

Exhibit to Agenda Item #1

Present the 2022 J.D. Power Electric Utility Residential Customer Satisfaction Study, Electric Utility Business Customer Satisfaction Study, and Sustainability Leadership Program.

Board Strategic Development Committee and Special SMUD Board of Directors Meeting

Tuesday, March 7, 2023, scheduled to begin at 6:00 p.m.

SMUD Headquarters Building, Auditorium

2022 J.D. Power Study Results Overview

March 7, 2023

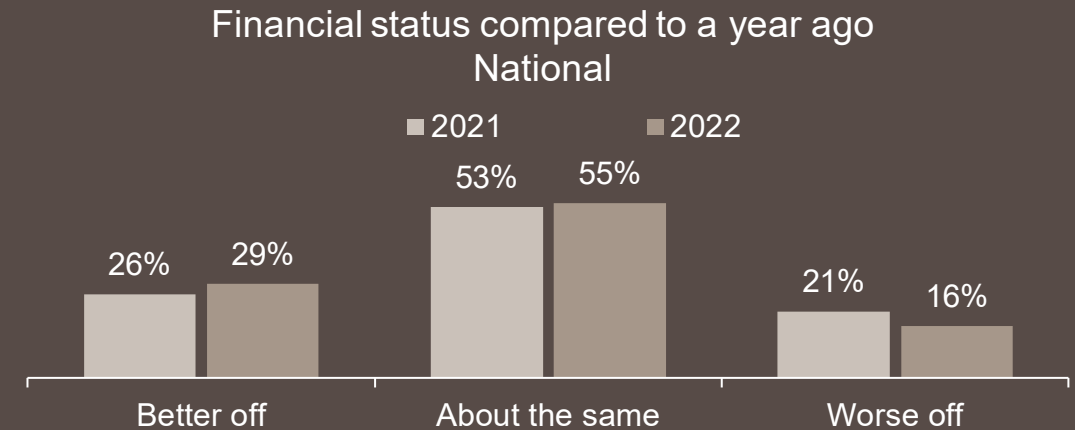
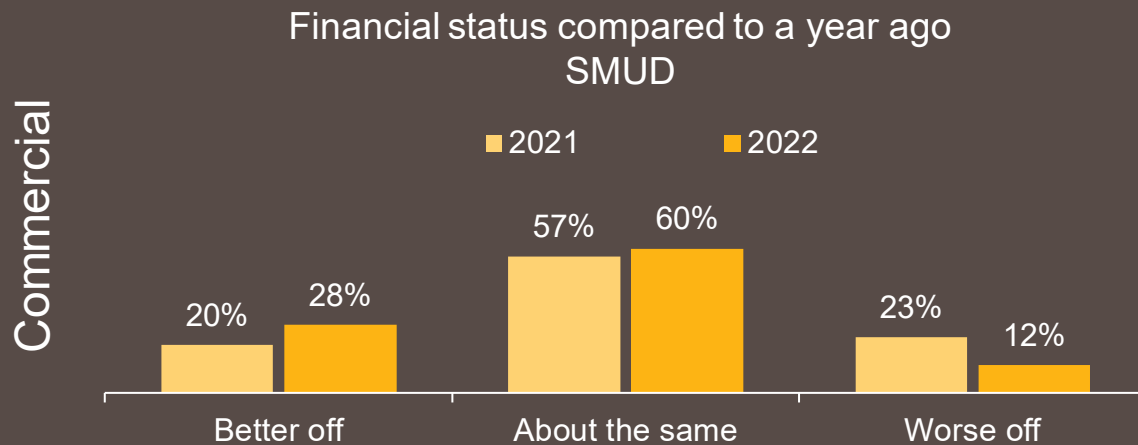
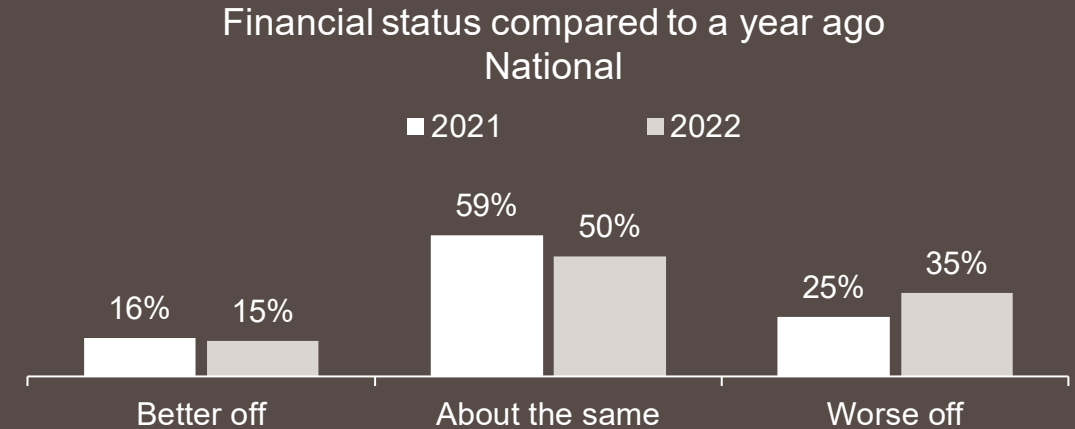
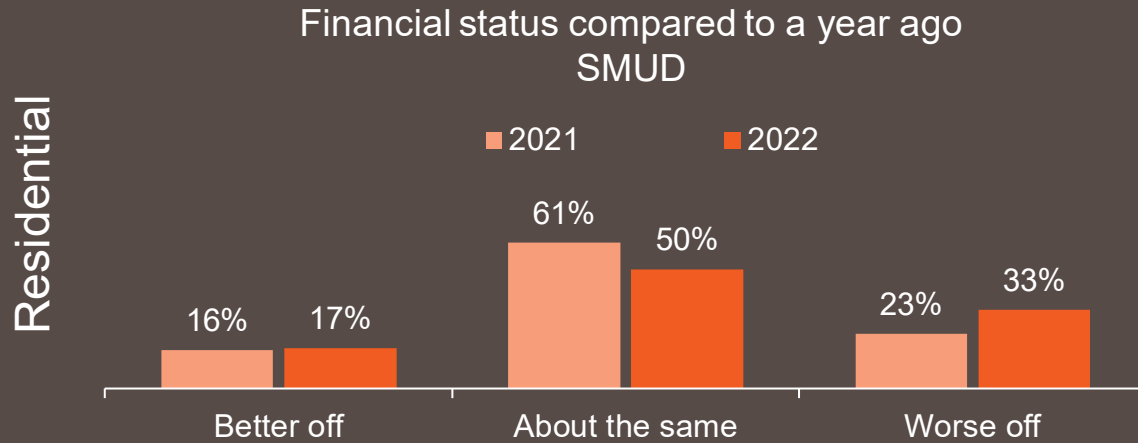
Powering forward.
Together.



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</u>	
Syndicated Study (2020 to present) Proprietary Study (2021)	The J.D. Power Sustainability Leadership Program benchmarks environmental performance, delivers best practices and recognizes outstanding leadership in addressing climate change.
<u>Digital Experience</u>	
Utility Digital Experience Study (2020 to present)	The Utility Digital Experience Study assesses how customers interact with their utility website and mobile app as well as with the online social, email, chat and text functions offered by the 36 largest electric, natural gas and water utilities in the United States.

Residential Consumers are Feeling Worse Off



Compared to a year ago, would you say you are financially...?

Residential: 2021 - SMUD n=767, National n=98,666, 2022 - SMUD n=894, National n=100,402

Commercial: 2021 - SMUD n=116, National n=16,834, 2022 - SMUD n=121, National n=18,694

The J.D. Power Satisfaction Model



Power
Quality &
Reliability

Price

Billing &
Payment

Corporate
Citizenship

Comms

Customer
Care

25%

20%

17%

17%

12%

9%

Residential

24%

19%

15%

15%

13%

14%

Commercial

Source: 2022 J.D. Power Electric Utility Residential Customer Satisfaction Study
Source: 2022 J.D. Power Electric Utility Business Customer Satisfaction Study

2022 Large Utility Award Winners

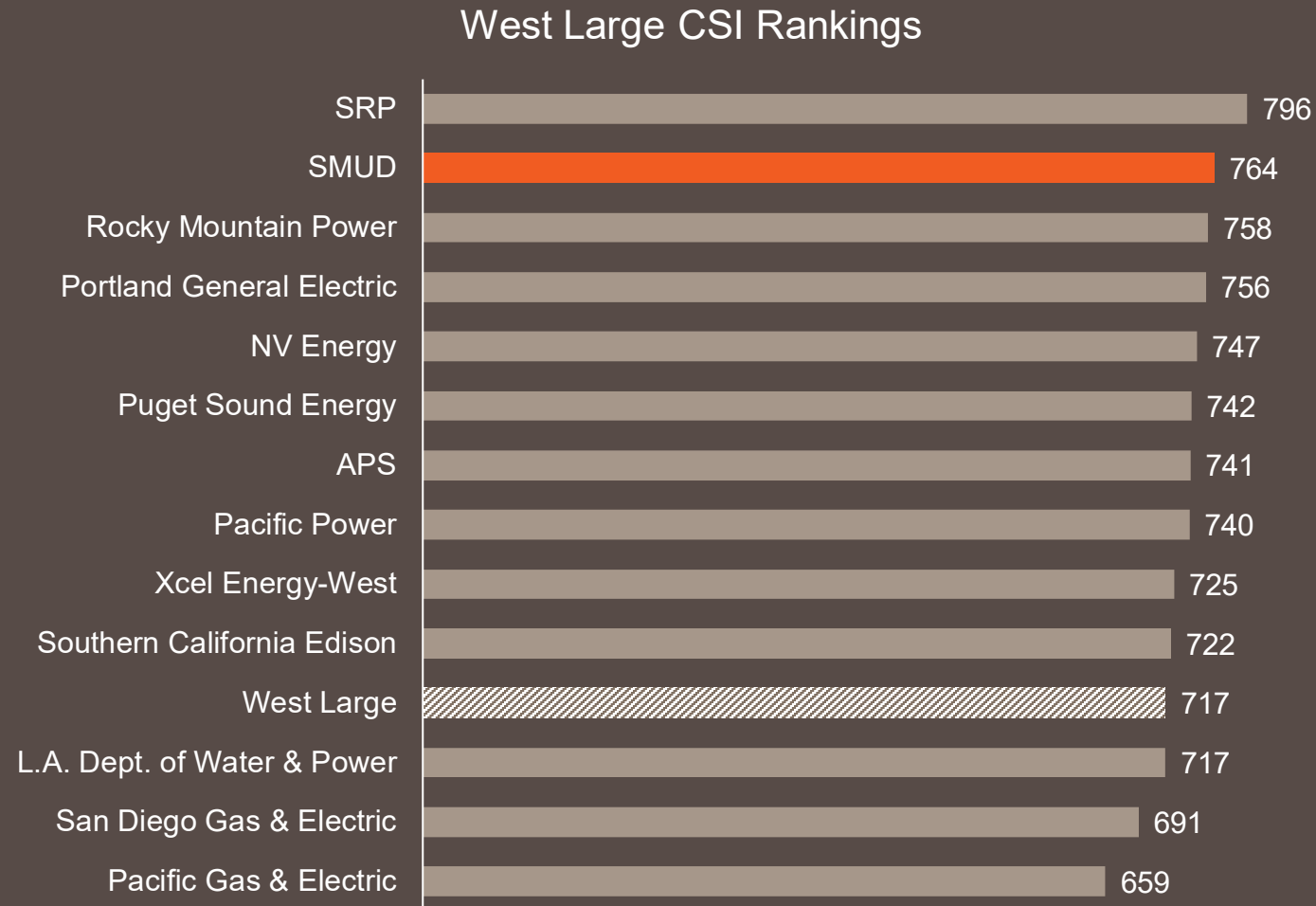
SRP was recognized as the top ranked utility within the West Large region with a CSI score of 796.

SMUD ranked second with a score of 764.



Source: J.D. Power Electric Residential Customer Satisfaction Study 2022

West Large Overall CSI Results 2022



Source: J.D. Power Electric Residential Customer Satisfaction Study 2022

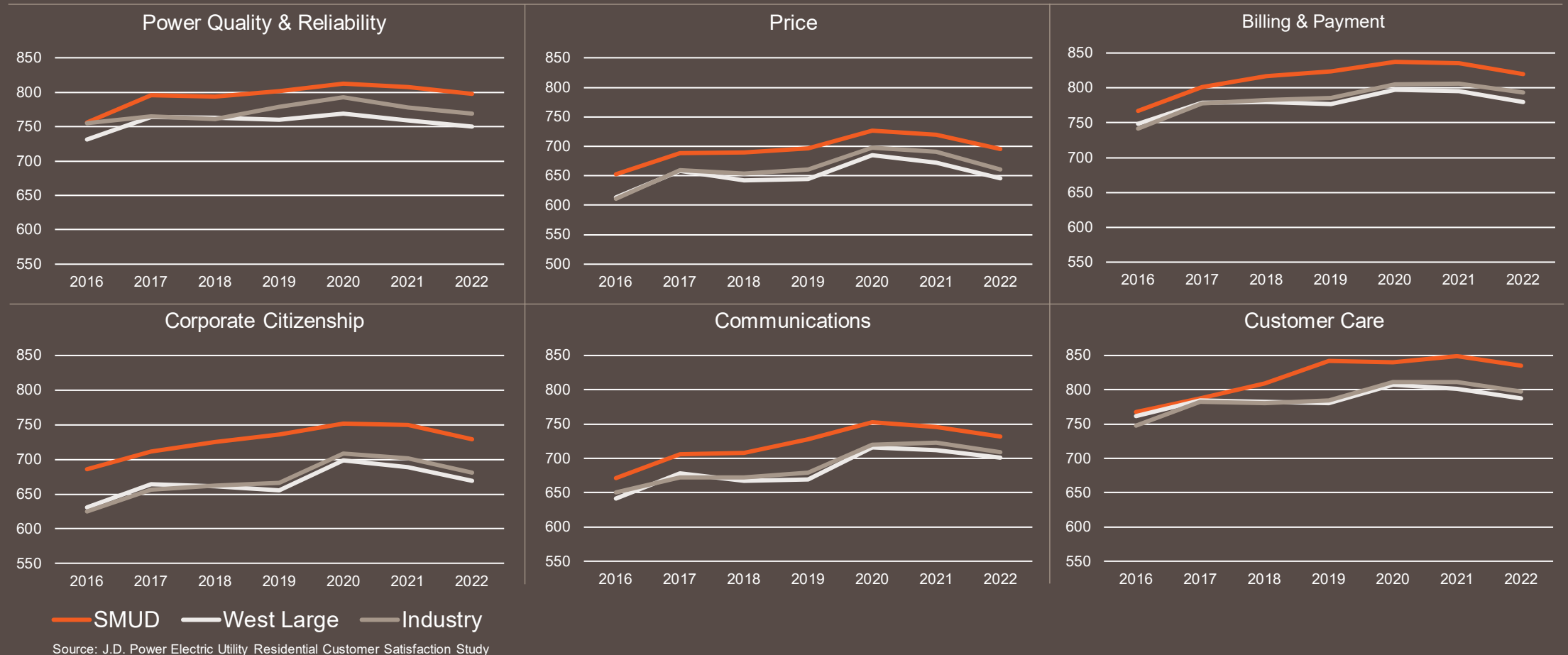
SMUD Residential Satisfaction Trends



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



Residential Index Trends Over Time

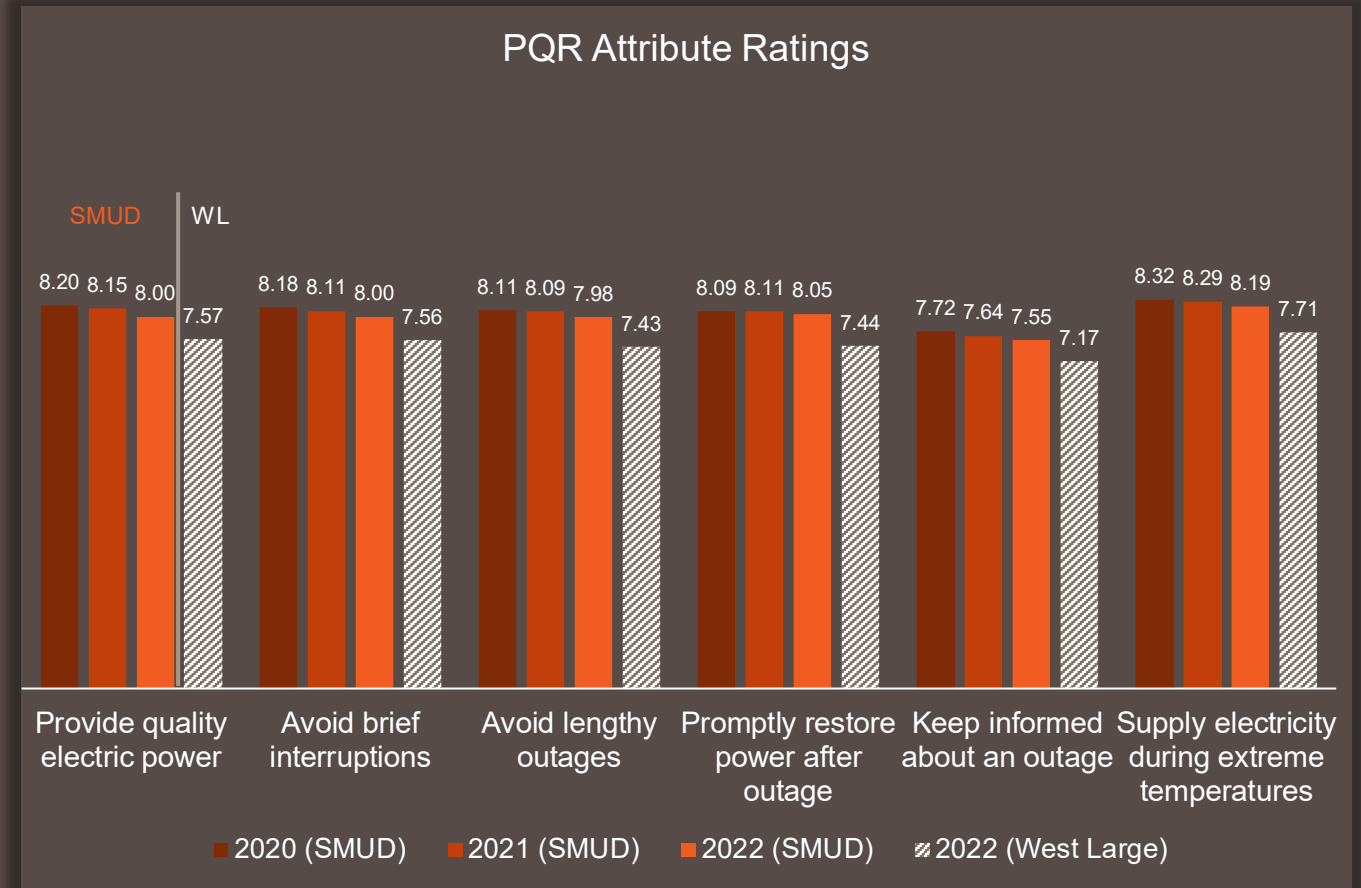
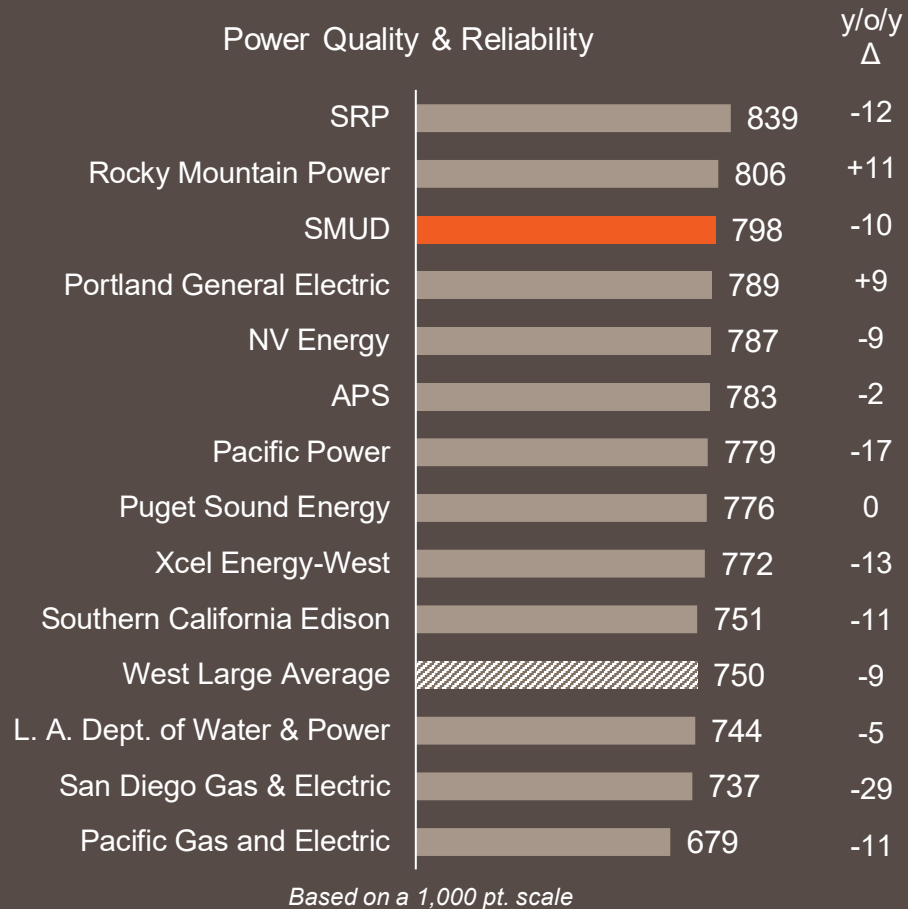


SMUD Residential Performance 2021 vs. 2022

	SMUD			West Large	Industry
	2021	2022	2021 vs. 2022 Δ	2021 vs. 2022 Δ	2021 vs. 2022 Δ
Overall Satisfaction	780	764	-16	-16	-17
Corporate Citizenship	750	729	-21	-20	-21
Billing & Payment	835	820	-15	-15	-13
Power Quality & Reliability	808	798	-10	-9	-9
Price	720	695	-25	-27	-31
Communications	746	732	-14	-11	-15
Customer Care	849	835	-14	-14	-15

Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
2021: SMUD n=788, 2022: SMUD n=925

SMUD Residential PQR Performance



Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n=925, West Large n= 14,628
How would you rate the effectiveness of SMUD to....?

