

## SMUD BOARD POLICY

Category: <b>Strategic Directive</b>	Title: <b>Outreach and Communication Policy</b>
Date of Adoption: <b>February 16, 2006</b>	Policy Number: <b>SD-15</b>
Revision 1: <b>April 17, 2008</b> Rescinded	Resolution No. <b>06-02-08</b>
Revision 2: <b>June 5, 2008</b>	Resolution No. <b>08-04-12</b> Rescinded
	Resolution No. <b>08-06-04</b>

Providing broad outreach and communication to SMUD's customers and the community is a key value of the District.

Specifically:

- a) The District shall engage in regular outreach and communication with customers, owners, the community, and other interested stakeholders. This communication shall be designed to ensure that these various groups are informed about SMUD's major decisions and programs. SMUD will leverage existing community forums to the extent possible.
- b) SMUD external communications and community outreach activities shall reflect the ethnic and cultural diversity of the District. The District shall use a diverse mix of communication channels to reach all customer segments.
- c) The effectiveness of these communications shall be measured through the level of awareness achieved. The District shall seek to maintain program awareness levels of at least 50 percent among each residential group.

**Monitoring Method: GM Report**  
**Frequency: Annual**