



*Board President – 2022
Board Vice President – 2021*

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 2023, SMUD's power supply was, on average, 78 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 Brandon Rose Ward 1

Brandon Rose has served on the SMUD Board of Directors since 2017 and represents Ward 1, which includes the communities of Fair Oaks, Citrus Heights, Orangevale, and northern Folsom. He chairs the Energy Resources and Customer Service Committee, where he focuses on lowering costs, improving customer service, and implementing SMUD's nation-leading 2030 zero-carbon goal.

Rose became interested in energy policy while a student researching SMUD's hydropower network in the Sierra Nevada. He later gained extensive experience working in the California Energy Commission's Renewable Energy Office with a focus on emerging technologies such as solar and wind power. He led the pilot Performance-Based Incentive Program for solar photovoltaic systems, an innovative, economic-based approach to incentivize installations, and a precursor to California's Million Solar Roofs Initiative.

In his current role with the California Air Resources Board, he focuses on zero-emission transportation technologies such as battery-electric and hydrogen commercial vehicles, including regulations, fueling infrastructure, financial incentives, and market development strategies. Previously, he helped develop charging infrastructure standards for the California green building code, led a technical assessment of transportation fuels, and developed and implemented rules to clean-up toxic diesel emissions.

Rose is active in the community, previously serving as an elected Board Member on the Fair Oaks Recreation and Park District from 2008 to 2016. He was further elected as the Special District Representative to the Sacramento County Treasury Oversight Committee and chaired the Committee from 2014 to 2019. He is currently an executive Board Member and Past President of the Environmental Council of Sacramento and recipient of the 2020 Environmentalist of the Year Award.

Rose graduated from Bella Vista High School and holds a Bachelor of Science degree in Environmental Policy Analysis and Planning with a specialization in City & Regional Planning and Public Lands Management from U.C. Davis.

January 2025