

Exhibit to Agenda Item #2

Accept the monitoring report for **Strategic Direction SD-15, Outreach and Communication.**

Board Policy Committee and Special SMUD Board of Directors Meeting
Wednesday, August 10, 2022, 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 2021 marketing activities

- **13,738,177** emails
- **123,343** websites and app's
- **7** social media channels
- **416** billboards, transit boards
- **34** print publications
- **24** radio stations
- **25** tv stations
- **1,349,604** direct mail pieces
- **11,933,368** bill package inserts
- **5,506** Clean PowerCity Champions joined the charge

656,596,778 customer impressions.

344,713,308 ethnic customer impressions.

For TV and radio only, a SMUD customer had the opportunity to see or hear a SMUD marketing message 46 times on average.

Supporting our community

13,358

Total volunteer hours

83

Volunteer events

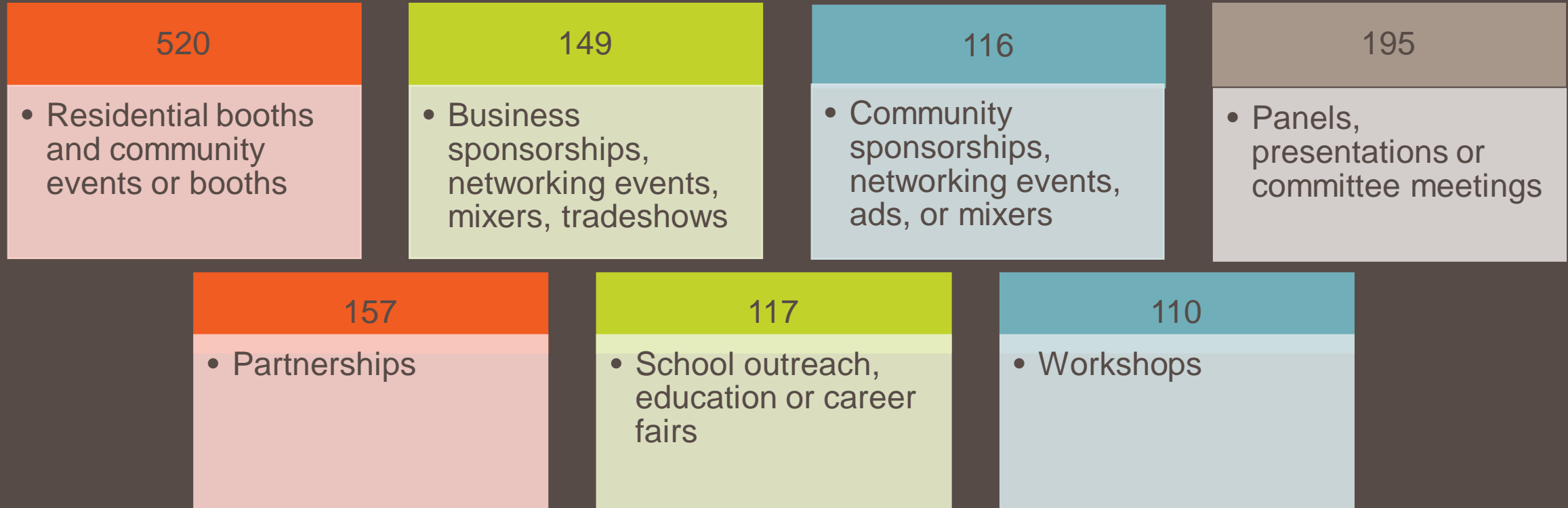
- CEO chats
- Non-profit spotlights
- Diaper & Wipes clothing drive benefiting Birth & Beyond Family Resource Centers
- E-waste recycling drive
- Gifts from the Heart holiday gift drive
- Various on-site and off-site volunteer projects
- T-shirt pledge drive benefiting Soldiers Angels



