

## SMUD BOARD POLICY

Category: <b>Strategic Direction</b>	Title: <b>Vision Statement</b>
	Policy Number: <b>SD-1B</b>
Date of Adoption: <b>December 2, 2004</b>	Resolution No. <b>04-12-12</b>
Revision: <b>April 19, 2007</b>	Resolution No. <b>07-04-12</b>
Revision: <b>November 15, 2007</b>	Resolution No. <b>07-11-10</b>
Revision: <b>June 19, 2008</b>	Resolution No. <b>08-06-10</b>
Revision: <b>October 16, 2008</b>	Resolution No. <b>08-10-09</b>

SMUD's vision is to empower our customers with solutions and options that increase energy efficiency, protect the environment, reduce global warming, and lower the cost to serve our region.

In implementing this vision, SMUD will adhere to these principles:

- a) Preserve our customers' quality of life by offering flexibility and options;
- b) Enable customers to use both active and passive means to achieve these goals;
- c) Enable all customers to participate;
- d) Collaborate, as appropriate, with partners who share SMUD's goals;
- e) Focus on investing in energy efficient infrastructure for both SMUD and customer facilities;
- f) Use a comprehensive communication strategy;
- g) Leverage SMUD's leadership role to achieve these goals.

**Monitoring Method: Board Report**  
**Frequency: Annual**