

Exhibit to Agenda Item #1

Discuss the monitoring report for **Strategic Direction SD-5, Customer Relations.**

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

Wednesday, August 14, 2024, scheduled to begin at 6:00 p.m.

SMUD Headquarters Building, Auditorium

Agenda

- Strategic Direction 5
- 2023 Results
 - Customer Satisfaction
 - Value for What you Pay (VFP)
 - Accomplishment Highlights
- Request the Board accept the 2023 monitoring report

2023 Customer Relations SD-5

Policy:

“Maintaining a high level of customer relations is a core value of SMUD. Therefore, the Board establishes an overall customer satisfaction target of 95 percent with no individual component measured falling below 85 percent.

In addition, the Board establishes an overall customer experience “value for what you pay” target of 70 percent by the end of 2025 and 80 percent by the end of 2030, with neither the average commercial customer score falling below 69 percent nor the average residential customer score falling below 65 percent in any year.

As part of this policy:

- (a) SMUD customers shall be treated in a respectful, dignified and civil manner.
- (b) SMUD shall communicate a procedure for customers who believe they have not received fair treatment from SMUD to be heard.

Customer Satisfaction Scores

Policy:

“Therefore, the Board establishes an overall customer satisfaction target of 95 percent with no individual component measured falling below 85 percent.”

Overall Satisfaction	2021	2022	2023
Tree Trimming	96%	95%	96%
New Connects	99%	98%	98%
Bill Inquires	96%	96%	94%
Outage	94%	96%	94%
IVR Payment	98%	98%	97%
IVR Payment Arrangement	94%	95%	95%

January 2023 Storms



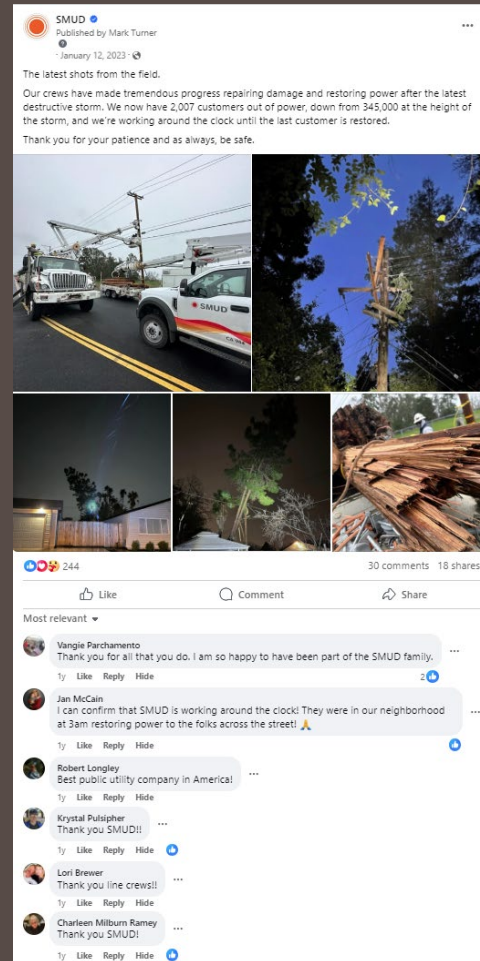
Communication



Timely restoration



Repeat outages



Improvements:

- Company-wide storm response enhancements
- New ERT process
- New online outage communications tools

2023 Economic Pressure

- State and Federal customer emergency funding exhausted
- Many customers financially worse
- Standard collections, disconnects, rate certification in place
- Rate increase

