

# Exhibit to Agenda Item #3

Board Policy Committee and Special SMUD Board of Directors Meeting  
Wednesday, August 7, 2019, scheduled to begin at 5:30 p.m.  
Customer Service Center, Rubicon Room

# Strategic Direction 15

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

Specifically:

- a) SMUD shall provide its customers the information, education and tools they need to best manage their energy use according to their needs.
- b) SMUD will use an integrated and consistent communication strategy that recognizes the unique customer segments that SMUD serves.
- c) SMUD's communication and community outreach activities shall reflect the diversity of the communities we serve. SMUD shall use a broad mix of communication channels to reach all customer segments. This communication shall be designed to ensure that all groups are aware of SMUD's major decisions and programs.

# Summary of 2018 marketing and outreach

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- **8,651,178** bill package inserts
- **1,332** events & partnerships
- **12,085,967** emails
- **364** billboards, transit boards
- **35** print publications
- **6** social media channels
- **976,743** direct mail pieces
- **29** radio stations
- **93,966** websites and app's
- **23** broadcast & cable TV stations
- **18,473** volunteer hours
- **22** Shine awards

768,838,589 customer impressions.

400,564,905 ethnic customer impressions.

For TV and radio only, a SMUD customer had the opportunity to see or hear a SMUD commercial 61 times.

# Community outreach and engagement

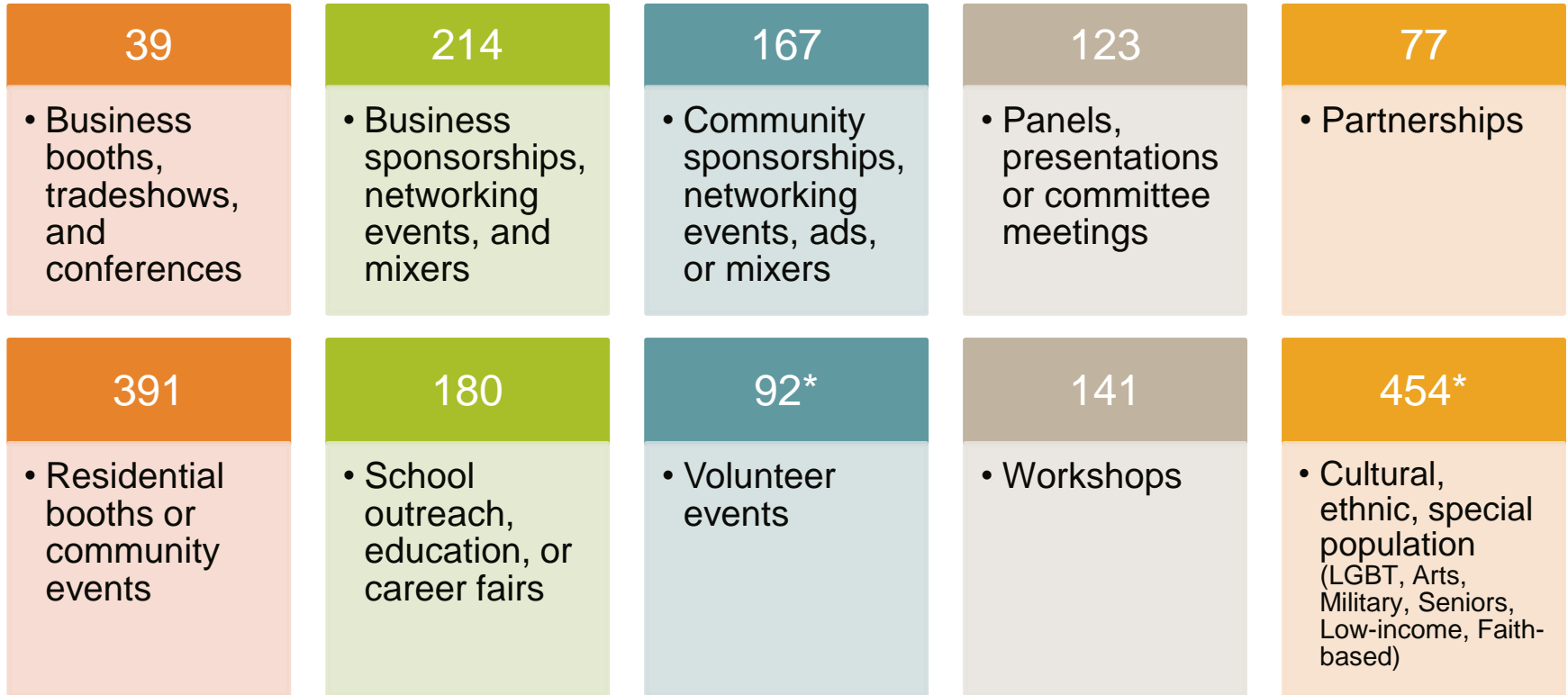
## Supporting community outreach and events

