

Exhibit to Agenda Item #1

Present the 2023 J.D. Power Electric Utility Residential Customer Satisfaction Study, Electric Utility Business Customer Satisfaction Study, and Sustainability Index Study.

Board Policy Committee and Special SMUD Board of Directors Meeting
Wednesday, April 10, 2024, scheduled to begin at 6:00 p.m.
SMUD Headquarters Building, Auditorium

2023 J.D. Power Study Results Overview

April 10, 2024

Powering forward.
Together.



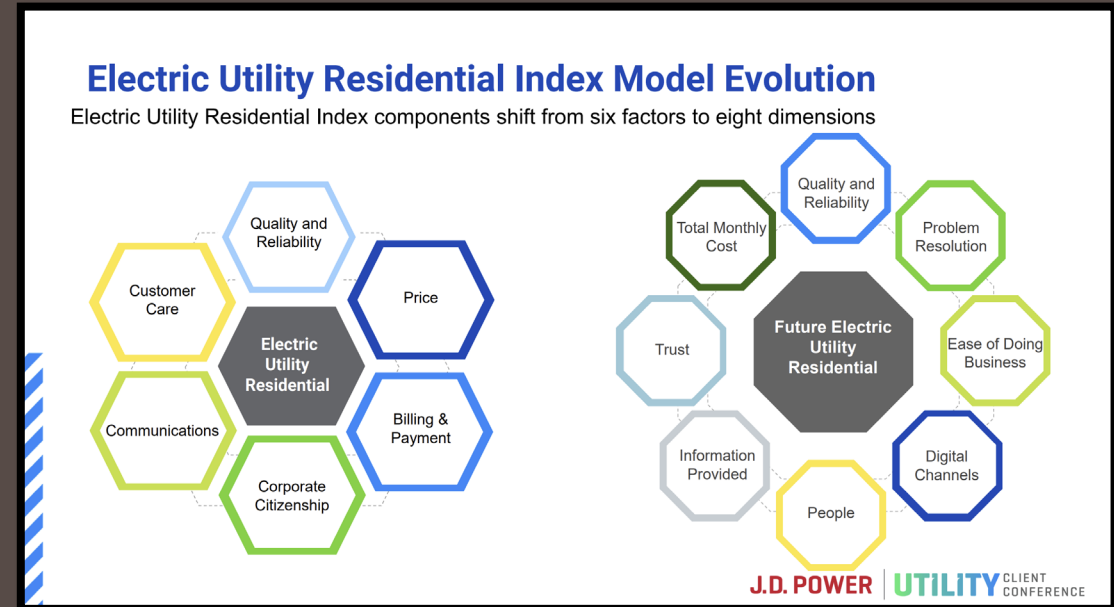
Agenda

- 1) Upcoming changes to Business and Residential Customer Satisfaction Studies
- 2) 2023 Residential Customer Satisfaction Study results
- 3) 2023 Business Customer Satisfaction Study results
- 4) 2023 Sustainability Index results

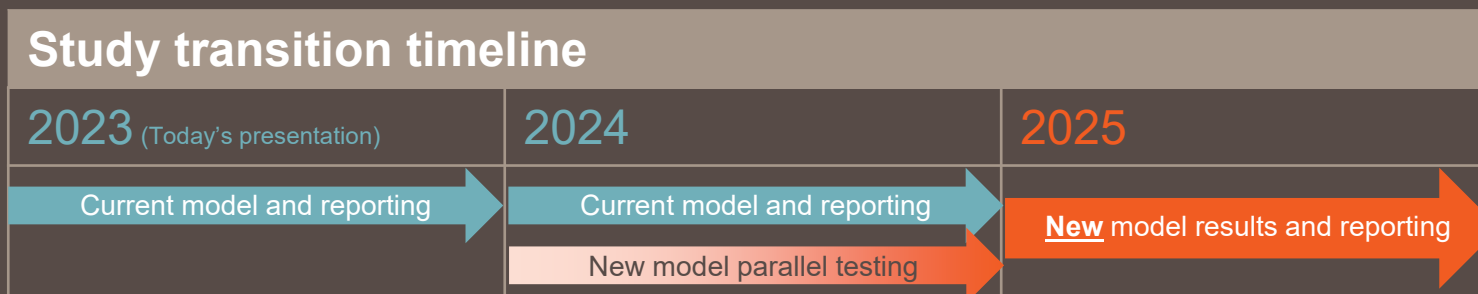
Upcoming changes to Customer Satisfaction Studies

J.D. Power will be changing the satisfaction study in 2025

- 6 factors → 8 dimensions
- New measurement scale: 10 pt. → 6 pt.
- Modular survey method → goal to make the respondent experience better and shorter, improving data quality

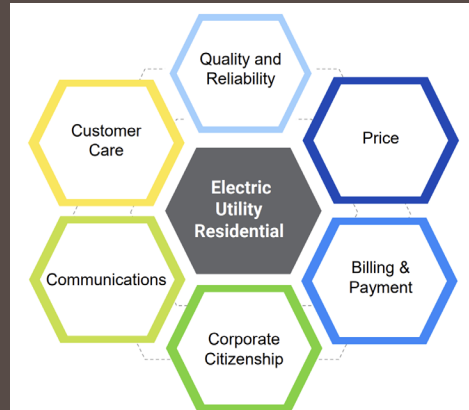


NOTE: Colors do NOT indicate mapping from the existing model to the new model.



Measurement Elements

Existing Model



New Model



~40 attribute questions
(10pt scale: Unacceptable to Outstanding)

Power Quality & Reliability
Provide quality electric power
Avoid brief interruptions
Avoid lengthy outages
Promptly restore power after outage
Keep informed about an outage
Supply electricity during extreme temperatures
Price
Availability of pricing options that meet needs
Ease of understanding pricing
Fairness of pricing
Efforts of utility to help manage monthly usage
Total monthly cost of electric service
Billing & Payment
Clarity of information on bill
Reasonableness of billing cycle
Variety of methods to pay
Ease of paying bill
Corporate Citizenship
Actions to take care of the environment
Variety of energy efficiency programs offered
Involvement in community
Efforts to develop energy supply plans for the future
Communications
Creating messages that get attention
Communicating how to be safe around electricity
Efforts to communicate changes
Variety of communications used
Customer Care
PHONE - Ease of using automated system
PHONE - Promptness in speaking to a person
PHONE - Courtesy of the representative
PHONE - Knowledge of the representative
PHONE - Representative's concern for needs
PHONE - Clarity of information provided
PHONE - Timeliness of resolving problem, question, or request
DIGITAL - Appearance of the website/mobile app
DIGITAL - Clarity of the information provided
DIGITAL - Ease of navigating the website/mobile app
DIGITAL - Helpfulness of chat representative
DIGITAL - Timeliness of resolving problem, question, or request
IN-PERSON - Promptness in speaking to a person
IN-PERSON - Courtesy of the representative
IN-PERSON - Knowledge of the representative
IN-PERSON - Representative's concern for needs
IN-PERSON - Clarity of information provided
IN-PERSON - Timeliness of resolving problem, question, or request

6 factors

- PQR
- Price
- Billing & Payment
- Corporate Citizenship
- Communications
- Customer Care

8 questions (6pt scale: Poor to Perfect)

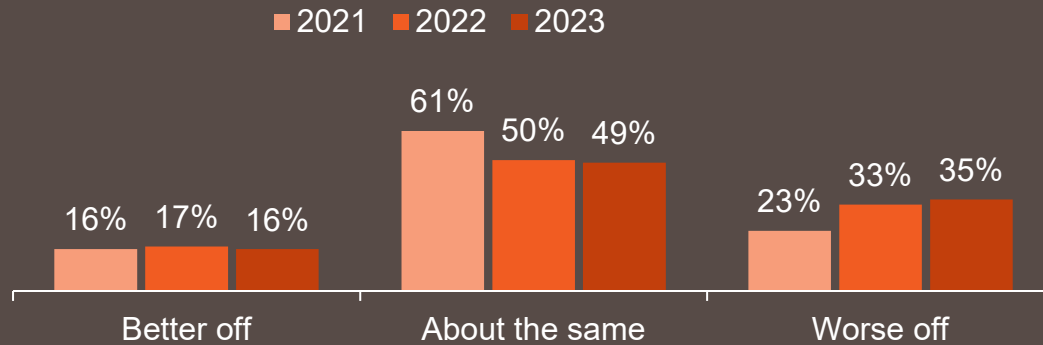
- Quality and reliability
- Resolving problems or complaints
- Ease of doing business (e.g., billing, payment, account changes)
- Digital channels (e.g., website, mobile app)
- People (e.g., representatives, service technicians, call center agents)
- Information provided (e.g., energy saving programs, account information)
- My level of trust with SMUD
- Total monthly cost

2023 Satisfaction Study Results

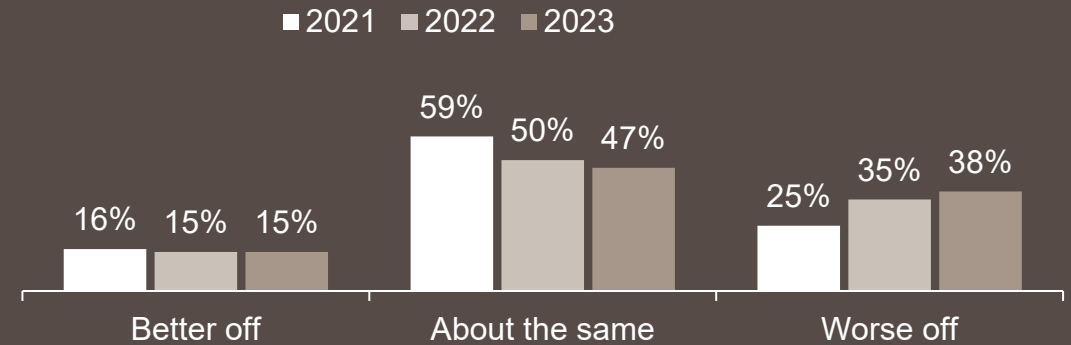
Residential Consumers are Feeling Worse Off

