Exhibit to Agenda Item #3

Discuss the monitoring report for **Strategic Direction SD-15, Outreach and Communication**.

Board Energy Resources & Customer Services Committee and Special SMUD Board of Directors Meeting

Wednesday, August 19, 2026, scheduled to begin at 6:00 p.m.

Auditorium, SMUD Headquarters Building

Powering forward.
Together.

SMUD®

Strategic Direction SD-15

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.

2025 at a glance

1,275,278,129
customer impressions

714,267,752
ethnic customer impressions

TV and radio: Customers had the opportunity to see or hear a SMUD marketing message **33** times, on average

- **16,309,060** emails
- **154,145** websites and apps
- **6 active** social media channels
- **496** billboards, transit boards
- **35** print publications
- **29** radio stations
- **21** tv stations
- **4** major streaming platforms
- **4** sports partnerships
- **1,453,202** direct mail pieces
- **11,339,860** bill package inserts

Multi-language outreach and communications

23 languages and dialects

- Arabic
- Braille
- Cantonese
- Chinese - traditional
- Chinese - simplified
- Dari
- English
- Farsi
- Gujarati
- Hindi
- Hmong
- Iu Mien
- Korean
- Mandarin
- Pashto
- Punjabi
- Russian
- Spanish
- Tagalog
- Tamil
- Telugu
- Ukrainian
- Vietnamese

SMUD Employees supporting our community

- Folsom Veteran's Day Parade
- Habitat for Humanity Women's Build + Rock the Block
- Run to Feed the Hungry
- Food box packing (multiple)
- American Cancer Society Making Strides Walk
- SMUD Cares Giving Fridays at State Fair
- American Heart Association Heart & Stroke Walk
- Tree planning volunteer projects (multiple)
- Sacramento Literacy Foundation events (multiple)
- Sacramento Pride Parade and Festival
- MLK March
- River clean up volunteer projects (multiple)
- Salvation Army STEM Summer Camp

16,877
Volunteer hours

80
Volunteer events

Growth in events and partnerships in 2025

1,935 events and partnerships

143 more than 2024

554 Community events or booths (Residential focus)

336 Sponsorships, networking events, mixers, tradeshows (Business focus)

308 Community sponsorships, networking events, mixers

258 Workshops, panels, presentations or meetings

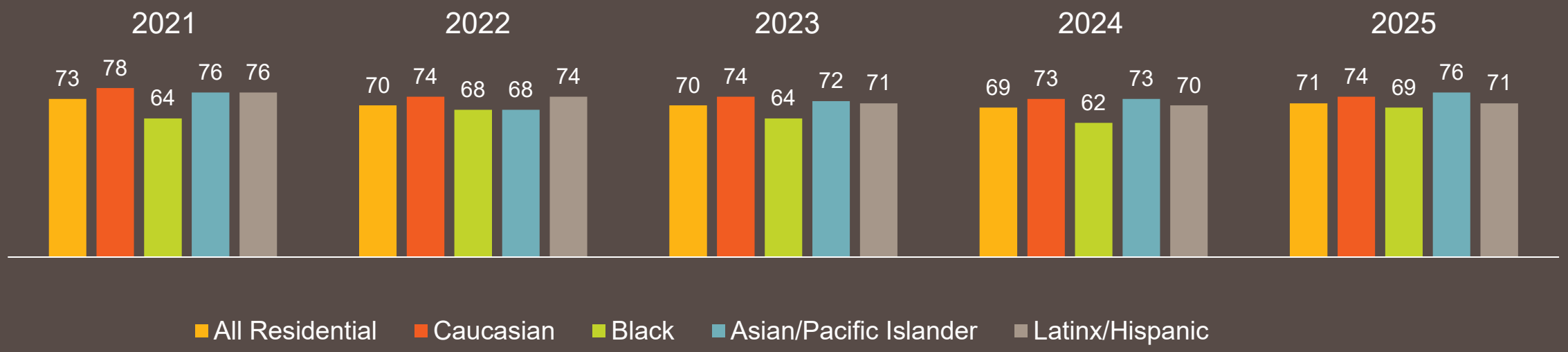
200 Partnerships

279 School outreach, education or career fairs

All events include cultural, ethnic and/or special populations. Special populations include arts, LGBTQ+, low income, military, seniors, disabilities, education, environmental, health & safety and Science, Technology, Engineering, Math (STEM), agriculture, all electric, electric vehicles, faith, homeowner associations, young adults (18-30) and youth (0-17) and workforce development.