Community outreach and engagement

Events and partnerships

1,364 total events and partnerships



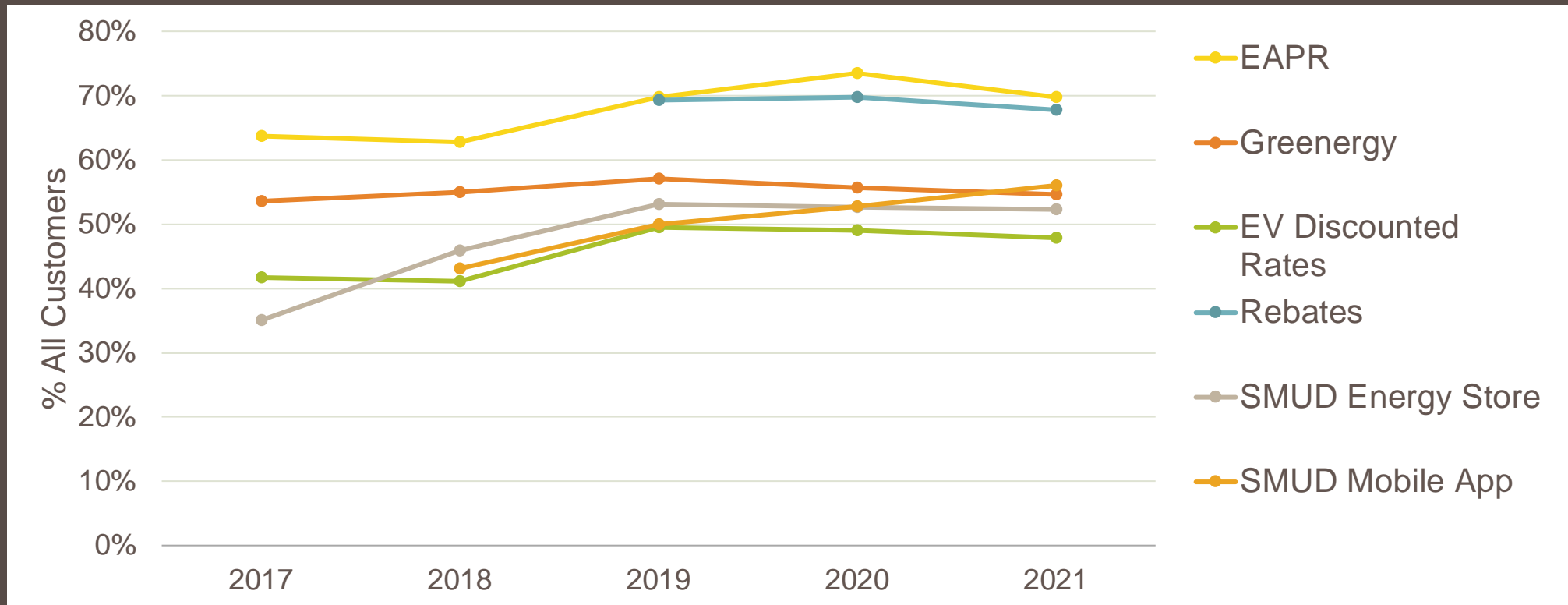
All events include cultural, ethnic and/or special populations. Special populations include arts, LGBTQ, low income, military, seniors, disabilities, education, environmental, health & safety and Science, Technology, Engineering, Math (STEM).

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 2020 to 2021, most programs were steady. The SMUD App saw an increase while Energy Assistance Program Rate and Rebates saw slight decreases year over year but were steady when looking at three-year trends.



All residential customers - Value for What You Pay



Customer Experience Strategy

We enhance the quality of life for our customers and community as we transition to a clean energy future.

Our goal is:
Customers feel in control of their energy usage because SMUD reliably delivers...

 Energy <small>Always-on</small>	 Information <small>Information to make the best energy decisions for their homes or businesses</small>	 Pricing <small>Fair and transparent rates and fees</small>	 Tools <small>Digital/mobile tools to manage energy usage and accounts</small>
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In a way that is...