**1,332**

**Total events & partnerships**

**18,473**

**Total volunteer hours**



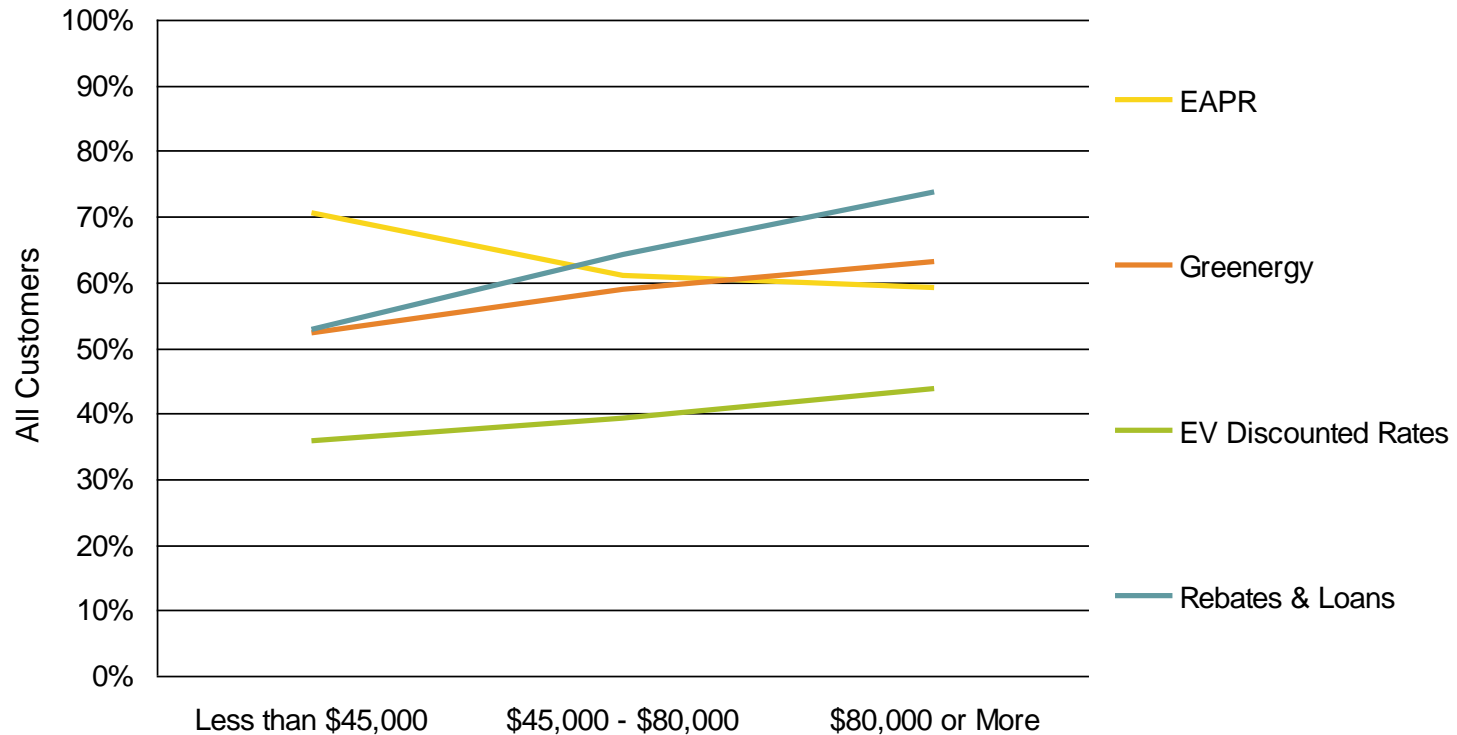
\*These events are included in the other categories, but noted separately to highlight volunteerism and events for ethnic and special audiences.

# You help us tell our story.



# All customers – Awareness by Household Income

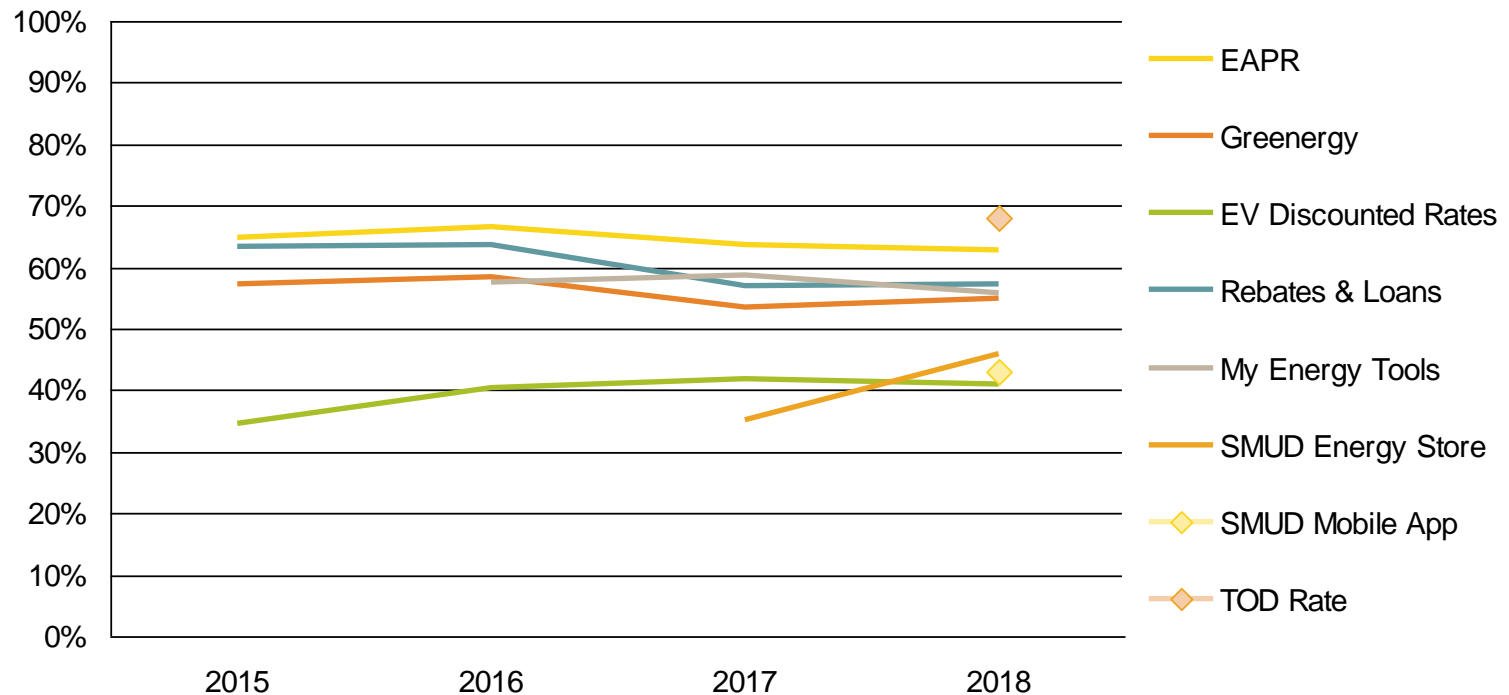
Awareness by household income for all customers shows EAPR has highest awareness with lower incomes, which aligns with the goal of the program.





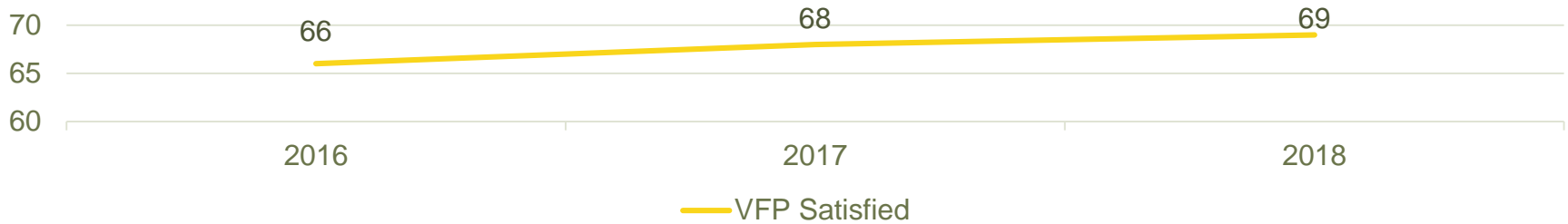
# All customers – Overall Awareness Trends

Awareness of programs among all customers did not show any significant changes, with the exception of SMUD Energy Store which saw a year-over-year increase.



