

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 9, 2023, scheduled to begin at 6:00 p.m.
Auditorium, SMUD Headquarters Building

Strategic Direction SD-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.

2022 at a glance

855,289,145
customer impressions.

465,282,191
ethnic customer impressions.

TV and radio: Customers had the opportunity to see or hear a SMUD marketing message 34 times, on average.

- 22,061,698 emails
- 108,382 websites and apps
- 7 social media channels
- 434 billboards, transit boards
- 33 print publications
- 26 radio stations
- 23 tv stations
- 933,968 direct mail pieces
- 13,410,582 bill package inserts

Multi-language outreach and communications

14 languages

- Arabic
- Cantonese
- Dari
- English
- Farsi
- Hmong
- Korean
- Mandarin
- Pashto
- Russian
- Spanish
- Tagalog
- Ukrainian
- Vietnamese

باعث درختش
جوامع ما شويدي
Shine

به جلسه اطلاع رسانی آنلاین ما بپیوندید و اطلاعاتی در مورد بودجه اعطای کمک Shine کسب کنید.

ما از سازمان انرژی ایالات می‌خواهیم تا برای شما حمایت‌هایی را در زمینه برنامه Shine به روز می‌دهیم، که جوامع را از طریق همکاری‌های مختلف SMUD حمایت می‌کند. SMUD یک سازمان انرژی ایالات است که به شما کمک می‌کند تا انرژی‌های تجدیدپذیر را در خانه خود استفاده کنید. ما می‌توانیم به شما کمک کنیم تا هزینه‌های خود را کاهش دهید و به محیط زیست کمک کنید. ما می‌توانیم به شما کمک کنیم تا هزینه‌های خود را کاهش دهید و به محیط زیست کمک کنید. ما می‌توانیم به شما کمک کنیم تا هزینه‌های خود را کاهش دهید و به محیط زیست کمک کنید.

SMUD

Зарегіструйтесь в програмі SEED

Дійвайтесь, як SEED може допомогти докрити вам успіху

Знайдіть свого радника по роботі зі стратегічними рішеннями

Розвивайте свій бізнес разом із SEED

SMUD

Estamos aquí para ayudar.

Estamos aquí para usted

No apagarémos la electricidad por falta de pago - hasta el 4 de enero de 2023

Mi cuenta

Planes de pago flexibles

SMUD

Reducez de 5 to 8 días laborales p.m.

Reducez su uso de energía 5p.m. - 8p.m. para ahorrar \$\$\$

SMUD

ЭКОНОМИЯ ЗА СЧЕТ ЧИСТОЙ ЭНЕРГИИ

Los ahorros siguen llegando cuando se termina ENERGY STAR

сумма возврата до \$3,500

SMUD

Estamos aquí para ayudar.

SMUD está aquí para ayudar a nuestra comunidad – ahora más que nunca.

SMUD

desenchufa las pequeñas cosas

Pago de facturas a tu manera

SMUD

ĐỒNG Ý THAM GIA CHƯƠNG TRÌNH

SMUD

SMUD

Prueba de conducción de un vehículo eléctrico y reciba un almuerzo de taco GRATIS!

Escuela Primaria Smythe

SMUD

SMUD está aquí para ayudar a nuestra comunidad – ahora más que nunca.

SMUD

Pago de facturas a tu manera

SMUD



SMUD Employees supporting our community

- Volunteer projects offsite and at SMUD
- CEO chats
- Habitat for Humanity Women's Build Day
- Sacramento Pride Parade
- Food bank box packing
- Gifts from the Heart holiday gift drive
- Great American River Cleanup
- Q Prom
- Rebuilding Together workday
- Run to Feed the Hungry
- No sew blankets donated to Meals on Wheels
- Elk Grove and Folsom Veteran's Day parade with MERG
- Military comfort kits donated to Sacramento Blue Star Moms



