



# SMUD - Commercial Development

January 3, 2018

Powering forward. Together.



# Agenda

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- Meet the Team
- About Us
- Over-Arching Objectives
- Goals & Accomplishments
- 2018 Goals
- Highly Visible and Unique Development Projects
- Additional Commercial Development Project Involvement

# Commercial Development

## Meet the Team



**Frankie McDermott**  
*Chief Energy Delivery Officer*



**Rob Lechner**  
*C.D. Director*



**Greg Hribar**  
*C.D. Manager*



**Aaron Sussman**  
*C.D. Consultant*



**Heather Mendez**  
*C.D. Analyst*

# Commercial Development

## About Us

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### **PURPOSE:**

The Commercial Development team serves as the focal point for commercial development, large residential and mixed-use projects. The teams below coordinate developer interactions and development activity through SMUD's Commercial Development team:

- Grid Planning
- Grid Design and Construction
- Customer Operations/Customer Service
- Customer Solutions/Programs; C & I Account Solutions
- Local Government
- Community Development, Outreach & Education; Economic Development
- Pricing

### **VISION STATEMENT:**

To ensure that SMUD plays an integral role in shaping the future of development within our service territory, by closely engaging the development community and local jurisdictions to drive economic development in our region.

The team will ensure that Developers understand their options, limitations, costs, lead times, status, and view SMUD as a key partner in the planning and success of their projects. In addition, we will strive to ensure that SMUD is viewed by the development community, and by local jurisdictions, as one of the *best* partners in the region to do business with regarding commercial, mixed-use and large residential project development.

# Commercial Development Over-Arching Objectives

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- Provide a seamless, transparent and easy-to-use process for our developer customers
- *Anticipate* the needs of the development community
- Create and implement processes that are proactive to developer requests
- Be viewed, and rated, as being easy to do business with
- Help grow the Sacramento and regional economies by engaging – at the conceptual stage - in development projects
- Serve as a trusted energy partner to the development community



# Commercial Development Specific Goals & Accomplishments

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- Created an active developers list
- C.D. team staffed, and assignments identified
- Installed SalesLogix as developer CRM tool
- Communicated with all 160+ developers
- Fully engaged over 75% of identified developers
- Developed/implemented “pre-development meetings” process

# Commercial Development Specific Goals & Accomplishments

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- Created internal developer project dashboard
- Completed developer assessment plan
- Met with numerous external, industry-related entities (ULI, AIA, BIA, various PBID's)
- Participated in ribbon-cuttings; ground-breaking events
- Conducted first-ever “developer-satisfaction survey”
- Created quarterly newsletter: *Developer Connections*

# Commercial Development

## 2018 Goals

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- Continue to broaden and enhance relationships with commercial, mixed-use and large residential project developers across SMUD's service territory
- Implement recommendations crafted in the developer assessment plan, including: process improvements, a guaranteed service agreement and enhanced transparency regarding SMUD's invoice/billing process, to name a few
- Conduct workshops for developers and the development community – topics such as new & emerging technologies and electric vehicle charging will be made available
- Enhance internal developer projects dashboard

# Commercial Development Highly Visible and Unique Development Projects

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MLS Stadium - HNTB

# Commercial Development Highly Visible and Unique Development Projects



Sunrise Creek/Mitchell Farms –  
Watt Communities



# Commercial Development Highly Visible and Unique Development Projects

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## Ice Blocks – Heller Pacific

# Commercial Development Highly Visible and Unique Development Projects

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Delta Shores – Merlone Geier

