

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

Date: Wednesday, August 19, 2026

Time: Scheduled to begin at 6:00 p.m.

Location: SMUD Headquarters Building, Auditorium
6201 S Street, Sacramento, CA

Powering forward. Together.



AGENDA BOARD ENERGY RESOURCES & CUSTOMER SERVICES COMMITTEE MEETING AND SPECIAL SMUD BOARD OF DIRECTORS MEETING

**Wednesday, August 19, 2026
SMUD Headquarters Building, Auditorium
6201 S Street, Sacramento, California
Scheduled to begin at 6:00 p.m.**

This Committee meeting is noticed as a joint meeting with the Board of Directors for the purpose of compliance with the Brown Act. In order to preserve the function of the Committee as advisory to the Board, members of the Board may attend and participate in the discussions, but no Board action will be taken. The Energy Resources & Customer Services Committee will review, discuss and provide the Energy Resources & Customer Services Committee's recommendation on the following agenda item(s):

Virtual Viewing or Attendance:

Live video streams (view-only) and indexed archives of meetings are available at:
<https://www.smud.org/Corporate/About-us/Company-Information/Board-Meetings/Watch-or-Listen-online>

Zoom Webinar Link: [Join Board Energy Resources & Customer Services Committee Meeting Here](#)

Webinar/Meeting ID: 165 706 8763

Passcode: 646416

Phone Dial-in Number: 1-669-254-5252 or 1-833-568-8864 (Toll Free)

Verbal Public Comment:

Members of the public may provide verbal public comment by:

- Completing a sign-up form at the table outside of the meeting room and giving it to SMUD Security.
- Using the "Raise Hand" feature in Zoom (or pressing *9 while dialed into the telephone/toll-free number) during the meeting at the time public comment is called. Microphones will be enabled for virtual or telephonic attendees when the commenter's name is announced.

Written Public Comment:

Members of the public may provide written public comment on a specific agenda item or on items not on the agenda (general public comment) by submitting comments via email to PublicComment@smud.org or by mailing or bringing physical copies to the meeting. Email is not monitored during the meeting. Comments will not be read into the record but will be provided to the Board and placed into the record of the meeting if received within two hours after the meeting ends.

INFORMATIONAL ITEMS

1. Dr. Markisha Webster Brief the Board on SMUD's **Community Impact Plan**.
Tara Porter Presentation: 25 minutes
 Discussion: 5 minutes

DISCUSSION ITEMS

2. Tracy Carlson Discuss the monitoring report for **Strategic Direction SD-5, Customer Relations**.
 Presentation: 12 minutes
 Discussion: 5 minutes
3. Sarah Sciandri Discuss the monitoring report for **Strategic Direction SD-15, Outreach and Communication**.
 Presentation: 15 minutes
 Discussion: 5 minutes
4. Chad Adair Discuss authorizing the Chief Executive Officer and General Manager to negotiate and execute **Amendment No. 1 to the Transmission Agency of Northern California Project Agreement No. 3**, substantially in the form attached.
 Presentation: 7 minutes
 Discussion: 1 minute

INFORMATIONAL ITEMS (cont.)

5. Public Comment
6. Nancy Bui-Thompson Summary of Committee Direction.
 Discussion: 1 minute

Members of the public shall have up to three (3) minutes to provide public comment on items on the agenda or items not on the agenda, but within the jurisdiction of SMUD. The total time allotted to any individual speaker shall not exceed nine (9) minutes.

Members of the public wishing to inspect public documents related to agenda items may click on the Information Packet link for this meeting on the smud.org website or may call 1-916-732-6155 to arrange for inspection of the documents at the SMUD Headquarters Building, 6201 S Street, Sacramento, California.

ADA Accessibility Procedures: Upon request, SMUD will generally provide appropriate aids and services leading to effective communication for qualified persons with disabilities so that they can participate equally in this meeting. If you need a reasonable auxiliary aid or service for effective communication to participate, please email Nicole.Looney@smud.org, or contact by phone at 1-916-732-6055, no later than 48 hours before this meeting.

SSS No.
DLSC 26-008

BOARD AGENDA ITEM

STAFFING SUMMARY SHEET

Committee Meeting & Date
ERCS – 08/19/26
Board Meeting Date
N/A

TO		TO	
1.	Tara Porter	6.	Joel Ledesma
2.	Dr. Markisha Webster	7.	Suresh Kotha
3.	Brandy Bolden	8.	
4.	Jose Bodipo-Memba	9.	Legal
5.	Frankie McDermott	10.	CEO & General Manager

Consent Calendar	☐	Yes	☒	No <i>If no, schedule a dry run presentation.</i>	Budgeted	☒	Yes	No <i>(If no, explain in Cost/Budgeted section.)</i>
FROM (IPR)	DEPARTMENT				MAIL STOP	EXT.	DATE SENT	
Dr. Markisha Webster	DEIB, Learning, & Sustainable Communities				B260	7052	07/21/26	

NARRATIVE:

Requested Action: Brief the Board on SMUD's Community Impact Plan.

Summary: The Community Impact Plan advances SMUD's 2030 Zero Carbon Plan by delivering measurable value to our customers and communities through strategic investments, trusted partnerships, and innovative solutions. Our work is organized around four focus areas:

Strengthening Customer Engagement and Trust

We work alongside trusted community partners to deliver culturally responsive, in-language outreach and education that increases awareness, builds trust, and helps customers participate in SMUD programs and services. By meeting customers where they are, we create stronger relationships and improve customer experiences.

Increasing Energy Affordability and Access

We reduce barriers to clean energy adoption by providing low- and no-cost solutions through neighborhood and business district electrification, residential customer offerings, and nonprofit solar and storage programs. These investments help lower energy costs while improving comfort, health, safety, resilience, and overall quality of life.

Investing in Reliable and Resilient Infrastructure

We collaborate with local governments, community organizations, and industry partners to advance innovative infrastructure solutions that strengthen community resilience, support grid modernization, and ensure the benefits of the clean energy transition are shared across the region.

Creating Workforce and Economic Opportunity

We invest in the region's future by preparing the next generation for clean energy careers, strengthening workforce pathways, supporting local businesses, and fostering regional economic growth. Through partnerships with educational institutions, employers, and community-based organizations, we are expanding access to quality jobs and building the workforce needed to achieve a zero-carbon future.

This presentation will provide an overview of the plan and programs, the accomplishments, and a preview of expected outcomes in the next year.

Board Policy: Strategic Direction SD-5, Customer Relations; Strategic Direction SD-7, Environmental Leadership; Strategic Direction SD-9, Resource Planning; Strategic Direction SD-13, Economic Development; Strategic Direction SD-15, Outreach and Communication

Benefits: Community Vitality, Environmental Leadership, Diversity, Equity, Inclusion, & Belonging, Affordability

Cost/Budgeted: There is no budgetary impact for this informational briefing.

Alternatives: Receive briefing via written report through the CEO and General Manager; provide no update; schedule update for another date.

Affected Parties: Distributed Energy Strategy; Commercial Development; Community Relations; Outreach & Support; Customer Operations & Assistance; Marketing, Market Research & Data Analytics; DEIB, Learning, & Sustainable Communities

Coordination: Distributed Energy Strategy; Commercial Development; Community Relations; Outreach & Support; Customer Operations & Assistance; Marketing, Market Research & Data Analytics; DEIB, Learning, & Sustainable Communities

Presenter: Dr. Markisha Webster, Director, DEIB, Learning & Sustainable Communities
Tara Porter, Director, Customer Operations & Assistance

Additional Links:

SUBJECT

Community Impact Plan

ITEM NO. (FOR LEGAL USE ONLY)

ITEMS SUBMITTED AFTER DEADLINE WILL BE POSTPONED UNTIL NEXT MEETING.

