

Exhibit to Agenda Item #1c

2025 Proposed Customer & Community Services Budget.

Board Finance & Audit Committee and Special SMUD Board of Directors Meeting
Wednesday, November 6, 2024, scheduled to begin at 6:00 p.m.

SMUD Headquarters Building, Auditorium



Customer & Community Services 2025 Proposed Budget & Initiatives

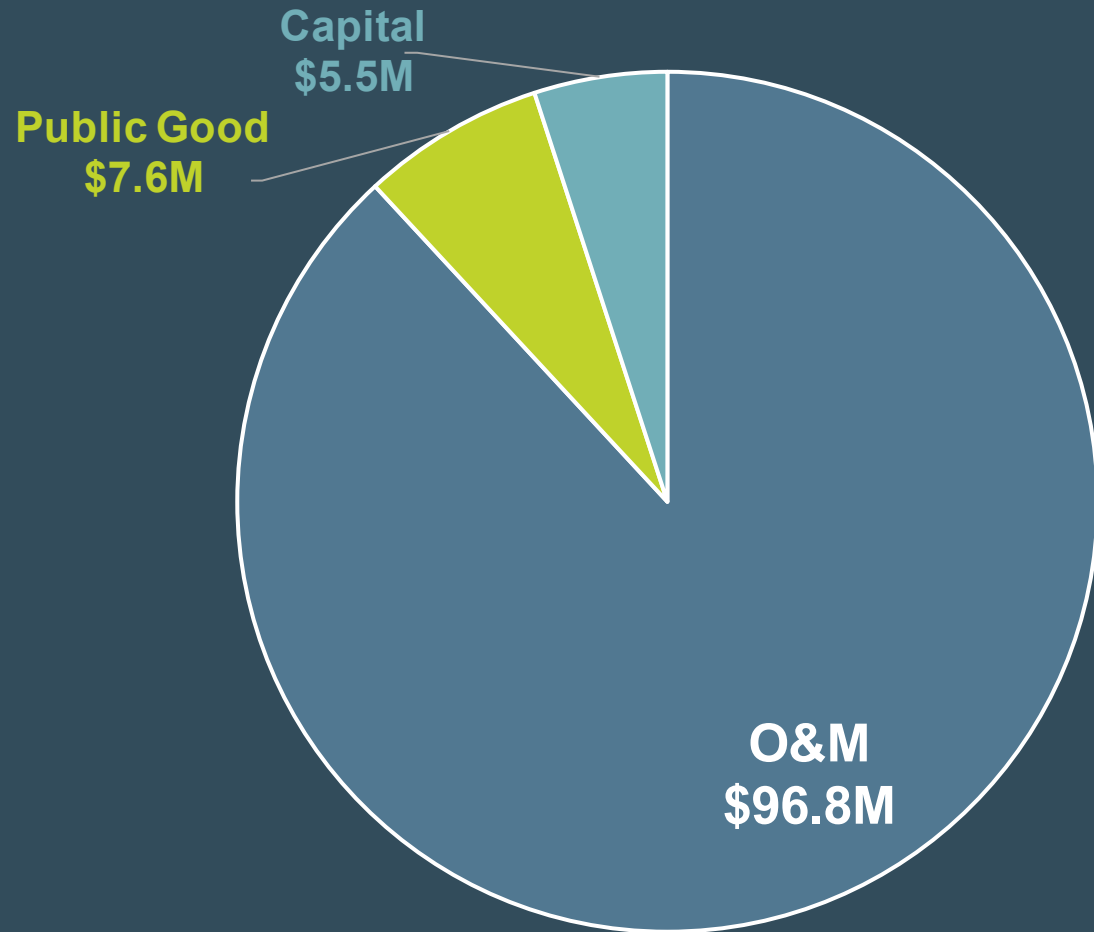
Brandy Bolden
Chief Customer Officer

Customer & Community Services

Corporate	Zero Carbon Energy Solutions	Customer & Community Services	Energy Delivery & Operations	Information Technology	Workforce, Diversity & Enterprise Partnerships
Governance	Power Generation	Customer Success	Transmission Planning & Operations	Customer & Grid Operations Technology Center	People Services & Strategies
Finance & Strategy	Advanced Energy Solutions	Customer Operations & Assistance	Distribution Planning & Operations	Enterprise Systems, Strategy & Governance	Facilities, Security & Emergency Operations
Legal, Government Affairs & Contracts	Research & Development, Grants and Partnerships	Community Energy Services	Line Assets	AI, Automation & Customer Self-Service Technologies	DEIB, Learning & Sustainable Communities
Communications, Marketing & Community Relations	Resource & Market Planning and Settlements	Customer Experience Planning & Integration	Substation, Telecom, Network & Metering	Cybersecurity	Enterprise Change & Organizational Effectiveness
Enterprise Affairs	Customer & Grid Strategy	Business Intelligence & Operations Support	Strategic Services & Operations PMO	IT Infrastructure Platform Services	
			Environmental, Safety & Real Estate Services		
			Operational Excellence		
			Specialized Enterprise Initiatives		

