

Exhibit to Agenda Item #3

Industry overview of customer satisfaction for electric utilities and SMUD, from the **J.D. Power 2021 Electric Utility Residential Customer Satisfaction Study, Electric Utility Business Customer Satisfaction Study & Sustainability Leadership Program.**

Board Finance & Audit Committee and Special SMUD Board of Directors Meeting
Tuesday, March 15, 2022, scheduled to begin at 5:30 p.m.

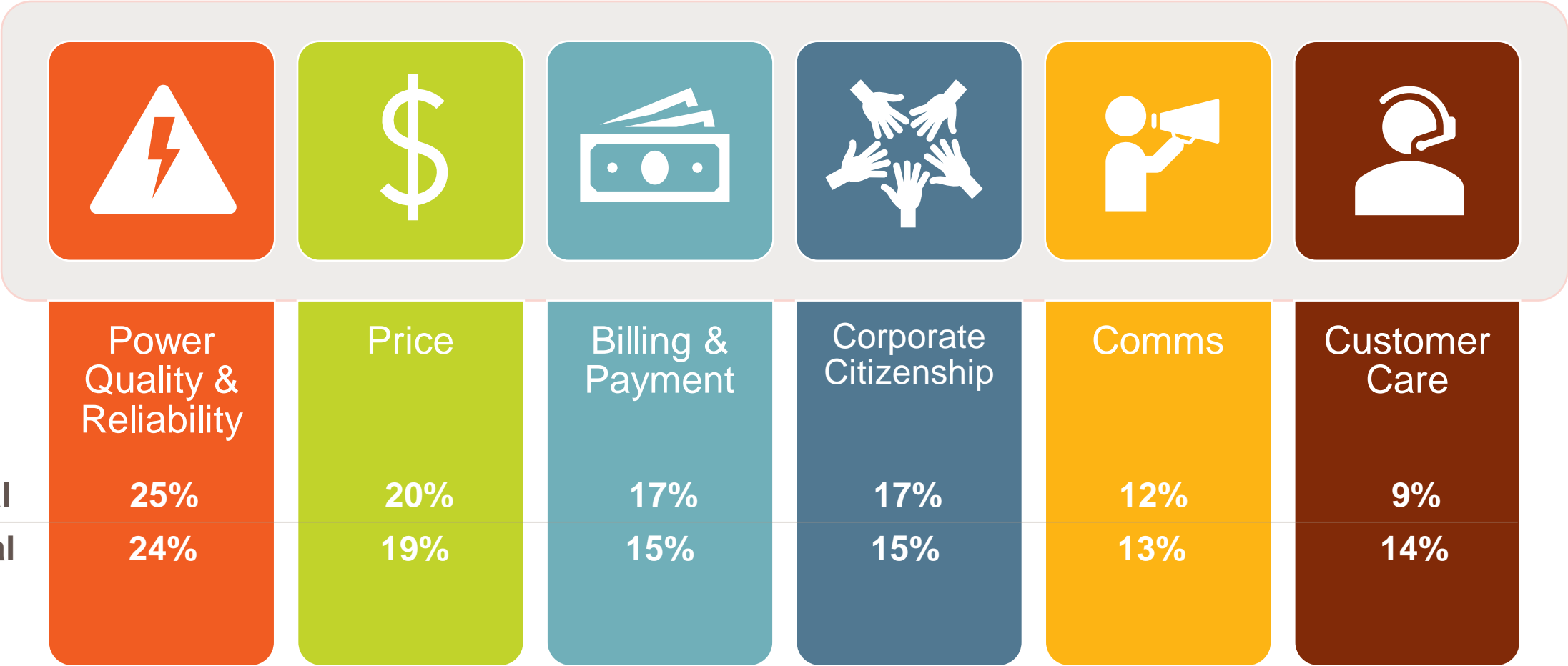
Virtual Meeting (online)

2021 J.D. Power Study Results Overview

J.D. Power Utility Studies

Study	Description
<u>Electric Utilities</u>	
Electric Utility Residential Customer Satisfaction Study (2001 to present)	Measures satisfaction with large and midsize electric utility companies in four U.S. regions: East, Midwest, South and West and provides the electric utility industry with insights into the evolving needs and demands of their customers.
Electric Utility Business Customer Satisfaction Study (2004 to present)	SMUD is classified as a West Large utility in the residential customer study and as a West Midsize utility in the business customer study.
<u>Sustainability Leadership Program</u>	
Syndicated Study (2020-2021) Operational Assessment (2021)	The J.D. Power Sustainability Leadership Program benchmarks environmental performance, delivers best practices and recognizes outstanding leadership in addressing climate change.

The J.D. Power Satisfaction Model



Source: 2021 J.D. Power Electric Utility Residential Customer Satisfaction Study
Source: 2021 J.D. Power Electric Utility Business Customer Satisfaction Study

J.D. Power Satisfaction Overview

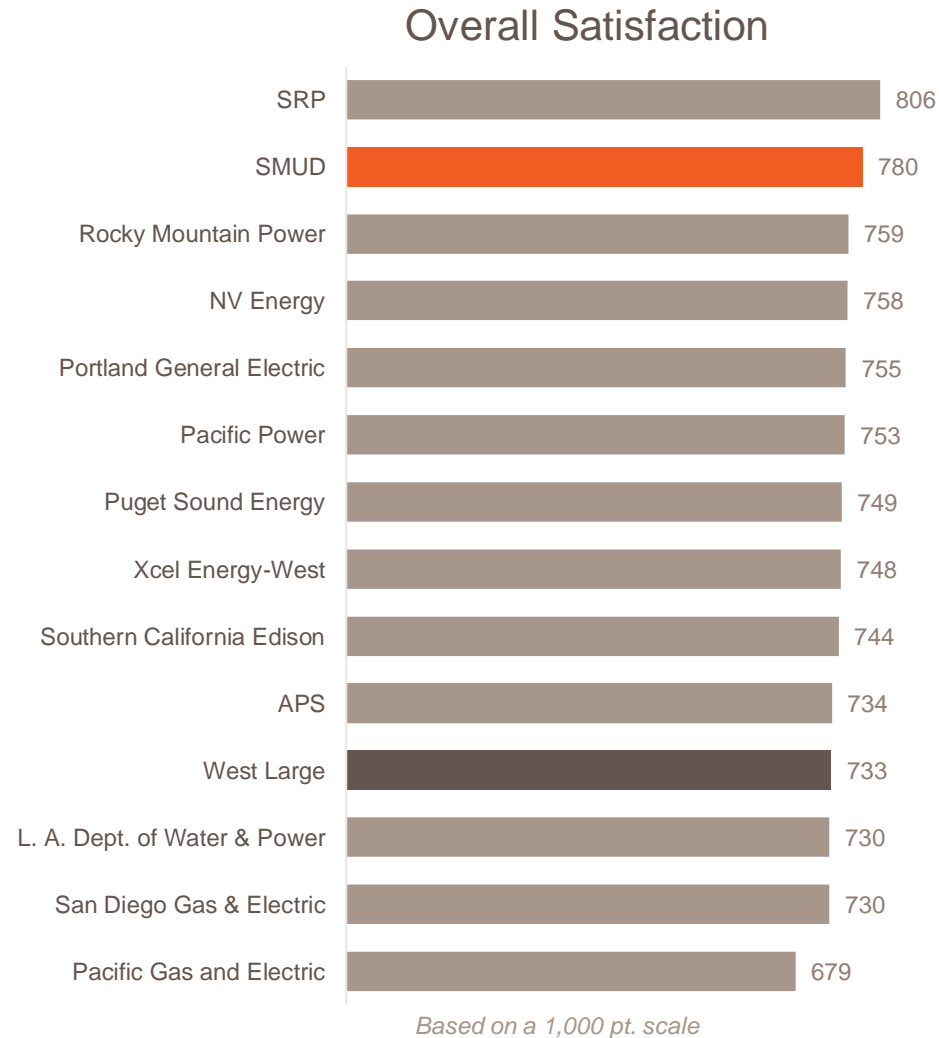
Residential Results

2021 Large utility award winners



Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021

West large overall CSI results



Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021

SMUD residential satisfaction trends



	2016	2017	2018	2019	2020	2021
CA Rank	1	1	1	1	1	1
West Large Rank	2	2	2	2	2	2
Industry Rank	15	16	18	15	20	27

Note: The J.D. Power Electric Utility Residential Customer Satisfaction Study is fielded quarterly.



SMUD Residential Performance 2020 vs. 2021

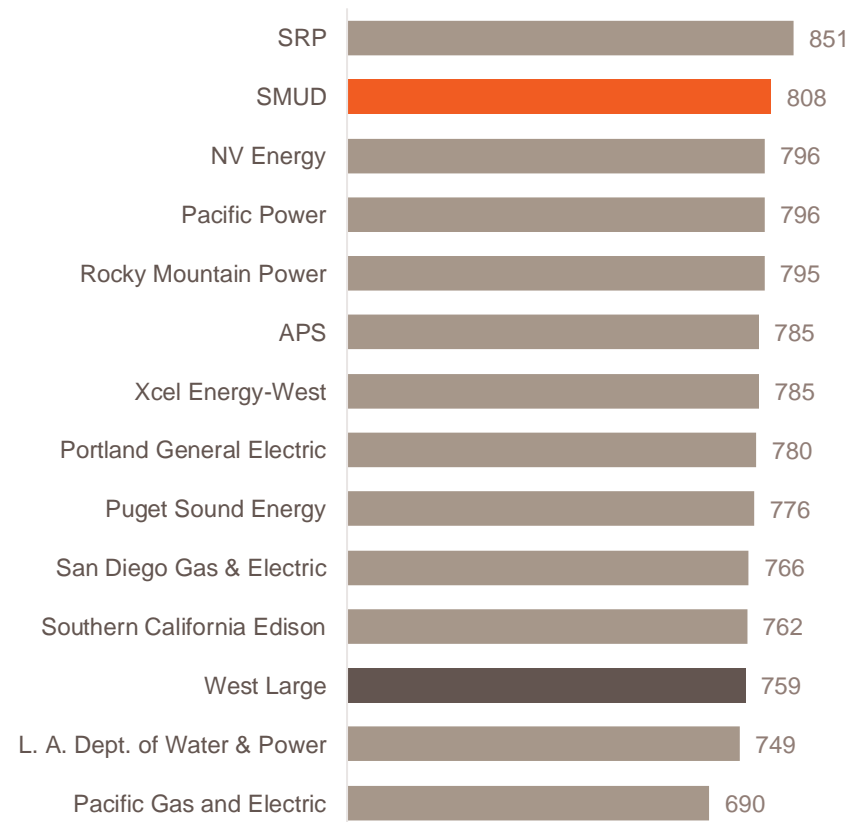
	SMUD Residential			West Large	Industry
	2020	2021	2020 vs. 2021 Δ	2020 vs. 2021 Δ	2020 vs. 2021 Δ
Overall Satisfaction	783	780	-3	-8	-3
Customer Care	840	849	+9	-6	0
Billing & Payment	837	835	-2	-2	+1
Corporate Citizenship	752	750	-2	-10	-6
Power Quality & Reliability	812	808	-4	-10	-5
Price	727	720	-7	-13	-7
Communications	753	746	-7	-4	+3

Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2020, 2021

SMUD Residential PQR performance

Power
Quality &
Reliability
25%

Power Quality & Reliability Satisfaction



Based on a 1,000 pt. scale

PQR Attribute	SMUD vs. SRP Score Differences				
	2017	2018	2019	2020	2021
Provide quality electric power	-0.23	-0.13	-0.26	-0.28	-0.41
Avoid brief interruptions	-0.32	-0.26	-0.28	-0.36	-0.35
Avoid lengthy outages	-0.42	-0.24	-0.19	-0.40	-0.36
Promptly restore power after outage	-0.71	-0.68	-0.80	-0.78	-0.36
Keep informed about an outage	-0.97	-0.99	-1.04	-0.86	-0.61
Supply electricity during extreme temperatures	-0.54	-0.71	-0.79	-0.81	-0.45

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021



Customers want proactive communication

Customers receiving outage text alerts

Power
Quality &
Reliability
25%

Large Brands

Top Large	
Entergy Louisiana	52%
Entergy Arkansas	47%
SRP	46%
Duke Energy Progress	43%
Average	25%
SMUD	18%

Midsized Brands

Top Midsized	
Entergy Mississippi	52%
Entergy New Orleans	51%
Entergy Texas	44%
SWEPCO	36%
Anaheim Public Utilities	36%
OUC	29%
Xcel Energy-South	29%

Cooperatives

Top Cooperatives	
Rappahannock Electric	33%
SECO Energy	32%
CoServ	28%
Magic Valley Electric	28%
SMECO	24%
SLEMCO	21%
EnergyUnited	20%

