

Programs, Customer Outreach & COVID Response



Powering forward.
Together.

CPUC – Low Income Oversight Board



How we're helping!

- **No Power Shut-offs**
 - Extended into 2021
 - No late fees
- **EAPR Guidelines**
 - Adjusted guidelines so more customers can qualify
 - Waived requirement for EDD benefit letter
 - Allowing 1-person households to qualify under 2-person income
- **Flexible Payment Arrangements**
 - Extending payment arrangements up to 24 months for low income customers
 - No deposit assessments because of late payments
 - Here to help outbound call campaigns
 - Promoting LiHEAP across channels / direct mail encouraging customers to apply
- **MED Rate**
 - Waived requirement for physician's signature
 - Suspended drops and recert requirements

Other ways we're helping

- **EAPR / MED Rate** recerts paused
- **Outreach**
 - Virtual presentations
 - Schools (info sharing in free lunch programs)
 - Food banks
- **LiHEAP**
 - Awareness campaign
 - Data sharing
- **EnergyHelp**
 - 2 new agencies added



We're here to help.

We're here for you

We know many of you may be concerned about paying your bills during these challenging times. While much remains uncertain right now, one thing is for sure: we're here to help you through this with flexible billing options and discount rates.

Not shutting off power for non-payment – through January 4, 2021
We will not disconnect power due to non-payment and we won't add late fees to your bill during this time. Customers who are behind on payment will still owe SMUD for service, but electric service will remain on at this time.

My Account
You can access your account online 24/7.

- View and pay your bill
- Set up payment arrangements
- Check your usage
- Sign up for outage and billing alerts

Flexible payment plans
If you are able, please continue to make your payment on time. For customers experiencing financial hardship, you can set up payment arrangements online or give us a call at **1-888-742-7683**. Assistance is available in additional languages if needed, please just ask.

Low-income discount
Our Energy Assistance Program Rate (EAPR) provides a monthly bill discount based on household size and income. We've adjusted our requirements to make it easier to qualify, apply and re-certify online.

Learn more about how we're helping at smud.org/HereToHelp.

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Estamos aquí para ayudar.

Estamos aquí para usted

Sabemos que muchos de ustedes pueden estar preocupados por pagar sus facturas durante estos tiempos difíciles. Mientras muchas cosas siguen siendo inciertas en este momento, una cosa es segura: estamos aquí para ayudarlos con opciones de facturación flexibles y tarifas de descuento.

No apagaremos la electricidad por falta de pago - hasta el 4 de enero de 2021
No desconectaremos la electricidad por falta de pago y no agregaremos recargos por pagos atrasados a su factura durante este tiempo. Los clientes que estén atrasados en sus pagos aún le deben a SMUD por el servicio, pero mantendrá el servicio eléctrico en este momento.

MI cuenta
Puede acceder su cuenta en línea 24/7.

- Ver y pagar su factura
- Establecer arreglos de pago
- Revisar su uso eléctrico
- Regístrese para recibir alertas de interrupción y facturación

Planes de pago flexibles
Si puede, continúe haciendo su pago a tiempo. Para los clientes que tengan dificultades financieras, puede hacer arreglos de pago en línea o puede llamarnos al 1-888-742-7683. La asistencia está disponible en otros idiomas si es necesario, solo pregunte.

Descuento de bajos ingresos
Nuestra Tarifa del Programa de Asistencia de Energía (EAPR) proporciona un descuento mensual en la factura basado en el tamaño y los ingresos del hogar. Hemos ajustado los requisitos de nuestra tarifa de asistencia de energía para que más personas puedan calificar, solicitar y volver a certificar en línea.

Obtenga más información sobre cómo estamos ayudando. smud.org/HelpEspanol.