 Easy <small>"It's easy and convenient to do business with SMUD, whether via digital, phone or in person."</small>	 Responsive <small>"SMUD moves at the speed of my life and business. SMUD values my time, so issues are resolved efficiently with minimal hand-offs."</small>	 Trusting <small>"SMUD is a company that I can trust."</small>	 Community-Minded <small>"SMUD brings value to its diverse communities and works collaboratively throughout the region to meet the evolving power needs."</small>
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We measure it by...



Our target is...

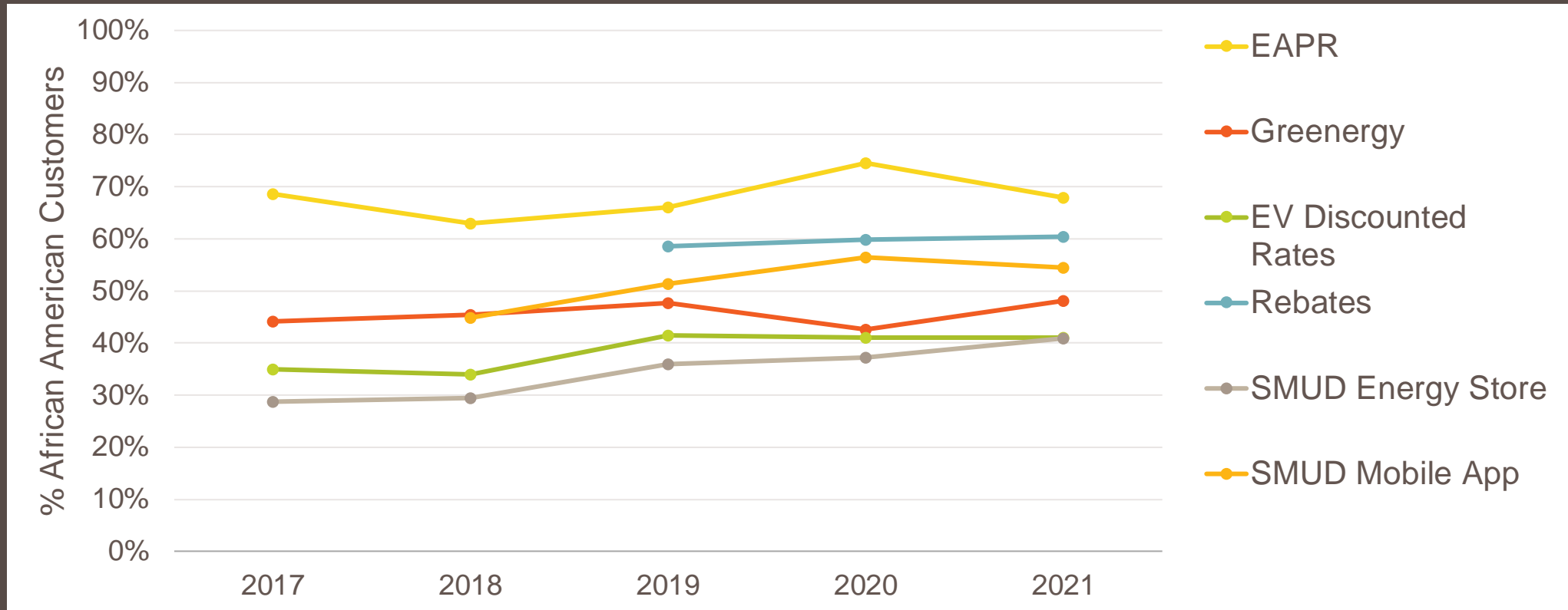
80%

of customers perceive value for what they pay SMUD by 2030.

