Suzette Bienvenue, energy education specialist with SMUD, works with children at the Freedom Schools, a SMUD-sponsored program that brings greater educational opportunities to students in underserved communities such as North Sacramento. Photo by Anne Stokes

Cover photo by Jonathan Knox

SMUD’s history of service

Early Years			Recent Innovations		
1923	1946	1950s	1990s	1999	2000s - Today
A citizens’ vote creates a community-owned electric company: the Sacramento Municipal Utility District (SMUD).	SMUD purchases infrastructure from PG&E. On December 31, operations begin, bringing electricity to thousands of customers.	In its 15 years of service, the number of SMUD customers grows from 65,000 to 170,000 due to a booming economy and the growing electricity needs of home life.	Moving away from nuclear power, SMUD is on the cutting edge of energy, researching and developing advanced technology such as wind power, solar, fuel cell, gas turbines and biomass.	SMUD’s customer base reaches 500,000.	SMUD is looking toward the future through conservation and green technology like smart meters, homes and grids, resulting in better energy efficiency while still providing hundreds of thousands of customers with reliable and affordable electricity.

Energy experts at your service

"We want what's best for our customers and community," says Jacobe Caditz, supervisor of SMUD's Energy Education & Technology Center. "If people can save money by using less of our product, we help them to do that by giving them effective strategies to use energy more efficiently."

You can take advantage of SMUD's expertise!

Residential customers

- Free workshops and webinars such as "Is Solar Right for You?" and "Efficiently Cooling your Home"
- Energy-saving home improvement ideas such as new windows, weather-stripping and landscaping

Commercial customers

- Help to comply with local and state regulations, like Title 24 Energy Code
- New technologies to improve business and employee productivity through customized lighting solutions

Education community

- Teacher training and resources
- Online lesson plans and materials
- Regional STEM (science, technology, engineering and math) events, such as the California Solar Regatta or Solar Car races

Learn more at smud.org/Workshops

Brighter days ahead

SMUD uses latest lighting research to improve the lives of seniors

by Anne Stokes

The circadian system is how our bodies direct many complicated functions. It's how we know to be alert in the day and sleepy at night. The circadian system is the body's internal clock — and it runs on daylight.

Some seniors may find it difficult to get the daylight they need due to mobility issues. Knowing this, SMUD partnered with one skilled nursing facility to bring the "sunshine" to its residents.

"Using LED lighting, we were able to 'bring the outdoors in' and help stimulate residents' circadian systems during the day, and use warm and lower light levels to help them sleep better at night," says Connie Samla, SMUD's primary lighting specialist.

In 2015, SMUD installed lighting fixtures and bulbs at ACC Care Center in Sacramento. The lighting in two resident rooms, an adjacent hallway and a common room were upgraded with color-changing LED technology that mimics a natural daylight cycle, with amber-colored tones in the evening and white-blue light in the morning and afternoon. Nighttime lighting is kept warm and dim to allow visibility without stimulating residents' circadian systems.

At first, ACC Care Center Administrator Melanie Segar was skeptical that changing the lights would significantly impact residents, but after three months, she was surprised at the results.

"We actually experienced a 40 percent reduction in resident behaviors, specifically yelling, agitation and crying," she says. "One resident in particular — and I went back and rechecked these numbers because I was kind of a skeptic — had a 71 percent reduction in antisocial behaviors."

Additionally, Segar reports resident falls in the renovated wing were reduced to zero. She attributes these changes to



Melanie Segar, ACC Care Center administrator, walks with Emiko Nakano, a resident at the skilled nursing facility. In 2015, the facility retrofitted lighting systems with positive results for the residents.

Photo by Anne Stokes

"I've never really had this kind of relationship — certainly not with a utility company — that could bring us this much education and innovation."

Melanie Segar, Administrator, ACC Care Center

improved visibility as well as residents' improved quality of sleep. Encouraged by those results, ACC is hoping to incorporate circadian lighting into its entire facility during an upcoming remodel.

Resident Emiko Nakano, 97, says she can't wait for it to be installed in her room.

"There's no glare and it's nice to read in. I have a hard time reading books in my room," she says. "It's going to help."

The data from this project could prove helpful for others in the community. SMUD

is working on another circadian lighting project with Folsom Cordova Unified School District in classrooms for students with autism.

Segar says she feels lucky to work with SMUD on a project that benefits so many.

"I've worked all over the state of California and I've never really had this kind of relationship — certainly not with a utility company — that could bring us this much education and innovation," she says.

Daniel Colson grew his business thanks to SMUD's SEED program, which helped him not only do business with SMUD but also win bids on other projects.

