

Exhibit to Agenda Item #3

Board Energy Resources & Customer Services Committee Meeting and Special
SMUD Board of Directors Meeting

Wednesday, April 17, 2019 scheduled to begin at 5:30 p.m.

Customer Service Center, Rubicon Room

Our objective, simply stated, is...

*...to help our customers
most in need.*

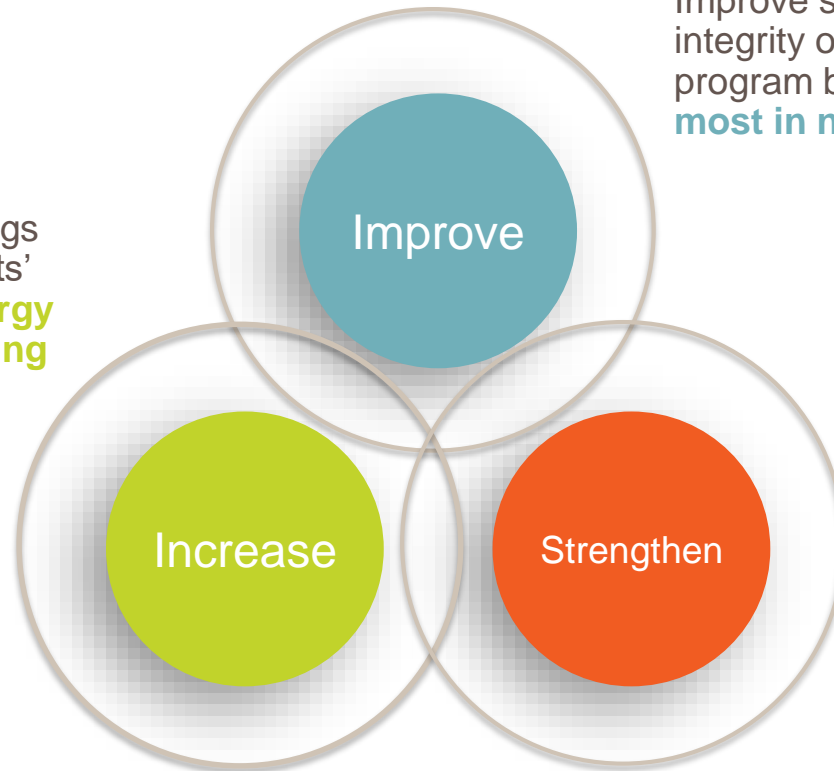
EAPR Transformation: Overarching strategy

Increase

Increase program offerings that align with participants' lifestyles to address **energy usage and/or their feeling of control**.

Improve

Improve sustainability and integrity of the low income program by **helping those most in need**.