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

Best Practices – Outage text alerts

SRP was recently recognized by J.D. Power for being a top utility for sending text messages to their residential customers with outage information.

Comparatively, 30% of SMUD residential customers report 'utility sent text message'.

Outage Alerts: Top Brands at Texting Customers with Outage Information

Highest Nationally		Utility sent text message
Entergy Louisiana	57%	
Entergy Mississippi	50%	
Duke Energy Progress	47%	
Entergy Arkansas	47%	
Entergy New Orleans	46%	
SRP	46%	
Duke Energy Carolinas	44%	
Entergy Texas	43%	
Duke Energy Florida	42%	
PSEG Long Island	42%	

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Outage Alerts tell you when...



Power is coming

We'll give you an estimate of when your power should be back on.



We're on the way

We'll let you know when our service crew is dispatched.



We know more details

We'll tell you what caused the outage and how many were impacted.



Power is back

We'll confirm when power is restored.

<https://cloud.mail.myentergy.com/stay-informed>

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Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n = 349

Best Practices – Top brands talking infrastructure improvement

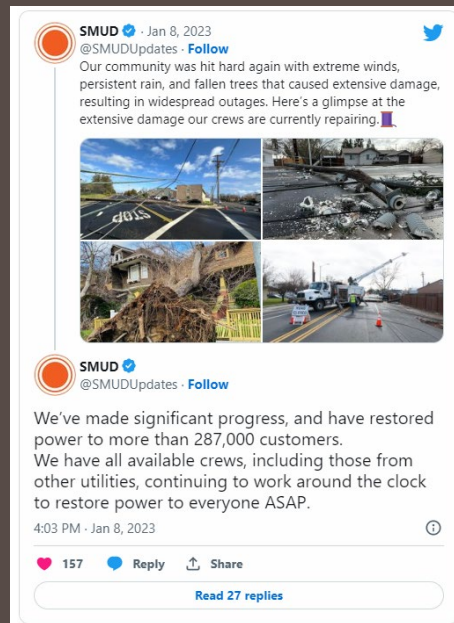
SRP was recently recognized by J.D. Power for being a top utility for talking about infrastructure improvement and reliability. Comparatively, 71% of SMUD residential customers feel SMUD maintains its current infrastructure. However, January 2023 storm events have brought SMUD top of mind to Sacramento residents.

SMUD crews racing against the clock to restore power amid winter storm

In an effort to help the most vulnerable or elderly customers, SMUD teams handed out emergency supplies.



Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n = 925



Top Brands Talk Up Infrastructure Improvement and Reliability

Utility does a good job of maintaining current infrastructure

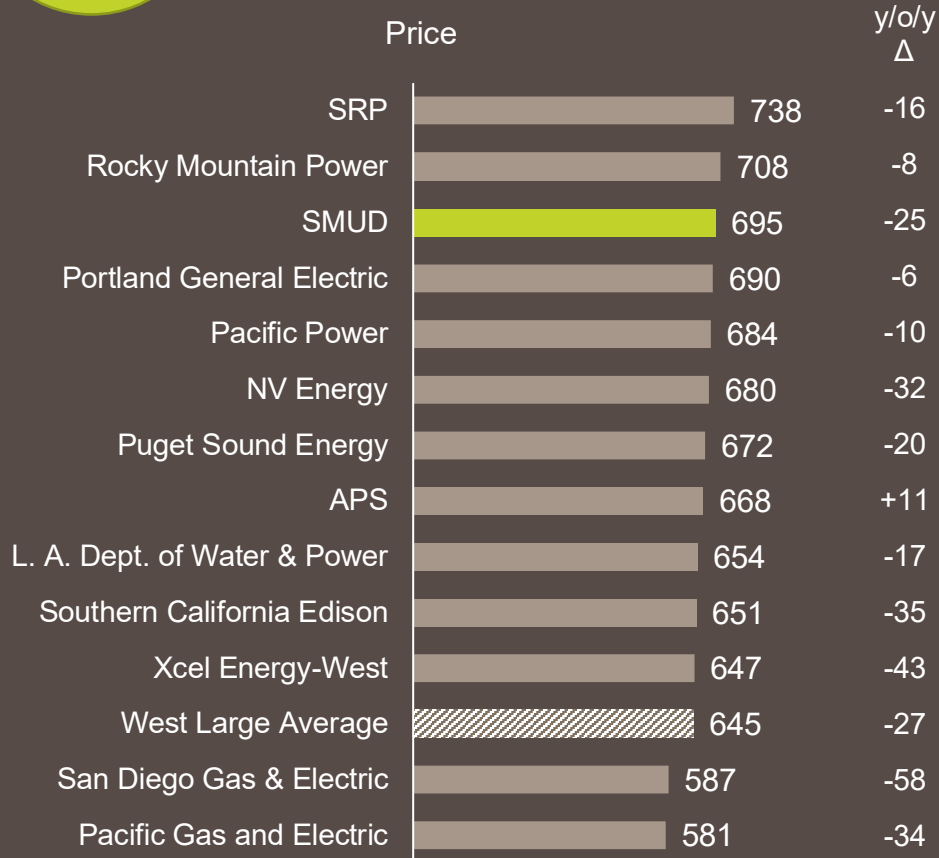
Large Brands			Midsize Brands			Cooperatives		
Highest Nationally		Yes	Highest Nationally		Yes	Highest Nationally		Yes
SRP	↓ %	79%	EPB	↓ %	80%	NOVEC	↓ %	84%
MidAmerican Energy	↓ %	78%	Imperial Irrigation District	↓ %	79%	SLEMCO	↓ %	84%
Alabama Power	↓ %	77%	Clark Public Utilities	↓ %	78%	Great Lakes Energy	↓ %	83%
Ameren Missouri	↓ %	76%	OUC	↓ %	77%	Jackson EMC	↓ %	82%
Duke Energy Progress	↓ %	76%	Entergy Mississippi	↓ %	76%	Sawnee EMC	↓ %	82%
PSE&G	↓ %	76%	Idaho Power	↓ %	76%	Cobb EMC	↓ %	80%
Rocky Mountain Power	↓ %	76%	Madison Gas & Electric	↓ %	76%	South Central Power	↓ %	79%
Georgia Power	↓ %	75%	Omaha Public Power District	↓ %	76%	Walton EMC	↓ %	79%

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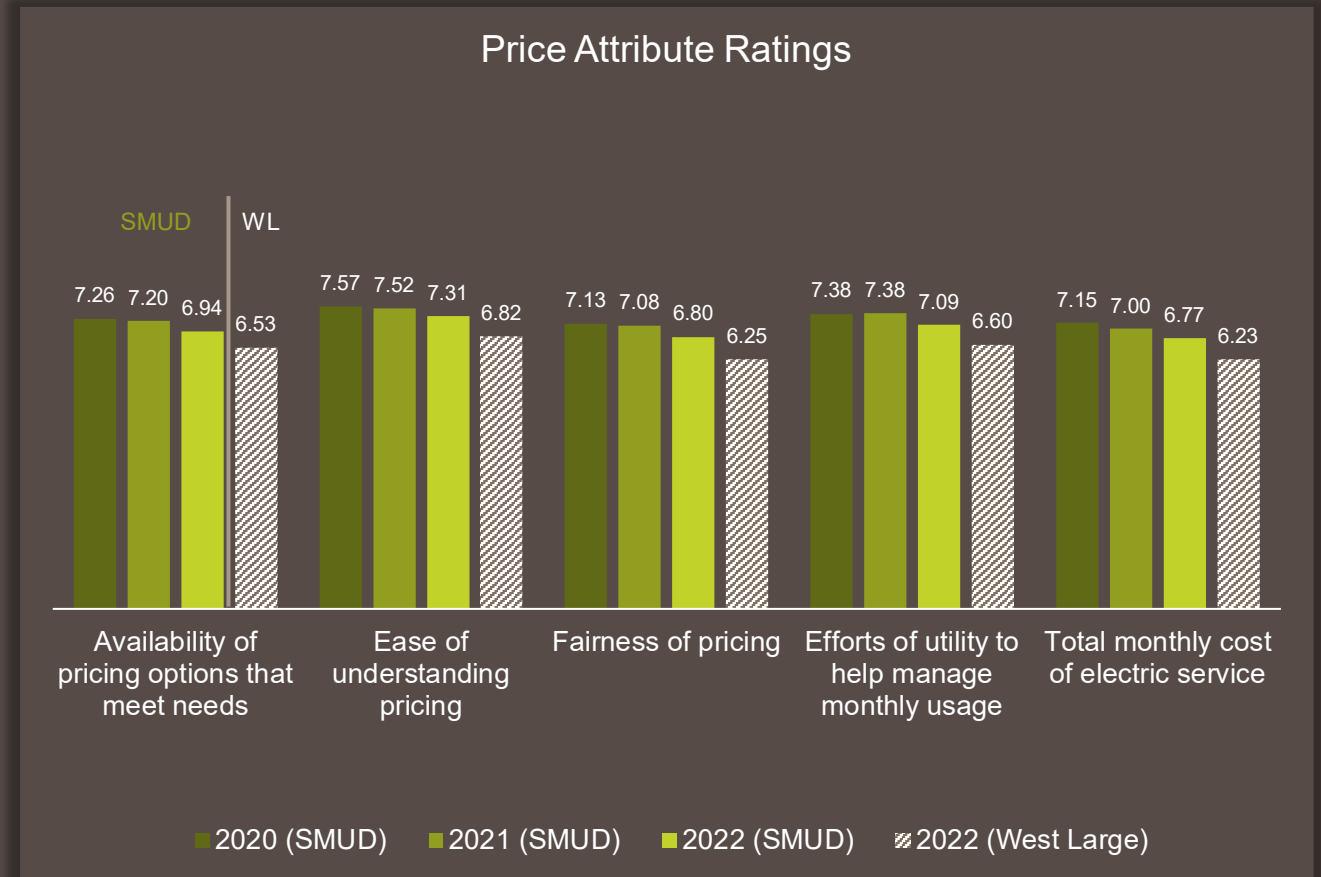
Price
20%

SMUD Residential Price Performance



Based on a 1,000 pt. scale

Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n=925, West Large n=14,628
Thinking only of your electric service, how would you rate the...?



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

Price
20%

Best Practices – Pricing Options

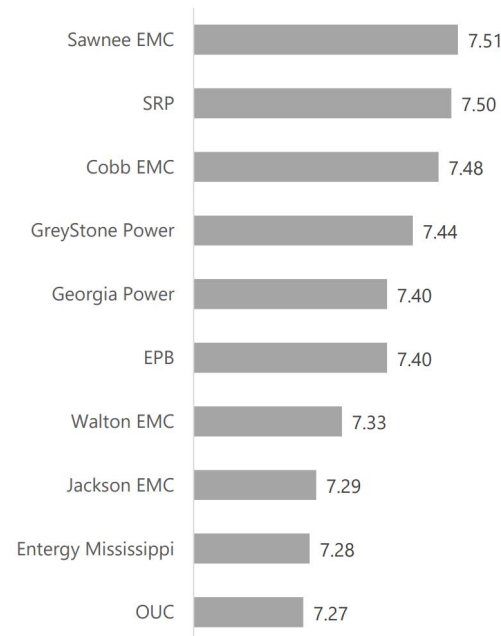
SRP was recognized for being a top utility offering pricing options that meet the needs of residential customers with a score of 7.50 on a 10-point scale where 10 = Outstanding.

SMUD received a score of 6.94 on that same question.

Pricing Options

These brands are able to provide customers with viable rate options; more SRP and Georgia Power customers selected a non-standard offering

Available of Pricing Options that Meet Needs – Top Brands



Which rate is best for you?

We always strive to offer rate solutions that fit your needs and help you manage your budget. Browse the seven options below to learn which rate is right for you!



20%
selected an
optional rate
plan

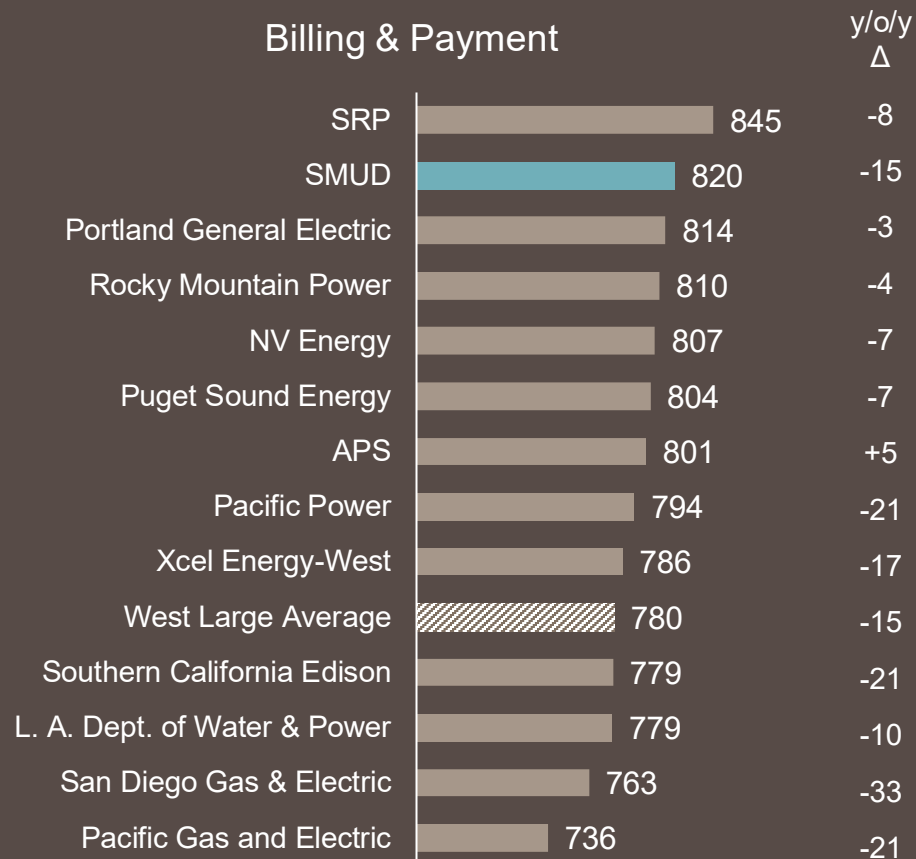


Compare plans					
	E2-3	Time-Of-Use	Electric Vehicle	Basic	Residential Demand Price Plan Pilot
Save by switching energy use to off-peak hours	✓	✓	✓		✓
Energy prices are the same all times of the day				✓	✓
Pay a monthly bill	✓	✓	✓	✓	✓
Pre-pay for energy as you use it				✓	
Demand-based pricing					✓
Winter rates Nov. through April prices per kWh	On peak 11.57¢ Off peak 8.32¢	On peak 10.45¢ Off peak 7.85¢	On peak 10.45¢ Off peak 8.31¢ Super off-peak 6.69¢	24 hours 8.76¢	24 hours 8.76¢ On peak 5.04¢ Off peak 4.64¢
Summer rates May/June/Sept./Oct. prices per kWh	On peak 29.71¢ Off peak 9.05¢	On peak 21.70¢ Off peak 8.03¢	On peak 21.70¢ Off peak 8.41¢ Super off-peak 6.87¢	24 hours 11.67¢ First 2000 kWh 12.10¢ Beyond 2000 kWh	24 hours 11.99¢ On peak 5.38¢ Off peak 4.34¢
Summer peak rates July through August prices per kWh	On peak 35.28¢ Off peak 9.29¢	On peak 24.85¢ Off peak 8.06¢	On peak 24.85¢ Off peak 8.46¢ Super off-peak 6.90¢	24 hours 12.33¢ First 2000 kWh 13.46¢ Beyond 2000 kWh	24 hours 12.61¢ On peak 6.98¢ Off peak 4.68¢

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Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n = 925

SMUD Residential Billing & Payment Performance

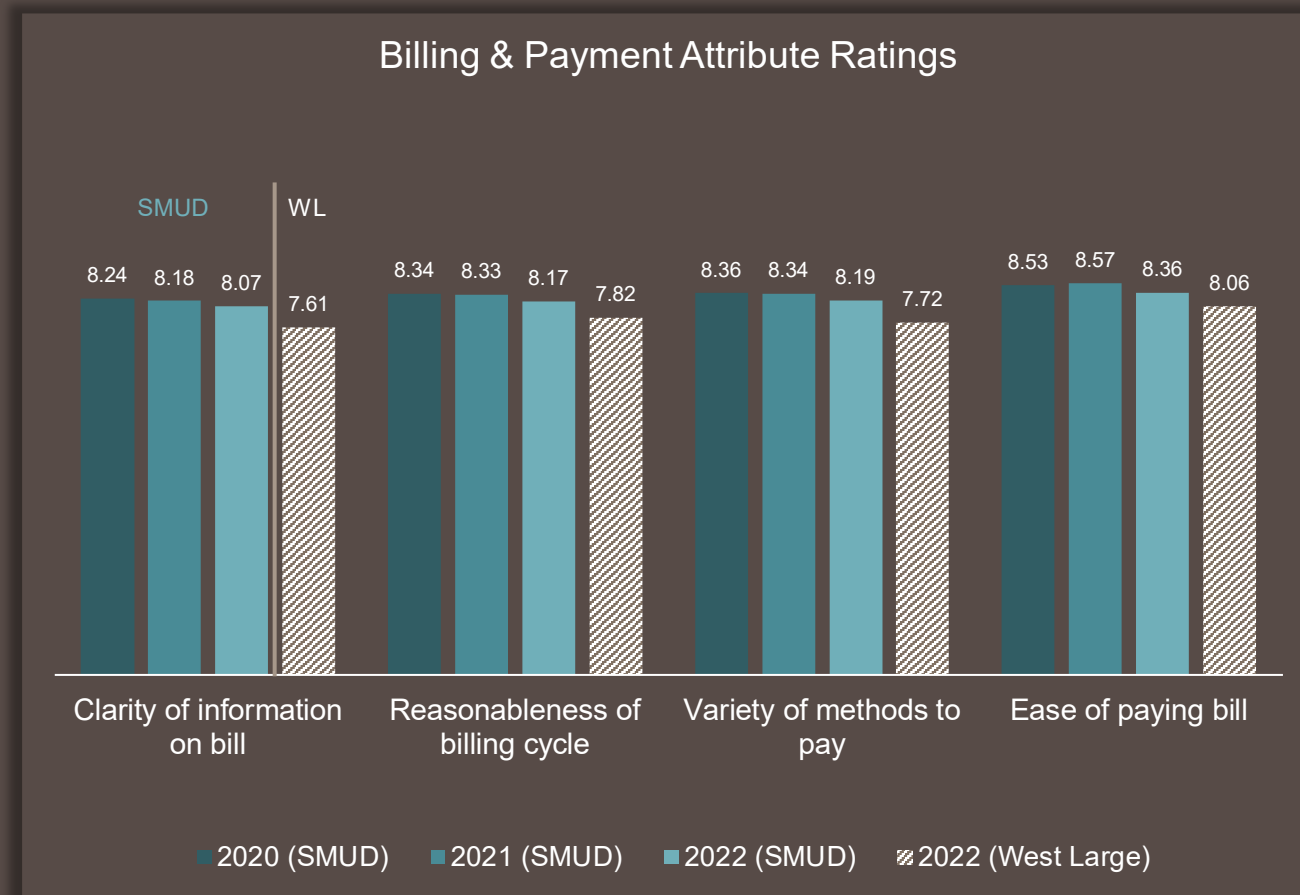


Based on a 1,000 pt. scale

Source: J.D. Power Electric Residential Customer Satisfaction Study 2022

SMUD n=925, West Large n=14,628

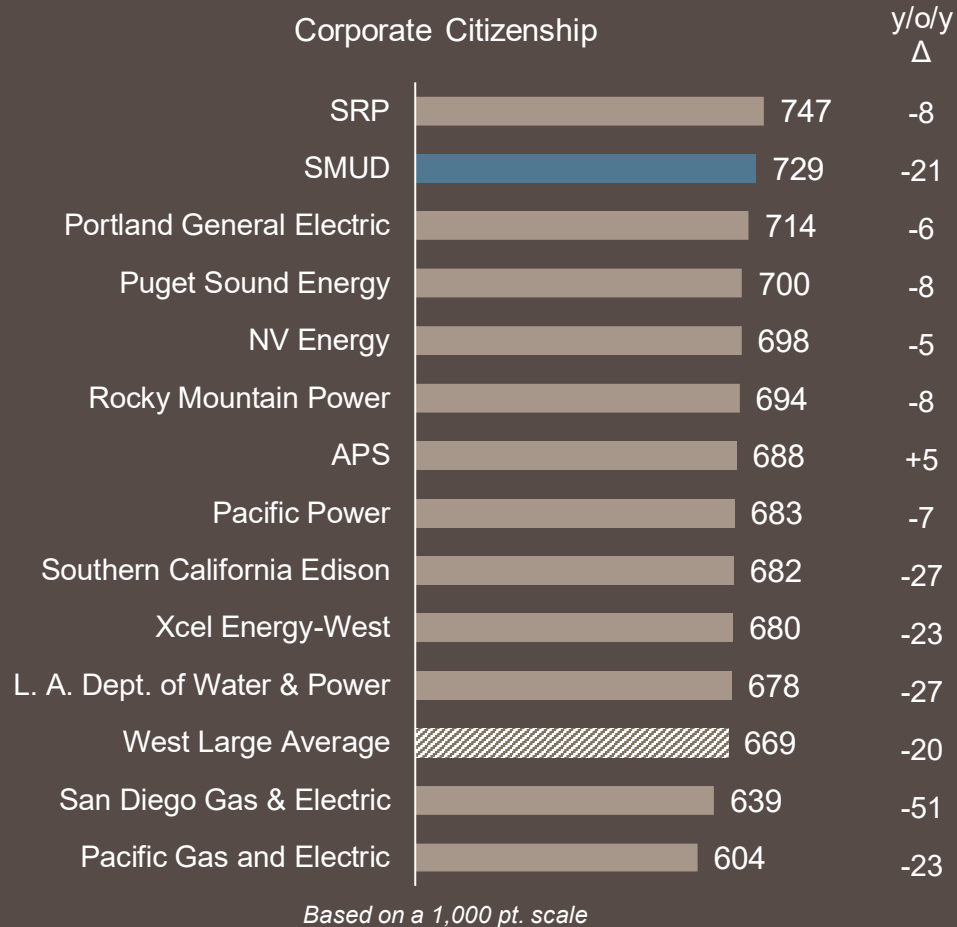
Thinking about the billing and payment process with SMUD, how would you rate the...?



