

Board Strategic Development Committee Meeting and Special SMUD Board of Directors Meeting

Date: Tuesday, August 9, 2022
Time: Scheduled to begin at 5:30 p.m.
Location: Virtual Meeting, Online

Powering forward. Together.



AGENDA

BOARD STRATEGIC DEVELOPMENT COMMITTEE MEETING AND SPECIAL SMUD BOARD OF DIRECTORS MEETING

Tuesday, August 9, 2022

Scheduled to begin at 5:30 p.m.

Zoom Webinar Link: [Join Board Strategic Development Committee Meeting Here](#)

Webinar/Meeting ID: 160 226 3928

Passcode: 710843

Phone Dial-in Number: 1-669-254-5252 or 1-833-568-8864 (Toll Free)

Pursuant to Government Code section 54953(e) and the Emergency Board Meeting Procedures adopted by the SMUD Board of Directors, the regular Board meeting and other public meetings are currently conducted solely via virtual (online/teleconference) meeting to align with state, local, and federal guidelines for the containment of the coronavirus.

Live video streams and indexed archives of meetings are available at:

http://smud.granicus.com/ViewPublisher.php?view_id=16

Members of the public may register to provide verbal comments at an upcoming Board or Committee meeting by emailing a request to speak to PublicComment@smud.org. Please include the date of the meeting, name, and topic or agenda item the requestor wishes to speak on. The request may also be submitted while the meeting is in progress during the standard time for the agenda item or topic. **Pre-registration is strongly encouraged by no later than 3:00 p.m. on the day of the meeting.**

Members of the public may provide written public comments on a specific agenda item or on items not on the agenda (general public comment) by submitting comments via e-mail. Comments may be submitted to PublicComment@smud.org and will be placed into the record of the meeting.

Members of the public that are listening to or watching the live stream of a Committee meeting and wish to submit written comments on a specific agenda item as it is being heard may submit their comments, limited to 250 words or less, to PublicComment@smud.org, noting the agenda item number in the subject line. The Committee Chair may read comments for items on the agenda into the record, in her discretion, based upon such factors as the length of the agenda or the number of e-mail comments received. General public comment for items not on the agenda will not be read into the record but will be provided to the Board and placed into the record of the Board meeting if it is received within two hours after the meeting ends.

This Committee meeting is noticed as a joint meeting with the Board of Directors for the purpose of compliance with the Brown Act. In order to preserve the function of the Committee as advisory to the Board, members of the Board may attend and participate in the discussions, but no Board action will be taken. The Strategic Development Committee will review, discuss and provide the Committee's recommendation on the following:

INFORMATIONAL ITEMS

1. Jodi Newman Cordone Brief the Board on customer experience strategy, measurement, and priorities that support SMUD's **2030 Zero Carbon Plan**.
Presentation: 15 minutes
Discussion: 10 minutes

2. Erik Krause Brief the Board on SMUD's Community Impact Plan.
Jose Bodipo-Memba Presentation: 25 minutes
Discussion: 15 minutes

3. Public Comment

4. Nancy Bui-Thompson Summary of Committee Direction.
Discussion: 1 minute

Pursuant to Resolution No. 20-06-08 adopted on June 18, 2020, Emergency Board Meeting Procedures are in effect:

Members of the public may make either a general public comment or comment on a specific agenda item by submitting comments via email. Comments may be submitted to PublicComment@smud.org. Comments will be provided to the Board and placed into the record of the Committee meeting if it is received within two hours after the meeting ends.

Members of the public that are listening or watching the live stream of a Board meeting and wish to comment on a specific agenda item as it is being heard, may submit their comments, limited to 250 words or less, to PublicComment@smud.org. The Board Committee Chair may read the comments into the record, in her discretion, based upon such factors as the length of the agenda or the number of email comments received. Comments will be provided to the Board and placed into the record of the Committee meeting if it is received within two hours after the meeting ends.

*Members of the public may register to provide verbal comments at an upcoming Board or Committee meeting by emailing a request to speak to PublicComment@smud.org. Please include the date of the meeting, name, and topic or agenda item the requestor wishes to speak on. The request may also be submitted while the meeting is in progress during the standard time for the agenda item or topic. **Pre-registration is strongly encouraged by no later than 3:00 p.m. on the day of the meeting.***

ADA Accessibility Procedures: Upon request, SMUD will generally provide appropriate aids and services leading to effective communication for qualified persons with disabilities so that they can participate equally in this virtual meeting. If you need a reasonable auxiliary aid or service for effective communication to participate, please email Toni.Stelling@smud.org, or contact by phone at (916) 732-7143, no later than 48 hours before this virtual meeting.

SSS No.

BOARD AGENDA ITEM

STAFFING SUMMARY SHEET

 Committee Meeting & Date
 Strategic Development –
 08/09/22

 Board Meeting Date
 N/A

CED22-018

TO		TO	
1.	Erik Krause	6.	Scott Martin
2.	Tracy Carlson (as Brandy Bolden's delegate)	7.	
3.	Jose Bodipo-Memba	8.	
4.	Frankie McDermott	9.	Legal
5.	Farres Everly	10.	CEO & General Manager

Consent Calendar		Yes	No <i>If no, schedule a dry run presentation.</i>	Budgeted		Yes	No <i>(If no, explain in Cost/Budgeted section.)</i>
FROM (IPR) Jodi Newman Cordone			DEPARTMENT Customer Experience Delivery				MAIL STOP A353 EXT. 5474 DATE SENT 7/15/22

NARRATIVE:

