

# Exhibit to Agenda Item #3

Board Policy Committee and Special SMUD Board of Directors Meeting  
Wednesday, August 11, 2021, scheduled to begin at 5:30 p.m.  
Virtual Meeting (online)

# Strategic Direction 15

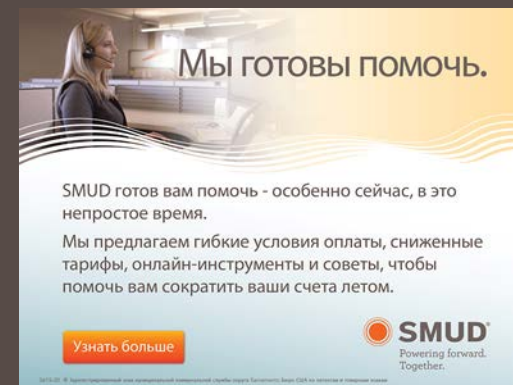
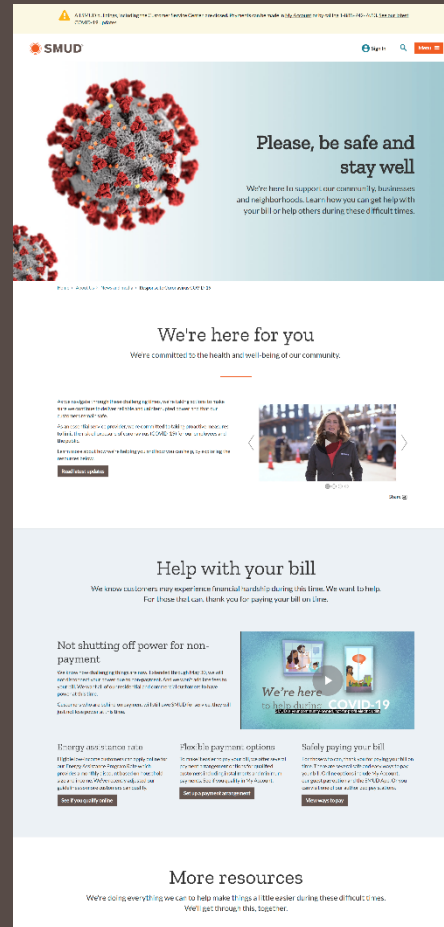
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Providing broad outreach and communication to SMUD's customers and the community is a key value of SMUD.

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.

# 2020...a year like no other



August 11, 2021

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Board Policy Committee and Special SMUD Board of Directors Meeting



# Summary of 2020 marketing and outreach

- **11,553,302** bill package inserts
- **12,465,445** emails
- **416** billboards, transit boards
- **36** print publications
- **6** social media channels
- **1,093,418** direct mail pieces
- **27** radio stations
- **136,903** websites and app's
- **24** broadcast & cable TV stations
- **29** Shine awards

559,798,928 customer impressions.

282,138,660 ethnic customer impressions.

For TV and radio only, a SMUD customer had the opportunity to see or hear a SMUD marketing message 34 times on average.



# Supporting our community

New ways we gave back in 2020:

- Hand sanitizers drop-off to food distribution sites
- Clothing drive
- Virtual events guide
- School supply drive
- Food supply drive



# Supporting our community

**16,784**

**Total volunteer hours**

- CEO chats
- Non-profit spotlights
- Salvation Army clothing drive
- MLK March for the Dream
- Gifts from the Heart holiday gift drive
- Various on-site and off-site volunteer projects
- SMUD Strong shirt sale benefiting Donate4Sacramento

**25**

**Volunteer events**



# Community outreach and engagement

## Events and partnerships

**772 total events and partnerships**

<b>4</b>	<b>94</b>	<b>140</b>	<b>140</b>
<ul style="list-style-type: none"><li>• Business booths, tradeshow, and conferences</li></ul>	<ul style="list-style-type: none"><li>• Business sponsorships, networking events, and mixers</li></ul>	<ul style="list-style-type: none"><li>• Community sponsorships, networking events, ads, or mixers</li></ul>	<ul style="list-style-type: none"><li>• Panels, presentations or committee meetings</li></ul>
<b>121</b>	<b>100</b>	<b>80</b>	<b>93</b>
<ul style="list-style-type: none"><li>• Residential booths or community events</li></ul>	<ul style="list-style-type: none"><li>• School outreach, education, or career fairs</li></ul>	<ul style="list-style-type: none"><li>• Workshops</li></ul>	<ul style="list-style-type: none"><li>• Partnerships &amp; Shine Awards</li></ul>

81.6% of events are cultural, ethnic and/or special populations. Special populations include arts, LGBTQ, low income, military, seniors, disabilities, education, environmental, health & safety and Science, Technology, Engineering, Math (STEM).