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Virtual Energy Education

Virtual Appointments

- Prioritized high usage customers
- Additional prioritization by electric bill burden and TOD
- Approximately 1,100 performed since program started in April 2020

Examples / Results

- Improperly utilizing thermostat with heat pump HVAC
- Slab leak detected after conversation and meter data analysis
- Non-functional refrigerator identified and replaced working with vendor for customer
- Thermostat use and education – how to properly set to optimize for TOD

Customer Outreach

- **Presentations**
 - 35 virtual presentations to variety of non-profit and social service organizations
 - Agreements with 115 organizations to share SMUD’s “Here to Help” messages and program information to staff and constituents
- **Program Outreach**
 - Direct mail, email, web and social media campaigns inviting customers to explore MED Rate and LiHEAP
 - Communication to previously denied EAPR applicants inviting them to reapply under new income guidelines
 - Communication to high bill EAPR customers encouraging them to apply for LiHEAP
- **Other Outreach**
 - Working with school districts to distribute SMUD “Here to Help” messages inside free lunches distributed to families
 - Outreach to hundreds of local social service organizations
 - Sponsorships of virtual community events and programs
 - “Here to Help” outbound call campaigns

What we hear since COVID began...

A recent recipient, who is a mother of school aged children, shared how EnergyHELP helped her family in a critical time of need. After her hours got reduced due to COVID-19, she tried to look for another job but then the schools closed, and she had to stay home to help the kids with their schoolwork.

"I tried to pay my bill but it didn't seem like it made a difference because I could never pay it in full. With the assistance I received from the EnergyHELP program it feels like a fresh start because my bill is now manageable."
--EnergyHELP Recipient

"I appreciate you looking into my problem with the compressor and any help that you are able to give me. It will make the difference between having a good life- even though we are homebound- and one that is totally stressed out. Thank you for your help!"
--VEE Customer

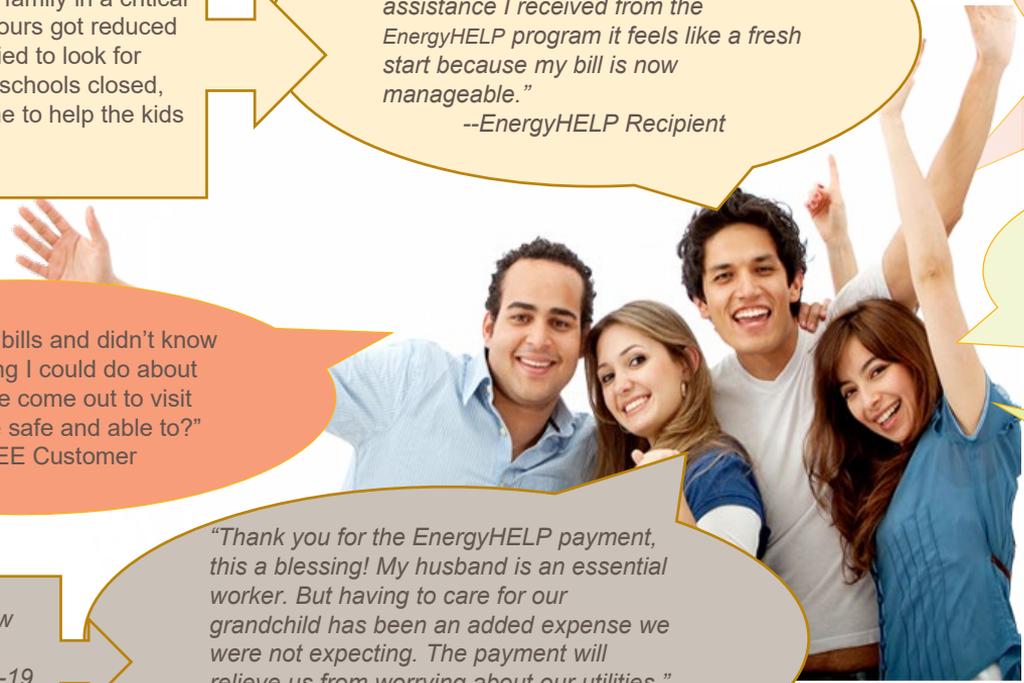
"I have very high bills and didn't know there was anything I could do about it. Will you please come out to visit me when you are safe and able to?"
--VEE Customer

"Thank you for reaching out to me! I had no idea there was a program that would do so much for me – can you please call my daughter too?"
--VEE Customer

A recent recipient and grandmother, shared how EnergyHELP helped her family during the COVID-19 pandemic.

"Thank you for the EnergyHELP payment, this a blessing! My husband is an essential worker. But having to care for our grandchild has been an added expense we were not expecting. The payment will relieve us from worrying about our utilities."
--EnergyHELP Recipient

"You are calling to help me with all that is happening, and you cannot even be at work yourselves? Thank you!"
--VEE Customer





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