

Exhibit to Agenda Item #2

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

Board Energy Resources & Customer Services Committee and Special SMUD Board of Directors Meeting

Wednesday, August 20, 2025, scheduled to begin at 6:00 p.m.

Auditorium, SMUD Headquarters Building

Agenda

- Strategic Direction 5
- 2024 Results
 - Customer Satisfaction
 - Value for What you Pay (VFP)
 - Accomplishment Highlights
- Request the Board accept the 2024 monitoring report

2024 Customer Relations SD-5

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:

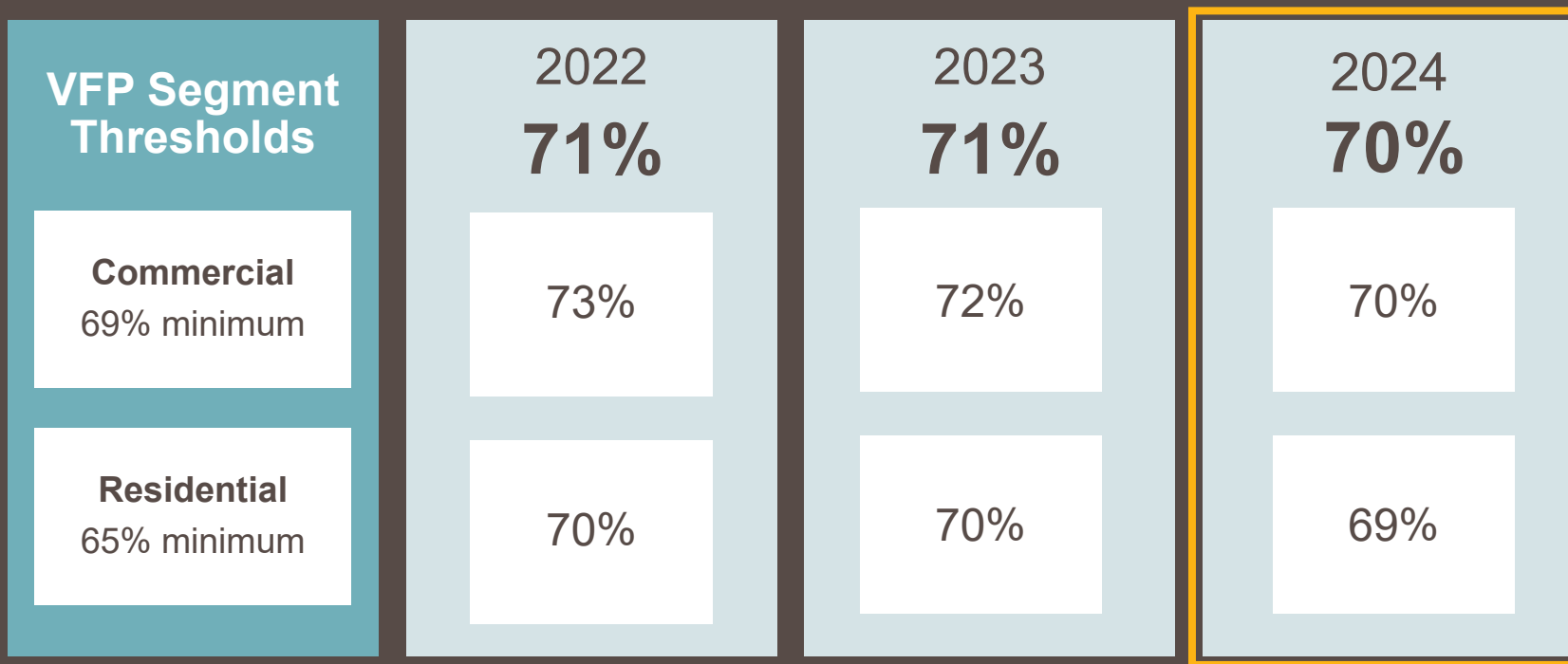
“Therefore, the Board establishes an overall customer satisfaction target of 95 percent with no individual component measured falling below 85 percent.”

| Overall Satisfaction | 2022 97% | 2023 97% | 2024 97% |
|-------------------------|-------------|-------------|-------------|
| Tree trimming | 95% | 96% | 95% |
| New connects | 98% | 98% | 99% |
| Bill inquiries | 96% | 94% | 94% |
| Outage | 96% | 94% | 97% |
| IVR payment | 98% | 97% | 97% |
| IVR payment arrangement | 95% | 95% | 95% |

Value for what you pay (VFP)

