

# THE WIRE

Energizing Life in Our Communities

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## We've Started Something New for You!

Our new Power Talks presentations are a monthly lunchtime conversation with PUD experts designed to bring you more information on topics of interest to many. Each talk will be coming to you virtually using Microsoft Teams. We have a long list of ideas for topics to cover going forward, but the one coming up in February to officially kick this new program off is going to be on that always important topic: **rates**.

If you would like to attend – and we hope you will – simply visit [snopud.com/power talks](https://snopud.com/power talks) and click on the Power Talks event listing to register. Each talk will include a presentation as well as ways participants can ask questions and get additional information.

## Learn All About Rates at February's Power Talk

Have you ever wondered about how the PUD determines its rates? It's not really a mystery but there is a lot to consider, and we'd like to share some of it with you. Get insight as our rates expert, Brian Booth, presents information on how your utility configures rates, where money goes to keep the grid strong and electricity and water flowing, and how rates will be evolving in 2022.

For more information or to ask questions, email [PowerTalks@snopud.com](mailto:PowerTalks@snopud.com).

*"Our team is the mathematical engine that connects the economics of the PUD delivering power to all of our customers to the rates we charge. We work to make rates equitable for residential and business customers alike as well as perform economic forecasts that help us plan for the ever-changing landscape of delivering reliable electricity." – Brian Booth*

### Get to know Brian Booth, PUD Rates Expert

Brian started his career at Cowlitz PUD and the City of Richland before joining the PUD in 2016 as Senior Manager of Rates, Economics and Energy Risk Management. Brian and his team work to keep rates affordable and the PUD's risk low. He lives in Marysville with his wife and daughters.



**Customer Service: 425-783-1000**  
Monday to Friday, 8:00 AM - 5:30 PM  
1-877-783-1000 outside Everett and in Western WA

Pay Your Bill: **1-888-909-4628**  
Online: [MY.SNOPOD.COM](https://my.snopud.com)



## PUD Lighting Exchange and Food Drive a Big Hit

The PUD helped customers save money and have a brighter holiday season at two events in December that provided free strands of LED holiday lights. During the PUD’s Holiday Light Exchange at the Evergreen State Fairgrounds, customers exchanged up to three strands of working incandescent holiday lights or a donation of non-perishable food items for up to three strands of LED holiday lights at no charge. The PUD provided 1,000 strands of multi-color and white lights during the event and collected four pallets of food to be donated to local food banks.

The PUD also took its popular High-Voltage Demonstration Trailer to the City of Everett’s Holiday on the Bay event and was able to provide another 500 strings of lights to community members.



PUD Market Segments Manager Jeff Feinberg accepts the APPA award

## PUD Earns Smart Energy Provider Designation

The PUD is proud to announce that it was recently named a Smart Energy Provider (SEP) by the American Public Power Association. The PUD is one of just 70 public power utilities in the nation to earn the designation.

SEP designees are recognized for demonstrating commitment to and proficiency in energy efficiency, distributed generation and environmental initiatives that support a goal of providing low-cost, quality, safe, and reliable electric service.



## Bill Assistance is Only a Call Away

If you’ve fallen behind on your PUD bill, the PUD is here to help with flexible payment options, extended payment arrangements and reduced bills for income-qualified customers. Call the PUD today at 425-783-1000 to learn about flexible short-term payment arrangements or long-term monthly payment plans.

Though our offices remain closed, there are a variety of ways customers can pay their bill:

- ▶ Toll-free telephone at 1-888-909-4628
- ▶ Visit [snopud.com/mysnopud](https://snopud.com/mysnopud) and sign in or make a one-time payment
- ▶ Mail to Snohomish County PUD, P.O. Box 1100, Everett, WA 98206-1100
- ▶ Call PUD Customer Service at 425-783-1000 to set up cash payment arrangements
- ▶ Visit select retail locations and/or use bill-payment services.

## EZ savings on EV chargers at the PUD Marketplace



Save \$500 on Level 2 electric vehicle chargers

(PUD instant rebate applied at checkout!)

[marketplace.snopud.com](https://marketplace.snopud.com)

Bought a new electric vehicle recently? You might be eligible for a one-time charging credit! Visit [snopud.com/charging](https://snopud.com/charging) for details.



425-783-1700

Monday to Friday, 8 am to 5 pm