SSS No.
CS 26-001

BOARD AGENDA ITEM

STAFFING SUMMARY SHEET

Committee Meeting & Date
ERCS – 08/19/26
Board Meeting Date
August 20, 2026

TO					TO				
1.	Claire Rogers				6.				
2.	Brandy Bolden				7.				
3.	Frankie McDermott				8.				
4.	Suresh Kotha				9.	Legal			
5.	Joel Ledesma				10.	CEO & General Manager			

Consent Calendar	☒	Yes	☐	No <i>If no, schedule a dry run presentation.</i>	Budgeted	☒	Yes	☐	No <i>(If no, explain in Cost/Budgeted section.)</i>	
FROM (IPR)				DEPARTMENT				MAIL STOP	EXT.	DATE SENT
Tracy Carlson				Customer Success				A151	7248	07/31/2026

NARRATIVE:

Requested Action: Accept the monitoring report for **Strategic Direction SD-5, Customer Relations.**

Summary: Communicate status of key metrics as they relate to customer satisfaction and the hearing/appeal process.

Board Policy: Strategic Direction SD-5, Customer Relations. This report provides the measurement of customer service as specified in SD-5.
(Number & Title)

Benefits: Provide Board Members with an update on the compliance of the Strategic Direction and allow an opportunity to make corrections, additions, or changes if necessary.

Cost/Budgeted: Costs contained in budget for internal labor.

Alternatives: No action would impact ability to meet Strategic Direction.

Affected Parties: Customer Success, Communications, Marketing, & Community Relations, Legal, and SMUD customers

Coordination: Customer Success

Presenter: Tracy Carlson, Director, Customer Success

Additional Links:

SUBJECT	Annual Monitoring Report for SD-5, Customer Relations	ITEM NO. (FOR LEGAL USE ONLY)
---------	--	-------------------------------

ITEMS SUBMITTED AFTER DEADLINE WILL BE POSTPONED UNTIL NEXT MEETING.

SACRAMENTO MUNICIPAL UTILITY DISTRICT

OFFICE MEMORANDUM

TO: Board of Directors

DATE: August 5, 2026

FROM: Claire Rogers *CR 8/5/26*

**SUBJECT: Audit Report No. 28008030
Board Monitoring Report; SD-5: Customer Relations**

Internal Audit Services (IAS) received the SD-5 *Customer Relations* 2025 Annual Board Monitoring Report and performed the following:

- Selected a sample of statements and assertions in the report for review.
- Compared sample to the corresponding supporting documentation to identify potential discrepancies.

All items sampled within the SD Report aligns with the supporting documentation provided at the time of review.

CC:

Lora Anguay

Board Monitoring Report 2026 SD-5 Customer Relations



1) Background

Strategic Direction 5 states that:

Maintaining a high level of customer relations is a core value of SMUD. Additionally, the Board sets the 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.

2) Executive summary

To ensure customers are receiving the highest quality of service, SMUD measures the satisfaction of key interactions with SMUD: Outages, Tree Trimming, Bill Inquiries, New Connections, IVR Payments, and IVR Payment Arrangements.

In addition, we measure Value for What You Pay as value drives customer loyalty. Value is defined as the trade-off between the perceived benefits a customer gets to the cost they have to pay for the benefits. Knowing what customers value allows SMUD to tailor services, products, and offerings to sustain customer relationships as the utility market evolves. SMUD is measuring customer perceived value because SMUD believes it is an effective early indicator of customer loyalty. When customers have options to choose alternatives, whether alternatives in energy, energy advisement, and other related services, we want our customers to continue choosing SMUD.

High satisfaction in these key interactions below and a high Value for What You Pay score support SMUD’s purpose and vision to act in the best interests of our customers and community.

a) SMUD is in compliance with SD-5.

- SMUD has exceeded the target of 95% with an overall Customer Satisfaction of **97%**. All six components exceeded the goals.

- SMUD achieved a **72%** overall Value for What You Pay score, with neither Residential nor Commercial falling below their prescribed floors.

Metric	2025 performance	2024 performance	2023 performance	2022 performance	2021 performance
Customer Satisfaction Level	97%	97%	97%	97%	97%
Tree Trimming	96%	95%	96%	95%	96%
New Connects	99%	99%	98%	98%	99%
Bill Inquiries	95%	94%	94%	96%	96%
Outage Communication	97%	97%	94%	96%	94%
IVR Payment	95%	97%	97%	98%	98%
IVR Payment Arrangement	92%	95%	95%	95%	94%
Value for What You Pay	72%	70%	71%	71%	76%
Commercial	73%	70%	72%	73%	79%
Residential	71%	69%	70%	70%	73%

3) Additional supporting information:

Respectful Customer Treatment: Compliant

SMUD customers are treated in a respectful, dignified and civil manner. SMUD employees are trained to deliver quality customer experience through extensive, multi-channel employee competency development.

Respectful Customer Treatment Supporting Information:

- Instructor Led training – 968 attendees
- Real Time Training (bulletin and 30-seconds of education) – 336
- Customer touchpoints and journey assessed and designed – 14

Hearing Appeal Process: Compliant

Customers are made aware of SMUD's Hearing and Appeal process through multiple channels. The back page of every paper bill describes the process. In addition, the process is described in detail on the SMUD website and is linked from the digital bill in My Account.

0 hearings were conducted in 2025, as staff successfully resolved all escalations within standard customer communication channels.

4) Challenges

SMUD's residential customers continue to face significant financial pressure driven by broader economic conditions. Rising prices for gasoline, groceries, and other essential goods are creating cascading impacts across household budgets and contributing to overall customer stress. SMUD customer research indicates that 68% of SMUD residential customers describe their current outlook in negative terms, most commonly using words such as *concerned* and *stressed*. Regional research further shows a declining perception of employment opportunities since 2024, and only 17% of Sacramento County residents believe the economy will positively affect their family income over the next six months. These conditions are compounded by the retraction of certain federal grants previously intended to support customer energy upgrades and the potential risk of additional federal support withdrawal from low-income families.

These external pressures are occurring at a time when customer expectations for service continue to rise. Energy remains a low-attention necessity for most customers; they do not want greater complexity or increased effort in managing their service. Instead, customers increasingly expect simple, fast, and friction-free experiences that help them remain in control of their energy costs. The growing availability of AI-enabled tools in other sectors is also shaping expectations for faster service, more tailored information, and highly personalized guidance. For SMUD, this means maintaining strong performance on core service fundamentals while translating energy complexity into clear, accessible, and customer-centered solutions.

In response, SMUD is taking a range of actions to support customers and mitigate the effects of these future-year challenges. Customer communications are being strengthened through automated alerts and expanded outreach channels to notify customers in advance when crews will be on their property or when work may result in outages. These efforts are intended to reduce surprises, improve transparency, and build trust. SMUD has also implemented a new low SIFC rate designed to better align with the usage patterns and affordability needs of lower-use customers.

SMUD continues to expand education and program offerings into additional low- and moderate-income neighborhoods, with an emphasis on increasing awareness of both energy-related and non-energy-related customer benefits. At the same time, the organization continues to support regional economic and workforce development efforts that contribute to long-term customer and community resilience. Internally, SMUD is leveraging AI to support its workforce in delivering improved customer service through more effective segmentation, faster insights, and more tailored solutions.