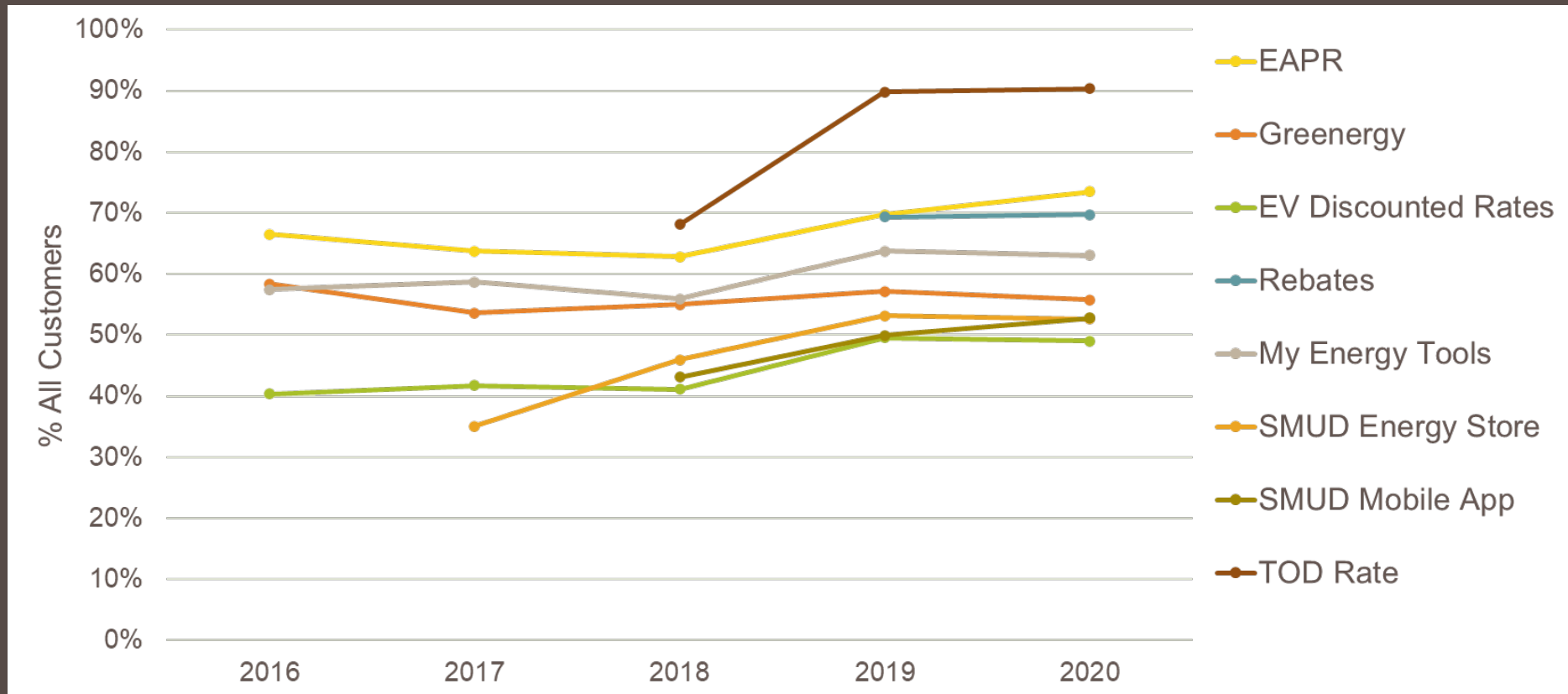
# You help us tell our story





# All residential customers – Overall awareness trends

Here are the awareness trends over past five years for our entire customer base. From 2019 to 2020, most programs were steady, with increases in awareness of Energy Assistance Program Rate (EAPR) and SMUD App.