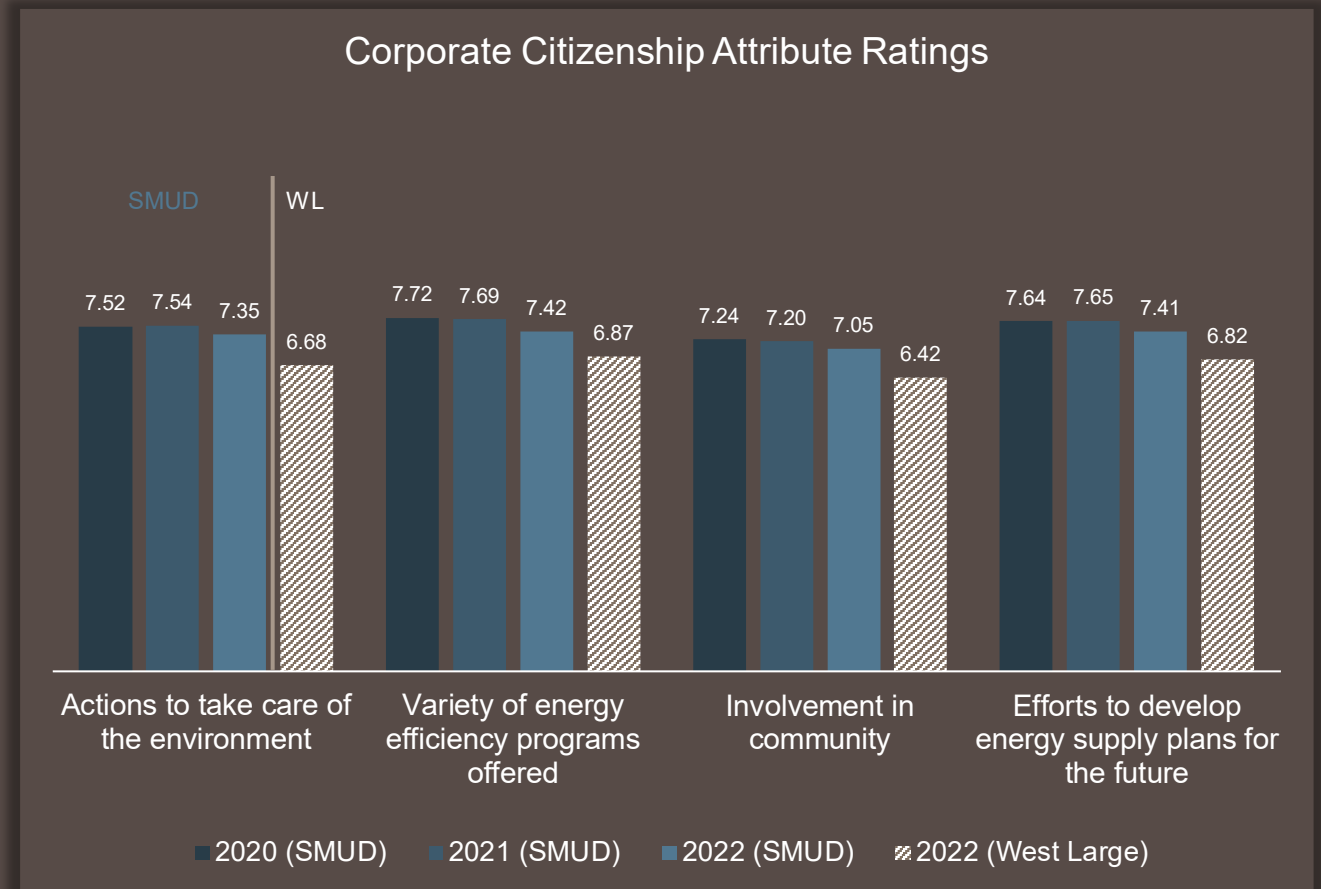
Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Corporate
Citizenship
17%

SMUD Residential Corporate Citizenship Performance

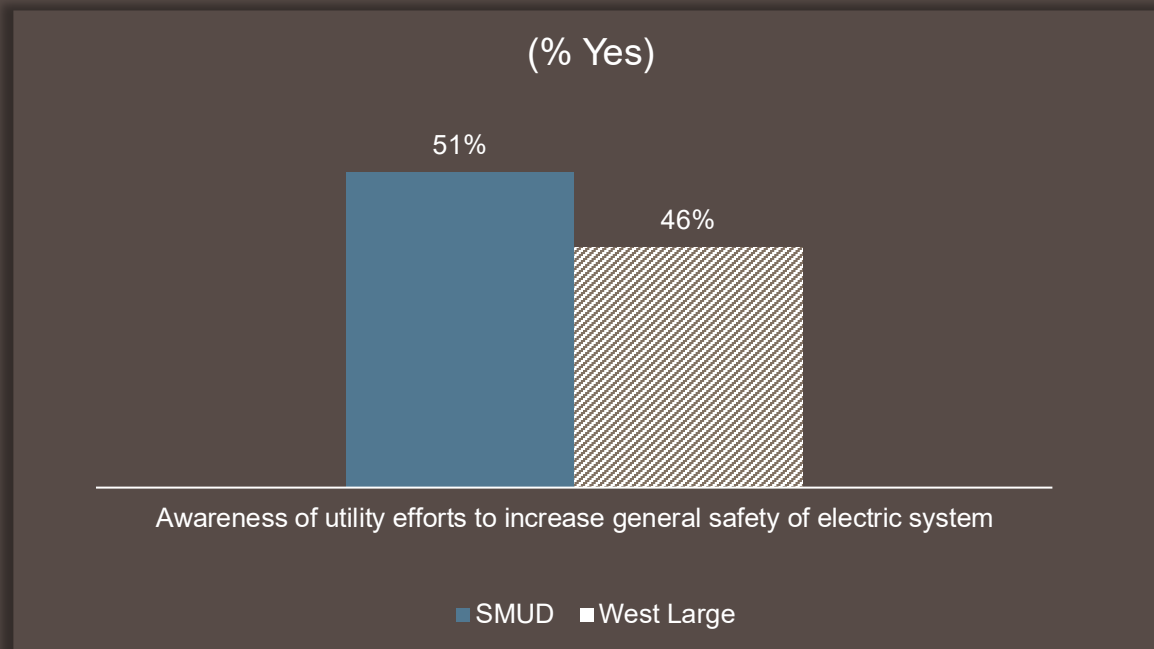


Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n=925, West Large n= 14,628
How would you rate SMUD on...?

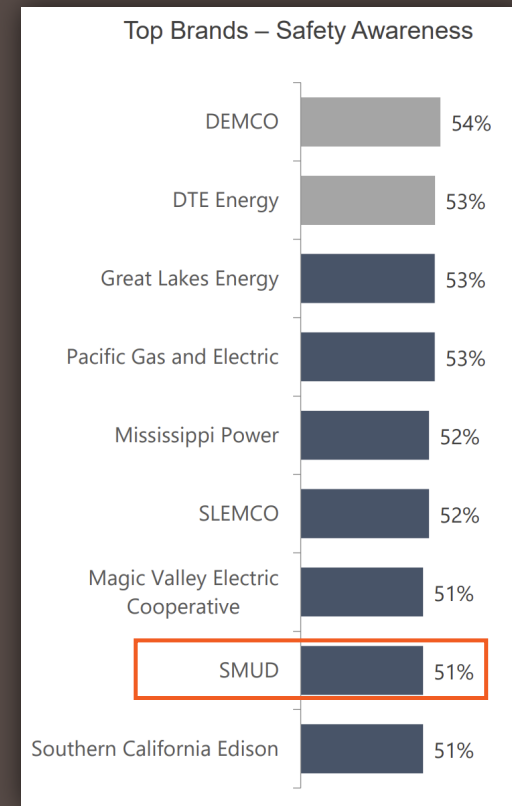


Awareness of utility efforts to increase the safety of the electric grid

51% of SMUD residential customers are aware of SMUD's efforts to increase the general safety of the electric system which is higher than the West Large results of 46%. SMUD was also recognized as a best practice in this area.



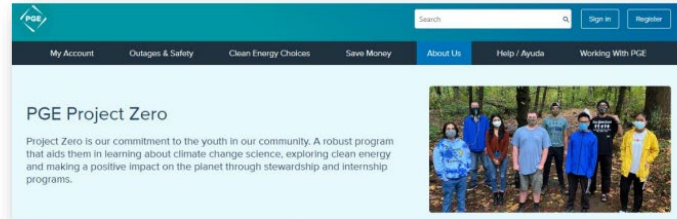
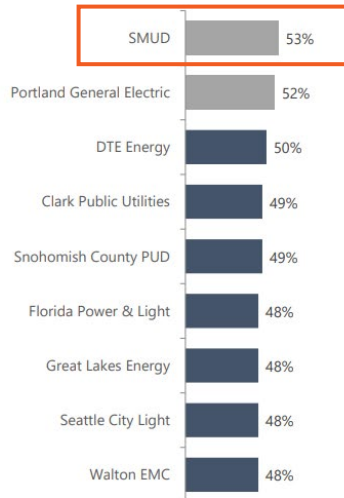
Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n=925, West Large n= 14,628
Which of the following activities, if any, are you aware of SMUD doing?



SMUD recognized as the best practice

Best Practices – Improve Impact on Environment

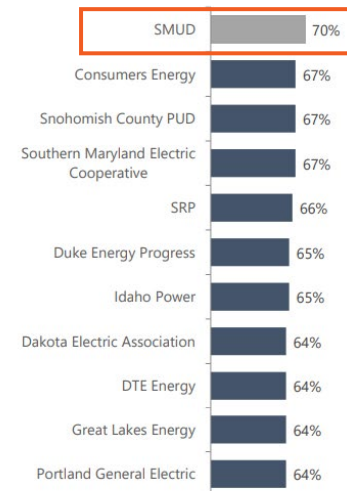
Top Brands – Improve Environmental Impact



Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n = 925

Best Practices – Energy Efficiency/Conservation Programs

Top Brands – EE/Conservation Awareness

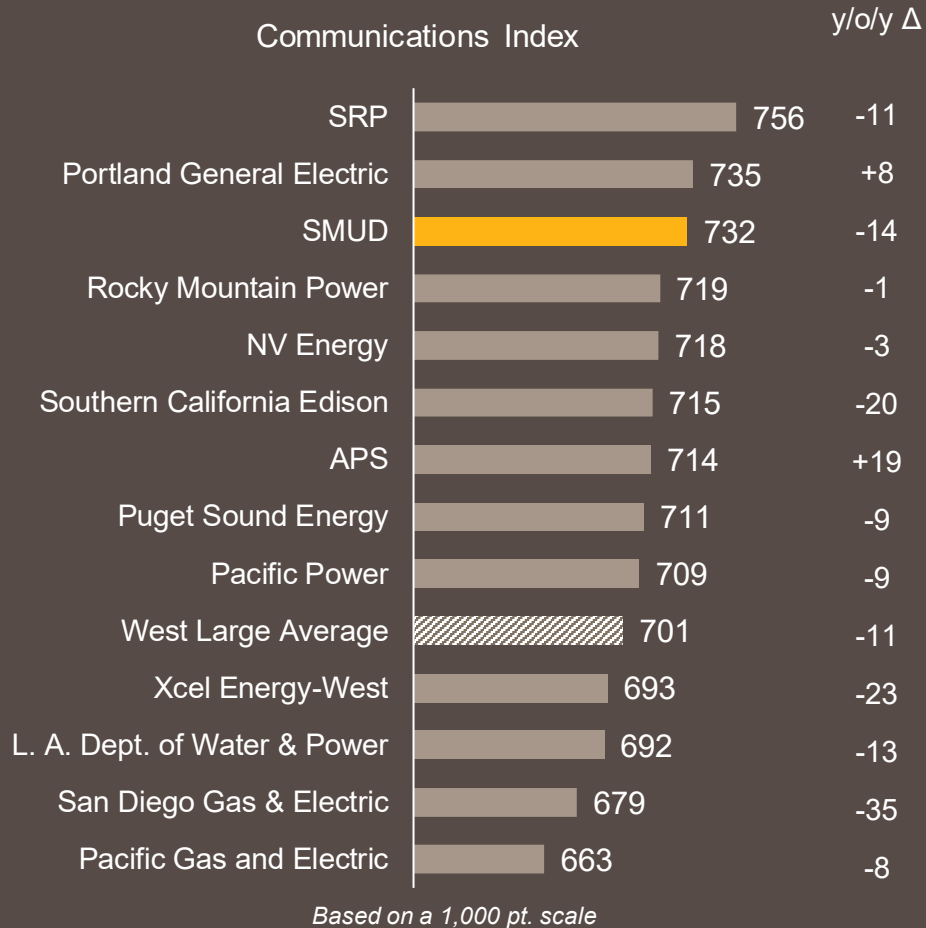


<https://www.smud.org/en/Rebates-and-Savings-Tips>
<https://www.smud.org/en/Rate-Information/Time-of-Day-rates/Time-of-Day-5-8pm-Rate/Energy-Efficiency-Home>

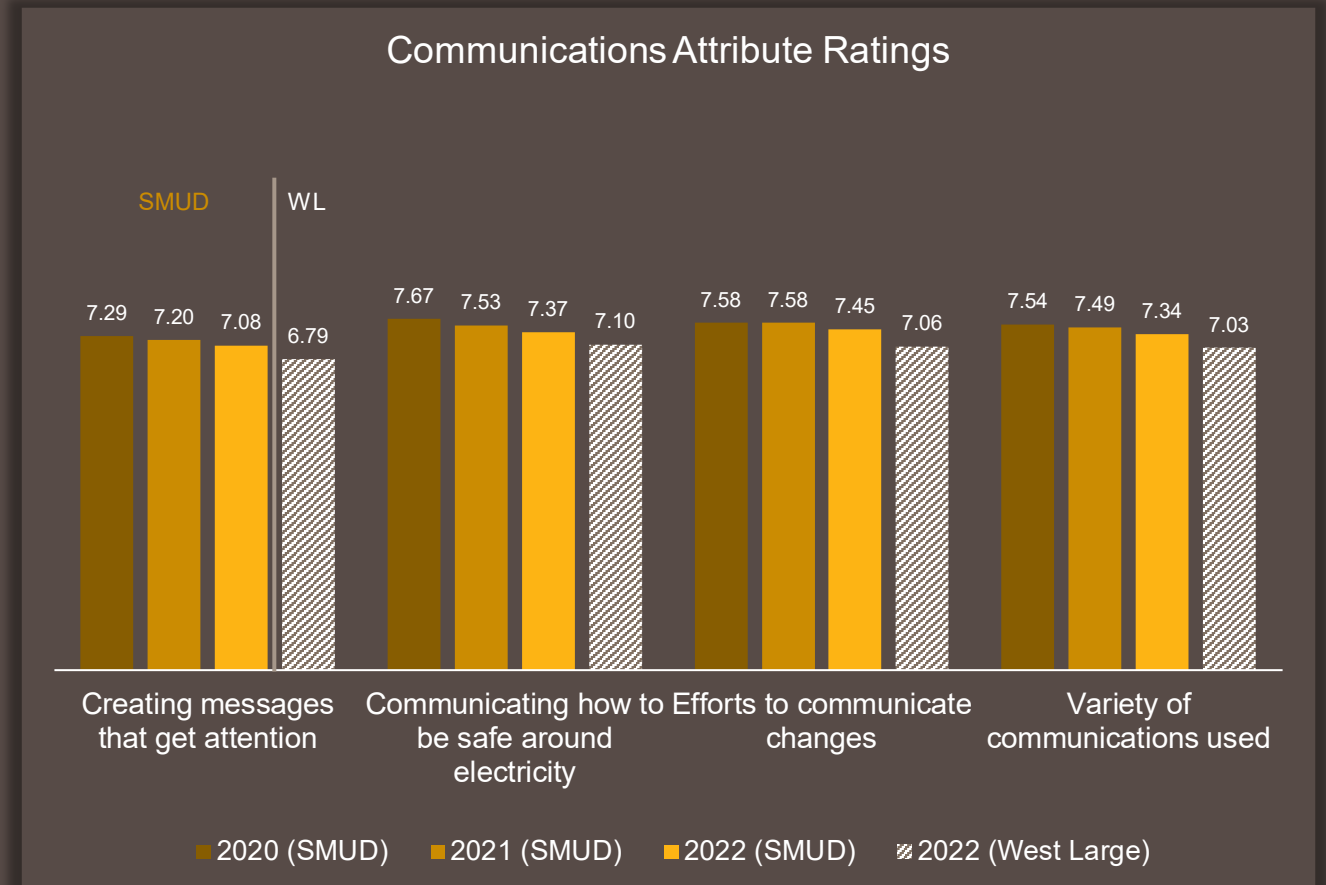
J.D. POWER 41

Communications
12%

SMUD Residential Communications Performance

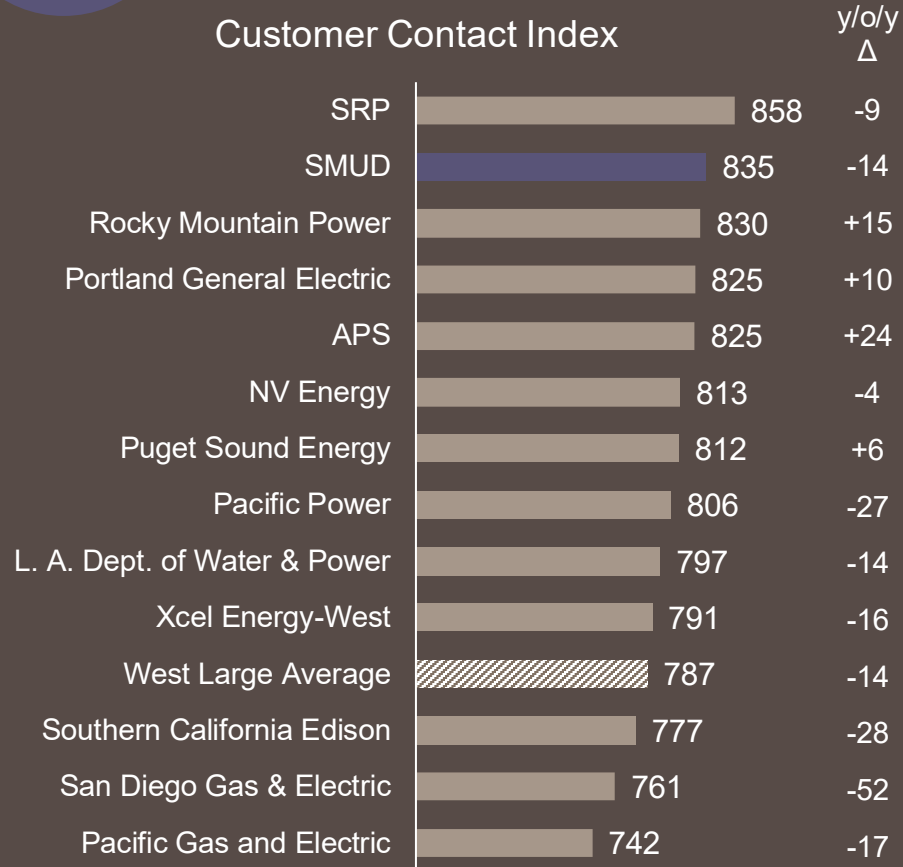


Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n=925, West Large n= 14,628
How would you rate SMUD on...?



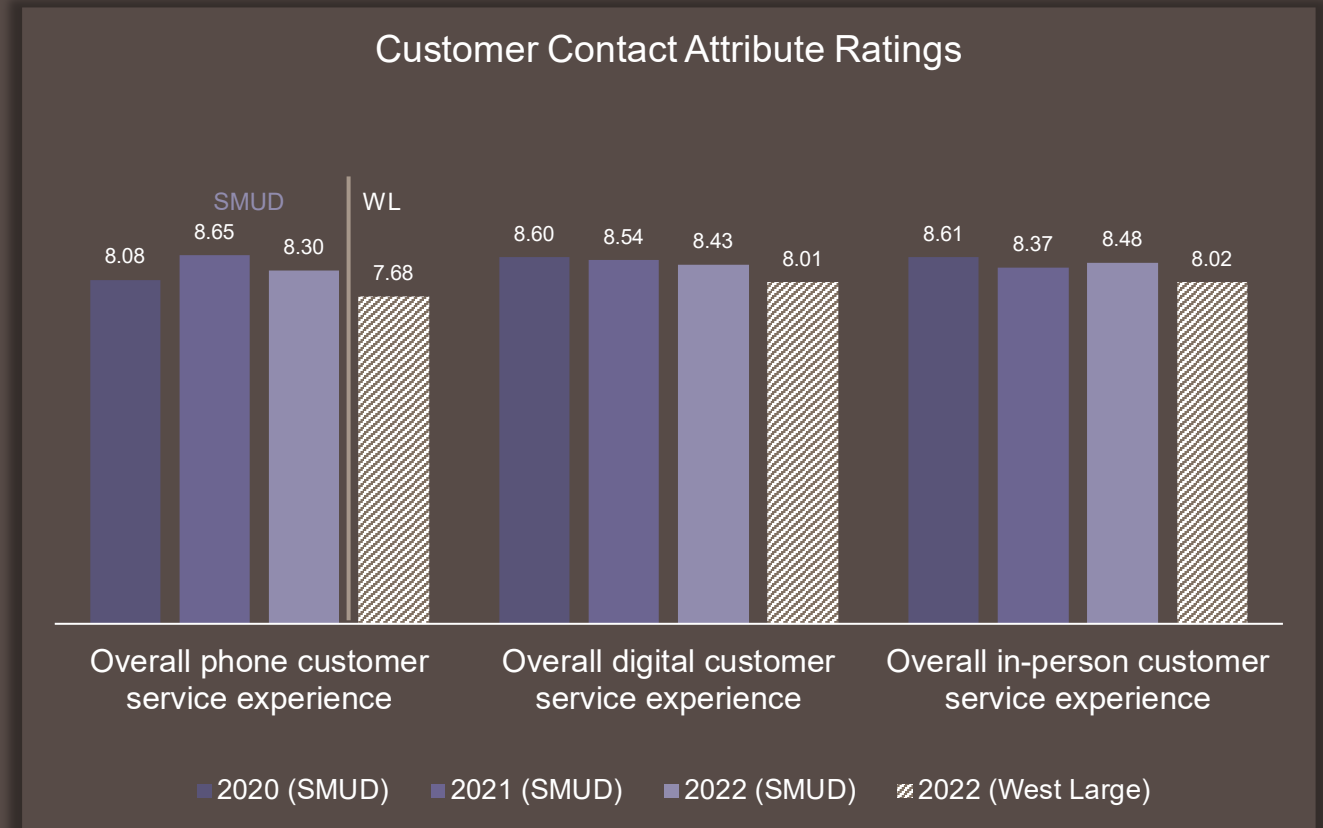
Customer
Contact
9%

SMUD Residential Customer Contact Performance



Based on a 1,000 pt. scale

Customer contact questions only asked of respondents who had an interaction with SMUD in the past 3 months
Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n=479, West Large n=7,704
How would you rate your...?