Residential

Financial status compared to a year ago
SMUD

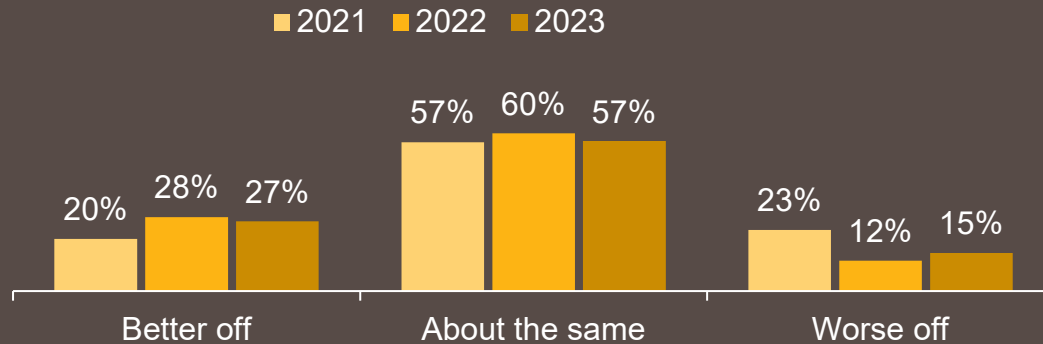


Financial status compared to a year ago
National

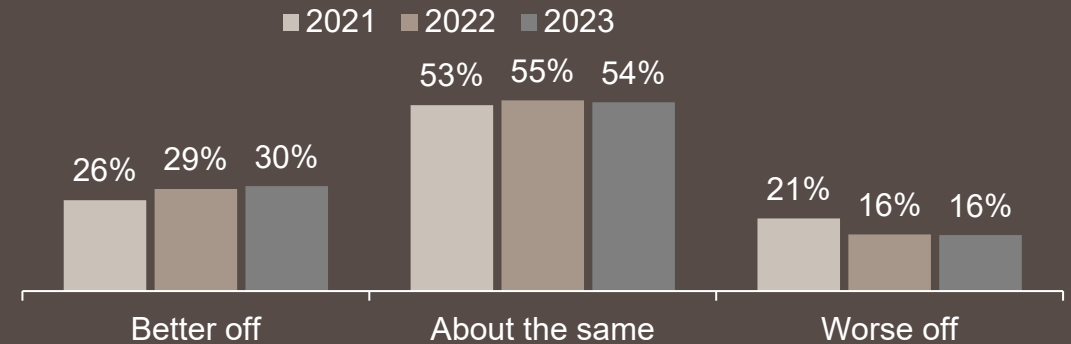


Commercial

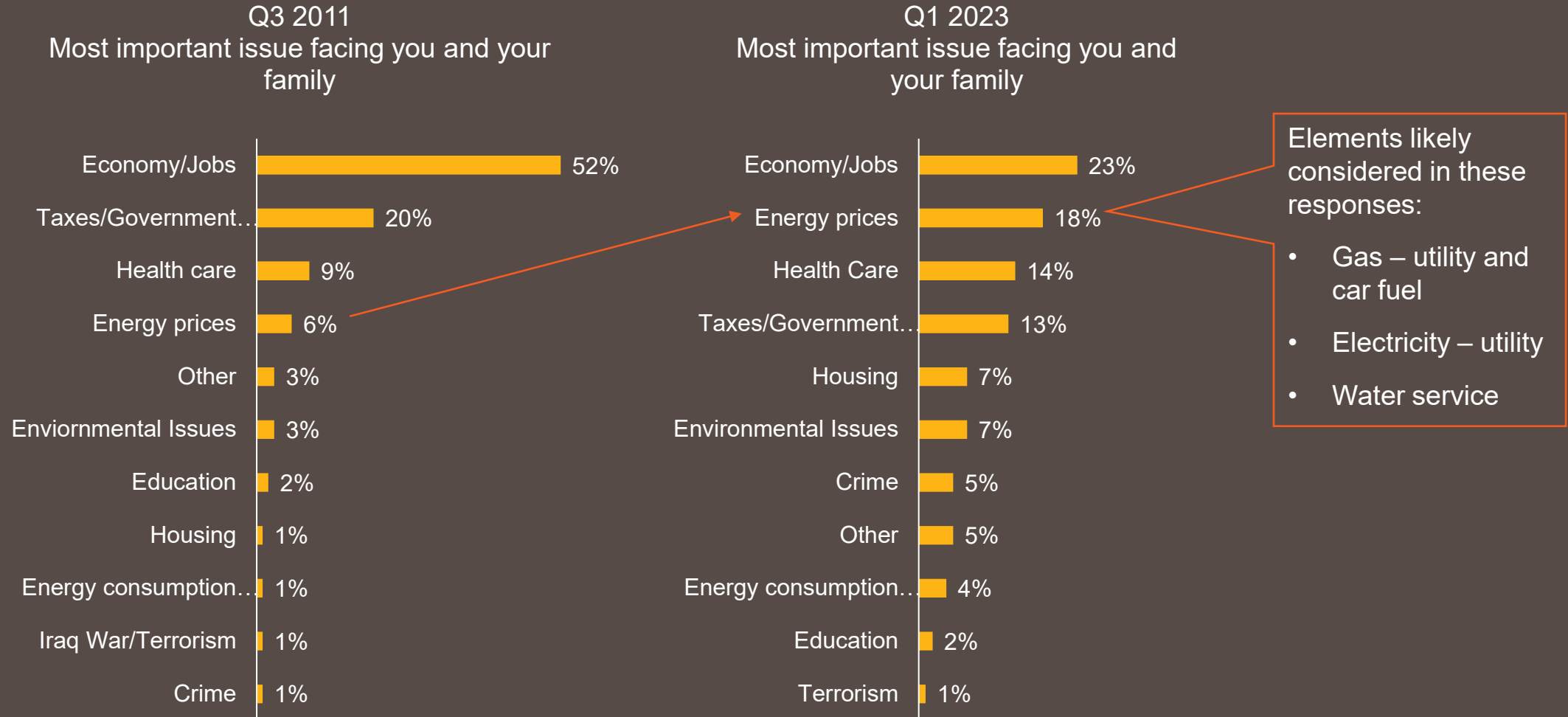
Financial status compared to a year ago
SMUD



Financial status compared to a year ago
National



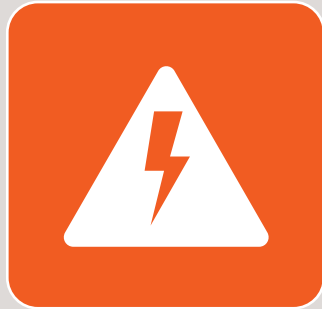
Residential customer perceived concerns



Source: J.D. Power Utility Customer Satisfaction Studies

The J.D. Power Satisfaction Model

Drivers of satisfaction



Power
Quality &
Reliability

Price

Billing &
Payment

Corporate
Citizenship

Comms

Customer
Care

Residential
% weighting

25%

20%

17%

17%

12%

9%

Commercial
% weighting

24%

19%

15%

15%

13%

14%

Source: 2023 J.D. Power Electric Utility Residential Customer Satisfaction Study
Source: 2023 J.D. Power Electric Utility Business Customer Satisfaction Study

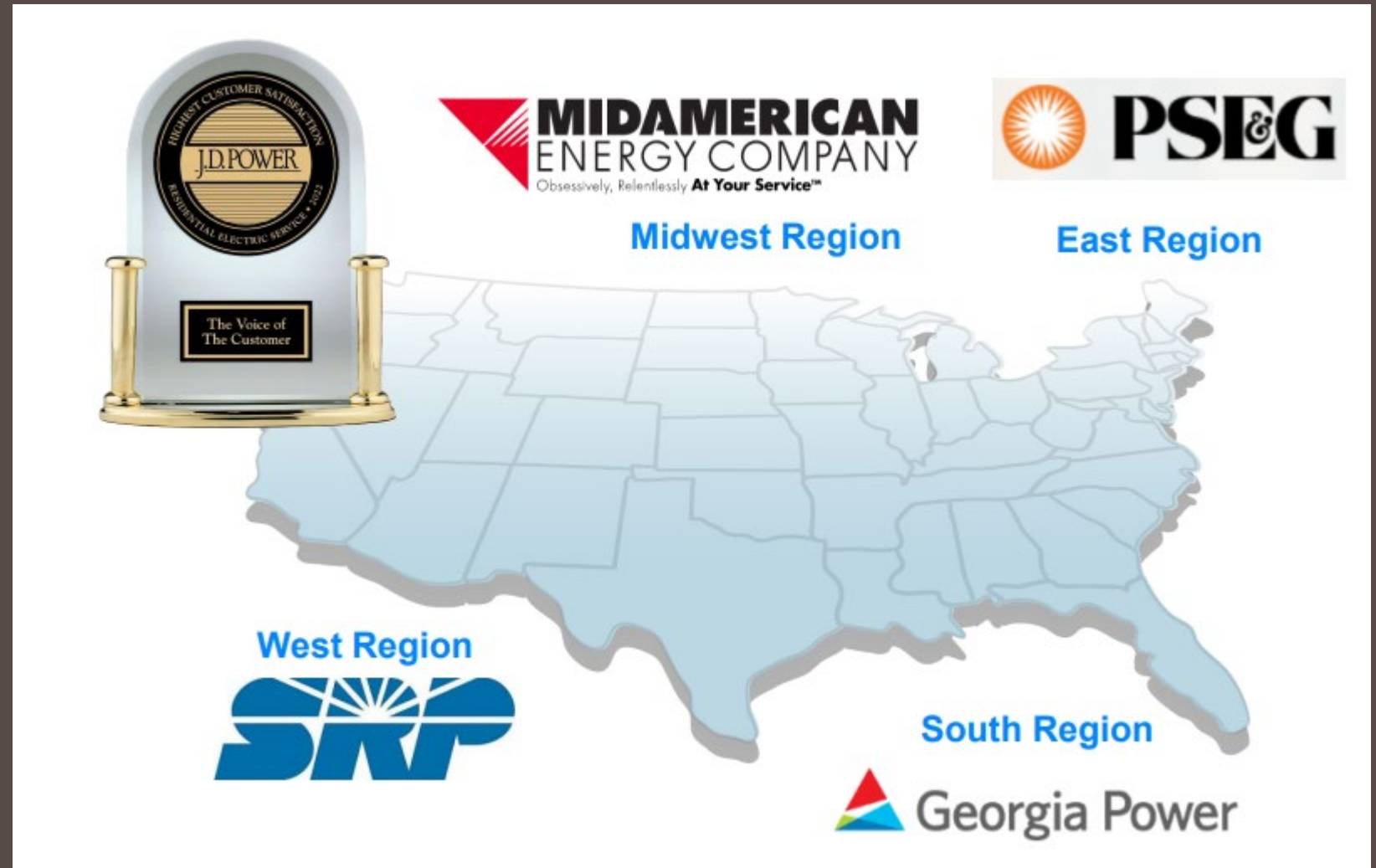
J.D. Power Satisfaction Overview

Residential Results

2023 Large Utility Award Winners

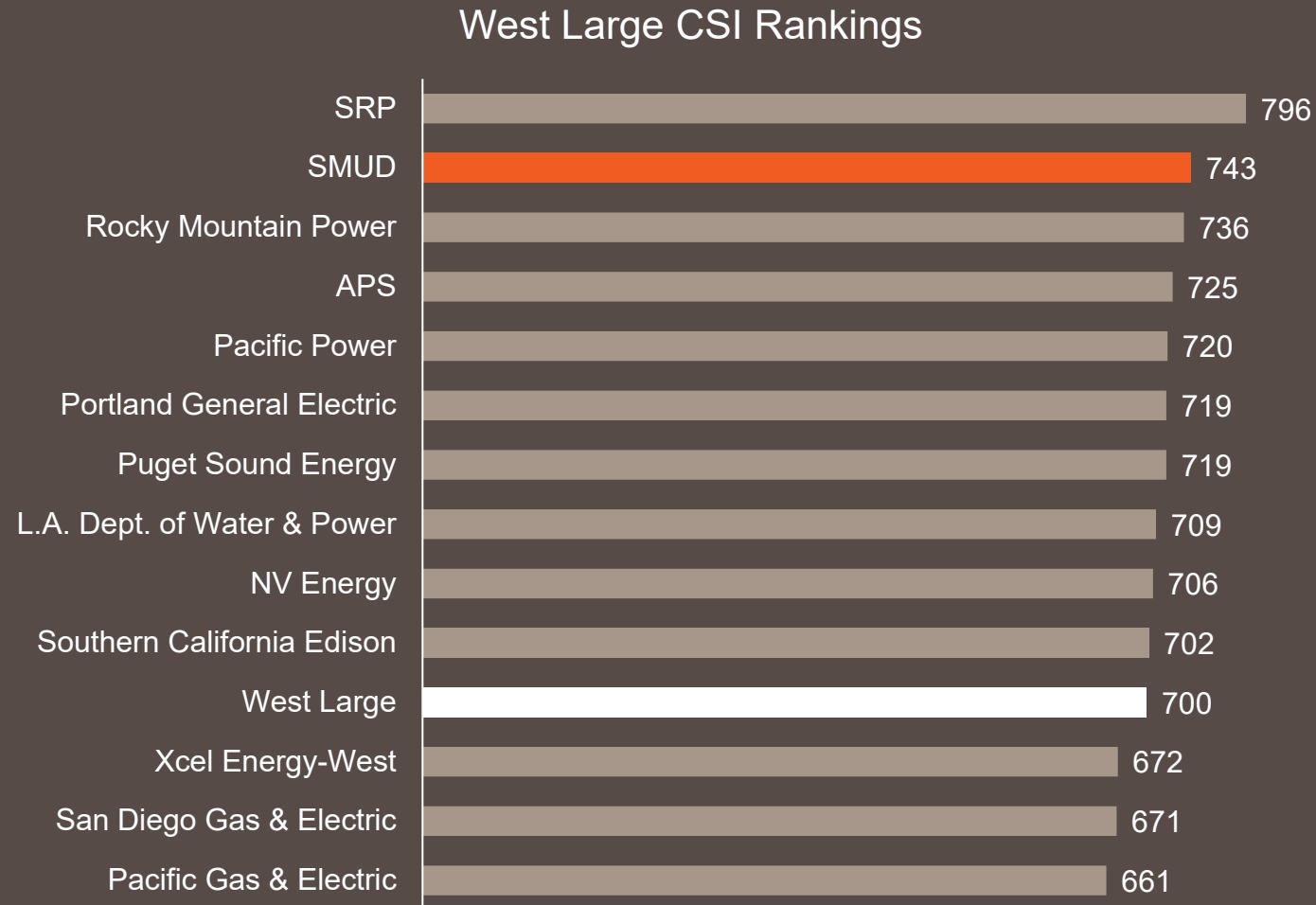
SRP was recognized as the top ranked utility within the West Large region with a CSI score of 796.

SMUD ranked second with a score of 743.



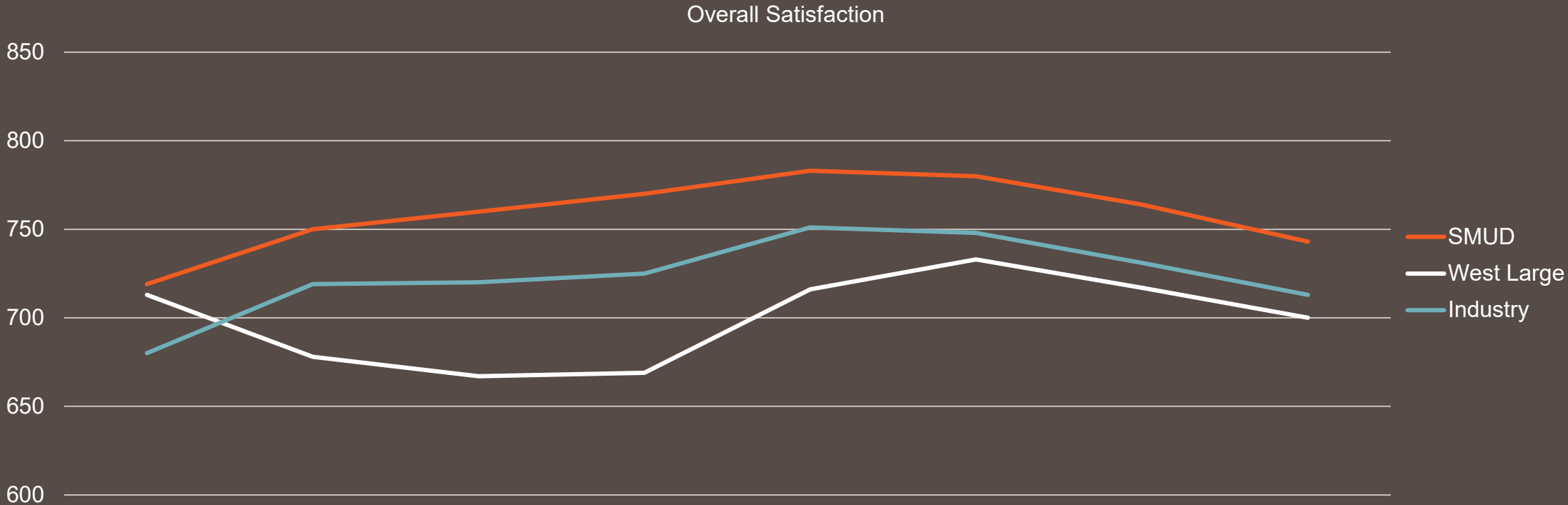
Source: J.D. Power Electric Residential Customer Satisfaction Study 2023

