



Making energy work for your business

A Special Advertising Supplement

 **SMUD®**
Powering forward.
Together.

A bright idea

SMUD partners with area businesses to help them thrive

by Shannon Springmeyer

Your business started as a dream and a leap of faith. You put in your sweat, your passion and more hours than you care to count. You watched that investment pay off with every new customer, every dollar coming in, every spurt of growth.

Sure, it's not easy. There's never enough time, too much to do and too many bills. But one thing that doesn't have to drain your resources is managing your energy. SMUD is partnering with local small to midsize businesses to help owners understand their energy-efficiency opportunities, saving them time and money.

"Small and midsize businesses are the backbone of the regional economy," says SMUD Principal Energy Adviser Bob Kinert. "We understand that if we can help our customers reduce their energy costs, that will help them stay in business and be profitable."

It might seem strange that a utility company wants its customers to pay less. But Kinert says it's not strange at all. As a publicly owned, not-for-profit energy provider, SMUD believes that investing in local small and midsize businesses is good for our community, he says.

"It actually makes a lot of sense, both from an economic and an environmental perspective," he says. "Energy efficiency is good for the environment, it's good for all of our customers."

Kinert explains that reducing energy demand helps keep rates down by helping SMUD avoid the expense of adding capacity to serve rising energy needs, all while preserving our planet's resources.

"We are 100 percent committed to helping our small and midsize business customers be successful."

Bob Kinert, Principal Energy Adviser at SMUD



Bob Kinert, Principal Energy Adviser at SMUD, leads SMUD's team serving small and midsize businesses.

Photo by Anne Stokes

SMUD is doing its part by providing education and rebates to assist business owners in increasing profitability through effective energy management and energy-efficiency upgrades, Kinert says.

"There may be opportunities in your business to change how you're working with your energy to actually lower your costs," he says.

SMUD educates business owners about opportunities for energy savings through interactive tools, calculators and tutorials on the SMUD website at smud.org/business, helping business customers understand how they're being charged, how they use their energy and what changes could help them save money. Customers with further questions can also call SMUD for help at 1-877-622-7683.

In addition, SMUD offers two programs designed for small to midsize businesses that help owners pay for energy-efficiency upgrades to equipment. Express Energy Solutions offers a do-

it-yourself approach, allowing customers to look up all upgrades for which SMUD offers rebates and submit receipts online. Complete Energy Solutions is a more full-service approach to performing energy-saving upgrades. SMUD can help pay for up to 80 percent of the installation costs, and some

upgrades pay for themselves completely within months.

The bottom line, Kinert says, is business customers who want to save money on their utility bills should consider their rate, usage and equipment — and should turn to SMUD to get started.

"We are 100 percent committed to helping our small and midsize business customers be successful," Kinert says.

Read on to learn more about SMUD's money- and energy-saving programs and tools designed especially for small to midsize businesses.

**Energy savings
add up**

SMUD programs can help business customers pay for up to

80%

of the installation costs of energy-saving measures.

With SMUD's help, you can reduce your energy use by

**20%
or more.**

Electricity is more expensive at peak summer hours from 3-6 p.m. It may be

2X

more expensive, depending on your rate and electricity load.



BJ Yung was able to expand his business, KP International Market, to double its size and still save money on energy. The Express Energy Solutions program helps business owners identify areas to increase energy efficiency and offers rebates for upgrades.

Photo by Anne Stokes

Helping businesses grow

Market owner expands store after keeping energy costs down

by Mike Blount

If variety is the spice of life, KP International Market has it in spades. The sprawling supermarket located in Rancho Cordova showcases a rich cultural diversity of foods including Mexican, American, Korean, Russian and everything in between. It's a place you can pick up alligator feet from Florida and ponzu sauce for shabu shabu in the same trip. But even with all that variety, market owner BJ Yung wanted to expand his business even further. That's why he worked with SMUD to identify ways to save money on his energy costs.

The Express Energy Solutions program provides business owners the flexibility they need to improve their businesses and save money. The program has a do-it-yourself approach, allowing business owners to work with their own contractors or SMUD Energy Advisers to identify areas to improve energy efficiency.

Through SMUD, Yung learned about upgrades he could make to his business that would help him save energy and money. In the case of his market, which he was doubling in size to 80,000 square feet, the refrigeration system was the largest user of energy. Yung learned that he could save on costs by joining the refrigeration system to the cooling system in his grocery store.