Impact on Satisfaction

PQR Satisfaction

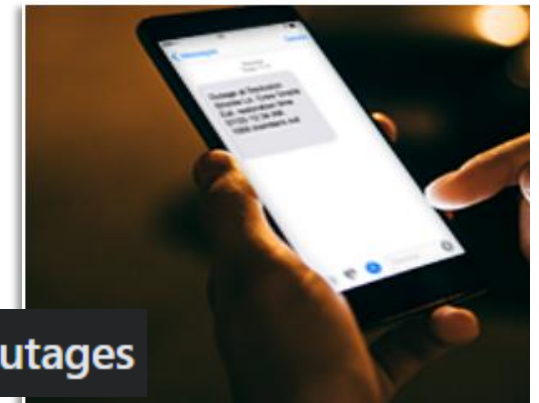
+60
Text Message vs.
Called Utility for
Outage Info



Sign up for outage alerts

Rappahannock Electric Cooperative warns of multi-day outages

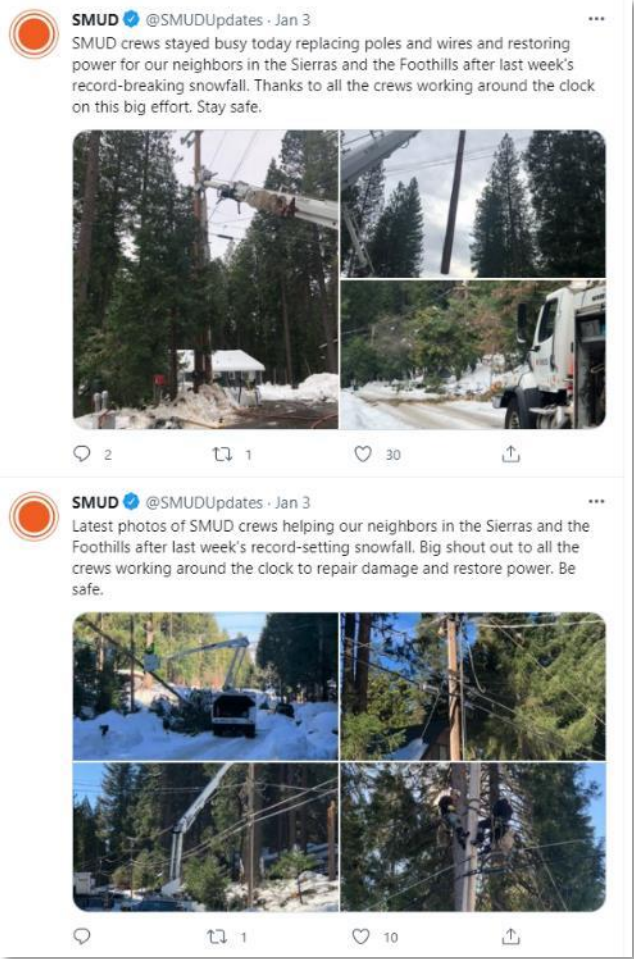
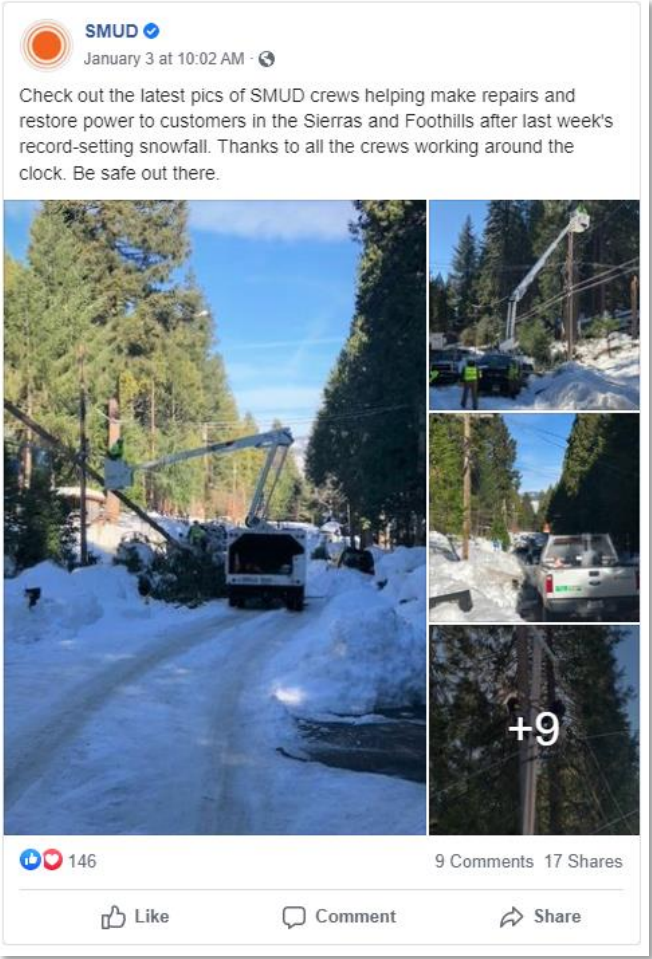
Personalize your outage alert settings



OUTAGE TEXT ALERTS

SMUD presence in community supporting reliability

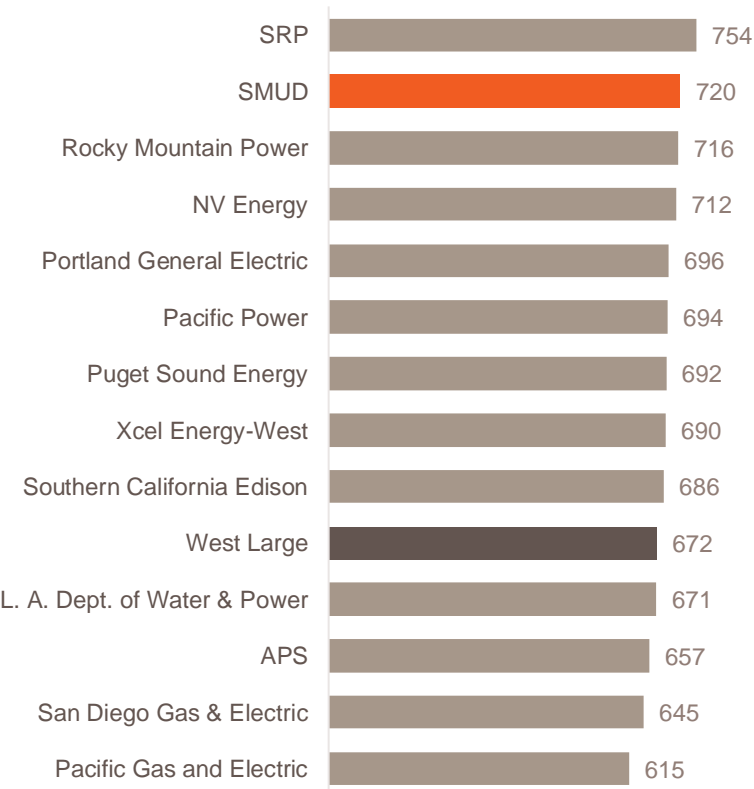
Power
Quality &
Reliability
25%



SMUD Residential Price performance

Price
20%

Price Satisfaction



Based on a 1,000 pt. scale

Price Attribute	SMUD vs. SRP Score Differences				
	2017	2018	2019	2020	2021
Availability of pricing options that meet needs	-0.55	-0.51	-0.64	-0.41	-0.41
Ease of understanding pricing	-0.46	-0.47	-0.49	-0.32	-0.34
Fairness of pricing	-0.15	-0.16	-0.31	-0.23	-0.31
Efforts of utility to help manage monthly usage	-0.34	-0.42	-0.40	-0.28	-0.25
Total monthly cost of electric service	-0.18	-0.11	-0.23	-0.14	-0.36

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding


Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021




SMUD recognized alongside SRP for customer solutions to help save money

Price
20%

Utility Products & Services Offerings help customers save \$'s



SRP Innovative P&S Offerings



SMUD Effective Partnering puts EV resources in front of their Customers

SAVE AT HOME

SRP offers rebates, discounts, advice and do it yourself projects to reduce energy use in your home and business. Price plans and billing options are also available to fit the way you prefer to use energy and pay for it.

Electric vehicle rates

Electric vehicle owners can participate in a new Time-of-Day (TOD) rate.

INSULATION REBATE

Get up to \$600 off the cost to install new insulation.

HOME ENERGY ASSESSMENT

Get a free virtual assessment from an experienced Energy Ambassador.

SMART THERMOSTAT PROGRAM

Smart thermostat users, earn up to \$100 with SYDT.

FREE SHADE TREES

Attend a virtual workshop and earn two shade trees.

AIR CONDITIONING REBATES

Receive up to \$1,125 back on a new energy-efficient AC.

SHADE SCREEN REBATE

Professionally installed shade screens qualify for an \$0.80/square foot rebate.

DUCT REPAIR REBATE

Get up to a \$400 rebate when you get your home's ducts tested and repaired.

SRP MARKETPLACE

Buy energy-efficient products online with instant rebates.

HOME ENERGY AUDIT

Save \$100 on a Home Energy Audit to help uncover hidden issues.

California Clean Fuel Reward

PROGRAM INFO

The California Clean Fuel Reward is a time-of-sale incentive available to anyone who resides in California.

LEARN MORE ABOUT THE PROGRAM >

FIND A RETAILER

The California Clean Fuel Reward is only available at participating retailers. Search for an EV retailer near you.

SEARCH LOCAL EV RETAILERS >

FIND YOUR EV

Find your perfect electric vehicle—one that meets your needs and fits your budget.

SEARCH ELECTRIC VEHICLES AND REWARDS >

EV OWNERSHIP

Owning an electric vehicle is more practical than ever before. Find out how an EV can fit your lifestyle.


SEE THE BENEFITS OF OWNING AN EV >

PlugStar


Everything you need to know

Select Make


Need help? Our Shopping Assistant can help.




Shopping Assistant




Browse Electric Cars



Find a Local Test Drive Event

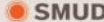


Find an Electric Car Dealer or Retailer



Need Help?

Partnership with



SMUD

Plug In America

March 15, 2022

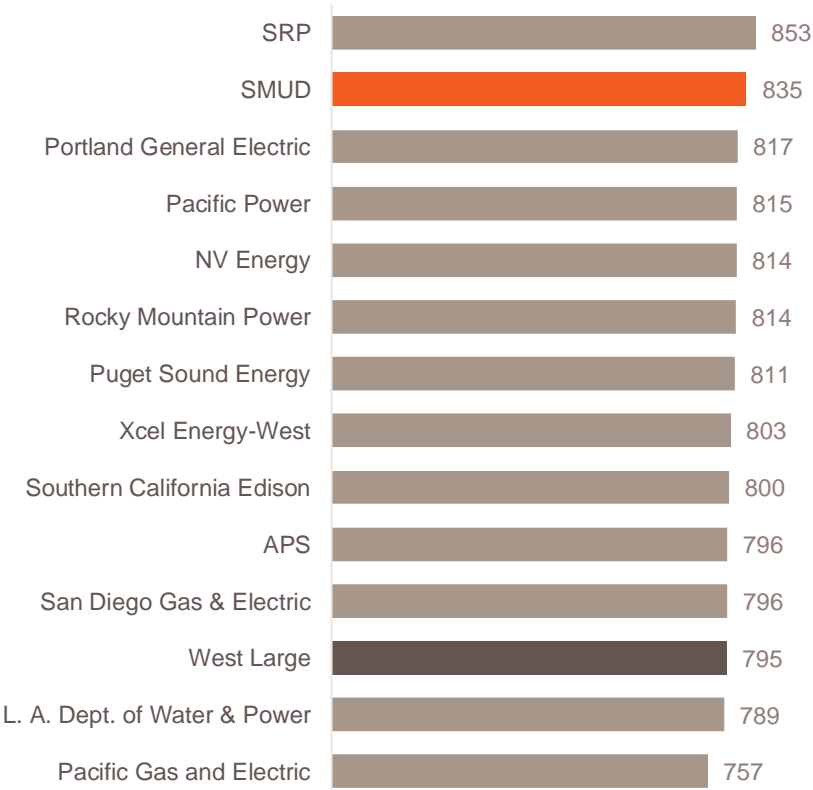
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Board Finance & Audit Committee and Special SMUD Board of Directors Meeting

SMUD Residential Billing & Payment performance

Billing & Payment
17%

Billing & Payment Satisfaction



Based on a 1,000 pt. scale

B&P Attribute	SMUD vs. SRP Score Differences				
	2017	2018	2019	2020	2021
Clarity of information on bill	-0.30	-0.29	-0.32	-0.14	-0.30
Reasonableness of billing cycle	-0.20	-0.16	-0.10	-0.13	-0.21
Variety of methods to pay	-0.06	-0.03	-0.01	-0.05	-0.05
Ease of paying bill	-0.21	-0.21	-0.16	-0.08	-0.13