Photo by Tony Nguyen



Helping businesses thrive

When one business succeeds, our entire community benefits

by Matt Jocks

When DC Enterprises was trying to get off the ground a couple of years ago, founder Daniel Colson wasn't sure if the company would survive.

DC Enterprises supplies items like street lights and power poles to local agencies, and SMUD was one of his contracts. What Colson had in SMUD was not just a customer, but a partner.

"To be honest, this was more than I ever expected from an electric utility," he says. "I assumed it would be very layered, with a lot of bureaucratic obstacles. They work very hard to not be that way."

For Colson, the path to long-term viability started in earnest at one of SMUD's many business workshops. There, Colson acquired valuable tools, such as learning how to prepare project bids to give his company the best chance for acceptance.

He signed up for SMUD's SEED (Supplier Education and Economic Development) program. In addition to educational opportunities and personal contacts, the SEED program offers

tangible benefits: numerical advantages in bids and proposals, smaller projects that are set aside for SEED vendors and expedited payments. The SEED program is open to local businesses with 100 or fewer employees and average revenues of \$14 million or less.

"Working with SMUD really planted the seed to get us off the ground."

Daniel Colson, Owner, DC Enterprises

For SMUD, it is not just a one-way benefit. "It's a great thing for SMUD to reinvest in local businesses because they are the engines of our economy and help drive regional vitality," says Jim Alves, who supervises SMUD's Economic Development team. "Our outreach programs support each business across the entire life cycle of that business."

Companies can grow from being small enough to qualify for the SEED program

to a size where they can benefit by partnering with SEED businesses.

According to Kiauna Norman, SMUD supervisor of Small Business Outreach and Engagement: "The goal is to find small businesses, get them into the database, then help them grow until they are too big for the SEED program."

Colson said he is a long way from that — he still refers to his company as a microbusiness. But two recent multi-year contracts — one for PVC pipe and fittings and another for Sacramento's LED Street Light Retrofit Project — have helped grow DC Enterprises' revenues by more than \$5 million.

In 2016, DC Enterprises was honored as SMUD's first SEED Business of the Year. In the past three years, DC has accumulated \$4 million in business contracts with SMUD.

"SMUD really planted the seed to get us off the ground," Colson says. "That's the American dream, right? You keep your head down and keep doing what you're supposed to be doing and you'll succeed."

Growing a vibrant economy

SMUD powers our local business community in more ways than just keeping the lights on. Through incentives, forward-thinking loan programs and partnerships with entrepreneurial education programs, SMUD is actively supporting our economy.

"There are a lot of people in the community who should be challenged to do more by watching what SMUD is doing," says Barry Broome, CEO of the Greater Sacramento Economic Council. "They are the standard, and ultimately, what it looks like to be a leader in the community."

Grow Sacramento Fund

In partnership with the city and county of Sacramento, SMUD supports the Grow Sacramento Fund. This loan program allows midsize local businesses to access the capital needed to expand their operations. Grow Sacramento offers lower down payments and longer terms to help businesses stretch their cash flow. Loans start at \$100,000 and must result in the retention or addition of jobs.

Hacker Lab

SMUD is supporting innovation through a unique partnership with Hacker Lab, which is an entrepreneurial education and facilitator organization. SMUD has a multi-pronged partnership with Hacker Lab that has helped the organization train and cultivate entrepreneurs. With SMUD's support, Hacker Lab's Startup Hustle program has enabled 71 new companies to launch, creating 150 new jobs in the region.

Bright futures ahead

SMUD interns gain the skills for what's next

by Kate Gonzales

Students who intern with SMUD begin with different visions and goals, but leave with something in common — they're better prepared for their future careers.

Kasmyr Estonilo and Gene Holliday III are both parents, each working to build promising futures for their families. Both are seniors at CSU Sacramento, pursuing accounting and civil engineering degrees, respectively, and benefiting from real-world work experience through SMUD's Powering Futures Scholarship.

The scholarship provides as many as 21 eligible local students up to \$5,000 in college scholarships. Some of the full-time college students are also offered paid internships — an opportunity Estonilo and Holliday are both taking advantage of.

"Engineering in the real world is a lot different than what they teach you in school," says Holliday, who plans to become a civil engineer specializing in hydroelectric energy. His internship in the Power Generation department allows him to help SMUD engineers design circuit breakers and participate in other hands-on projects.

"They lay the foundation in school as far as calculations, but applying them is a lot different," he says. "I feel like I'm getting a lot of valuable experience here at SMUD."

Estonilo agrees. She's developed vital professional skills interning in the Revenue Operations department and appreciates the fact that interns develop their own goals and solutions.

"My supervisors give me the freedom to come up with my own way of completing a task," she says. "They give me support and feedback, and when I achieve something, especially something that's difficult, I feel a great sense of accomplishment."