You help us connect with customers and tell our story

Value for what you pay - residential



Doing well

- Making it easy to do business
- Start/Stop/Transfer Service, Bill Pay
- Information for customers to manage their electricity usage
- Reliability

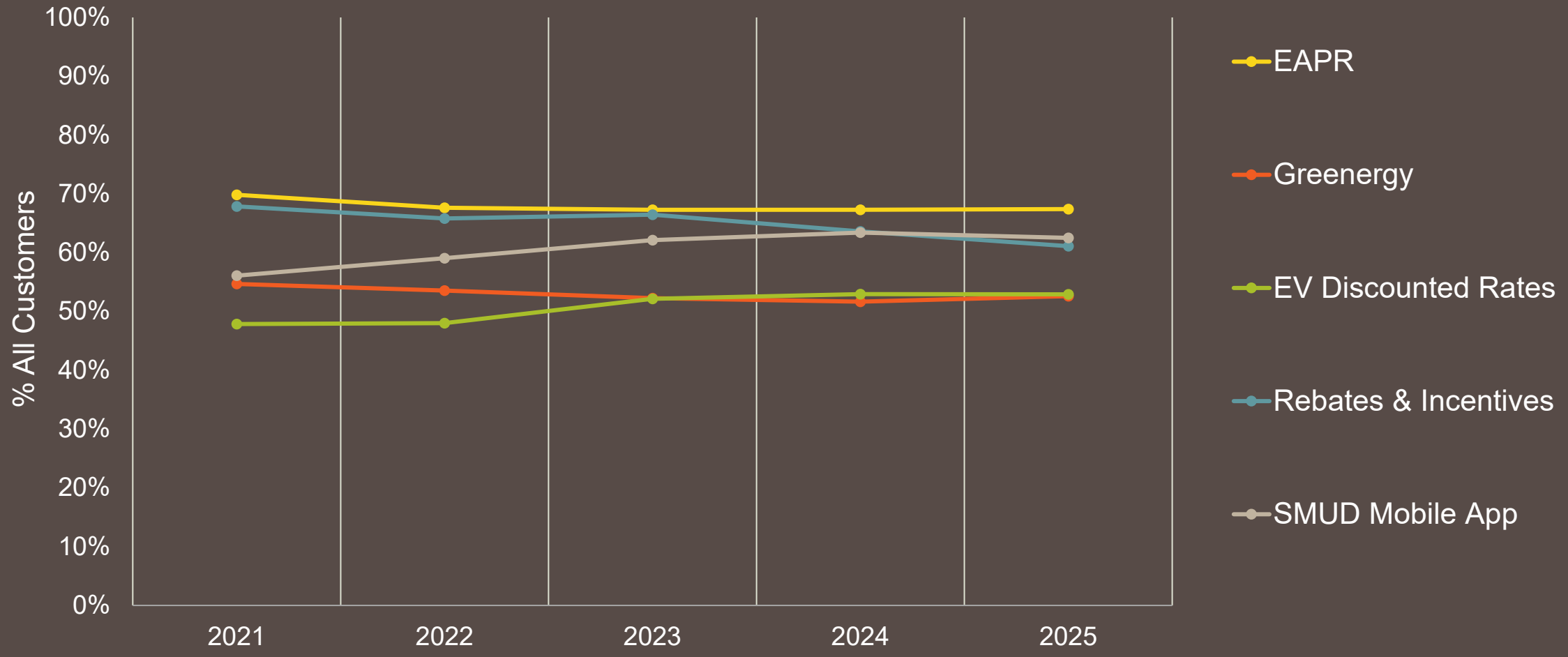
Opportunity areas

- SMUD having rate plan choices
- Customers feeling in control of electricity usage
- SMUD providing customers programs and solutions that meet their needs