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

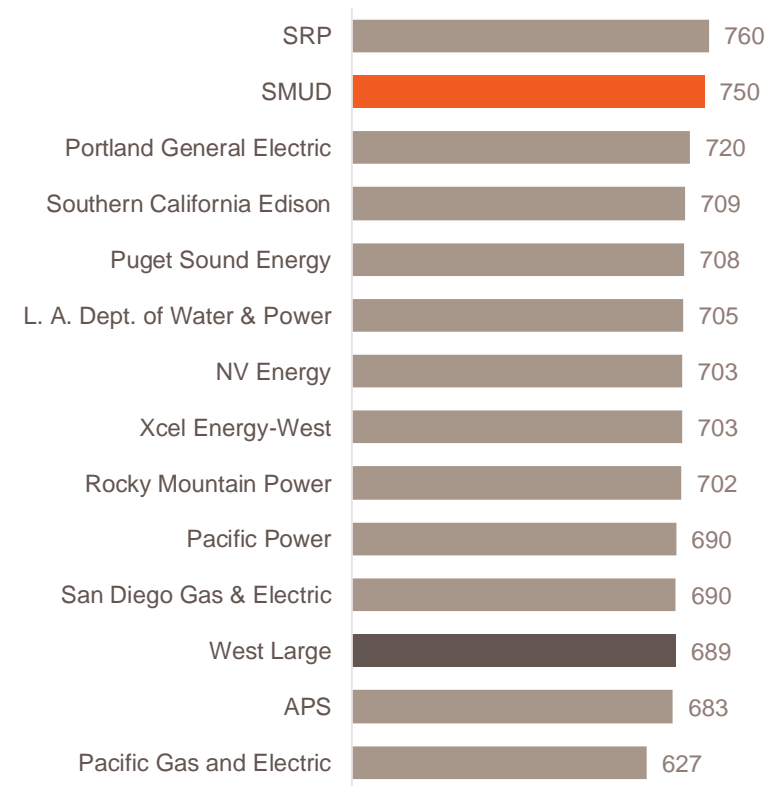
Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021



SMUD Residential Corporate Citizenship performance

Corporate
Citizenship
17%

Corporate Citizenship Satisfaction



Based on a 1,000 pt. scale

Corp. Cit. Attribute	SMUD vs. SRP Score Differences				
	2017	2018	2019	2020	2021
Actions to take care of the environment	0.02				
	-0.03	-0.03		-0.09	-0.03
Variety of energy efficiency programs offered					
	-0.11	-0.12	-0.03	-0.07	-0.05
Involvement in community					
	-0.10	-0.09	-0.10	-0.30	-0.25
Efforts to develop energy supply plans for the future	0.03				
	-0.05		0.03	-0.14	-0.02

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021



SMUD recognized across three Corporate Citizenship KPIs

Corporate
Citizenship
17%

SMUD
58%

Corporate Citizenship KPI...

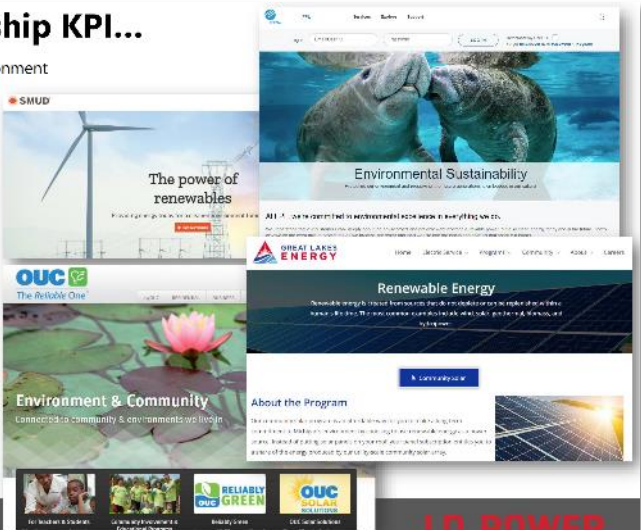
Efforts to improve impact on the environment

41%

Large Average – 42%

Midsize Average – 40%

Coop Average – 43%



J.D. POWER

Corporate Citizenship KPI...

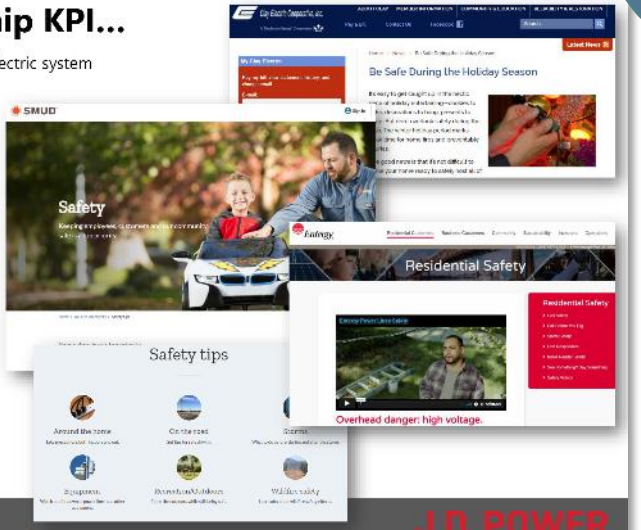
Efforts to increase general safety of the electric system

44%

Large Average – 44%

Midsize Average – 42%

Coop Average – 46%



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SMUD
71%

Corporate Citizenship KPI...

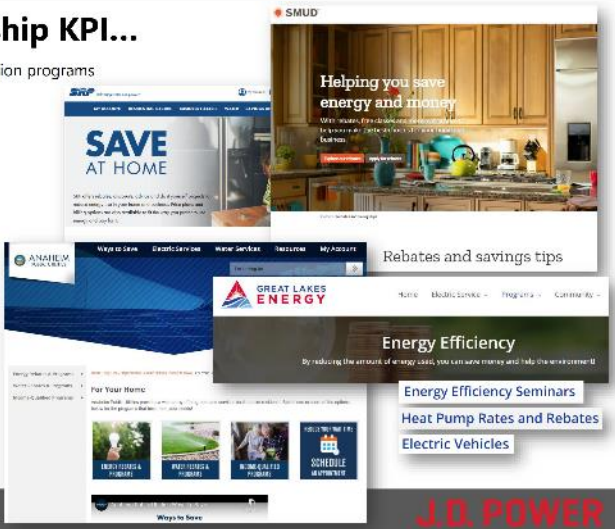
Aware of energy efficiency or conservation programs

58%

Large Average – 58%

Midsize Average – 56%

Coop Average – 57%

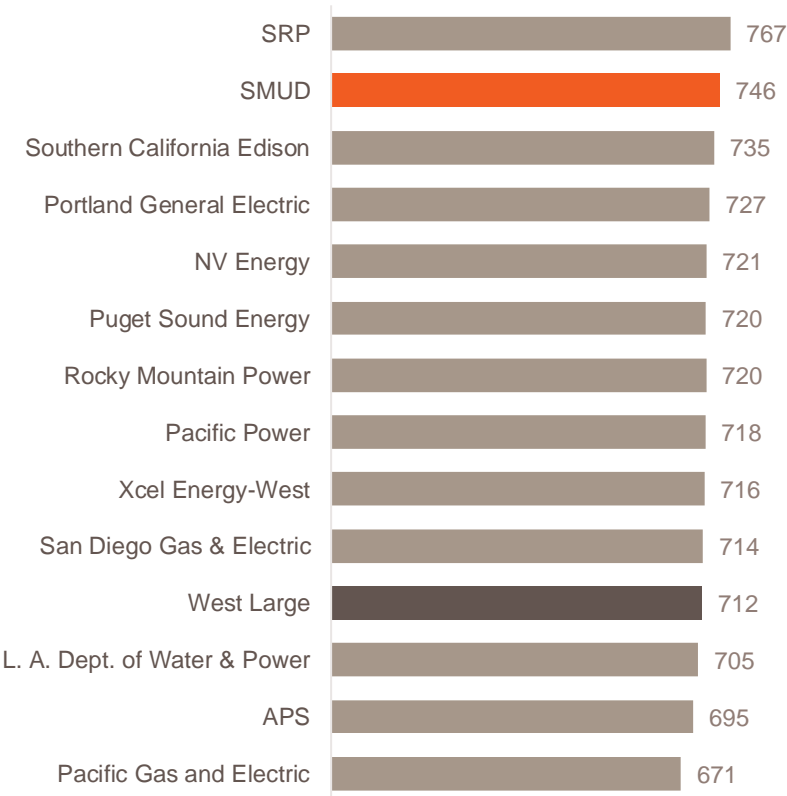


J.D. POWER

SMUD Residential Communications performance

Communications
12%

Communications Satisfaction



Based on a 1,000 pt. scale

* Attribute added when the data model was updated in 2020
Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021

Comm. Attribute	SMUD vs. SRP Score Differences				
	2017	2018	2019	2020	2021
Creating messages that get attention	-0.25	-0.23	-0.14	-0.16	-0.28
Communicating how to be safe around electricity	-0.06	-0.02	-0.04	-0.03	-0.11
Efforts to communicate changes	-0.28	-0.30	-0.18	-0.15	-0.23
Variety of communications used*				-0.15	-0.22

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Percent of customers that recall utility communication

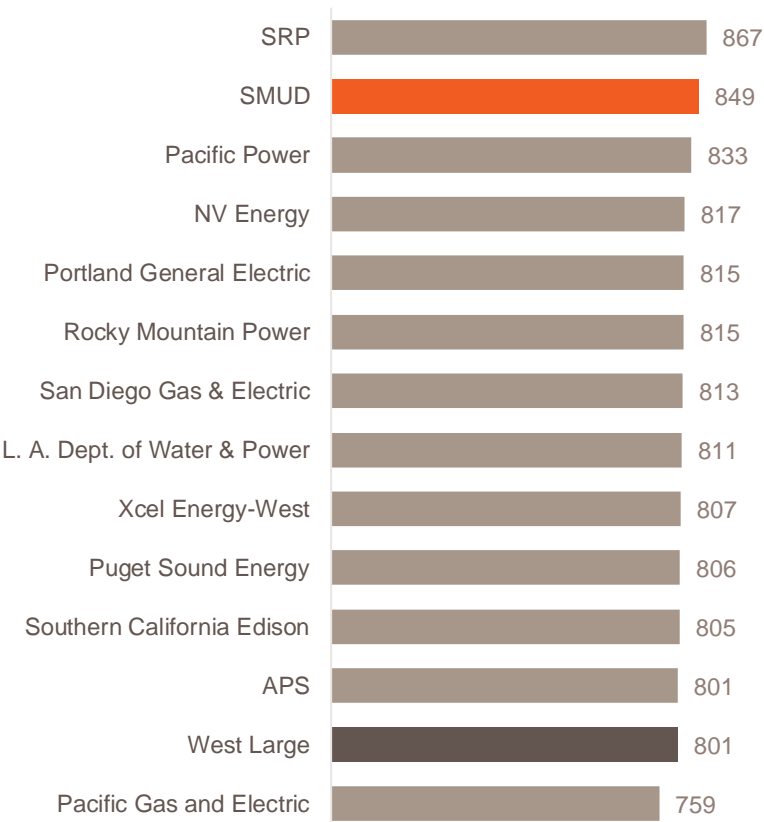
Top Large	
Pacific Gas and Electric	50%
Pepco	49%
OG&F	49%
SMUD	49%
BGE	49%
Puget Sound Energy	49%

SMUD recognized as a top large utility in residential customer communication recall

SMUD Residential Customer Care performance

Customer
Care
9%

Customer Care Satisfaction



Based on a 1,000 pt. scale

Cust. Care - Phone	SMUD vs. SRP Score Differences				
	2017	2018	2019	2020	2021
Ease of using automated system*				-0.29	0.14
Promptness in peaking to a person	-0.22	-0.19	-0.15	0.38	0.42
Courtesy of the representative	-0.12	-0.11	0.06	-0.65	0.00
Knowledge of the representative	-0.12	-0.21	0.21	-0.77	0.14
Representative's concern for needs	0.16	-0.29	0.09	-0.69	0.23
Clarity of information provided	-0.51	-0.18	0.12	-0.57	-0.26
Timeliness of resolving problem, question, or request	-0.40	-0.41	0.23	-0.70	-0.18

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Customer care questions only asked of respondents who had an interaction with SMUD in the past 3 months.

