

# Exhibit to Agenda Item #3

Discuss the monitoring report for **Strategic Direction SD-15, Outreach and Communication.**

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.

SMUD Headquarters Building, Auditorium

# Strategic Direction 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.

# 2024 at a glance

**895,551,963**

customer impressions

**496,135,788**

ethnic customer impressions

**TV and radio:** Customers had the opportunity to see or hear a SMUD marketing message **41** times, on average

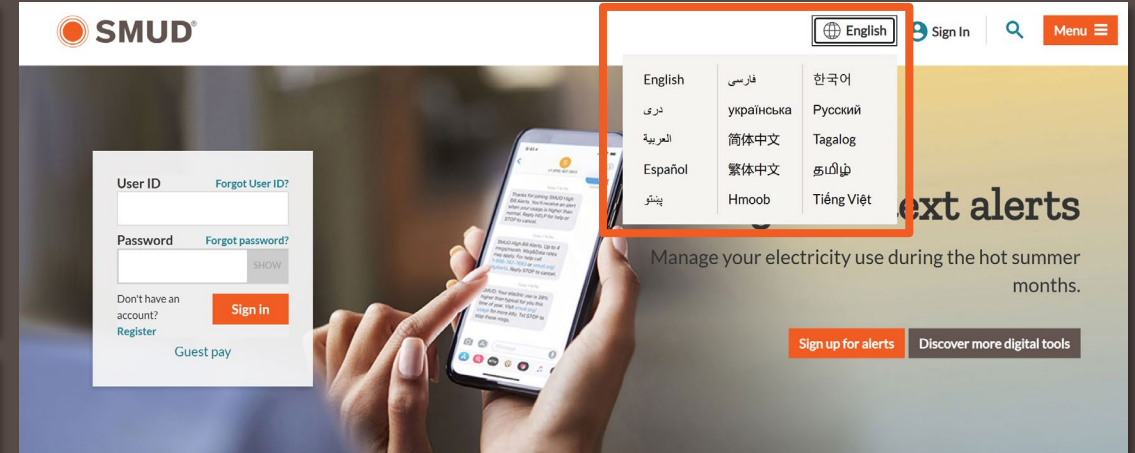
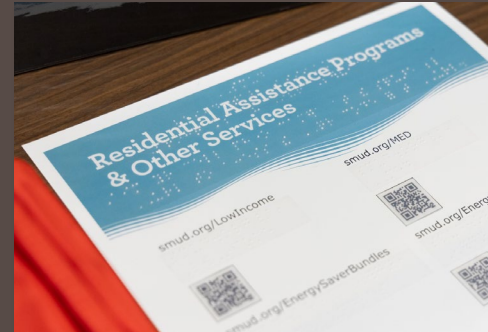
- 17,810,724 emails
- 94,457 websites and apps
- **6 active** social media channels
- 509 billboards, transit boards
- 36 print publications
- 22 radio stations
- 21 tv stations
- 3 sports partnerships
- 1,338,092 direct mail pieces
- 11,302,265 bill package inserts

# Multi-language outreach and communications

## 23 languages and dialects

- Arabic
- Braille
- Cantonese
- Chinese (trad'l + simplified)
- Dari
- English
- Farsi
- Gujarati\*
- Hindi\*
- Hmong
- Iu Mien\*
- Korean
- Mandarin
- Pashto
- Punjabi\*
- Russian
- Spanish
- Tagalog
- Tamil
- Telugu\*
- Ukrainian
- Vietnamese

\* New in 2024



# SMUD Employees supporting our community

- Elk Grove Veteran's Day parade with MERG
- Food box packing (multiple)
- Gifts From the Heart holiday gift drive
- Habitat for Humanity Women's Build
- Heart and Stroke Walk
- NAMI Walk
- Run for Safe Haven
- Run to Feed the Hungry
- Sacramento Literacy Foundation events (multiple)
- Sacramento Pride Parade
- SMUD Giving Mondays
- Tree planning volunteer projects (multiple)
- Women's Empowerment career workshops