11,067
Total volunteer hours

141
Volunteer events



Growth in events and partnerships in 2022

1,414 events and partnerships

50 more than in 2021 and above pre-pandemic level

469

Community events or booths
(Residential focus)

280

Workshops, panels, presentations or
meetings

154

Sponsorships, networking events,
mixers, tradeshow (Business focus)

169

Partnerships

136

Community sponsorships, networking
events, mixers

206

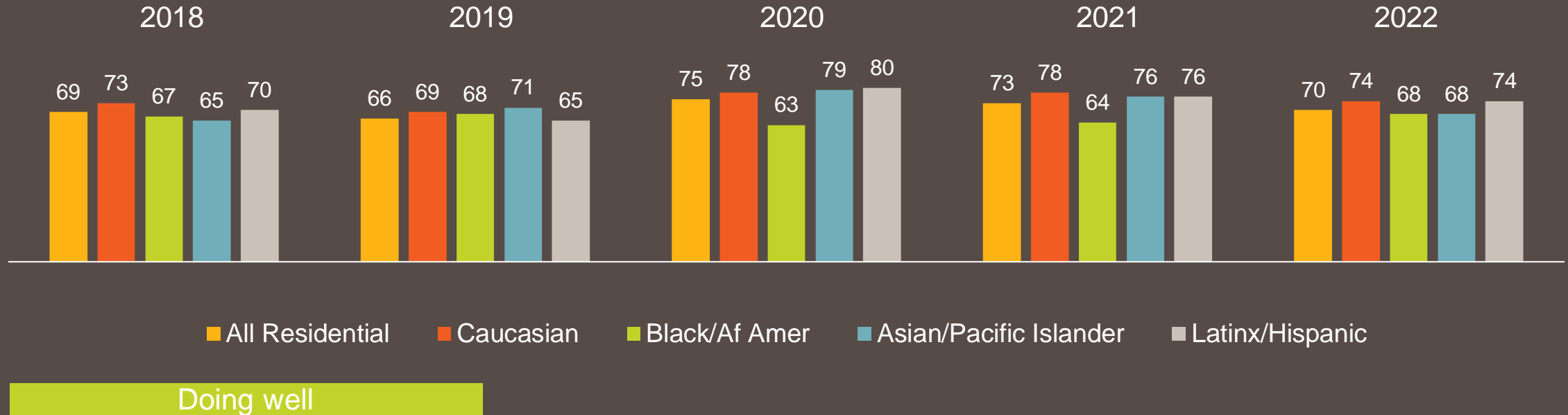
School outreach, education or career fairs

All events include cultural, ethnic and/or special populations. Special populations include arts, LGBTQ, low income, military, seniors, people with disabilities, education, environmental, health & safety, Science, Technology, Engineering, Math (STEM), agriculture, all electric, electric vehicles, faith, homeowner associations, young adults (18-30) and youth (0-17).

