Exhibit to Agenda Item #2

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

Board Policy Committee and Special SMUD Board of Directors Meeting
Wednesday, August 10, 2022, scheduled to begin at 5:30 p.m.
Virtual Meeting (online)
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 2021 marketing activities

- 13,738,177 emails
- 123,343 websites and app’s
- 7 social media channels
- 416 billboards, transit boards
- 34 print publications
- 24 radio stations
- 25 tv stations
- 1,349,604 direct mail pieces
- 11,933,368 bill package inserts
- 5,506 Clean PowerCity Champions joined the charge

656,596,778 customer impressions.
344,713,308 ethnic customer impressions.

For TV and radio only, a SMUD customer had the opportunity to see or hear a SMUD marketing message 46 times on average.
Supporting our community

13,358
Total volunteer hours

83
Volunteer events

- CEO chats
- Non-profit spotlights
- Diaper & Wipes clothing drive benefiting Birth & Beyond Family Resource Centers
- E-waste recycling drive
- Gifts from the Heart holiday gift drive
- Various on-site and off-site volunteer projects
- T-shirt pledge drive benefiting Soldiers Angels
Community outreach and engagement
Events and partnerships

<table>
<thead>
<tr>
<th>Events and Partnerships</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential booths and community events or booths</td>
<td>520</td>
</tr>
<tr>
<td>Business sponsorships, networking events, mixers, tradeshows</td>
<td>149</td>
</tr>
<tr>
<td>Community sponsorships, networking events, ads, or mixers</td>
<td>116</td>
</tr>
<tr>
<td>Panels, presentations or committee meetings</td>
<td>195</td>
</tr>
<tr>
<td>Partnerships</td>
<td>157</td>
</tr>
<tr>
<td>School outreach, education or career fairs</td>
<td>117</td>
</tr>
<tr>
<td>Workshops</td>
<td>110</td>
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</tbody>
</table>

1,364 total events and partnerships

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).
You help us tell our story
All residential customers – Overall awareness trends

Here are the awareness trends over past five years for our entire customer base. From 2020 to 2021, most programs were steady. The SMUD App saw an increase while Energy Assistance Program Rate and Rebates saw slight decreases year over year but were steady when looking at three-year trends.
All residential customers - Value for What You Pay

Customer Experience Strategy
We enhance the quality of life for our customers and community as we transition to a clean energy future.

Our goal is:
Customers feel in control of their energy usage because SMUD reliably delivers...

In a way that is...
- Easy
  "It’s easy to do business with SMUD, whether via digital, phone, or in person."
- Responsive
  "SMUD responds to our needs quickly and effectively with minimal barriers."
- Trusting
  "SMUD is a company that I can trust."
- Community-Minded
  "SMUD is an active member of the community and works collaboratively to meet our energy needs."

We measure it by...

Board Policy Committee and Special SMUD Board of Directors Meeting
August 10, 2022
For Black customers, awareness increased year over year for Greenergy and SMUD Energy Store and there was a slight decrease for Energy Assistance Program Rate but was steady when looking at three-year trends. All other programs were consistent with the previous year.
**Doing Well**
- Reliability (92%)
- Billing/payment process (90%)

**Opportunities**
- Feeling in control of energy usage (65%)
- SMUD prioritizes sustainable sources of energy (68%)

**Solutions**
- SMUD App, bill alerts, SMUD Energy Store promotions
- 2030 Zero Carbon Plan, Clean PowerCity campaigns
For White customers, we saw an increase in awareness for the SMUD Mobile App while there was a slight decrease for Energy Assistance Program Rate, Greenergy and EV discounted rates, although they were mostly steady when looking at three-year trends. All other programs were consistent year over year.
White - Value For What You Pay

Doing Well
- Reliability (92%)
- Billing/payment process (93%)

Opportunities
- SMUD supports neighborhood improvements (68%)

Solutions
- Shine Neighborhood Grants, Sustainable Communities
Asian Pacific Islander – Overall awareness trends

For Asian Pacific Islander customers, we saw increases for SMUD Mobile App and Electric Vehicle Discounted Rates and slight decreases for Energy Assistance Program Rate and Greenergy but when looking at three-year trends, they were steady. The rest were consistent year over year.
Asian Pacific Islander - Value For What You Pay

Doing Well
- Reliability (95%)
- Billing/payment process (93%)

Opportunities
- Works with you to meet the region’s evolving power needs (73%)
- Supports neighborhood improvements (73%)

Solutions
- 2030 Zero Carbon Plan, Clean PowerCity campaigns
- Shine Neighborhood Grants, Sustainable Communities

VFP Satisfied

<table>
<thead>
<tr>
<th>Year</th>
<th>VFP Satisfied</th>
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<tbody>
<tr>
<td>2017</td>
<td>68</td>
</tr>
<tr>
<td>2018</td>
<td>65</td>
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<tr>
<td>2019</td>
<td>71</td>
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<td>2020</td>
<td>79</td>
</tr>
<tr>
<td>2021</td>
<td>76</td>
</tr>
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</table>
For Hispanic customers, most programs were consistent in awareness year over year. There was a slight decrease for Energy Assistance Program Rate and Rebates but they were steady when looking at three-year trends.
Hispanic - Value For What You Pay

Doing Well
- Reliability (93%)
- Transferring service (93%)

Opportunities
- SMUD supports neighborhood improvements (70%)

Solutions
- Shine Neighborhood Grants, Sustainable Communities
Requested action

Accept the 2021 SD-15 monitoring report.