

SMUD's Customer Programs and Services



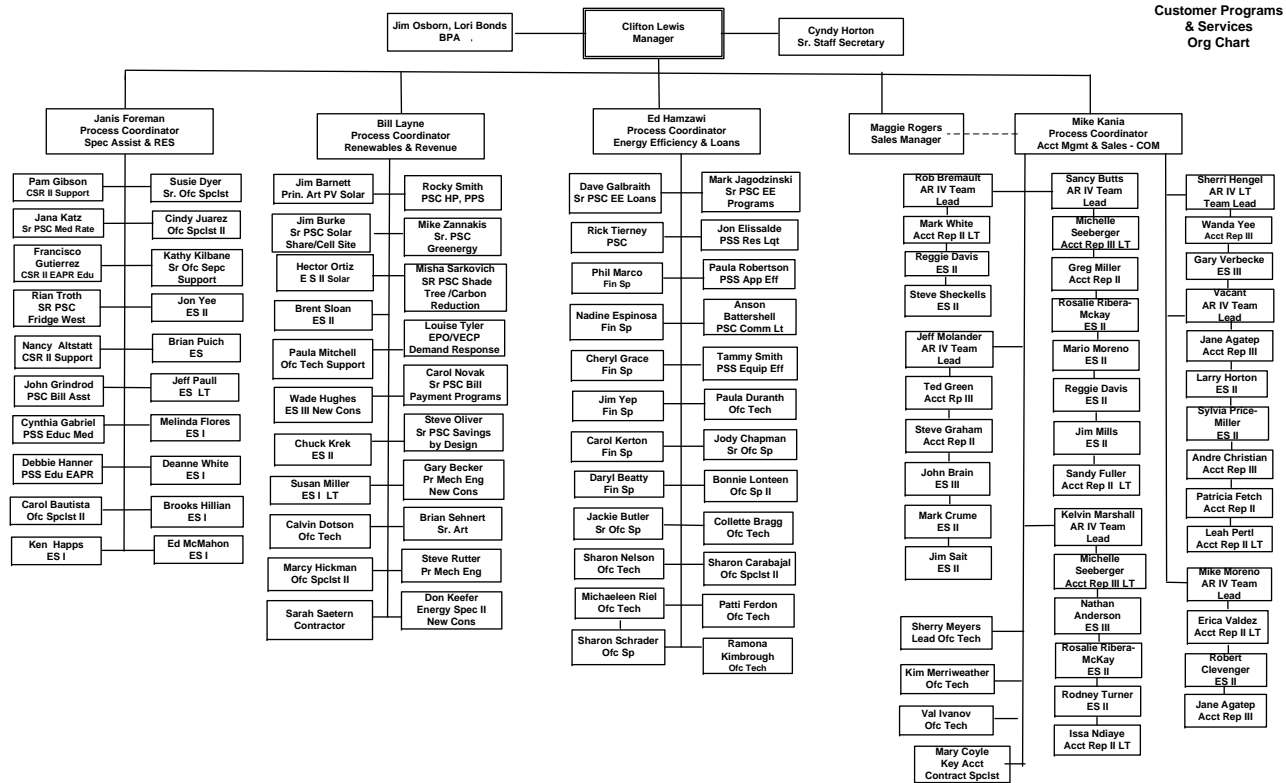
April 22, 2008 Presentation

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Programs & Services Leadership

- Manager
- Four Process Supervisors
 - Special Assistance & Residential Support
 - Program Delivery, Renewables & Revenue
 - Program Delivery, Energy Efficiency and Loans
 - Account Management & Sales (Commercial Staff)

Organizational Chart



Budget & Goals

- **Energy Efficiency 10 year goal of 15 % demand reduction, 1.5% annual reduction**
 - 2008 goal – 28 MW demand and 107Gwh of energy reduction
 - 2008 Budget of \$58,610,000 including low income programs
- **Renewables 10 Year goal to add 125 MW of Solar**
 - 2008 goal of adding 8.582 MW and 13.731 Gwh
 - 2008 Budget \$12, 663
- **Retail Products Revenue goal of \$6,144,000**
- **2008 EE Loan Program to loan \$33,000,000**