* Attribute added when the data model was updated in 2020

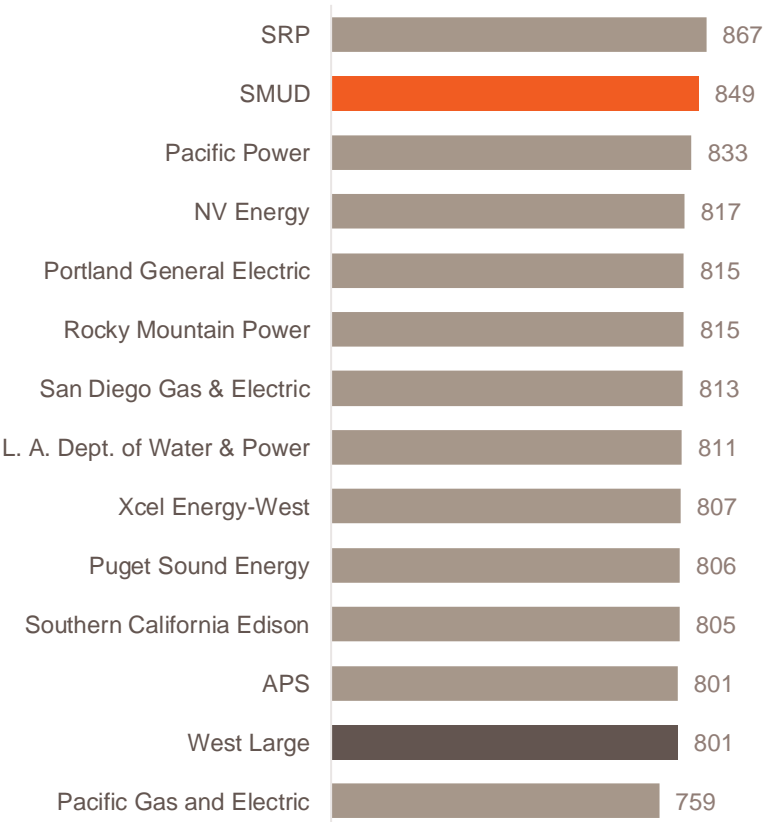
Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021



SMUD Residential Customer Care performance

Customer
Care
9%

Customer Care Satisfaction



Based on a 1,000 pt. scale

Cust. Care - Digital	SMUD vs. SRP Score Differences				
	2017	2018	2019	2020	2021
Appearance of the website/mobile app	-0.30	-0.16	-0.01	-0.21	-0.32
Clarity of the information provided	-0.41	-0.17	-0.16	-0.35	-0.19
Ease of navigating the website/mobile app	-0.39	-0.30	-0.20	-0.28	-0.29
Helpfulness of chat representative*				-0.09	-0.17
Timeliness of resolving problem, question, or request	-0.21	-0.34	-0.16	-0.19	-0.22

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Customer care questions only asked of respondents who had an interaction with SMUD in the past 3 months

* Attribute added when the data model was updated in 2020

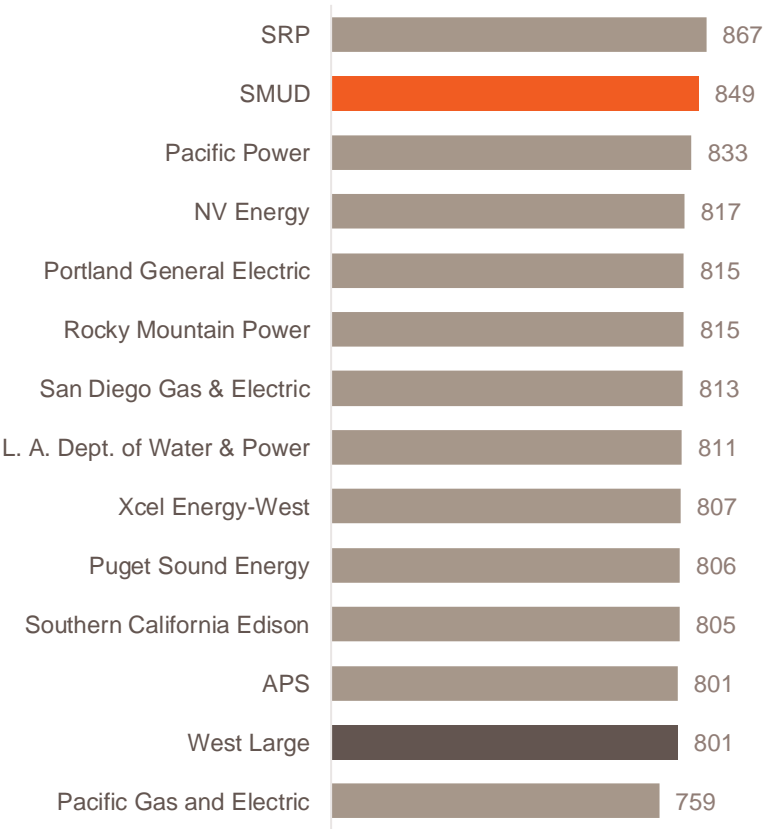
Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021



SMUD Residential Customer Care performance

Customer
Care
14%

Customer Care Satisfaction



Based on a 1,000 pt. scale

Cust. Care – In-Person	SMUD vs. SRP Score Differences				
	2017	2018	2019	2020	2021
Promptness in speaking to a person*				0.01	-0.30
Courtesy of the representative*				0.50	0.50
Knowledge of the representative*				0.41	-0.12
Representative's concern for needs*				0.32	-0.02
Clarity of information provided*				0.37	-0.17
Timeliness of resolving problem, question, or request*				0.32	-0.48

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

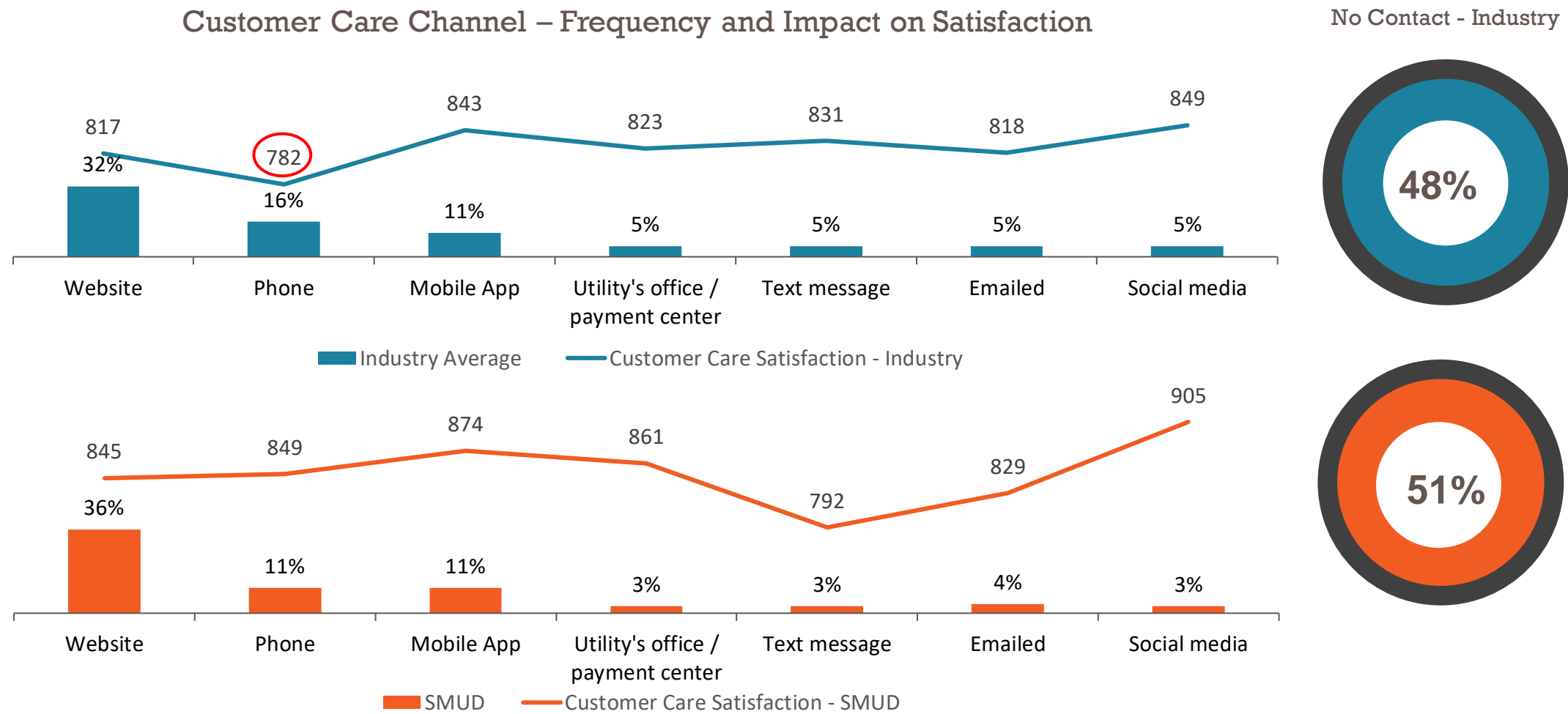
Customer care questions only asked of respondents who had an interaction with SMUD in the past 3 months

* Attribute added when the data model was updated in 2020

Source: J.D. Power Electric Utility Residential Customer Satisfaction Study 2021



Customers rely on Digital channels...SMUD satisfaction above the industry in every category except text message



Areas of Focus: 2021 Electric Residential Customer Satisfaction

Continue

Corporate Citizenship

Our 2020 Clean Energy Vision

Learn about our bold journey to eliminate 100% of our greenhouse gas emissions from our electric generation by 2030. We call this our Zero Carbon Plan.

Helping you save energy and money

Rebates and savings tips

Price

SMUD Effective Partnering puts EV resources in front of their Customers

Electric vehicle rates

Play Star

SMUD Effective Partnering puts EV resources in front of their Customers

Communications

Digital tools to make your life easier.

My Account
Your online source for everything account related, including your account dashboard, easy bill payment, program enrollment options, detailed energy usage charts and more.

Mobile app
With the SMUD App, you can connect with your account, wherever you are. It's fast and easy to pay your bill, view your energy usage, manage alerts and more.

Learn more at smud.org/DigitalTools

Help to manage your bill and keep your budget on track.

Bill discount
The Energy Assistance Program Rate (EAPR) offers eligible customers a monthly discount based on household size and income.

Payment arrangements
We're here to help if you need more time to pay your bill. We offer installment plans, payment arrangements and payment extensions.

Find more programs like these at smud.org/FinancialAssistance

Powering forward. Together. **SMUD**

Consider

Infrastructure and Reliability

Top Brands Talk Up Infrastructure Improvement and Reliability

Utility does a good job of maintaining current infrastructure

Large Brands		Midsize Brands		Cooperatives		Impact on Satisfaction	
Top Large		Top Midsize		Top Cooperatives		Overall Satisfaction	
Ameren Illinois	79%	EPB	86%	Walton EMC	83%	801	
SRP	78%	Clark Public Utilities	85%	Great Lakes Energy	82%	553	655

Text Alerts: Customers Want Proactive Outage Communication

How many of your customers are signed up to receive Outage Text Alerts?

Large Brands		Midsize Brands		Cooperatives		Impact on Satisfaction	
Top Large		Top Midsize		Top Cooperatives		PQR Satisfaction	
Entergy Louisiana	52%	Entergy Mississippi	52%	Rappahannock Electric	33%	+60	
Entergy Arkansas	47%	Entergy New Orleans	51%	SECO Energy	32%		
SRP	46%	Entergy Texas	44%	CoServ	28%	Text Message vs. Called Utility for Outage Info	
Duke Energy Progress	43%	SWEPCO	36%	Magic Valley Electric	28%		
Duke Energy Carolinas	41%	Anaheim Public Utilities	36%	SMECO	24%	OUTAGE TEXT ALERTS	
Duke Energy-Midwest	38%	OUC	29%	SLEMCO	21%		
Duke Energy Florida	34%	Xcel Energy-South	29%	EnergyUnited	20%	J.D. POWER	