How we're helping

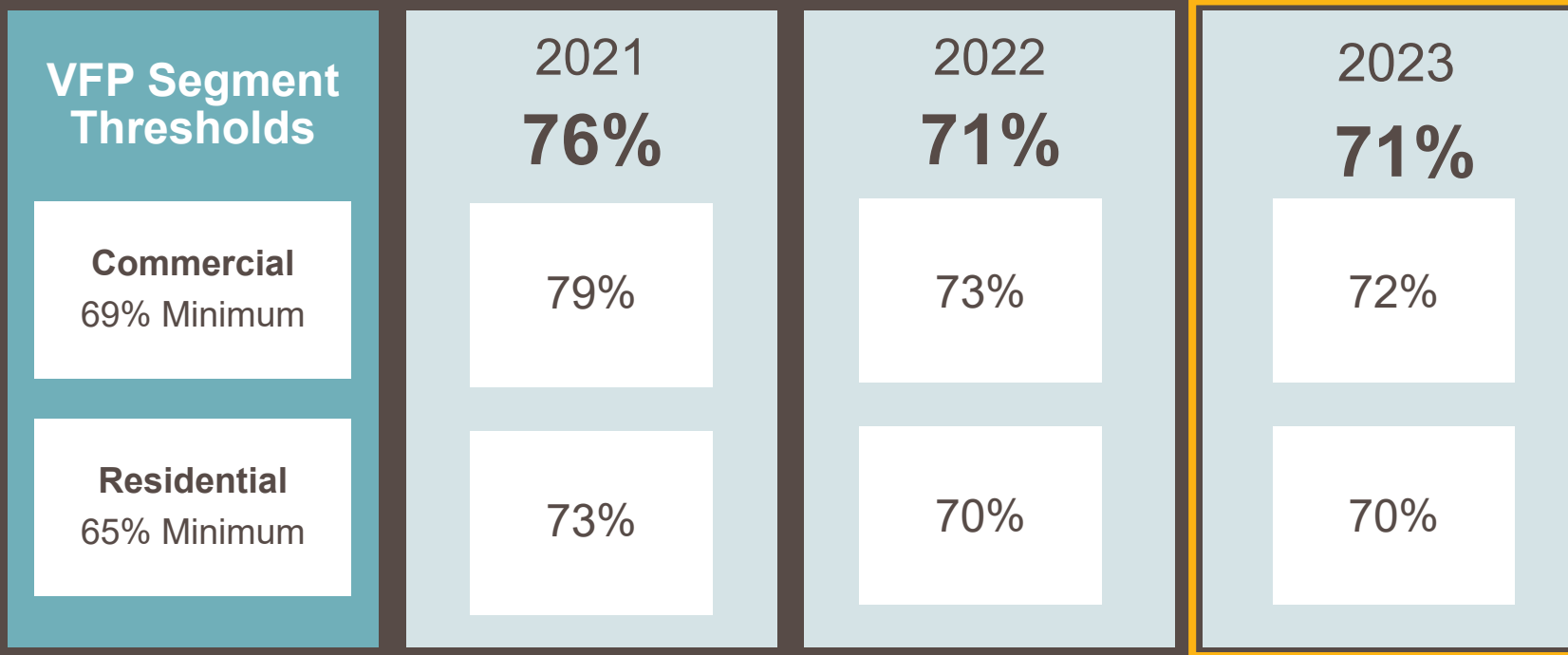
- Lobby Days
- Connecting our Communities Expo
- Community Impact Plan
- Community Partnerships and outreach



Value For What You Pay (VFP)

