

Exhibit to Agenda Item #3c

2024 Proposed Customer & Community Services Budget.

Board Finance & Audit Committee and Special SMUD Board of Directors Meeting
Tuesday, November 7, 2023, scheduled to begin at 6:00 p.m.

SMUD Headquarters Building, Auditorium



Customer & Community Services 2024 Proposed Budget & Initiatives

Brandy Bolden

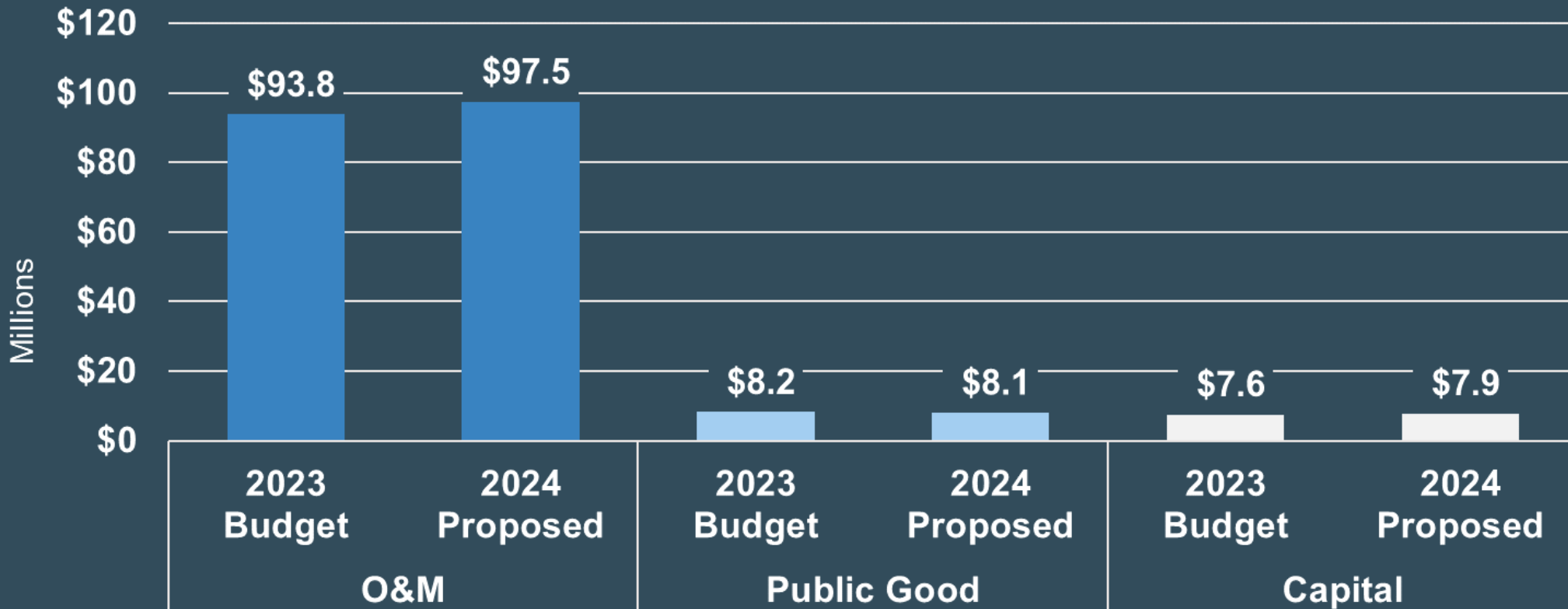
Chief Customer Officer

Customer & Community Services

Corporate / Enterprise	Enterprise Strategy	Zero Carbon Energy Solutions	Customer & Community Services	Energy Delivery & Operations	Information Technology	Workforce, Diversity & Inclusion
Governance	Resource Strategy	Power Generation	Customer Experience Delivery	Transmission Planning & Operations	Enterprise Systems, Strategy & Governance	People Services & Strategies
Finance	Revenue Strategy	Advanced Energy Solutions	Customer Operations	Distribution Planning & Operations	Infrastructure Platform Services	Diversity, Equity & Inclusion
Legal, Government Affairs & Reliability Compliance	Customer & Grid Strategy	Grants, Research & New Business Development	Community Energy Services	Line Assets	Enterprise Solutions, Engineering & Emerging Technology	Sustainable Communities
Facilities, Security & Emergency Operations	Enterprise Prioritization	Commodity Procurement & Sales	Commercial Development & Solutions	Substation, Telecom, Network & Metering	Customer & Grid Operations Technology Center	