QP1x Before I mentioned it, had you ever heard of this program?

# All residential customers - Value for What You Pay



## Doing Well

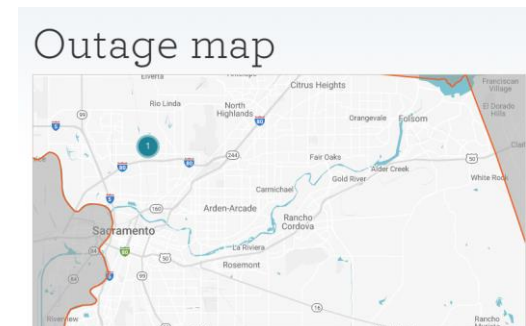
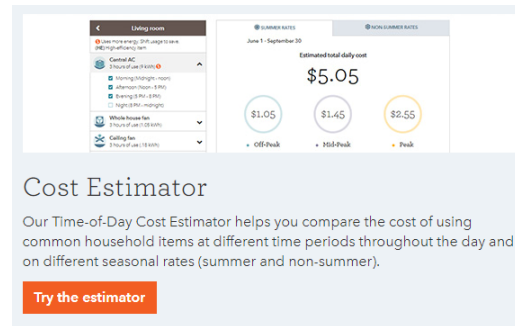
- Reliability (91%)
- Billing & payment process (86%)
- Makes it easy to do business (83%)

## Could Improve

- Feel in control of your energy use (12%)
- Adding generation resources (11%)
- Outage communications (10%)

## Solutions addressing these areas

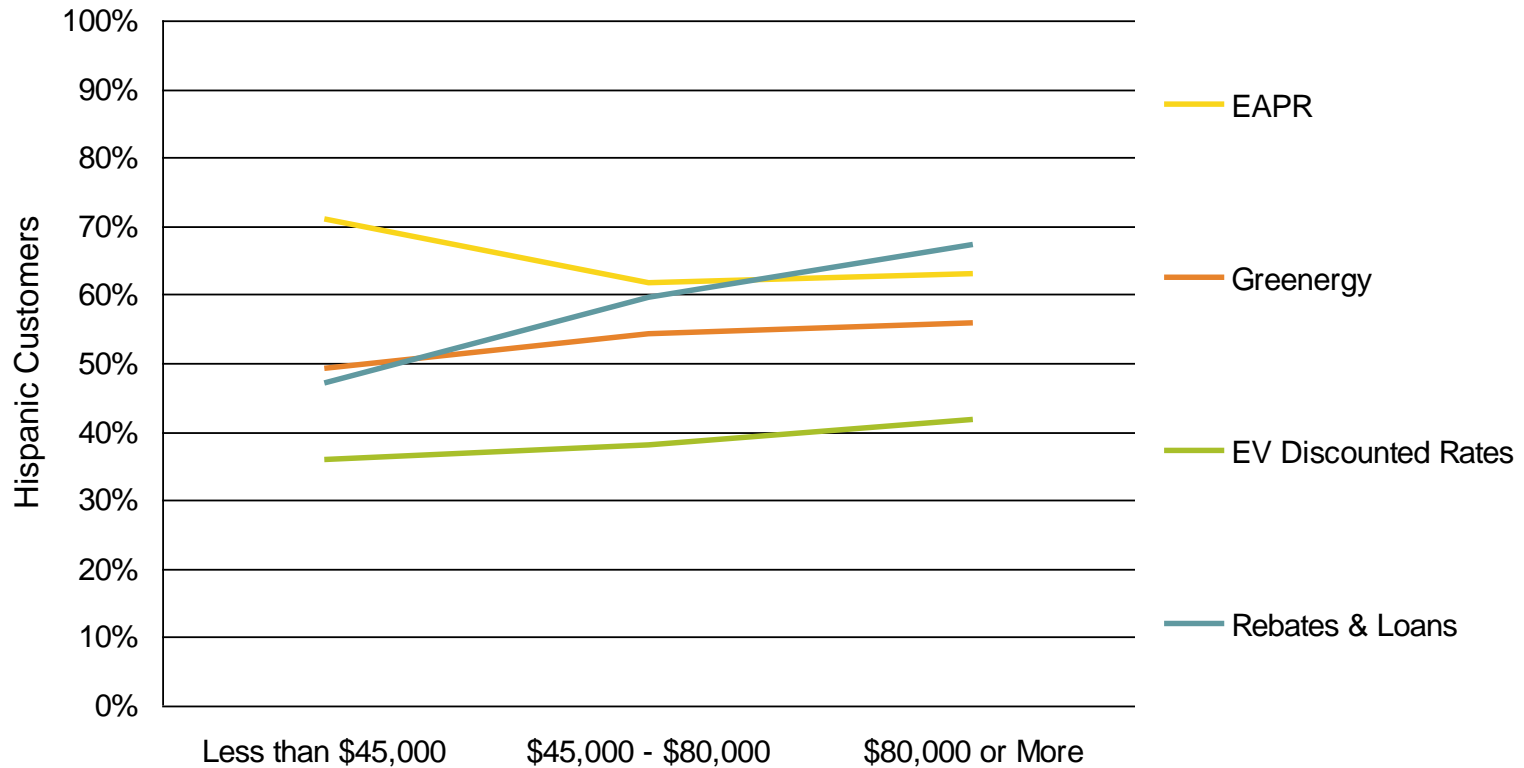
- SMUD App, TOD cost Estimator
- Solar Shares, Greenergy
- Improved outage map, text alerts