Another way Yung discovered he could save money was by switching the light fixtures — long rows of track lighting with fluorescent bulbs — to ones that use

LED lamps. LED lamps save Yung money because they use much less energy and keep cooling costs down by producing less heat.

"Energy efficiency is so important because I'm saving my money," Yung says. "That's the biggest issue, right? Right now, I'm saving about 50 percent on my energy bill. That's very good."

In 2013, Yung added a 16,000-square-foot food court serving international cuisine. He also has plans to open an international cafe that will serve boba tea and Vietnamese coffee. Part of the reason he's been able to

continue to grow his business is because of the money he's saving on energy.

In total, construction for the expansion project cost Yung about \$9 million. But SMUD helped Yung receive rebates on the energy-efficiency upgrades

he made in his store as part of the project, which saved him \$40,000 on his construction costs. SMUD not only helped defray the initial installation costs of the upgrades, but the improvements will continue to save Yung money each month on his electricity bill for years to come.

"We took advantage of it, and yes, it's saving my money," Yung says. "[Business owners] should look into the energy assistance program because it really pays you back. It will cost you money upfront, but you will get your money back in two to three years, and the savings are good."

By the numbers

How much did SMUD programs save KP International Market on its energy costs? By changing its lighting to LED lamps alone, the market saves \$8,464 every year. Here's a breakdown of the improvements to the market and the savings received through incentives:

Improvement	Incentives
Installing LED lamps.....	\$16,390
Refrigeration ECM motors	\$4,740
Refrigeration night covers	\$4,050
VFD for HVAC	\$2,000
LED refrigeration case lamps	\$495
Refrigeration strip curtains.....	\$408
Total SMUD incentives	\$28,083
Estimated annual energy savings	\$35,000

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Three ways to save

Reduce your business energy costs with these three easy steps

» Step 1: Understand Your Rates

There are three small to midsize commercial rates:

» GSN_T

For small businesses with very low energy demands.
Charge for energy use only.

» GSS_T

For small businesses with modest energy demands.
Includes charge for energy use *and* a demand charge.

» GUS_S

For midsize businesses with higher energy demands.
Includes charge for energy use *and* a summer demand charge.

Why it's important:

Most people know that if you use less energy, you'll pay less. But many people don't realize their business may be charged a **site infrastructure fee** in addition to the energy used, if they have higher energy demands.

The site infrastructure fee offsets SMUD's costs to ensure the **customer's higher energy needs are met**.

Operational practices may be creating temporary

spikes in your energy demand, which can lock your bill at a higher rate for one year. If you can reduce your overall average energy demand, you can not only use less energy, but **get charged a lower rate for what you do use**.

Visit **smud.org/business** for help in understanding your bill, your rate, how demand works and more.

» Step 2: Understand Your Usage

Once you understand your rate, look for behaviors in your daily operations that could affect your energy usage.

For example, employees at a local manufacturing company were **plugging in** electric forklifts to charge at the end of one shift, just as **air conditioners** were working their hardest at the **hottest part of the day**.

This created a sharp spike in energy demand, and **locked the customer's bill at a higher rate**. Installing an inexpensive timer on the plugs for charging forklifts shifted the energy demand to off-peak hours, and lowered the customer's bill.

Go online at **smud.org/business** to calculate your business' energy consumption and analyze your energy efficiency with SMUD'S **Commercial Energy Calculator**.

» Step 3: Upgrade Equipment With Help From SMUD

Finally, look for energy-efficiency upgrades that can help you reduce your overall energy consumption.

SMUD offers two programs to help you find and pay for improvements with rebates, incentives and financing: **Express Energy Solutions** (a do-it-yourself approach) and **Complete Energy Solutions** (a full-service approach).

Both programs include energy-saving upgrades in these areas and more throughout your business:

» Lighting

Occupancy sensors, fluorescent and LED lights, CFLs, LED exit signs, display lighting, accent lighting, advanced lighting controls

» Office Equipment & IT

Plug load occupancy sensors, computer network power management software, data center cooling

» Heating, Cooling & Energy Management Systems

High-efficiency heating and air conditioning systems, advanced evaporative coolers, AC and heat pump systems, efficiency retrofits of air conditioning systems, programmable thermostats, window film, energy management control systems and much more

» Refrigeration

Cooler/freezer doors, fan controls, LED lighting, custom efficiency retrofits, anti-sweat heater controls, evaporator fan controls, night covers and more

» Food Service

Ovens, fryers, griddles, steamers, ice machines, insulated holding cabinets and much more

» Solar Water Heaters

SMUD can pay up to 30 percent of project costs for installing energy-saving solar water heaters.