You help us connect with customers and tell our story

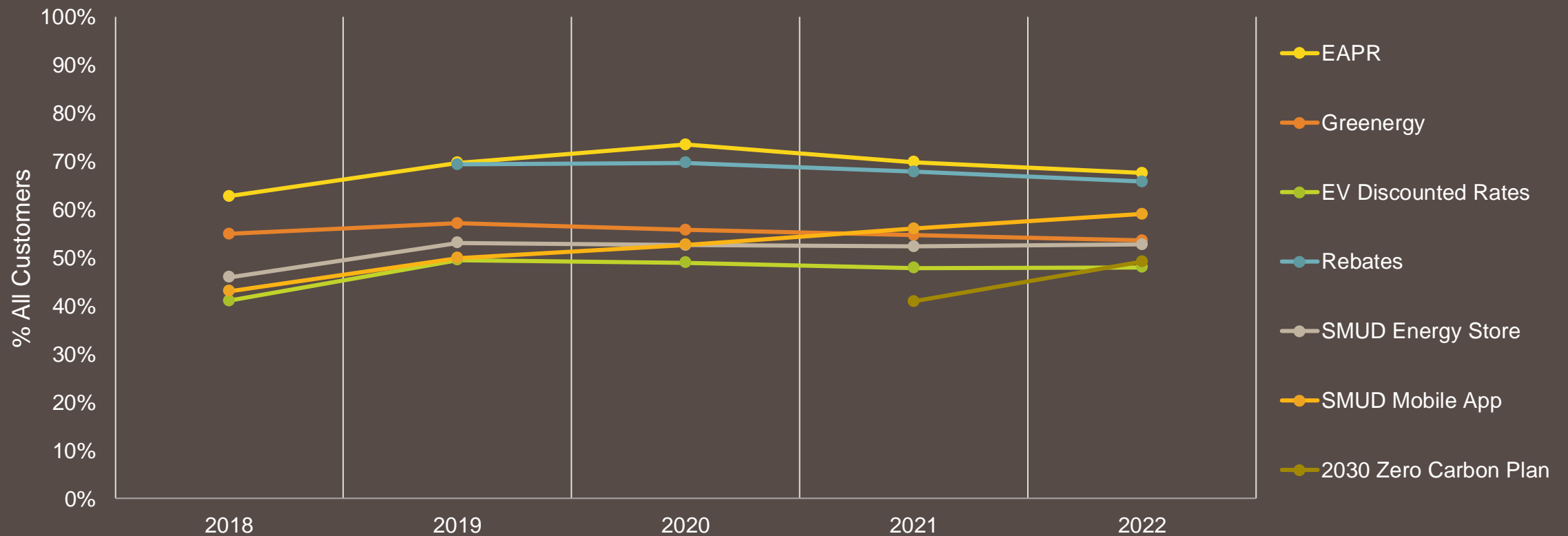


Value for what you pay - residential



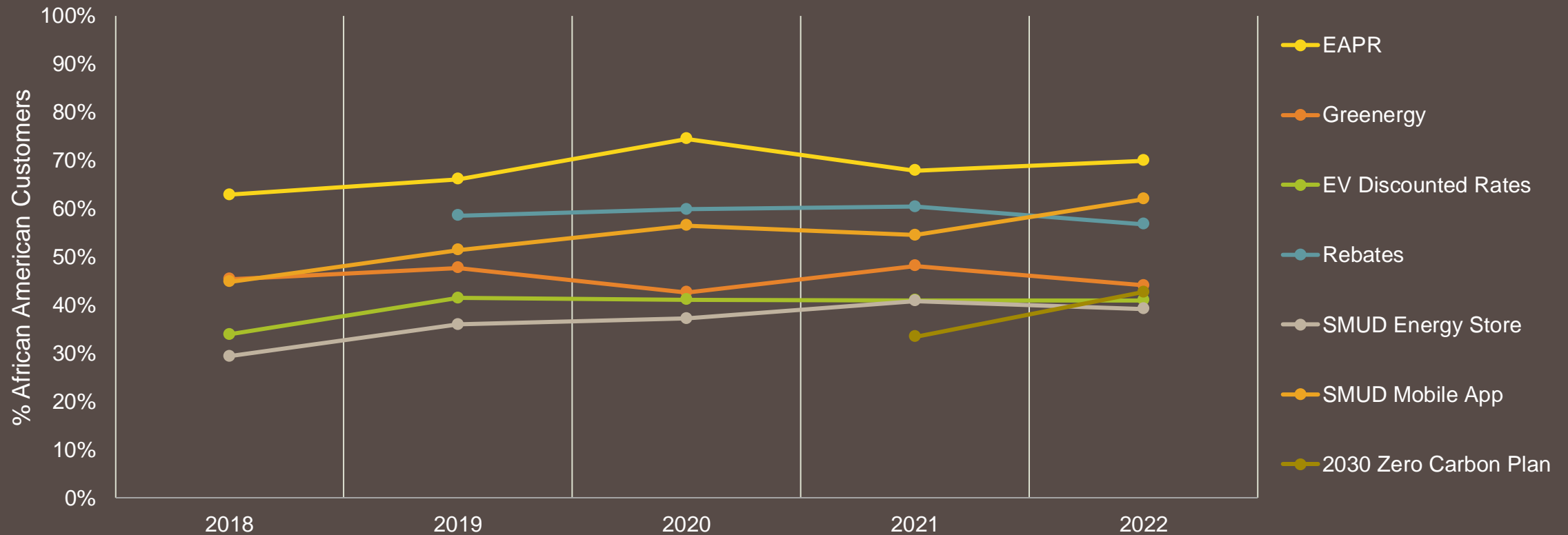
All residential customers – overall awareness trends