Additional strategies include targeted electrification efforts that are balanced with cost-effectiveness considerations, development of a middle-income customer strategy to better address the needs of customers who may not qualify for traditional assistance yet remain

financially vulnerable, close management of arrearages to identify and address emerging payment issues early, and continued expansion of in-language support to improve access and equity in service delivery.

Collectively, these efforts are intended to help customers navigate a period of financial uncertainty while reinforcing SMUD's commitment to affordability, reliability, transparency, and ease of service.

5) **Recommendation**

It is recommended that the Board accept the Monitoring Report for SD-5

6) **Appendices**

Not applicable.

SSS No. CMCO 26-002

BOARD AGENDA ITEM

STAFFING SUMMARY SHEET

Committee Meeting & Date

ERCS – 08/19/26

Board Meeting Date

August 20, 2026

TO				TO			
1.	Claire Rogers			6.	Suresh Kotha		
2.	Cara Chatfield			7.			
3.	Frankie McDermott			8.			
4.	Joel Ledesma			9.	Legal		
5.	Brandy Bolden			10.	CEO & General Manager		
Consent Calendar	☒	Yes	No <i>If no, schedule a dry run presentation.</i>	Budgeted	☐	Yes	No <i>(If no, explain in Cost/Budgeted section.)</i>
FROM (IPR) Sarah Sciandri				DEPARTMENT Marketing and Corporate Communications		MAIL STOP B411	EXT. 5145
DATE SENT 07/31/26							

NARRATIVE:

Requested Action: Accept the monitoring report for **Strategic Direction SD-15, Outreach and Communication.**

Summary: The Board of Directors will be presented with overall customer communications activities for 2025.

Board Policy: Strategic Direction SD-15, Outreach and Communication
(Number & Title)

Benefits: As a customer-owned utility, SMUD has a responsibility to communicate with all of our customers. Consistent, integrated purpose-driven communications enhance our relationship with our customers and create an environment of partnership and engagement.

Cost/Budgeted: Costs contained in budget for internal labor.

Alternatives: Provide the Board with written reports and communication through the Chief Executive Officer and General Manager.

Affected Parties: Communications, Marketing, & Community Relations, Customer & Community Services, Zero Carbon Energy Solutions and SMUD customers.

Coordination: Marketing and Corporate Communications

Presenter: Sarah Sciandri, Interim Director, Marketing and Corporate Communications

Additional Links:

SUBJECT

Annual Monitoring Report for SD-15, Outreach and Communication

ITEM NO. (FOR LEGAL USE ONLY)

ITEMS SUBMITTED AFTER DEADLINE WILL BE POSTPONED UNTIL NEXT MEETING.

SACRAMENTO MUNICIPAL UTILITY DISTRICT

OFFICE MEMORANDUM

TO: Board of Directors

DATE: August 5, 2026

FROM: Claire Rogers *CR 8/5/26*

**SUBJECT: Audit Report No. 28008031
Board Monitoring Report; SD-15: Communication & Outreach**

Internal Audit Services (IAS) received the SD-15 Communication & Outreach 2025 Annual Board Monitoring Report and performed the following:

- Selected a sample of statements and assertions in the report for review.
- Compared sample to the corresponding supporting documentation to identify potential discrepancies.

All items sampled within the SD Report aligns with the supporting documentation provided at the time of review.

CC:

Lora Anguay

Board Monitoring Report 2025

SD-15 Board Strategic Direction on Outreach and Communication



1) Background

Strategic Direction 15 states: 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.

2) Executive summary

Strategic Direction 15 requires SMUD's communication and community outreach activities to reflect the diversity of our customers and the community we serve, using a broad mix of communication channels. In accordance, we look at our marketing and outreach activities by communication channel, as well as the customer awareness of various programs and services by ethnicity.

SMUD is in compliance with SD-15 Outreach and Communication.

In spring 2025, we launched a new phase of our Clean PowerCity® campaign – We Power Business. The multi-language and multi-channel campaign built on our Clean Power Promise campaign, highlighting the many benefits we deliver to our business customers – low rates, reliability, personalized service and clean energy. Our 60,000+ business customers account for more than \$270 million in annual revenue to SMUD, with small and medium businesses employing more than 700,000 people in our region. Simply put, when businesses thrive, so does our region. The campaign featured SMUD customers and our Strategic Account Advisers highlighting ways we help businesses grow and decarbonize, while offering incentives, programs and personalized service.

We also continued to inform and educate our customers with our summer Time-of-Day (TOD) campaign featuring energy-saving tips to save money and stay comfortable during the summer months. We expanded our low rates campaign, which also reinforces that SMUD is community-owned and not-for-profit. The campaign ran on billboards, digital channels in social media and in our newsletters. The campaign emphasized the value of our rates, which are on average at least 50% lower than those of PG&E, and saved our customers about \$1.8 billion in 2025. Extensive program marketing and outreach ran throughout the year in multiple channels and at events for programs including EAPR, Greenergy, EnergyHELP, the EV discount rate, rebates, the Shade Tree program and more.

SMUD could be seen or heard in more than a dozen customer-facing communication channels (in addition to at events). We continue to seek out and support community events and other new opportunities to reach customers, recognizing communication channels can be limited in our service territory for those that prefer communications in languages other than English. We continued to

provide outreach and communication materials in-language in 2025, with information in up to 23 different languages and dialects, including Braille.

We delivered more than 20 marketing campaigns and continued to grow our presence at events participating in 1,935 community events, workshops and partnerships. At all community events, we continued to encourage customers to join us in our journey to a clean energy future by providing information about the benefits of reducing carbon and promoting dozens of tips so customers could show their support and take personal action.

Events and partnerships reflected the diversity of our community, including cultural, ethnic and/or special populations, including LGBTQ+, low income, military, seniors, disabilities, education, environmental, health & safety, STEM, agriculture, all electric, electric vehicles, faith, literacy, homeowner associations, young adults (18-30) and youth (0-17). See Appendices A and B.

We also look at trends for the overall awareness of a cross-section of SMUD's programs and services, segmented by ethnicity. The segments include Asian American & Pacific Islander, Hispanic, Black and White. The programs measured are Rebates & Incentives, Energy Assistance Program Rate (EAPR), Greenergy, Electric Vehicle (EV) discount rate and SMUD Mobile App. See charts in Appendix B.

