Exhibit to Agenda Item #1

Accept the monitoring report for Strategic Direction SD-5, Customer Relations.

Board Policy Committee and Special SMUD Board of Directors Meeting
Wednesday, August 9, 2023, scheduled to begin at 6:00 p.m.
Auditorium, SMUD Headquarters Building
Agenda

• Strategic Direction SD-5
• 2022 Results
  - Customer Satisfaction
  - Value for What you Pay (VFP)
  - Accomplishment highlights
• Request the Board accept the 2022 monitoring report
Policy:
“Maintaining a high level of customer relations is a core value of SMUD. Therefore, the Board establishes an overall customer satisfaction target of 95 percent with no individual component measured falling below 85 percent.

In addition, the Board establishes an overall customer experience “value for what you pay” target of 70 percent by the end of 2025 and 80 percent by the end of 2030, with neither the average commercial customer score falling below 69 percent nor the average residential customer score falling below 65 percent in any year.

As part of this policy:
(a) SMUD customers shall be treated in a respectful, dignified and civil manner.
(b) SMUD shall communicate a procedure for customers who believe they have not received fair treatment from SMUD to be heard.
**Customer Satisfaction Scores**

**Policy:**

“Therefore, the Board establishes an overall customer satisfaction target of 95 percent with no individual component measured falling below 85 percent.”

<table>
<thead>
<tr>
<th>Overall Satisfaction</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree Trimming</td>
<td>95%</td>
<td>96%</td>
<td>95%</td>
</tr>
<tr>
<td>New Connects</td>
<td>99%</td>
<td>99%</td>
<td>98%</td>
</tr>
<tr>
<td>Bill Inquires</td>
<td>96%</td>
<td>96%</td>
<td>96%</td>
</tr>
<tr>
<td>Outage</td>
<td>95%</td>
<td>94%</td>
<td>96%</td>
</tr>
<tr>
<td>IVR Payment</td>
<td>97%</td>
<td>98%</td>
<td>98%</td>
</tr>
<tr>
<td>IVR Payment Arrangement</td>
<td>93%</td>
<td>94%</td>
<td>95%</td>
</tr>
</tbody>
</table>
Value For What You Pay (VFP)

Policy:
“The Board establishes an overall customer experience “value for what you pay” target of 70 percent by the end of 2025 and 80 percent by 2030, with neither the average commercial customer score falling below 69 percent nor the average residential customer score falling below 65 percent in any year.”

<table>
<thead>
<tr>
<th>VFP Segment Thresholds</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>77%</td>
<td>76%</td>
<td>71%</td>
</tr>
<tr>
<td>Residential</td>
<td>79%</td>
<td>79%</td>
<td>73%</td>
</tr>
<tr>
<td></td>
<td>75%</td>
<td>73%</td>
<td>70%</td>
</tr>
</tbody>
</table>
Customer Experience Progress

- Expanded bill/pay options
- Residential MyEnergy Tools
- Solar calculators
- Commercial My Energy Tools
- Enhanced residential self-service for core functions
- SMUD Energy Store
- All-electric new construction
- SHINE program
- Bill Pay Your Way
- Digital chat
- Bill redesign
- Smud.org enhancements
- Text/email outage alerts
- Building electrification & instant retail rebates
- Launched Residential TOD
- SMUD app
- Energy Assistance Program Rate (EAPR) benefit changes
- Special population EE bundles
- Developer SolarShares
- COVID-19
- No shut-offs or late fees
- Proactive bill and COVID-19 support
- Digital servicing, virtual account mgmt
- EnergyStore record year
- Electrification rebates
- Rate increases
- COVID-19
- No shut offs or late fees
- 2030 Zero Carbon launched
- Extensive utility bill assistance
- Virtual servicing
- Building/EV electrification rebates & pilots
- Resume disconnects and collections
- Rate increases
- Commercial rate restructuring
- Solar & Storage Rate
- Outage notification
- Scaling EV/zero carbon programs
- Rate increases
- Community Impact Plan
- Low-income neighborhood electrification
- EV: Call SMUD first/concierge
- Outage comm enhancements
- Commercial MyAcct update

Overall VFP

Legend:
- Orange line: Overall VFP
Commercial Overall Customer Satisfaction

Residential Overall Customer Satisfaction

Commercial
California Ranking
- 2022CY: #1
- 2021CY: #1
- 2020CY: #1

West Midsize Ranking
- 2022CY: #2
- 2021CY: #2*
- 2020CY: #2

Residential
California Ranking
- 2022CY: #1
- 2021CY: #1
- 2020CY: #1

West Large Ranking
- 2022CY: #2
- 2021CY: #2
- 2020CY: #2

CY = Calendar Year

*Ranking based on eligible brands with sufficient sample sizes in the 2021 study (>100 responses).
Value our residential customers & community

- 2,964 took steps to electrify their homes (HVAC, cooktop, heat pump)
- 42,764 SMUD app downloads
- 9,525 shade trees planted
- +$19.0M in financial bill assistance
- $1.69M SMUD Energy Store sales (21% above historical avg.)
- +457,174 billing notifications sent
- 17,229 EV residential rate participants
- 941 residential EV charging incentives
- 43% increase in outage alerts for text and email notifications

August 9, 2023
Value our commercial customers & community

- **1,093** Level 2 and DCFC EV charging incentives
- **104** EV Fleet incentives
- **213** Building electrification projects
- **902** Customer engagements (programs & services)
- **2,932** Customer interactions (billing, rates, 2030 ZCP, technical advisory)
- **$5.5M** In improvement grants for affordable housing and small businesses
- **$1.1M** Incentives for small and midsize businesses
- **1200** Proactive event calls (storm, rotating outages, curtailment)
- **133** Engagements, 60 walks, 7 languages, 33 businesses enrolled in electrification pilot
Policy: “...(a) SMUD customers shall be treated in a respectful, dignified and civil manner.”

2022 Status:
Customer experience supported by internal training and customer-centric experience design

- 94 Web/E-Learning training attendees
- 25 Journey mapping & design thinking efforts
- 231 Real time trainings (bulletin topics)
- 871 Virtual Classroom Training Attendees
Customer Relations SD-5

Policy:
“…(b) SMUD shall communicate a procedure for customers who believe they have not received fair treatment from SMUD to be heard.”

Status:
Hearing and appeal process is found in detail on smud.org
• smud.org/assets/documents/pdf/Board-Meeting-Procedures.pdf - Pg. 14 & 15
• The process is described on the back page of every bill
Customer Communication Process

>99% resolved

CSR

Senior CSR

2022

+798,000 contacts

Less than 1% escalated

Customer Service Assistant

Contact Center Supervisor

Manager

Director

Board
2022 Awards & Recognitions

- Community Partner Award
- Best Real Estate Projects for Infrastructure
- Culture Transformation
- Net-Zero Leader of the Year
- ICON Award Sustainable Communities Program

- Green and Environmental Stewardship
- Best-in-state employer America’s Best Mid-Sized Employers
- Voluntary Protection Program (VPP) Star certification
- EPRI Power Delivery & Utilization Technology Transfer Award
- Reciprocity Partner of the Year Award

- Utility Transformation Program of the Year finalist for Solar + Storage Rate
- Most trusted Brand in residential Environmental champions Easiest to do business with
- Community Bridge Builder Award
- Energy Innovator Safety Excellence Excellence in Communications Sustainability Index
- Sustainability Index

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Request the Board accept the SD-5 monitoring report.