Interns also conduct informational interviews, where each intern interviews a SMUD employee to learn more about SMUD or STEM-related careers.

"They give me support and feedback, and when I achieve something, especially something that's difficult, I feel a great sense of accomplishment."

Kasmyr Estonilo, SMUD intern

The perspective Estonilo gained from the interview "is something you can't just find out through textbooks," she says.

Avery Kelly, a SMUD intern in the Organization and Workforce Development department and a senior at The Met Sacramento High School, has conducted many informational interviews in his time with SMUD. He has interned with SMUD since October 2015 and recognizes how he's grown within the organization.

"I'm able to more efficiently and effectively navigate any business or formal environment," he says. His responsibilities are largely centered on employee training, with tasks that include voiceover for training videos and developing SMUD staff training tools. During his first internship semester, he thought he'd like to work as a SMUD lineman, but now plans to pursue a career as a corporate trainer.

No matter a student's age or goals, Estonilo recommends interning with SMUD.

"The opportunity is out there," she says, "you just have to go for it."

From left, Gene Holliday III, Avery Kelly and Kasmyr Estonilo are all interns who have developed their professional skills with SMUD.

Photo by Anne Stokes



Students get opportunities to shine

SMUD is committed to sparking an interest in STEM education and careers in many ways:

Career Ambassadors connect students with SMUD employees to learn about career opportunities in the energy sector.

Scholarships help students with college costs, and support teachers who want to attend Solar Schoolhouse, where they learn how to bring solar lessons into the classroom.

Solar Champion workshops provide teachers with training and tools to teach solar energy lessons. Teachers bring that knowledge back to campus to share with their colleagues and students.

Internship opportunities with SMUD are available to high school and college students.

The California Solar Regatta is an annual competition for high school and college students to design and build solar-energy powered boats. After months of preparation, students race their boats during the two-day event at SMUD's Rancho Seco Recreational Area.

Solar Car Races give students hands-on experience with engineering and renewable energy by designing and racing solar-powered cars at this annual event.

Community support adds up

SMUD supports many nonprofit organizations through sponsorships, volunteering and employee contributions.

Suzanne Dizon, SMUD community relations supervisor, says community involvement is a priority for the organization. "We see this as our privilege and part of our responsibility," she says. "That runs really deep here at SMUD."

Look at SMUD's community impact in 2016:

\$2 million

donated to local nonprofits
(cash and in-kind contributions)

14,067

trees delivered and planted
with the Sacramento Tree
Foundation

126

career fairs and
education events

934

events, sponsorships
and partnerships



Nilda Valmores is the executive director of My Sister's House, which runs My Sister's Café. The nonprofit helps underserved women and benefits from SMUD's corporate and employee support.

Photo by Anne Stokes

"It's so important to have a big company show its support. It helps legitimize our work and our role in the community."

**Nilda Valmores, Executive Director,
My Sister's House**

Lending a neighborly hand

SMUD shows commitment to community organizations

by Kate Gonzales

It may seem unlikely that an energy provider and a nonprofit that uplifts underserved women in Sacramento would have similar goals. However, the partnership between SMUD and My Sister's House reveals their shared vision for a healthy community.

Since 2001, My Sister's House has provided vital services and opportunities to help victims of domestic violence, sexual assault and human trafficking leave abusive environments and re-establish their lives. The nonprofit serves mostly female victims and their children and has deep appreciation for SMUD's above-and-beyond support.

"The fact that SMUD is making the lives of our women easier, that's so meaningful," says Nilda Valmores, executive director of My Sister's House.

The nonprofit plays a major role in addressing domestic violence and human trafficking in Sacramento through education, prevention work and services including emergency

and transitional housing and a 24-7 multilingual help line. While My Sister's House focuses on the needs of Asian and Pacific Islander families, it aims to offer culturally appropriate services to every victim. For instance, the nonprofit hosts an annual event to educate a diverse group of religious leaders about the signs of domestic violence and how to respond.

Through the Women to Work program, clients work on resumes, practice interviewing and gain hands-on professional experience.

"SMUD employees have helped our clients practice job interview skills," Valmores says. "SMUD has helped us in so many ways."

SMUD employees have served as members of the nonprofit's board and advisory board. Some have even taken their support to the stage, participating in an annual musical gala fundraiser at The Crest Theatre.

"In addition to being a sponsor

of the gala, we've had some SMUD officials be part of the cast," Valmores says, adding that many also join the nonprofit's Run for a Safe Haven.

"It's been great to see SMUD employees in their running T-shirts," she says. "It's so important to have a big company show its support. It helps legitimize our work and our role in the community. SMUD's support truly helps energize My Sister's House."