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

Phone includes phone representative, IVR-full service, hybrid

Digital includes website visit (desktop, mobile), chat

Proactive includes contact from a SMUD representative

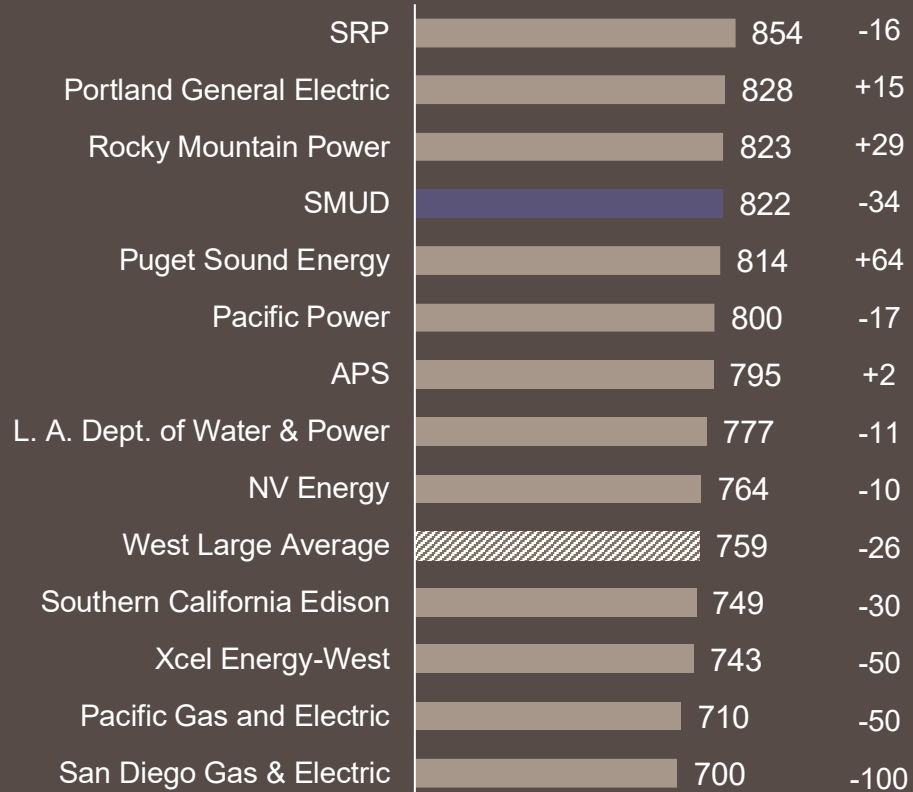
Customer
Contact
9%

SMUD Residential Customer Contact Performance

Phone *(Phone representative, IVR – full self-service, hybrid)*

Customer Contact Index - Phone

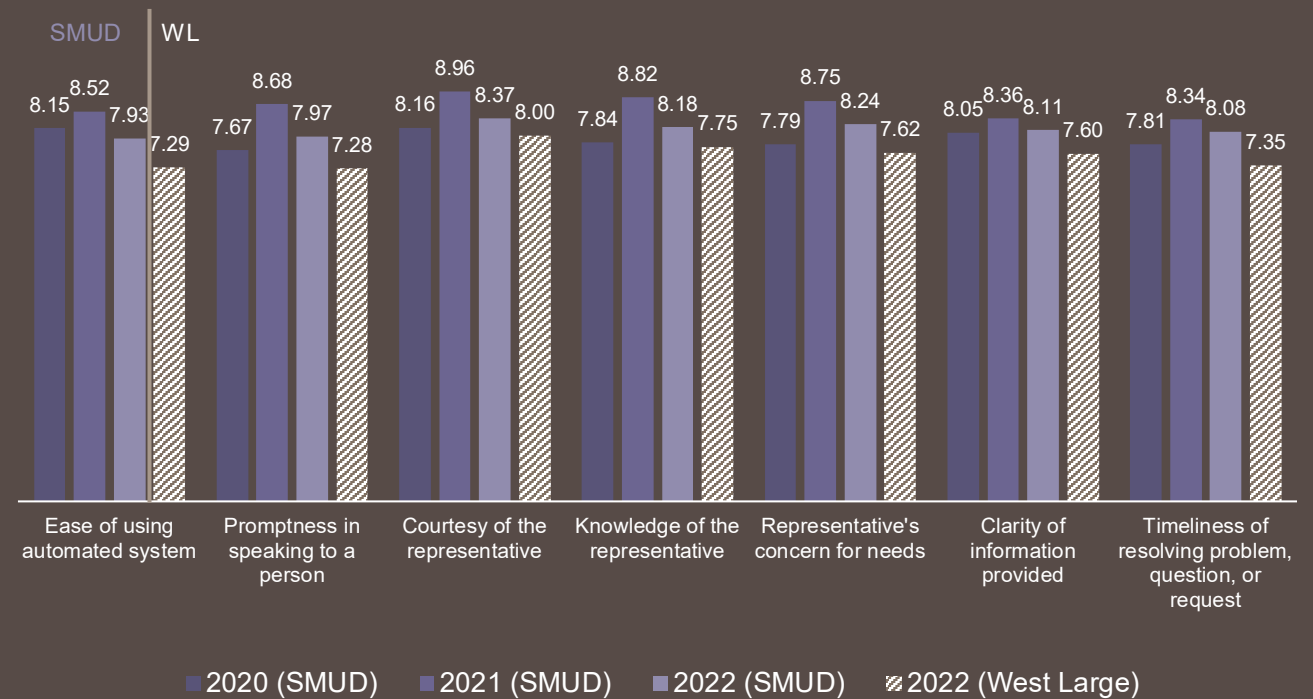
y/o/y
Δ



Based on a 1,000 pt. scale

Customer contact questions only asked of respondents who had an interaction with SMUD in the past 3 months
Source: J.D. Power Electric Residential Customer Satisfaction Study 2022
SMUD n=106, West Large n=2,259
How would you rate your SMUD call experience on...?

Customer Contact Phone Attribute Ratings



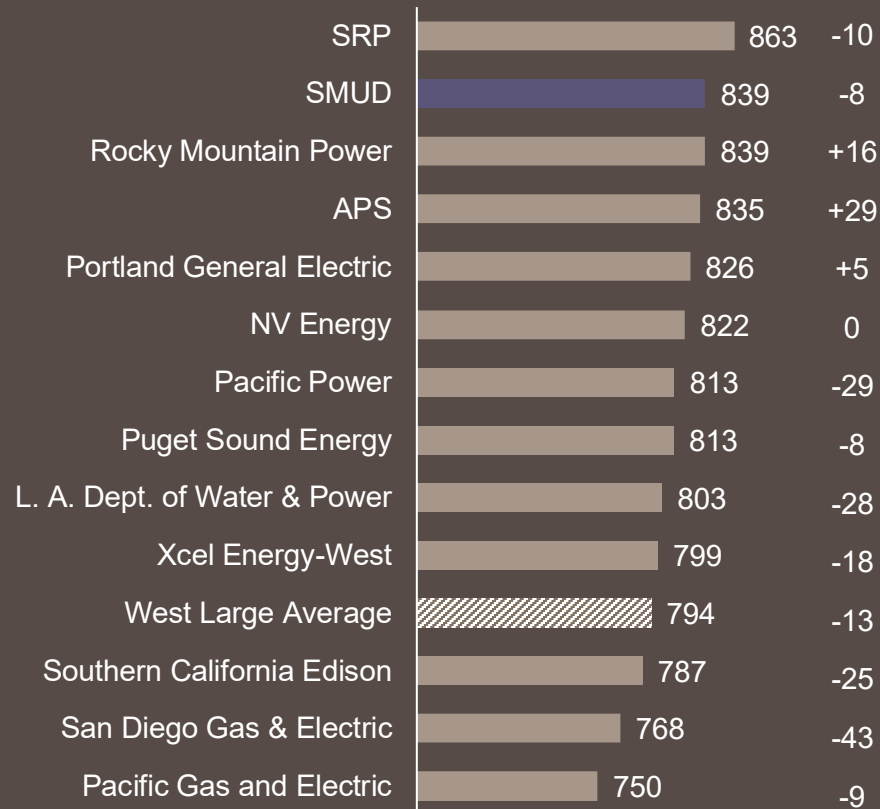
Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Customer
Contact
9%

SMUD Residential Customer Contact Performance Digital *(Website – desktop/mobile, Mobile app, Chat)*

Customer Contact Index - Digital

y/o/y
Δ



Based on a 1,000 pt. scale

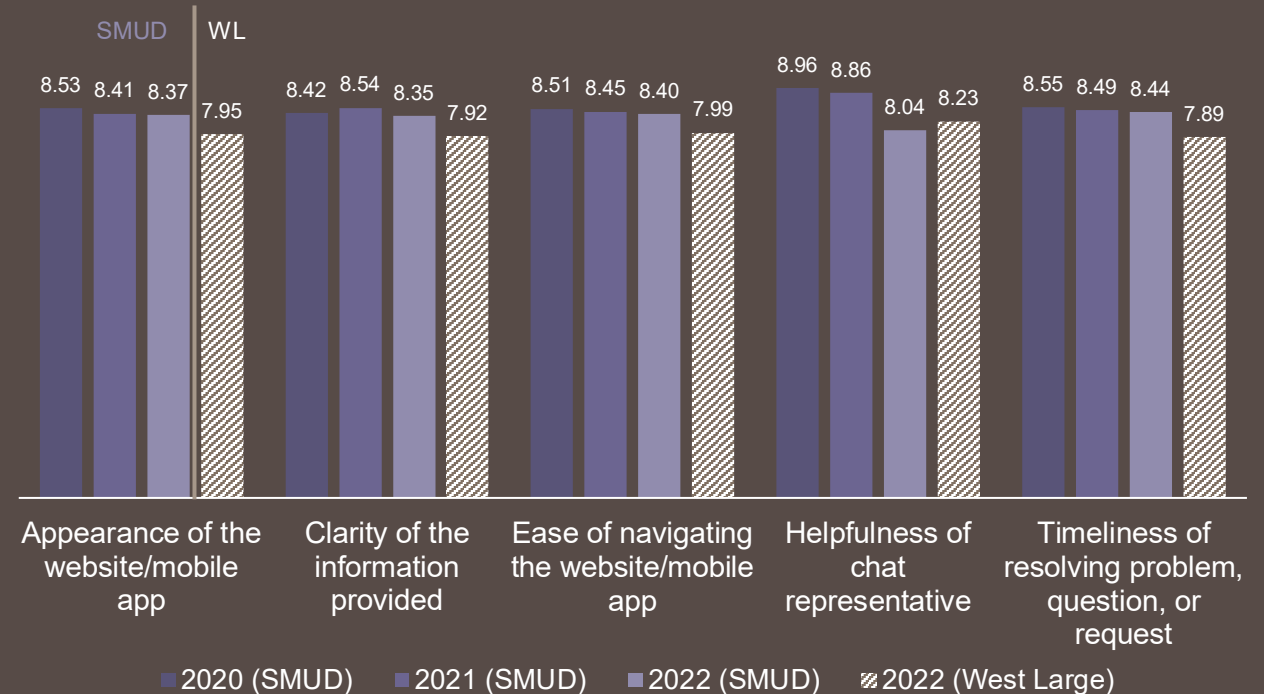
Customer contact questions only asked of respondents who had an interaction with SMUD in the past 3 months

Source: J.D. Power Electric Residential Customer Satisfaction Study 2022

SMUD n=414, West Large n=6,388

Thinking about your most recent website visit/mobile app use with SMUD, how would you rate the...?

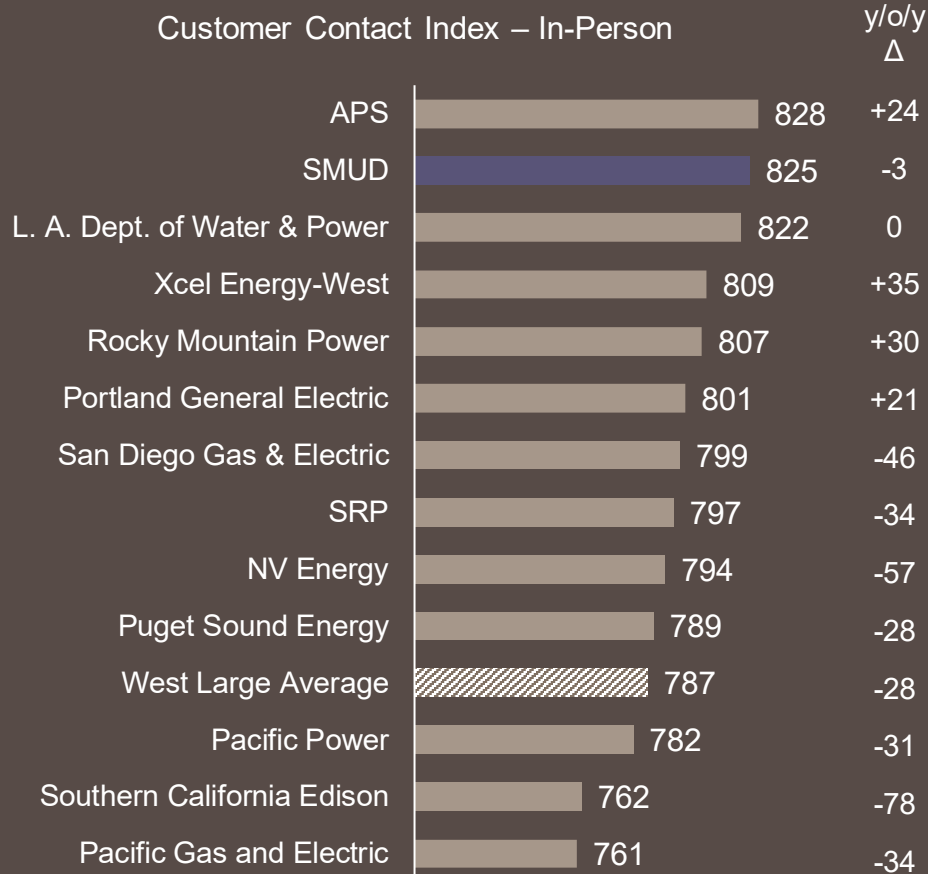
Customer Contact Digital Attribute Ratings



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

Customer
Contact
9%

SMUD Residential Customer Contact Performance In-Person *(Lobby/CSC)*



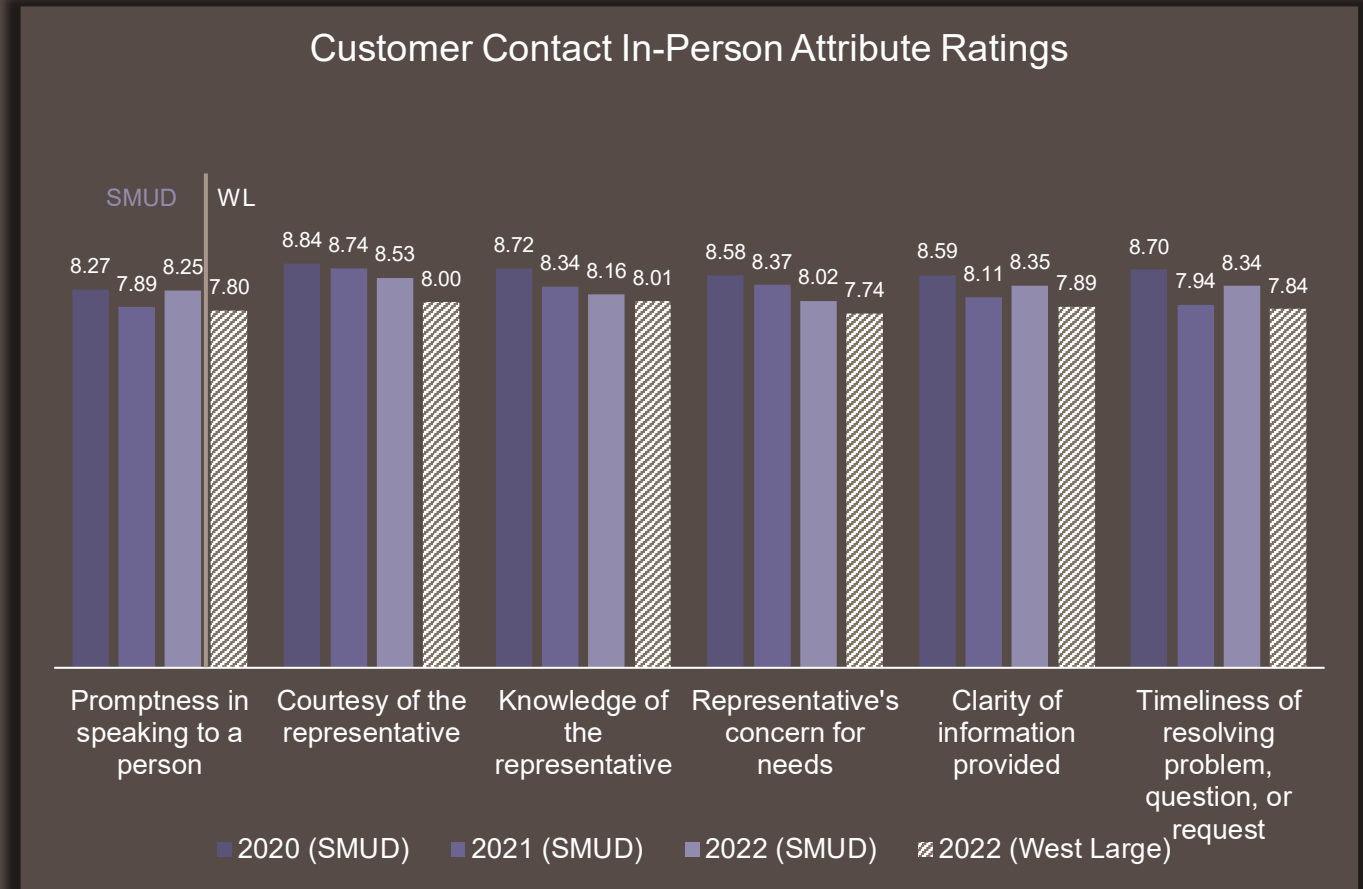
Based on a 1,000 pt. scale

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

Source: J.D. Power Electric Residential Customer Satisfaction Study 2022

SMUD n=39, West Large n=706

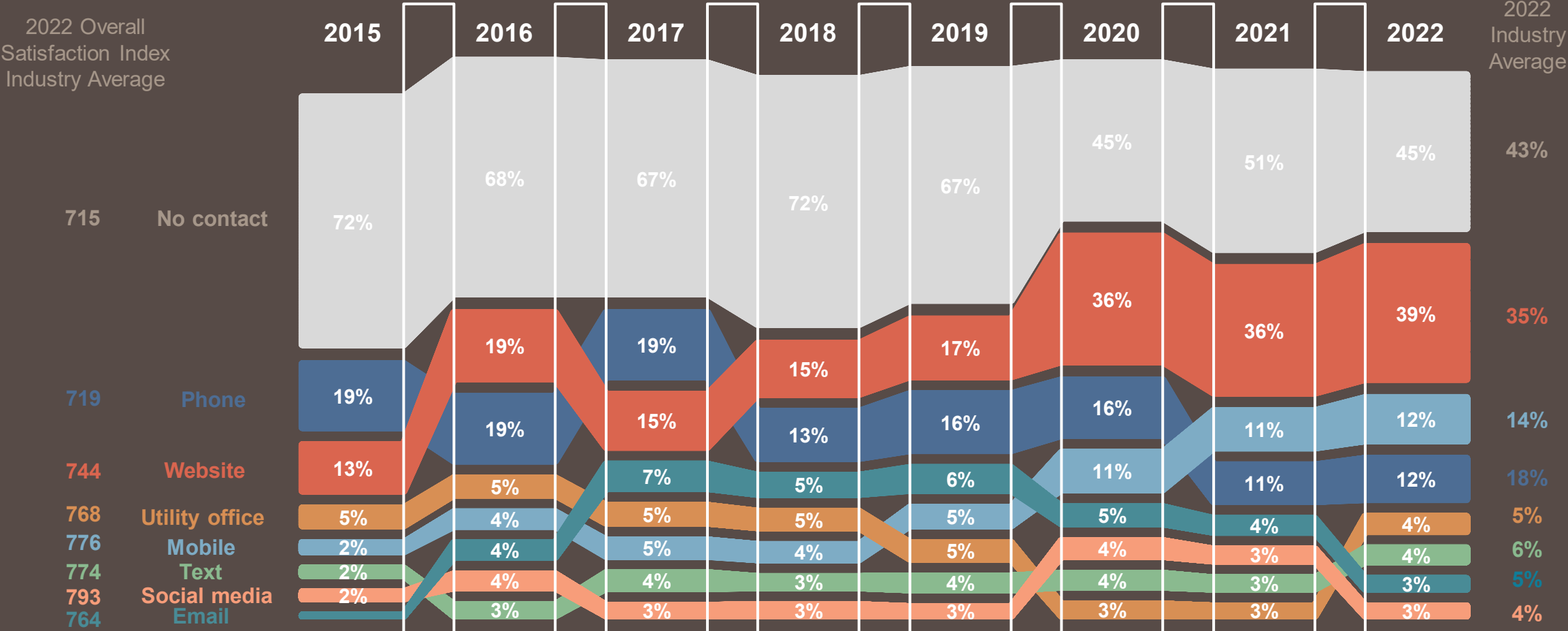
How would you rate the support you received from SMUD with respect to...?



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

Digital is now the primary customer service channel

Percentage of Customers by Contact Channel
SMUD



Source: J.D. Power Electric Residential Customer Satisfaction Study 2022

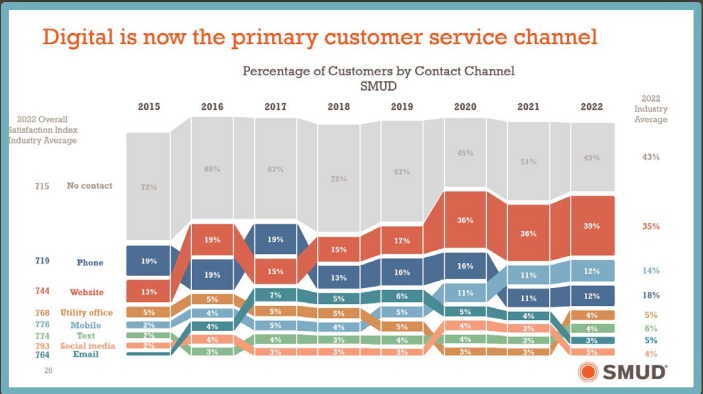
Areas of Focus: 2022 Electric Residential Customer Satisfaction

Continue

Corporate Citizenship



Customer Contact



Consider

Infrastructure and Reliability

Outage Alerts: Top Brands at Texting Customers with Outage Information

Outage Alerts tell you when...