» Dry Cleaning to Wet Cleaning Conversion

Wet cleaning is more environmentally friendly than dry cleaning. Get up to \$4,200 in rebates to make the switch.

Visit **smud.org/business** for more information, tips and tools.
SMUD can help you understand your bill, your energy usage and both Energy Solutions programs.



Gas station owner John Caputo, left, discusses refrigeration upgrades with CES Program Manager Anson Battershell. SMUD rebates and incentives help business owners install a wide variety of energy-saving equipment.

Photo by Anne Stokes

Keeping energy costs down

Q & A with Rodney Turner

by Mike Blount



Photo By Anne Stokes

As the Program Manager of SMUD's Express Energy Solutions program, Rodney Turner works to help business owners keep their energy costs down. Turner explains how SMUD helps business customers find energy-efficient solutions and save money.

Why should business owners focus on their energy use?

It's part of their operating costs and affects their profit margin. If their energy use is lower, that's more profit for them. They can use that money to help their business grow. And why pay more than you have to?

What are some common questions that business owners have regarding energy use?

"Why is my electricity bill as high as it is?" Customers sometimes don't know how much energy their equipment uses. It could be from equipment being left on or a heating system left running after the business is closed. It could also be from equipment that isn't energy efficient. We try to understand how they use electricity. So, the next question a customer will ask is, "What can I do to lower my usage?"

How can SMUD help them lower their usage?

When it comes to energy efficiency, we are your best resource. You can call us with a question about saving energy and we'll do our best to try to answer it. We understand the importance of keeping costs down to keep businesses solvent. It's just good business for everyone.

"When it comes to energy efficiency, we are your best resource."

Rodney Turner, Program Manager for Express Energy Solutions

How does SMUD help business customers save?

Technology is always moving forward. At one time, CFLs were the most energy-efficient replacement for incandescent bulbs. Now, there are LEDs that are even more efficient. Lighting is generally a quick project that will increase efficiency. Heating and cooling is another place we can look, as well as windows and adding window film to reflect heat from coming in. That's heat that your air conditioning would have to remove. If your restaurant has a large walk-in freezer, adding an auto-closing door can help keep cold air from escaping. These are a few examples of the ways we can help increase energy efficiency, and we offer incentives and rebates to help customers make these changes.

What's the difference between savings and incentives?

Savings are what our customers plan to achieve in reducing their energy use and electric bill. Rebates and incentives help offset the cost of the improvement project. If new equipment a customer buys meets our efficiency standard, we'll send the customer an incentive back, based on the energy savings they achieved. We also rebate the cost of certain equipment. Of course, the driving factor is the energy savings the customer will have over time, but incentives and rebates are there to help the customer take that next step.

SMUD's Energy Solutions help you save

As a business owner, improving the bottom line is never far from your mind. The energy experts at SMUD get that. They also know that increasing energy efficiency at your commercial, industrial or agricultural property can pay major dividends through savings on your electricity bill. The less you use, the less you pay – and the better your bank account.

It's a simple formula. But on your own you may not know where to start or how to pay for it. Luckily, you're not alone. SMUD offers two commercial Energy Solutions programs designed with businesses in mind.

Through **Express Energy Solutions**, customers can choose to manage their own projects. This do-it-yourself approach helps you locate the rebates for the improvements you know you need, and lets you choose your own contractor.

Or, customers who prefer more guidance from an energy-efficiency expert can sign up for **Complete Energy Solutions**. It offers an energy assessment walk-through, a customized proposal and a list of approved contractors to choose from. Basically, your project is managed for you, from start to finish.

Whether you decide to do it yourself or let the energy experts take the wheel, **SMUD's Energy Solutions** programs can help you save energy throughout your business. Plus, SMUD offers rebates to help you pay for your energy-saving upgrades. Financing also may be available.

With rebates that cover up to **80 percent of the project costs** for small businesses and **60 percent** for midsize businesses, plus energy savings of **20 percent or more**, most projects pay for themselves in one to two years.

Up to
80%
of your upgrade costs covered, with rebate

To learn more about each program, see the next page, or visit www.smud.org/business.

Julie Amaral manages Love Laundry in Midtown. The owner, Chris Wilson, invested in energy-efficient equipment for the laundromat through SMUD's Express Energy Solutions program.