West Large Overall CSI Results 2023



Source: J.D. Power Electric Residential Customer Satisfaction Study 2023

SMUD Residential Satisfaction Trends

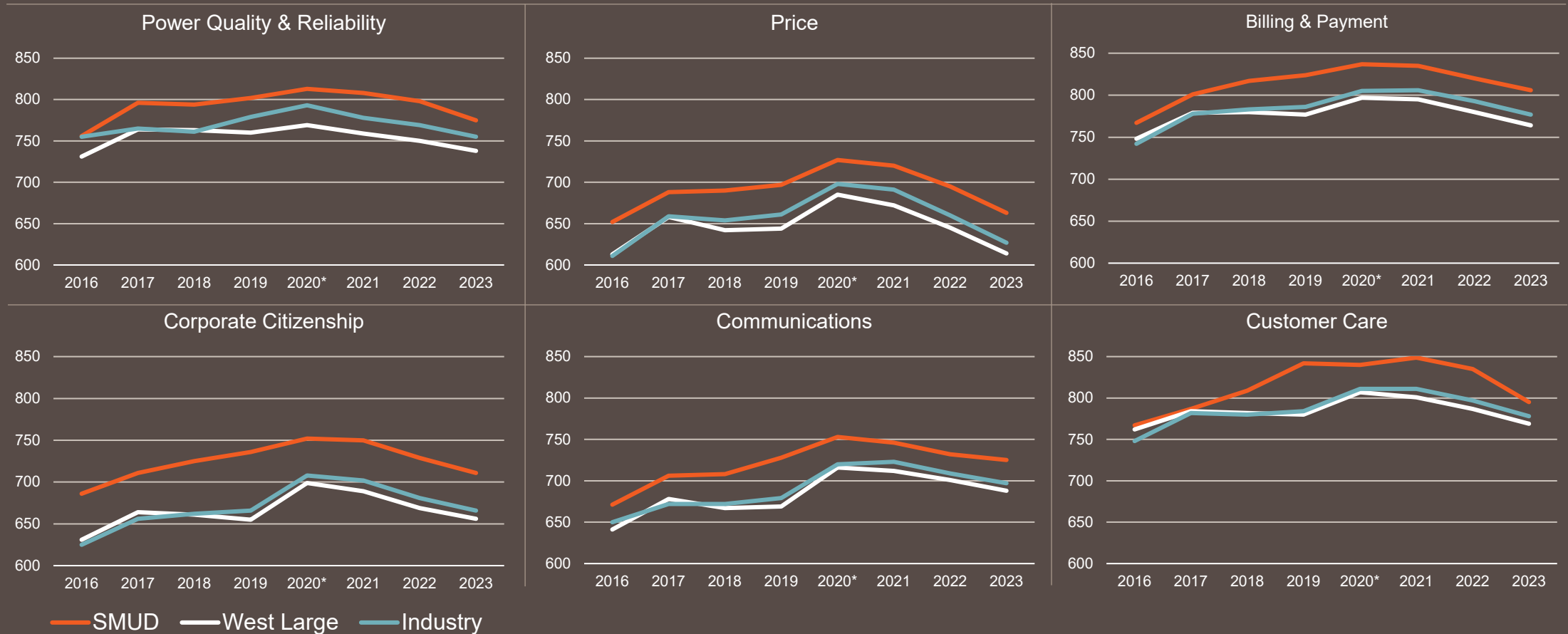


	2016	2017	2018	2019	2020*	2021	2022	2023
CA Large Rank	1	1	1	1	1	1	1	1
West Large Rank	2	2	2	2	2	2	2	2
Industry Rank	15	16	18	15	20	27	28	34

* Data model updated in 2020. Previous year data not an exact comparison to 2020 and later results.
 Note: The J.D. Power Residential Customer Satisfaction Study is fielded quarterly.



Residential Index Trends Over Time



* Data model updated in 2020. Previous year data not an exact comparison to 2020 and later results.
 Source: J.D. Power Electric Utility Residential Customer Satisfaction Study

SMUD Residential Performance 2022 vs. 2023

	Industry	West Large	SMUD Index Scores			West Large Ranking
	2022 vs. 2023 Δ	2022 vs. 2023 Δ	2022	2023	2022 vs. 2023 Δ	2023 (Δ)
Overall Satisfaction	-18*	-17*	764	743	-21*	2 (--)
Power Quality & Reliability	-14*	-12*	798	775	-23*	3 (--)
Price	-33*	-31*	695	663	-32*	3 (--)
Billing & Payment	-16*	-16*	820	806	-14	2 (--)
Corporate Citizenship	-15*	-13*	729	711	-18*	2 (--)
Communications	-11*	-13*	732	725	-7	2 (+1)
Customer Care	-18*	-18*	835	795	-40*	4 (-2)

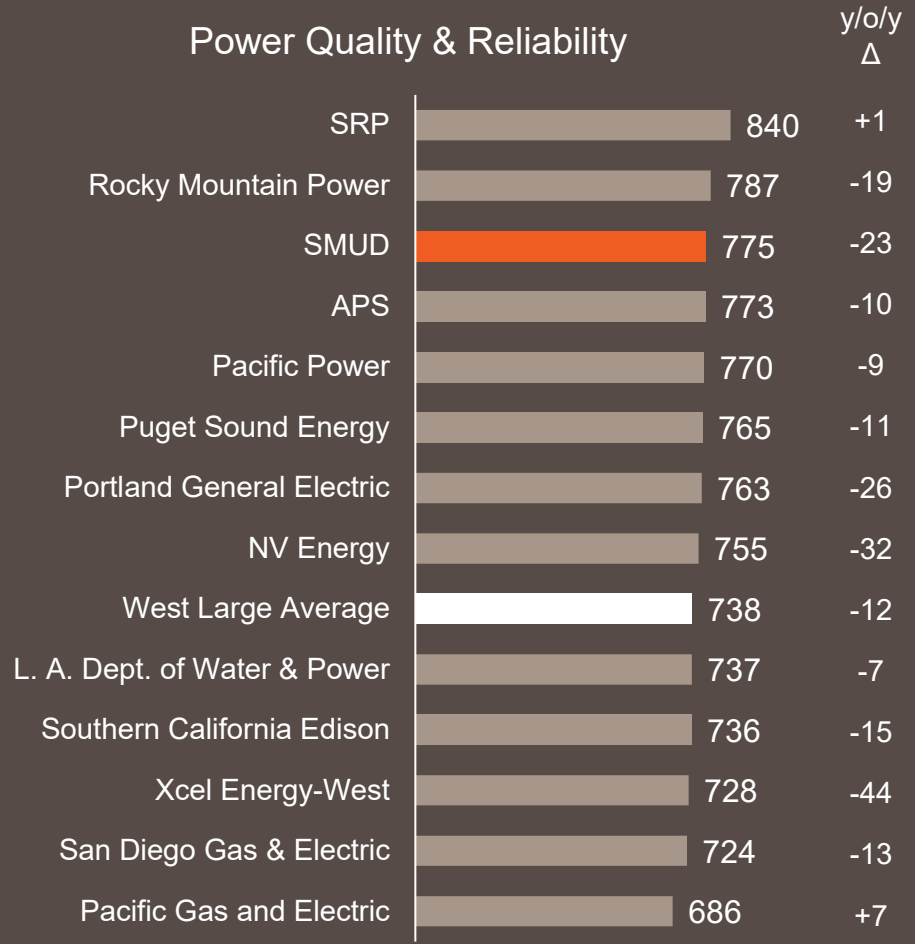
* Indicates a statistically significant difference from 2022 to 2023 at the 95% confidence level.