Strengthen

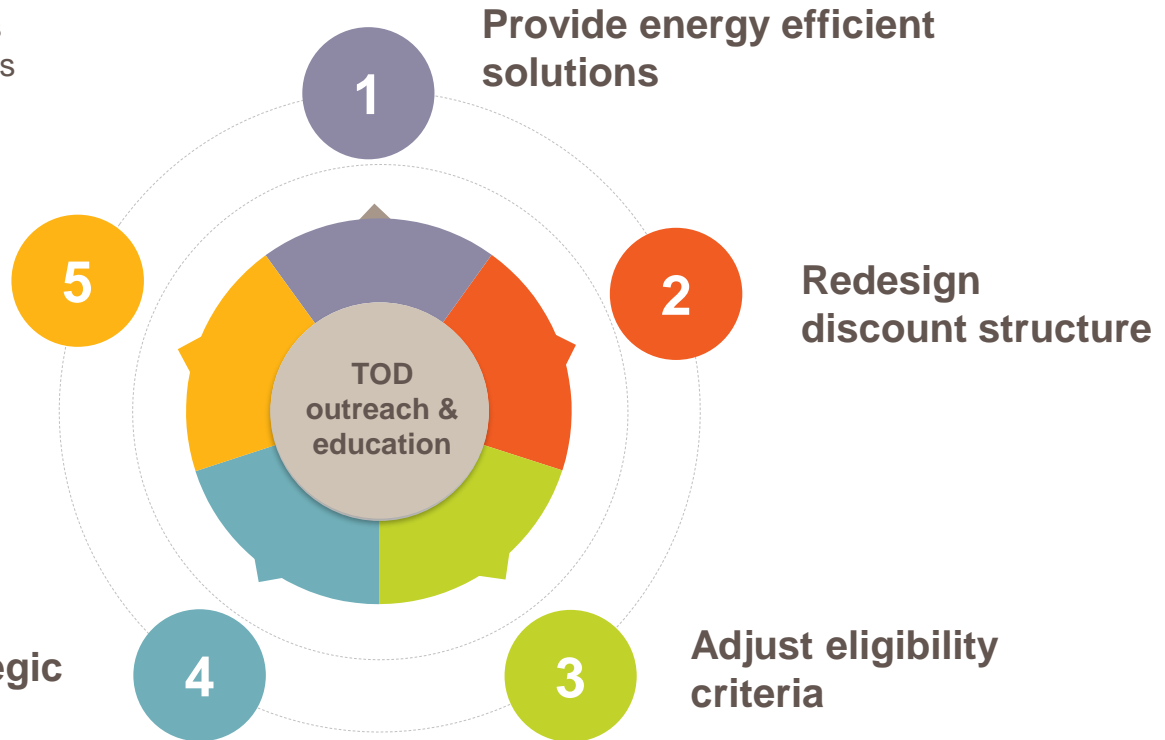
Strengthen safety net for **Sacramento's underserved** through strategic partnerships in order to **positively impact customers in a more holistic manner**.

EAPR Transformation: A holistic approach

To successfully deliver the overarching strategy and lower the electric bill burden for as many customers as possible, a *combination* of tactics is being deployed.

Enhanced income verification

Develop strategic partnerships



EAPR energy efficiency projects completed

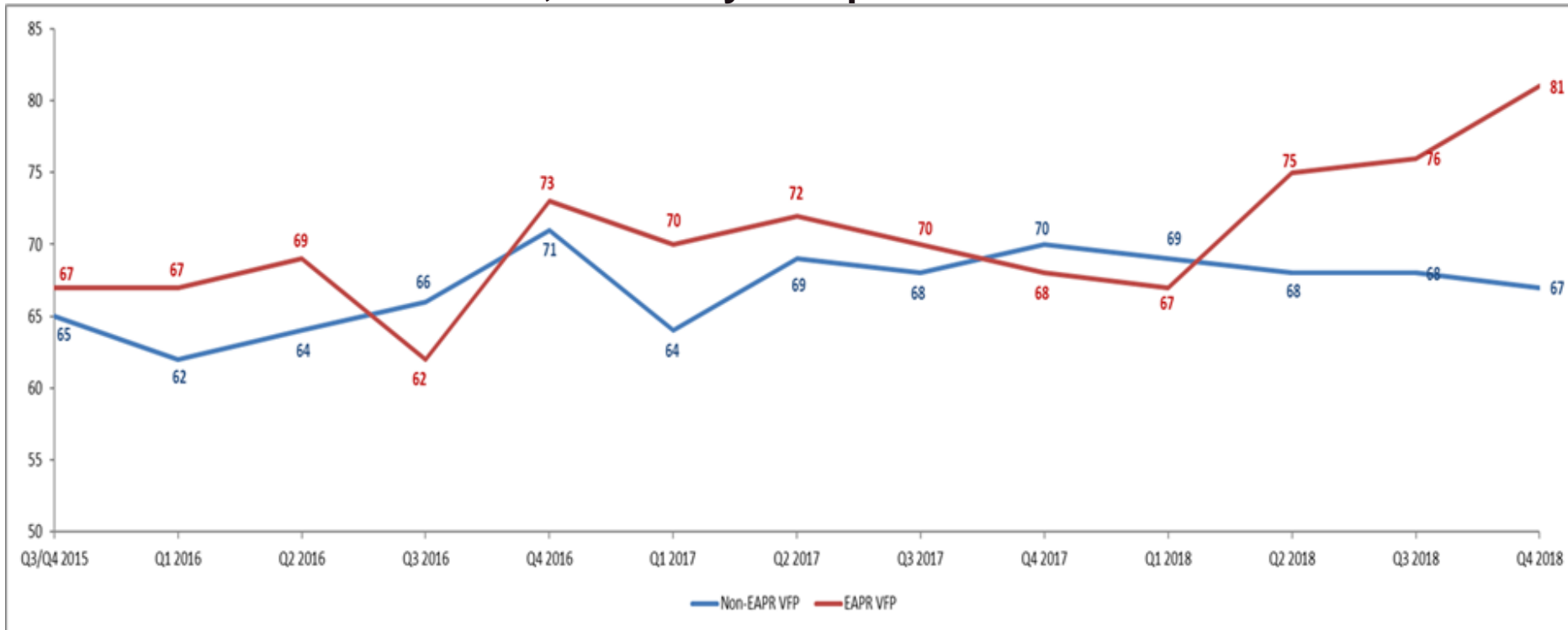
Energy Saver Bundle + Education	2016	2017	2018	2019 YTD	Total
Solar + Weatherization	6	93	32	4	135
Deep Home	81	460	579	11	1,131
House Bundle	771	633	1,097	144	2,645
Apartment Bundle	569	1,032	2,365	248	4,214
Total - Bundle	1,427	2,218	4,073	407	8,125
Weatherization	1,468	1,251	1,132	316	4,167
Mobile Homes			919	563	1,482
Total	2,895	3,469	6,124	1,286	13,774