Photo by Ron Nabity



Clean and green

Laundromat owner saves a bundle with Express Energy Solutions

by Evan Tuchinsky

In the laundromat business, Chris Wilson knows that energy counts. Utilities represent his largest variable cost — with the power to generate a competitive edge or become an economic drain.

That's why Wilson invested in SMUD's Express Energy Solutions when he opened Love Laundry in Midtown Sacramento. He checked the website, found rebates and put efficiency measures in his plans.

"I knew going in we needed to design a modern, clean laundromat with all the new equipment," Wilson says. "I wanted to do it the right way, and so my overall cost structure for utilities would be low.

"Most laundromats don't go for the extra cost of LED lighting. But I plan on keeping this laundromat for a long time, and with energy rates always going up, that was the deciding factor. Up front it's a greater cost, but in the long run it really makes sense."

For Love Laundry, Wilson renovated an older laundromat. His experience — he also owns Wash & Dry Launderland in

West Sacramento — made him a good fit for the program's do-it-yourself approach.

Wilson chose LED lighting for the building's interior and external signage, plus timer switches for inside rooms and photo sensors for outside lights. He expects to recoup the expense not offset by rebates within 2 1/2 years.

Meanwhile, since opening in December 2013, Love Laundry has saved more than projected for energy costs: between 20 and 30 percent each month. In fact, even though the Midtown laundromat has longer hours of operation, electricity usage is greater at his West Sacramento location, which hasn't been upgraded.

"A business owner who's retrofitting should go to the website and see what's available," Wilson says. "There are more options as well — if we were to get into air conditioning, there are all sorts of opportunities.

"It's really easy, simple and kind of a no-brainer."

"A business owner who's retrofitting should go to the website and see what's available."

Chris Wilson, owner of Love Laundry

Pick a program

SMUD can help businesses save money by saving energy. It's good for the planet, good for our community and good for business. Which commercial Energy Solutions program is right for your business?

1

Express Energy Solutions

The do-it-yourself approach

Who's eligible

If you are a SMUD customer with commercial electric service, you can take advantage of Express Energy Solutions.

Who it's for

Express Energy Solutions was designed for all sizes of commercial, industrial and agricultural customers. If you know what upgrades you want to install, the do-it-yourself approach offered by Express Energy Solutions might work for you. You choose your contractor, you keep the rebate.

What it does

Express Energy Solutions helps commercial customers lower their energy bills by offsetting the cost of energy-efficiency projects with rebates for a wide range of measures. The customer arranges and coordinates the installation, then receives rebate funds.

How it works

1. Identify the energy-efficiency measures you wish to take and visit www.smud.org/ees to see which are covered by rebates.
2. For lighting, heating and cooling projects, arrange a pre-inspection with SMUD.
3. Install the measures, either on your own or with a contractor.
4. Fill out the Express Energy Solutions application at www.smud.org/ees. Be sure to have your receipts and documentation on hand.

Reimbursement

SMUD will mail a check within 30 days of receipt of your application.

More information

Visit www.smud.org/ees or contact Rodney Turner, Express Energy Solutions Program Manager, at rodney.turner@smud.org or 916-732-5635.

2 Complete Energy Solutions

The all-inclusive approach

Who's eligible

Small to midsize businesses on the SMUD GSN_T or GSS_T rate schedules may participate in the Complete Energy Solutions program.

Who it's for

Commercial, professional and agricultural firms that prefer the guidance and structure of Complete Energy Solutions over the do-it-yourself approach of Express Energy Solutions.

What it does

Complete Energy Solutions brings together commercial customers and a SMUD program partner, EcologyAction, which conducts an assessment to determine what improvements would increase energy efficiency. Once the customer decides which improvements to make, EcologyAction coordinates the renovation project. Rebate funds from SMUD help offset the cost, up to 80 percent of the project costs.

How it works

1. Call 855-822-2936 to determine if your business is eligible and to schedule a no-cost energy assessment.
2. Receive and review your personalized proposal, which contains your recommended improvements and estimated energy savings. You'll also see the estimated project cost, the amount covered by the rebate and how quickly the project will pay for itself.
3. When you are ready to move forward, contact EcologyAction, who'll help you choose an approved contractor to install the energy-saving upgrades.

Reimbursement

You can choose to pay the trade contractor the entire amount at the time of service and have the rebate sent directly to you, or you can have the rebate sent directly to the contractor so you only pay the balance. Financing also may be available.

More information

Call 855-822-2936, visit www.smud.org/ces or email ces@ecoact.org.