# Commercial Development Highly Visible and Unique Development Projects

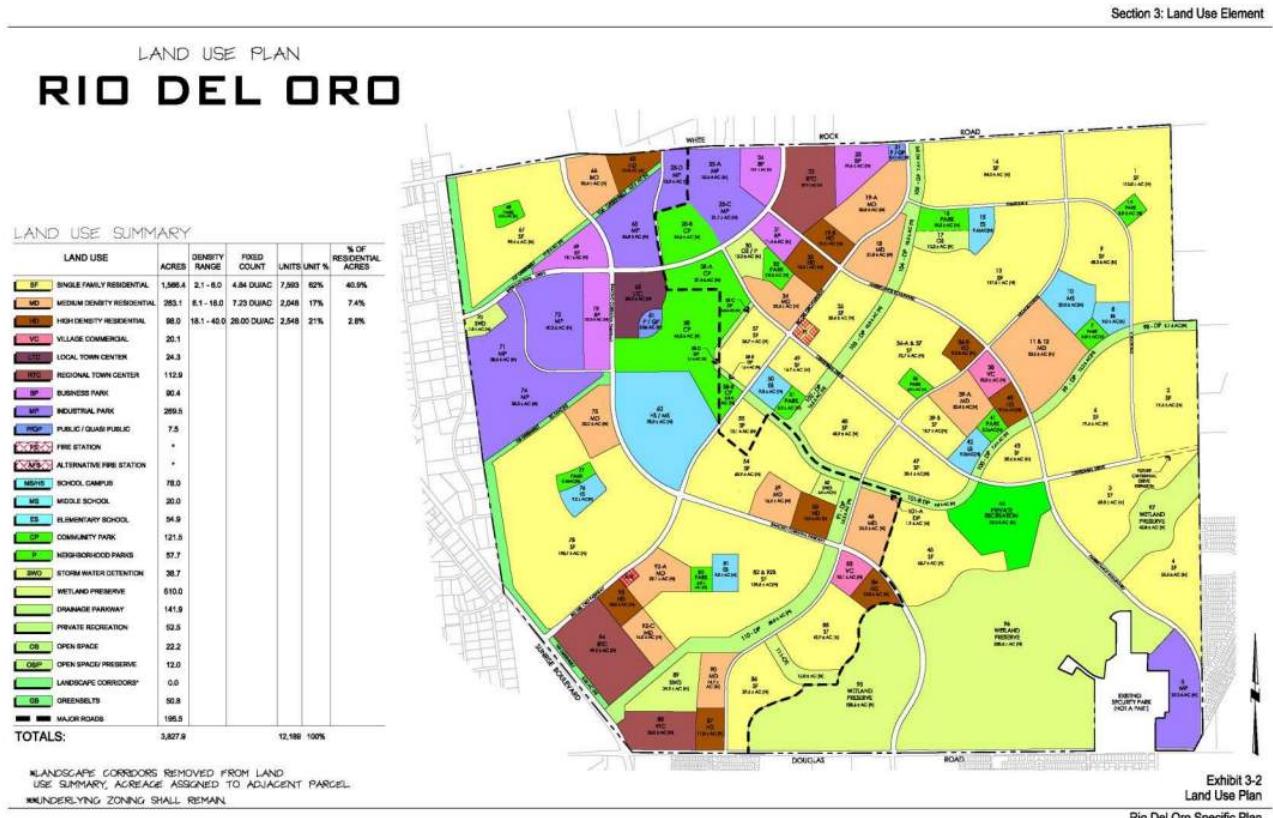


Exhibit 3-2  
Land Use Plan

Rio Del Oro Specific Plan

Rio Del Oro –  
Elliot Homes & Easton Development



# Commercial Development Highly Visible and Unique Development Projects

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The Yamanee - Ryan Heater Development

# Commercial Development Highly Visible and Unique Development Projects

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19 J – Mohanna Development, LLC

# Commercial Development Highly Visible and Unique Development Projects

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1430 Q Street – D&S Development

# Commercial Development Highly Visible and Unique Development Projects

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Fort Sutter Hotel – Randy Paragary

# Commercial Development

## *Highly Visible and Unique Development Projects*

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The Golden Hotel – Lynard Khan

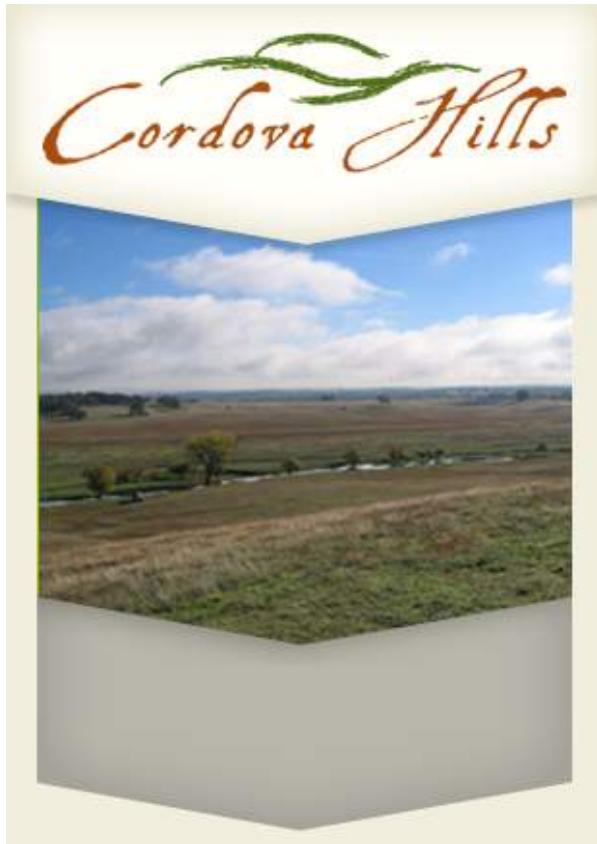
# Commercial Development Highly Visible and Unique Development Projects

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Q 19 – SKK Development

# Commercial Development Highly Visible and Unique Development Projects



## Cordova Hills Proposed Development

Within the planning perimeters of this development, residents of all ages will find aesthetically crafted and varied residential opportunities in six distinct villages uniquely incorporating the natural and varied terrain of the area. All will be interconnected which facilitates walking and healthy living.

