



Board President – 2020, 2015

Board Vice President – 2019

Media Services (916) 732-5111

About SMUD

As the nation's sixth-largest, community-owned, not-for-profit electric service provider, SMUD has been providing low-cost, reliable electricity to Sacramento County for more than 75 years. SMUD is a recognized industry leader and award winner for its innovative energy efficiency programs, renewable power technologies and for its sustainable solutions for a healthier environment. In 2024, SMUD's power supply was, on average, 62 percent carbon free, and SMUD has a goal to reach zero carbon in its electricity production by 2030. SMUD's rates and customer bills are consistently among the lowest in California, and are today, on average, more than 50 percent lower than its neighboring investor-owned utility. For more information on [SMUD's Zero Carbon Plan](#) and its customer programs, visit smud.org.

Board Profile:

Director Rob Kerth Ward 5

Rob Kerth was first elected to the SMUD Board of Directors in November 2008 and served a four-year term. He was re-elected in 2014 and is serving his third term. He represents Ward 5, which includes midtown, downtown, North Sacramento, Natomas, Rio Linda and Elverta.

Kerth is a third-generation Sacramentan and former two-term city councilman who got his start in public service as a neighborhood activist for the historic Woodlake district of North Sacramento. While on the Sacramento City Council, he was recognized as a major force for revitalization efforts not only in his district but also in other long-established neighborhoods.

During his time with the city of Sacramento, Kerth also specialized in regional problem-solving. His assignments included the Sacramento Area Council of Governments, Sacramento Regional Transit District and the Sacramento Area Flood Control Agency. Kerth developed notable expertise on infrastructure issues throughout the six-county Sacramento region.

Kerth founded Ice Unlimited, which brought Sacramento and Folsom their original holiday ice rinks. He is also responsible for the design of ice rinks in Sacramento's Arco Arena and at Squaw Valley U.S.A.

A graduate of Stanford University, Kerth holds a master's degree in mechanical engineering with an emphasis in controls and systems. He and his family still live in Woodlake, less than three blocks from his childhood home.

November 2025