Felipe Martin installed energy-efficient lighting with help from SMUD's Complete Energy Solutions program at the office building he owns. These and other measures add up to big savings on his energy bill each month.

Photo by Anne Stokes

Savings made easy

Customer lowers energy costs with Complete Energy Solutions

by Evan Tuchinsky

Felipe Martin thinks green. As a property owner and businessman, he pays attention to the bottom line, but he's also conscious about the environment. So when Martin heard about Complete Energy Solutions from SMUD, he jumped at the chance to participate in a program that could improve the efficiency of Fifty West — his two-story, 70,000-square-foot office building in Sacramento.

"I was spending about \$12,000 a month in electrical bills — that seemed a little excessive," Martin says. "A SMUD representative mentioned the program, how there were rebates and how they could save me money."

He picked up the phone and requested an assessment of his energy use. SMUD's partner, EcologyAction, presented him with a plan for upgrades that clearly spelled out the cost, rebates and return on investment based on projected savings. SMUD provided Martin with more than \$31,500 in rebates, covering nearly half of the installation costs.

"It was a fairly minimal cost compared to what the ROI was going to be," Martin says.

Modifications to Fifty West's interior lighting would pay for themselves in just three months — "that's pretty amazing,"

he says — and exterior lights would pay off in two years, "which is still huge."

Martin also opted for motion-sensing switches, which automatically turn off overhead lights after a period of inactivity, and vending controls that reduce the energy consumed by vending machines when the building is unoccupied. Though the ROI period would be longer — five years — he authorized the installation.

"Reducing the carbon footprint is always huge for me," he explains. "Yeah, the cost was more on a couple other parts of the project, but as far as the motion sensors, it was more about reducing our energy consumption and just being a little more green."

With his upgrades in place, Martin stands to save more than 165,560 kWh and \$17,700 yearly on his electricity bill, meaning he'll have recouped his out-of-pocket costs for the entire project in less than two years. And the savings will continue to add up, year after year.

Martin describes Complete Energy Solutions as a "seamless, easy process" and would recommend the program to other business owners.

"They need to know that they can save a lot of money and save a lot of energy just by making one phone call."

"[Business owners] can save a lot of money and save a lot of energy just by making one phone call."

Felipe Martin, owner of Fifty West office building

SMUD helps businesses save

Saving energy around your business is good for the planet and good for your bank account. From a single upgrade to a comprehensive energy-efficiency site renovation, SMUD has the rebates, incentives, financing, tools and expertise to fit your needs. Get started saving energy and money at your business today.

Here's how:

Express Energy Solutions

Find and submit rebates for energy-efficiency upgrades — easily and all online.

smud.org/EES

916-732-5635

express.energysolutions@smud.org

Complete Energy Solutions

A full-service approach to upgrading your site.

Call for a free energy assessment.

smud.org/CES

1-855-822-2936

ces@ecoact.org

SMUD Business Tools Online

SMUD's interactive tools and information can help you understand your bill and rates, calculate your energy consumption, identify opportunities for saving energy, find rebates, see success stories and more.

smud.org/business



Access your savings at
smud.org/businessrebates.



Powering forward.
Together.

SMUD can help you save money, too.

John Caputo, owner of the Arco gas station at 2933 65th St. in Sacramento, is saving electricity and money thanks to SMUD's Energy Solutions. He installed energy-efficiency improvements, including lighting, occupancy sensors and refrigeration upgrades, and SMUD helped him pay for it. The results speak for themselves:

- SMUD rebates and incentives funded 60% of the project costs.
- Caputo's out-of-pocket costs were recouped in only one month through energy savings.
- His monthly electricity savings are estimated at \$468/mo., totaling \$27,616 over 5 years.
- The upgrades will save an estimated 55,463 kWh/year. That's like taking more than 7 passenger vehicles off the road. Or planting 81 acres of trees over the next 10 years.

How can SMUD help your business save energy and money? Go online or call today to find out.

SMUD ranked highest in

Customer Satisfaction

"Highest Customer Satisfaction With Business Electric Service
in the Western U.S. Among Midsize Utilities"



SMUD received the highest numerical score among midsize utilities in the West region in the proprietary J.D. Power 2014 Electric Utility Business Customer Satisfaction StudySM. Study based on 23,715 total online interviews ranking the 9 largest providers in the West (AZ, CA, CO, ID, MT, NM, NV, OR, UT, WA, WY). Proprietary study results are based on experiences and perceptions of consumers surveyed April-June and September-December 2013. Your experiences may vary. Visit jdpower.com.