Source: J.D. Power Electric Residential Customer Satisfaction Study 2023

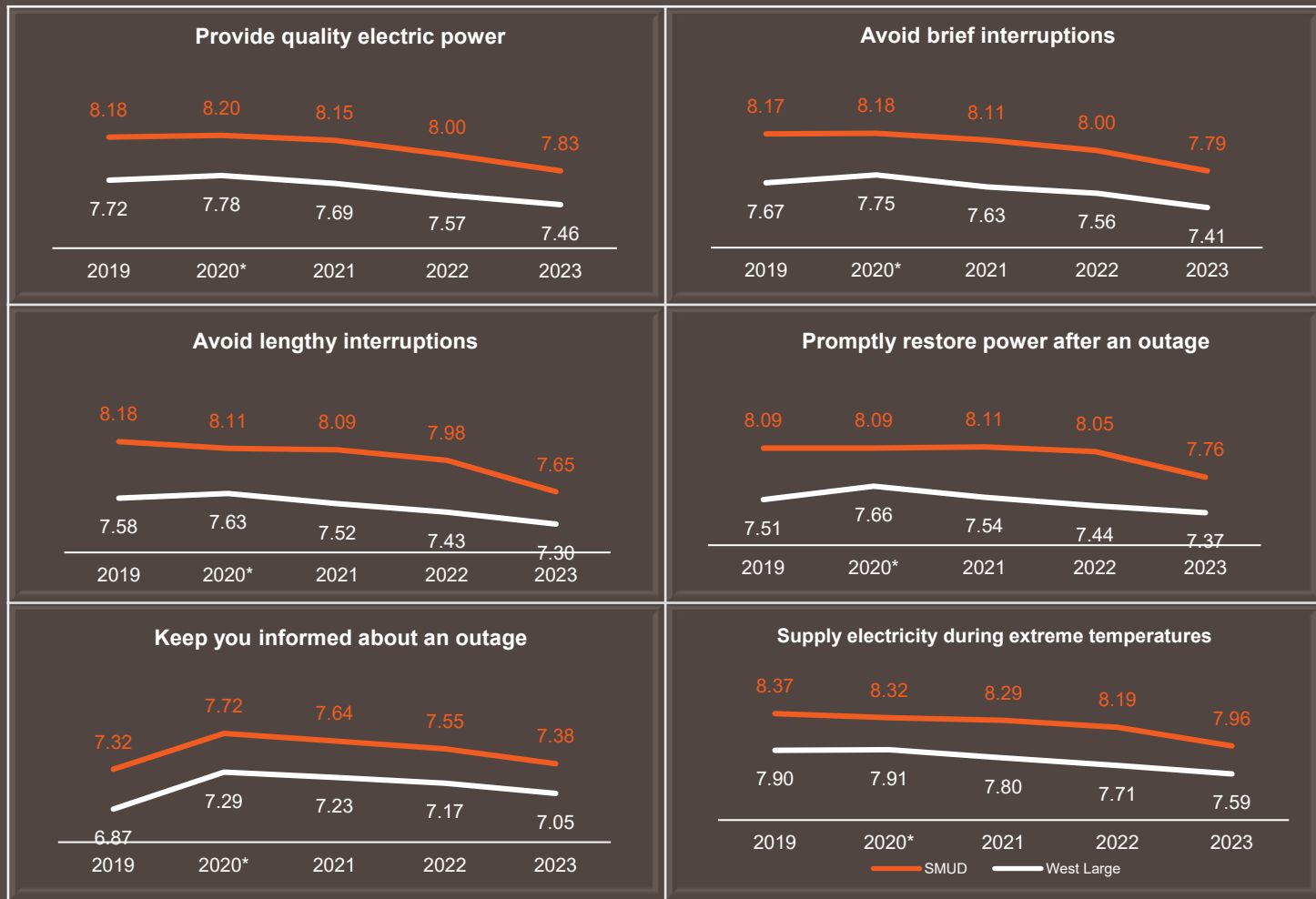
2022: SMUD n=925, 2023: SMUD n=941

SMUD Residential PQR Performance

Power Quality & Reliability
25%

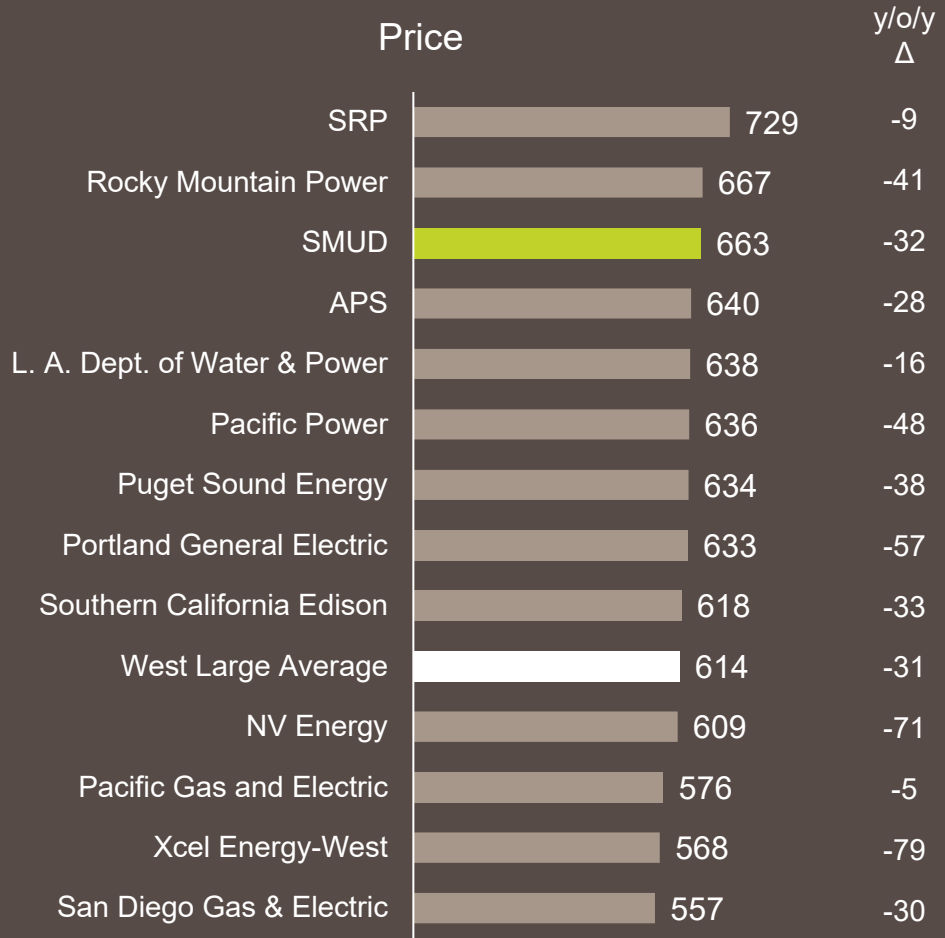


Based on a 1,000 pt. scale

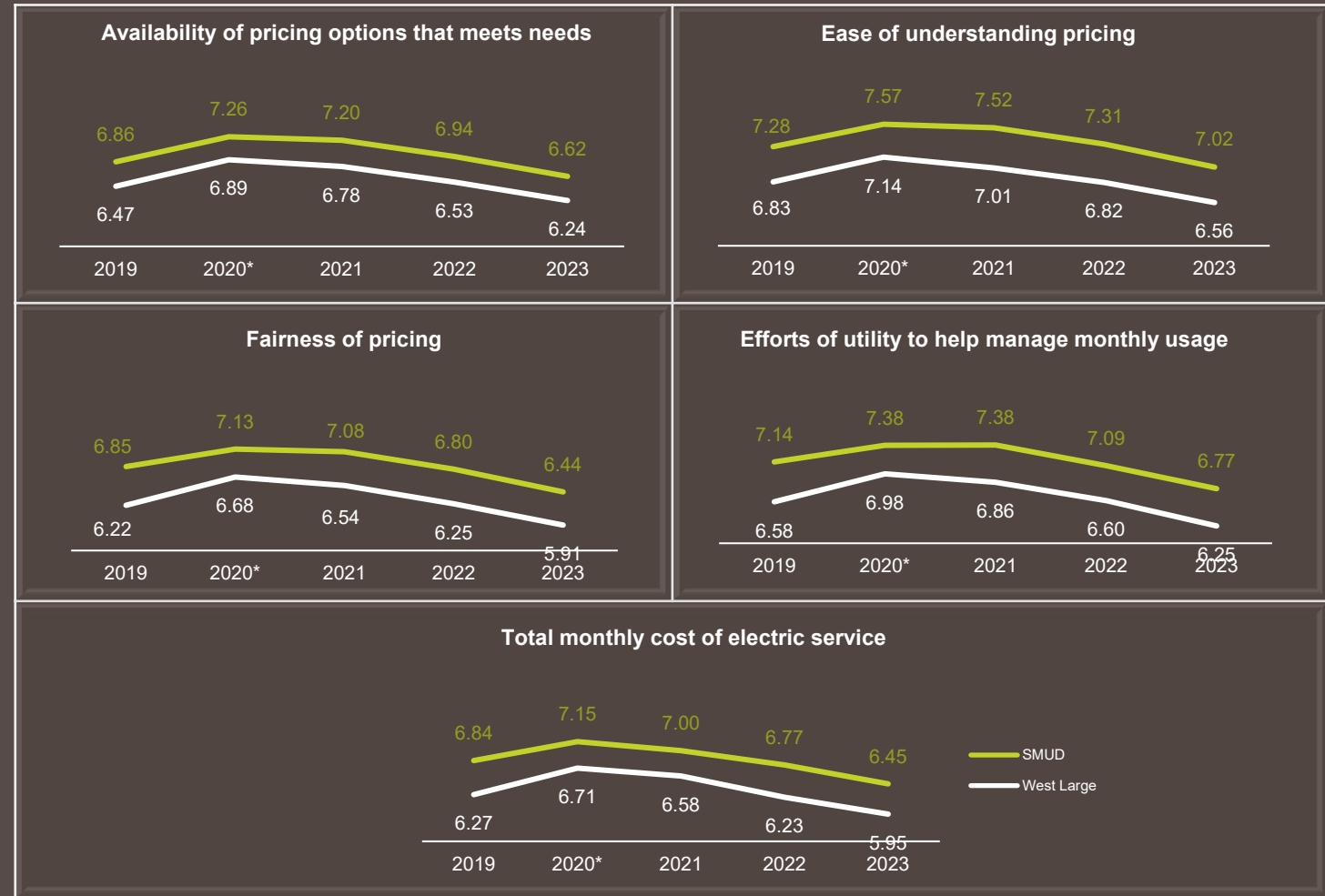


SMUD Residential Price Performance

Price
20%



Based on a 1,000 pt. scale



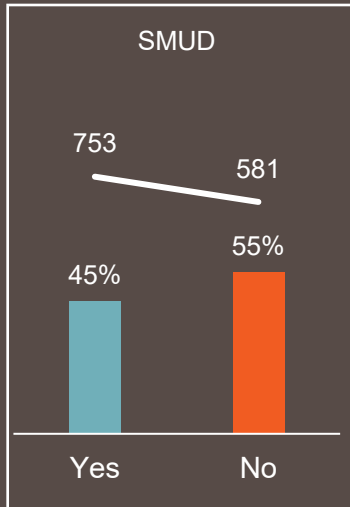
Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding



* Data model updated in 2020. Previous year data not an exact comparison to 2020 and later results.

Best practices – Helped lower bill by showing how to conserve energy

Price 20%



Helping customers save money / lower bills

Utility helped lower your bill by showing you how to conserve energy



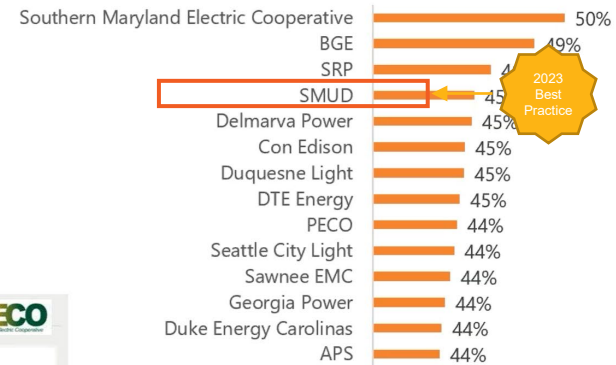
+191 Increase in Price Satisfaction



Saving Energy

- Appliance Cost Chart
- Heat Pumps
- Heating & Cooling
- SMECO CoolSentry
- Water Heating
- Ways to Save
- Why is My Bill High?
- Your Electric Energy Dollar

Utility Top Brands



WHAT CAN I DO TO SAVE MONEY NOW?

Sign up for budget billing. Life is unpredictable, but your electric bill does not have to be. Budget Billing is a free service for DLC customers that allows for consistent, monthly payments. You'll pay the cost of the monthly usage average from the past 12 months.

Understand your usage. Taking simple actions can help you conserve energy and save money on your utility bills. You can track your home's daily electric usage on our website or DLC Mobile, our free app available on Apple and Android devices.

Use energy saving tools. Our Home Energy Center has a range of calculators to help you determine how much money your appliances cost to operate.

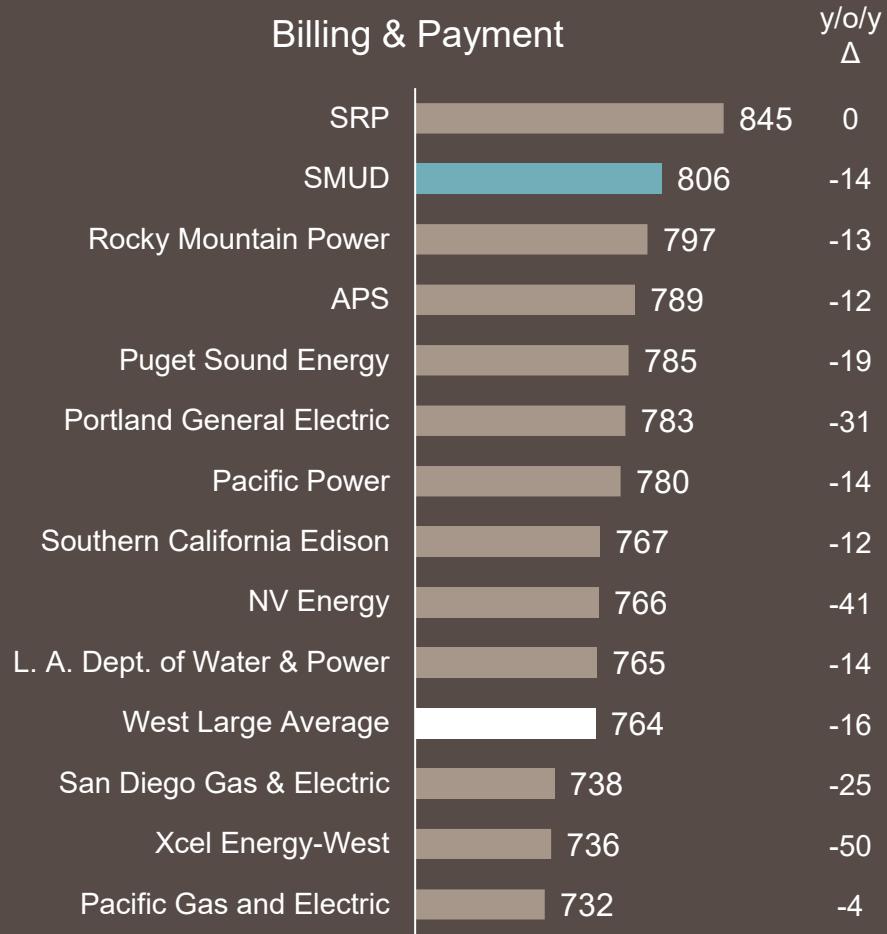
J.D. POWER 5

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Source: J.D. Power Electric Residential Customer Satisfaction Study 2023