Highest Nationally	Utility sent text message
Entergy Louisiana	57%
Entergy Mississippi	50%
Duke Energy Progress	47%
Entergy Arkansas	47%
Entergy New Orleans	46%
SRP	46%
Duke Energy Carolinas	44%
Entergy Texas	43%
Duke Energy Florida	42%
PSEG Long Island	42%

- Power is coming**
We'll give you an estimate of when your power should be back on.
- We're on the way**
We'll let you know when our service crew is dispatched.
- We know more details**
We'll tell you what caused the outage and how many were impacted.
- Power is back**
We'll confirm when power is restored.

<https://cloud.mail.myentergy.com/stay-informed>

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J.D. Power Satisfaction Overview Business Results

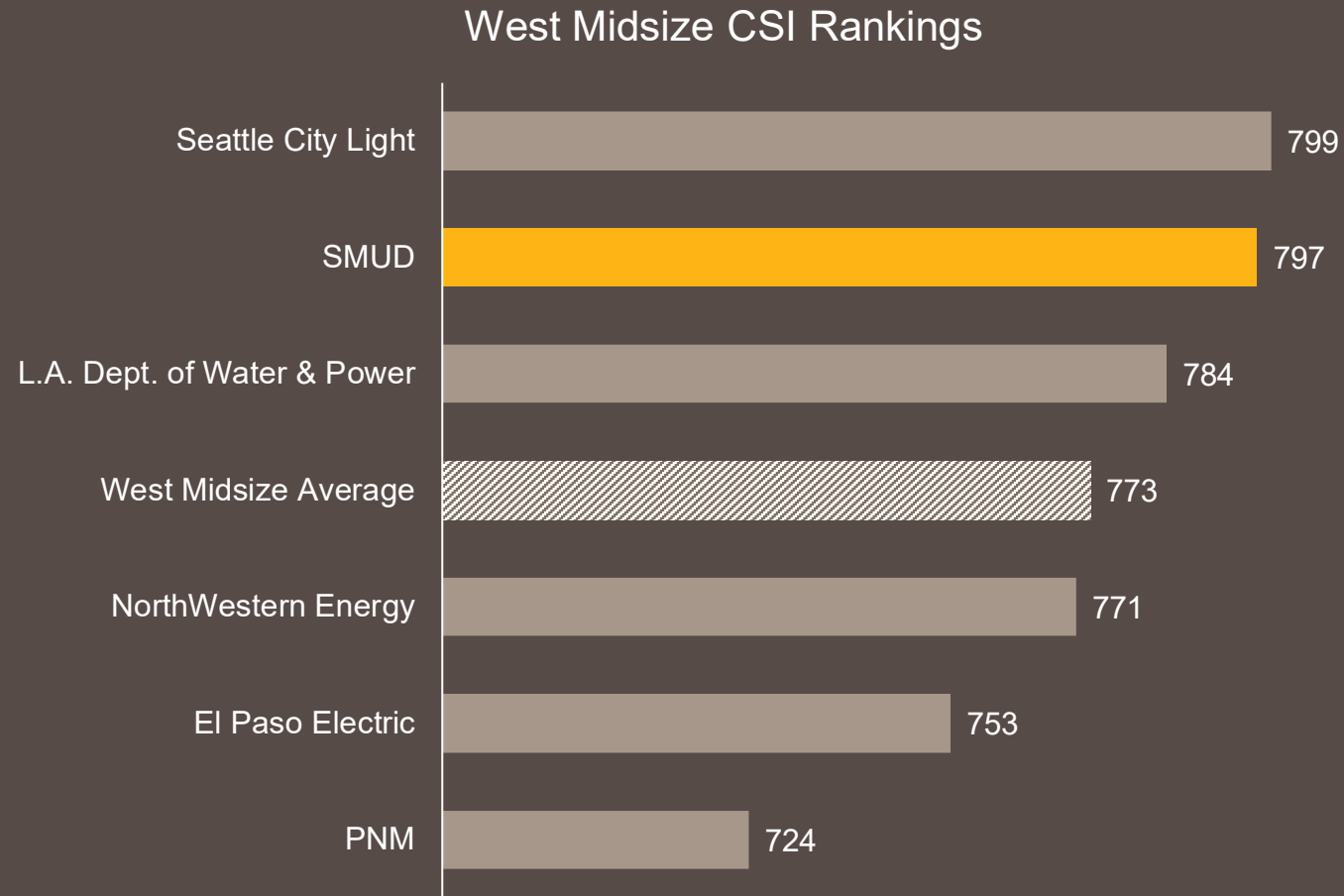
2022 Midsize Utility Award Winners

Seattle City Light was recognized as the top ranked utility within the West Midsize region. SMUD's CSI rating (797) was very close to Seattle City Light (799), only two index points behind.



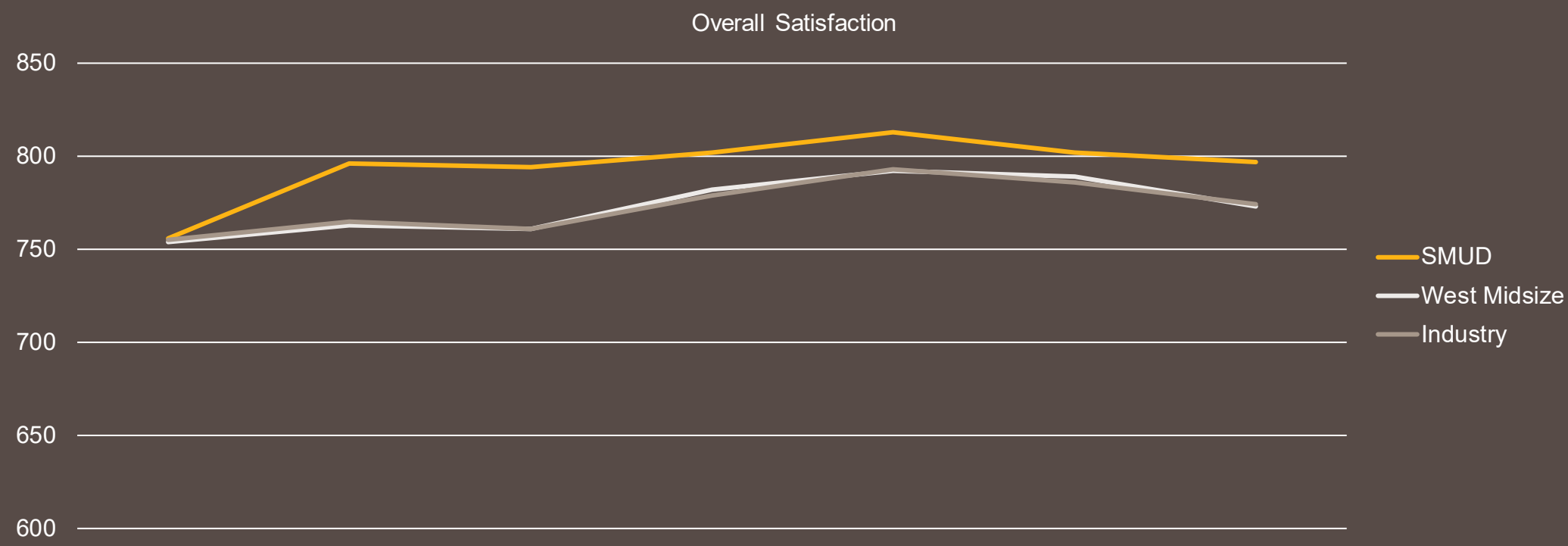
Source: J.D. Power Electric Business Customer Satisfaction Study 2022

West Midsize Overall CSI Results 2022



Source: J.D. Power Electric Business Customer Satisfaction Study 2022

SMUD Commercial Satisfaction Trends

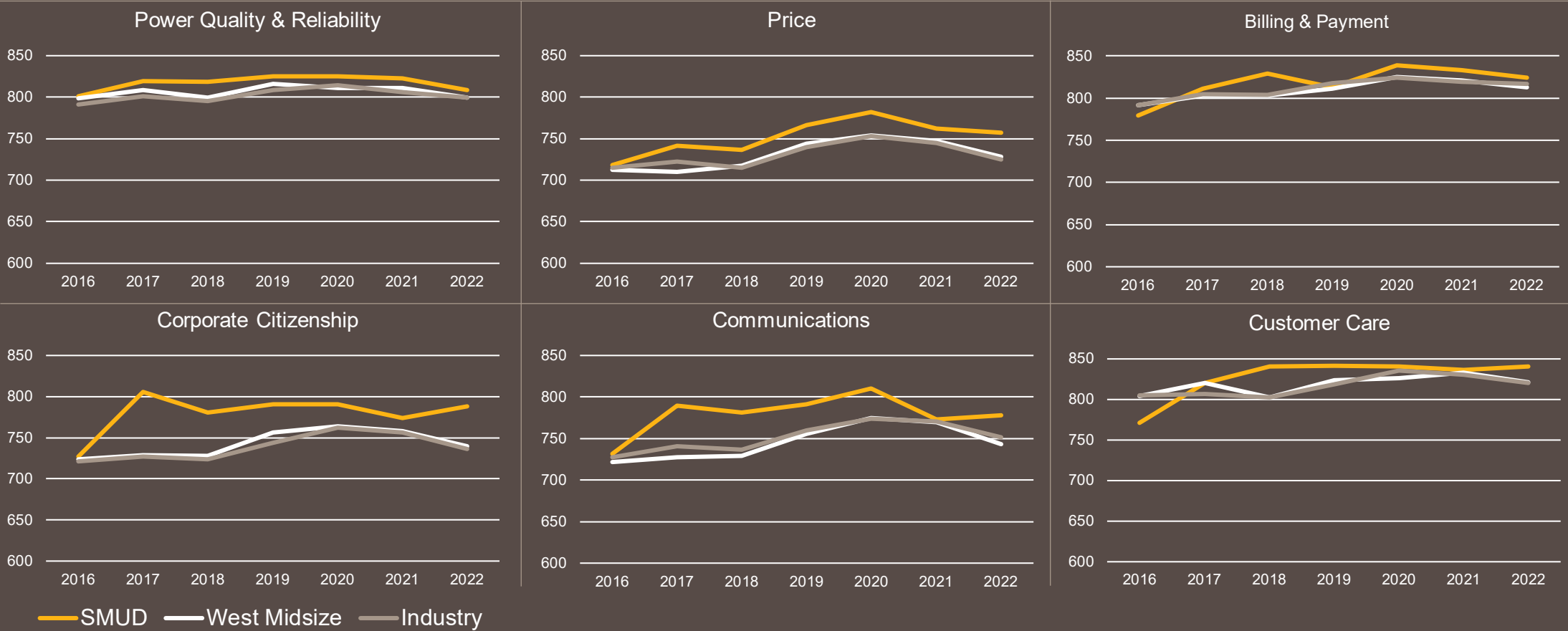


	2016	2017	2018	2019	2020	2021	2022
CA Rank	3	1	1	1	1	1	1
West Midsize Rank	3	1	1	3	2	2	2
Industry Rank	32	10	6	13	16	22	13

Note: The J.D. Power Business Customer Satisfaction Study is fielded semi-annually (Feb/May, Jun/Oct).



Commercial Index Trends Over Time



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

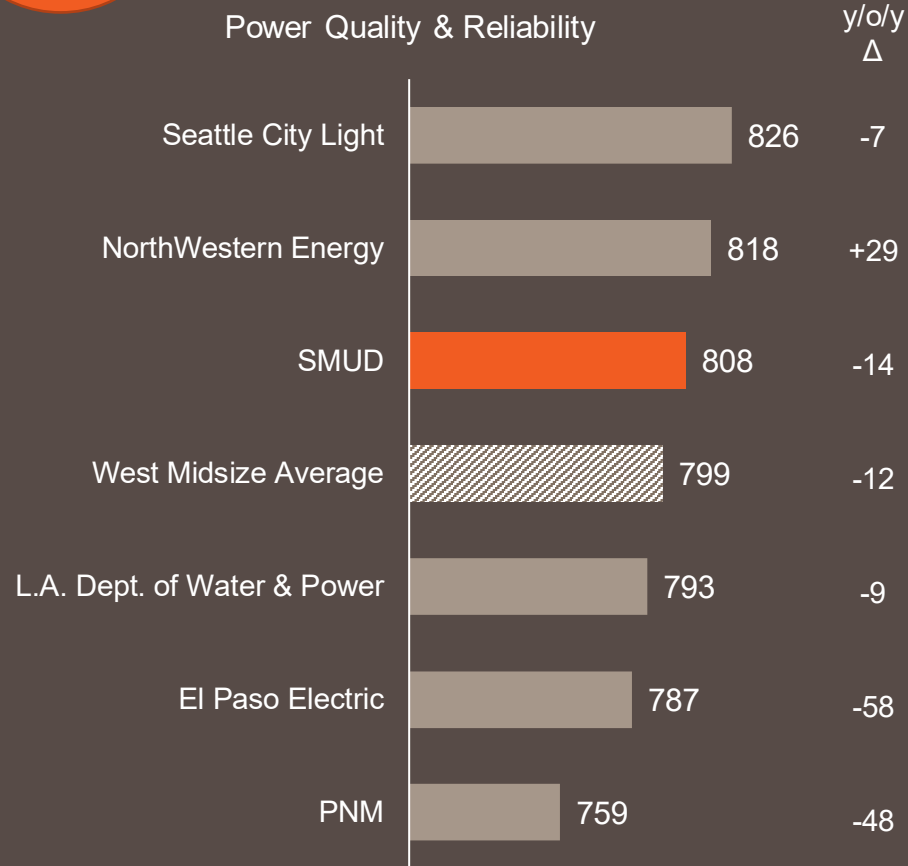


SMUD Commercial Performance 2021 vs. 2022

	SMUD			West Midsize	Industry
	2021	2022	2021 vs. 2022 Δ	2021 vs. 2022 Δ	2021 vs. 2022 Δ
Overall Satisfaction	802	797	-5	-16	-12
Corporate Citizenship	774	788	+14	-18	-20
Billing & Payment	833	824	-9	-8	-2
Power Quality & Reliability	822	808	-14	-12	-7
Price	762	757	-5	-19	-20
Communications	773	778	+5	-27	-19
Customer Care	836	840	+4	-12	-10

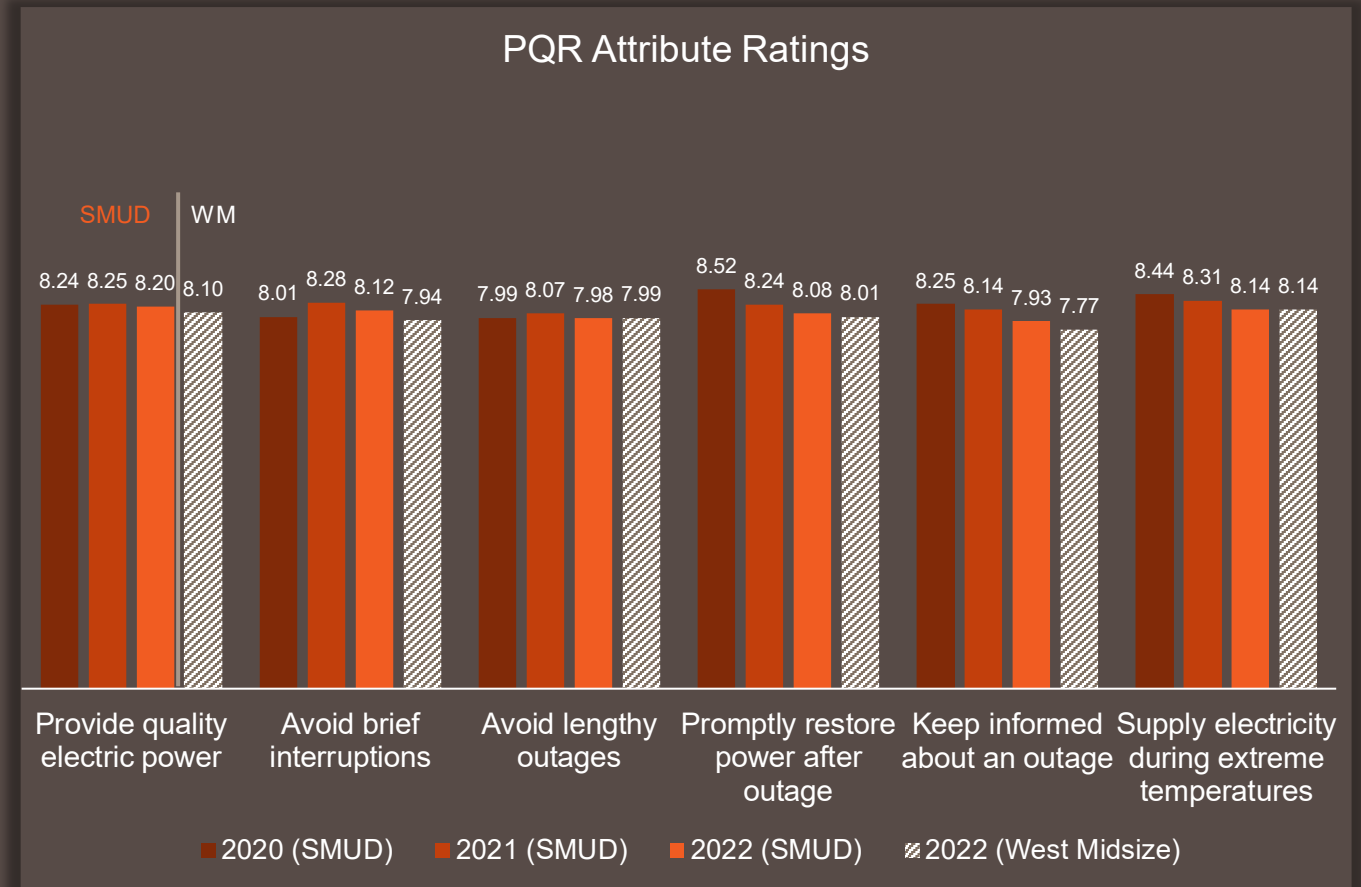
Source: J.D. Power Electric Business Customer Satisfaction Study 2022
2021: SMUD n=116, 2022: SMUD n=121

SMUD Commercial PQR Performance



Based on a 1,000 pt. scale

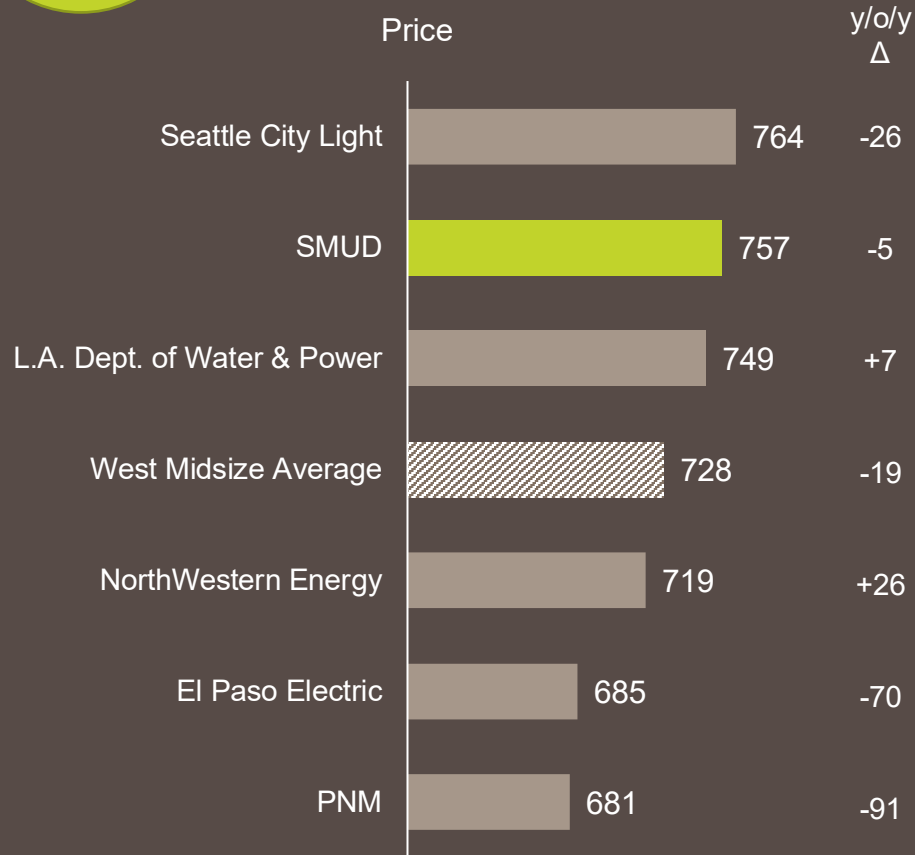
Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=121, West Midsize n=737
How would you rate the effectiveness of SMUD to....?