**15,412**  
**Volunteer hours**

**68**  
**Volunteer events**





# Growth in events and partnerships in 2024

**1,792** events and partnerships

**81** more than 2023

**504**

Community events or booths  
(Residential focus)

**220**

Workshops, panels, presentations or  
meetings

**229**

Sponsorships, networking events,  
mixers, tradeshow (Business focus)

**244**

Partnerships

**258**

Community sponsorships, networking  
events, mixers

**337**

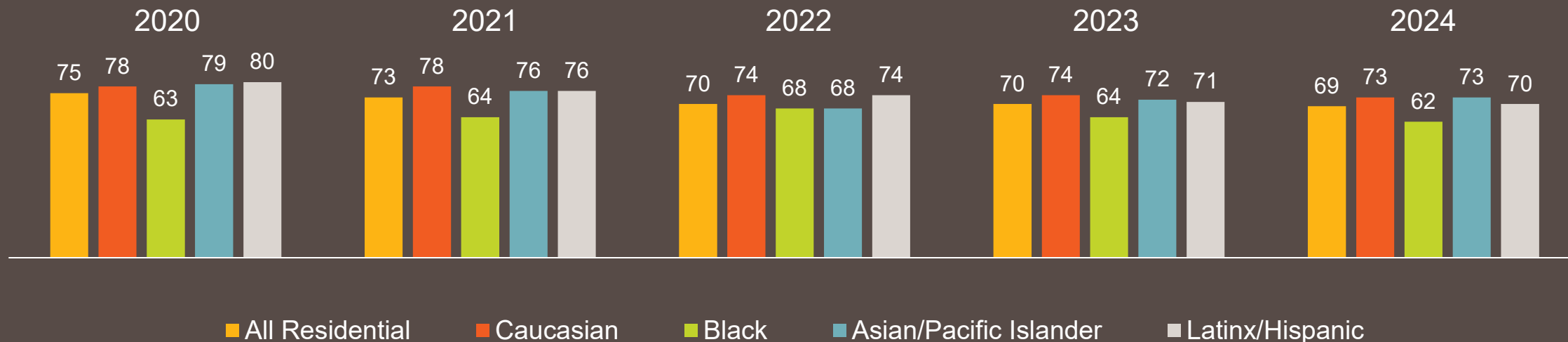
School outreach, education or career fairs

All events include cultural, ethnic and/or special populations. Special populations include arts, LGBTQ+, low income, military, seniors, disabilities, education, environmental, health & safety and Science, Technology, Engineering, Math (STEM), agriculture, all electric, electric vehicles, faith, homeowner associations, young adults (18-30) and youth (0-17) and workforce development.

# You help us connect with customers and tell our story



# Value for what you pay - residential



## Doing well

- SMUD's responsiveness to customers.
- Making it easy to do business with SMUD.
- Reliability, Starting/Transferring/Stopping Service, Bill/Pay.

## Opportunity areas

- Customers feeling in control of their energy usage.
- Providing customers programs and solutions that meet their needs.

