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 9, 2023, scheduled to begin at 6:00 p.m.
Auditorium, SMUD Headquarters Building
Strategic Direction SD-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.
2022 at a glance

855,289,145 customer impressions.

465,282,191 ethnic customer impressions.

TV and radio: Customers had the opportunity to see or hear a SMUD marketing message 34 times, on average.

- 22,061,698 emails
- 108,382 websites and apps
- 7 social media channels
- 434 billboards, transit boards
- 33 print publications
- 26 radio stations
- 23 tv stations
- 933,968 direct mail pieces
- 13,410,582 bill package inserts

August 9, 2023
Multi-language outreach and communications

14 languages
- Arabic
- Cantonese
- Dari
- English
- Farsi
- Hmong
- Korean
- Mandarin
- Pashto
- Russian
- Spanish
- Tagalog
- Ukrainian
- Vietnamese

August 9, 2023
SMUD Employees supporting our community

- Volunteer projects offsite and at SMUD
- CEO chats
- Habitat for Humanity Women’s Build Day
- Sacramento Pride Parade
- Food bank box packing
- Gifts from the Heart holiday gift drive
- Great American River Cleanup
- Q Prom
- Rebuilding Together workday
- Run to Feed the Hungry
- No sew blankets donated to Meals on Wheels
- Elk Grove and Folsom Veteran’s Day parade with MERG
- Military comfort kits donated to Sacramento Blue Star Moms

August 9, 2023

Total volunteer hours: 11,067
Volunteer events: 141
Growth in events and partnerships in 2022

<table>
<thead>
<tr>
<th>Category</th>
<th>2022 Count</th>
<th>2021 Count</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community events or booths (Residential focus)</td>
<td>469</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorships, networking events, mixers, tradeshows (Business focus)</td>
<td>154</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community sponsorships, networking events, mixers</td>
<td>136</td>
<td></td>
<td></td>
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<tr>
<td>Workshops, panels, presentations or meetings</td>
<td>280</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partnerships</td>
<td>169</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School outreach, education or career fairs</td>
<td>206</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1,414 events and partnerships
50 more than in 2021 and above pre-pandemic level

All events include cultural, ethnic and/or special populations. Special populations include arts, LGBTQ, low income, military, seniors, people with disabilities, education, environmental, health & safety, Science, Technology, Engineering, Math (STEM), agriculture, all electric, electric vehicles, faith, homeowner associations, young adults (18-30) and youth (0-17).
You help us connect with customers and tell our story
Value for what you pay - residential

![Bar chart showing the value for what you pay for residential customers from 2018 to 2022, categorized by ethnicity. The chart indicates that all residential customers are doing well.]

August 9, 2023
Board Policy Committee and Special SMUD Board of Directors Meeting
All residential customers – overall awareness trends

Notable increases in awareness of 2030 Zero Carbon Plan and mobile app. All other programs were relatively steady year over year.
Black – overall awareness trends

Awareness increased for the 2030 Zero Carbon Plan and the mobile app. All other programs were consistent or had minimal movement from the previous year.
White – overall awareness trends

Most notable increase in awareness of the 2030 Zero Carbon Plan. Minimal changes in awareness for other programs.
Hispanic – Overall awareness trends

Most notable changes were increased awareness of the 2030 Zero Carbon Plan and decreased in awareness of EAPR, which has trended back up in 2023.
Asian Pacific Islander – overall awareness trends

Most notable increase in awareness of the 2030 Zero Carbon Plan. Minimal change for other programs.
Meeting customers where they’re at
Requested action

Accept the 2022 SD-15 monitoring report.