SMUD Residential Billing & Payment Performance

Billing & Payment
17%



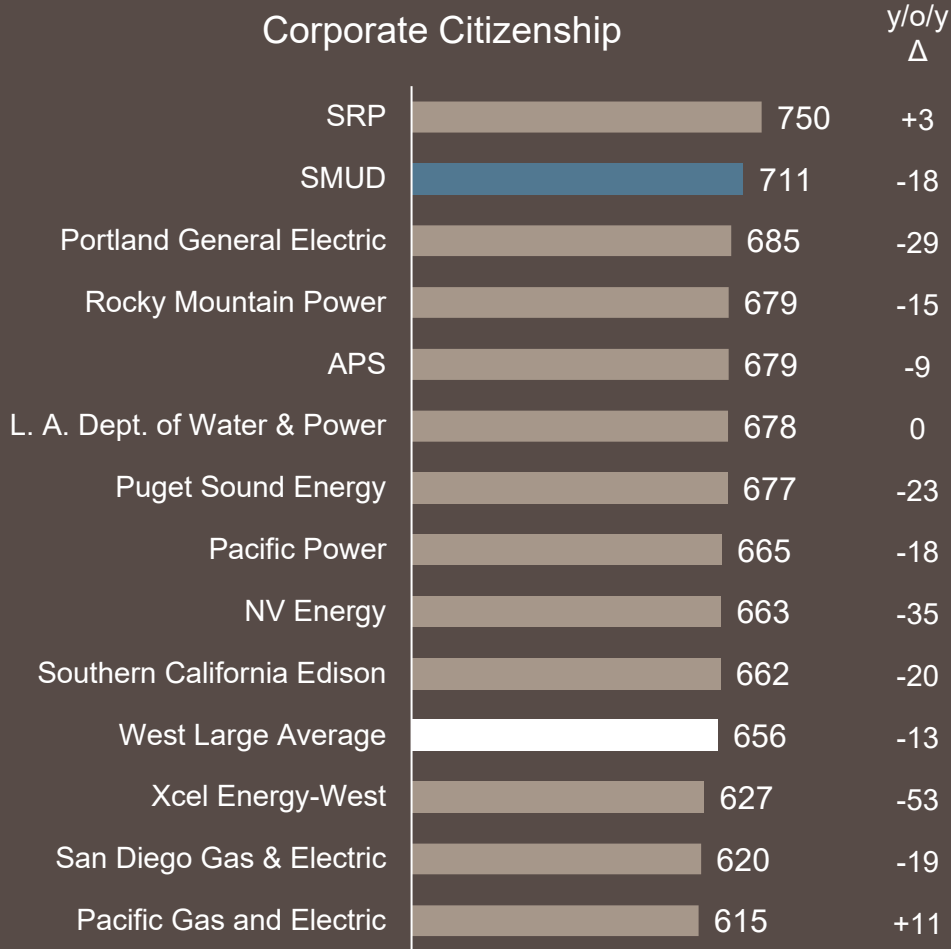
Based on a 1,000 pt. scale



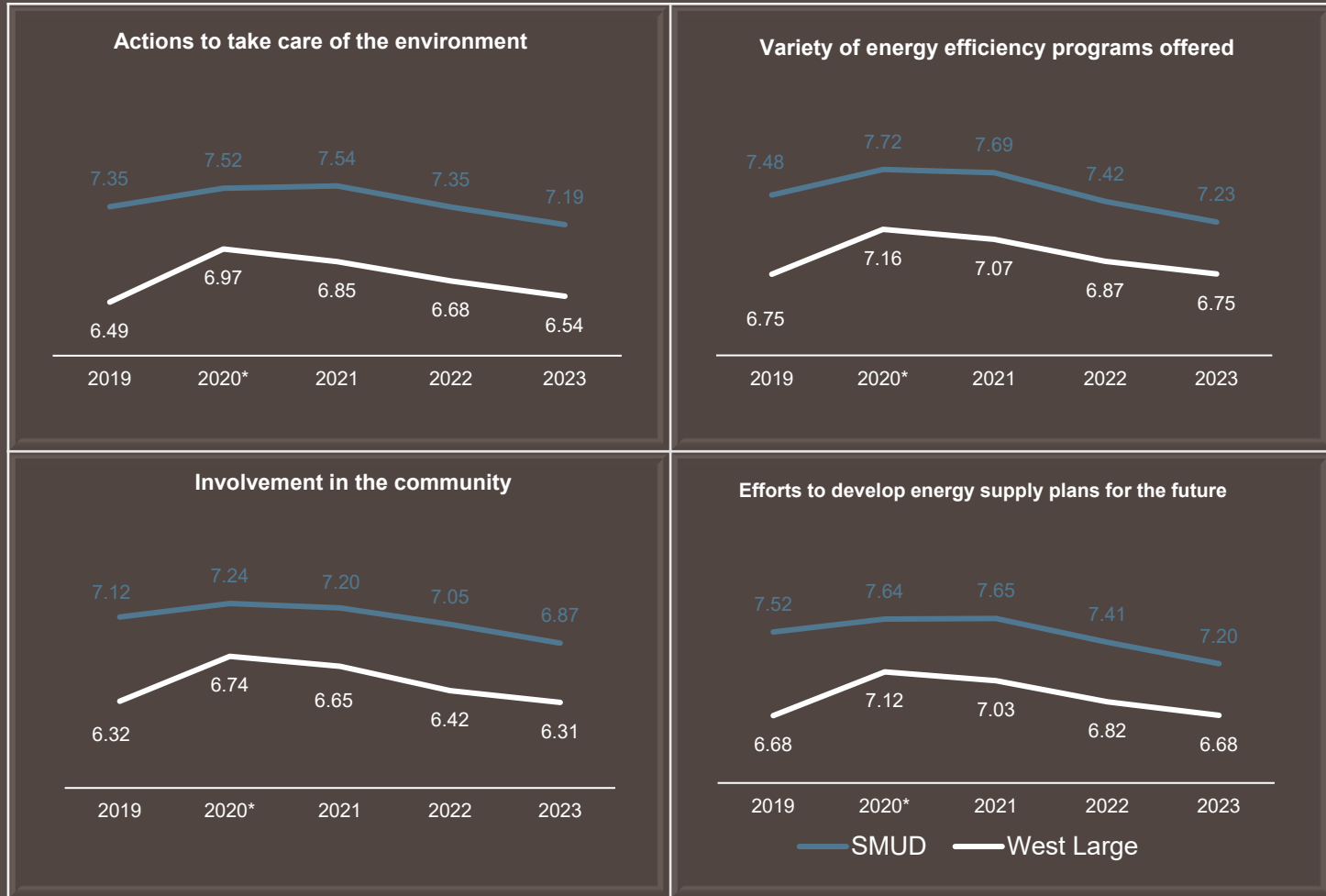
SMUD Residential Corporate Citizenship Performance

Corporate
Citizenship
17%

Corporate Citizenship



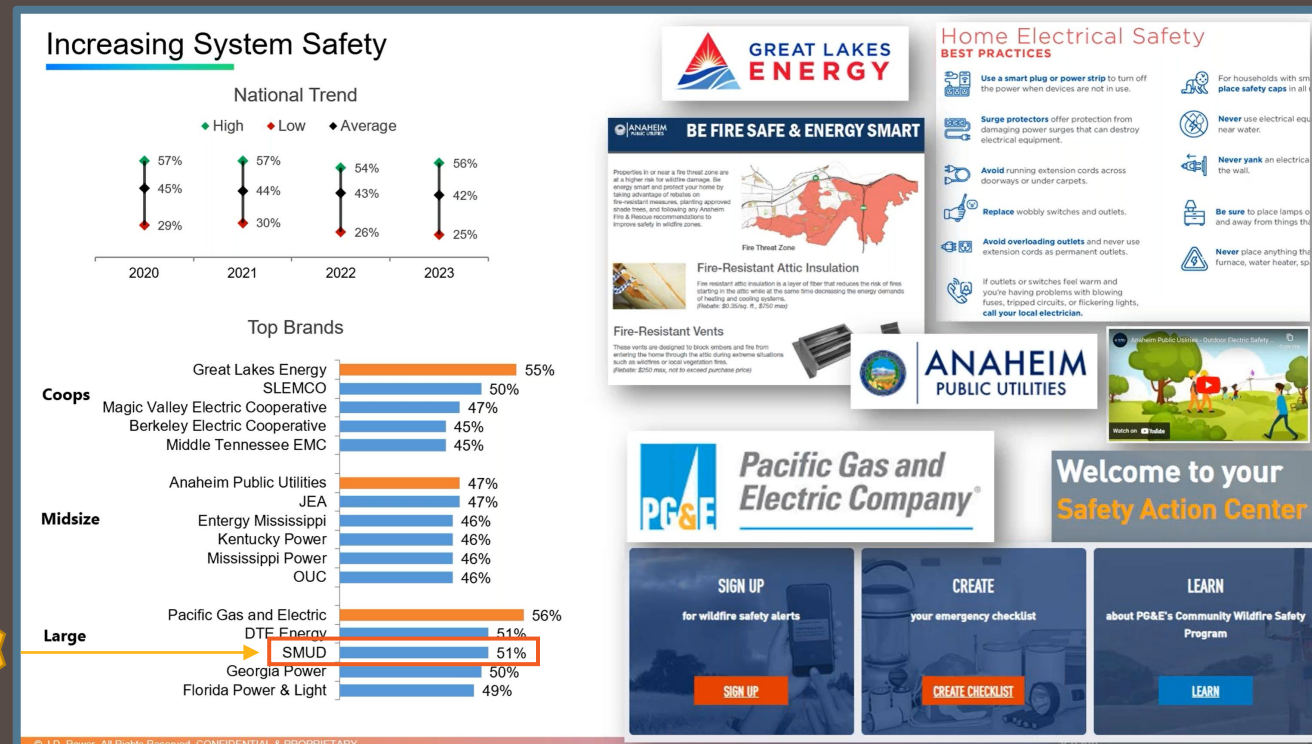
Based on a 1,000 pt. scale



Awareness of utility efforts to increase the safety of the electric grid

Corporate
Citizenship
17%

51% of SMUD residential customers are aware of SMUD's efforts to increase the general safety of the electric system and SMUD was recognized as a best practice in this area.



2023
Best
Practice

Source: J.D. Power Electric Residential Customer Satisfaction Study 2023

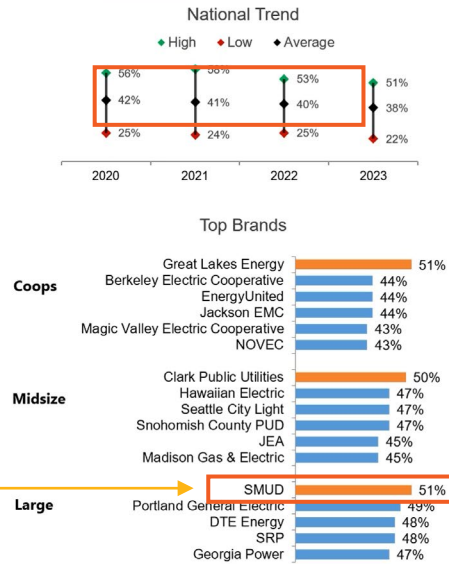
SMUD n=941

Which of the following activities, if any, are you aware of SMUD doing?

SMUD recognized as the best practice

Corporate
Citizenship
17%

Improving Environmental Impact



StreamTeam
CLARK PUBLIC UTILITIES

Clark Public Utilities

Environmental Programs
Our StreamTeam helps improve salmon habitat through streambank repair, invasive plant removal and native tree planting. Volunteer opportunities are available for all ages and abilities.

Reducing Our Impact
Here at the utility, we work together to reduce our environmental footprint with our hybrid and electric green fleet, onsite electric car chargers, Green Lights renewable energy program and more initiatives.

Cutting Carbon
More than half the electricity you use is carbon-free

60%
Carbon free power

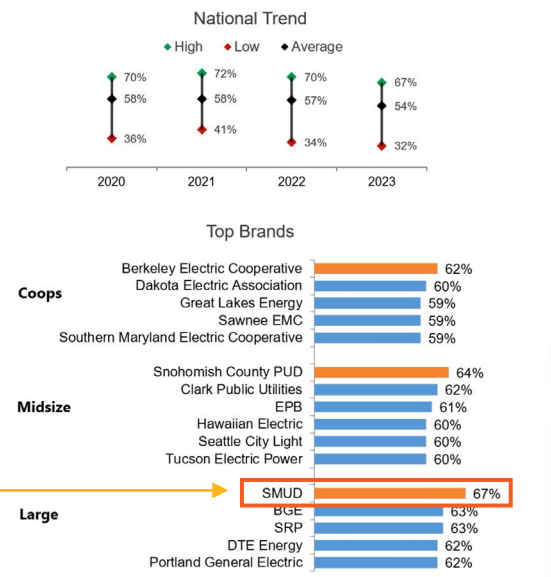
SMUD

Powering a cleaner future
We're leading the way to deliver sustainable energy.

Become a Clean PowerCity® champion!
Show your support for our Clean Energy Vision and we'll send you stickers.

2023
Best
Practice

Energy Efficiency/Conservation Awareness



Berkeley Electric Cooperative

Eddie's Energy Tins

Snohomish PUD
Engnergizing Life In Our Communities

Connect to \$AVE!
Updating your home with energy-efficient products will help you save big on your energy bills over time. But purchasing and installing those updates can be expensive — which is why we offer a...