- Requested Action:** Brief the Board on customer experience strategy, measurement, and priorities that support SMUD's 2030 Zero Carbon Plan.
- Summary:** SD-5 establishes Customer Relations as a core value of SMUD. Strong customer relations are critical to customers participating in SMUD's Clean Energy Vision. SMUD's customer experience strategy anchored on value perception serves as an enhanced indicator of customer relations. Recent customer insights reveal changes to their customer experience priorities. At the August 9, 2022, Strategic Development Committee meeting, Jodi Cordone will provide the Board more specific information about the updates to SMUD's customer experience strategy, including areas of customer experience focus to further enhance customer relations and zero carbon adoption.
- Board Policy:** SD-5, Customer Relations
(Number & Title)
- Benefits:** Customer experience design, monitoring, and measurement allows SMUD to build strong customer relations and bring customers and community greater value.
- Cost/Budgeted:** Costs for presentation contained in internal labor budget.
- Alternatives:** Not utilize customer experience priorities or metrics in business operations or decisions.
- Affected Parties:** Enterprise, all business units
- Coordination:** Customer Experience Strategy, Board Office, Executive Office
- Presenter:** Jodi Newman Cordone, Manager, Customer Experience Strategy

Additional Links:

SUBJECT

SMUD's Customer Experience (CX) Strategy UpdateITEM NO. *(FOR LEGAL USE ONLY)*

ITEMS SUBMITTED AFTER DEADLINE WILL BE POSTPONED UNTIL NEXT MEETING.

SSS No.

CED22-017

BOARD AGENDA ITEM

STAFFING SUMMARY SHEET

Committee Meeting & Date
Strategic Development -
08/9/22

Board Meeting Date
N/A

TO				TO			
1.	Erik Krause	6.	Frankie McDermott				
2.	Tracy Carlson (as Brandy Bolden's delegate)	7.					
3.	Jose Bodipo-Memba	8.					
4.	Scott Martin	9.	Legal				
5.	Farres Everly	10.	CEO & General Manager				

Consent Calendar		Yes	<input checked="" type="checkbox"/>	No <i>If no, schedule a dry run presentation.</i>	Budgeted	<input checked="" type="checkbox"/>	Yes	No <i>(If no, explain in Cost/Budgeted section.)</i>		
FROM (IPR) Roopali Shah				DEPARTMENT Customer, BP & O				MAIL STOP A102	EXT. 5707	DATE SENT 7/15/2022

NARRATIVE:

Requested Action: Brief the Board on SMUD's Community Impact Plan.

Summary: Inform the Board of SMUD's intent to ensure no community is left behind in pursuit of the 2030 Zero Carbon plan through increased investment, partnership, and engagement in under-resourced communities. The Community Impact Strategy will facilitate awareness and ensure inclusive participation of all communities in a clean energy future. The various initiatives presented in the strategy will highlight SMUD's plan as it pertains to improving affordability, equitable access, and community education in regards to the importance of a Zero Carbon Future and adoption of clean energy technology.

Board Policy: SD-5 (Customer Relations); SD-13 (Economic Development); SD-15 (Outreach and Communication)
(Number & Title)

Benefits: Provide the Board with information in SMUD's Community Impact Plan.

Cost/Budgeted: Costs for this presentation covered in internal labor budget.

Alternatives: Receive the information in written report.

Affected Parties: Customer Experience Delivery, Sustainable Communities, Advanced Energy Solutions, Customer & Grid Strategy, Communication, Marketing and Community Relations

Coordination: Customer Experience Delivery, Sustainable Communities, Advanced Energy Solutions, Customer & Grid Strategy, Communication, Marketing and Community Relations

Presenter: Erik Krause, Director, Customer Experience Delivery
Jose Bodipo-Memba, Director, Sustainable Communities

Additional Links:

SUBJECT SMUD's Community Impact Plan	ITEM NO. <i>(FOR LEGAL USE ONLY)</i>
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ITEMS SUBMITTED AFTER DEADLINE WILL BE POSTPONED UNTIL NEXT MEETING.

SSS No.
BOD 2021-023

BOARD AGENDA ITEM

STAFFING SUMMARY SHEET

Committee Meeting & Date 2022
Board Meeting Date N/A

TO	TO
1. Frankie McDermott	6.
2. Farres Everly	7.
3. Scott Martin	8.
4.	9. Legal
5.	10. CEO & General Manager

Consent Calendar		Yes	x	No <i>If no, schedule a dry run presentation.</i>	Budgeted		Yes	No <i>(If no, explain in Cost/Budgeted section.)</i>
FROM (IPR) Nancy Bui-Thompson / Donna Lofton	DEPARTMENT Board Office			MAIL STOP B307	EXT. 5079	DATE SENT 12/21/2021		

NARRATIVE:

Requested Action: A summary of directives provided to staff during the committee meeting.

Summary: The Board requested an on-going opportunity to do a wrap up period at the end of each committee meeting to summarize various Board member suggestions and requests that were made at the meeting in an effort to make clear the will of the Board. The Policy Committee Chair will summarize Board member requests that come out of the committee presentations for this meeting.

Board Policy: GP-4 Agenda Planning states the Board will focus on the results the Board wants the organization to achieve.
(Number & Title)

Benefits: Having an agenda opportunity to summarize the Board's requests and suggestions that arise during the committee meeting will help clarify what the will of the Board.

Cost/Budgeted: N/A

Alternatives: Not summarize the Board's requests at this meeting.

Affected Parties: Board of Directors and Executive Staff

Coordination: Donna Lofton, Special Assistant to the Board

Presenter: Nancy Bui-Thompson, Strategic Development Committee Chair

Additional Links:

SUBJECT Summary Of Committee Direction	ITEM NO. (FOR LEGAL USE ONLY)
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ITEMS SUBMITTED AFTER DEADLINE WILL BE POSTPONED UNTIL NEXT MEETING.