Procurement, Warehouse & Fleet		Commodity & Operations Settlements	Business Performance & Optimization	Strategic Services & Operations PMO	Cybersecurity	
Communications Marketing & Community Relations				Environmental, Safety & Real Estate Services		
Enterprise Affairs				Operational Excellence		

Customer & Community Services

2024 Proposed Budget





Infrastructure Investment

Alignment to Strategic Direction: SD-4 SD-6 SD-8 SD-11 SD-14 SD-16 SD-17

How we're improving the customer experience through investments in digital advancements

Improving our customer **outage experience** with expanded features including:

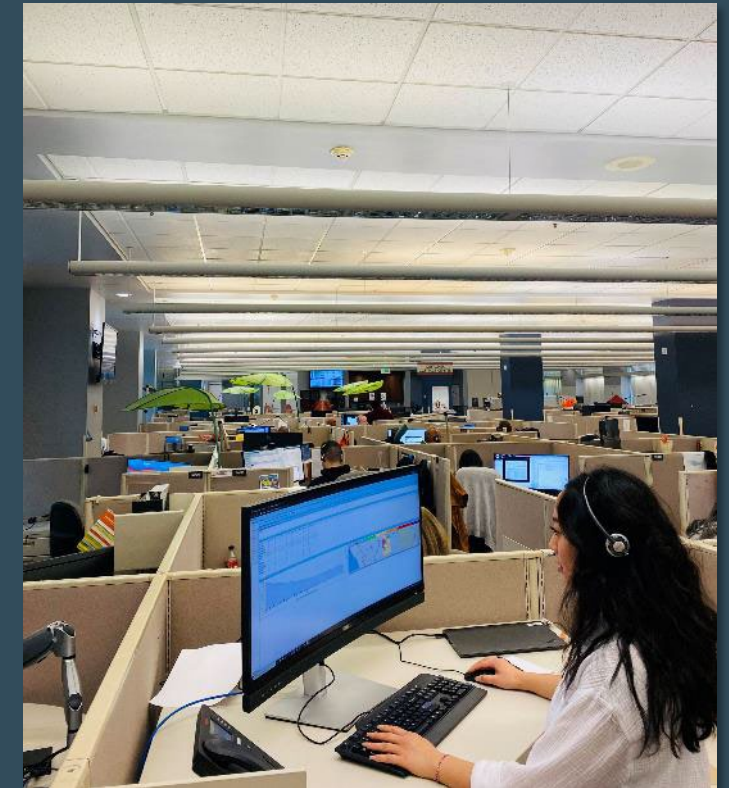
- Outage map enhancements.
- Emergency alerts.
- Streamlined claims process.

Improving the digital customer experience through the implementation of the **Customer Technology Platform (CTP)**, which includes:

- Secure My Account Inbox.
- Digital Wallet.
- Commercial Analysis tools.

Leveraging **new contact center technology** to enhance capabilities to support customers using:

- Virtual hold/queuing.
- Live chat & Chatbot expansion.





Zero Carbon Plan

Alignment to Strategic Direction: SD-2 SD-3 SD-7 SD-9 SD-10 SD-19

How we're supporting our customers in their zero carbon journey

Meeting commercial customer needs through **personal engagement**:

- Customizing rate analysis and education (commercial energy reports).
- Identifying opportunities for zero carbon adoption.
- Expanding load flexibility partnership opportunities.

