



**SMUD's  
Vending Miser™  
Program**

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SACRAMENTO MUNICIPAL UTILITY DISTRICT  
The Power To Do More.<sup>SM</sup>

## Program Overview

- ❑ Objective To install up to 8,500 Controllers for SMUD Customers by December 31, 2002
- ❑ Funded through the California Energy Commission under SB5X (one of several efficiency programs)
- ❑ Designed to be almost completely Contractor-driven
- ❑ Installations tracked through the use of an Access database



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## SMUD's Approach

### *Primary Method:*

The Contractor (Bayview Technology Inc.) would work with local bottling and vending companies to:

- Obtain customer contact information
- Contact the customers to make installation appointments
- Install the controllers



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## SMUD's Approach (cont.)

### *Secondary Method:*

- Installation request form (sent directly to Bayview) to handle requests received directly from customers
- SMUD Energy Specialists & Key Account Representatives marketed the program through direct contact with customers and e-mail



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## Lessons Learned

- Local bottlers can be quite conservative: better to approach them jointly with the contractor than to rely exclusively on the contractor
- In-house method (direct installation request) works very well for handling customers with multiple sites
- Access database is a very effective way to track installations, generate reports and share program information internally
- Advertising: it is very difficult to reach only target customers unless you have access to the bottler's/vendors records
- Service territory issues



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## Questions?

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