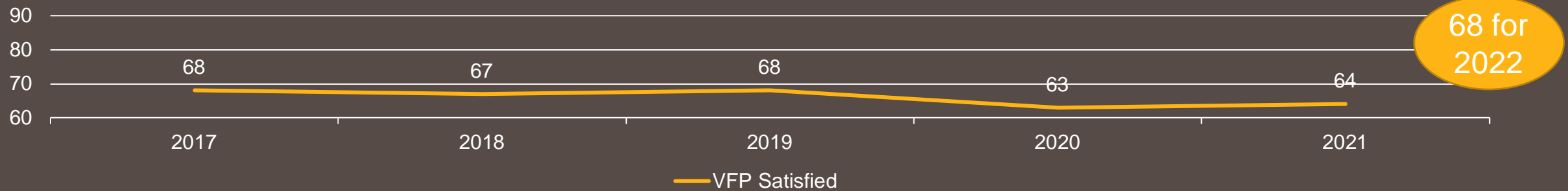


Black – Overall awareness trends

For Black customers, awareness increased year over year for Greenergy and SMUD Energy Store and there was a slight decrease for Energy Assistance Program Rate but was steady when looking at three-year trends. All other programs were consistent with the previous year.



Black - Value For What You Pay



Doing Well

- Reliability (92%)
- Billing/payment process (90%)

Opportunities

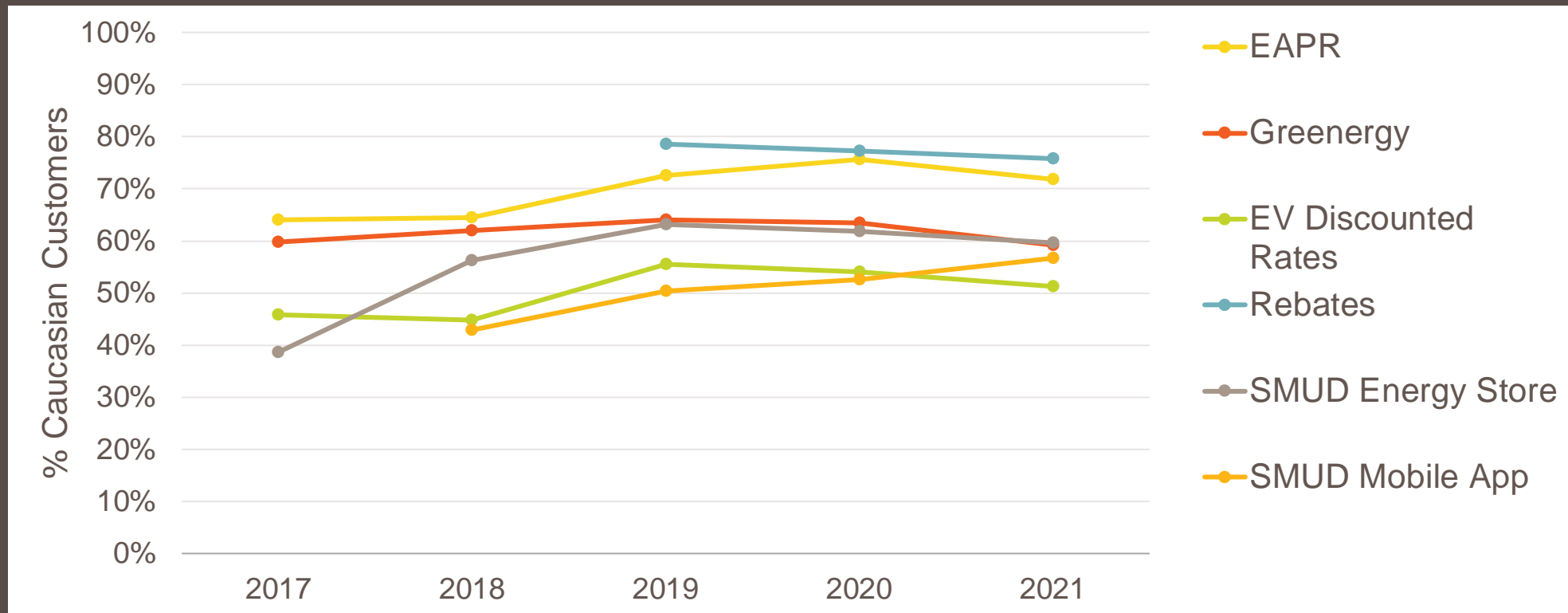
- Feeling in control of energy usage (65%)
- SMUD prioritizes sustainable sources of energy (68%)