Providing **enhanced customer support** for all zero carbon initiatives as a trusted energy advisor through:

- EV Concierge Program.
- Peak Conserve.
- My Energy Optimizer.
- Home Energy Reports.

Expanding zero carbon offerings through SMUD Energy Store with:

- Additional EV charger options and installation services.
- Variable rebates for Low/Medium income customers.





Community Impact

Alignment to Strategic Direction: SD-5 SD-13 SD-15

How we're connecting our customers and communities for optimized impact

Providing and expanding assistance for our most vulnerable customers:

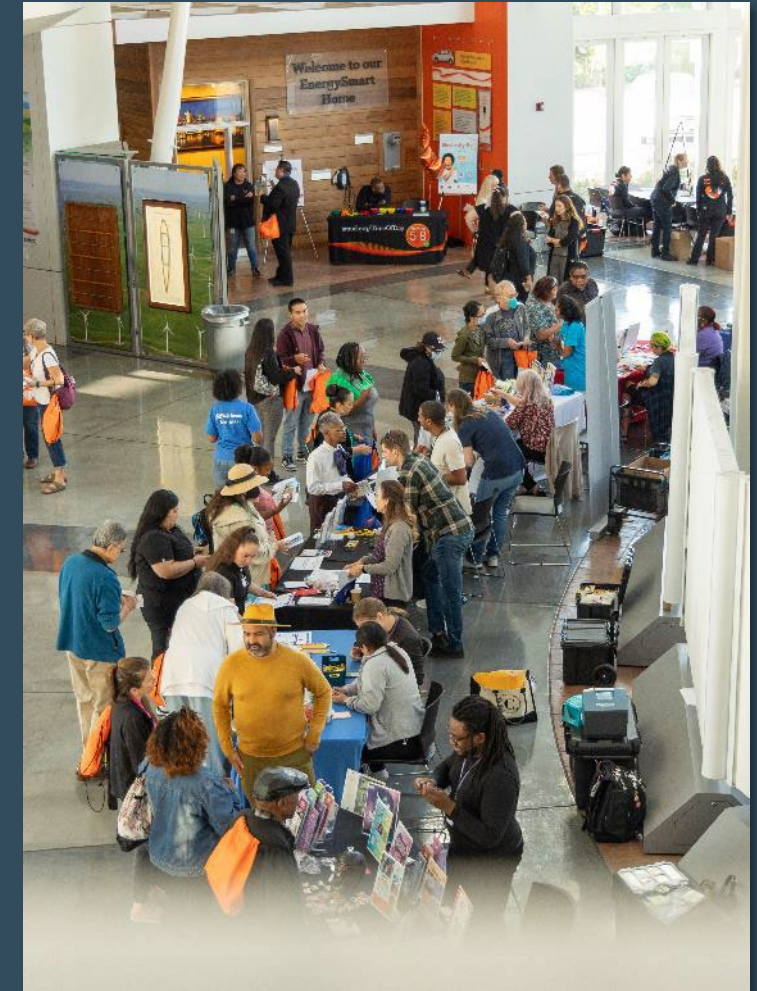
- Hosting Connecting our Communities Resource Expo.
- Expanding Lobby activation and referral services.
- Expanding community resource partnerships.

Expanding tools that allow customers to control their energy costs including:

- Billing and payment options.
- High bill alerts expansion.
- Rate coach expansion.

Executing our Community Impact Plan:

- Continuing neighborhood walks and business outreach.
- Residential and small business energy efficiency and electrification.





Community Impact

Alignment to Strategic Direction: SD-5 SD-13 SD-15

How we're expanding customer outreach and education

Marketing programs to help customers save money and protect the environment:

- 40+ programs and services such as electrification, battery storage and energy efficiency.

Launching new integrated and multi-language Clean PowerCity campaigns to continue building awareness and customer participation.