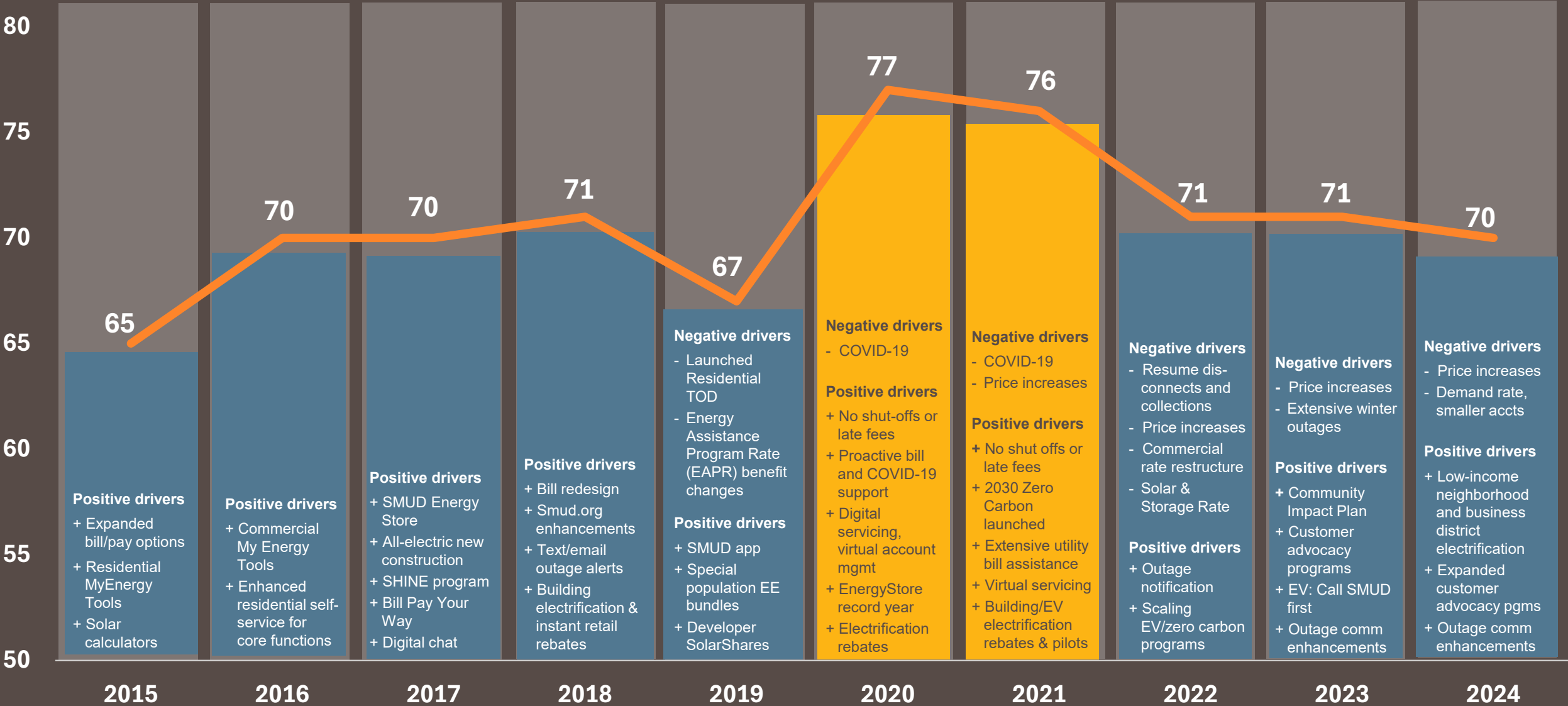
Policy:

“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.”



Customer experience progress

Overall VFP



Value our residential customers & community



6,985 customers

(+52% YOY; 523 Low Income)
took steps to electrify their homes
(HVAC, cooktop, HPWH)



76,908* downloads

(+60% YOY)
of the SMUD app



11,363 shade trees

(+16% YOY)
planted, with 36% in
under-resourced communities



800 attendees

at the Connecting our
Communities Resource Expos



\$5.6M

in bill assistance provided to our
most vulnerable customers



~900,000 alerts

for customer billing/usage,
helping to manage costs



54%

eligible EV owners on EV rate



4,402 incentives

for EV chargers issued, including
304 circuits with 216 chargers for
low-income residences



400,000+ customers

enrolled in outage text alerts

Value our commercial customers & community

“Our new water heater now keeps up with demand and saves us money” - Laundry Mat



\$7.7M

building electrification
incentives



645

commercial chargers
installed



\$3.6M

energy efficiency
incentives



7,050

Strategic Account
Advisor personal touch
points (+22% YOY)