Key activities by SD requirement

SD Requirement	Program/initiative/policy	Purpose	Outcome
Education and tools to manage energy use	In 2025, we expanded our Clean PowerCity campaigns with a sharp focus on our business customers and the local economy. We emphasized our efforts to reduce carbon while maintaining low rates and reliability and providing personalized service to our business accounts. We encouraged efficiency through a TOD summer rate reminder campaign on billboards and savings tips with a series of summer emails. Throughout the year, we continued to share energy savings tips with customers in a wide variety of channels, from print and email newsletters to social media, billboards, digital ads speeches and events. In all, we implemented more than 20 campaigns in 2025 promoting energy and bill savings, customer programs and services, including EAPR, MED Rate, SMUD Energy Store, Budget Billing, Custom Due Date and others.	To provide customers with the education and tools for managing their energy use and their bills, while also working with SMUD to reduce carbon.	Successfully implemented campaigns that informed our customers of resources and tools available to them. Also successfully participated in 1,935 community events with employees volunteering more than 16,000 hours. Awareness of most programs were steady year-over-year. All the 1,935 events and partnerships included at least some cultural, ethnic and/or special populations, including LGBTQ+, low income, military, seniors, disabilities, education, environmental, health & safety and STEM, agriculture, all electric, Electric Vehicles, faith, homeowner associations, young adults (18-30) and youth (0-17). (Appendices A, B)
Integrated and consistent communication that recognizes unique customer segments	Implemented communications, including collateral and advertisements in 23 languages. We also leveraged 17 communication channels to ensure we reach our customers in the channel they prefer, at the time they need it and with information specifically targeted to them. We also participated	To have consistent, integrated messages available for various customer segments, including those based on ethnicity and other unique audiences along with those	For the first time, we topped 1 billion impressions, with more than 714 million ethnic customer impressions. By translating materials in up to 23 languages, for both marketing as well as events, we're reaching a diverse

	in 1,935 community events including Community Resource Expos and Lobby Days to reach our many unique customer segments.	customers who may not see our messages in mainstream communication channels.	range of customers with integrated, clear and consistent information about programs, services and initiatives that support our purpose to improve the quality of life for our customers.
Broad mix of communication channels	In 2025, we used 17 customer-facing communication channels, including community outreach events and partnerships, digital search and display, social media, broadcast and streaming television and radio, billboards, bus signs and train wraps, surveys, direct mail, email and customer bills. We supported 1,935 community events. By leveraging customer behavior data and artificial intelligence, along with using a broad mix of channels, we were able to highly target our digital marketing in particular, to reach customers in the communication channel they prefer. (See Appendix B)	To reach customers with our messages in the communication channels they prefer.	More than 1.2 billion customer impressions across multiple communication channels and support of 1,935 community outreach events and partnerships in 2025 (see Appendices A, B). On TV and radio alone, the average SMUD customer had the opportunity to see or hear a SMUD message 33 times in 2025. Our marketing in the Over-The-Top (OTT) and Connected TV (CTV) streaming television space has grown steadily, and in 2025 included all the major platforms including Amazon, Disney+/Hulu, Paramount and NBC Universal. This enables more precise geographic and other targeting than traditional broadcast and cable programming.

3) Additional supporting information for SD-15, Outreach and Communication

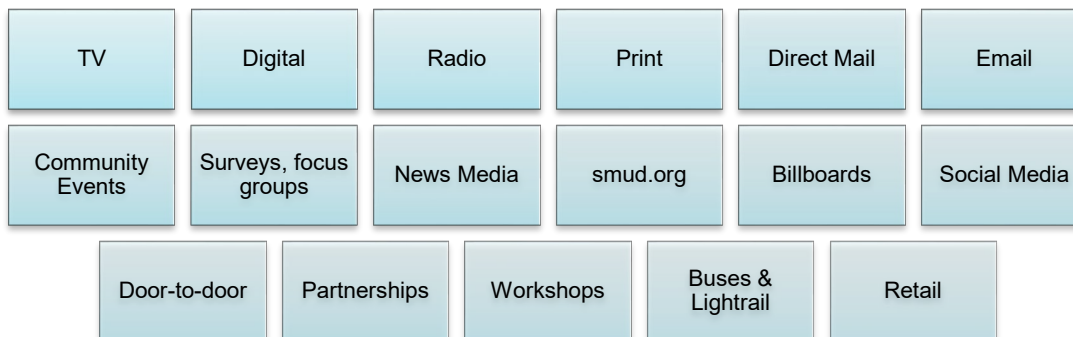
a) SMUD shall provide its customers the information, education, and tools they need to best manage their energy use according to their needs.

In 2025, we developed and implemented more than 20 marketing and communication campaigns, including:

- Battery Storage
- Budget Billing & Custom Due Date
- Clean Power Promise
- Clean Power My Business
- Complete Energy Solutions
- Energy Assistance Program Rate (EAPR)
- Economic Development
- Contact SMUD First (Drive Electric)
- EnergyHELP
- Greenergy
- HomePower
- Integrated Design Solutions
- Low rates
- Medical Equipment Discount (MED) Rate
- Multi-family
- Paperless Billing/My Account
- Powering Futures (Scholarships)
- Safety (Drive safe, Wildfire, Call 811, Work zone alert, Plan before planting)
- SMUD Energy Store
- SMUD Contractor Network
- Shade Trees
- Shine Awards
- Time-of-Day
- We Power Business

- b) **SMUD will use an integrated and consistent communication strategy that recognizes the unique customer segments that SMUD serves.**

In 2025, our marketing and communications could be seen and heard in as many as 23 languages, including Braille, and in 17 customer-facing channels, including:



- 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.**

With thousands of events and sponsorships, millions of emails and bill inserts, ads on tens of thousands of websites and apps and multiple social media channels, and our schedule of broadcast and streaming TV, radio and print advertisements, it’s clear that we used a broad mix of channels to reach all our customers. This includes in-language media like broadcast and streaming TV and radio, print advertising, digital and social media and customer collateral in more than 20 languages.

These tactics delivered a record 1,275,478,129 customer impressions in 2025. Of these, 714,267,752 were ethnic impressions. This significant and unusual lift is in large part, thanks to our partnerships with 4 local sports organizations – Sacramento Kings, River Cats, Republic FC and Major League Baseball (MLB) A’s. With the A’s in town temporarily, our wall board at Sutter Health Park had national visibility through MLB coverage.

For TV and radio alone, the average SMUD customer had the opportunity to see or hear a SMUD commercial 33 times in 2025. Here’s the summary by channel:

- | | | |
|-----------------------------------|--------------------------------|-----------------------------|
| • 11,339,860 bill package inserts | • 35 print publications | • 154,145 websites and apps |
| • 16,309,060 emails | • 1,453,202 direct mail pieces | • 21 TV stations |
| • 496 billboards, transit boards | • 29 radio stations | • 4 sports partnerships |

4) Challenges

We continue to see extensive need across our region – from nonprofits to community organizations. In 2025, the requests for sponsorships and event support again exceeded our capacity to support. We continued to balance our approach to outreach to ensure we had a mix of flagship events that deliver extensive community benefit, such as Giving Fridays at the State Fair to highly targeted outreach through fairs, festivals and small community meetings. At a localized community level, we continued to greatly expand partnership agreements with homeowners and neighborhood associations. These types of partnerships help to ensure we have an increased presence and regular touchpoints in neighborhoods across our service area.

We continue to see significant changes in the media landscape and are consistently adapting and evolving our approach to leverage new technology, tools and channels to communicate with our customers. The ability to highly target messaging in digital channels such as paid social media, search and display ads and streaming TV and radio platforms has greatly increased our ability to reach small groups of customers with programs that are relevant to them when it matters most, and in the channel that is most convenient for them.

Our broad mix of channels and tactics helps ensure SMUD messages reach our diverse customers in the communication channels they prefer, when it's relevant to them. The proliferation of new channels and evolution of the media landscape provides both challenges and opportunities. Customer communication preferences continue to evolve in response to the increasingly fragmented market, which is why we ensure we deliver a balanced approach to communications and outreach, through a mix of broad and highly targeted campaigns and channels.