Solutions

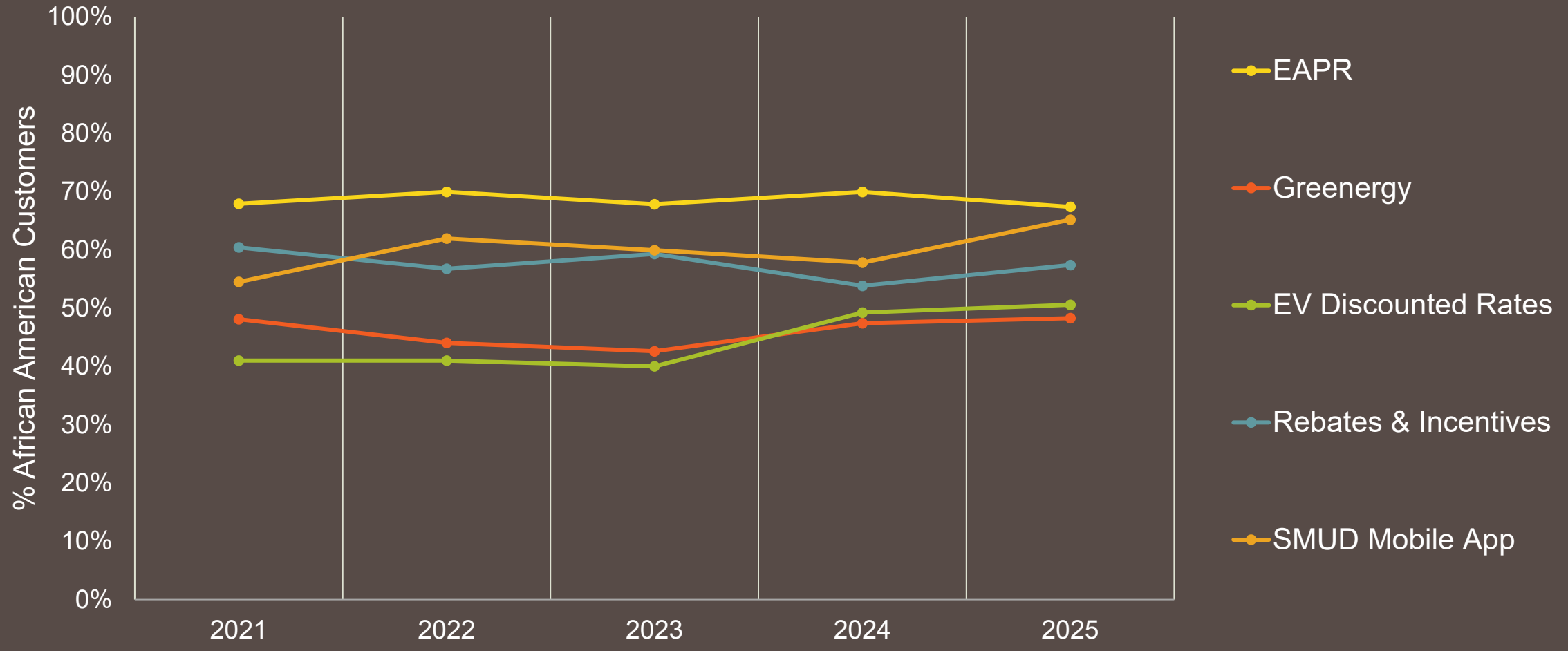
- New low-use SIFC
- Enhanced customer communication before/during field work
- Energy audits and energy upgrades
- Greatly expanded targeted outreach, events and in-language communications