Solutions

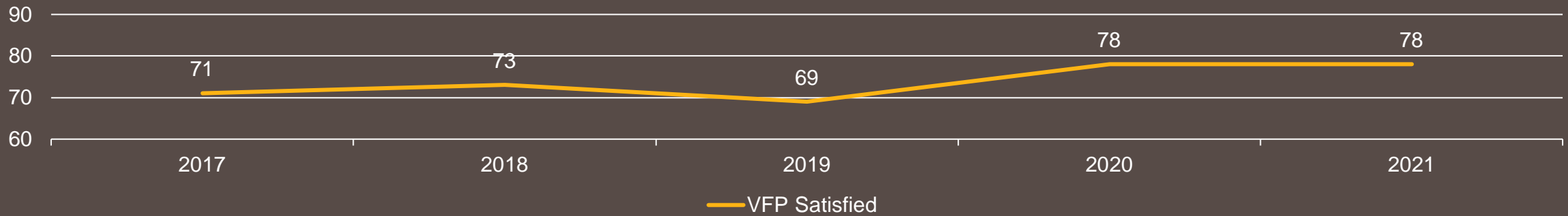
- SMUD App, bill alerts, SMUD Energy Store promotions
- 2030 Zero Carbon Plan, Clean PowerCity campaigns

White – Overall awareness trends

For White customers, we saw an increase in awareness for the SMUD Mobile App while there was a slight decrease for Energy Assistance Program Rate, Greenergy and EV discounted rates, although they were mostly steady when looking at three-year trends. All other programs were consistent year over year.



White - Value For What You Pay



Doing Well

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

Opportunities

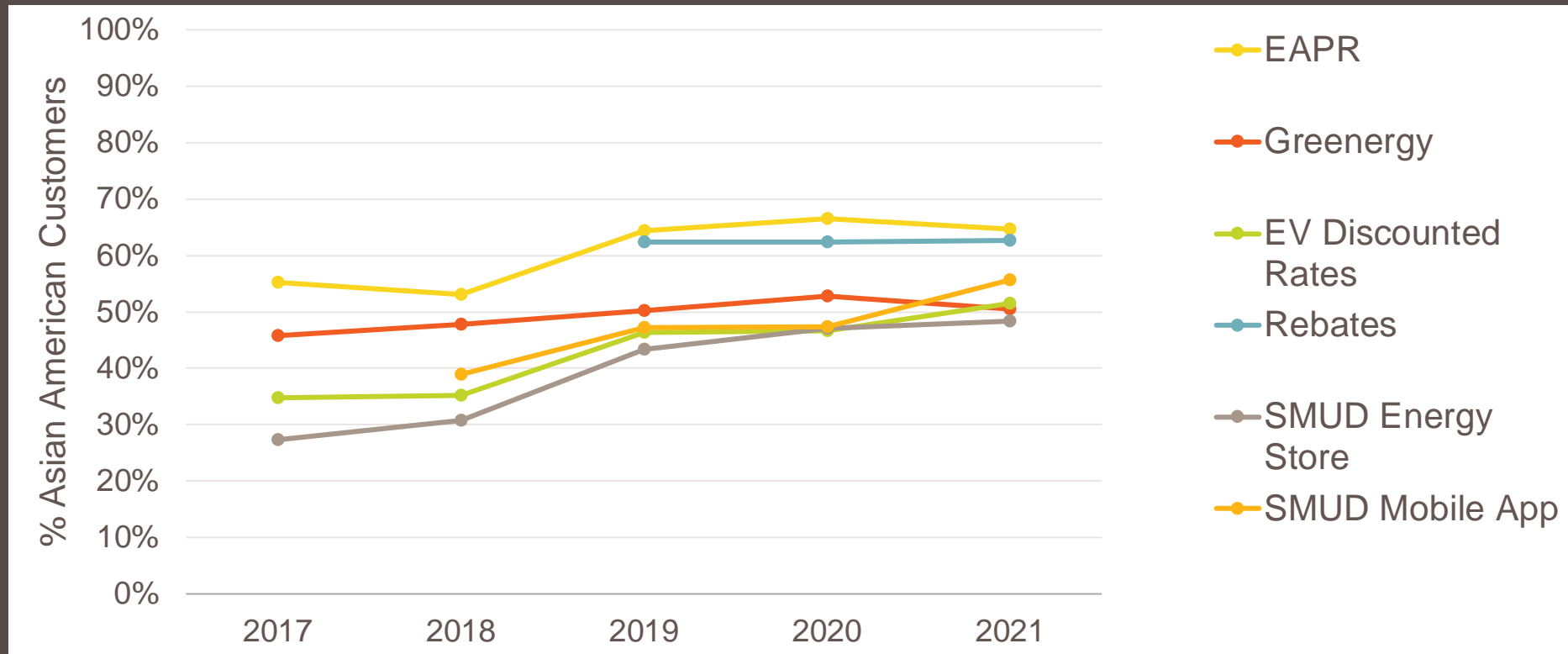
- SMUD supports neighborhood improvements (68%)