Not all programs and services are intended for all customers. This is why we use targeted marketing and digital channels that leverage machine learning and artificial intelligence (AI) to target our communications and outreach to customers most likely to qualify for and/or benefit from a particular program or service. Advances in AI continue to have a growing impact on the communications landscape. AI is helping improve targeting in digital platforms to further reach the right customers with the right message at the right time. AI is an important tool in our marketing and communications toolkit. Staff monitors advances and new tools, using AI as part of ongoing work to maximize the reach and impact of our marketing, communications and outreach.

5) Recommendation

It is recommended that the Board accept the Monitoring Report for SD-15 Outreach and Communication.

6) Appendices

APPENDIX A

Community Outreach and Engagement

In 2025, we continued to be very active in the community through our support of efforts that improve the quality of life in our region. SMUD participated in 1,935 events and partnerships, and SMUD employees volunteered 16,877 hours.

1,935
Total events & partnerships

16,877
Total volunteer hours

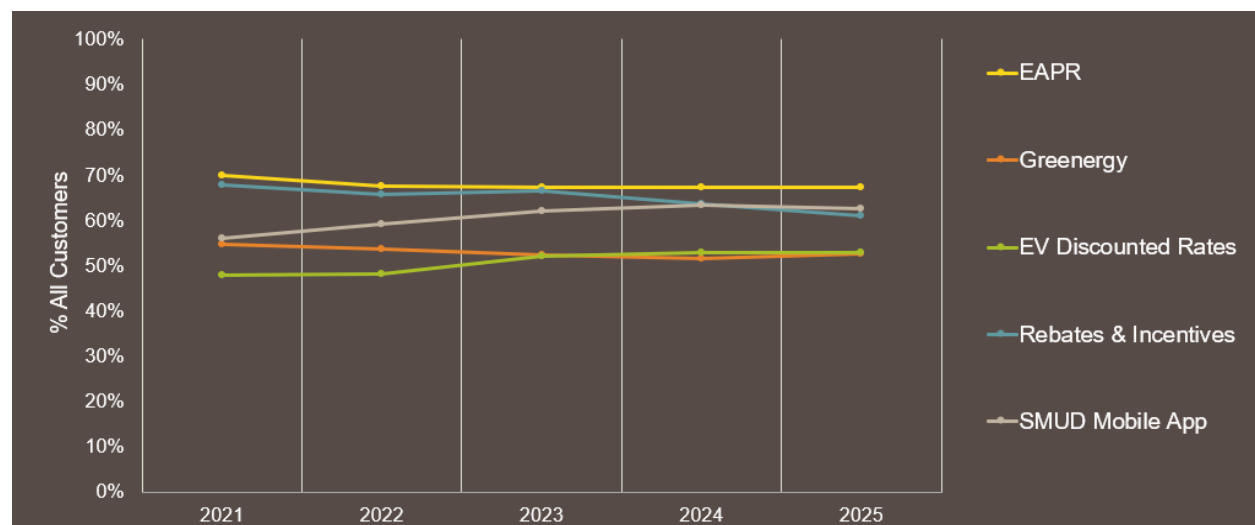


APPENDIX B

Awareness of Programs by Ethnicity

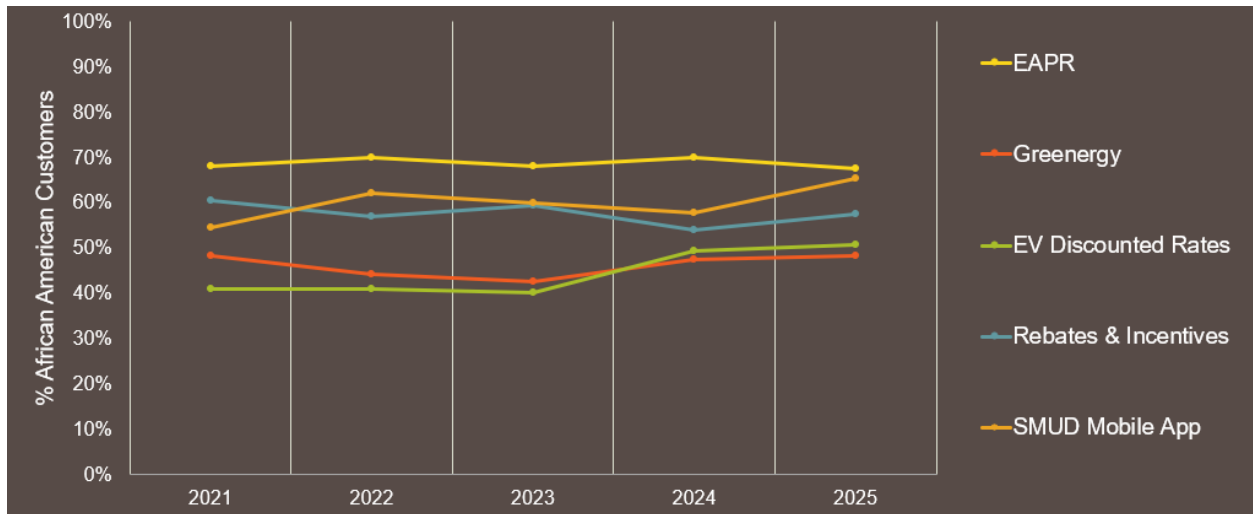
All Customers – Overall Awareness Trends

Notable increase in awareness of Greenergy compared to 2023 and 2024 with a softening for rebates and incentives. All other programs were relatively steady year over year.



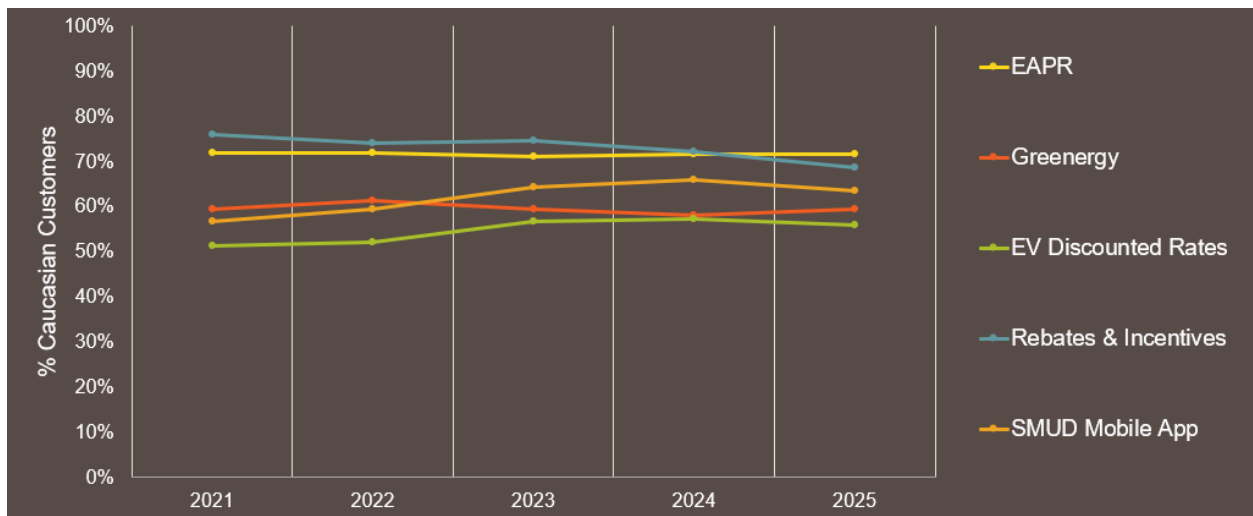
Black – Overall Awareness Trends

For Black customers, we saw nice upticks in the awareness of EV discount rate, rebates and incentives and the SMUD mobile app.