Notable increases in awareness of 2030 Zero Carbon Plan and mobile app. All other programs were relatively steady year over year.



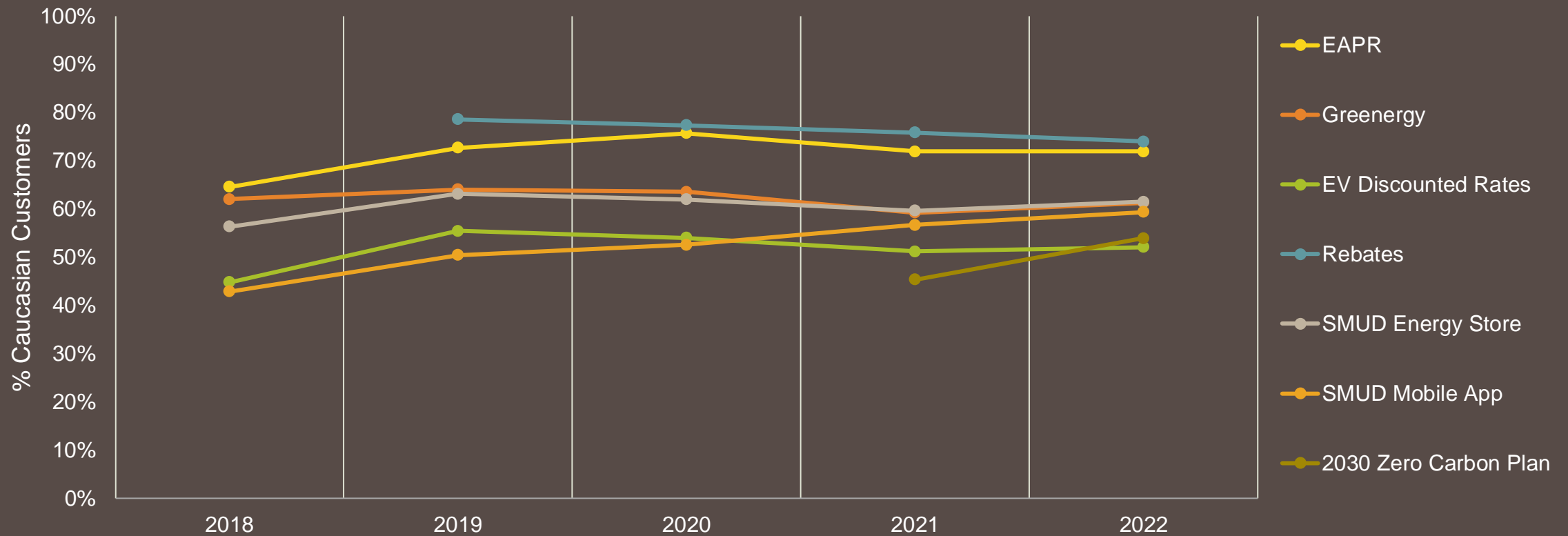
Black – overall awareness trends

Awareness increased for the 2030 Zero Carbon Plan and the mobile app. All other programs were consistent or had minimal movement from the previous year.



