



The Governor is methodically allowing businesses to re-open as we all work towards a new normal. Your Strategic Account Advisors (SAA) wanted to share a few tips to help keep your utility bill in check once you re-open.

Congratulations! You're back in business

- Don't turn on all your equipment at once. SMUD measures maximum demand over 15 minutes. When all the equipment is turned on at once it can cause a spike in your usage, which impacts the Site Infrastructure Charge on your SMUD bill. If you can stagger turning on your larger equipment in intervals greater than 15 minutes, you will be better off in the long run. For additional information please contact your SAA.
- If you're not operating at full capacity yet and you have devices not actively being used, consider unplugging those devices. Energy is still being used by devices that are plugged into the wall which is referred to as "Vampire" or "Phantom" load. Save energy and money by unplugging equipment not being used. For a list of items please contact your SAA.
- Check all equipment and lighting timers to make sure the settings accurately reflect your current needs, especially if you're resuming operations in a limited capacity.
- Make the most of natural daylight by dimming or turning off your lights.
- The most energy efficient setting for your thermostat is 76-78 degrees. However, if you can remain comfortable at an 80 degree setting then the savings may add up. If your business is open for curbside pickup only you do not need to cool your business for customer comfort.

If you have any specific questions about your utility bill, please contact your SAA

Still waiting to re-open?

- Prepare for your re-opening in the following ways:
 - Update your website. Be sure to include new business hours
 - Focus on two communication channels with customers such as through email and social media
- Re-examine your business model
 - What can you afford to do now as you await re-opening?

- Can you offer your products or services online?
- Can you offer online consulting or webinars?
- Can you offer contactless delivery?
- Can you set up subscription services to your business?
- Can you help frontline workers or vulnerable populations? This can help increase your business and raise your profile, as well as help the community
- Can you collaborate with another business to expand your customer base?
- Can you give something away to raise awareness of your business?
- Equipment maintenance – now is a great time to have all your equipment checked and serviced before the big re-opening day

Share your story

We're proud of our community. Through our social media platform we are telling the story of how our local businesses pivoted in the face of adversity through our *Business. Reinvented.* series.

If you're one of these businesses that have had to creatively reinvent themselves during the shelter-in-place order, we'd love to hear about it! Please share your story with us at SacramentoPowersForward@smud.org.

Find your Strategic Account Advisor [HERE](#)