Solutions

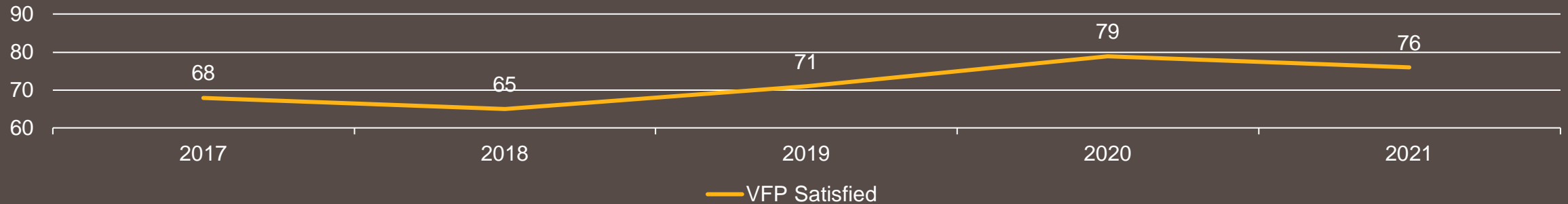
- Shine Neighborhood Grants, Sustainable Communities

Asian Pacific Islander – Overall awareness trends

For Asian Pacific Islander customers, we saw increases for SMUD Mobile App and Electric Vehicle Discounted Rates and slight decreases for Energy Assistance Program Rate and Greenergy but when looking at three-year trends, they were steady. The rest were consistent year over year.



Asian Pacific Islander - Value For What You Pay



Doing Well

- Reliability (95%)
- Billing/payment process (93%)