Improving VFP

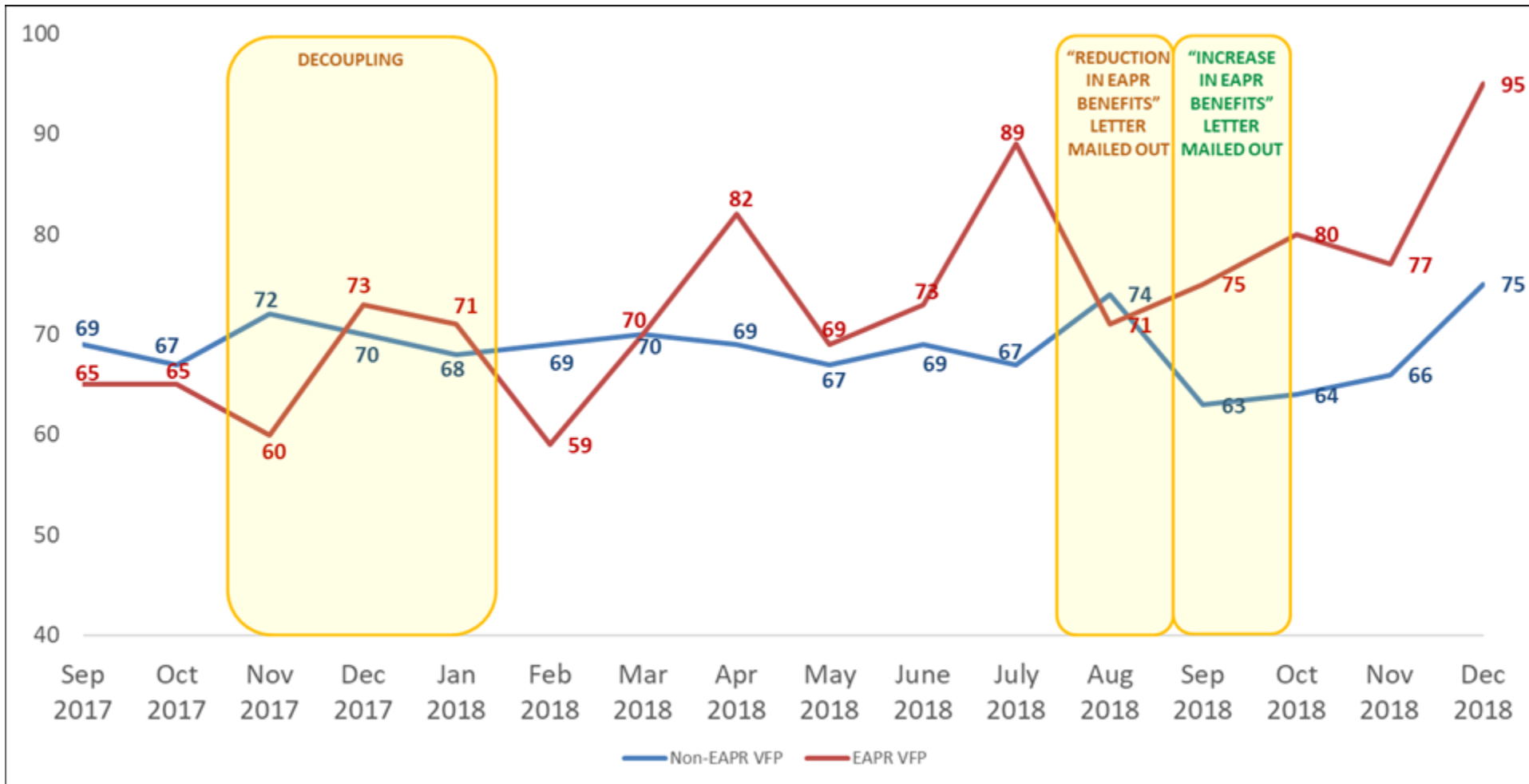
VFP of EAPR Customers, Yearly Comparison