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

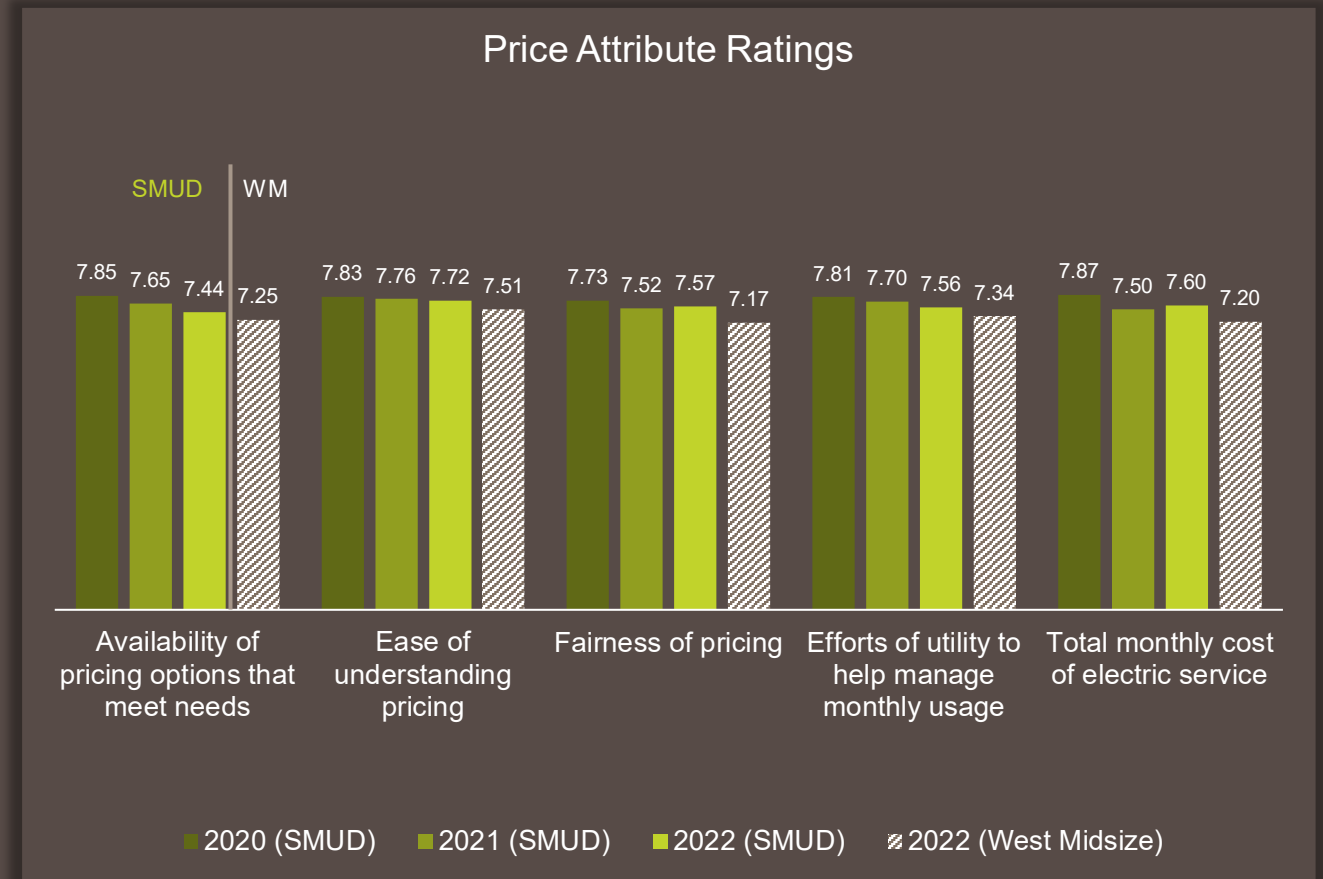
Price
19%

SMUD Commercial Price Performance



Based on a 1,000 pt. scale

Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=121, West Midsize n=737
Thinking only of your electric service, how would you rate the...?

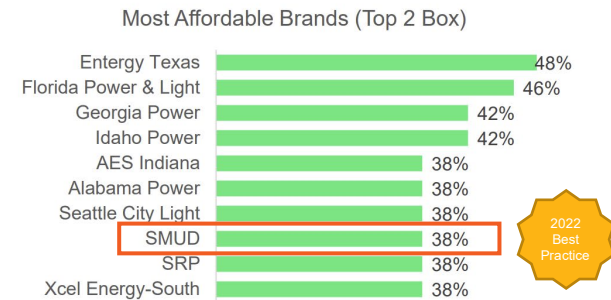
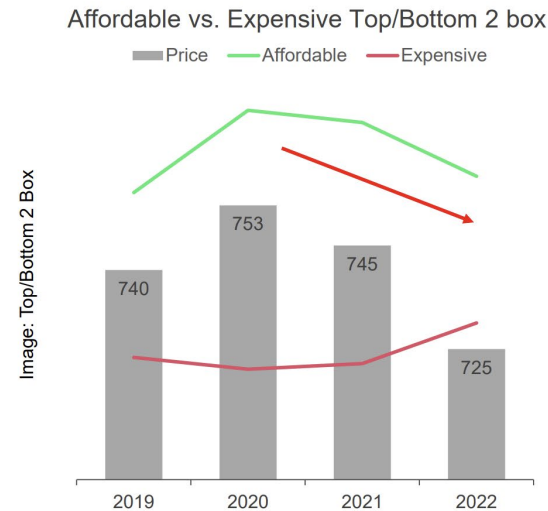


Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

SMUD recognized as one of the country's most affordable utility brands

Price – Affordability

In response to rate increases, the decline in affordability perceptions continues...

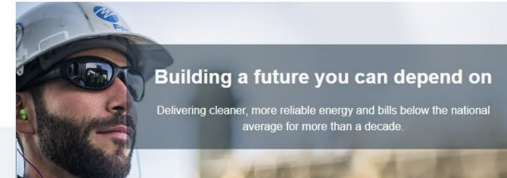


FPL PoweringFlorida
OFFICE OF ECONOMIC DEVELOPMENT

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Rates & Incentives

FPL provides America's best energy value — energy that's affordable, reliable, and clean. Rates among the lowest in Florida and the U.S. translate into savings for your business. Let us help you with a customized rate quote and incentives evaluation.



J.D. POWER 6

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Source: J.D. Power Electric Business Customer Satisfaction Study 2022

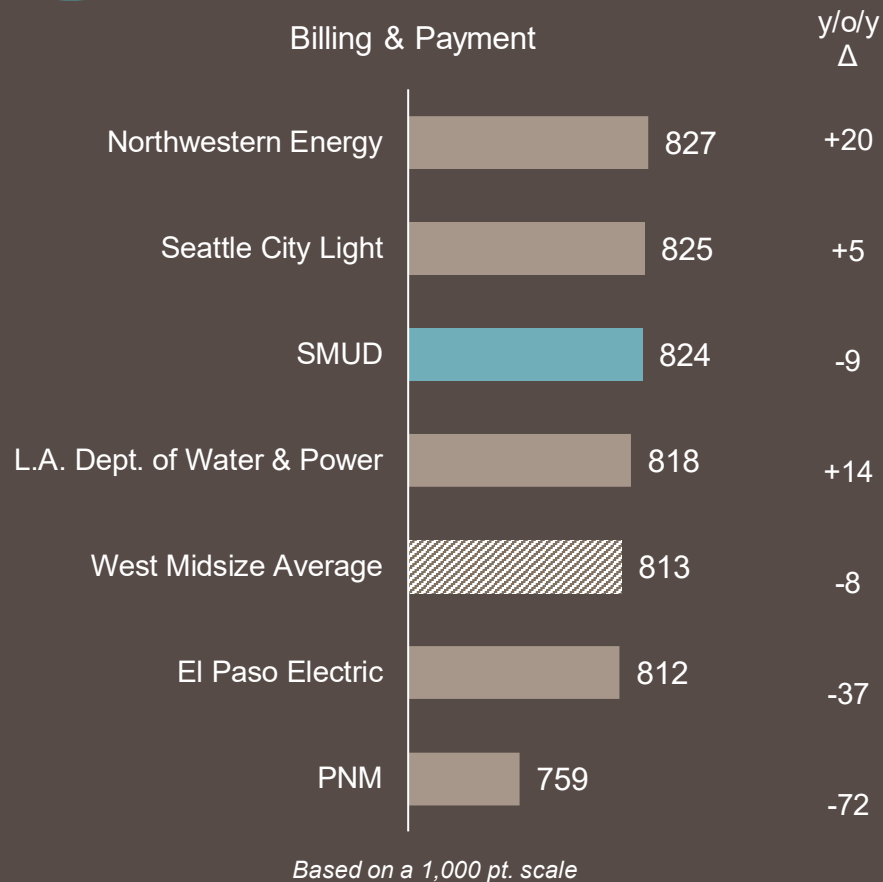
SMUD n = 121

Please take a look at the pairs of statements below and select the button that best represents the degree to which one of the statements better describes SMUD.

1 = Expensive, 7 = Affordable (Top 2 Box = 6 and 7 ratings).

Billing & Payment
15%

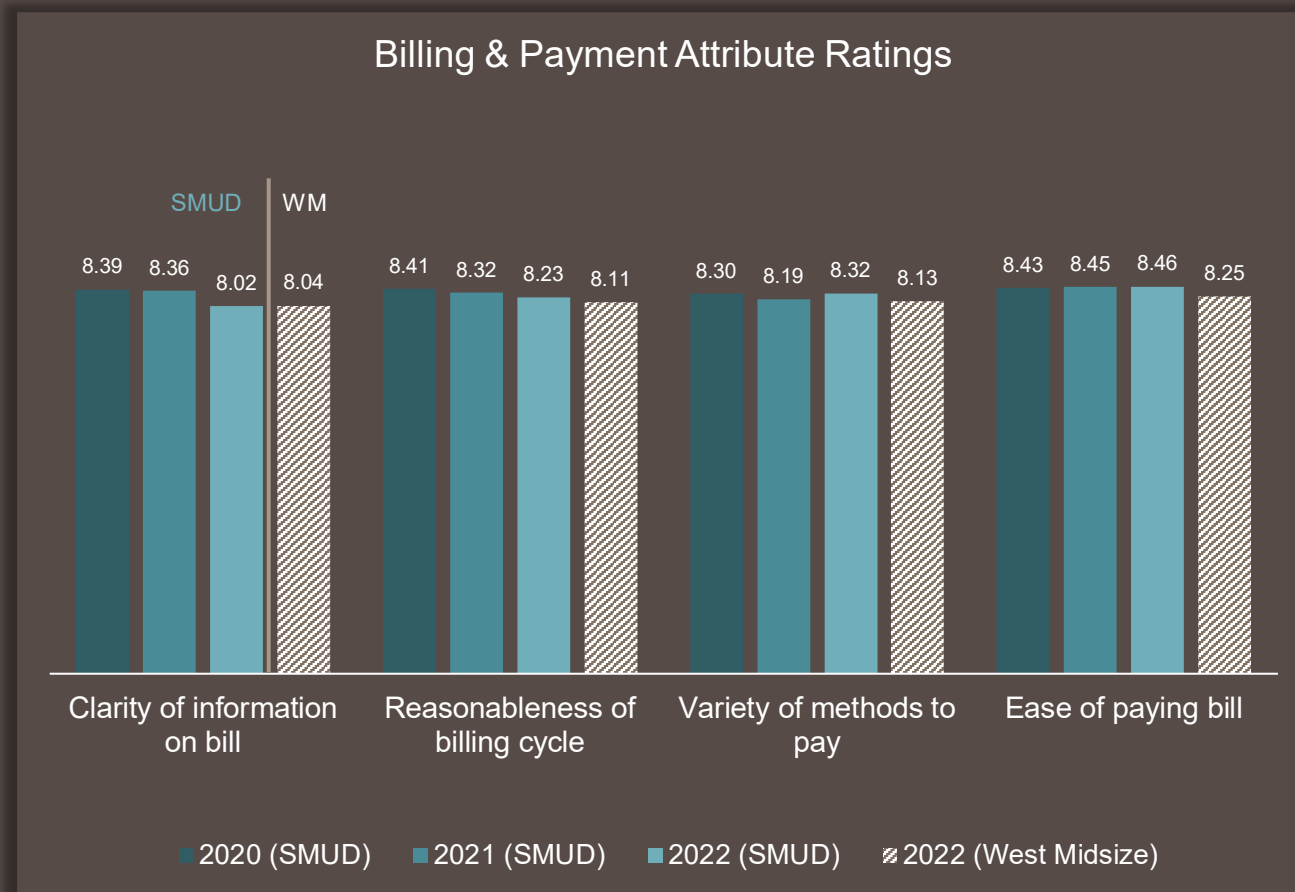
SMUD Commercial Billing & Payment Performance



Source: J.D. Power Electric Business Customer Satisfaction Study 2022

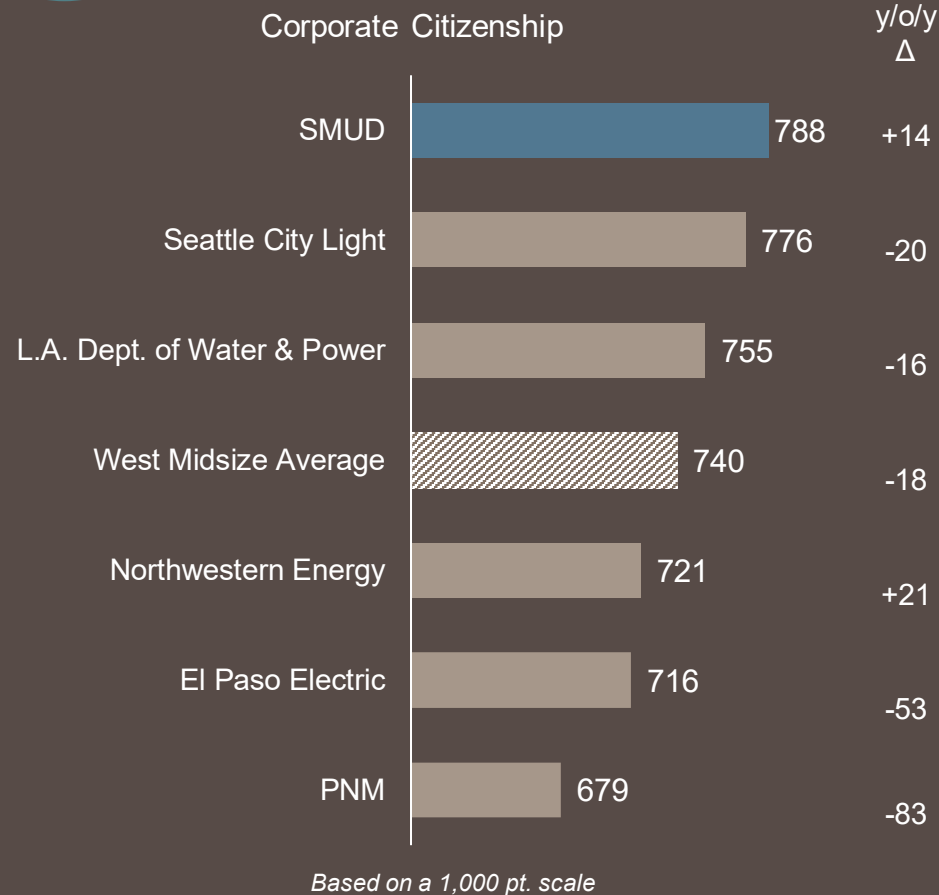
SMUD n=121, West Midsize n=737

Thinking about the billing and payment process with SMUD, how would you rate the...?

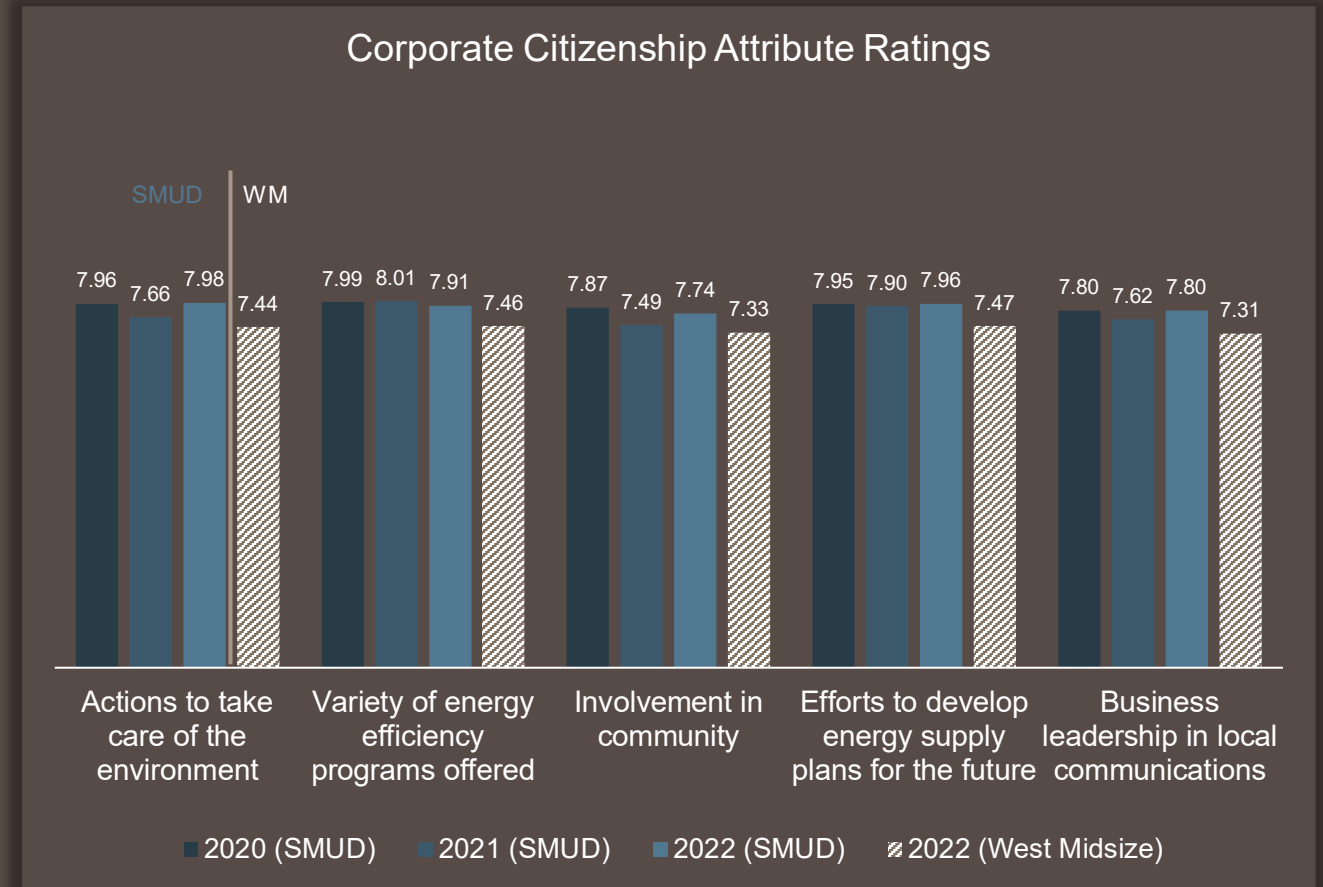


Based on a 10pt. scale where 1 = Unacceptable and 10 = Outstanding

SMUD Commercial Corporate Citizenship Performance

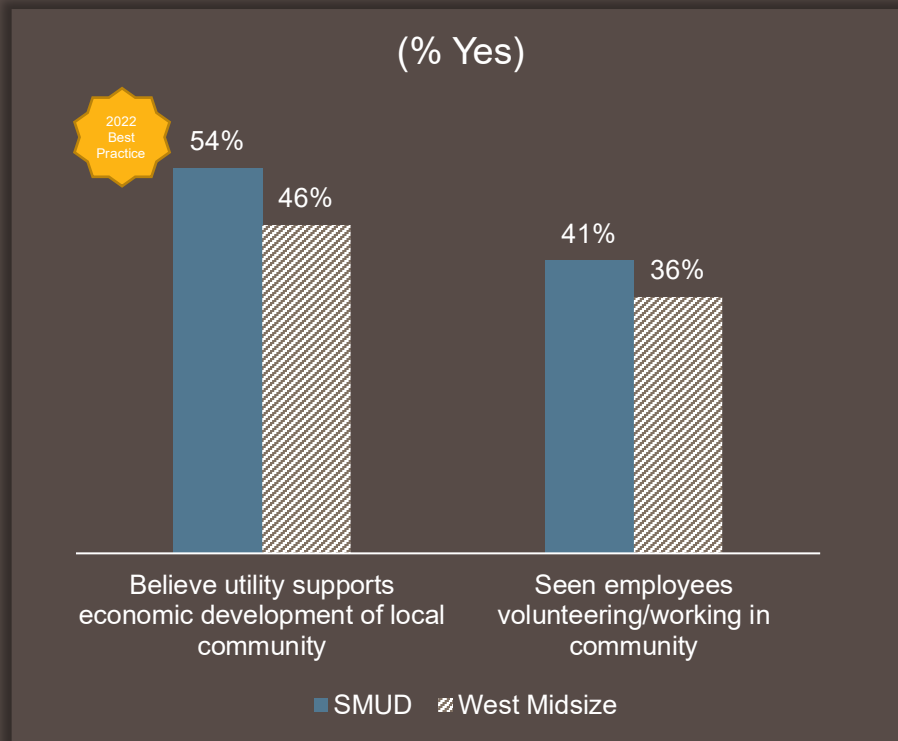


Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=121, West Midsize n=737
How would you rate SMUD on...?

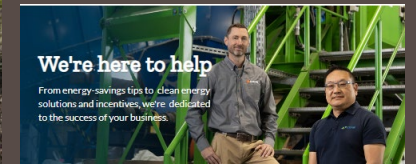


Presence of utility in the community

54% of SMUD commercial customers believe their utility supports economic development of the local community and 41% report seeing SMUD employees volunteering/working in the community. SMUD was also recognized as a best practice for supporting economic development of the local community tied for 2nd in the nation.

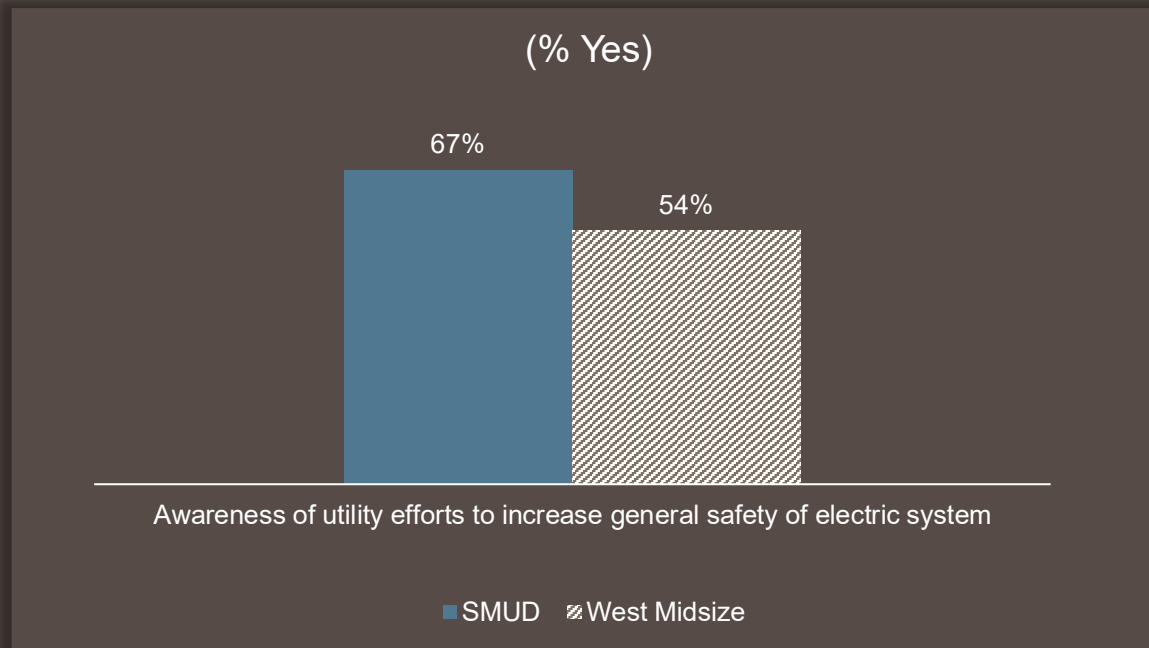


Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=121, West Midsize n=737
Which of the following activities, if any, are you aware of SMUD doing?

