

# SMUD BOARD POLICY



**Category:** Strategic Direction  
**Policy No.:** SD-15  
**Title:** Outreach and Communication

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.

**Monitoring Method:** CEO Report

**Frequency:** Annual

**Versioning:**

February 16, 2006	Resolution No. 06-02-08	Date of Adoption.
April 17, 2008	Resolution No. 08-04-12	Date of Revision. (Rescinded)
June 5, 2008	Resolution No. 08-06-04	Date of Revision.
December 3, 2009	Resolution No. 09-12-03	Date of Revision.
April 6, 2017	Resolution No. 17-04-03	Date of Revision.
September 21, 2023	Resolution No. 23-09-02	Date of Revision. [Current Policy]