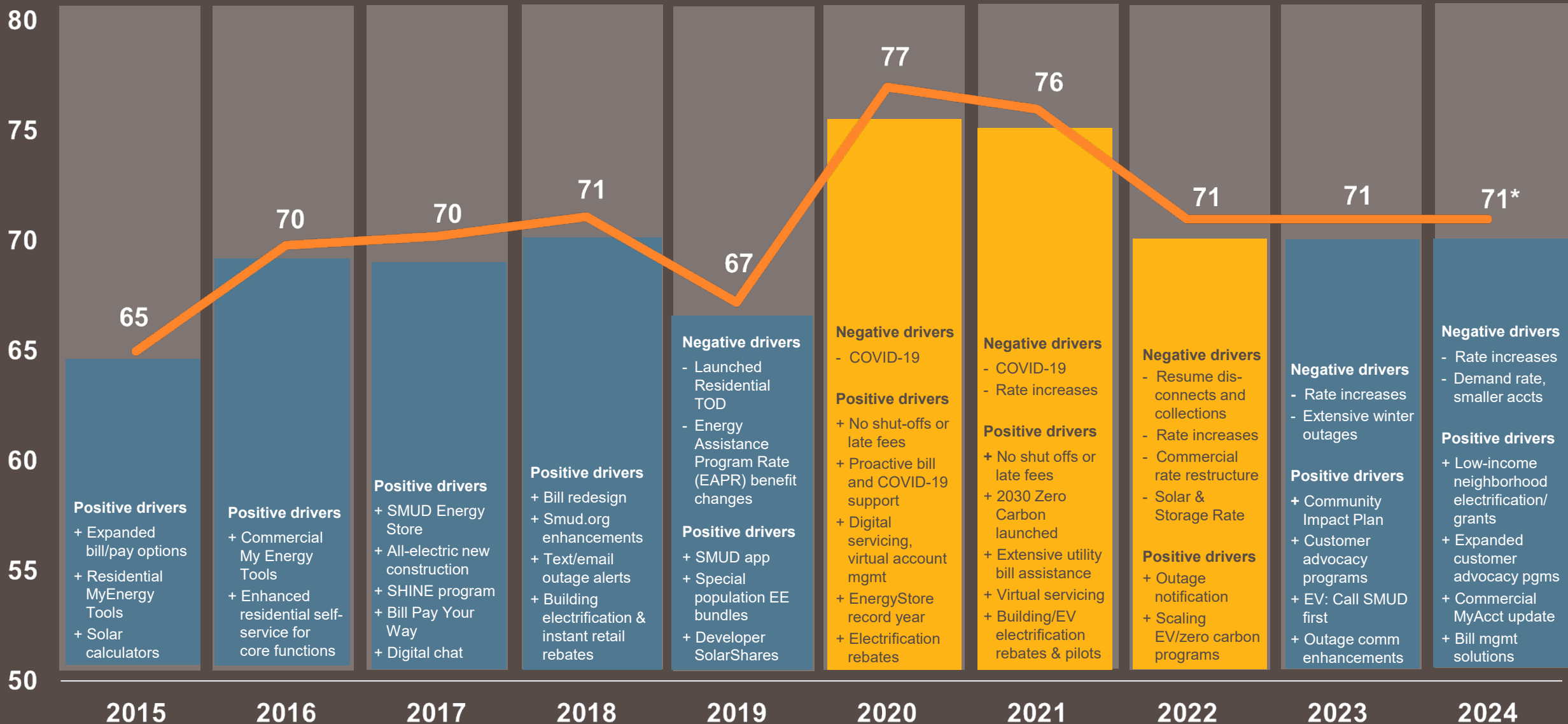
Policy:

“The Board establishes an overall customer experience “value for what you pay” target of 70 percent by the end of 2025 and 80 percent by 2030, with neither the average commercial customer score falling below 69 percent nor the average residential customer score falling below 65 percent in any year.”