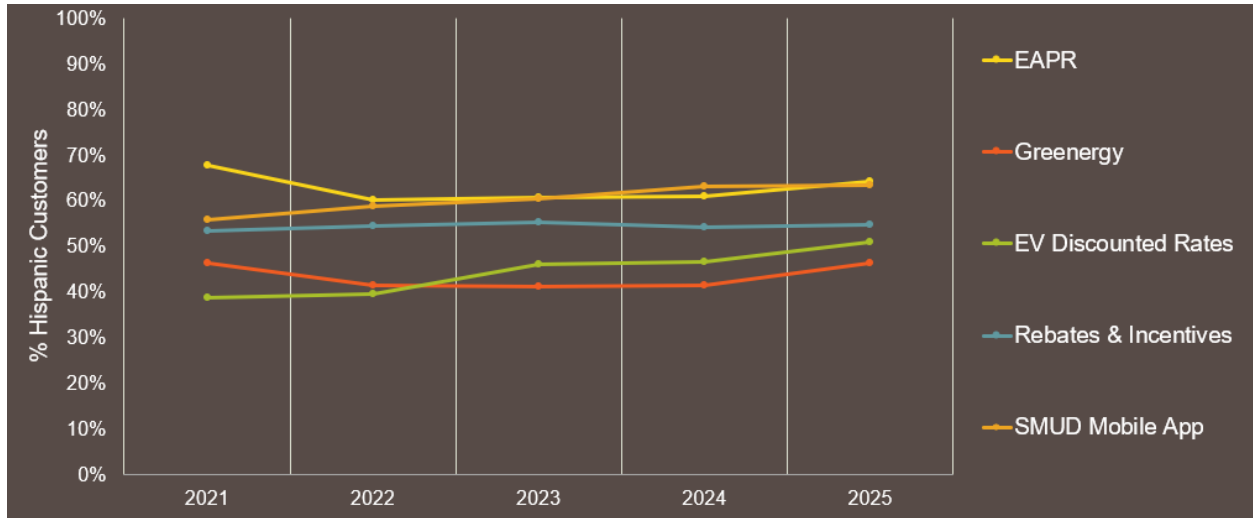
White – Overall Awareness Trends

Among our White customers, we saw the trends were consistent with SMUD overall. Most notable increase in awareness for Greenergy. Rebates and incentives and the SMUD mobile app softened.



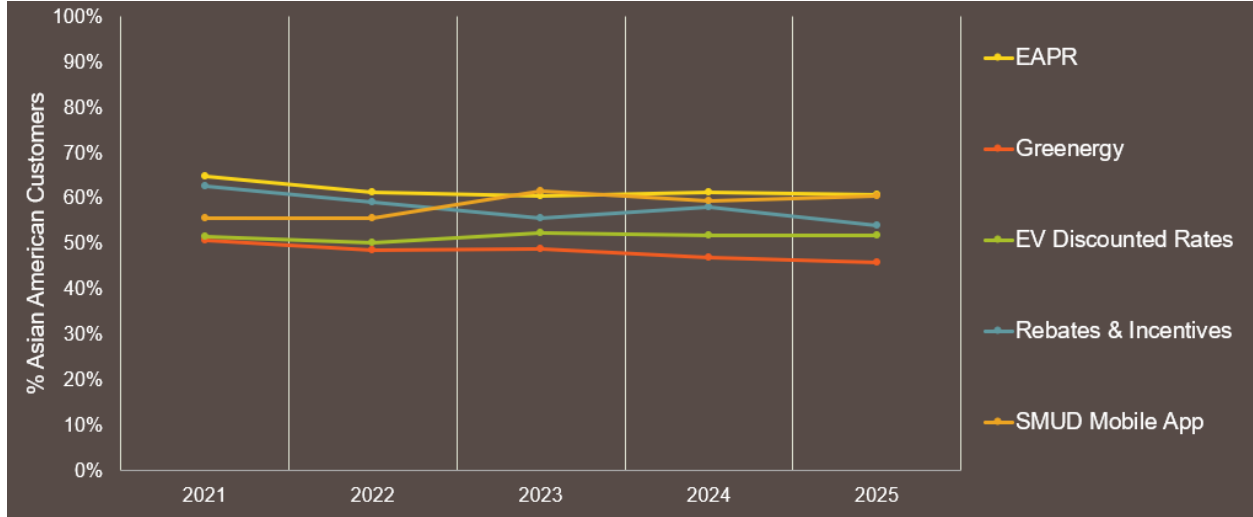
Hispanic – Overall Awareness Trends

Among Hispanic customers, we saw notable increases in awareness across most programs with little movement on the mobile app.



Asian American & Pacific Islander – Overall Awareness Trends

For Asian American and Pacific Islander customers, we saw awareness levels remain fairly stable year over year. Rebates & incentives softened slightly.



SSS No. ET&C 26-017

BOARD AGENDA ITEM
STAFFING SUMMARY SHEET

Committee Meeting & Date ERCS - 08/19/26
Board Meeting Date August 20, 2026

TO					TO				
1.	Bryan Swann				6.	Suresh Kotha			
2.	Jennifer Restivo				7.	Brandy Bolden			
3.	Jon Olson				8.	Joel Ledesma			
4.	Scott Martin				9.	Legal			
5.	Frankie McDermott				10.	CEO & General Manager			
Consent Calendar	X	Yes	No If no, schedule a dry run presentation.		Budgeted		Yes	X	No (If no, explain in Cost/Budgeted section.)
FROM (IPR) David Siao			DEPARTMENT Energy Trading & Contracts			MAIL STOP A404		EXT. 6672	DATE SENT 07/24/26

NARRATIVE:	
Requested Action:	Authorize the Chief Executive Officer and General Manager, or her designee, to negotiate and execute Amendment No. 1 to the Transmission Agency of Northern California Project Agreement No. 3, substantially in the form attached.
Summary:	SMUD is a member of the Transmission Authority of Northern California (TANC), a joint powers authority established in 1984 to manage the California-Oregon Transmission (COTP) project, a 340-mile long, 500-kilovolt (kV) alternating current transmission line. TANC currently manages the COTP and other transmission assets for its members. Project Agreement (PA) No. 3 describes TANC members' rights and obligations associated with COTP. Amendment 1 makes multiple updates to PA No. 3, including: streamlining changes to Member Participation Percentages in certain cases; updating North to South Participating Percentages and MW in Appendix C; adding South to North Participating Percentages and MW in Appendix C-1; adding a Table of Return of Layoff Percentages as Appendix C-2; and various other minor or non-substantive changes.
Board Policy: (Number & Title)	Strategic Direction SD-4, Reliability; Strategic Direction SD-9, Resource Planning; Strategic Direction SD-11, Public Power Business Model
Benefits:	Updates PA No. 3 and streamlines the process of making changes to it in certain cases, and delegates future authority for approval of certain amendments to TANC agreements.
Cost/Budgeted:	Not applicable.
Alternatives:	Do not sign Amendment 1 to PA No. 3 and leave PA No. 3 outdated and incomplete.
Affected Parties:	Energy Trading & Contracts and TANC
Coordination:	Energy Trading & Contracts, Legal, and TANC
Presenter:	Chad Adair, Manager, Energy Contracts

Additional Links:

SUBJECT	Amendment No. 1 to Project Agreement (PA) No. 3 with Transmission Agency of Northern California (TANC)	ITEM NO. (FOR LEGAL USE ONLY)
---------	---	-------------------------------

ITEMS SUBMITTED AFTER DEADLINE WILL BE POSTPONED UNTIL NEXT MEETING.