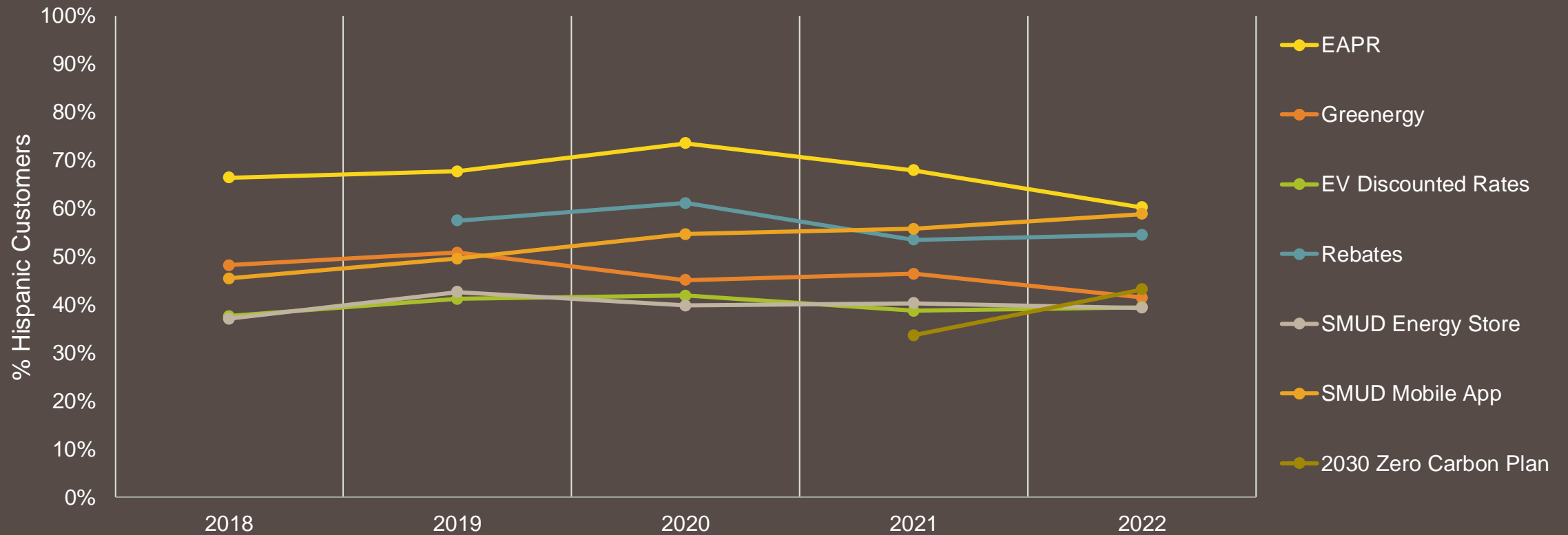
White – overall awareness trends

Most notable increase in awareness of the 2030 Zero Carbon Plan. Minimal changes in awareness for other programs.