SMUD

Around your home

Use appliances at different times in the day

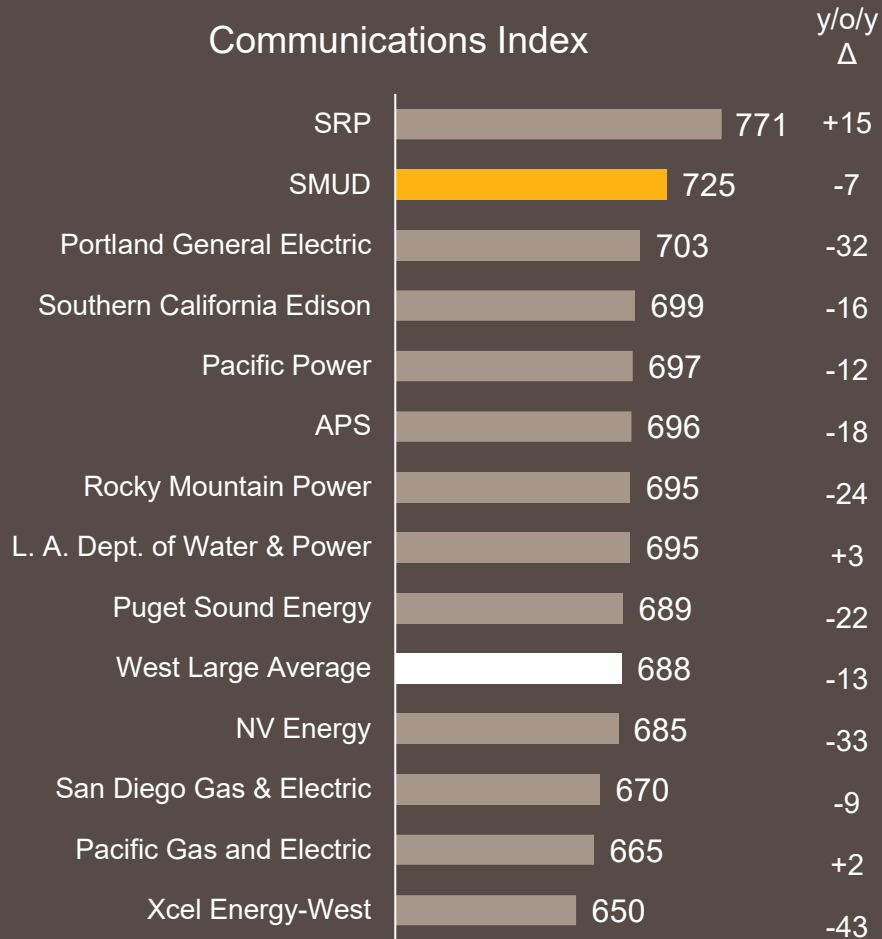
Low-flow showerheads

Curtains and blinds

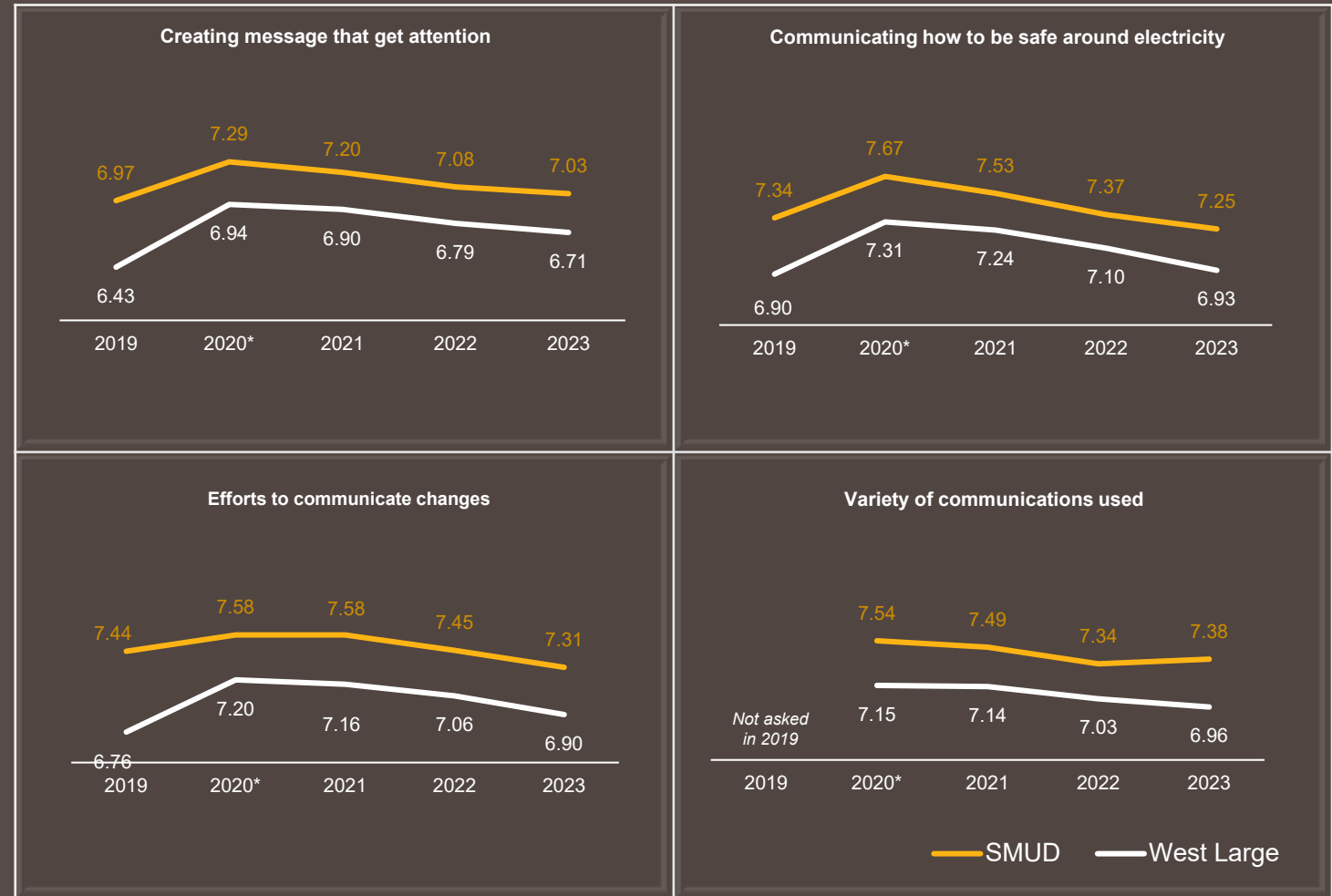
2023
Best
Practice

SMUD Residential Communications performance

Communications
12%

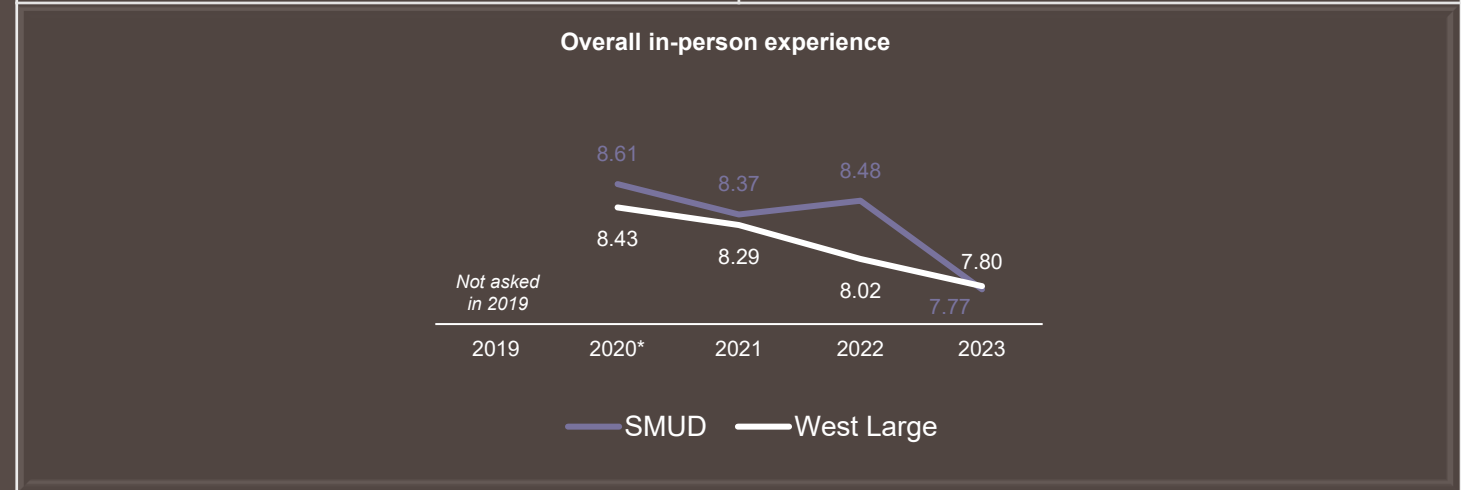
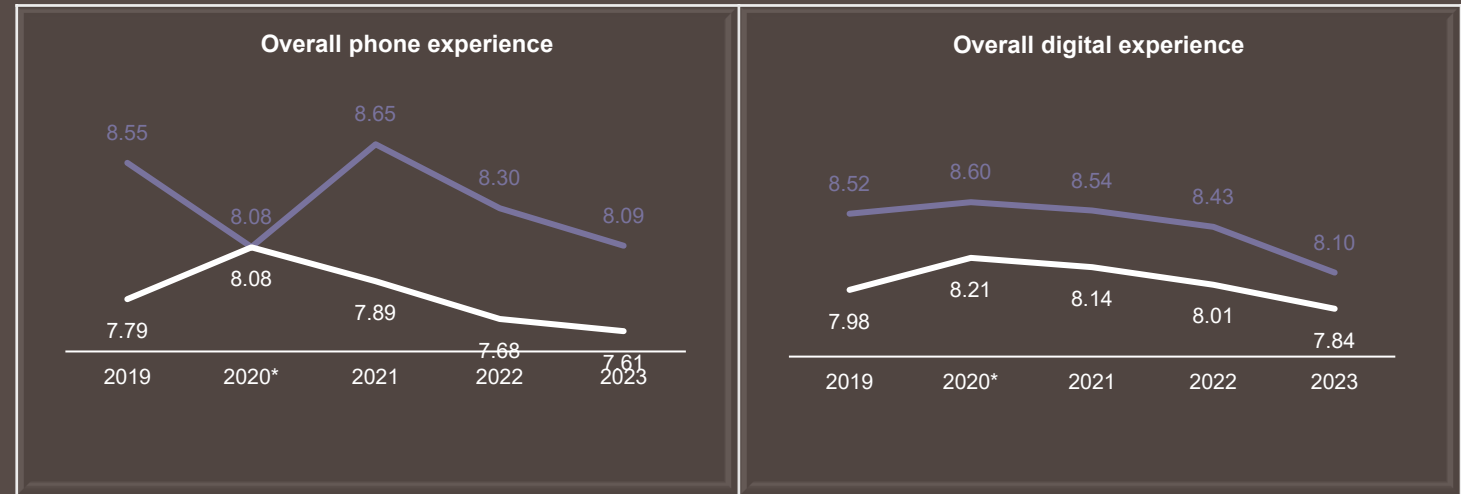
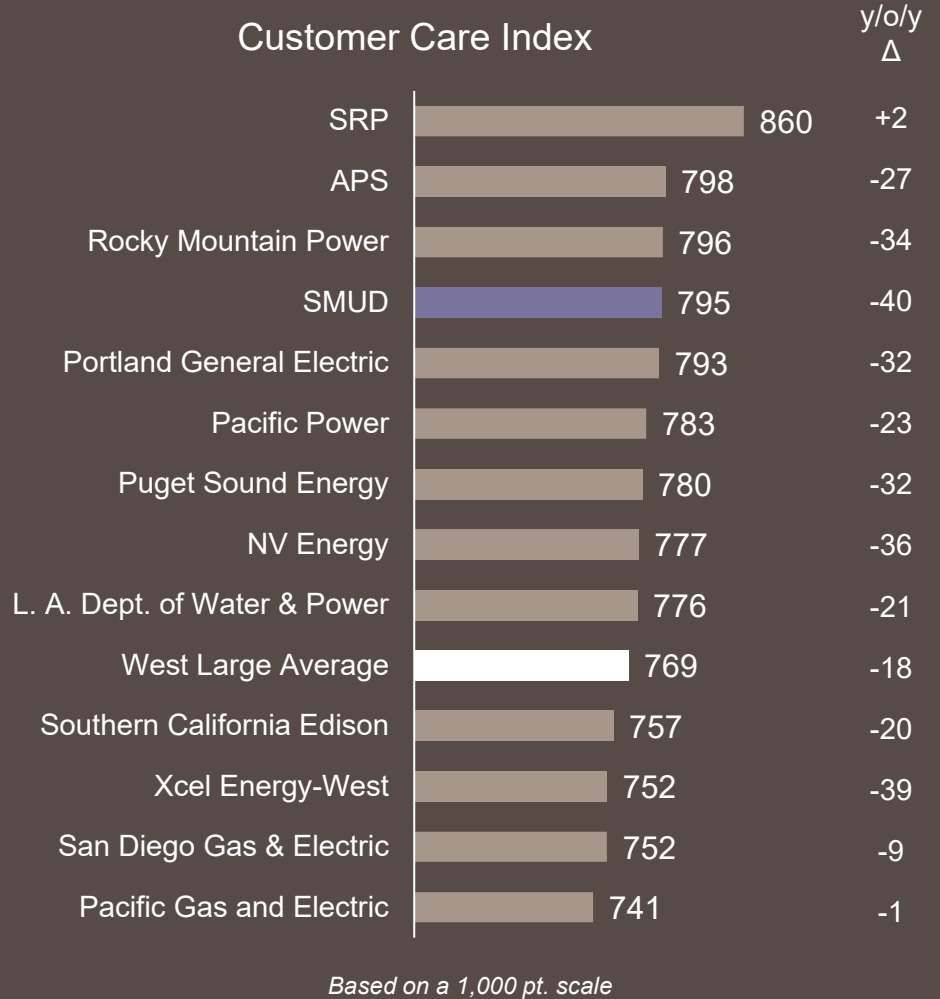


Based on a 1,000 pt. scale

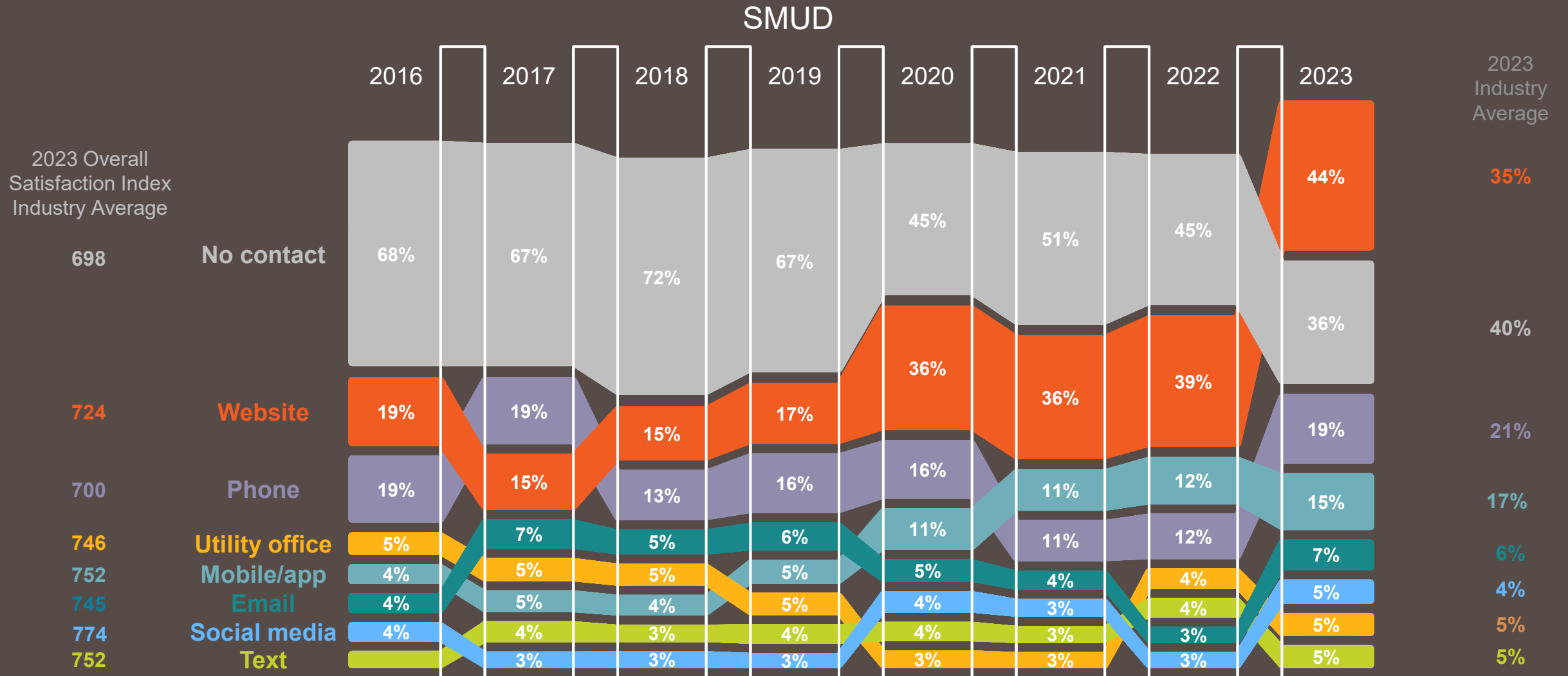


SMUD Residential Customer Care Performance

Customer Care 9%



Percentage of customer by contact channel



Areas of Focus: 2023 Electric Residential Customer Satisfaction

Strong performance

Consider

Corporate Citizenship

SMUD

We're leading the way to a more sustainable energy future. We've set an ambitious goal to eliminate 100% of our carbon emissions from our power supply by 2030. Addressing the pressing issue of climate change is imperative.

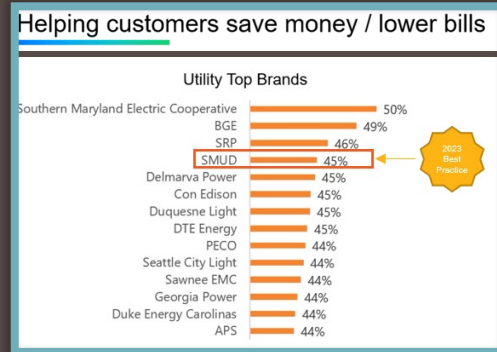
Powering a cleaner future
We're leading the way to deliver sustainable energy.

