Exhibit to Agenda Item #3
Accept the monitoring report for Strategic Direction SD-15, Outreach and Communication.

Energy Resources & Customer Services Committee and Special SMUD Board of Directors Meeting
Tuesday, August 18, 2020, immediately following the Special Board of Directors meeting scheduled to begin at 5:30 p.m.
Virtual Meeting (online)
Strategic Direction 15

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 2019 marketing and outreach

- 868,232,984 customer impressions.
- 437,589,424 ethnic customer impressions.

For TV and radio only, a SMUD customer had the opportunity to see or hear a SMUD marketing message 73 times on average.
<table>
<thead>
<tr>
<th>Category</th>
<th>Total Events/Partnerships</th>
<th>Total Volunteer Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business booths, tradeshows, and conferences</td>
<td><strong>1,416</strong></td>
<td>18</td>
</tr>
<tr>
<td>Business sponsorships, networking events, ads, or mixers</td>
<td>178</td>
<td><strong>16,121</strong></td>
</tr>
<tr>
<td>Community sponsorships, networking events, ads, or mixers</td>
<td>222</td>
<td>144</td>
</tr>
<tr>
<td>Panels, presentations or committee meetings</td>
<td>144</td>
<td>107</td>
</tr>
<tr>
<td>Partnerships, Shine Awards</td>
<td><strong>1,104</strong></td>
<td>1,104</td>
</tr>
<tr>
<td>Residential booths or community events</td>
<td>381</td>
<td><strong>1,416</strong></td>
</tr>
<tr>
<td>School outreach, education, or career fairs</td>
<td>205</td>
<td>161</td>
</tr>
<tr>
<td>Volunteer events</td>
<td>86*</td>
<td><strong>16,121</strong></td>
</tr>
<tr>
<td>Workshops</td>
<td><strong>1,104</strong></td>
<td></td>
</tr>
</tbody>
</table>

*These events are included in the other categories, but noted separately to highlight volunteerism and events for ethnic and special populations.
Total Events & Partnerships 1,416

2019 All-Time Highs
- Black or African American 42 (33) +27%
- Hispanic or Latinx 81 (41) +98%
- Asian Pacific Islander 60 (59) +2%
- Multicultural 12 (5) +140%
- Slavic 19 (10) +90%
- LGBTQ 17 (11) +55%
- Low Income 380 (219) +74%
- Military 8 (4) +100%
- Seniors 32 (29) +10%

Additional Events & Partnerships
- Disabilities 13
- Education 73
- Arts 56
- Environmental 79
- Health & Safety 76
- Stem/Robotics 160
You help us tell our story.
All customers – Overall awareness trends

Awareness trends over past five years. All programs trending upward from 2018 to 2019, showing a statistically significant increase for each.
All residential customers – Value for What You Pay

Doing Well
- Reliability (90%)
- Billing & payment process (86%)
- Makes it easy to do business (82%)

Could Improve
- Feel in control of your energy use (16%)
- Adding generation resources (13%)
- Supporting Neighborhood Improvements (10%)

Solutions addressing these areas
- SMUD App, payment arrangements, My Account
- Neighborhood SolarShares
- Shine Awards

August 18, 2020

Energy Resources & Customer Services Committee and Special SMUD Board of Directors Meeting
Hispanic or Latinx – Overall awareness trends

Awareness trends over last five years among Hispanic customers. All programs show a year-over-year increase.
Hispanic or Latinx – Value For What You Pay

Doing Well
- Reliability (90%)
- Billing & Payment (88%)
- Transferring service (86%)

Could Improve
- Feel in control of your energy use (15%)
- Adding generation resources (9%)
- Supporting neighborhood improvements (8%)

Solutions addressing these areas
- SMUD App, payment arrangements, My Account
- Neighborhood SolarShares
- Sustainable Communities

August 18, 2020

Energy Resources & Customer Services Committee and Special SMUD Board of Directors Meeting
For African-American customers, awareness was up year-over-year for all programs and services.
Black or African American – Value For What You Pay

Doing Well
• Reliability (88%)
• Resolving problems (87%)
• Billing & payment process (87%)

Could Improve
• Feel in control of your energy use (18%)
• Supporting small businesses (11%)
• Working with customers to meet regional energy needs (9%)

Solutions addressing these areas
• SMUD App My Account
• My Business Tools, dedicated SAA’s, microloans
• Electrification, Neighborhood SolarShares

Flexible payment options
To make it easier to pay your bill, we offer several payment arrangement options for qualified customers including installments and minimum payments. See if you qualify in My Account.

SMUD App My Account

Your Energy Toolkit just got better.
New and improved features to help you manage your energy use.

Go Electric!
Frequently asked questions

August 18, 2020
White – Overall awareness trends

Among Caucasians, all programs and services saw increases in awareness from 2018 to 2019.
White - Value For What You Pay

Doing Well
- Reliability (93%)
- Billing & payment process (88%)
- Starting service (84%)

Could Improve
- Feel in control of your energy use (13%)
- Adding generation resources (12%)
- Supporting small businesses (5%)

Solutions addressing these areas
- SMUD App, payment arrangements, My Account
- Solar Answers, Neighborhood SolarShares
- My Business Tools, dedicated SAA's

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

August 18, 2020
Asian Pacific Islander – Overall awareness trends

All programs and services had increases in awareness year-over-year with API customers.
Asian Pacific Islander – Value For What You Pay

Doing Well
- Reliability (90%)
- Billing & payment process (89%)
- Starting service (86%)

Could Improve
- SMUD internal coordination (12%)
- Feeling in control of energy use (11%)
- Support small businesses (6%)

Solutions addressing these areas
- Journey maps and process improvements
- SMUD App, payment arrangements, My Account
- My Business Tools, dedicated SAA’s

August 18, 2020
Requested action

Accept the 2019 SD-15 monitoring report.