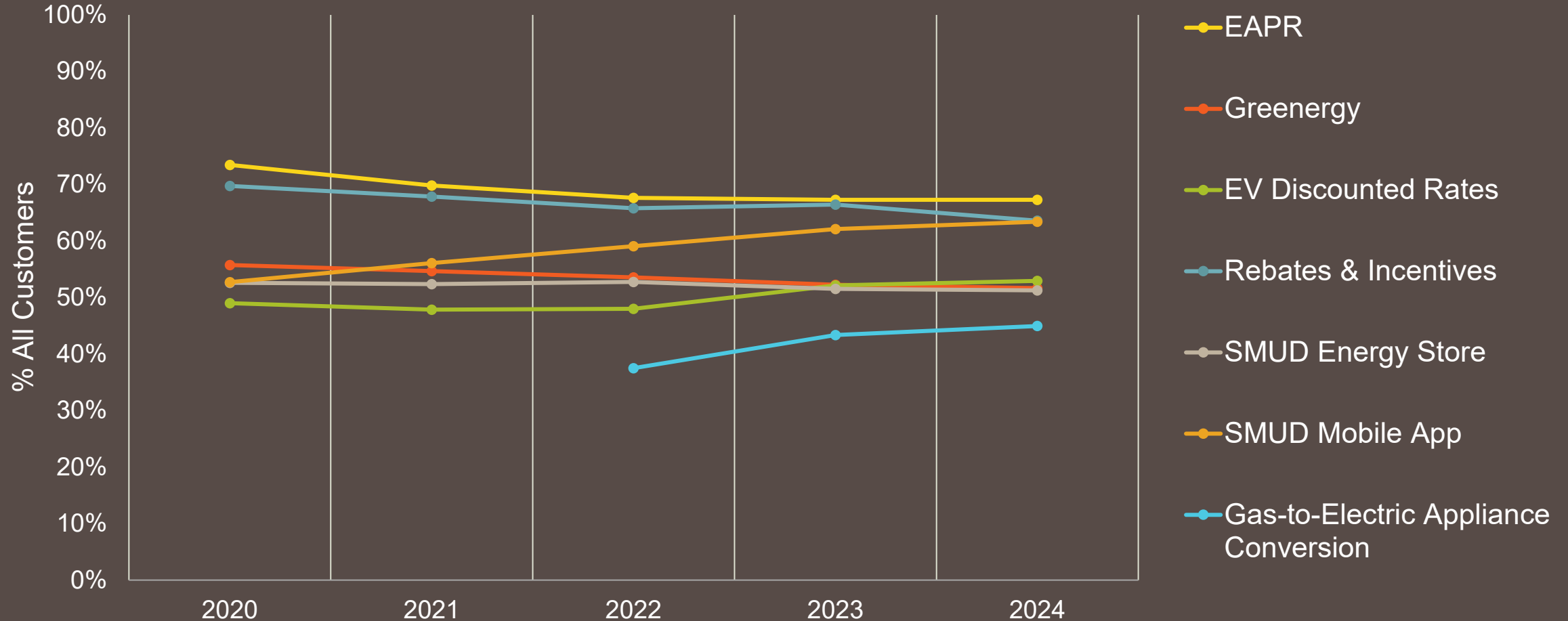
## Solutions

- Expanded customer advocacy programs.
- Low-income neighborhood and business region electrification.
- New residential rate that has lower fixed costs for low users.



