Exhibit to Agenda Item #3

Board Energy Resources & Customer Services Committee Meeting and Special SMUD Board of Directors Meeting
Wednesday, April 17, 2019 scheduled to begin at 5:30 p.m.
Customer Service Center, Rubicon Room
Our objective, simply stated, is…

…to help our customers most in need.
EAPR Transformation: Overarching strategy

**Increase**

Increase program offerings that align with participants’ lifestyles to address **energy usage and/or their feeling of control**.

**Improve**

Improve sustainability and integrity of the low income program by **helping those most in need**.

**Strengthen**

Strengthen safety net for **Sacramento’s underserved** through strategic partnerships in order to **positively impact customers in a more holistic manner**.
EAPR Transformation: A holistic approach

To successfully deliver the overarching strategy and lower the electric bill burden for as many customers as possible, a combination of tactics is being deployed.

1. Provide energy efficient solutions
2. Redesign discount structure
3. Adjust eligibility criteria
4. Develop strategic partnerships
5. Enhanced income verification

TOD outreach & education
EAPR energy efficiency projects completed

<table>
<thead>
<tr>
<th>Energy Saver Bundle + Education</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019 YTD</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar + Weatherization</td>
<td>6</td>
<td>93</td>
<td>32</td>
<td>4</td>
<td>135</td>
</tr>
<tr>
<td>Deep Home</td>
<td>81</td>
<td>460</td>
<td>579</td>
<td>11</td>
<td>1,131</td>
</tr>
<tr>
<td>House Bundle</td>
<td>771</td>
<td>633</td>
<td>1,097</td>
<td>144</td>
<td>2,645</td>
</tr>
<tr>
<td>Apartment Bundle</td>
<td>569</td>
<td>1,032</td>
<td>2,365</td>
<td>248</td>
<td>4,214</td>
</tr>
<tr>
<td>Total - Bundle</td>
<td>1,427</td>
<td>2,218</td>
<td>4,073</td>
<td>407</td>
<td>8,125</td>
</tr>
<tr>
<td>Weatherization</td>
<td>1,468</td>
<td>1,251</td>
<td>1,132</td>
<td>316</td>
<td>4,167</td>
</tr>
<tr>
<td>Mobile Homes</td>
<td></td>
<td></td>
<td>919</td>
<td>563</td>
<td>1,482</td>
</tr>
<tr>
<td>Total</td>
<td>2,895</td>
<td>3,469</td>
<td>6,124</td>
<td>1,286</td>
<td>13,774</td>
</tr>
</tbody>
</table>

April 17, 2019
Improving VFP

VFP of EAPR Customers, Yearly Comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>67</td>
<td>68.5</td>
<td>69.9</td>
<td>74.7</td>
</tr>
</tbody>
</table>

VFP of EAPR vs Non-EAPR, Quarterly Comparison
VFP of EAPR Customers As They Move Through EAPR Program Restructure
## Impacts of EAPR

### Outreach and Education

| 100,000 + | • Customers reached through education, outreach and recruitment |
| 13,774    | • Pilots, weatherization and mobile home installations including education |
| $878K     | • Estimated bill savings 2016 to current |
| 6.7       | • GWh savings since 2016 |
Additional Accomplishments

**EAPR Transition**
- Started October 2018
- Finished January 2019 - all but Master Meter MHP’s
- VFP 74.7

**EAPR Technology**
- New system to support structure
- Major efficiencies gained
- Recertification’s leveled
- Personalized communication to customers

**EAPR Pilots**
- Energy specialist optimization
- Paperless
- 1,482 Mobile Home park installations – savings captured for PG&E and SMUD measures

**Partnership Work**
- Two MOU’s with Mutual Housing.
- Refrigerators and lighting for SHRA
- Compassion Village
- Salvation Army
Targeted education to special populations

- EAPR
- All-electric
- MED Rate
- Well
Targeted education – special populations

Well customers
- Workshops: Water saving, EE and TOD education
  - Wilton, Elk Grove, Galt, Herald
- Prioritize and offer small bundles
- TOD Mitigation
- EE offers based on prioritization of impacts

All-electric customers
- Workshops – Water savings, EE and TOD Education
  - Various locations across all Wards
- TOD Mitigation
- EE offers based on prioritization of impacts

MED Rate customers
- Personalized communication & offers
- Calls with education on best rate option
- TOD Mitigation
- HVAC tune up offer
## Special Populations Results

<table>
<thead>
<tr>
<th>MED Rate</th>
<th>Wells</th>
<th>All-Electric</th>
</tr>
</thead>
<tbody>
<tr>
<td>• TOD Education Letters/emails&lt;br&gt; • Proactive calls providing best rate option in Sept 2018&lt;br&gt; • Priority 1 – Inefficient Cooling recruitment in March&lt;br&gt; • Priority 2 – Efficient Cooling with Summer TOD impact recruitment in April</td>
<td>• TOD Education Letters/emails&lt;br&gt; • 15 Presentations/Events&lt;br&gt; • Priority 1 – Inefficient Cooling recruitment in March&lt;br&gt; • Priority 2 – Efficient Cooling with Summer TOD impact recruitment in April</td>
<td>• TOD Education Letters/emails&lt;br&gt; • 27 Customer Energy assessments – Winter impact&lt;br&gt; • 13 Presentations/Events&lt;br&gt; • Priority 1 – Inefficient Cooling recruitment in March&lt;br&gt; • Priority 2 – Efficient Cooling with Summer TOD impact recruitment in April</td>
</tr>
</tbody>
</table>
Our focus in 2019

- Target customers with a high electric bill burden, reduced subsidy or potential Time-of-Day impact
- Provide customized weatherization based on energy assessments
- New partnerships established and expand existing partnerships through Sustainable Communities. Example: City of Refuge,
- Continue to partner with low income housing groups like SHRA and Mutual Housing
- EAPR Automation- Customers apply and submit income documentation through My Account
- Continue to increase Value for What you Pay