2015	2016	2017	2018
67	68.5	69.9	74.7

VFP of EAPR vs Non-EAPR, Quarterly Comparison



VFP of EAPR Customers As They Move Through EAPR Program Restructure



Impacts of EAPR

Outreach and Education

100,000 +

- Customers reached through education, outreach and recruitment

13,774

- Pilots, weatherization and mobile home installations including education

\$878K

- Estimated bill savings 2016 to current

6.7

- GWh savings since 2016

Additional Accomplishments

EAPR Transition

- Started October 2018
- Finished January 2019 - all but Master Meter MHP's
- VFP 74.7

EAPR Technology

- New system to support structure
- Major efficiencies gained
- Recertification's leveled
- Personalized communication to customers

EAPR Pilots

- Energy specialist optimization
- Paperless
- 1,482 Mobile Home park installations – savings captured for PG&E and SMUD measures

Partnership Work

- Two MOU's with Mutual Housing.
- Refrigerators and lighting for SHRA
- Compassion Village
- Salvation Army

Targeted education to special populations



Targeted education – special populations

Well customers

- Workshops: Water saving, EE and TOD education
 - Wilton, Elk Grove, Galt, Herald
- Prioritize and offer small bundles
- TOD Mitigation
- EE offers based on prioritization of impacts

All-electric customers

- Workshops – Water savings, EE and TOD Education
 - Various locations across all Wards
- TOD Mitigation
- EE offers based on prioritization of impacts

MED Rate customers

- Personalized communication & offers
- Calls with education on best rate option
- TOD Mitigation
- HVAC tune up offer

Special Populations Results

MED Rate

- TOD Education Letters/emails
- Proactive calls providing best rate option in Sept 2018
- Priority 1 – Inefficient Cooling recruitment in March
- Priority 2 – Efficient Cooling with Summer TOD impact recruitment in April

Wells

- TOD Education Letters/emails
- 15 Presentations/Events
- Priority 1 – Inefficient Cooling recruitment in March
- Priority 2 – Efficient Cooling with Summer TOD impact recruitment in April

All-Electric

- TOD Education Letters/emails
- 27 Customer Energy assessments – Winter impact
- 13 Presentations/Events
- Priority 1 – Inefficient Cooling recruitment in March
- Priority 2 – Efficient Cooling with Summer TOD impact recruitment in April

Our focus in 2019