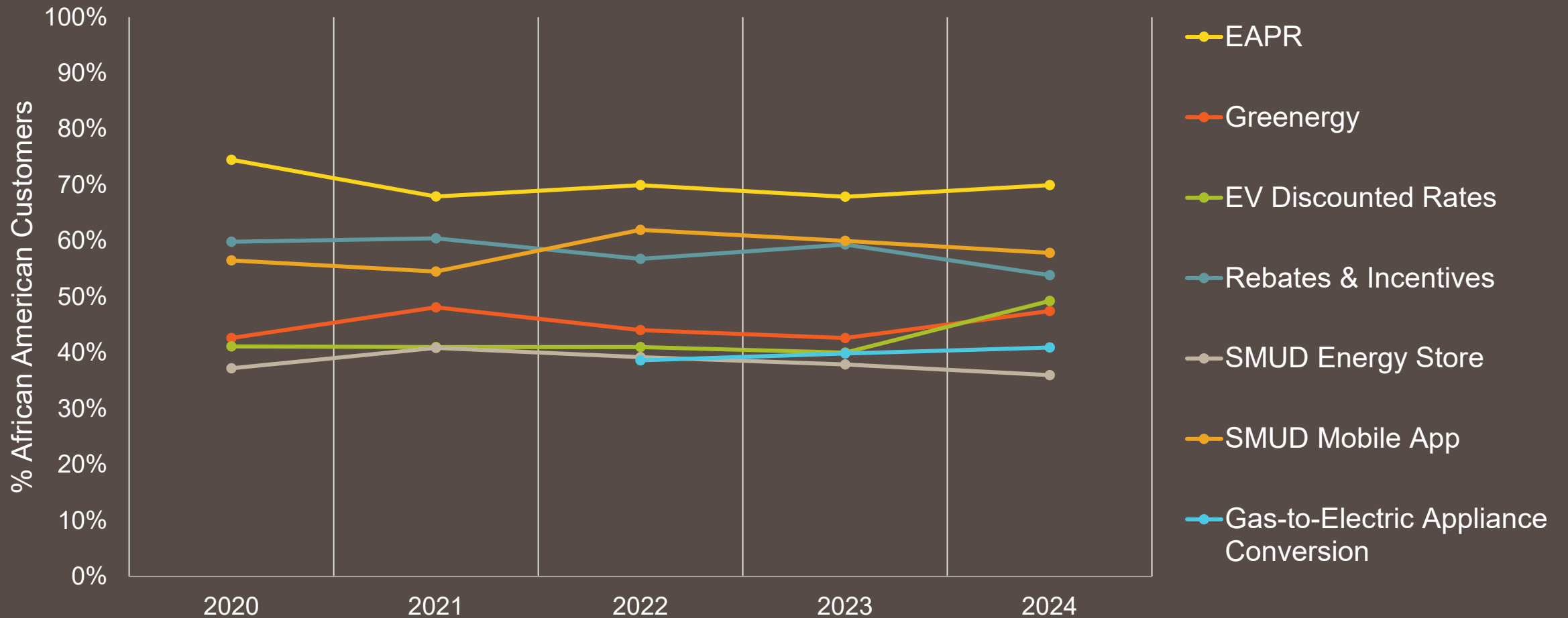
# All residential customers – overall awareness trends

Most notable increases in awareness of gas-to-electric appliance conversion and mobile app.