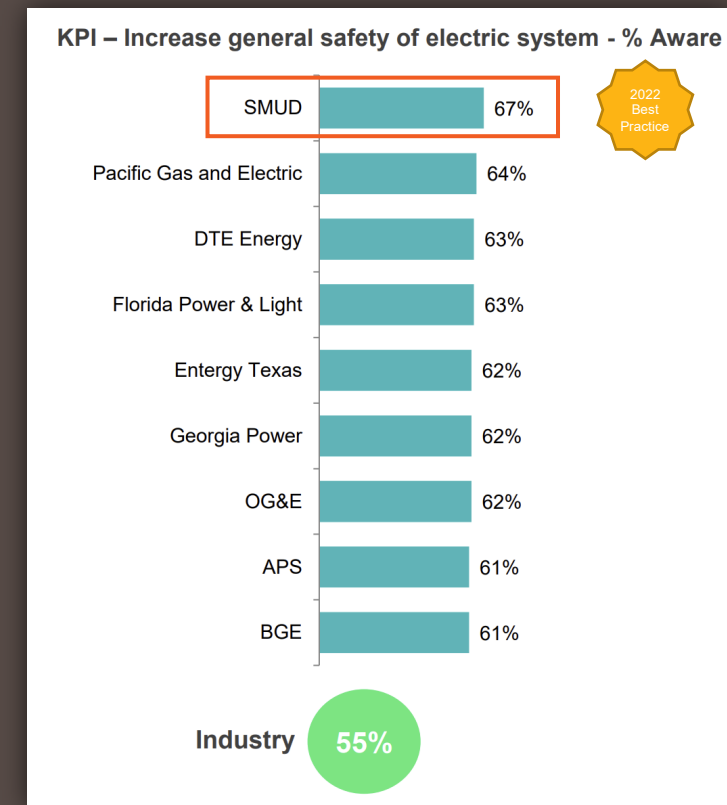


Awareness of utility efforts to increase the safety of the electric grid

67% of SMUD commercial customers are aware of SMUD's efforts to increase the general safety of the electric system which is notably higher than the West Midsize results of 54%. SMUD was also recognized as a best practice and top in the nation in this area.



Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=121, West Midsize n=737
Which of the following activities, if any, are you aware of SMUD doing?



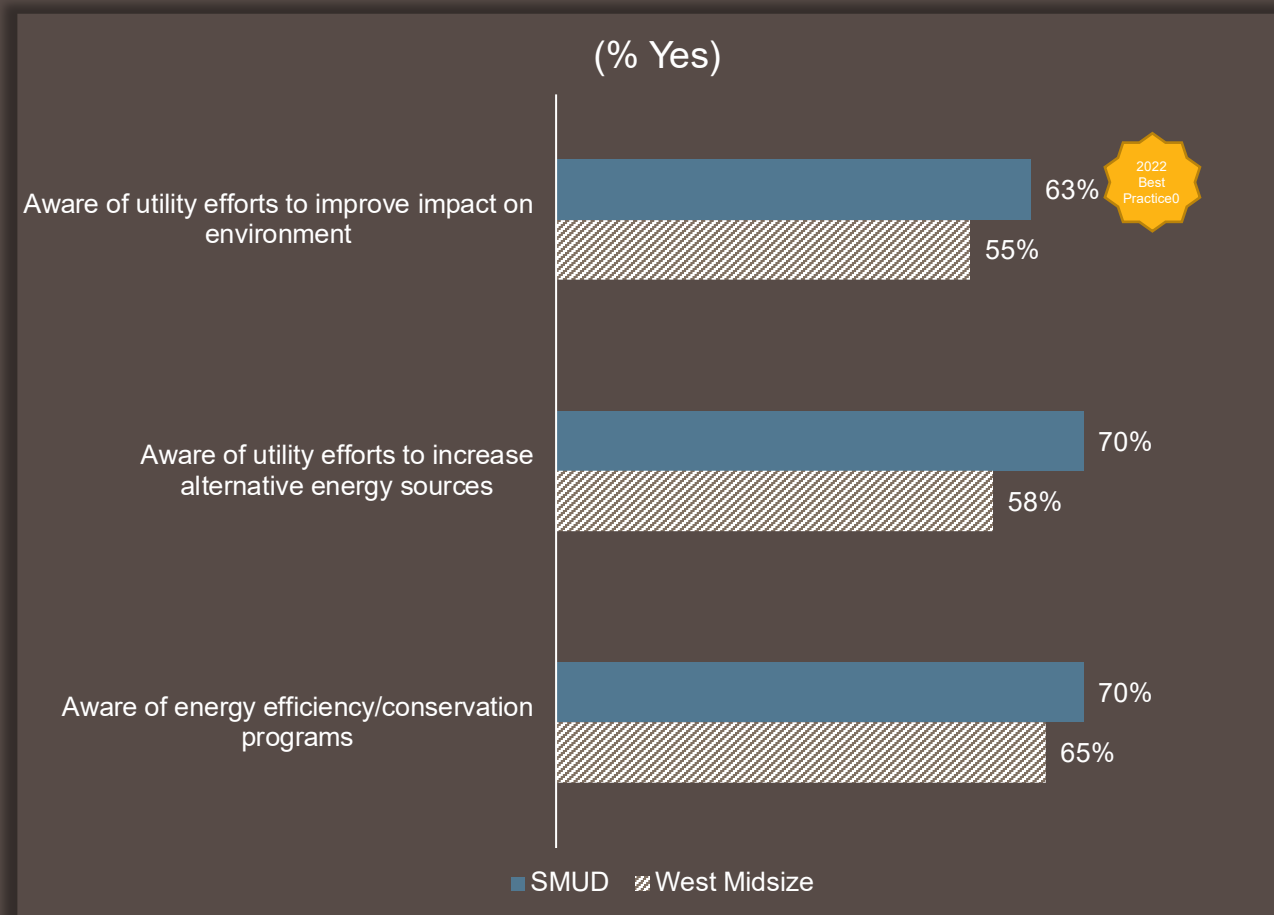
SMUD's efforts to improve impact on environment

63% of SMUD commercial customers are aware of SMUD's efforts to improve its impact on the environment.

70% are aware of SMUD's efforts to increase alternative energy sources and SMUD's energy efficiency/conservation programs.

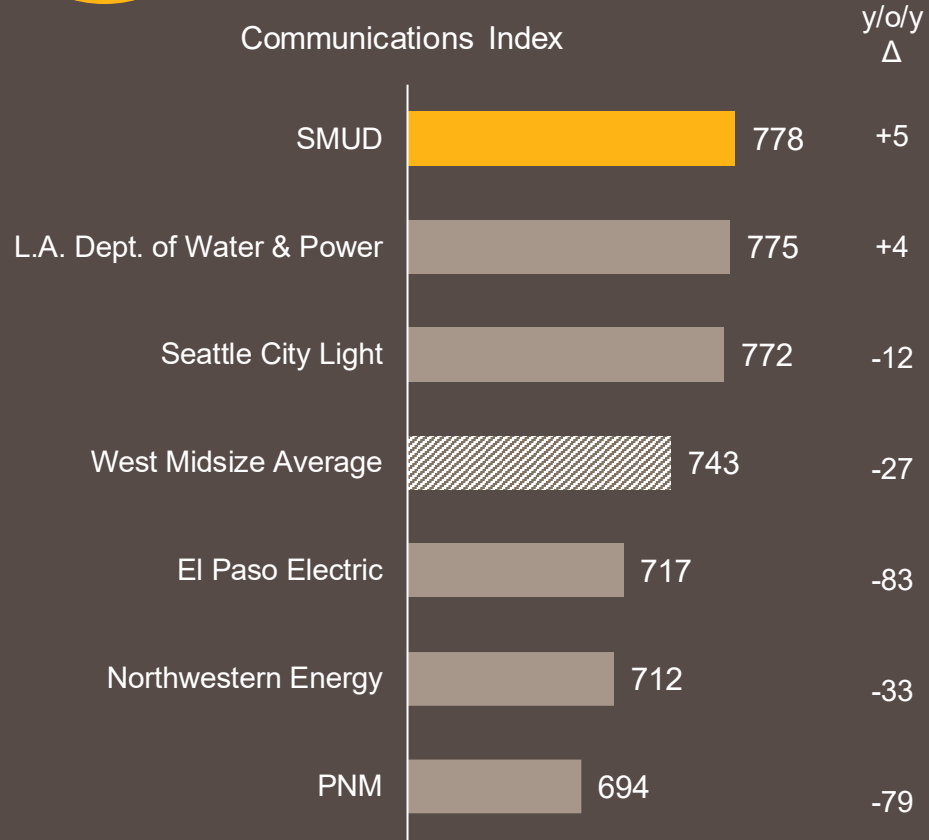


Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=121, West Midsize n=737
Which of the following activities, if any, are you aware of SMUD doing?



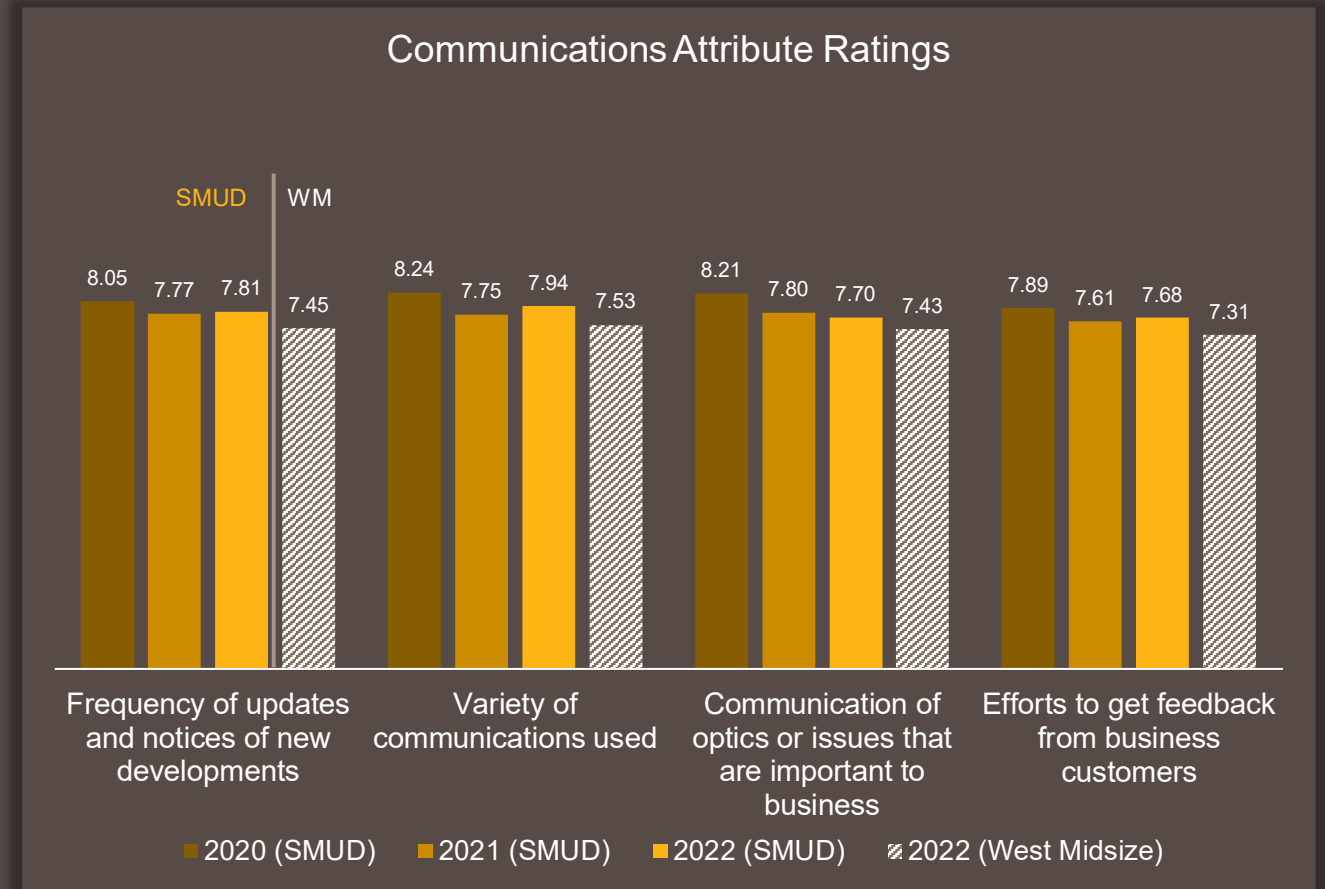
Communications
13%

SMUD Commercial Communications Performance



Based on a 1,000 pt. scale

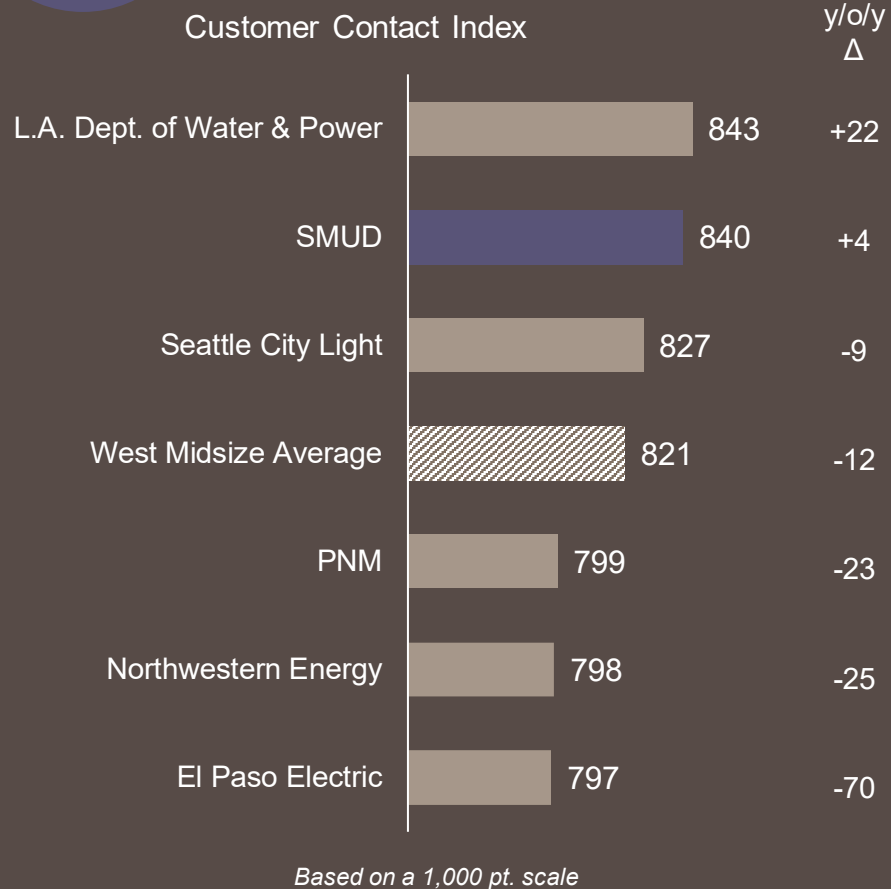
Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=121, West Midsize n=737
How would you rate SMUD on...?



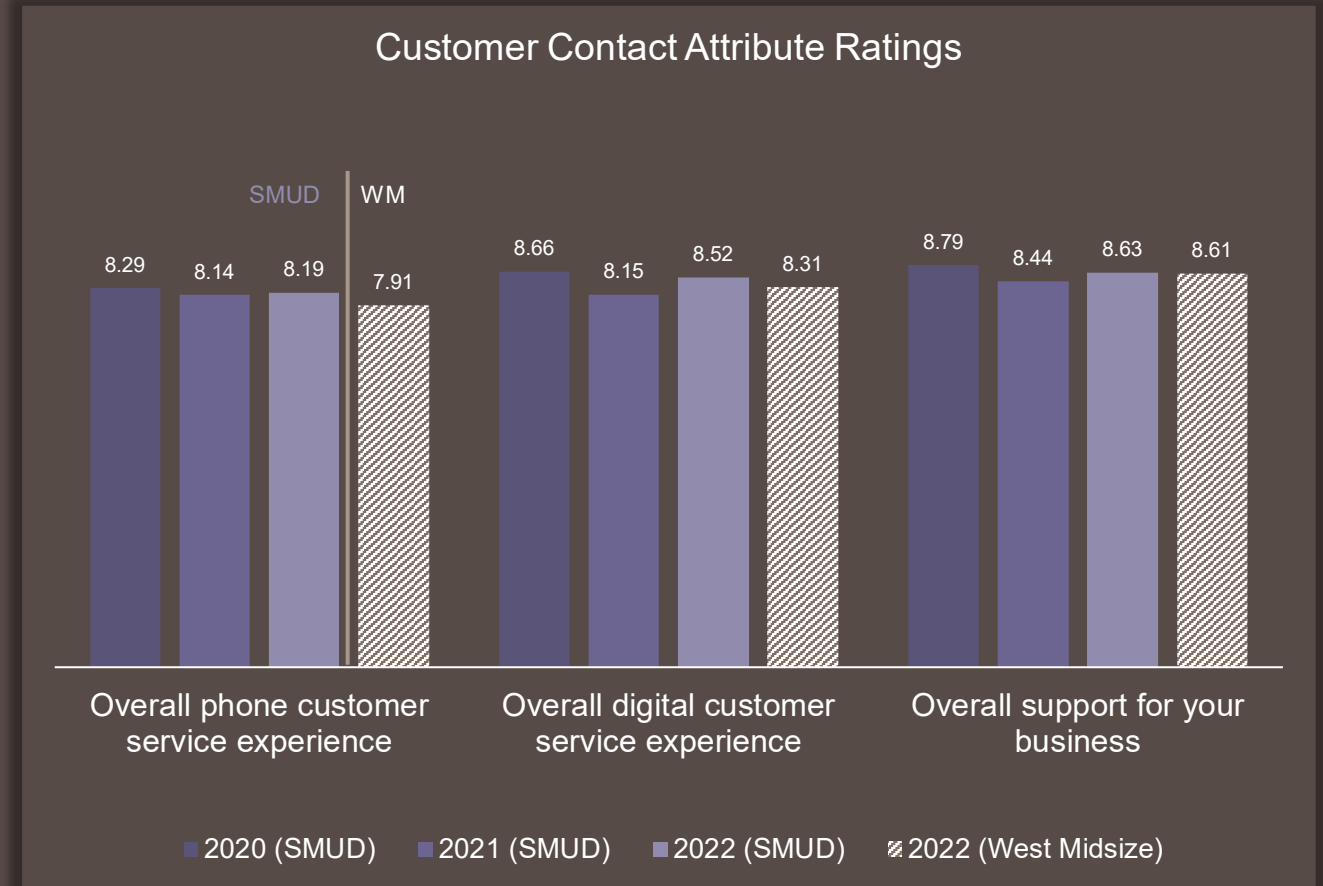
Based on a 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Customer
Contact
14%

SMUD Commercial Customer Contact Performance



Customer contact questions only asked of respondents who had an interaction with SMUD in the past 6 months
Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=74, West Midsize n=443
How would you rate your...?



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

Phone includes phone representative, IVR-full service, hybrid

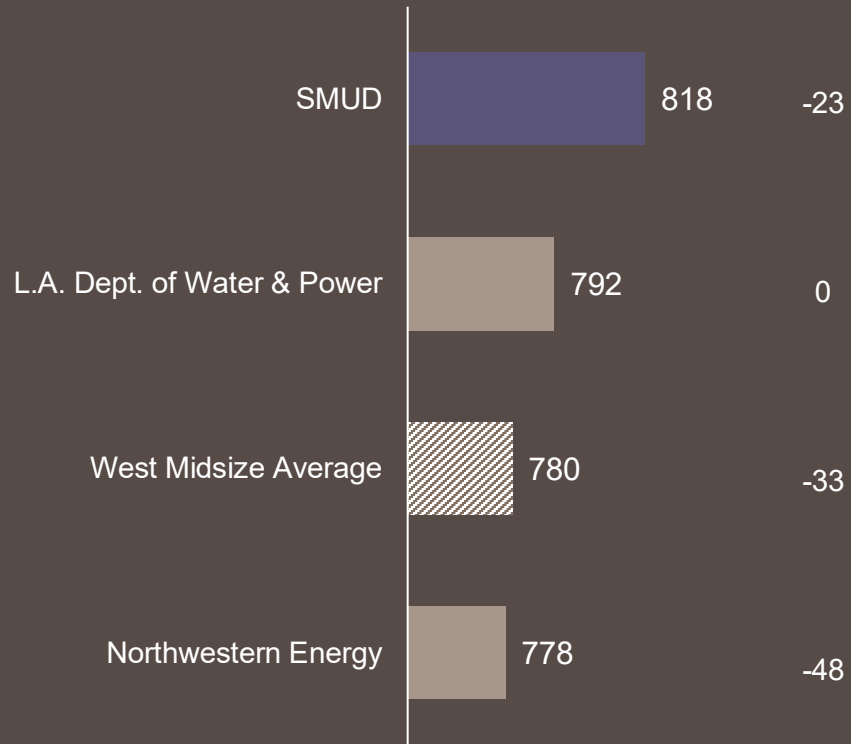
Digital includes website visit (desktop, mobile), chat

Proactive includes contact from a SMUD representative

Customer
Contact
14%

SMUD Commercial Customer Contact Performance Phone *(Phone representative, IVR – full self-service, hybrid)*

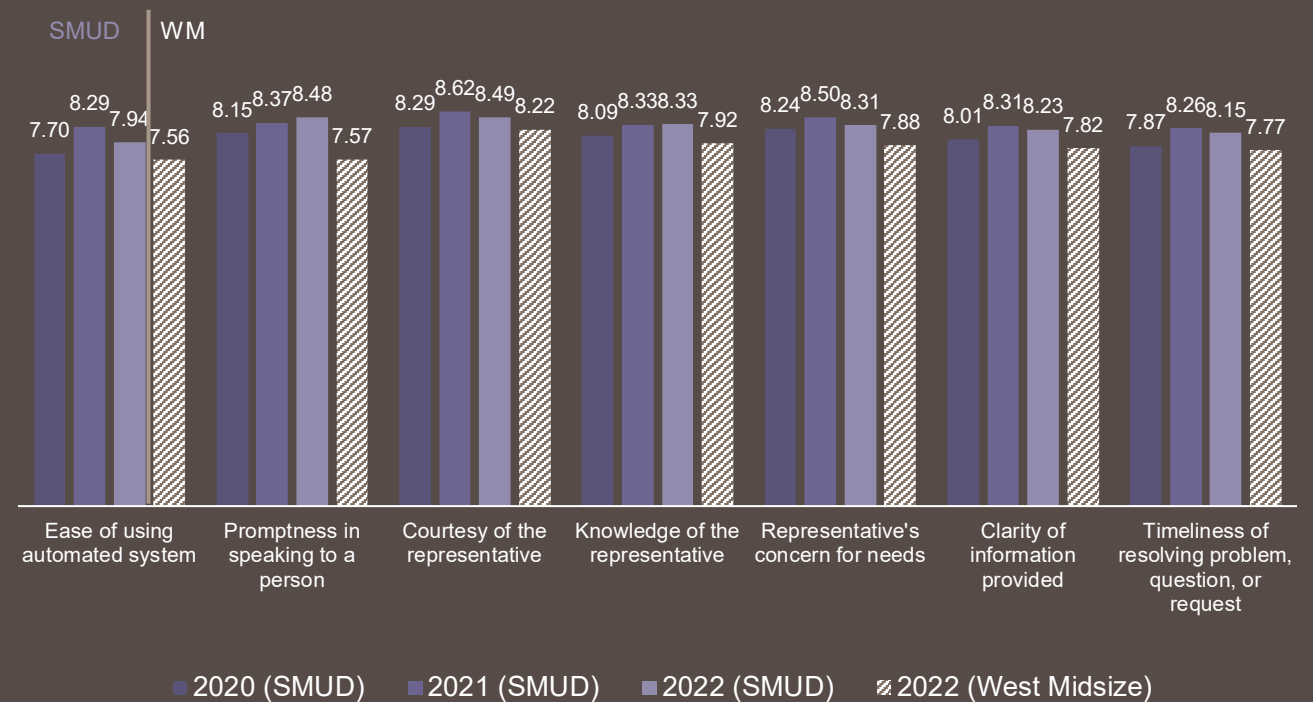
Customer Contact Index - Phone y/o/y Δ



Based on a 1,000 pt. scale

Note: Utilities with <30 responses not displayed (El Paso Electric, PNM and Seattle City Light)
Customer contact questions only asked of respondents who had an interaction with SMUD in the past 6 months
Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=31, West Midsize n=131
How would you rate your SMUD call experience on...?