Opportunities

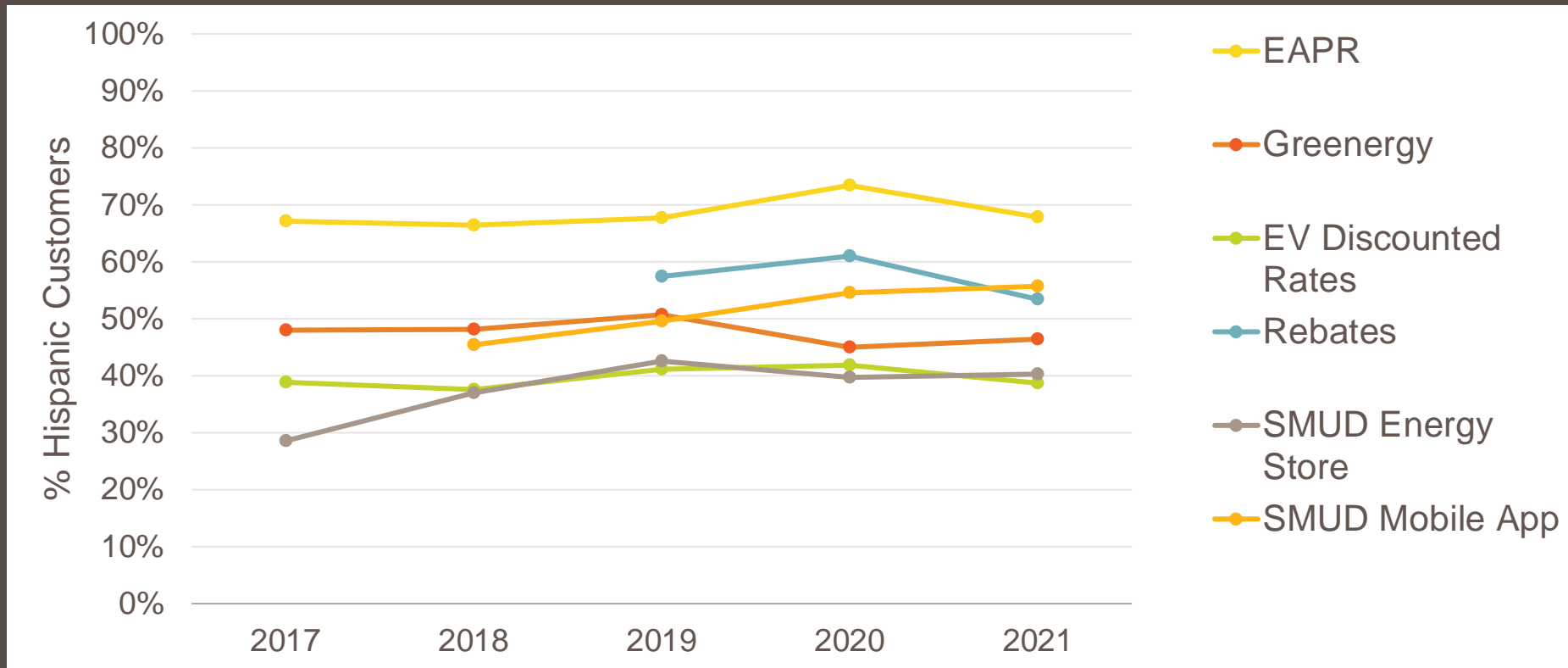
- Works with you to meet the region's evolving power needs (73%)
- Supports neighborhood improvements (73%)

Solutions

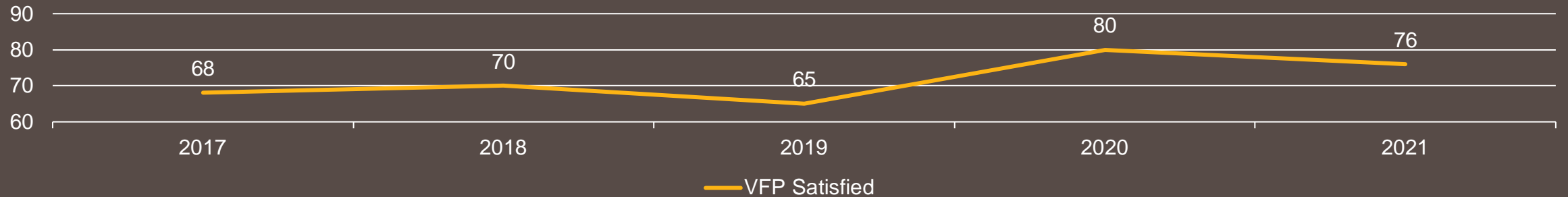
- 2030 Zero Carbon Plan, Clean PowerCity campaigns
- Shine Neighborhood Grants, Sustainable Communities

Hispanic – Overall awareness trends

For Hispanic customers, most programs were consistent in awareness year over year. There was a slight decrease for Energy Assistance Program Rate and Rebates but they were steady when looking at three-year trends.



Hispanic - Value For What You Pay



Doing Well

- Reliability (93%)
- Transferring service (93%)

Opportunities

- SMUD supports neighborhood improvements (70%)

Solutions

- Shine Neighborhood Grants, Sustainable Communities

Requested action

Accept the 2021 SD-15 monitoring report.