Customer & Community Services

2025 Proposed budget details



O&M & Public Good

Delivering the Customer Experience	\$67.9 million
Community Energy Services	\$16.0 million
Improving the Customer Experience	\$12.9 million
Assisting the Customer	\$6.8 million
Community Impact Plan (direct installs)	\$0.8 million

Capital

Purchase and Install Metering Efforts	\$5.5 million
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Infrastructure Investment

Alignment to Strategic Direction: SD-4 SD-6 SD-8 SD-11 SD-14 SD-16 SD-17

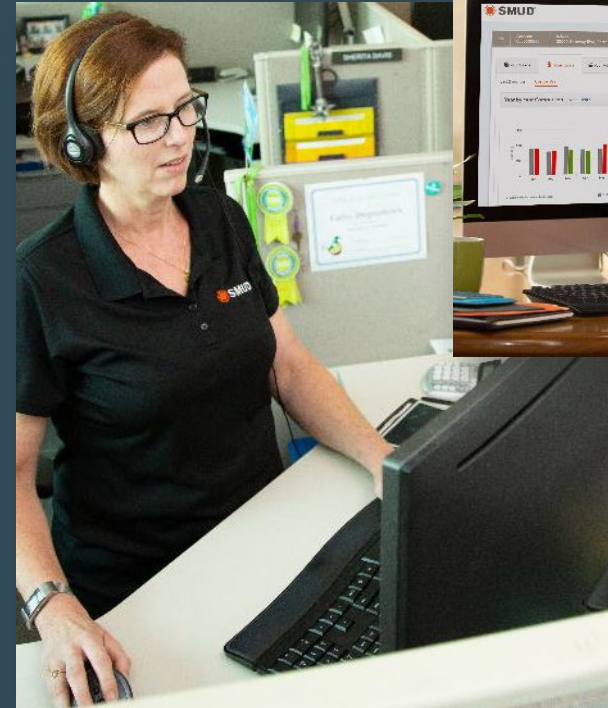
Improving **customer experience** across all channels and customer journeys

- Deploy technology platform to enhance commercial and residential digital experience
- Enhanced Interactive Voice Response (IVR) system
- Outbound communications
- Improve contact center experience through advanced analytical tools and artificial intelligence (AI)

Delivering **operational excellence** initiatives

- Automate Energy Assistance Program Rate (EAPR) program and MED Rate (medical equipment discount) recertification process
- Leverage robotic process automation
- Automate credit card return payment process

Supporting **Grid Edge Intelligence** and **S4 HANA**





Zero Carbon Plan

Alignment to Strategic Direction: SD-2 SD-3 SD-7 SD-9 SD-10 SD-19

Meeting customer needs through **personal engagement**

- Expand strategic partnerships
- Develop and launch commercial electrification impact tool
- Continue Business District and Residential electrification efforts

Support **frictionless zero carbon adoption**

- Support enrollment in customer facing programs including My Energy Optimizer Partner+ Battery Storage Virtual Power Plant (VPP)
- Leverage Voice-of-customer (VOC) to enhance offerings and improve service delivery

Enhance **zero carbon offerings and expand our reach**

- Develop offerings aligned with the needs of our moderate-income customer segment
- Leverage state and federal programs to support multifamily
- Partner with Community Choice Aggregators (CCA)



Neighborhood electrification media event with Congresswoman Doris Matsui



Community Impact

Alignment to Strategic Direction: SD-5 SD-13 SD-15

Providing assistance and support for our most vulnerable customers

- Continue Connecting Our Communities Resource Expo and lobby days
- Proactive outreach to customers with increasing energy insecurity
- Increase pop-up enrollment and education events

Improving customer programs & service offerings

- Enhance HomePower by covering additional measures and services
- Expand paperless billing through auto enrollment
- Enhanced billing and payment experience

Delivering on the Community Impact Plan

- Increase tree canopy
- Utilize homeowners' associations & neighborhood groups
- Support grant efforts



Lobby Day activation