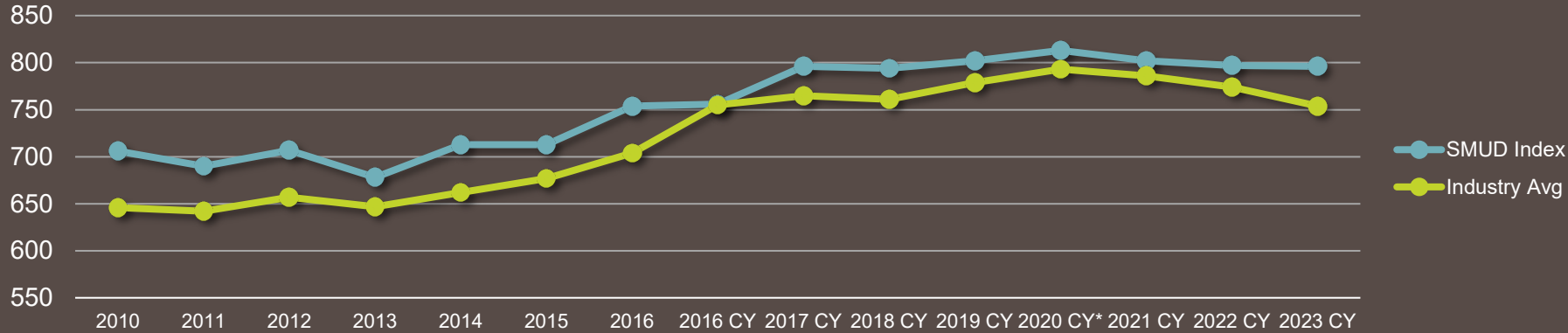
Customer Experience Progress

Overall VFP



J.D. Power & Associates

Commercial Overall Customer Satisfaction



Commercial

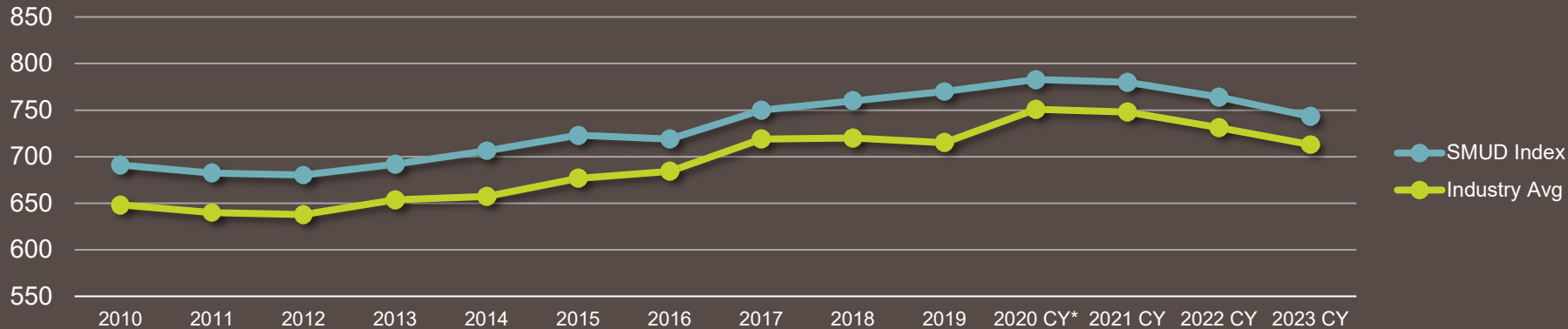
California Ranking

- **2023CY: #1**
- 2022CY: #1
- 2021CY: #1

West Midsize Ranking

- **2023CY: #2**
- 2022CY: #2
- 2021CY: #2**

Residential Overall Customer Satisfaction



Residential

California Large Ranking

- **2023CY: #1**
- 2022CY: #1
- 2021CY: #1

West Large Ranking

- **2023CY: #2**
- 2022CY: #2
- 2021CY: #2

CY = Calendar Year

**Ranking based on eligible brands with sufficient sample sizes in the 2021 study (>100 responses).

* Data models updated in 2020

Value our residential customers & community



4,240 (+43%;
522 Low Income)

Customers took steps to electrify their homes (HVAC, cooktop, heat pump)



48,107

(total 207,087)
SMUD app downloads



9,808

30% of shade trees planted in under-resourced communities



300 attendees

Inaugural Resource Expo
Neighborhood Walks
~\$7 Million in financial bill assistance



\$2.77M

SMUD Energy Store sales
(89% above historical avg.)