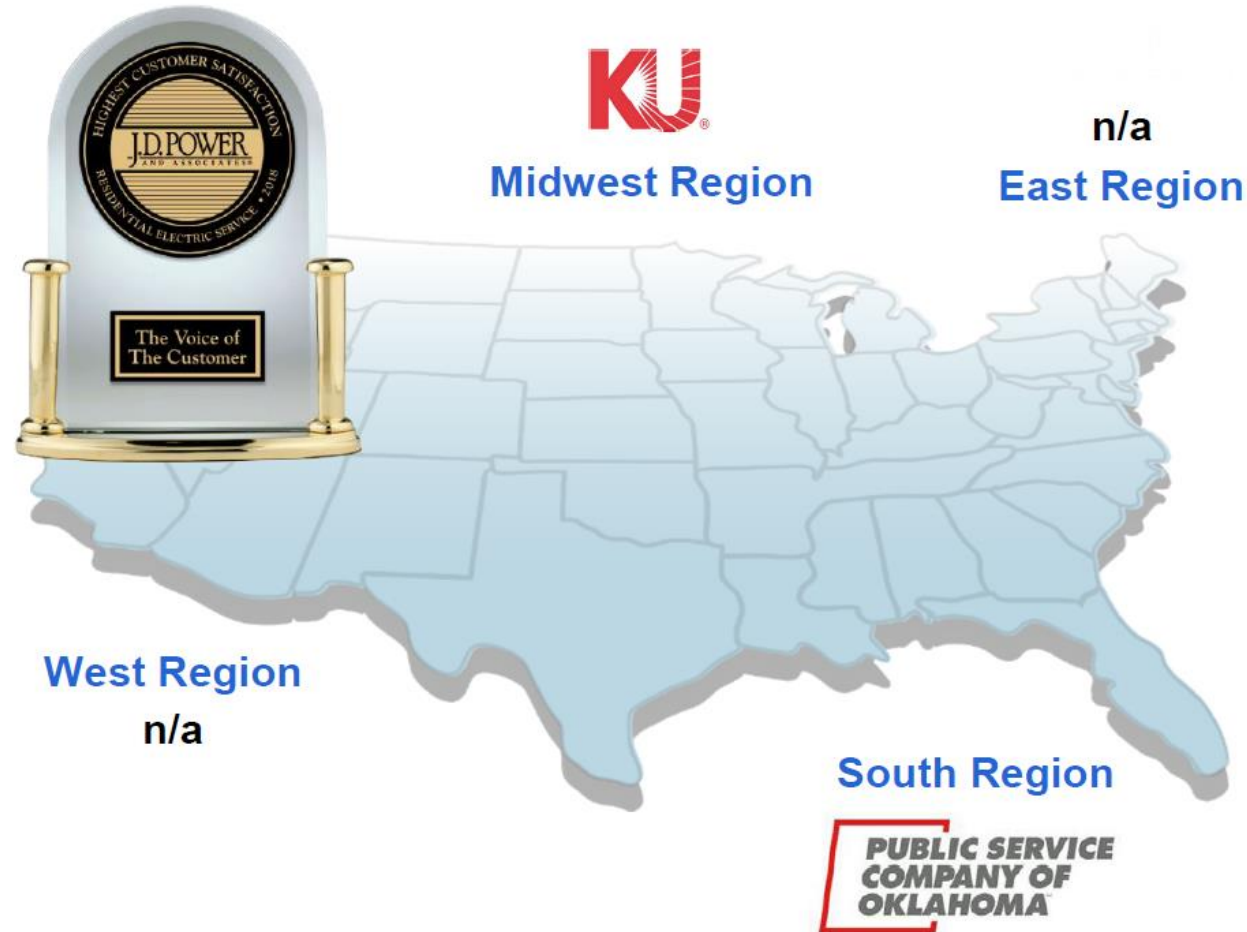
J.D. Power Satisfaction Overview

Business Results

2021 Midsize utility award winners

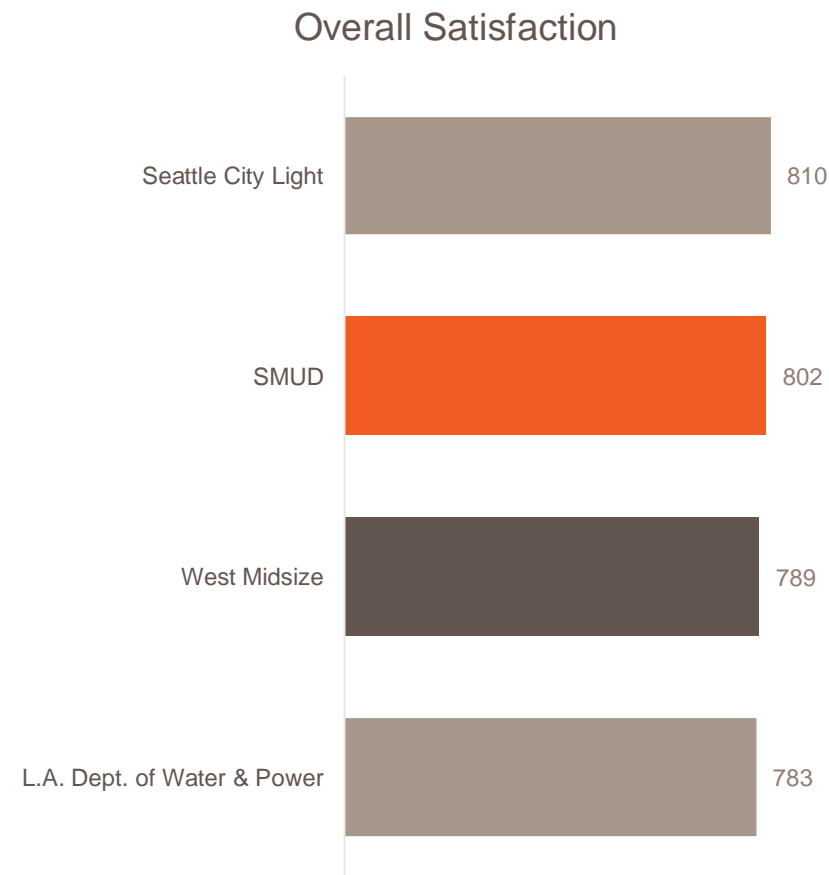
For the first time in this study, due to insufficient sample sizes* for multiple midsize utilities, no utilities from the West midsize segment or East midsize segment were awarded in 2021.

SMUD was one of three utilities in this segment with a sufficient sample size (116 responses).



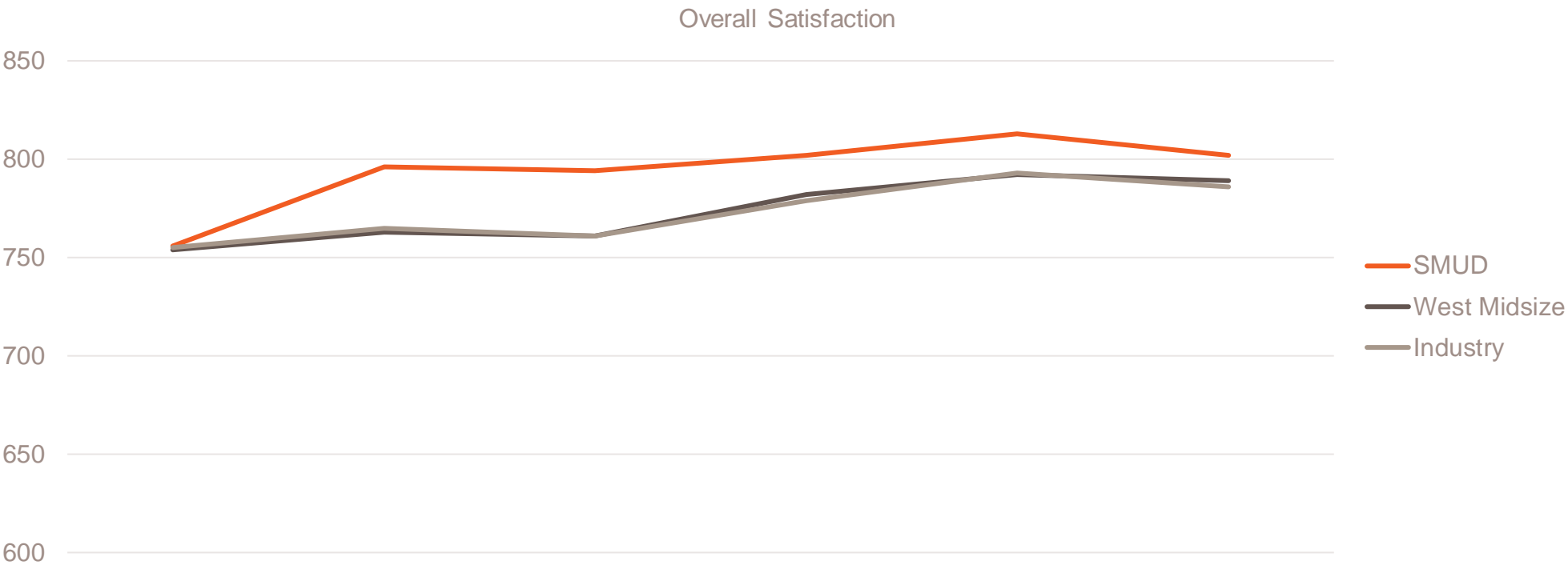
* A sample size of 100 or more is required for public ranking
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021

West midsize overall CSI results



Note: Utilities with insufficient sample size (<100 responses) not displayed
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021

SMUD Commercial satisfaction trends



	2016	2017	2018	2019	2020	2021
CA Rank	3	1	1	1	1	1
West Midsize Rank	3	1	1	3	2	2
Industry Rank	32	10	6	13	17	22

Note: The J.D. Power Electric Utility Business Customer Satisfaction Study is fielded semi-annually.



SMUD Commercial Performance 2020 vs. 2021

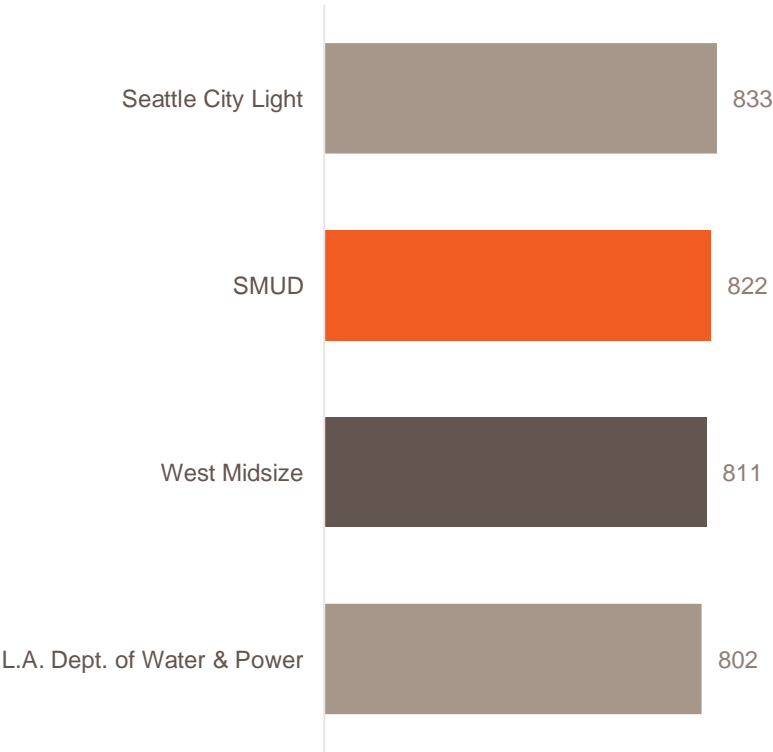
	SMUD			West Midsize	Industry
	2020	2021	2020 vs. 2021 Δ	2020 vs. 2021 Δ	2020 vs. 2021 Δ
Overall Satisfaction	813	802	-11	-3	-7
Corporate Citizenship	791	774	-17	-6	-6
Billing & Payment	839	833	-4	-4	-5
Power Quality & Reliability	825	822	-3	0	-8
Price	782	762	-20	-7	-8
Communications	810	773	-37	-5	-3
Customer Care	840	836	-4	+7	-5

Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2020, 2021

SMUD Commercial PQR performance

Power
Quality &
Reliability
24%

Power Quality & Reliability Satisfaction



Based on a 1,000 pt. scale

Note: Utilities with insufficient sample size (<100 responses) not displayed
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021

PQR Attribute	SMUD vs. SCL Score Differences				
	2017	2018	2019	2020	2021
Provide quality electric power	0.07	0.10	0.04	-0.22	-0.05
Avoid brief interruptions	-0.06	-0.02	-0.19	-0.21	0.02
Avoid lengthy outages	0.01	0.03	0.02	-0.26	-0.19
Promptly restore power after outage	-0.15	0.03	0.23	0.13	-0.03
Keep informed about an outage	-0.32	-0.14	0.15	0.01	-0.27
Supply electricity during extreme temperatures	-0.13	0.00	0.05	-0.19	-0.10

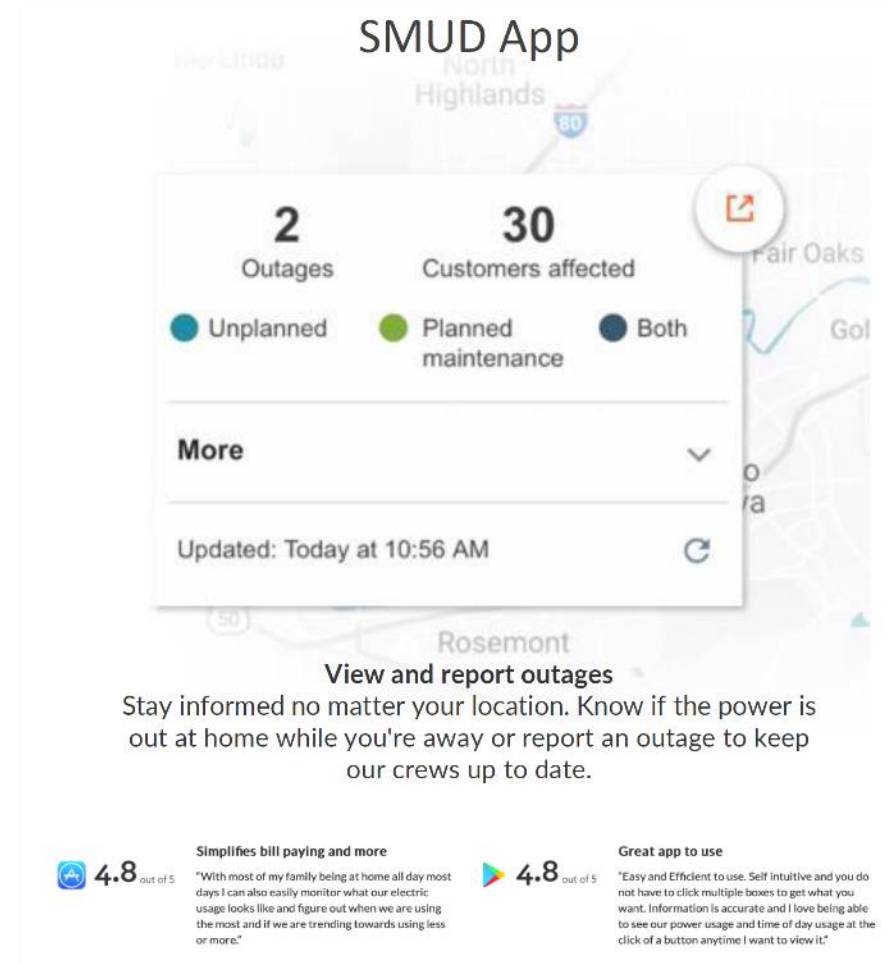
Based on an 10pt. scale where 01= Unacceptable and 10 = Outstanding