AMENDMENT NO. 1
PROJECT AGREEMENT
NO. 3 BETWEEN AND
AMONG
THE TRANSMISSION AGENCY OF NORTHERN CALIFORNIA
AND ITS MEMBERS

This Amendment No. 1 to Project Agreement No. 3 (“Agreement”) by and among the Transmission Agency of Northern California, hereinafter referred to as "TANC," and its Members the Cities of Alameda, Healdsburg, Lodi, Lompoc, Palo Alto, Redding, Roseville, Santa Clara, and Ukiah; the Sacramento Municipal Utility District; the Modesto Irrigation District; the Turlock Irrigation District; and the Plumas- Sierra Rural Electric Cooperative, hereinafter referred to as “Members,” is hereby made and entered into as of _____, 2026 (“Amendment Effective Date”), based upon the following:

RECITALS

WHEREAS, TANC and its Members desire to modify certain provisions of the Agreement as provided herein;

WHEREAS, TANC and its Members seek to clarify that changes to Transfer Capability may be made without formally amending the Agreement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, TANC and its Members agree as follows:

AMENDMENTS

1. The Table of Contents is revised to delete “Participation Percentages” and replace it with Participation Percentages (N-S)” as Appendix C.
2. The Table of Contents is revised to add as Appendix C-1 “Participation Percentages (S-N)”, following Appendix C: Participation Percentages (N-S).
3. The Table of Contents is revised to add as Appendix C-2 “Return of Layoff Percentages”, following Appendix C-1: Participation Percentages (S-N).
4. The definition of “Betterment” in Section 1.4 of the Agreement is revised by deleting the phrase “or sixteen hundred (1600) megawatts, whichever is less”.
5. The definition of “Executive Committee” in Section 1.8 of the Agreement is deleted in its entirety and replaced with “[Intentionally omitted]”.
6. The definition of “Fiscal Year” in Section 1.9 of the Agreement is revised by deleting “September” and replacing it with “June”.
7. Section 1.22 of the Agreement is revised to add “and Appendix C-1” after “Appendix C”.

8. Section 1.30 of the Agreement is revised by deleting “Section 15060” and replacing it with “Part 101, Definition 34”.
9. Section 2.3.1 of the Agreement is revised to add “and Appendix C-1” after “Appendix C”.
10. Section 2.3.2 of the Agreement is deleted in its entirety and replaced with the following: “In the event that TANC’s entitlement to Transfer Capability changes, the Members’ Participation Percentages will be unchanged except as provided in this Agreement. Changes to Members’ Participation Percentages shall be permitted without an amendment to this Agreement as follows:
 - 2.3.2.1 All revisions of Participation Percentages pursuant to this Section 2.3.2 shall require an affirmative vote of the Commission using the voting procedures provided in the Joint Powers Agreement.
 - 2.3.2.2 Members shall be permitted to revise their Participation Percentages if one or more Members agree to accept an offsetting change in Participation Percentage. All Members whose Participation Percentage change must consent to the change in writing.
 - 2.3.2.3 Members shall be permitted to acquire Transfer Capability from outside of TANC and transfer that capability to TANC, without amendment to this Agreement subject to an affirmative vote of the Commission using the voting procedures provided in the Joint Powers Agreement and written consent of the Members acquiring the Transfer Capability. Participation Percentages of all Members shall be changed so that the Member acquiring the Transfer Capability retains its existing Transfer Capability and obtains the additional Transfer Capability it has acquired, and is subject to, all the rights and obligations associated with the transfer.
 - 2.3.2.4 Participation Percentage revisions shall (a) be recorded with an administrative amendment to Appendix C and Appendix C-1; and (b) result in the aggregate Participation Percentages of the Members of one hundred (100) percent.”
11. Section 2.3.3 of the Agreement is revised by deleting “Column D” and replacing it with “or Appendix C-1”.
12. Section 3.1 of the Agreement is revised by deleting “its Executive Committee or”.
13. Section 4.1.1 of the Agreement is revised by deleting “the California Department of Water Resources,”.
14. Section 5.3 of the Agreement is revised by adding an internal cross-reference to “Section 2.3.2 and” before “Section 8.3”.
15. Section 7.4 of the Agreement is revised by deleting “, Column E” and replacing it with “and Appendix C-1”.

16. Section 12.1 of the Agreement is revised by deleting “telephone or in writing within twenty-four (24 hour)” and replacing it with “telephone, in writing, or by electronic media within twenty-four (24) hours” both times this language is used.
17. Section 16.1 of the Agreement is revised by adding an internal cross-reference to Section “2.3.2,” after “Sections”.
18. Section 19 of the Agreement is revised to add “C-1, C-2,” between “Appendices A, B, C,” and “D, and E attached.....”
19. Appendix C of the Agreement is deleted and replaced with the following table of the Current North to South Participation Percentages:

NEW (ENTITLEMENT AND SCHEDULING)

TANC Member	Member Percentage	Member MW Entitlement (North to South)	MW Scheduling Rights (North to South)	MW Scheduling Rights % (North to South)
SMUD	37.8074%	569.2140	558	37.7793%
MID	23.0546%	347.1014	341	23.0873%
TID	17.1458%	258.1407	253	17.1293%
Santa Clara	9.8108%	147.7077	145	9.8172%
Redding	10.0398%	151.1555	148	10.0203%
Roseville	2.1416%	32.2431	32	2.1666%
Alameda	0.0000%	-	-	0.0000%
Healdsburg	0.0000%	-	-	0.0000%
Lodi	0.0000%	-	-	0.0000%
Lompoc	0.0000%	-	-	0.0000%
Palo Alto	0.0000%	-	-	0.0000%
Plumas	0.0000%	-	-	0.0000%
Ukiah	<u>0.0000%</u>	<u>-</u>	<u>-</u>	<u>0.0000%</u>
Total	100.0000%	1,505.5625	1,477	100.0000%
Scheduling Rights include the 29MW layoff to WAPA				
COTP Participants	Participant Percentage	Participant MW Entitlement (North to South)	MW Scheduling Rights (North to South)	MW Scheduling Rights % (North to South)
TANC	88.5625%	1,505.5625	1,477	86.8824%
Western	9.3750%	159.3750	188	11.0588%
PG&E	<u>2.0625%</u>	<u>35.0625</u>	<u>35</u>	<u>2.0588%</u>
Total	100.0000%	1,700.0000	1,700	100.0000%

20. Appendix C-1 is added to the Agreement to include the following table of the Current South to North Participation Percentages:

TANC Member	Member Percentage	Member MW Entitlement (South to North)	MW Scheduling Rights (South to North)
SMUD	37.8074%	410.17	402.00
MID	23.0546%	250.12	245.00
TID	17.1458%	186.01	182.00
Santa Clara	9.8108%	106.44	105.00
Redding	10.0398%	108.92	107.00
Roseville	2.1416%	23.23	23.00
Alameda	0.0000%	-	-
Healdsburg	0.0000%	-	-
Lodi	0.0000%	-	-
Lompoc	0.0000%	-	-
Palo Alto	0.0000%	-	-
Plumas	0.0000%	-	-
Ukiah	<u>0.0000%</u>	<u>-</u>	<u>-</u>
Total	100.0000%	1,084.8906	1,064
COTP Participants	Participant Percentage	Participant MW Entitlement (South to North)	MW Scheduling Rights (South to North)
TANC	88.5625%	1,084.8906	1,064
Western	9.3750%	114.8438	136
PG&E	<u>2.0625%</u>	<u>25.2656</u>	<u>25</u>
	100.0000%	1,225.0000	1,225