# All residential customers - Value for What You Pay



## Doing Well

- Reliability (93%)
- Billing & payment process (90%)

## Opportunities

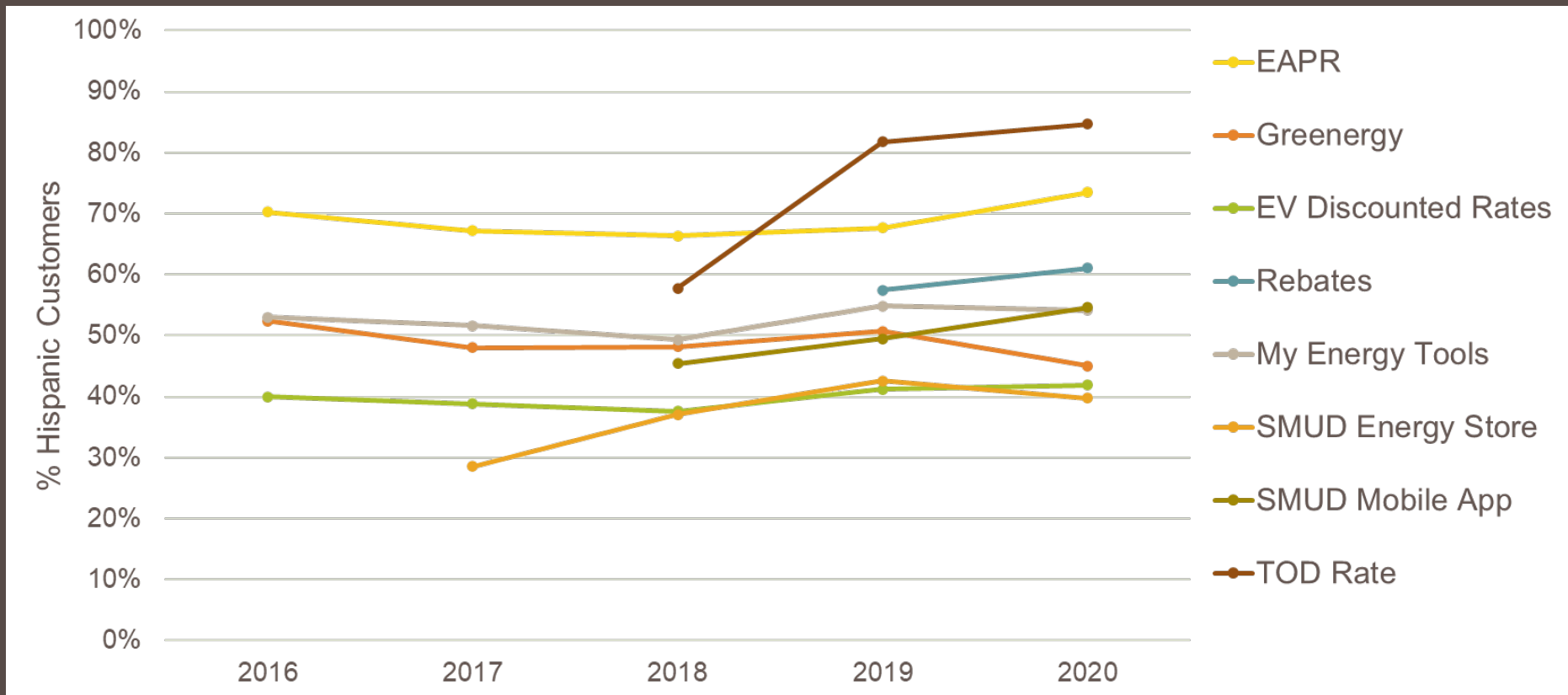
- Supporting neighborhood improvements (67%)
- Feeling in control of electricity usage (73%)

## Solutions

- Shine Neighborhood Grants, Sustainable Communities
- My Account enhancements, SMUD App, bill alerts, SMUD Energy Store promotions

# Hispanic or Latinx – Overall awareness trends

For Hispanic customers, there were year over year increases in awareness of EAPR and the SMUD App, and a small decrease for Greenergy. All other programs were steady.