All residential customers – overall awareness trends



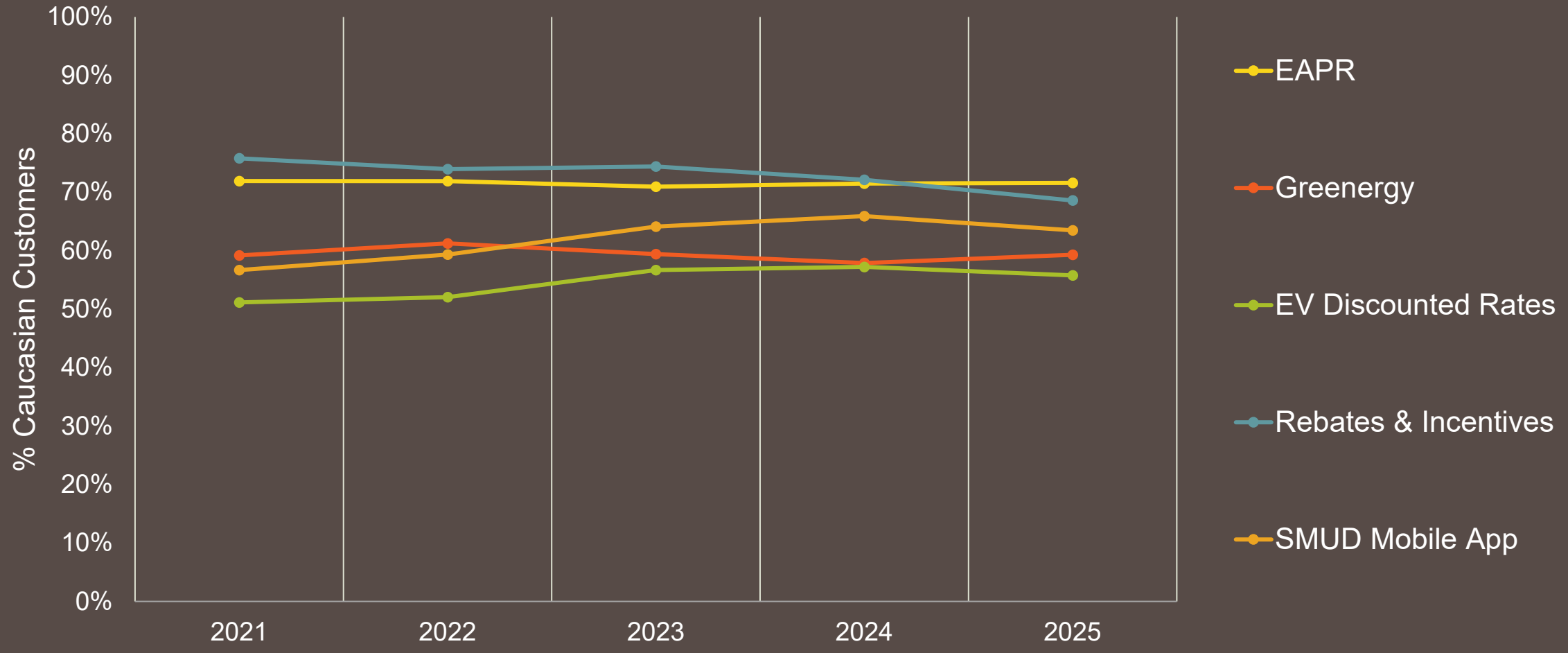
Black – overall awareness trends

Most notable increases in awareness of the SMUD app and rebates.