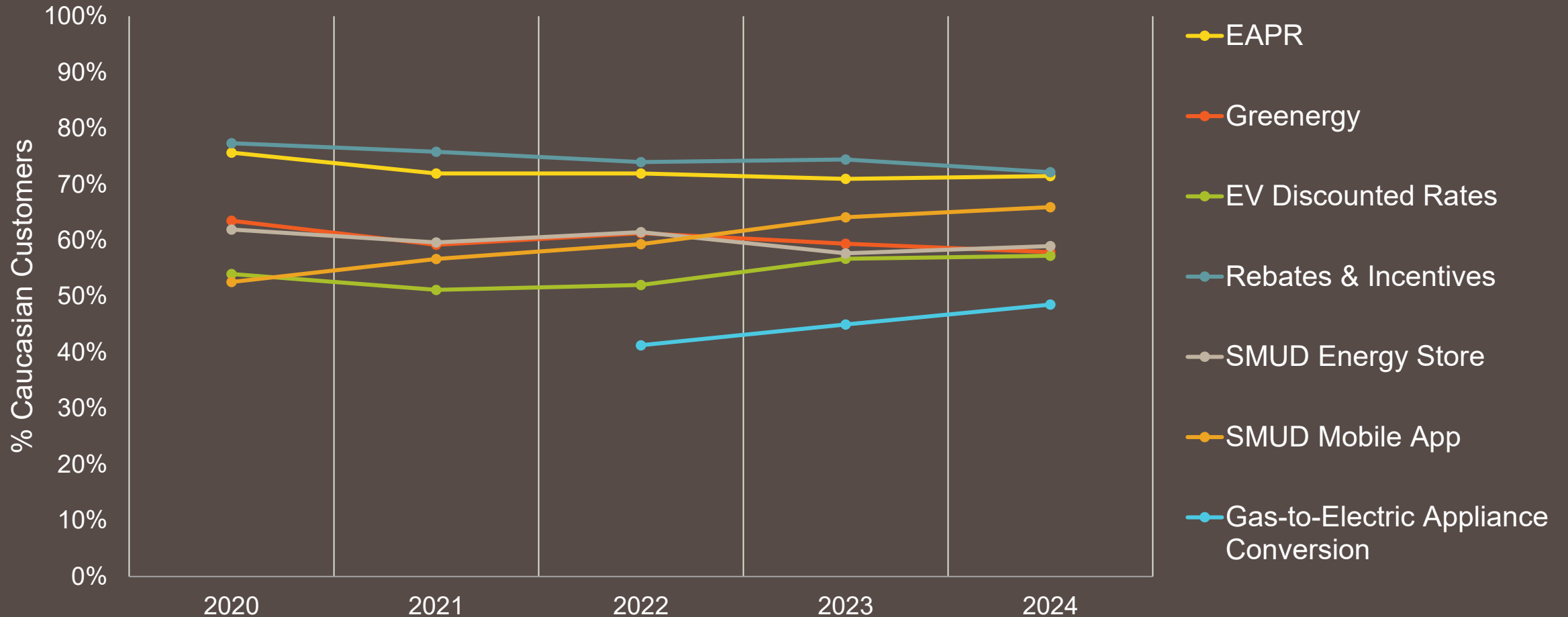
# Black – overall awareness trends

Most notable increases in awareness of Greenergy and EV discount rate.



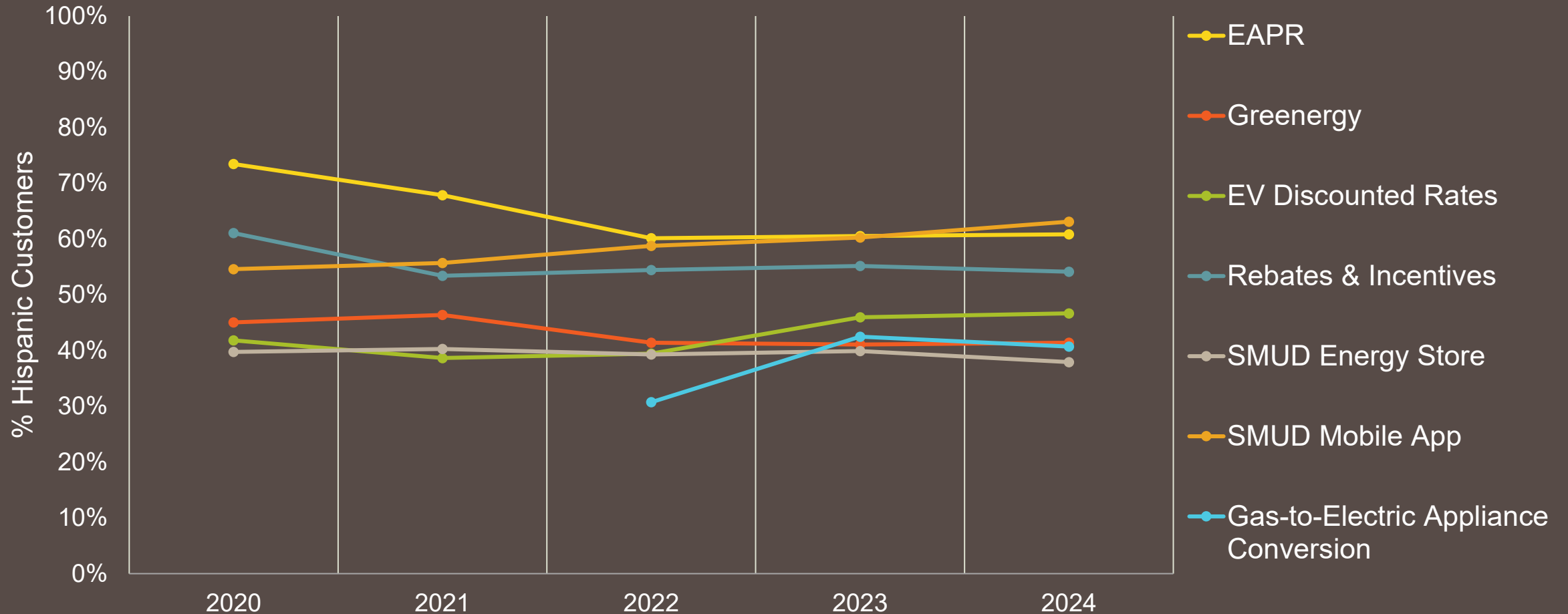
# White – overall awareness trends

Most notable increases in awareness of gas-to-electric appliance conversion and mobile app.