505,955

billing alerts sent



56%

EV owners on EV rate
(compared to 24% in PG&E territory)



**Residential EV
charging incentives**

~145 Low Income
EVSE/Circuits



37% increase

in outage alerts for text and email notifications (opt in)

Value our commercial customers & community



623

Electric vehicle program enrollments



\$840k

Building Electrification Incentives



3 New SAA outage tools

Provides enhanced outage communication: real-time data, maps vulnerable customers, alerts



\$2.88M

Energy Efficiency incentives



5465

Strategic Account Advisor personal touch points: 2030 Zero Carbon, outages, billing, programs



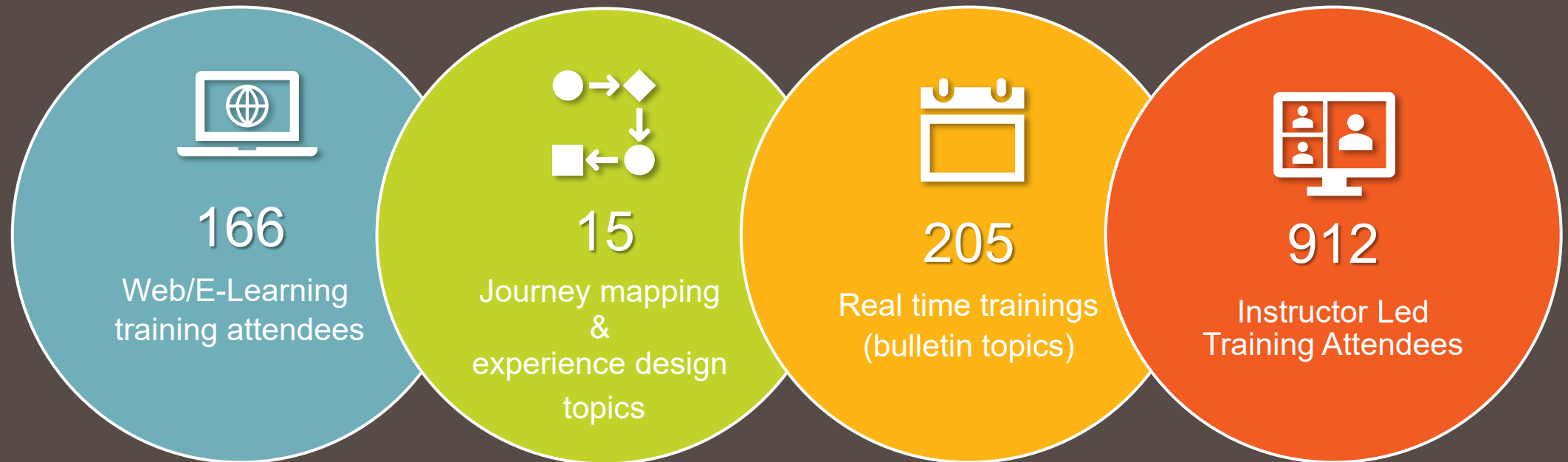
80

Outreach events targeting small medium business

Policy: “...(a) SMUD customers shall be treated in a respectful, dignified and civil manner.”

2023 Status:

Customer experience supported by internal training and customer-centric experience design



Customer Relations SD-5

Policy:

“...(b) SMUD shall communicate a procedure for customers who believe they have not received fair treatment from SMUD to be heard.”

Status:

Hearing and appeal process is found in detail on smud.org

- smud.org/assets/documents/pdf/Board-Meeting-Procedures.pdf - Pg. 14 & 15
- The process is described on the back page of every bill

Customer Communication Process

+950,000 contacts



2023 Awards & Recognitions

				
<p>Safety Award</p>	<p>Utility Transformation Leaderboard</p>	<p>Lineworker Rodeo, Excellence in Communication</p>	<p>Clean Energy Champion Award</p>	<p>DEI Award</p>
				
<p>Influential Organization of the Year, Crisis Communications Award</p>	<p>Business in Excellence</p>	<p>Best Utilities & Service</p>	<p>Excellence in Communication</p>	<p>Environmental Champion, Most Trusted Utility Brand</p>
				
<p>Clean Energy Community Advocacy Award</p>	<p>1st in Sustainability Index, 2nd in Residential Customer Satisfaction</p>	<p>Leadership Award</p>	<p>Innovation of the Year</p>	<p>Most Valued Partner</p>

Request the Board accept the SD-5 monitoring report.