Induction: SMUD’s cooking now

Why is SMUD doing this? Integrated Resource Plan – Net Zero Carbon by 2040

How it works

Gas

Induction

ceramic top plate

High frequency current

Surface remains cool until it comes in contact with ferrous metal.

Benefits

Boils water
2X FASTER

SAFER
No open flames

Easy to clean

Keeps your home cooler

TWICE AS EFFICIENT
Low consistent heat

Fast temperature response

You’re in control
Precise, digital controls take the guesswork out of cooking.

Better for the environment
Reduces your CO₂ footprint

Better 4 your health

12 lbs. Water Temperature Response

Temperature (degree F)

Time (min)

Induction Unit

Resistance Coil

Resistance Ceramic

Target temp

Frontier energy

SMUD®
Sacramento Municipal Utility District
Induction: SMUD’s cooking now

Customer research
SMUD customer panel: How would you rate your impression of induction cooking before and after trying the induction cooktop?

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>Negative</td>
<td>21%</td>
<td>91%</td>
</tr>
<tr>
<td>Positive</td>
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</tbody>
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Testimonials

SMUD’s Plan

- $500 Rebate
- Celeb Chef
- Library lending
- Printed materials: flyers | magnets | brochures
- Social Media
- Video