# Hispanic or Latinx - Value For What You Pay



## Doing Well

- Reliability (95%)
- Starting & transferring service (95%)

## Opportunities

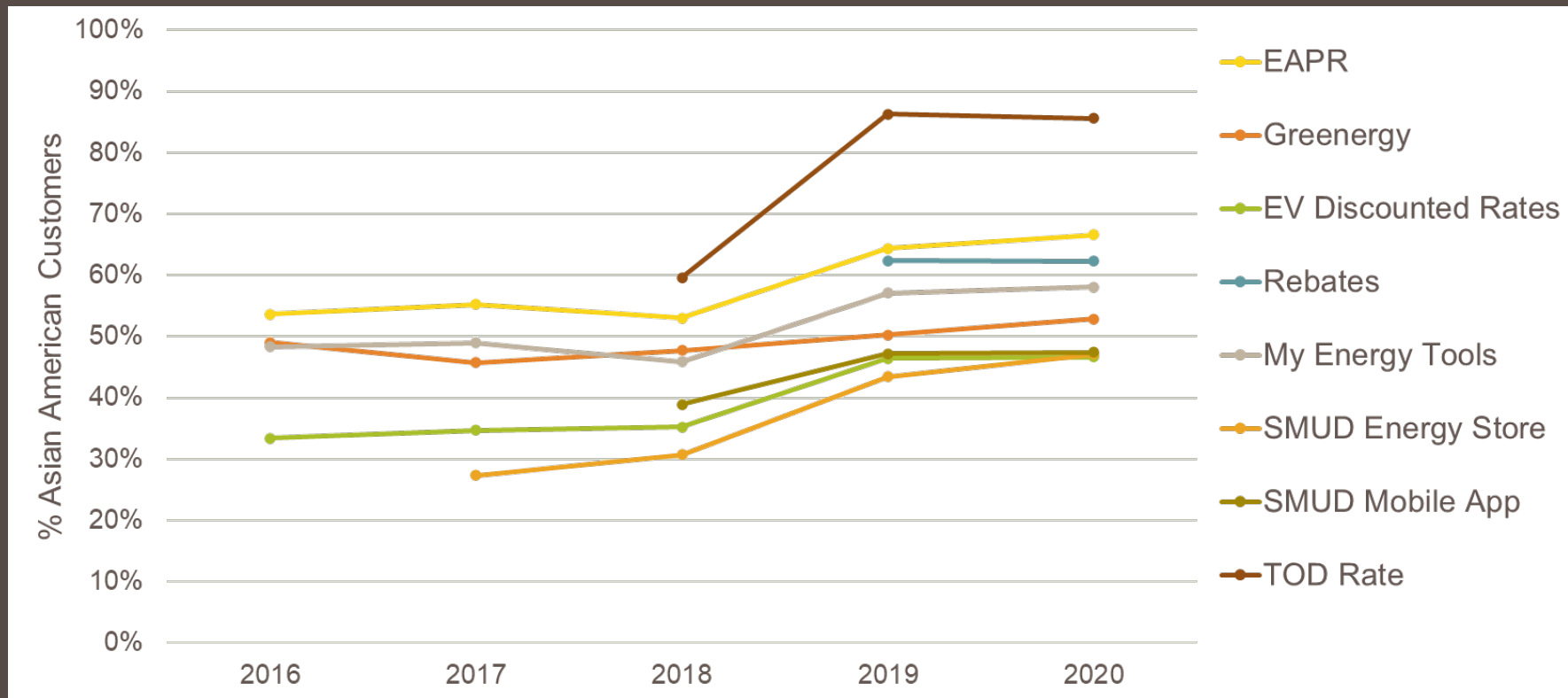
- Supporting neighborhood improvements (71%)
- Promoting education at all levels (73%)

## Solutions

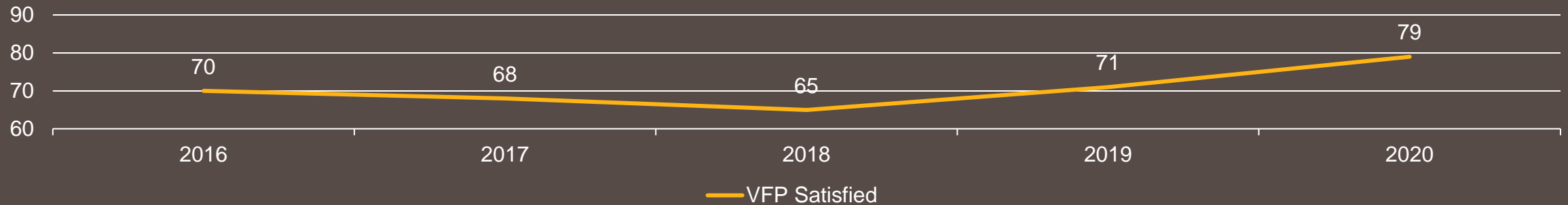
- Shine Neighborhood Grants, Sustainable Communities
- Powering Futures scholarships, internship programs, Energy Careers Pathways

# Asian Pacific Islander – Overall awareness trends

For Asian Pacific Islander customers, awareness of most programs was steady, with increases in awareness for EAPR, SMUD Energy Store and Greenergy.