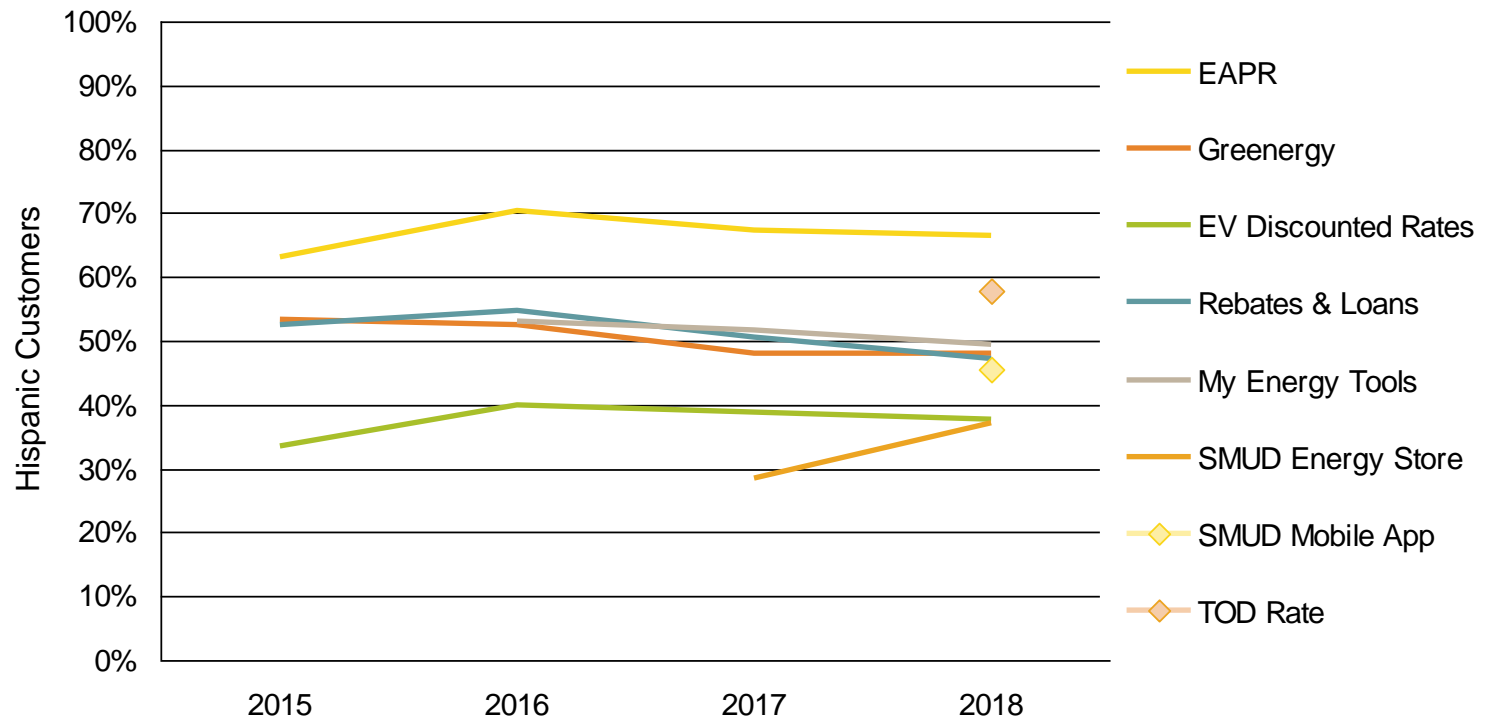
# Hispanic - Awareness by Household Income

Awareness by household income for Hispanic customers also shows EAPR has highest awareness with lower incomes.



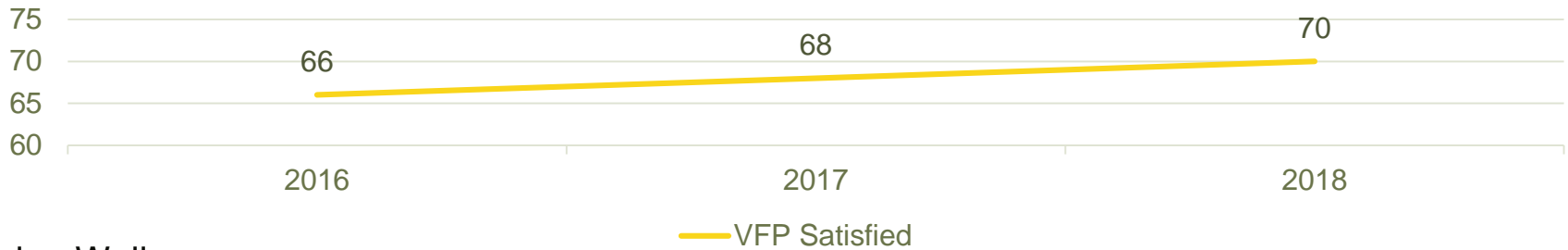
# Hispanic - Overall Awareness Trends

Among Hispanic customers, there were no significant changes to program awareness and no downward three-year trends.



QP1x Before I mentioned it, had you ever heard of this program?

# Hispanic - Value For What You Pay



## Doing Well

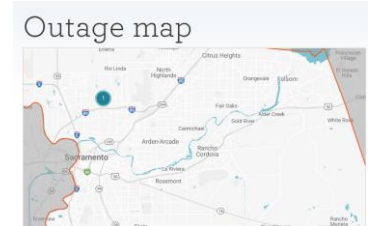
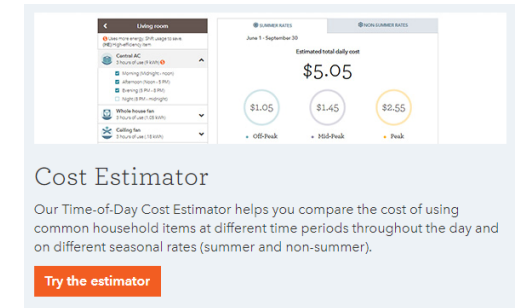
- Transferring service (93%)
- Reliability (92%)
- Start service for first time (89%)

## Could Improve

- Signing up for additional services (11%)
- Outage communications (9%)
- Feel in control of your energy use (8%)

