

Get paid to install and use the newest automated controls.

SMUD's PowerDirect program can help your business control its energy use by integrating automated response capabilities into your energy management, lighting and HVAC systems. Once the technology is installed, the systems automatically will scale back energy use when demand for energy is highest. This goes into effect only during peak hours on Conservation Days, from June 1 through September 30. Plus, you can choose how your facility will respond when a Conservation Day is called.

When you reduce your energy consumption for at least two consecutive hours during peak hours, you'll receive an incentive of \$5.00/kW with a one-year commitment.

Participation is fast

- 1) Request a free walk-through to identify opportunities.
- 2) Select your options and hire a contractor.
- 3) Get paid incentives.



Improve your systems' performance and productivity by automating system functions so that they work together.

Savings tip: You'll receive up to \$125/kW of automated energy reduction, or qualify for incentives that will offset up to 100% of the PowerDirect technology and equipment cost.

Benefits

- Enhances your facility's energy performance by seamlessly integrating automated response capabilities into your energy management, lighting and HVAC systems
- Automatically reduces your electricity consumption on Conservation Days in times of high demand—and you get paid for it
- Improves your systems' performance and productivity by automating system functions so that they work together more efficiently
- Increases profits by reducing electricity consumption, with flexibility on Conservation Days
- Helps your business comply with corporate energy efficiency and emission reduction goals and requirements
- Choose how your facilities respond to Conservation Days, tailored to your business operations.

Here's how it works

PowerDirect runs this summer from June 1 through September 30. During the late afternoon and evening hours, demand for electricity soars and we often have to buy energy from more expensive and less environmentally friendly sources. By reducing electricity use during peak periods, we can avoid purchasing less desirable forms of energy.

With PowerDirect, you'll get rewarded for reducing energy consumption during peak hours (2:00 p.m. to 6:00 p.m., weekdays) on

designated Conservation Days. Conservation Days will never be on July 4th or Labor Day.

On Conservation Days, SMUD will send an automated demand response signal directly to your energy management system, lighting and HVAC systems. Your systems then respond automatically, based on the strategies you set up. Participation is voluntary—you'll always have the option to override these signals. If you use the technology to help reduce your usage during peak hours or reschedule your electricity usage to times of lower demand, you may save on your electricity bill.

Support

We'll help you make the transition to PowerDirect as seamless as possible. We provide free technical and set-up assistance, site assessment, and project coordination. Also, you'll have access to Energy Profiler Online™ (EPO) so your facilities manager can monitor Conservation Day performance and energy use, while controlling costs.

EPO can help you:

- Maximize Conservation Days
- Shift energy use to non-peak hours
- Alert you to spikes in energy use
- Estimate your electricity budget.

Please call **916-732-6950** or email **PowerDirect@smud.org** to speak with a SMUD PowerDirect representative about the qualification process and to answer any questions. For more information, visit **smud.org/PowerDirect**.

Working for you

As your community-owned and not-for-profit electric service, we structure our rates and services to benefit the community we all call home. We're committed to providing low rates, reliable power and superior service.

Sacramento Municipal Utility District
6301 S Street, Sacramento, CA 95817-1899

Monday through Friday, 8 a.m. to 6 p.m.
24-hour deposit box near front office

1-877-622-SMUD (7683)