# Asian Pacific Islander - Value For What You Pay



## Doing Well

- Billing & payment process (93%)
- Reliability (92%)

## Opportunities

- Promoting education at all levels (70%)
- Supporting neighborhood improvements (72%)

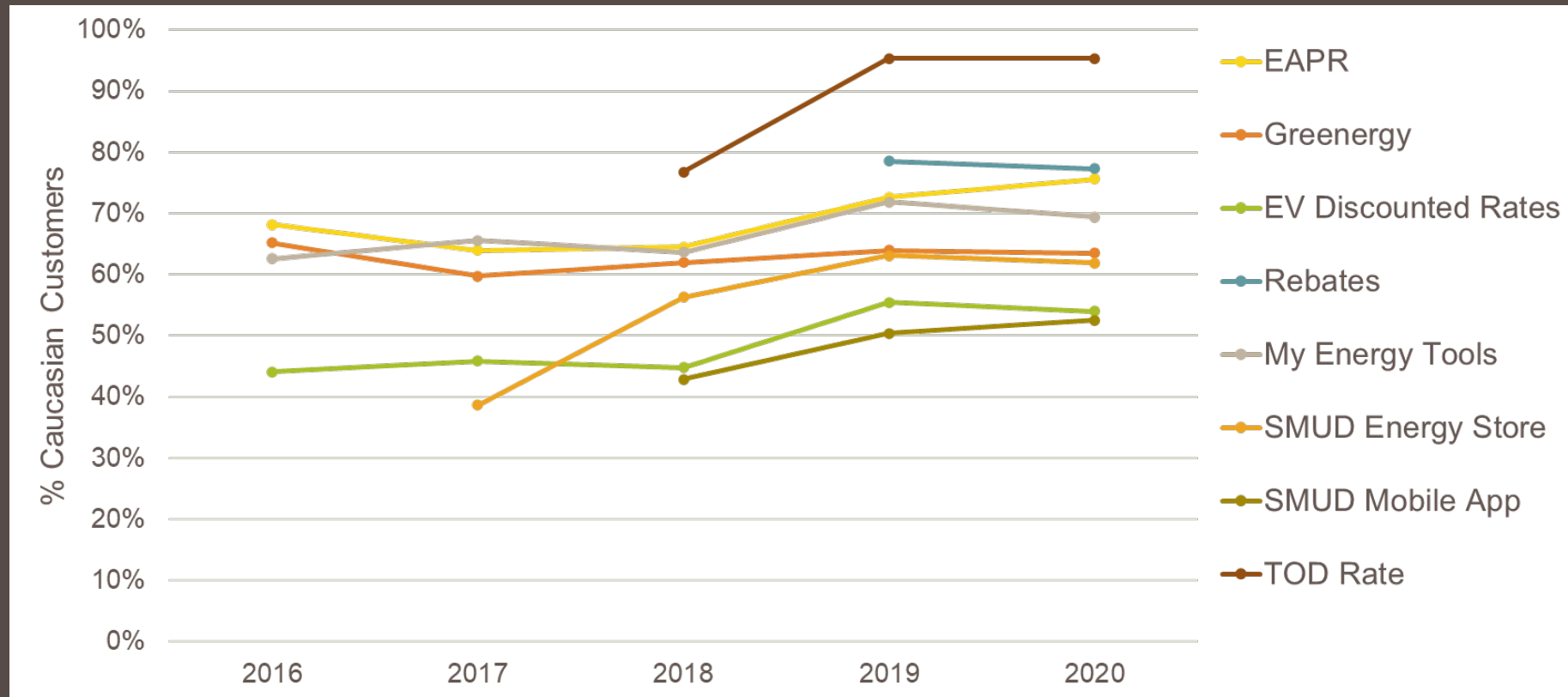
## Solutions

- Powering Futures scholarships, internship programs, Energy Careers Pathways
- Shine Neighborhood Grants, Sustainable Communities