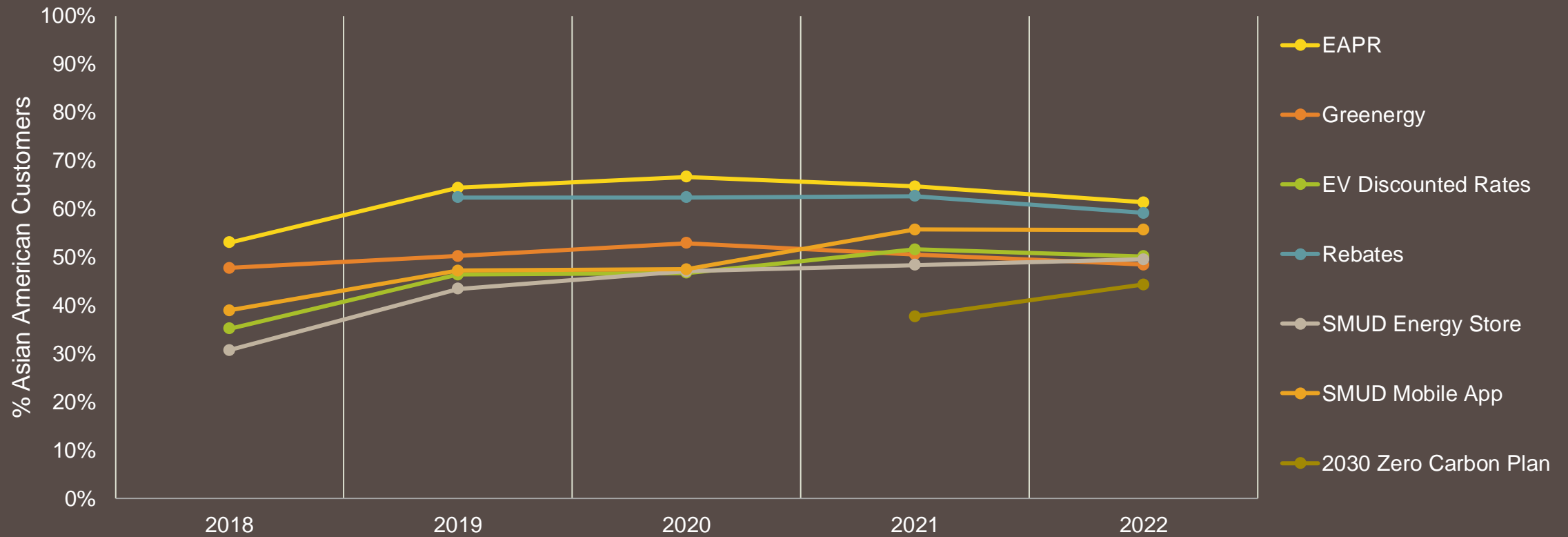
Hispanic – Overall awareness trends

Most notable changes were increased awareness of the 2030 Zero Carbon Plan and decreased in awareness of EAPR, which has trended back up in 2023.

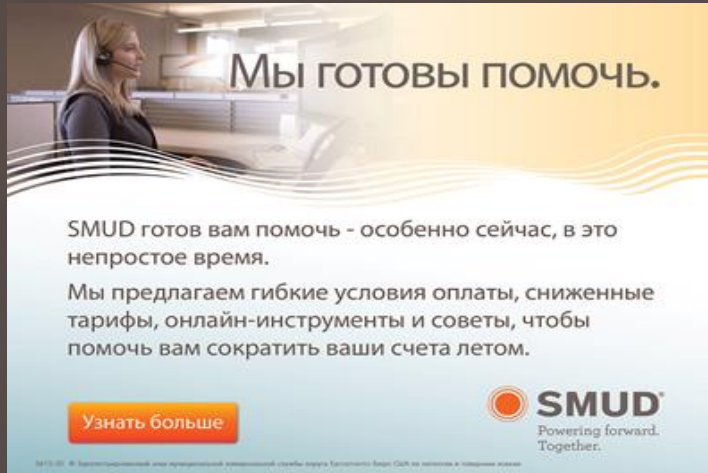


Asian Pacific Islander – overall awareness trends

Most notable increase in awareness of the 2030 Zero Carbon Plan. Minimal change for other programs.



Meeting customers where they're at




Мы ГОТОВЫ ПОМОЧЬ.

SMUD готов вам помочь - особенно сейчас, в это непростое время.

Мы предлагаем гибкие условия оплаты, сниженные тарифы, онлайн-инструменты и советы, чтобы помочь вам сократить ваши счета летом.

[Узнать больше](#)

 **SMUD**
Powering forward.
Together.

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Requested action

Accept the 2022 SD-15 monitoring report.