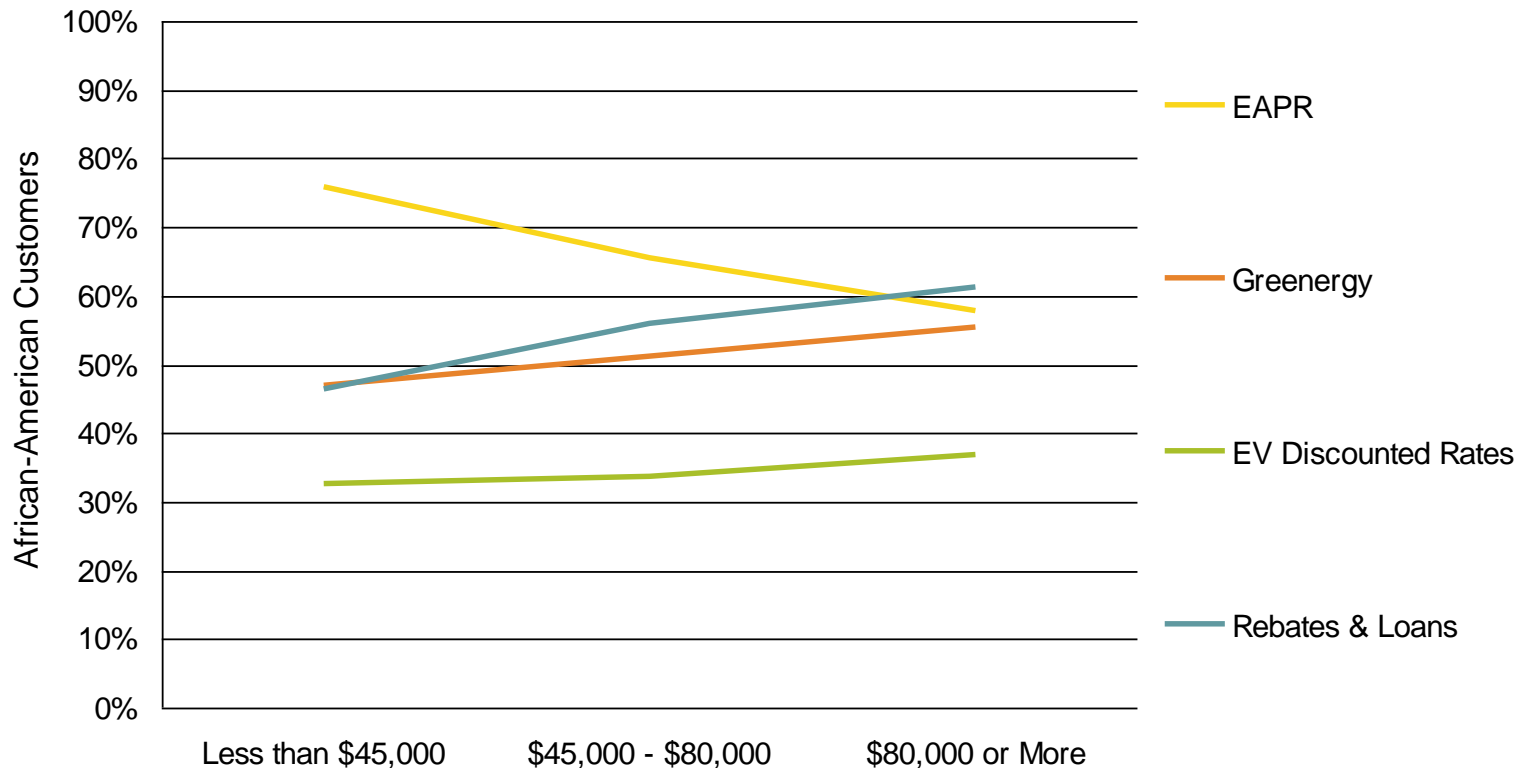
## Solutions addressing these areas

- Product bundling, enhancements
- Improved outage map, alerts
- SMUD App, TOD Cost Estimator



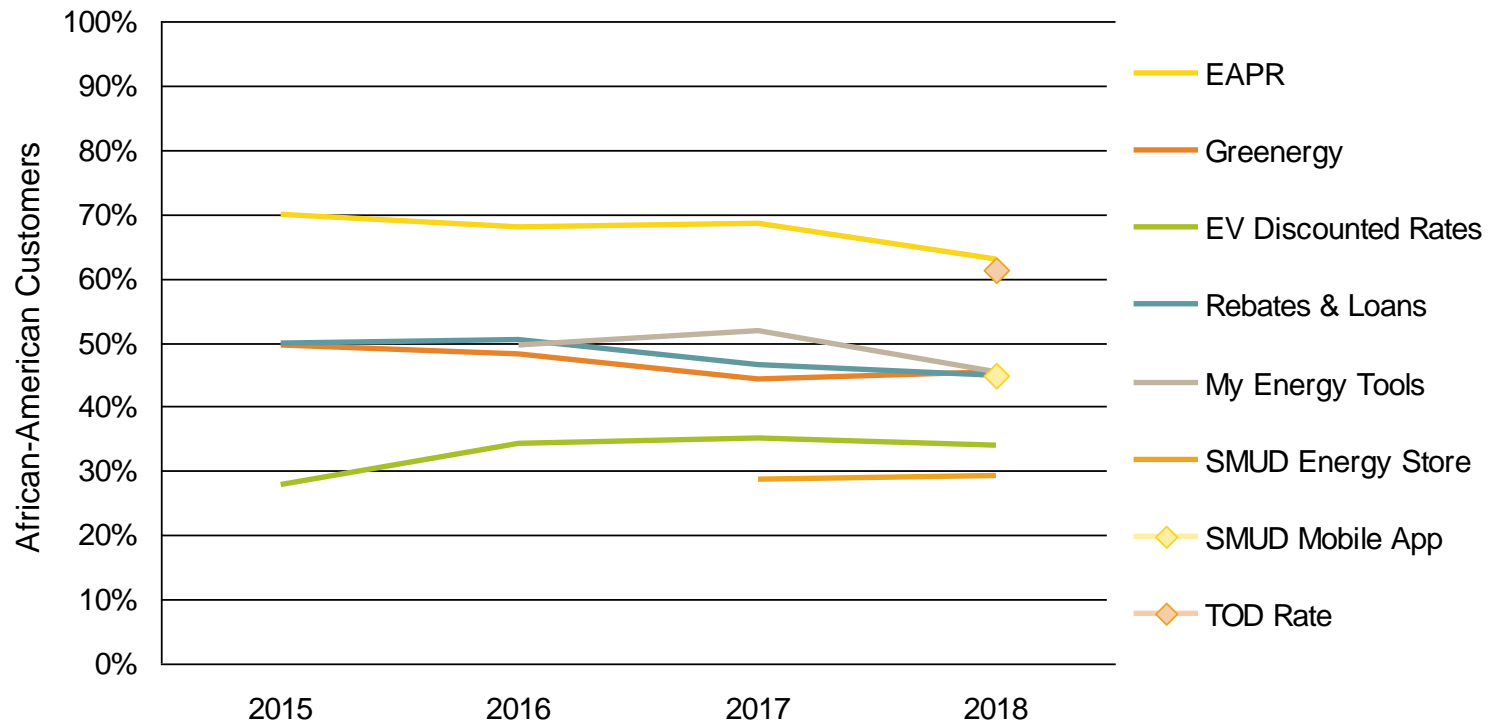
# African American - Awareness by Household Income

Awareness is highest for EAPR with lower income customers in this segment, while the other programs trend higher along with the higher income.