SMUD recognized as a top performer in keeping business customers informed about outages

Power
Quality &
Reliability
24%

App: Source of Outage Info Highest % Nationally 2021

SMUD	35%
Florida Power & Light	28%
Entergy Arkansas	27%
Kentucky Utilities	26%
Entergy Texas	26%
Duke Energy Progress	26%
Puget Sound Energy	26%
DTE Energy	25%
Entergy Louisiana	25%
Con Edison	25%
Entergy Mississippi	24%
SRP	24%
San Diego Gas & Electric	24%
Ameren Missouri	24%
JEA	24%
BGE	23%
Duquesne Light	23%
CPS Energy	23%



SMUD Commercial Price performance

Price
19%



Price Attribute	SMUD vs. SCL Score Differences				
	2017	2018	2019	2020	2021
Availability of pricing options that meet needs	-0.28	0.00	0.23	-0.18	-0.34
Ease of understanding pricing	-0.16	-0.01	0.34	-0.32	-0.16
Fairness of pricing	-0.30	-0.25	-0.24	0.04	-0.29
Efforts of utility to help manage monthly usage	0.06	0.05	0.13	-0.03	-0.17
Total monthly cost of electric service	-0.12	-0.06	-0.11	0.34	-0.41

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

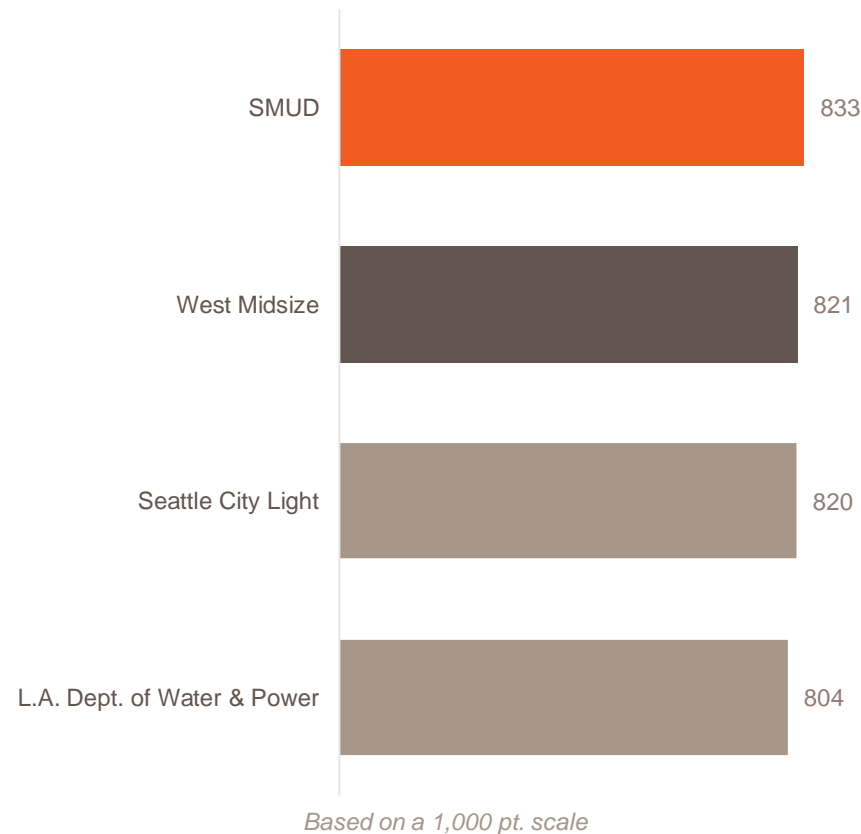
Note: Utilities with insufficient sample size (<100 responses) not displayed
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021



SMUD Commercial Billing & Payment performance

Billing & Payment
15%

Billing & Payment Satisfaction



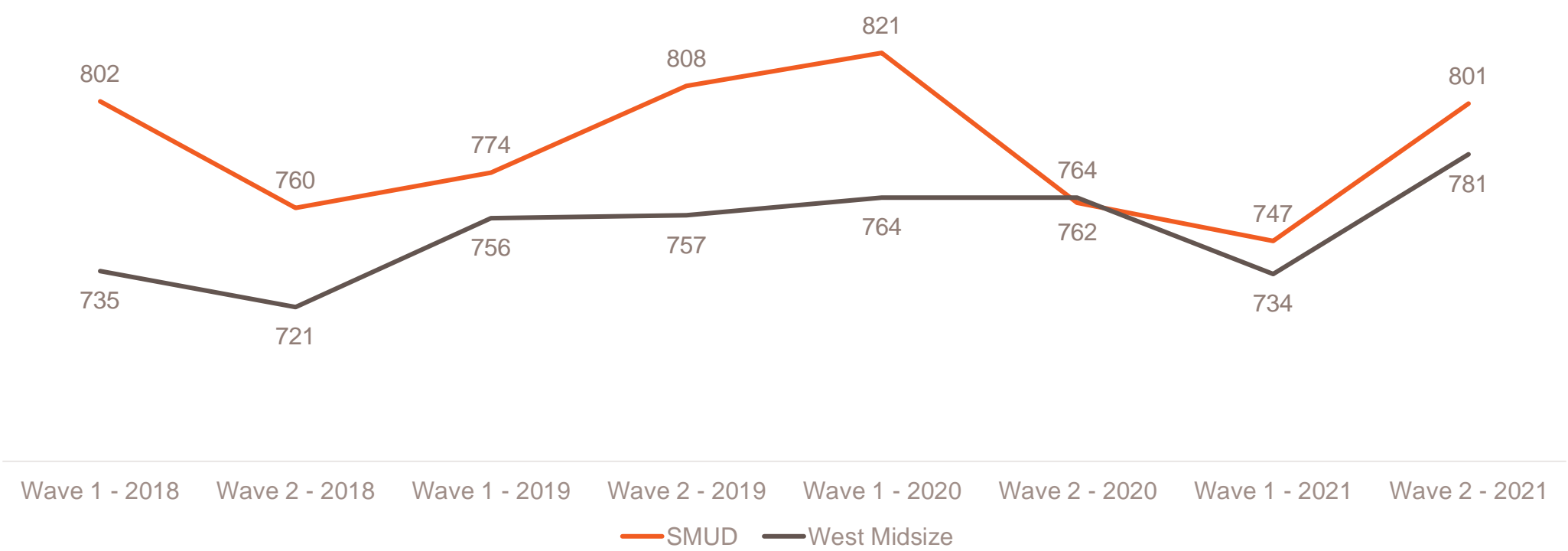
B&P Attribute	SMUD vs. SCL Score Differences				
	2017	2018	2019	2020	2021
Clarity of information on bill	0.00	0.07	-0.03	0.01	0.16
Reasonableness of billing cycle	-0.01	0.09	-0.06	-0.29	0.15
Variety of methods to pay	-0.04	0.18	0.09	-0.22	0.01
Ease of paying bill	-0.11	0.28	0.00	-0.20	0.23

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Note: Utilities with insufficient sample size (<100 responses) not displayed
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021



SMUD Commercial Corporate Citizenship trends over time



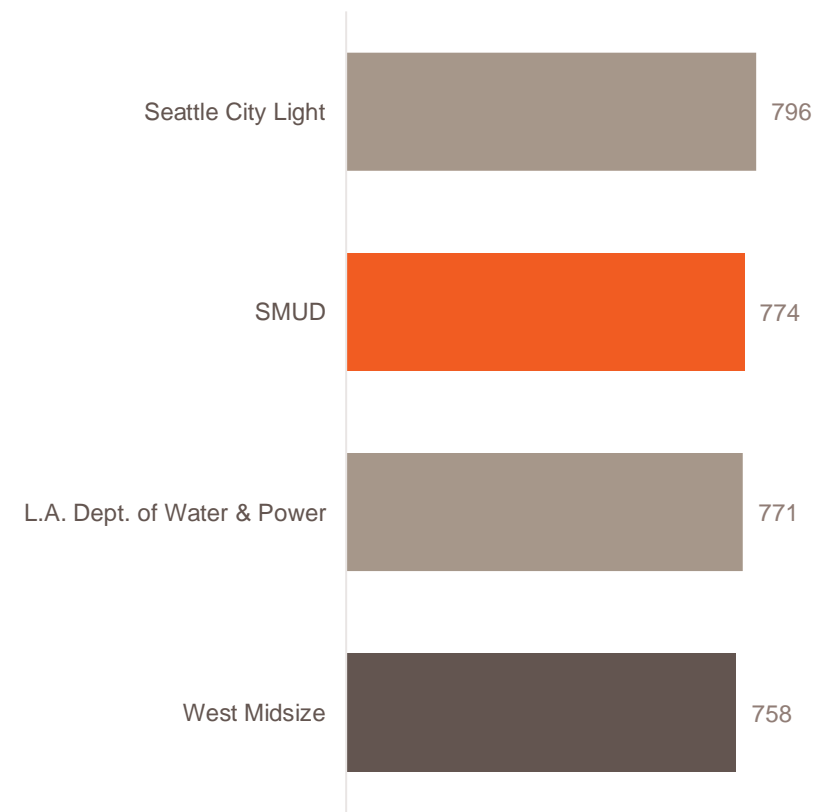
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021



SMUD Commercial Corporate Citizenship performance

Corporate
Citizenship
15%

Corporate Citizenship Satisfaction



Based on a 1,000 pt. scale

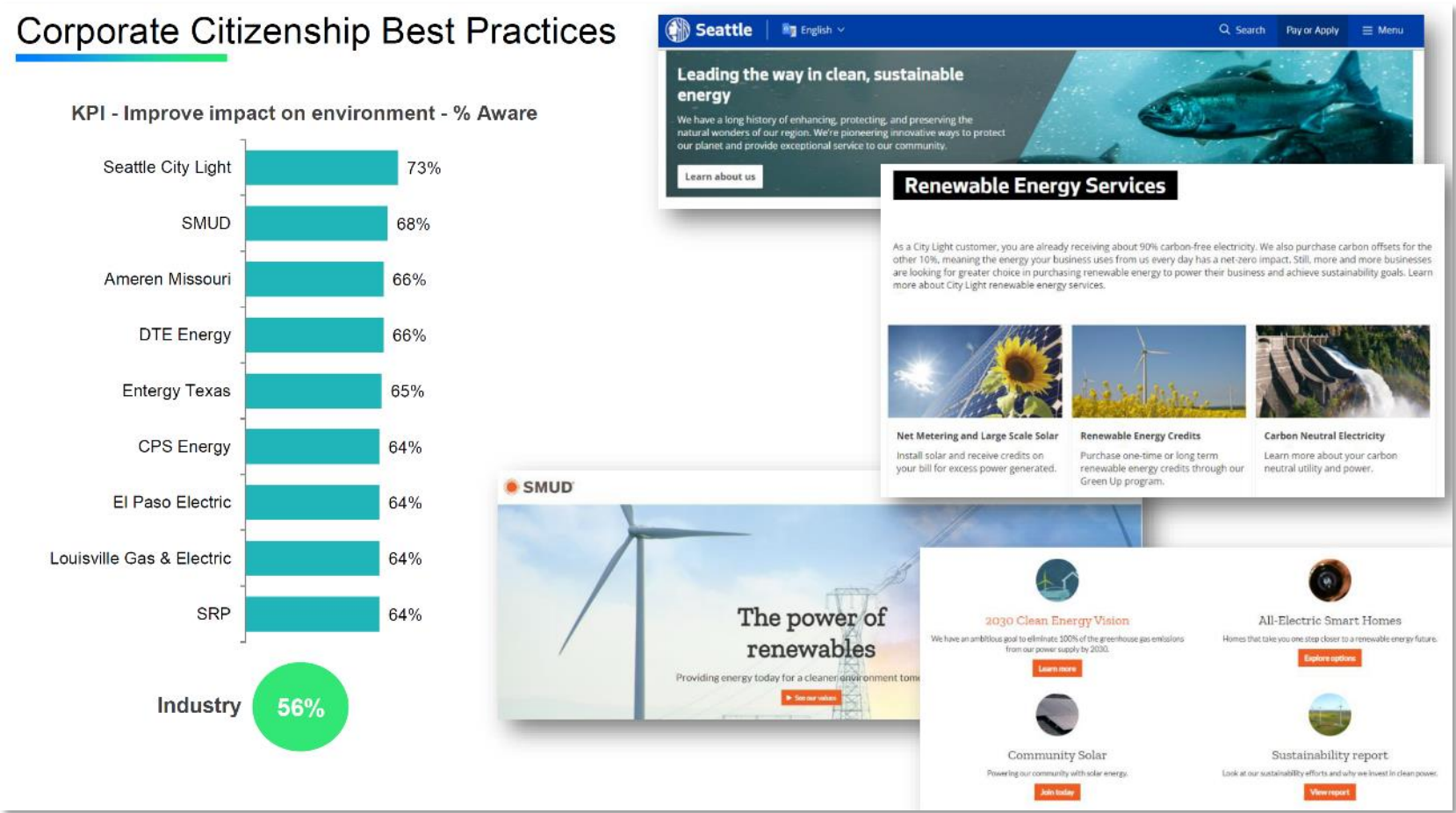
Note: Utilities with insufficient sample size (<100 responses) not displayed
 Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021