SMUD's strong relationship with My Sister's House is emblematic of its support for community organizations throughout Sacramento. Suzanne Dizon, Community Relations supervisor at SMUD, says community involvement promotes SMUD's values of community, ingenuity, integrity and leadership.

"Those core values are intrinsic to contributing to a healthy community," Dizon says. "By supporting organizations like My Sister's House, we help to build toward a healthy community overall."

A foundation for something great

SMUD employees help build home for local family

by Matt Jocks



SMUD employees work with Habitat for Humanity to construct houses for local families.

Photo courtesy Habitat for Humanity of Greater Sacramento

After all the sawing, hammering, fitting and raising was done on the Boykos' new home, all that was left was the final inspection. That was a job for the youngest of their eight children, Mosses, a toddler with Down syndrome.

"He was so happy," said Mosses' 13-year-old brother, Anton. "He was going all over, checking out all the rooms."

For the Boyko family, who came to California from the Ukraine in 2003, it was a chance to move out of cramped rentals, where the children were three to a room.

It was also a chance to experience the combined power of Habitat for Humanity's partnership with SMUD.

The partnership, which has been in place for about 15 years, is not just financial. It's a hands-on, "grab a hard hat and get to work" partnership, with SMUD employees giving their time to build houses that help local families achieve homeownership.

David Davis, SMUD's manager of Inclusion and Diversity, also serves on Habitat's board of directors. Years after working on one of his first Habitat projects, Davis attended a retreat in which, as a surprise, he was able to meet the family he had helped put in a new house.

"I'll tell you, it brought tears to my eyes," he says. "To me, having these kinds of opportunities shows that we really do care — that we are citizens and not just an electric company."

"Most people, if they flip on the lights and they work, they don't think about SMUD. They only have contact with us when there's something wrong. But this shows people that we are still thinking of you."

And the Boykos are thinking about all who helped them get the house they desperately needed.

"We pay a lot less for this house than we did in the old house," Petr Boyko says.

Through Anton as her interpreter, Vera Boyko says, "We are so grateful to all the volunteers and all the

people who helped us. It was fun working with all of them."

The older children have more privacy and more room to do their schoolwork. The girls can have their own rooms. And Mosses, now 5, just has more room.

"Because of his special needs, sometimes he can't sit in one place for very long," Anton says. "Now he can move around a lot more, he can go in the backyard and there's a park really close. He is much happier."

"We are so grateful to all the volunteers and all the people who helped us."

Vera Boyko, Habitat for Humanity homeowner

SMUD employees give back

SMUD has built a culture around supporting organizations that benefit Sacramento residents. That culture is reflected in how generous SMUD employees are with their time, money and personal resources to the nonprofits that matter to them.

"Our employees give thousands of hours of their time and effort each year to support the community," says Suzanne Dizon, SMUD Community Relations supervisor. "We get employees excited about giving and volunteering."

Here's a look at how SMUD employees made a difference in the community in 2016:

\$480,739

donated to charities by employees

14,508

hours volunteered, including board service

601

active volunteers employed by SMUD, who participated in two or more events

Powering what you love

We're proud to light your homes, your businesses and the streets around your neighborhood. And because we're community-owned and not-for-profit, we keep you at the heart of all we do.

Together, we've brightened our region with volunteers, donations, education and support for what you care about most.

171

nonprofit boards with
SMUD employees

\$72,000

in college scholarships

\$480,739

employee donations to charity

132

free workshops

Over \$2 million

in cash and in-kind support
to nonprofits

\$41 million

in contracts to local
small businesses



"SMUD's Shine award will provide an important spotlight on the great people and exciting opportunities in Del Paso Heights. We see it as the start of something tremendous."

Richard Dana, Executive Director,
Mutual Assistance Network

Together, we brighten our region

Shine

The newly launched Shine awards help local nonprofits within SMUD's service territory tackle big community issues and brighten neighborhoods. Learn more at smud.org/Shine

Sponsorships

SMUD is proud to give back to our community by supporting efforts that improve the quality of life in our region. Use SMUD's online application to apply for financial sponsorship of your next program or event, email sponsorship@smud.org or call 916-732-6054.

Education

You can gain from SMUD's expertise with FREE workshops and training aimed at saving you energy — and money. SMUD offers Powering Futures college scholarships of up to \$5,000 for local students. Each award also includes a paid internship at SMUD.

Employee giving and volunteering

By donating their time and money, SMUD employees give back to our community. SMUD connects them with the causes they care about most.

Speaker's Bureau

Need a speaker for your school, community group or service organization? SMUD is happy to help. Speakers are available for a variety of topics related to SMUD programs and services.

Do Business with SMUD

SMUD offers incentives, loans and special rate programs to help businesses grow.

For information on any of the above opportunities, visit smud.org/Community.