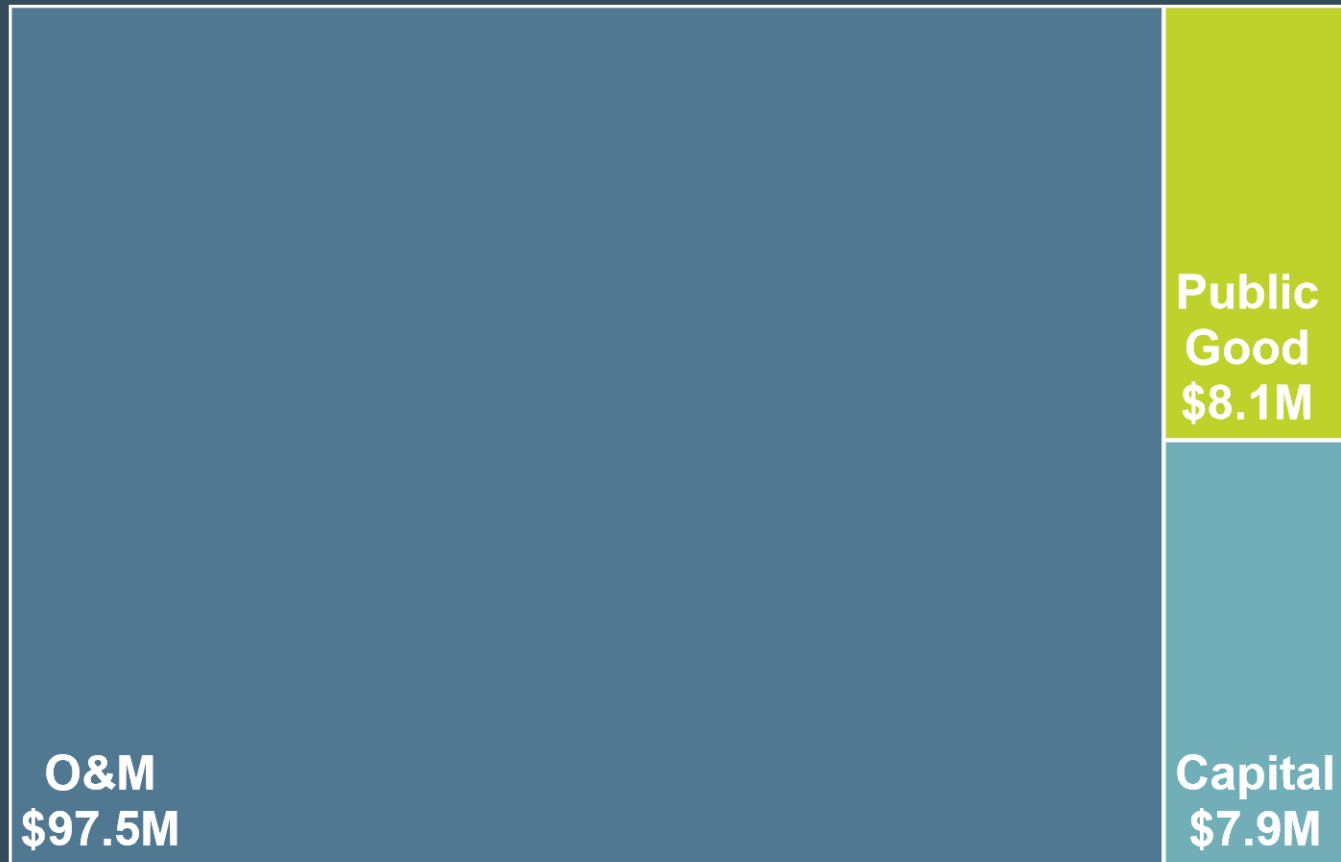
Enhancing community vitality through SMUD community programs and outreach:

- Board service on community nonprofits/organizations.
- Community-wide giving days.
- Employee volunteerism.
- SMUD-driven fundraising.
- Homeowner's Association strategy.



Customer & Community Services

2024 Proposed budget details



Major Budget Items
O&M Customer Service and Support ~ \$97.5 million
Public Good EAPR and Community Impact Plan programs / efforts ~ \$8.1 million
Capital Purchase and Install Metering efforts ~ \$7.9 million