Corp. Cit. Attribute	SMUD vs. SCL Score Differences				
	2017	2018	2019	2020	2021
Actions to take care of the environment	0.34	0.18	0.00	-0.06	-0.28
Variety of energy efficiency programs offered	0.30	0.29	0.35	-0.12	-0.03
Involvement in community	0.59	0.25	0.27	-0.02	-0.50
Efforts to develop energy supply plans for the future	0.47	0.33	0.30	-0.09	-0.17
Business leadership in local communication	0.41	0.37	0.40	-0.02	-0.13

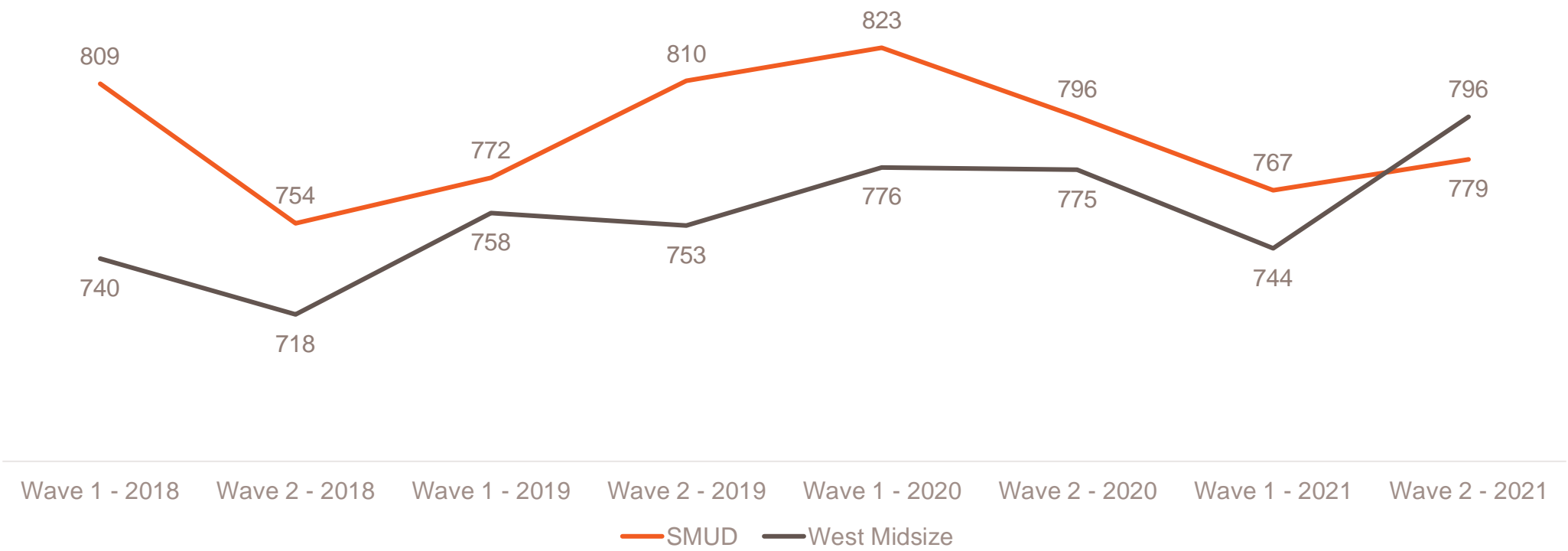
Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

SMUD recognized as a best practice in customer awareness of efforts to improve impact on environment

Corporate
Citizenship
15%



SMUD Commercial Communications trends over time



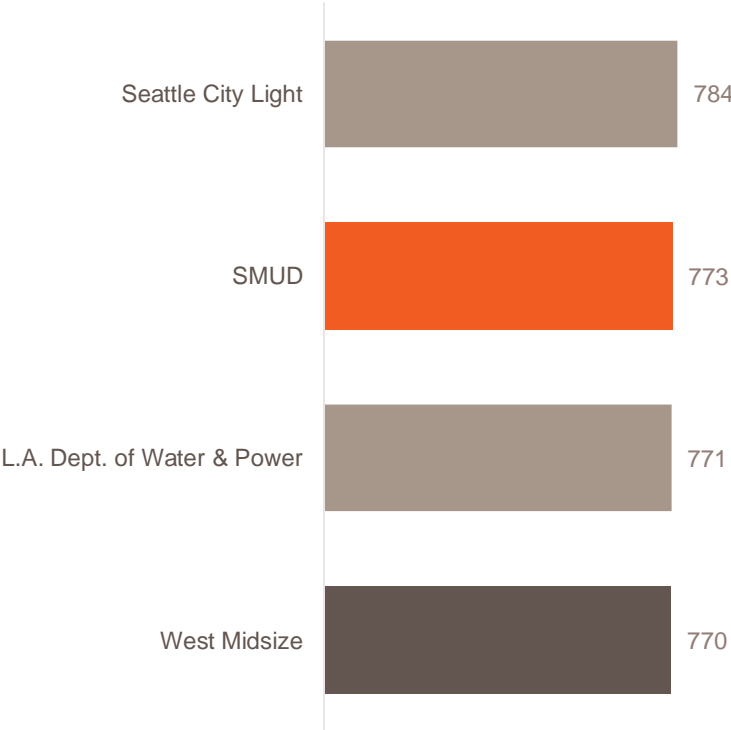
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021



SMUD Commercial Communications performance

Communications
13%

Communications Satisfaction



Based on a 1,000 pt. scale

Note: Utilities with insufficient sample size (<100 responses) not displayed
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021

Comm. Attribute	SMUD vs. SCL Score Differences				
	2017	2018	2019	2020	2021
Frequency of updates and notices of new developments	0.04	0.12	0.31	-0.13	-0.17
Variety of communications used	0.25	0.40	0.25	0.13	-0.16
Communication of topics or issues that are important to business	0.39	0.02	0.23	0.11	-0.06
Efforts to get feedback from business customers	0.22	0.45	0.22	-0.05	-0.07

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

SMUD Commercial Customer Contact performance

Customer
Contact
14%



Note: Utilities with insufficient sample size (<100 responses) not displayed
Customer contact questions only asked of respondents who had an interaction with SMUD in the past 6 months
* Attribute added when the data model was updated in 2020
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021

Cust. Care - Phone	SMUD vs. SCL Score Differences				
	2017	2018	2019	2020	2021
Ease of using automated system*				-0.48	0.37
Promptness in peaking to a person	1.07	0.23	-0.16	-0.07	0.17
Courtesy of the representative	0.45	-0.32	-0.52	-0.49	-0.13
Knowledge of the representative	0.83	-0.53	-0.72	-0.57	-0.20
Representative's concern for needs	0.56	-0.47	-0.50	-0.19	0.37
Clarity of information provided	-0.06	-0.13	0.23	-0.50	0.23
Timeliness of resolving problem, question, or request	0.02	0.32	0.08	-0.69	0.32

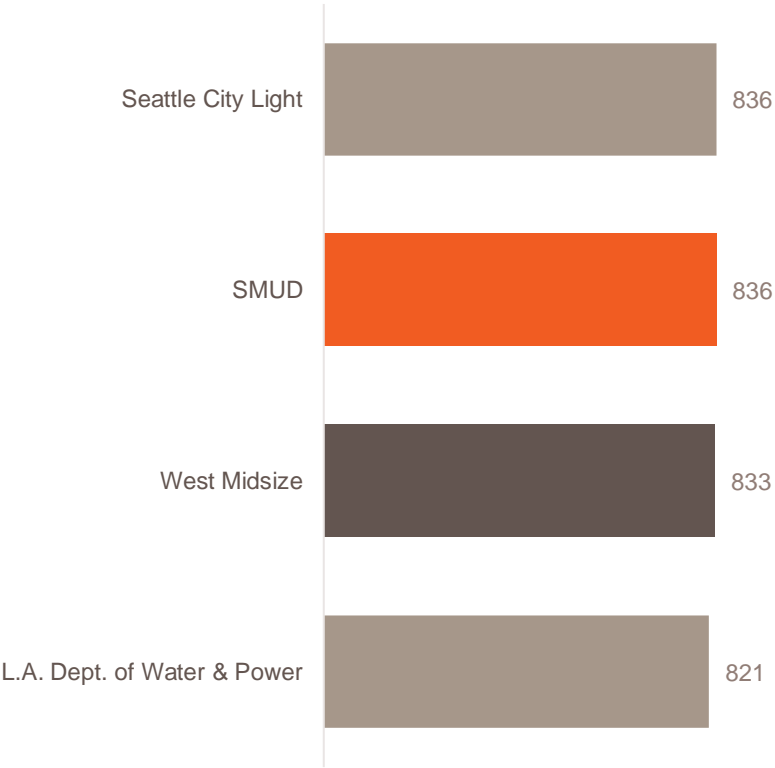
Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding



SMUD Commercial Customer Contact performance

Customer Contact
14%

Customer Contact Satisfaction



Based on a 1,000 pt. scale

Note: Utilities with insufficient sample size (<100 responses) not displayed
Customer contact questions only asked of respondents who had an interaction with SMUD in the past 6 months
* Attribute added when the data model was updated in 2020.
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021

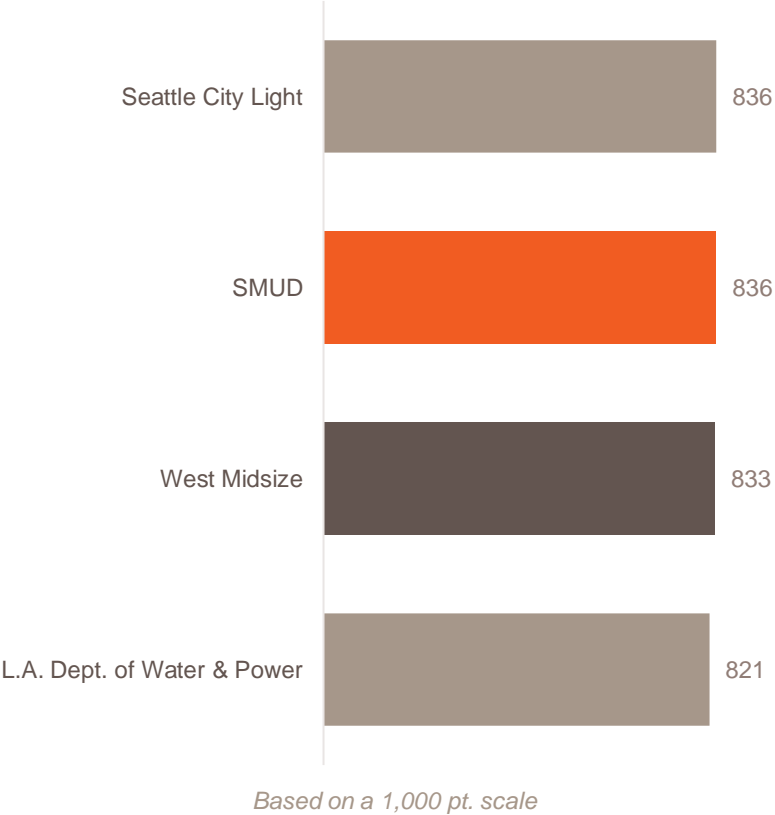
Cust. Care - Digital	SMUD vs. SCL Score Differences				
	2017	2018	2019	2020	2021
Appearance of the website/mobile app	-0.20	0.41	-0.38	-0.18	-0.52
Clarity of the information provided	-0.27	0.34	-0.31	-0.19	-0.25
Ease of navigating the website/mobile app	-0.16	0.37	-0.62	-0.13	-0.39
Helpfulness of chat representative*				-0.91	-0.20
Timeliness of resolving problem, question, or request	-0.28	0.18	-0.42	-0.16	-0.47

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

SMUD Commercial Customer Contact performance

Customer Contact
14%

Customer Contact Satisfaction



Cust. Care – Proactive	SMUD vs. SCL Score Differences				
	2017	2018	2019	2020	2021
Representative's concern for needs of business*				0.29	-0.60
Knowledge of the representative*				-0.33	-0.36
Courtesy of the representative*				-0.20	-0.11
Clarity of information provided*				0.25	-0.18