Become a Clean PowerCity® champion!
Share your support for our Clean Energy Vision and best practices.

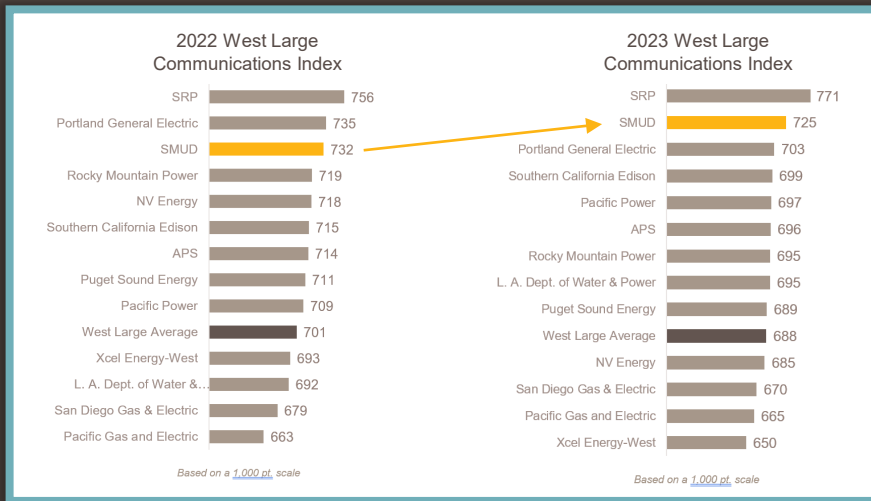
Around your home

- Use appliances at different times in the day
- Low-flow showerheads: Install low-flow showerheads and fix any leaks
- Curtains and blinds: Curtains or blinds can act as additional insulation

Price



Communications



Campaign to highlight SMUD's low rates and reliability.

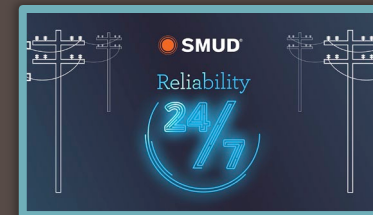
Price

Reinforcement and continued communication about SMUD's low rates and programs like EAPR and MedRate, energy saving tips to help customers lower their bills and billing options like Bill Pay Your Way to give customers a sense of control.



PQR

Continued emphasis on showcasing grid investments, strategies and projects that enhance reliability and grid resiliency.



SMUD GETS \$50M GRANT TO SUPPORT ADVANCED SMART GRID TECHNOLOGIES

Posted by News Release | Oct 20, 2023 2:41 pm | Community News, NorCal Innovation

SMUD has announced it's been awarded a \$50 million grant from the Department of Energy Grid Deployment Office's Grid Resilience and Innovation Partnership program (GRIP) for new technologies to increase reliability, efficiency and flexibility of the electric grid.



J.D. Power Satisfaction Overview

Business Results

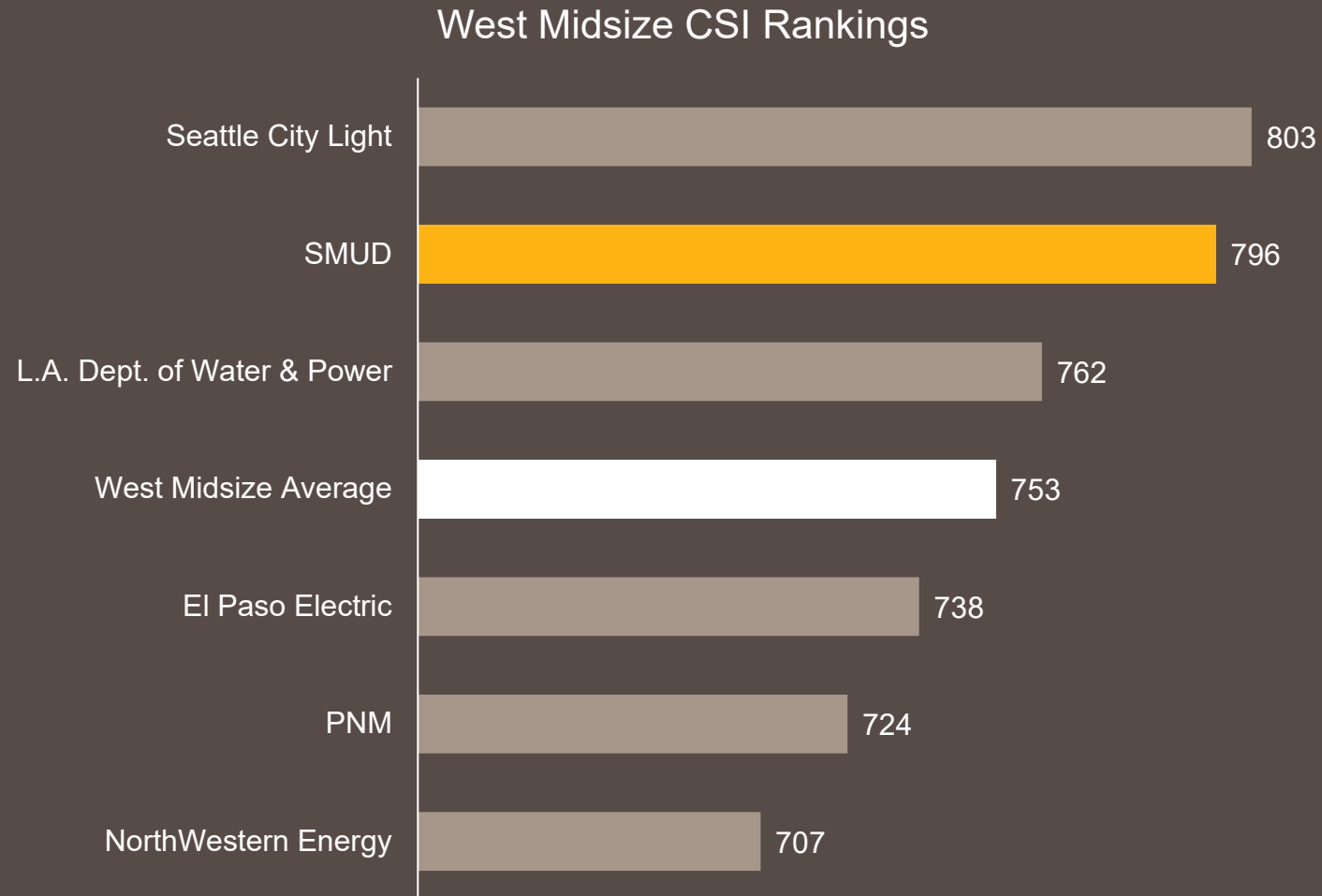
2023 Midsize Utility Award Winners

Seattle City Light was recognized as the top ranked utility within the West Midsize region. SMUD's CSI rating (796) was close to Seattle City Light (803).



Source: J.D. Power Electric Business Customer Satisfaction Study 2023

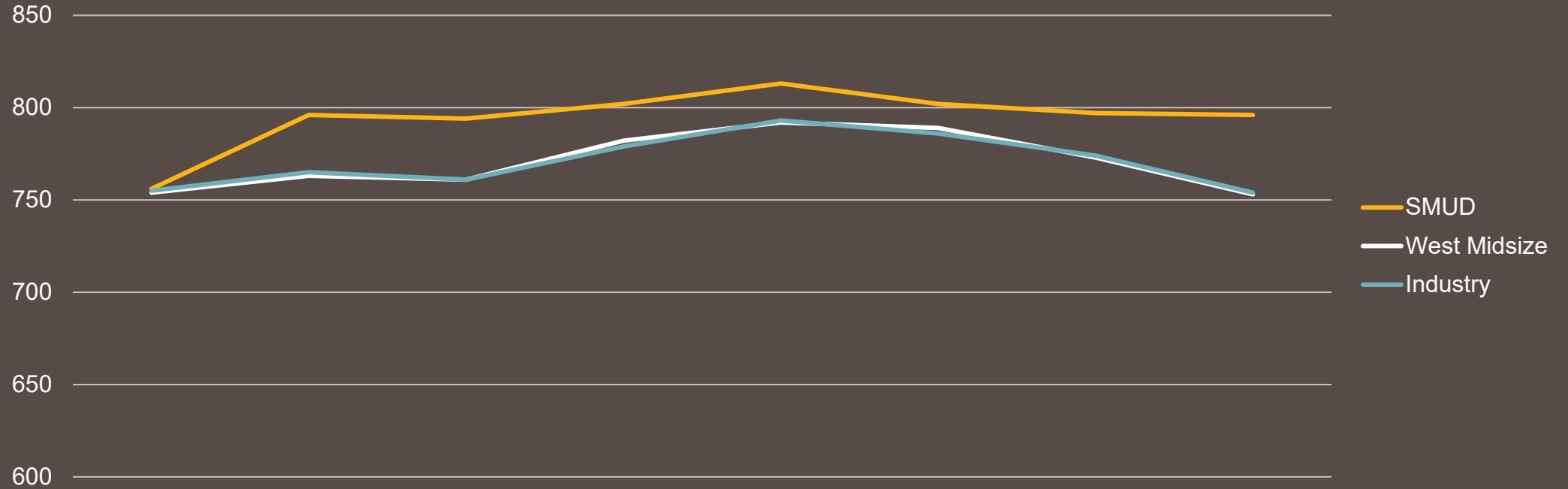
West Midsize Overall CSI Results 2023



Source: J.D. Power Electric Business Customer Satisfaction Study 2023

SMUD Commercial Satisfaction Trends

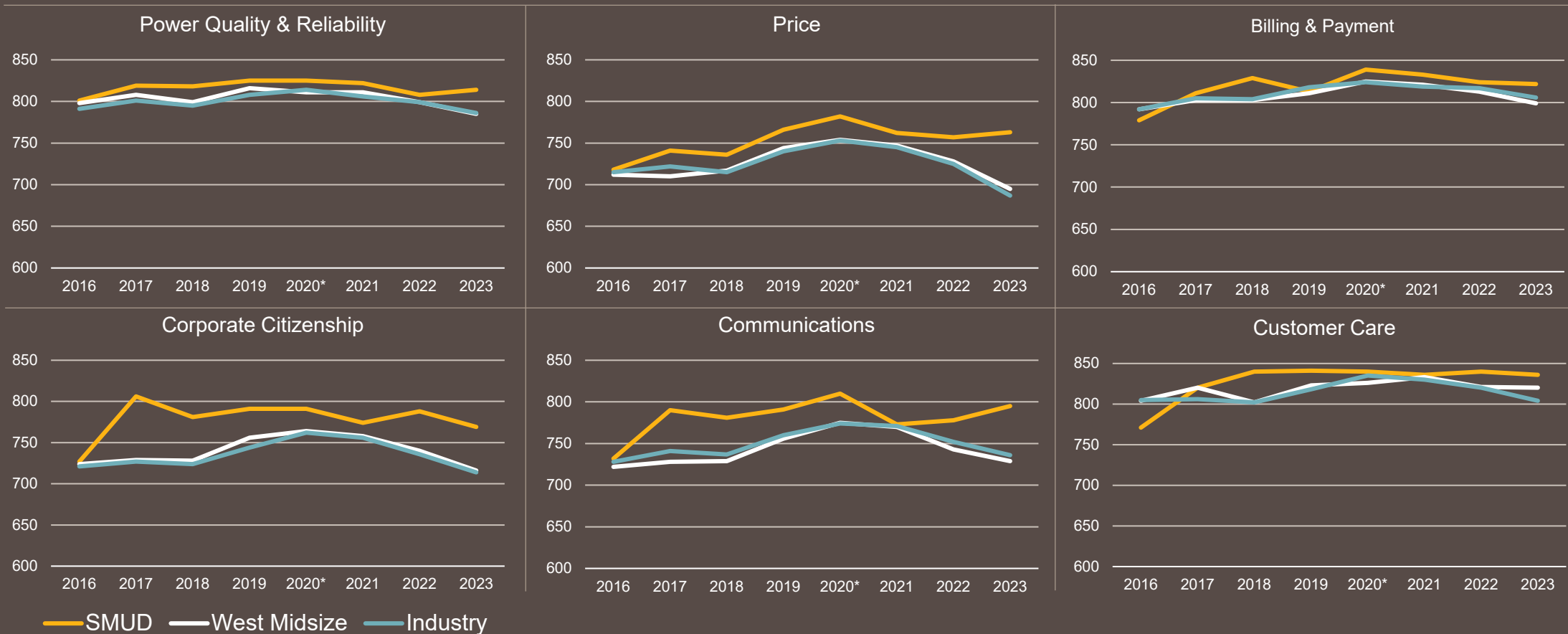
Overall Satisfaction



	2016	2017	2018	2019	2020*	2021	2022	2023
CA Rank	3	1	1	1	1	1	1	1
West Midsize Rank	3	1	1	3	2	2	2	2
Industry Rank	32	10	6	13	16	22	13	3

* Data model updated in 2020. Previous year data not an exact comparison to 2020 and later results.
 Note: The J.D. Power Business Customer Satisfaction Study is fielded semi-annually (Feb/May, Jun/Oct).