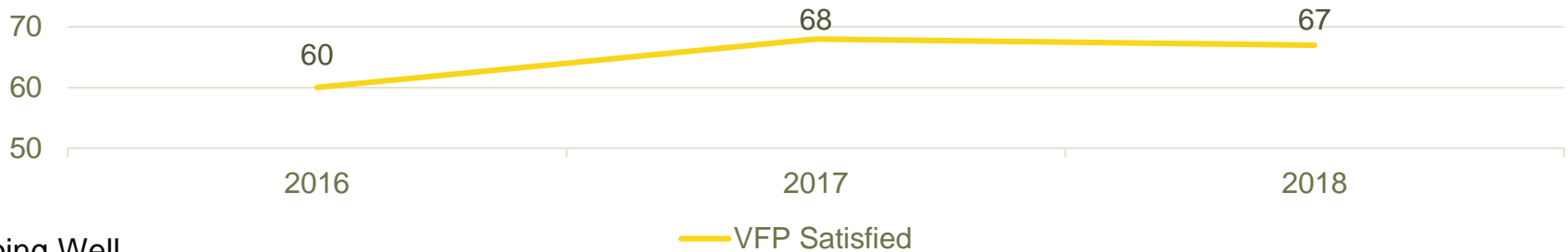
# African American - Overall Awareness Trends

For African-American customers, there were one-year decreases for My Energy Tools and EAPR, while the other programs held steady.



QP1x Before I mentioned it, had you ever heard of this program?

# African American - Value For What You Pay



## Doing Well

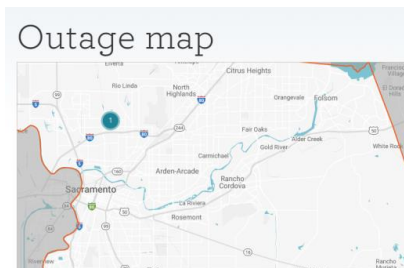
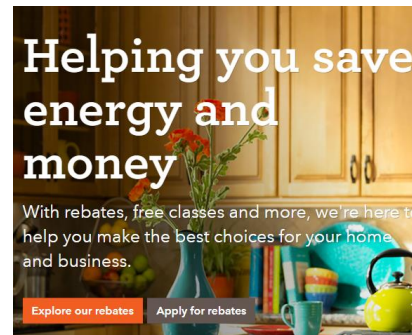
- Reliability (89%)
- Start service for first time (86%)
- Billing & payment process (86%)

## Could Improve

- Feel in control of your energy use (18%)
- Outage communications (10%)
- Offer services that fit your needs (9%)

## Solutions addressing these areas

- SMUD App, TOD Cost Estimator
- Improved outage map, alerts
- Segmentation strategy, online research communities



**Cost Estimator**

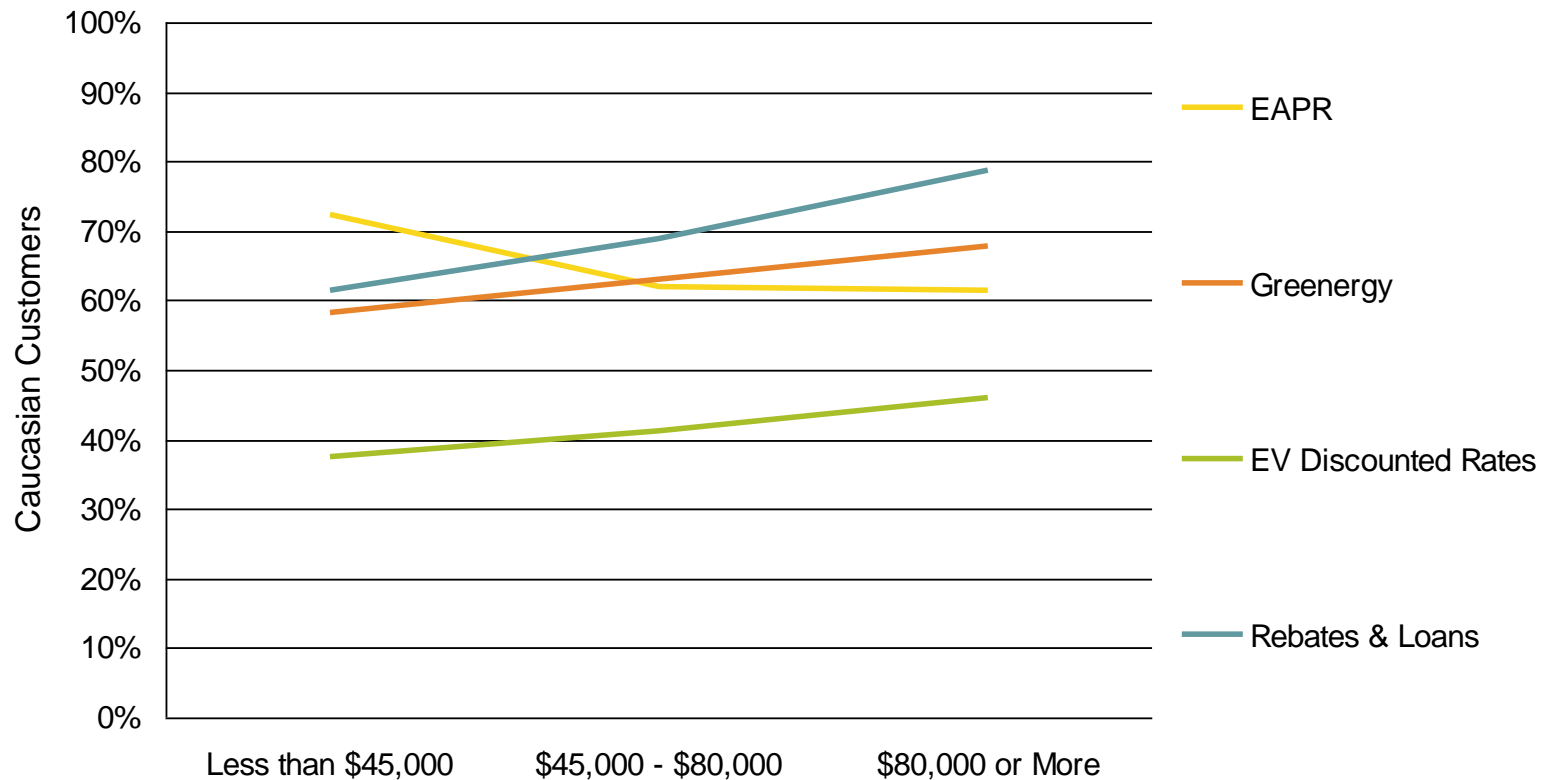
Our Time-of-Day Cost Estimator helps you compare the cost of using common household items at different time periods throughout the day and on different seasonal rates (summer and non-summer).