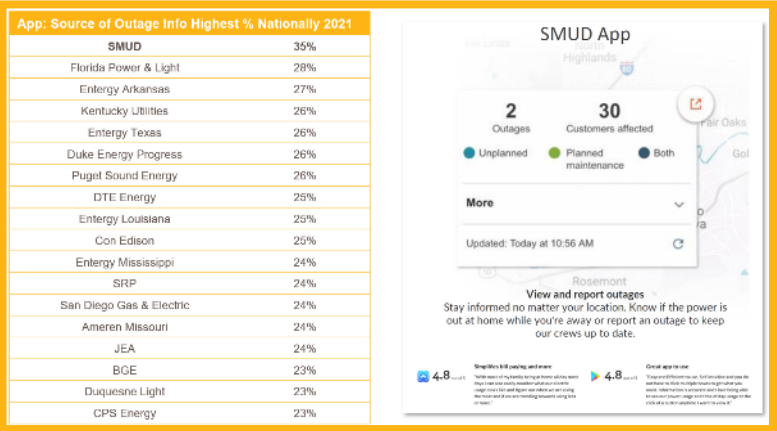
Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Note: Utilities with insufficient sample size (<100 responses) not displayed
Customer contact questions only asked of respondents who had an interaction with SMUD in the past 6 months
* Attribute added when the data model was updated in 2020.
Source: J.D. Power Electric Utility Business Customer Satisfaction Study 2021

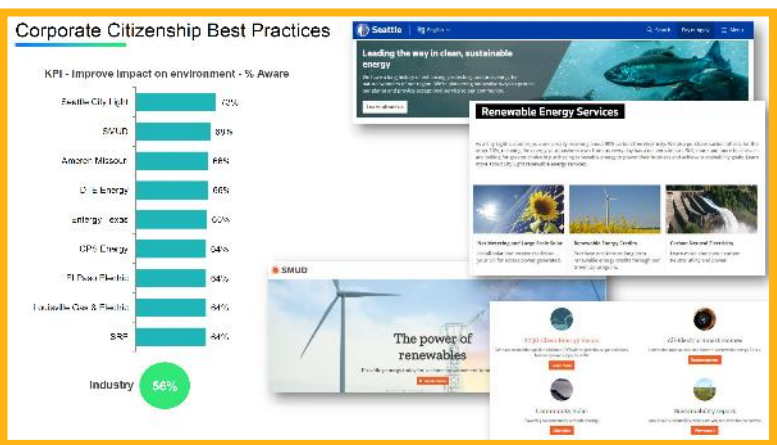


Areas of Focus: 2021 Electric Business Customer Satisfaction

Continue Outages



Corporate Citizenship

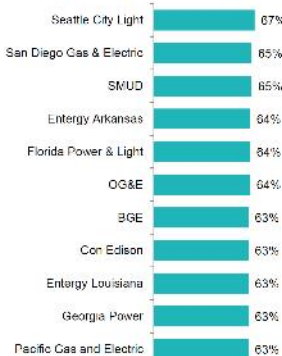


Consider

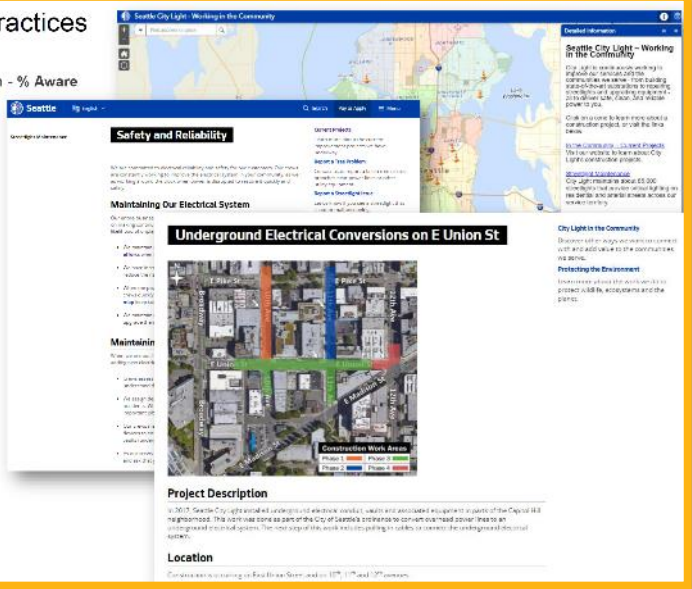
Safety and Reliability

Corporate Citizenship Best Practices

KPI - Increase general safety of electric system - % Aware



Industry 58%



J.D. Power Sustainability Leadership Program

SMUD is the 1st utility ever to earn certification!



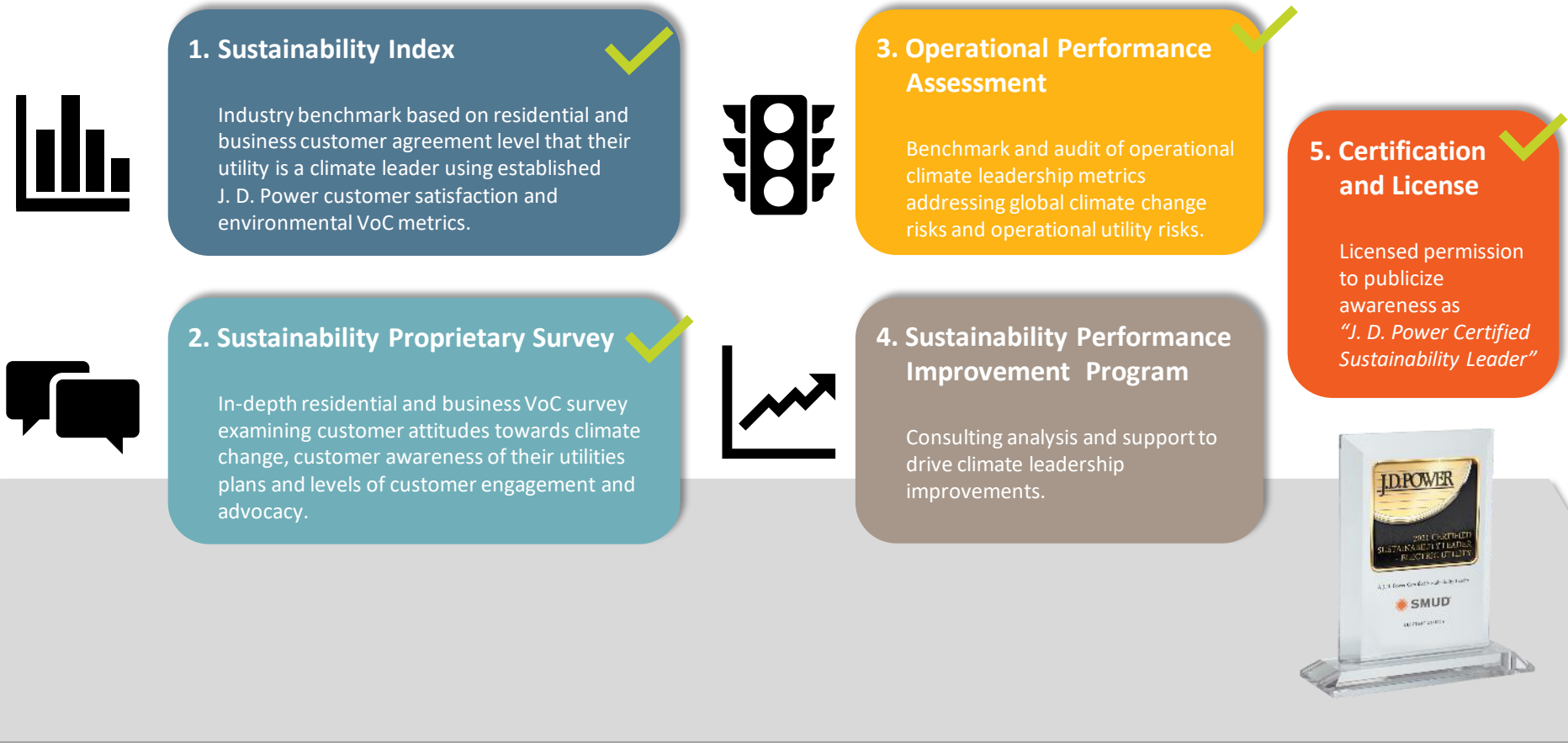
31 people across
SMUD provided
expertise.

Collaboration with
J.D. Power's
certification review
Board

40+
documents
and sources
referenced/
reviewed

- Environmental Regulation
 - Environment, Health and Safety Services
 - Power Generation
 - Distribution Planning & Operations
 - Advanced Energy Solutions
 - Customer & Grid Strategy
 - Account Management
 - Marketing
 - Facilities
 - And more.....
-
- SMUD's Zero Carbon Plan
 - SMUD's IRP
 - SMUD SD-4, SD-7, SD-9 monitoring reports
 - SMUD's 2020 and 2021 CDP submissions
 - SMUD's Climate Readiness Action Plan
 - SMUD's Wildfire Mitigation Plan
 - CARB emissions reporting
 - The Climate Registry CRIS Reports
 - And more.....

Sustainability Leadership Program



✓ **SMUD components successfully completed**

Sustainability Index

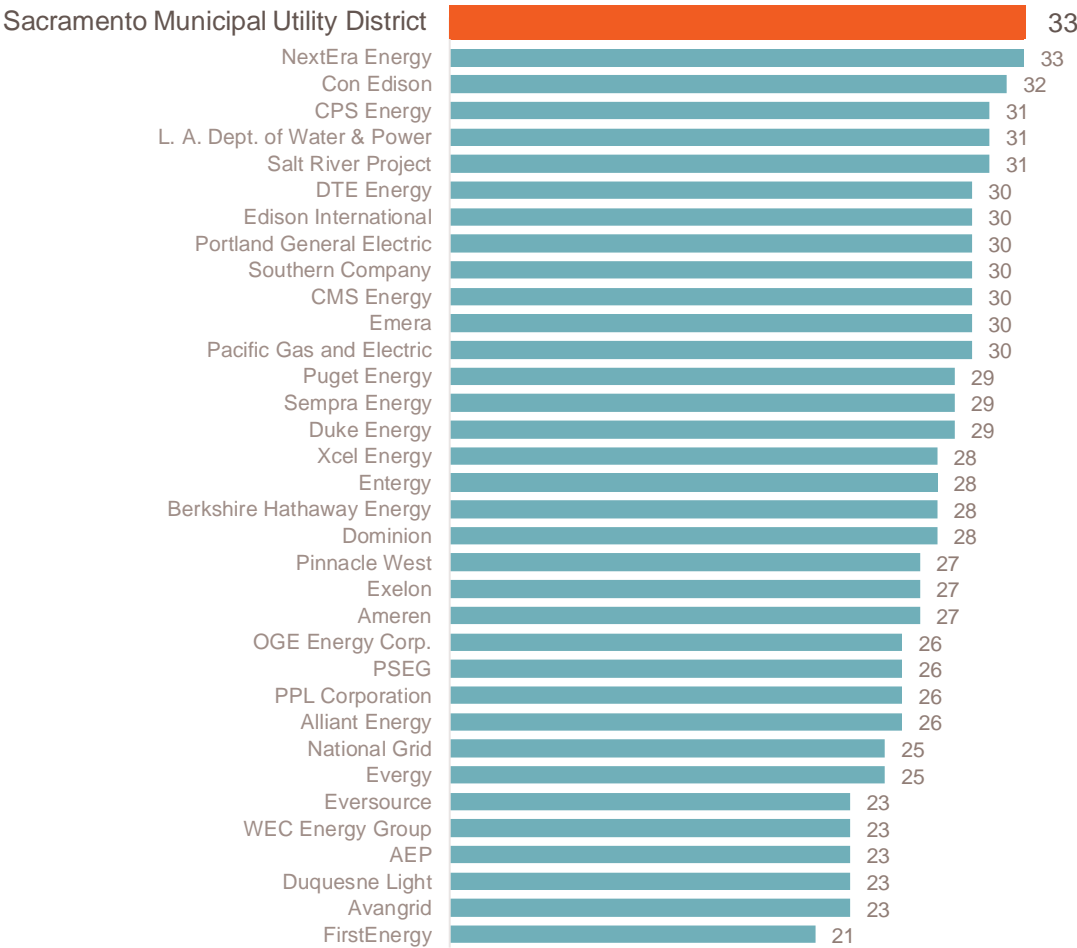
The annual J. D. Power Sustainability Index is a newer metric measuring customers' perceptions of the sustainability of their electric utility.

The J.D. Power Sustainability Index evaluates electric utility customer awareness, support, engagement and advocacy for their local utility's climate sustainability programs and goals.

The index applies to the 35 largest U.S. electric utility companies and cities, each serving 500,000 or more residential customers and is based on responses from 66,494 business and residential electric utility customers and was fielded from June 2020 through May 2021.

** The index is available for all utilities; the public rank chart is limited to parent companies where at least one utility serves 500,000 or more customers.*

Sustainability Index 2021 (100-point scale)



Sustainability Operational Performance Assessment

The J. D. Power Operational Performance Assessment is based on data disclosed by SMUD and assessed by the J. D. Power project team.

The assessment is based on performance relative to 64 recommended sustainability leadership best practices. These best practice criteria are grouped in four categories.

Management &
Leadership

Resilience &
Adaptability

Climate Change
Mitigation

Customer
Engagement &
Advocacy