Exhibit to Agenda Item #3

Board Policy Committee and Special SMUD Board of Directors Meeting
Wednesday, August 7, 2019, scheduled to begin at 5:30 p.m.
Customer Service Center, Rubicon Room
Strategic Direction 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.
Summary of 2018 marketing and outreach

- **8,651,178** bill package inserts
- **1,332** events & partnerships
- **12,085,967** emails
- **364** billboards, transit boards
- **35** print publications
- **6** social media channels
- **976,743** direct mail pieces
- **29** radio stations
- **93,966** websites and app’s
- **23** broadcast & cable TV stations
- **18,473** volunteer hours
- **22** Shine awards

768,838,589 customer impressions.

400,564,905 ethnic customer impressions.

For TV and radio only, a SMUD customer had the opportunity to see or hear a SMUD commercial 61 times.
# Community outreach and engagement

Supporting community outreach and events

<table>
<thead>
<tr>
<th>1,332</th>
<th>18,473</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>391</td>
</tr>
<tr>
<td>Business booths, tradeshows, and conferences</td>
<td>Residential booths or community events</td>
</tr>
<tr>
<td>214</td>
<td>180</td>
</tr>
<tr>
<td>Business sponsorships, networking events, and mixers</td>
<td>School outreach, education, or career fairs</td>
</tr>
<tr>
<td>167</td>
<td>92*</td>
</tr>
<tr>
<td>Community sponsorships, networking events, ads, or mixers</td>
<td>Volunteer events</td>
</tr>
<tr>
<td>123</td>
<td>141</td>
</tr>
<tr>
<td>Panels, presentations or committee meetings</td>
<td>Workshops</td>
</tr>
<tr>
<td>77</td>
<td>454*</td>
</tr>
<tr>
<td>Partnerships</td>
<td>Cultural, ethnic, special population (LGBT, Arts, Military, Seniors, Low-income, Faith-based)</td>
</tr>
</tbody>
</table>

*These events are included in the other categories, but noted separately to highlight volunteerism and events for ethnic and special audiences.

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August 7, 2019

Board Policy Committee and Special SMUD Board of Directors Meeting
You help us tell our story.
All customers – Awareness by Household Income

Awareness by household income for all customers shows EAPR has highest awareness with lower incomes, which aligns with the goal of the program.
All customers – Overall Awareness Trends

Awareness of programs among all customers did not show any significant changes, with the exception of SMUD Energy Store which saw a year-over-year increase.

QP1x Before I mentioned it, had you ever heard of this program?

August 7, 2019 7 Board Policy Committee and Special SMUD Board of Directors Meeting
All residential customers - Value for What You Pay

Doing Well
- Reliability (91%)
- Billing & payment process (86%)
- Makes it easy to do business (83%)

Could Improve
- Feel in control of your energy use (12%)
- Adding generation resources (11%)
- Outage communications (10%)

Solutions addressing these areas
- SMUD App, TOD cost Estimator
- Solar Shares, Greenergy
- Improved outage map, text alerts
Awareness by household income for Hispanic customers also shows EAPR has highest awareness with lower incomes.
Among Hispanic customers, there were no significant changes to program awareness and no downward three-year trends.

QP1x Before I mentioned it, had you ever heard of this program?
Hispanic - Value For What You Pay

Doing Well
- Transferring service (93%)
- Reliability (92%)
- Start service for first time (89%)

Could Improve
- Signing up for additional services (11%)
- Outage communications (9%)
- Feel in control of your energy use (8%)

Solutions addressing these areas
- Product bundling, enhancements
- Improved outage map, alerts
- SMUD App, TOD Cost Estimator
African American - Awareness by Household Income

Awareness is highest for EAPR with lower income customers in this segment, while the other programs trend higher along with the higher income.
African American - Overall Awareness Trends

For African-American customers, there were one-year decreases for My Energy Tools and EAPR, while the other programs held steady.
African American - Value For What You Pay

Doing Well
- Reliability (89%)
- Start service for first time (86%)
- Billing & payment process (86%)

Could Improve
- Feel in control of your energy use (18%)
- Outage communications (10%)
- Offer services that fit your needs (9%)

Solutions addressing these areas
- SMUD App, TOD Cost Estimator
- Improved outage map, alerts
- Segmentation strategy, online research communities
Awareness by household income for Caucasian customers shows EAPR has highest awareness with lower incomes, which aligns with the goal of the program.
Among Caucasians, SMUD Energy Store showed a year-over-year gain, while the other programs and services held steady.

QP1x Before I mentioned it, had you ever heard of this program?
Caucasian - Value For What You Pay

Doing Well
- Reliability (93%)
- Billing & payment process (89%)
- Easy to do business with (85%)

Could Improve
- Feel in control of your energy use (10%)
- Adding generation resources (10%)
- Signing up for additional services (9%)

Solutions addressing these areas
- SMUD App, TOD cost Estimator
- Solar Shares, Greenergy
- Product bundling, enhancements
Similar to all other segments, EAPR awareness among API customers is highest with the lower incomes, while the other programs trend higher with higher incomes.
Asian Pacific Islander - Overall Awareness Trends

There was minimal change in awareness in 2018 with API customers. Held steady.

QP1x Before I mentioned it, had you ever heard of this program?
Asian Pacific Islander - Value For What You Pay

Doing Well
- Billing & payment process (89%)
- Reliability (88%)
- Start service for first time (86%)

Could Improve
- Supports neighborhood improvements (9%)
- Digital/Mobile tools (8%)
- Adding generation resources (8%)

Solutions addressing these areas
- Sustainable communities, Shine
- SMUD App, Bill Alerts
- Solar Shares
Requested action

Accept the 2018 SD-15 monitoring report.