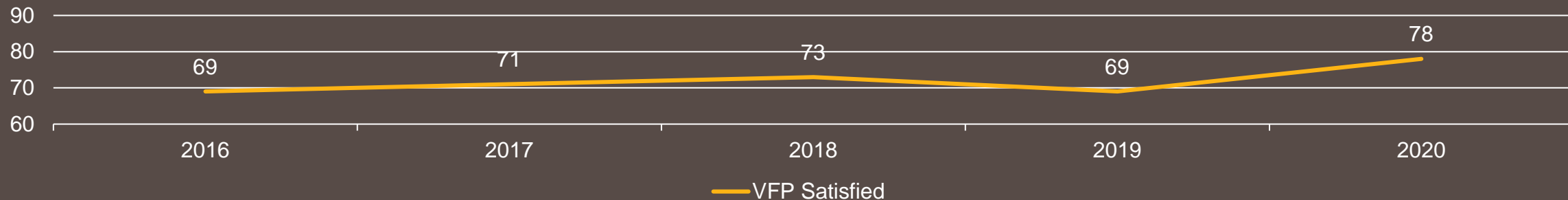


# White – Overall awareness trends

For White customers, we saw an increase in awareness from 2019 to 2020 of EAPR and a small decrease for My Energy Tools. All other programs were steady.



# White - Value For What You Pay



## Doing Well

- Reliability (96%)
- Billing & payment process (92%)

## Opportunities

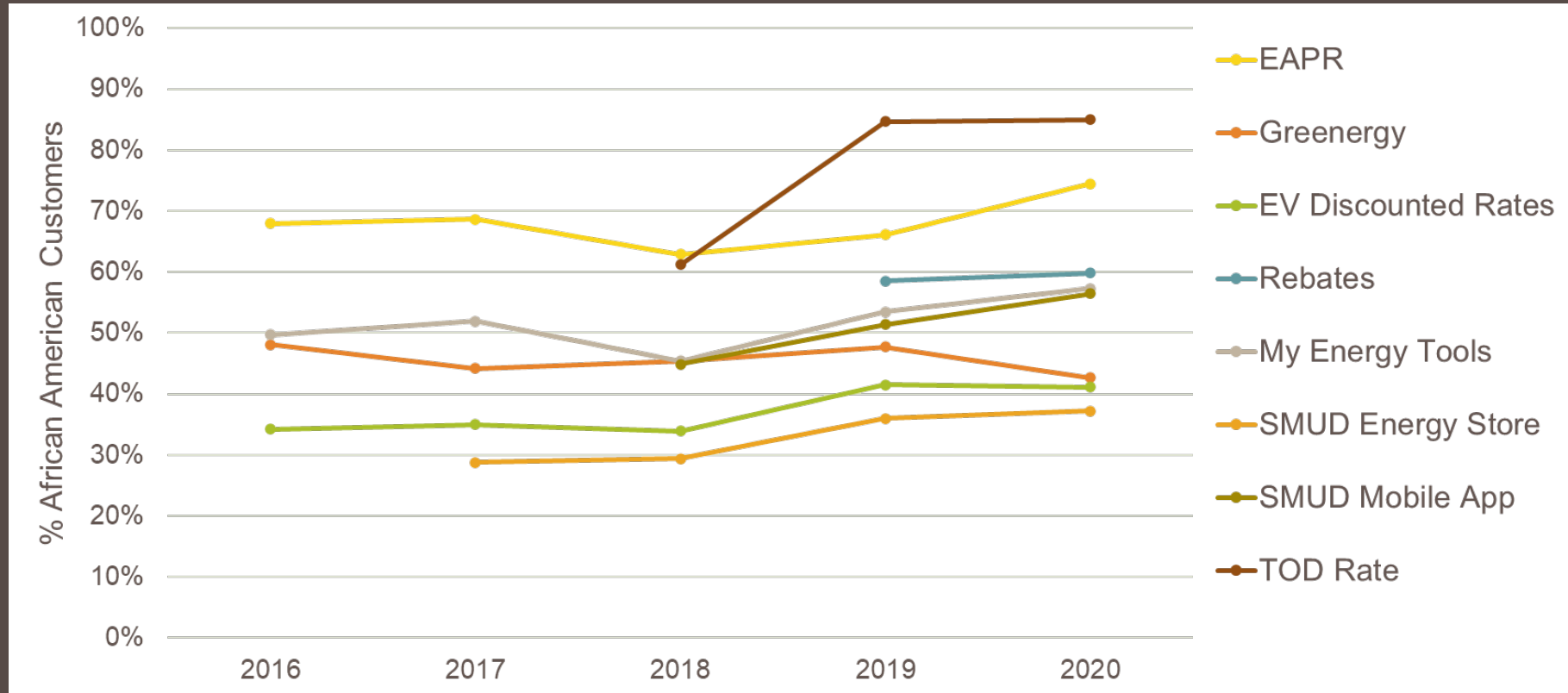
- Supporting neighborhood improvements (68%)
- Feeling in control of electricity usage (76%)

