

# Exhibit to Agenda Item #1c

Communications, Marketing & Community Relations 2022 Proposed Budget.

Board Finance & Audit Committee and Special SMUD Board of Directors Meeting  
Tuesday, November 9, 2021, scheduled to begin at 5:30 p.m.

Virtual Meeting (online)

# Communications, Marketing & Community Relations

## 2022 Initiatives

Farres Everly

Director, Communications, Marketing & Community Relations





# Safety & Reliability

## Customer and employee outreach and communications

- Safety for Life, car/pole safety and wildfire safety campaigns. SD-5, 6, 15
- Sparky's calendar and newsletter for employees' children. SD-5, 6, 8
- Storm preparation safety campaign. SD-5, 6, 15
- Weekly Safety for Life email newsletter for all employees. SD-5, 6, 8





# Organizational Agility

- Launch optimized pages and sections on smud.org based on research findings and feedback. SD-5, 15
- Further streaming media engagements, including Hulu television and Pandora radio. SD-5, 15
- Optimize digital marketing based on data from internal and external analytics, including Google and social media platforms. SD-5, 15
- Automate educational email campaigns and track which customers are more likely to enroll in programs based on email interactions. SD-5, 15
- Build a Clean PowerCity microsite--a one-stop-shop for customers to Join the Charge. SD-5, 15
- Roll out digital focus groups and online research communities to reach more people, quickly. SD-5, 15

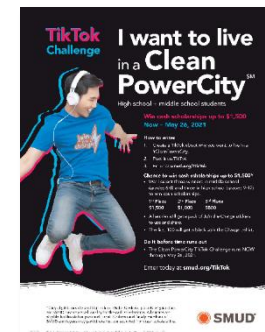






# Environmental Leadership

- Deliver new integrated Clean PowerCity campaigns to build awareness and engagement around SMUD's 2030 Clean Energy Vision. SD-5, 7, 15
- Educate our customers and community how they can participate in the 2030 Clean Energy Vision with quick and easy-to-understand graphics, videos and social media content. SD-5, 7, 15
- Sign up 50,000 people to "Join the Charge" through marketing, events, speaking engagements, green program enrollment and our social media channels. SD-5, 7, 15
- Wrap transformers and fleet vehicles with a Clean Power City message. SD-5, 7, 15
- Build and grow community sponsorships, partnerships and volunteer programs to support environmental leadership. SD-5, 7, 15





# Community Vitality

- Organize and host Zero Carbon community forums, listening sessions and other gatherings to understand customer segments and keep them in the conversation. SD-5, 15
- Focused young adult/youth outreach including in-classroom, clubs and social media thought leadership/influencers. SD-5, 15
- Launch an all-new HOA sponsorship and partnership initiative. SD-5, 15
- Leverage arts partnerships to boost engagement in Clean PowerCity, with a focus on youth, families and social media. SD-5, 15
- Market approximately 35 programs and services. All marketing is designed to help our customers save money, protect the environment or both. SD-5, 15







# Community Vitality

- Continue to leverage flagship partnerships, such as the SMUD Museum of Science and Curiosity, Sac Republic, River Cats and Kings. SD-5, 15
- Continue to proactively identify and secure speaking opportunities to showcase SMUD's decarbonization efforts locally and for statewide and national audiences. SD-5, 15
- Return to participating in flagship events such as the State Fair, the Air Show and home and garden shows. SD-5, 15
- Support SMUD Cares and The Big SMUD Giveback SD-5, 8, 15
- Hold community drives, such as for food, clothing and school supplies SD-5, 8, 15