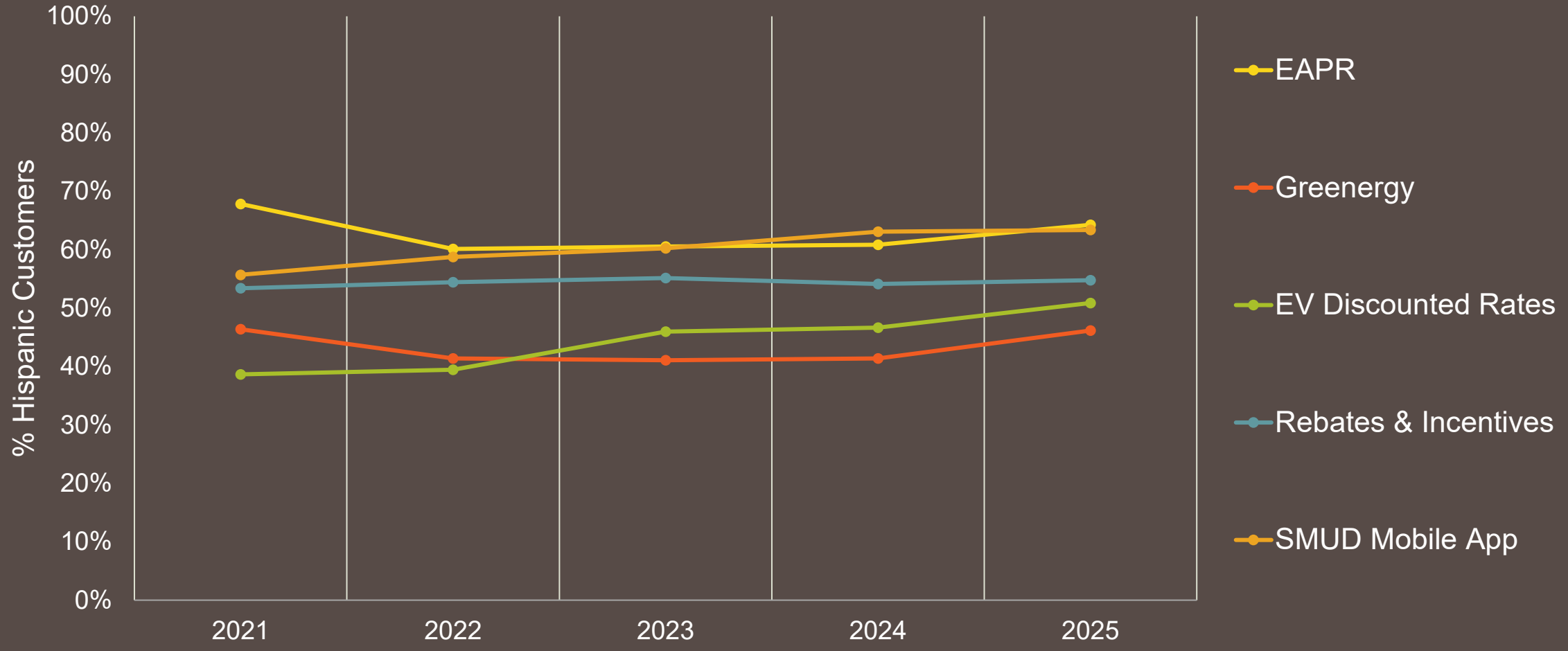
White – overall awareness trends

Most notable increase in awareness of Greenergy.