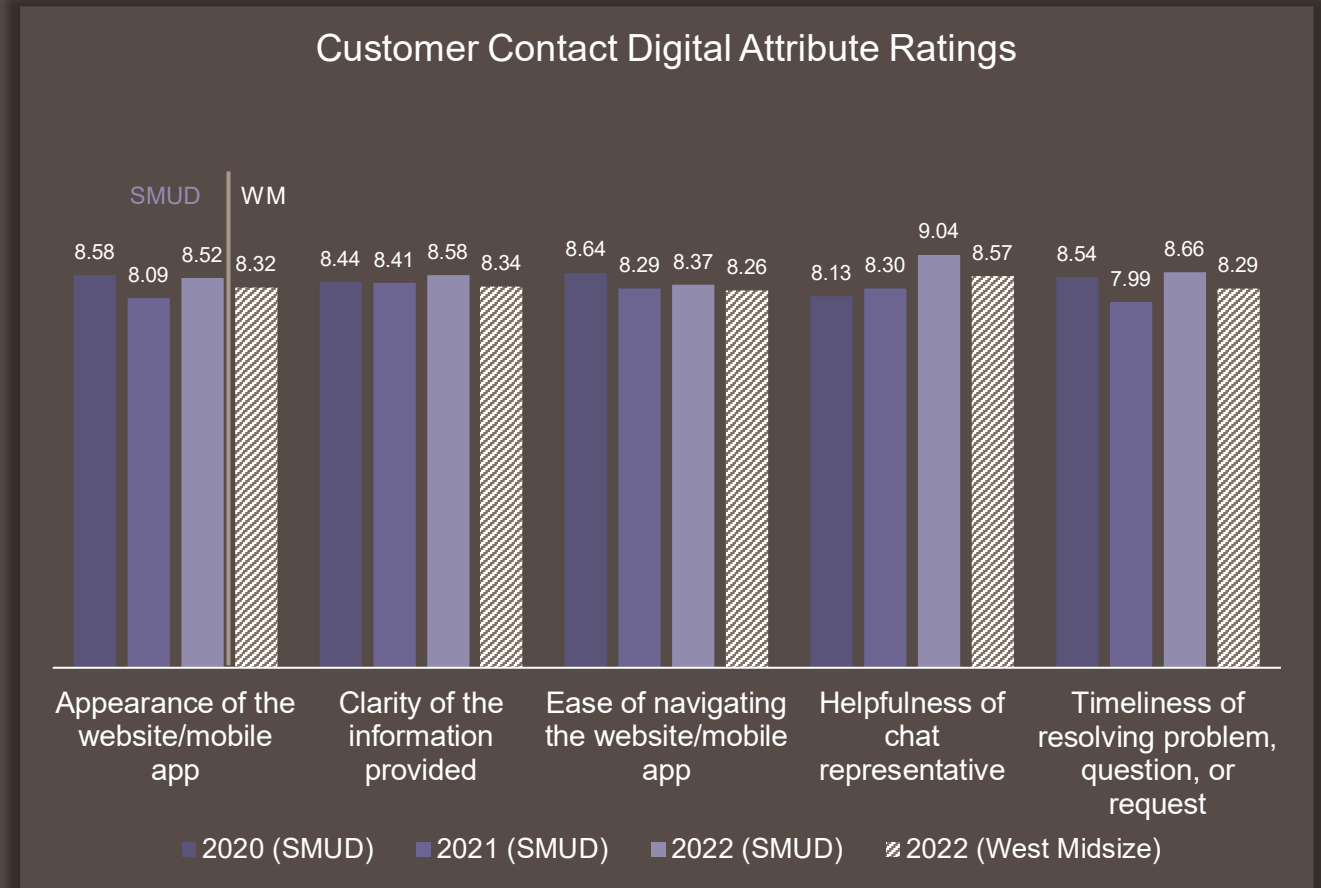
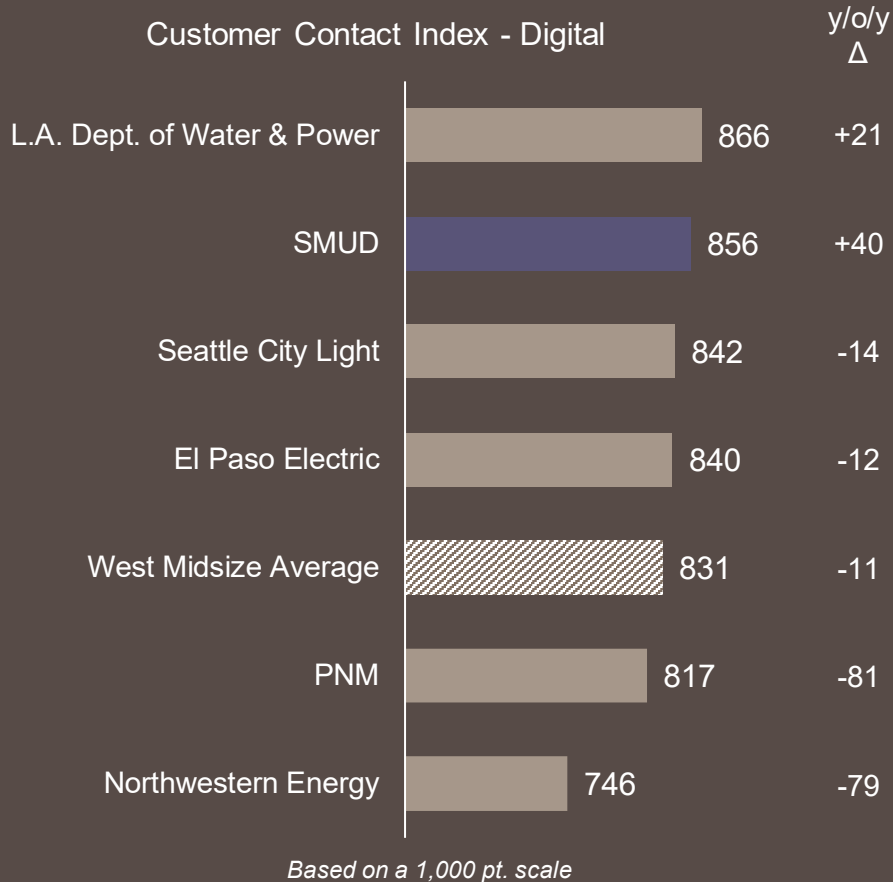
Customer Contact Phone Attribute Ratings



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

Customer
Contact
14%

SMUD Commercial Customer Contact Performance Digital *(Website – desktop/mobile, Chat)*



Customer contact questions only asked of respondents who had an interaction with SMUD in the past 6 months
 Source: J.D. Power Electric Business Customer Satisfaction Study 2022
 SMUD n=47, West Midsize n=292
 Thinking about your most recent website visit/mobile app use with SMUD, how would you rate the...?

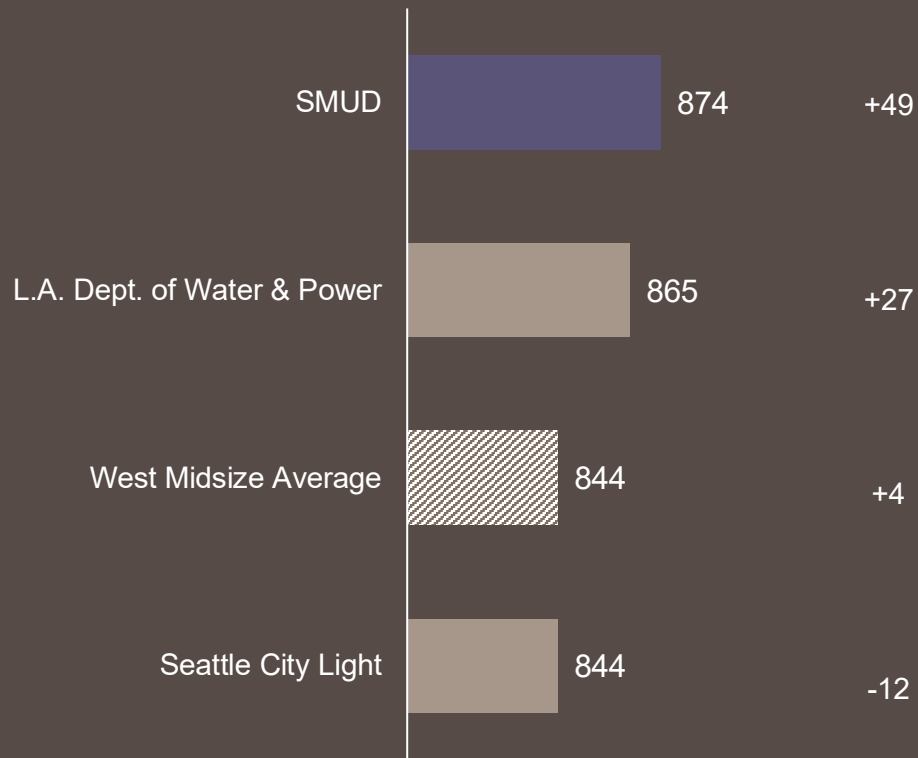
Based on a 10pt. scale where 1 = Unacceptable and 10 = Outstanding

Customer
Contact
14%

SMUD Commercial Customer Contact Performance Proactive *(Utility representative)*

Customer Contact Index - Proactive

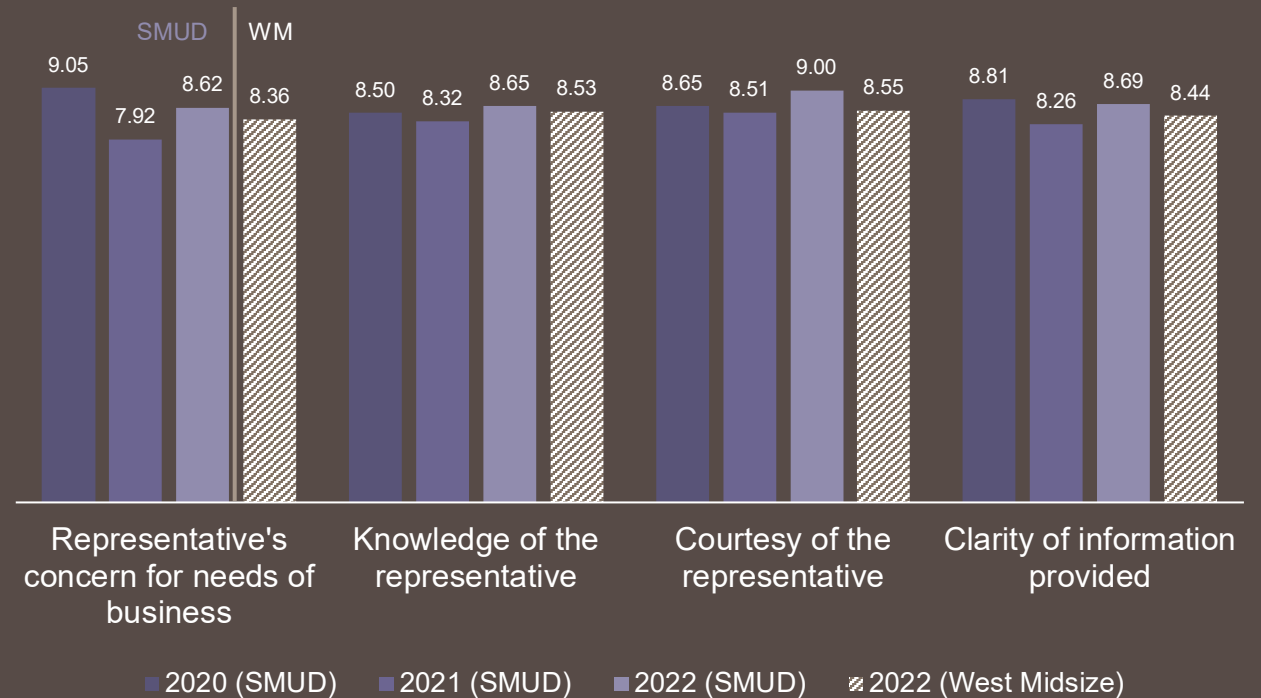
y/o/y
Δ



Based on a 1,000 pt. scale

Note: Utilities with <30 responses not displayed (El Paso Electric, PNM and Northwestern Energy)
Customer contact questions only asked of respondents who had an interaction with SMUD in the past 6 months
Source: J.D. Power Electric Business Customer Satisfaction Study 2022
SMUD n=30, West Midsize n=174
How would you rate the support you received from SMUD with respect to...?

Customer Contact Proactive Attribute Ratings

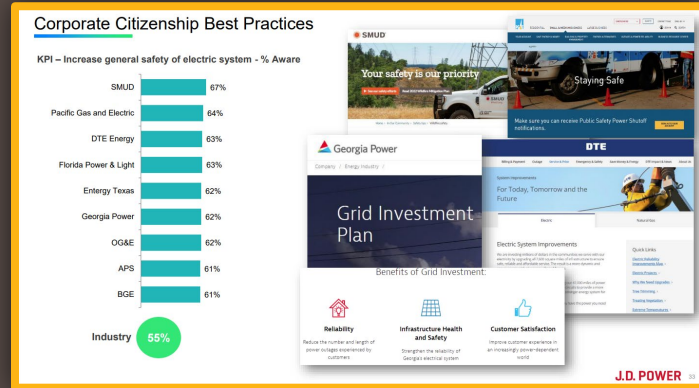


Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

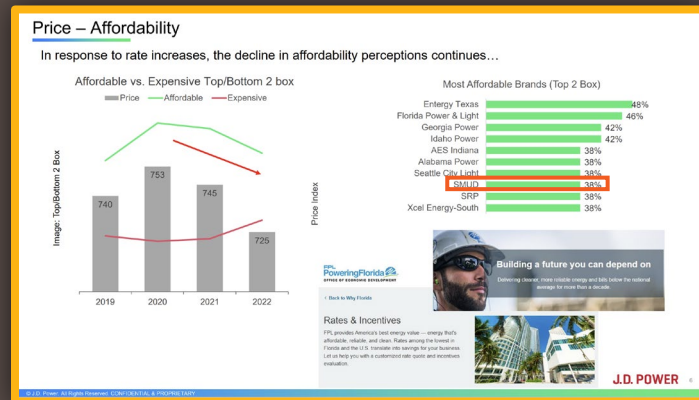
Areas of Focus: 2022 Electric Business Customer Satisfaction

Continue

Corporate Citizenship

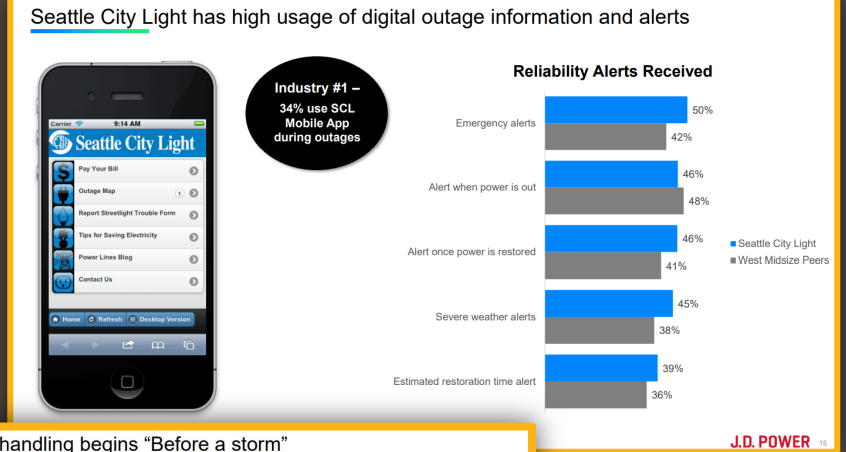


Price

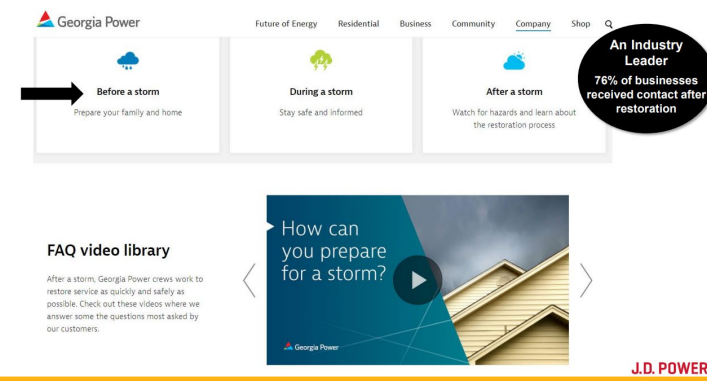


Consider

Outages



For Georgia Power, outage handling begins “Before a storm”



J.D. Power Sustainability Index

Sustainability Index

For the 3rd year in a row, SMUD tied for first in the nation on the J.D. Power Sustainability Index with NextEra Energy.

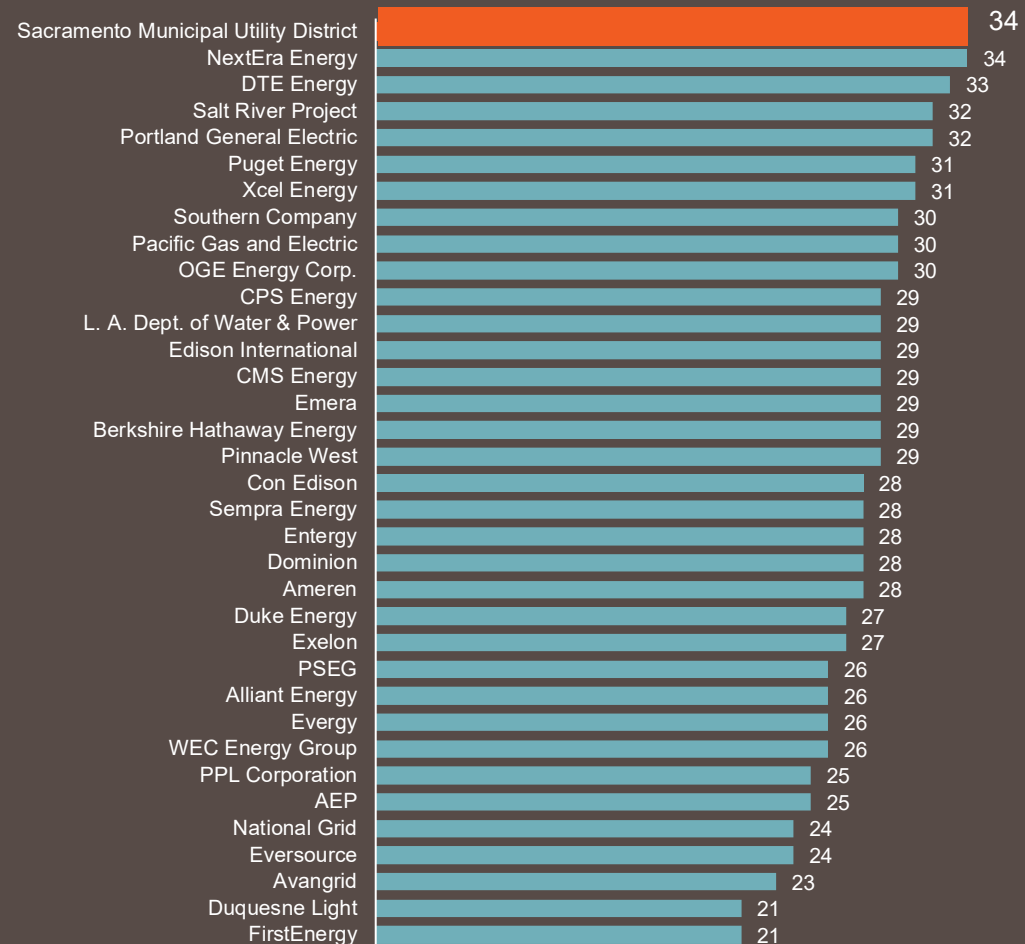
The annual J. D. Power Sustainability Index is a newer metric measuring customers' perceptions of the sustainability of their electric utility.

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 71,959 business and residential electric utility customers and was fielded from June 2021 through May 2022.

** 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 residential customers.*

Sustainability Index 2022 (100-point scale)



Thank you