

SMUD BOARD POLICY

Category: Strategic Direction	Title: Outreach and Communication
	Policy Number: SD-15
Date of Adoption: February 16, 2006	Resolution No. 06-02-08
Revision: April 17, 2008 Rescinded	Resolution No. 08-04-12 Rescinded
Revision: June 5, 2008	Resolution No. 08-06-04
Revision: December 3, 2009	Resolution No. 09-12-03
Revision: April 6, 2017	Resolution No. 17-04-03

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: GM Report

Frequency: Annual