These residential villages and a major active town center component, will be intertwined with and complimented by commercial, entertainment and office centers, grand open spaces and vistas, vast trail systems and other recreational amenities, all designed with great attention to detail and sustainable development standards which promote a healthy lifestyle balance and respect for our natural environment.

## Cordova Hills – SMB Development

# Commercial Development Highly Visible and Unique Development Projects

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**Wilton Rancheria – Wilton Rancheria Tribe**

# Commercial Development Highly Visible and Unique Development Projects

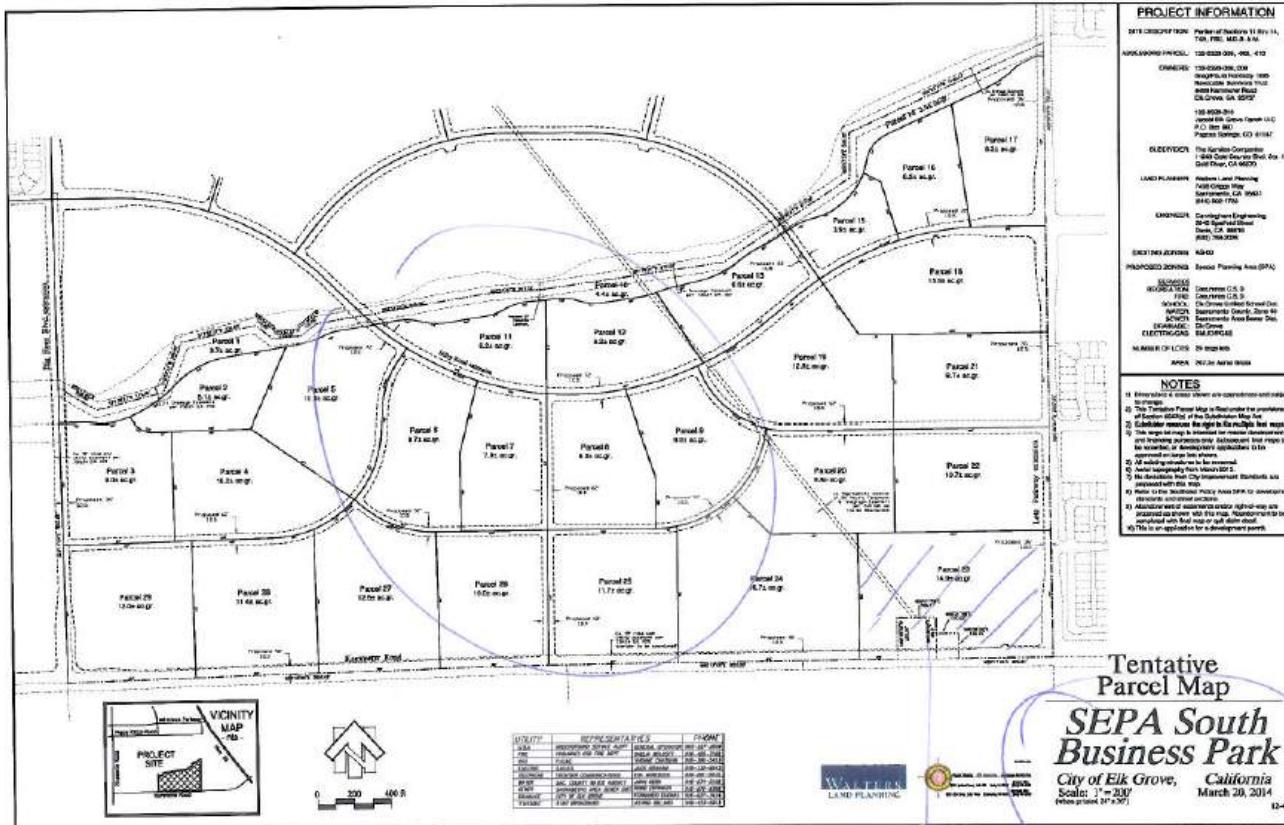
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## THE RAILYARDS PROJECT



The Railyards – LDK Ventures

# Commercial Development Highly Visible and Unique Development Projects



## SEPA South Business Park – Gerry Kamilos, LLC

# Additional Commercial Development Project Involvement (partial list)

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- California Water Fix Project
- Implementation of revised SD-14 Program
- Cannabis Cultivation Facilities Siting
- Solar Shares Siting
- Developer Portal Phase III Project
- Artwork on SMUD Facilities