## Solutions

- Shine Neighborhood Grants, Sustainable Communities
- My Account enhancements, SMUD App, bill alerts, SMUD Energy Store promotions

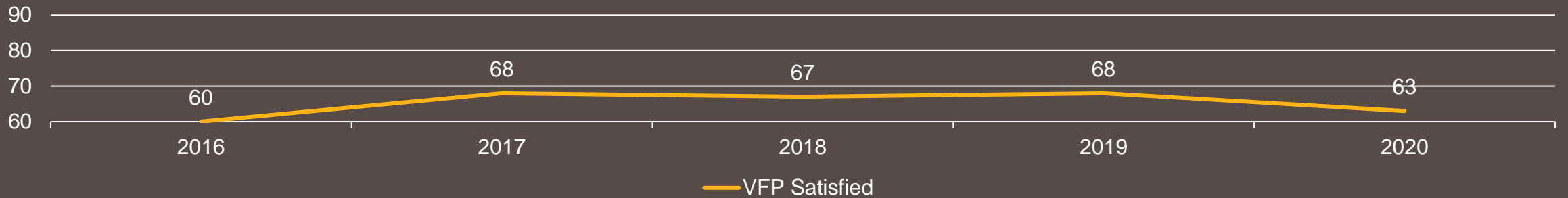
# Black – Overall awareness trends

For Black customers, awareness increased year over year for EAPR and there was a small decrease for Greenergy. All other programs were steady.





# Black - Value For What You Pay



## Doing Well

- Starting and transferring service (94%)
- Billing & payment process (93%)

## Opportunities

- Promoting education at all levels (67%)
- Feeling in control of energy usage (65%)

# Help for those most impacted by the COVID-19 pandemic

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## Proactive bill support

- Extension of pause of disconnects and late fees
- Flexible payment arrangements including installments and extensions
- Expanded EAPR qualifying guidelines; Recertifications on hold
- Simplified MED Rate application process; Recertifications on hold
- Over \$9 million in assistance provided through EnergyHELP, Home Energy Assistance Program (HEAP), Community Organization Assistance

## Education and training programs

- United Way Digital Equity Program - Free broadband, equipment, training
- Energy Careers Pathways - Enhanced partnership with Grid Alternatives
- Enhanced Title 1 School Focus for STEM Education – Training and mentoring programs
- California Conservation Corps – Energy Corps
- Expanded relationships with local schools

# Partnerships focused in the Black community

- Black Business Association
- Youth Education Partnership Program – in partnership with HAWK Institute
- Oak Park Neighborhood Association for electrification pilot
- Fruitridge Community Collaborative
- Sacramento Black Chamber
- Roberts Family Development Center – Re-opening Fall 2021
- Simmons Community Center
- City Church and City of Refuge
- Center for Fathers and Families
- Greater Sacramento Urban League
- Green Tech-Education and work force development in Del Paso Heights and Oak Park
- Sacramento Promise Zone Collaborative
- Sojourner Truth Museum
- Highlands Community Charter-Adult Education and Workforce Development
- Serve Sacramento-Youth Education in Rancho Cordova
- Improve Your Tomorrow-Youth Education and Mentoring focused on Black and Latinx males
- Square Root Academy-STEM Education
- Summer Engineering Experience for Kids-60 youth students and mentors in conjunction with the National Society of Black Engineers
- Sierra Nevada Journey-Environmental Science Education
- Breathe California-Air Monitoring in Meadowview

## Requested action

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Accept the 2020 SD-15 monitoring report.