# Hispanic – overall awareness trends

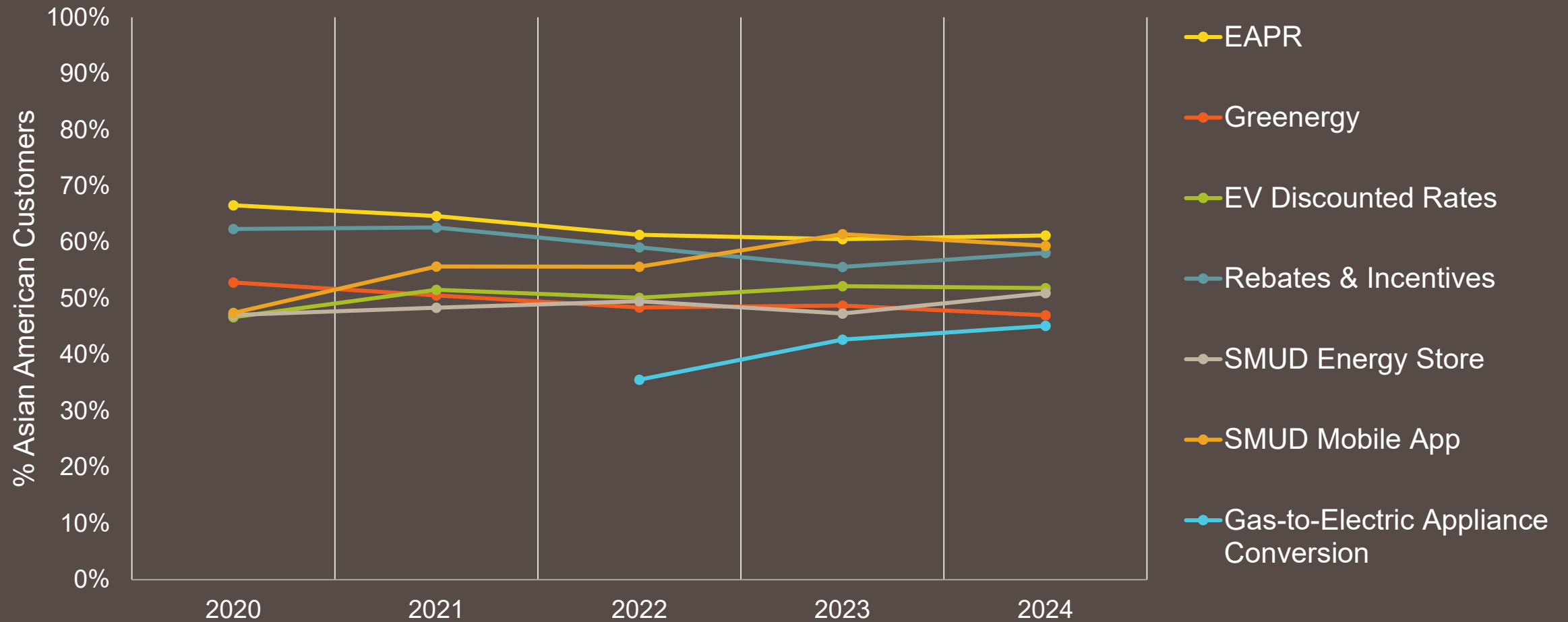
Most notable increase in awareness of mobile app.





# Asian American & Pacific Islander – overall awareness trends

Most notable increases in awareness of rebates & incentives, SMUD Energy Store and gas-to-electric appliance conversion.



# Building awareness & making impact



*"I'm a witness to the beautiful program SMUD is doing for the community. Everything in my house is ready for the next century."*

– Norma, Meadowview resident

## Requested action

Accept the 2024 SD-15 monitoring report.