Small Business Community Impact



13

SMB/CIP projects



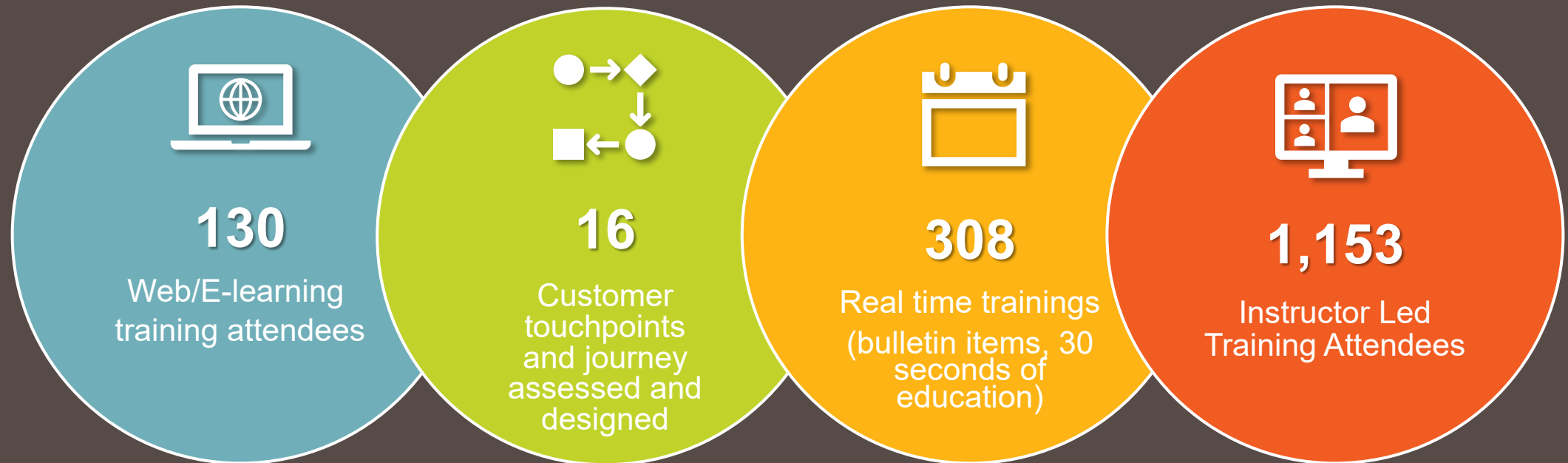
270

site visits for
SMB/CIP projects

Policy: “...(a) SMUD customers shall be treated in a respectful, dignified and civil manner.”

2024 Status:

Customer experience supported by internal training and customer-centric experience design



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.”

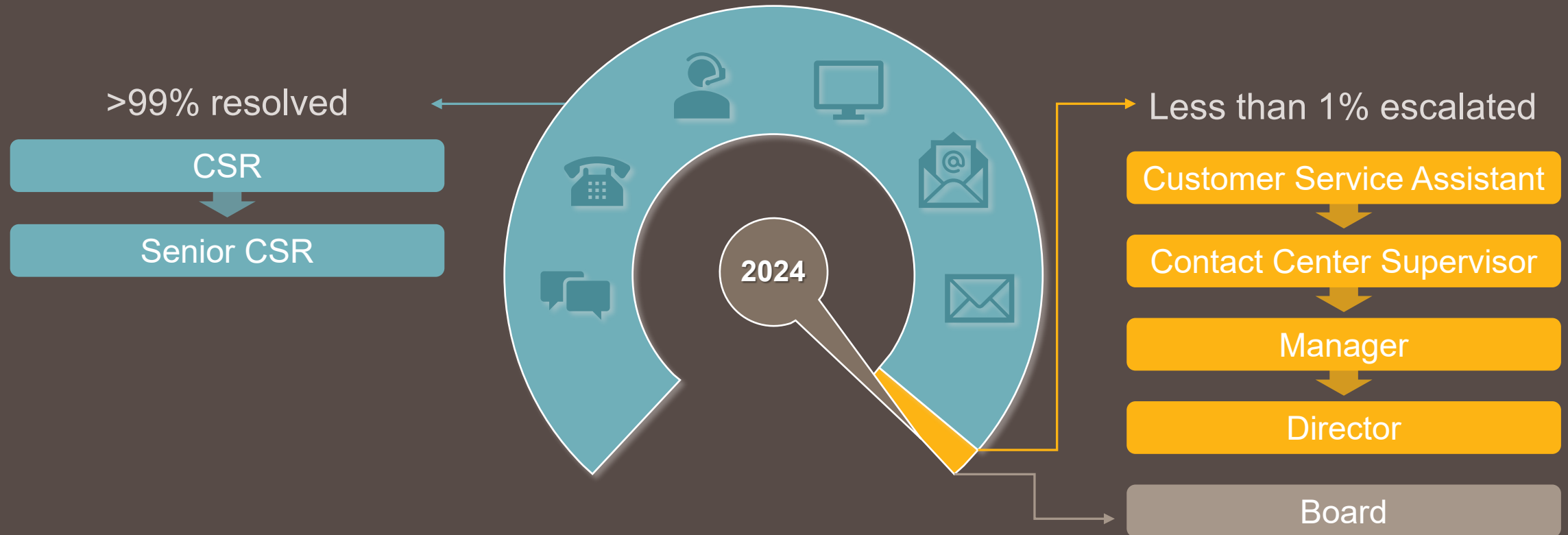
Status:

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

+ 921,000+ contacts



2024 Awards & Recognitions



Safety Award of Excellence in Communications



Equity Power Players Award



Outstanding Energy Project



Influence Award



Easiest to do business with, Utility Trusted Business Partners



Safety Award



Technology Transfer Award



Technology Transfer Award



Corporate Citizenship Award



Best Utility



Sacramento Environmental Commission Award



Outage Operations Award

Request the Board accept the SD-5
monitoring report.