Special Assistance & Residential Support

- Programs
 - Med Rate Subsidy - 9,300 customers
 - EAPR – 59,000 customers
 - Bill Assistance – 2,200 customers
 - EnergyHelp
 - Residential Weatherization – 875 customers
 - Residential Energy Advisory – 600 audits

Program Delivery-Renewables & Revenue Programs

- **Sloar Programs**

- Residential SolarSmart PV- 4153 homes and 10 builders
 - Goal 2.31 MW & 3.70 GWh
- Residential Retrofit Solar - .27 MW & .43 GWh
- Commercial Retrofit PV-5MW & 8 GWh
- Solar Shares Pilot-1 MW & 1.9 GWh

- **Revenue Programs**

- Greenergy
- Energy Online Profiler
- Home Power Services
- Cell Site Leasing
- Power Protection
- Moving Connections

Program Delivery-Renewables & Revenue Programs cont.

- Carbon Reduction Programs
 - Sacramento Shade trees – 17, 000
 - Community shade – 4,000
 - NOx Reduction (lbs) EE programs, Solar, Greenergy, 111,334 lbs
- New Construction Programs
 - Residential Advantage Homes
 - Commercial Savings-by-Design

Program Delivery-Energy Efficiency & Loan Programs

- EE Programs
 - Home Energy Efficiency
 - Equipment, Appliance, Refrigerator Recycling, Retail Lighting, Pool, and Whole House Performance efficiency.
 - Commercial Energy Efficiency
 - Customized, Express, Distributor, Prescriptive Lighting, Retro-Commissioning

Account Management & Sales

- Organized into 7 account teams and aligned by both industry segments and revenue
- Teams provide services to their segments
 - Segments are: Retail & Hospitality, High Tech, Schools, Developers/Property Managers & Hospitals, Manufacturing & Water Districts, Fed/State, County/Cities,
 - Top 1500 customers have assigned reps
- Teams/segments led by a key account manager
 - Account Managers maintain the strategic relationship
 - Energy Specialist does the technical energy audit work

SMUD Solar Programs

Two Decades of Solar Leadership

- 1,190 Installations of distributed PV –10.6 MW
 - Residential new home and retrofit applications
 - Neighborhood PV (Non-Profits)
 - Commercial (Large & Small)
 - Utility Scale



SB1 Impacts

- 3,000 MW California 10-year goal
- SMUD portion is 125 MW
- \$130 million dollar commitment
- Solar surcharge is part of Jan. 08 rate increase
- 1/10 of a cent per kWh
- SMUD needs to install as much solar every year as we have the entire last 20 years
- California Solar Initiative –Gov. Schwarzenegger million solar roof program
- Rebates will decline over time

Commercial Installations

	# of Installs	kW	Incentives
• 2006	3	109	\$ 290,000
• 2007	5	299	\$ 897,000
• 2008	28 applications	15.8 MW	\$ 44,036,000



SMUD **Solar Smart**

Current Participation Levels

- **Over 4,000 Homes**
- **Over 6 MW**
- **10 Builder Partners**
- **Average system about 2kW**
- **Upgraded energy efficiency measures also required**
- **Transforming the market—solar part of every new home**



Residential Retrofit

- Average System Size: 3.4 kW
- Average duration: 15 weeks
- Average Install Cost: \$9.50/watt



# of Installs	kW	Incentives
2006	26 115	\$ 322,000
2007	59 190	\$ 490,000
2008 YTD	12 40	\$109,000
Pending	24 95	\$238,000

Solar Shares

- Large installations, no site issues, made available to all customers in small units, 20 year contracts
- Available to customers Summer 2008