[Try the estimator](#)



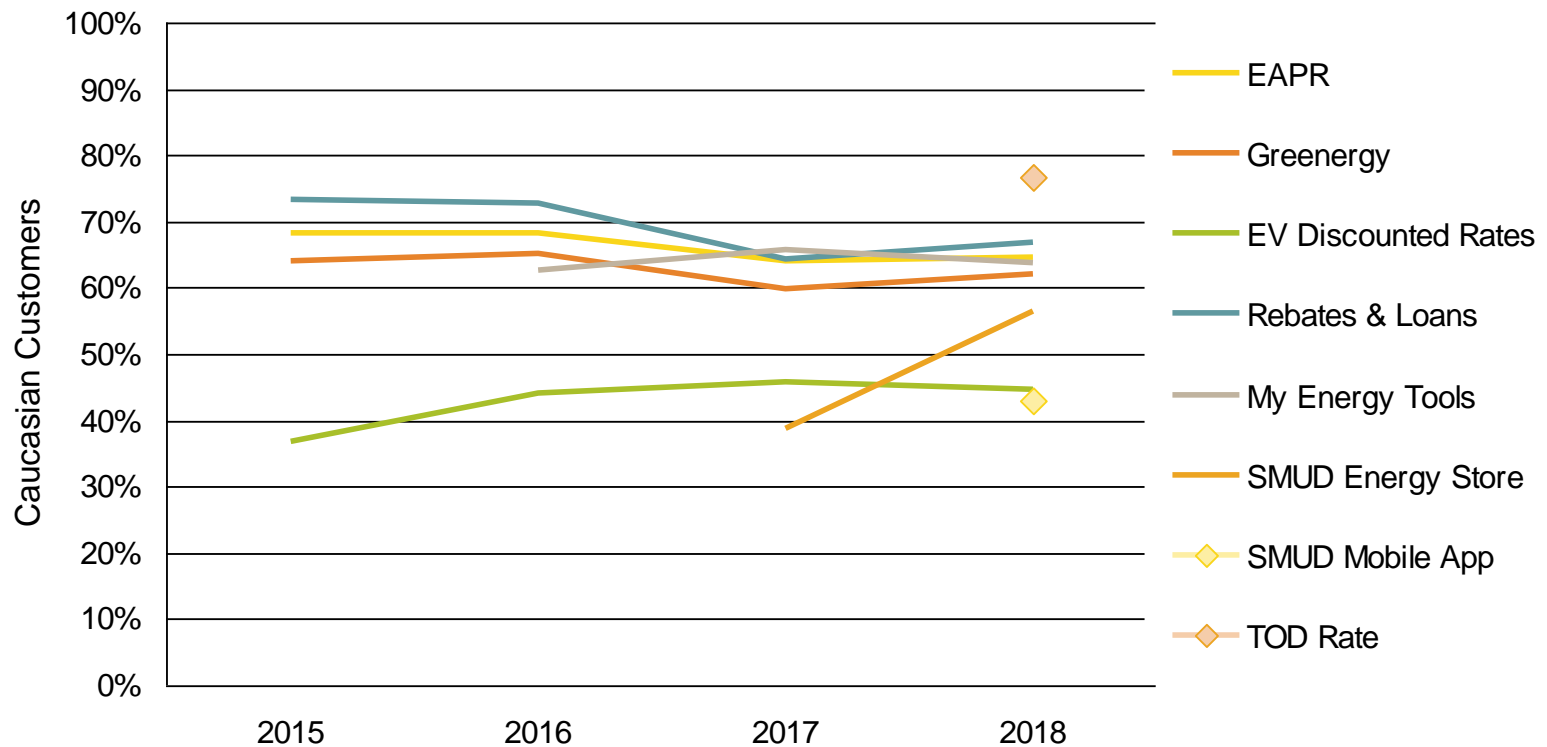
# Caucasian - Awareness by Household Income

Awareness by household income for Caucasian customers shows EAPR has highest awareness with lower incomes, which aligns with the goal of the program.



# Caucasian – Overall Awareness Trends

Among Caucasians, SMUD Energy Store showed a year-over-year gain, while the other programs and services held steady.



QP1x Before I mentioned it, had you ever heard of this program?

# Caucasian - Value For What You Pay



## Doing Well

- Reliability (93%)
- Billing & payment process (89%)
- Easy to do business with (85%)

## Could Improve

- Feel in control of your energy use (10%)
- Adding generation resources (10%)
- Signing up for additional services (9%)

## Solutions addressing these areas

- SMUD App, TOD cost Estimator
- Solar Shares, Greenergy
- Product bundling, enhancements