21. Appendix C-2 is added to the Agreement to include the following table to document the Return of Layoff Percentages:

	A	B	C	C	D		E	E		
TANC Member	PA-3 Member Percentage Pre Layoff	PA-3 Member Percentage Current	NCPA Layoff Percentages	SVP Layoff Percentages	Palo Alto Layoff Percentages	PA-3 Member Percentage Conclusion of Layoff	Member MW Entitlement (North to South)	MW Scheduling Rights (North to South)	Member MW Entitlement (South to North)	MW Scheduling Rights (South to North)
SMUD	27.5631%	37.8074%	2.5492%	6.8058%	1.6339%	26.8185%	403.7692	393	290.9513	282
MID	21.2960%	23.0546%	0.4902%	1.3088%	0.4137%	20.8419%	313.7872	307	226.1114	221
TID	12.6393%	17.1458%	0.8824%	2.3559%	1.6339%	12.2736%	184.7872	179	133.1554	129
Santa Clara	20.4745%	9.8108%	0.0000%	-10.4705%	0.0000%	20.2813%	305.3479	303	220.9301	219
Redding	8.4119%	10.0398%	0.0000%	0.0000%	0.0000%	10.0398%	151.1555	148	104.9208	107
Roseville	2.1119%	2.1416%	0.0000%	0.0000%	0.0000%	2.1416%	32.2451	32	23.2340	23
Alameda	1.2272%	0.0000%	-1.2272%	0.0000%	0.0000%	1.2272%	18.4768	19	13.3138	13
Healdsburg	0.2456%	0.0000%	-0.2456%	0.0000%	0.0000%	0.2456%	3.6977	4	2.6645	3
Lodi	1.9201%	0.0000%	-1.9201%	0.0000%	0.0000%	1.9201%	28.9083	29	20.8310	21
Lompoc	0.1865%	0.0000%	-0.1865%	0.0000%	0.0000%	0.1865%	2.8079	3	2.0233	2
Palo Alto	3.6815%	0.0000%	0.0000%	0.0000%	-3.6815%	3.6815%	55.4273	55	39.9402	40
Plumas	0.1479%	0.0000%	-0.1479%	0.0000%	0.0000%	0.1479%	2.2267	2	1.6046	2
Ukiah	0.1945%	0.0000%	-0.1945%	0.0000%	0.0000%	0.1945%	2.9283	3	2.1101	2
Total	100.0000%	100.0000%	0.0000%	0.0000%	0.0000%	100.0000%	1,505.5625	1477	1,084.8906	1064

A) Member Percentages before lay-off, purchase of water districts shares, and City of Redding moving shares of COTP outside of TANC into TANC.

B) Member Percentages after lay-off, purchase of water districts shares, and City of Redding moving shares of COTP outside of TANC into TANC.

C) 2014 lay-off agreement TANC Resolution 14-03

D) 2009 lay-off agreement TANC Resolution 09-01

E) Includes the TANC/WAPA layoff agreement

F) Includes the TANC/WAPA layoff agreement

22. Appendix E (Billing Addresses of the Parties) of the Agreement is updated to include the billing address of the Cities of Alameda, Healdsburg, Lodi, Lompoc, Palo Alto, Redding, Roseville, Santa Clara, and Ukiah; the Sacramento Municipal Utility District; the Modesto Irrigation District; and the Turlock Irrigation District.

Except as set forth herein, all other terms and conditions of the Agreement shall remain in full force and effect. In case of a conflict in the terms of the Agreement and this Amendment No. 1, the provisions of this Amendment No. 1 shall control.

This Amendment will become effective when TANC and its Members have each signed below and shall be effective as of the Amendment Effective Date specified above. TANC and its Members intend that this Amendment shall not bind any Party unless it is executed by all Parties.

CITY OF ALAMEDA

By: _____

Name: _____

Title: _____

Date: _____

CITY OF HEALDSBURG

By: _____

Name: _____

Title: _____

Date: _____

CITY OF LODI

By: _____

Name: _____

Title: _____

Date: _____

CITY OF LOMPOC

By: _____

Name: _____

Title: _____

Date: _____

MODESTO IRRIGATION DISTRICT

By: _____

Name: _____

Title: _____

Date: _____

CITY OF PALO ALTO

By: _____

Name: _____

Title: _____

Date: _____

CITY OF REDDING

By: _____

Name: _____

Title: _____

Date: _____

CITY OF ROSEVILLE

By: _____

Name: _____

Title: _____

Date: _____

SACRAMENTO MUNICIPAL UTILITY

DISTRICT

By: _____

Name: _____

Title: _____

Date: _____

CITY OF SANTA CLARA

By: _____

Name: _____

Title: _____

Date: _____

TURLOCK IRRIGATION DISTRICT

By: _____

Name: _____

Title: _____

Date: _____

CITY OF UKIAH

By: _____

Name: _____

Title: _____

Date: _____

PLUMAS-SIERRA RURAL ELECTRIC

COOPERATIVE

By: _____

Name: _____

Title: _____

Date: _____

TRANSMISSION AGENCY OF NORTHERN

CALIFORNIA

By: _____

Name: _____

Title: _____

Date: _____

SSS No. BOD 2026-003

BOARD AGENDA ITEM

STAFFING SUMMARY SHEET

Committee Meeting & Date

ERCS - 2026

Board Meeting Date

N/A

TO				TO						
1.	Brandy Bolden			6.						
2.	Frankie McDermott			7.						
3.	Joel Ledesma			8.						
4.	Suresh Kotha			9.	Legal					
5.				10.	CEO & General Manager					
Consent Calendar		Yes	☒	No <i>If no, schedule a dry run presentation.</i>		Budgeted	☒	Yes	No <i>(If no, explain in Cost/Budgeted section.)</i>	
FROM (IPR) Marythony Sohl / Crystal Henderson				DEPARTMENT Board Office				MAIL STOP B304	EXT. 5424	DATE SENT 12/18/25

NARRATIVE:

Requested Action: A summary of directives is provided to staff during the committee meeting.

Summary: The Board requested an ongoing opportunity to do a wrap up period at the end of each committee meeting to summarize various Board member suggestions and requests that were made at the meeting to make clear the will of the Board. The ERCS Committee Chair will summarize Board member requests that come out of the committee presentations for this meeting.

Board Policy: Governance Process GP-4, Board/Committee Work Plan and Agenda Planning, states the Board will focus on the results the Board wants the organization to achieve.

Benefits: Having an agendized opportunity to summarize the Board's requests and suggestions that arise during the committee meeting will help clarify what the will of the Board.

Cost/Budgeted: Included in budget.

Alternatives: Not to summarize the Board's requests at this meeting.

Affected Parties: Board of Directors and Executive Office

Coordination: Board Office

Presenter: Nancy Bui-Thompson, Energy Resources & Customer Services (ERCS) Committee Chair

Additional Links:

SUBJECT

**Summary of Committee Direction –
Energy Resources & Customer Services (ERCS) Committee**

ITEM NO. (FOR LEGAL USE ONLY)

ITEMS SUBMITTED AFTER DEADLINE WILL BE POSTPONED UNTIL NEXT MEETING.