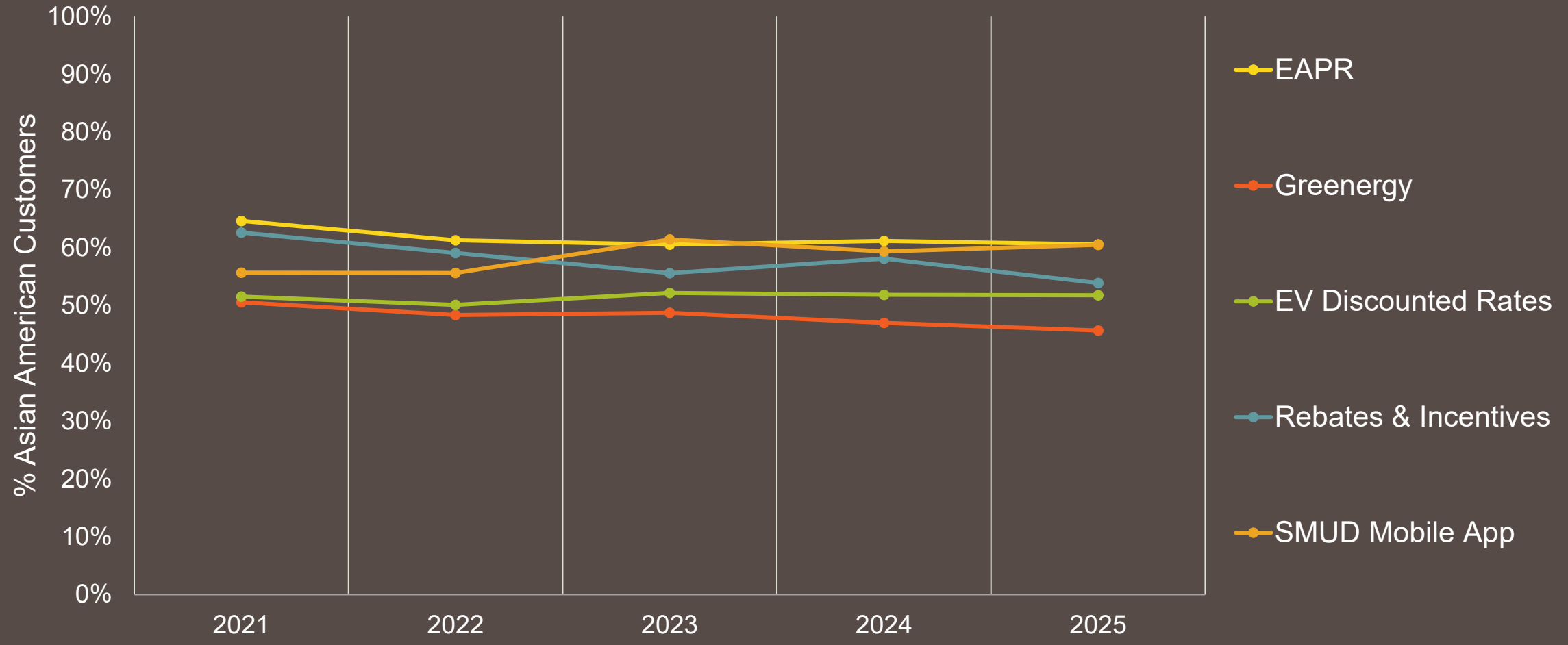
Hispanic – overall awareness trends

Most notable increases in awareness of EAPR, EV rate and Greenergy.

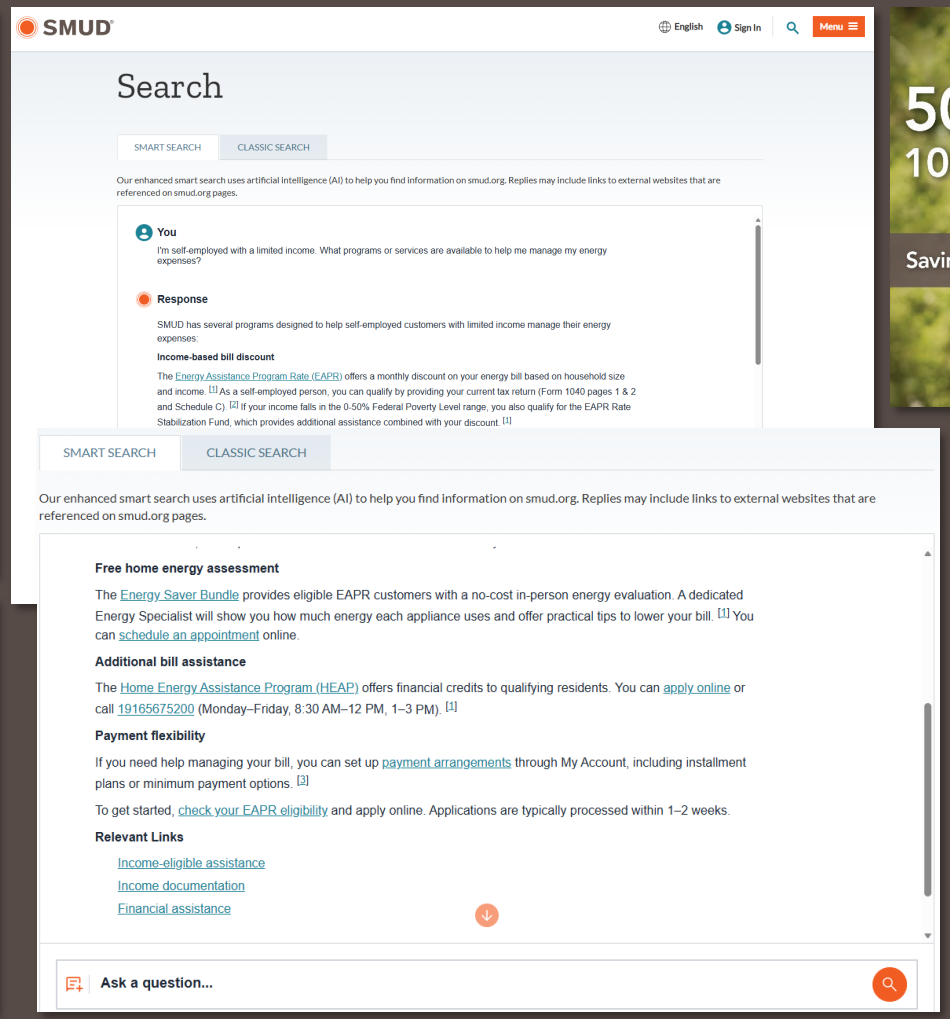


Asian American & Pacific Islander – overall awareness trends

Most notable increases in awareness of the SMUD app.



Building awareness and access to drive impact



Requested action

Accept the 2025 SD-15 monitoring report.