**Cost Estimator**

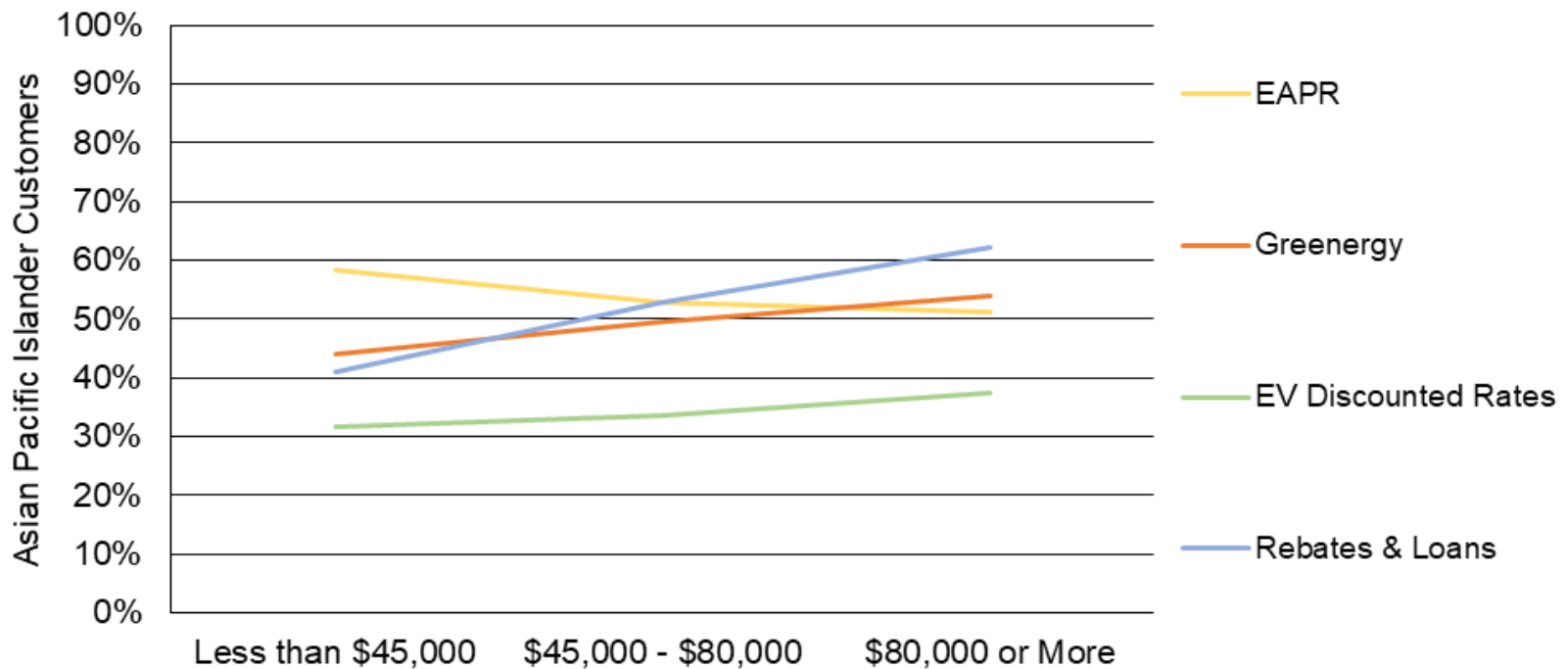
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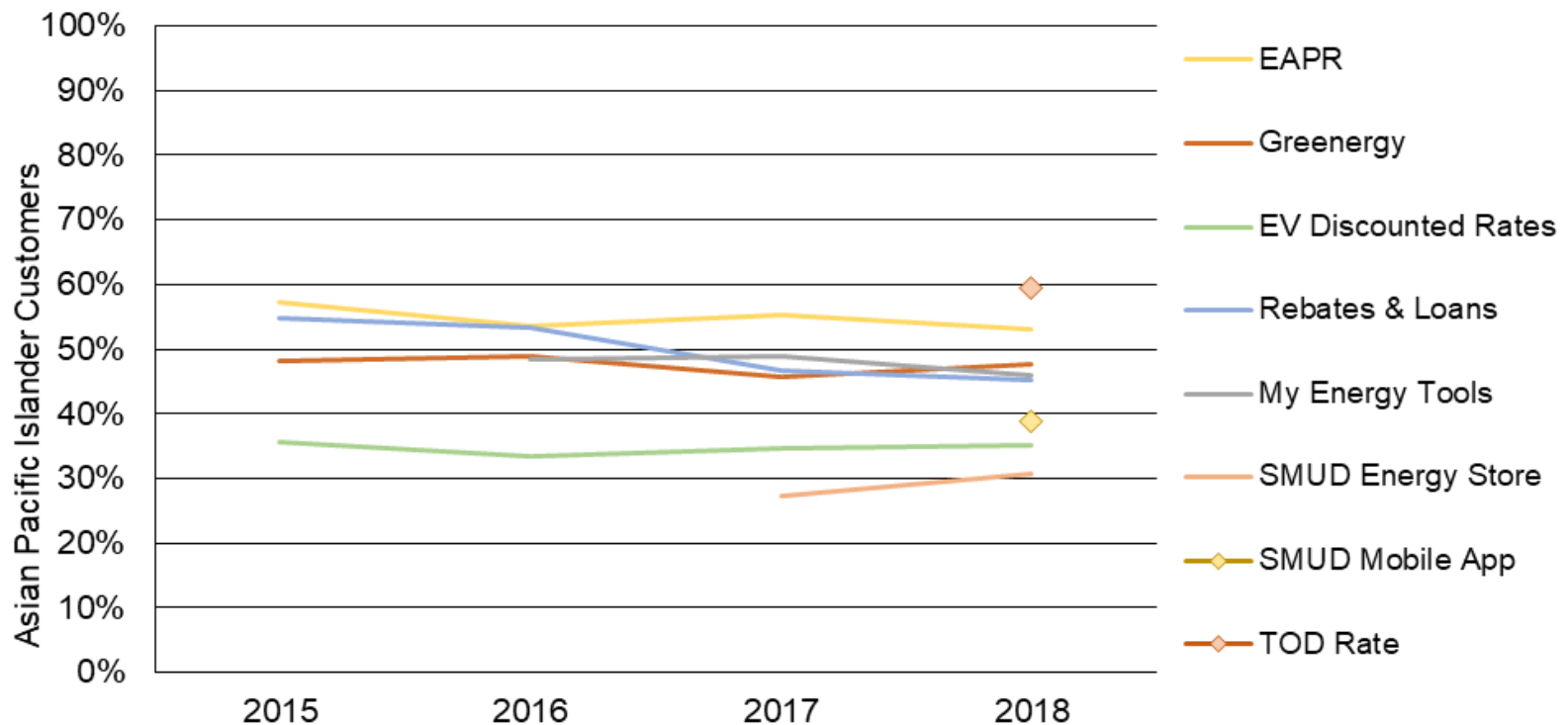
# Asian Pacific Islander - Awareness by Household Income

Similar to all other segments, EAPR awareness among API customers is highest with the lower incomes, while the other programs trend higher with higher incomes.



# Asian Pacific Islander - Overall Awareness Trends

There was minimal change in awareness in 2018 with API customers. Held steady.



QP1x Before I mentioned it, had you ever heard of this program?

# Asian Pacific Islander - Value For What You Pay



## Doing Well

- Billing & payment process (89%)
- Reliability (88%)
- Start service for first time (86%)

## Could Improve

- Supports neighborhood improvements (9%)
- Digital/Mobile tools (8%)
- Adding generation resources (8%)

## Solutions addressing these areas

- Sustainable communities, Shine
- SMUD App, Bill Alerts
- Solar Shares





# Requested action

Accept the 2018 SD-15 monitoring report.