Commercial Index Trends Over Time



* Data model updated in 2020. Previous year data not an exact comparison to 2020 and later results.
 Source: J.D. Power Electric Utility Business Customer Satisfaction Study

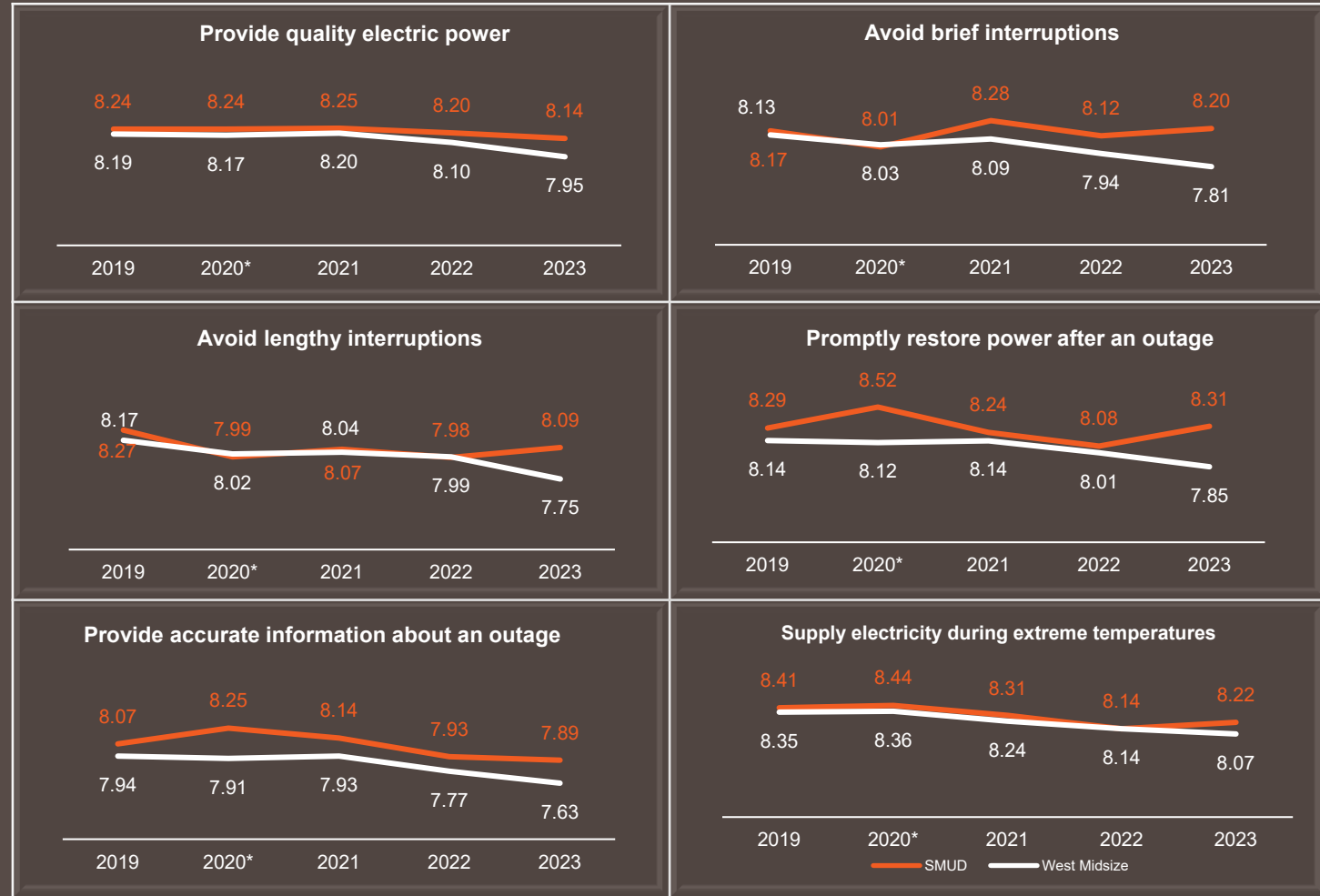
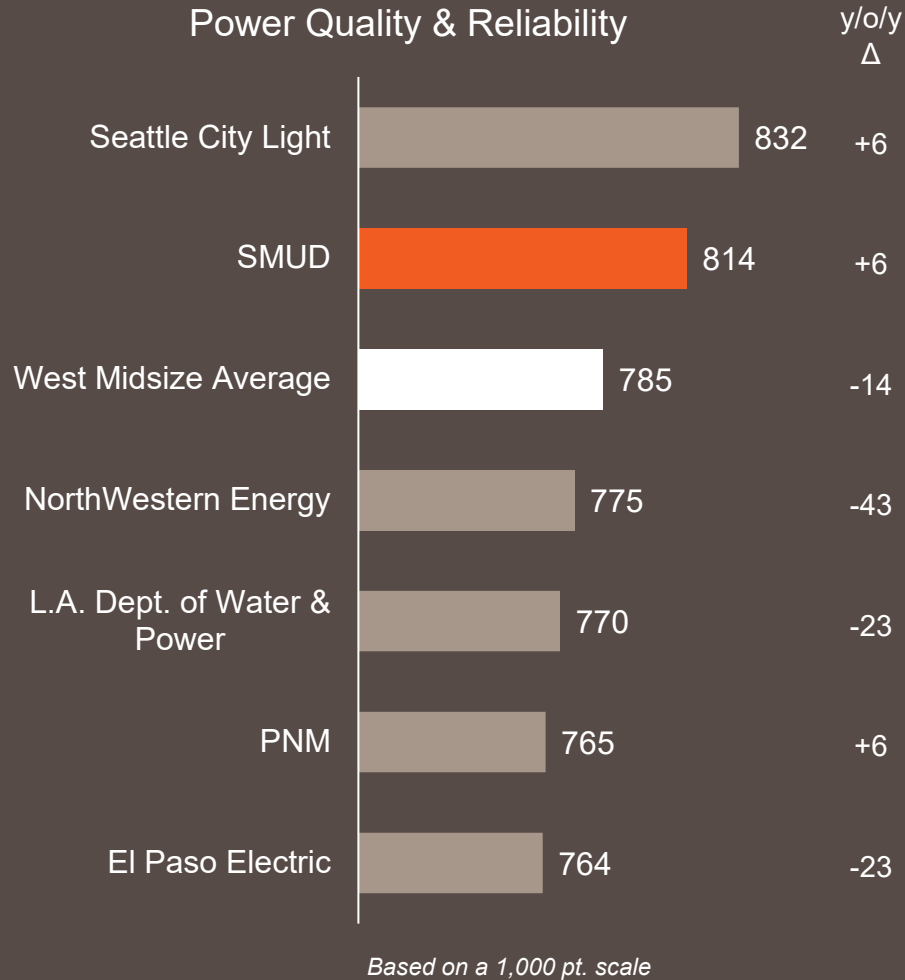
SMUD Commercial Performance 2022 vs. 2023

	Industry	West Midsize	SMUD Index Scores			West Midsize Ranking
	2022 vs. 2023 Δ	2022 vs. 2023 Δ	2022	2023	2022 vs. 2023 Δ	2023 (Δ)
Overall Satisfaction	-20*	-20*	797	796	-1	2 (--)
Power Quality & Reliability	-13*	-14	808	814	+6	2 (+1)
Price	-38*	-33*	757	763	+6	1 (+1)
Billing & Payment	-11*	-14	824	822	-2	2 (+1)
Corporate Citizenship	-22*	-24*	788	769	-19	1 (--)
Communications	-16*	-14	778	795	+17	1 (--)
Customer Contact	-16*	-1	840	836	-4	3 (-2)

* Indicates a statistically significant difference from 2022 to 2023 at the 95% confidence level.
 Source: J.D. Power Electric Business Customer Satisfaction Study 2023
 2022: SMUD n=121, 2023: SMUD n=121

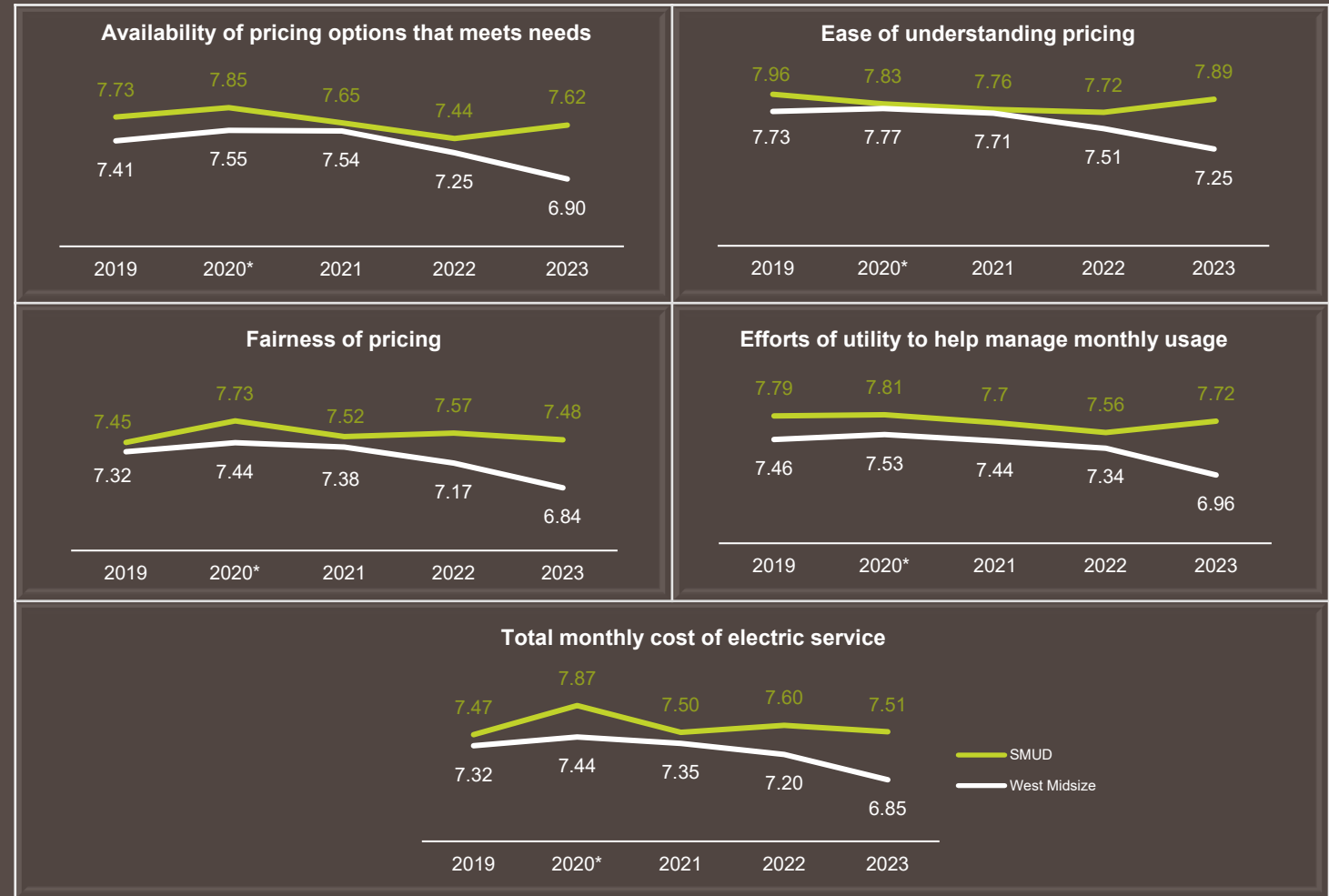
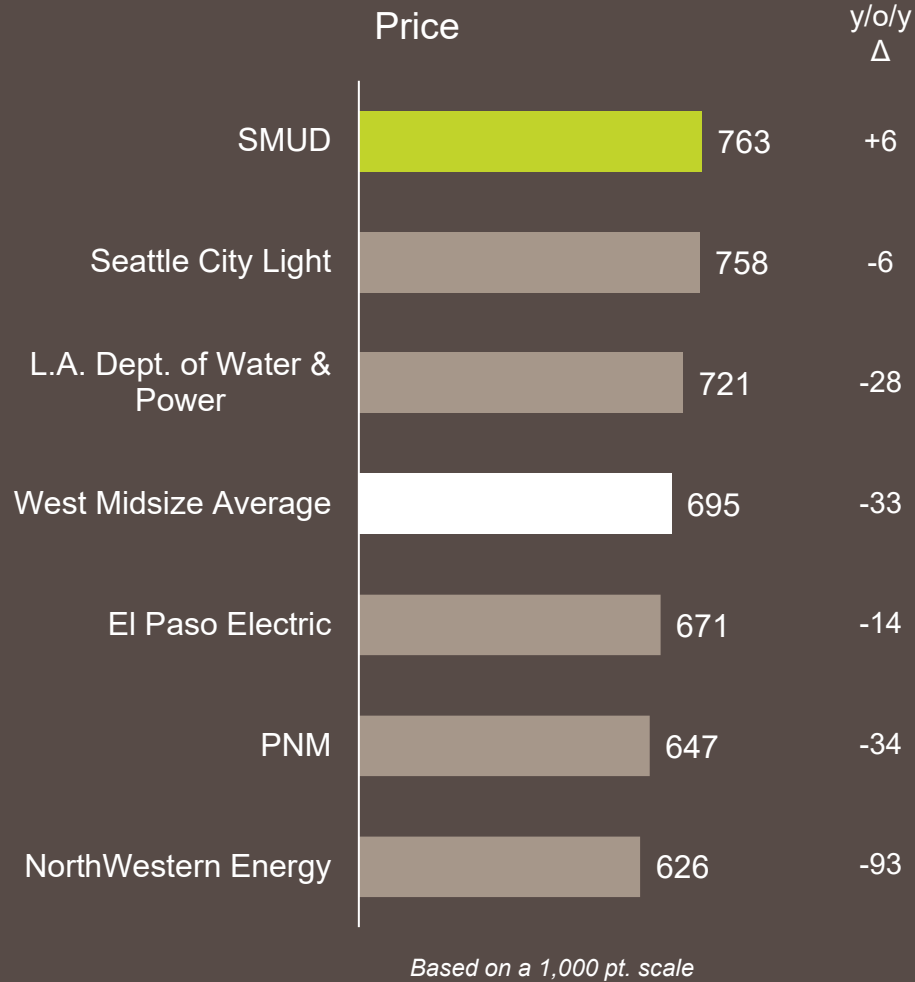
SMUD Commercial PQR Performance

Power Quality & Reliability
24%



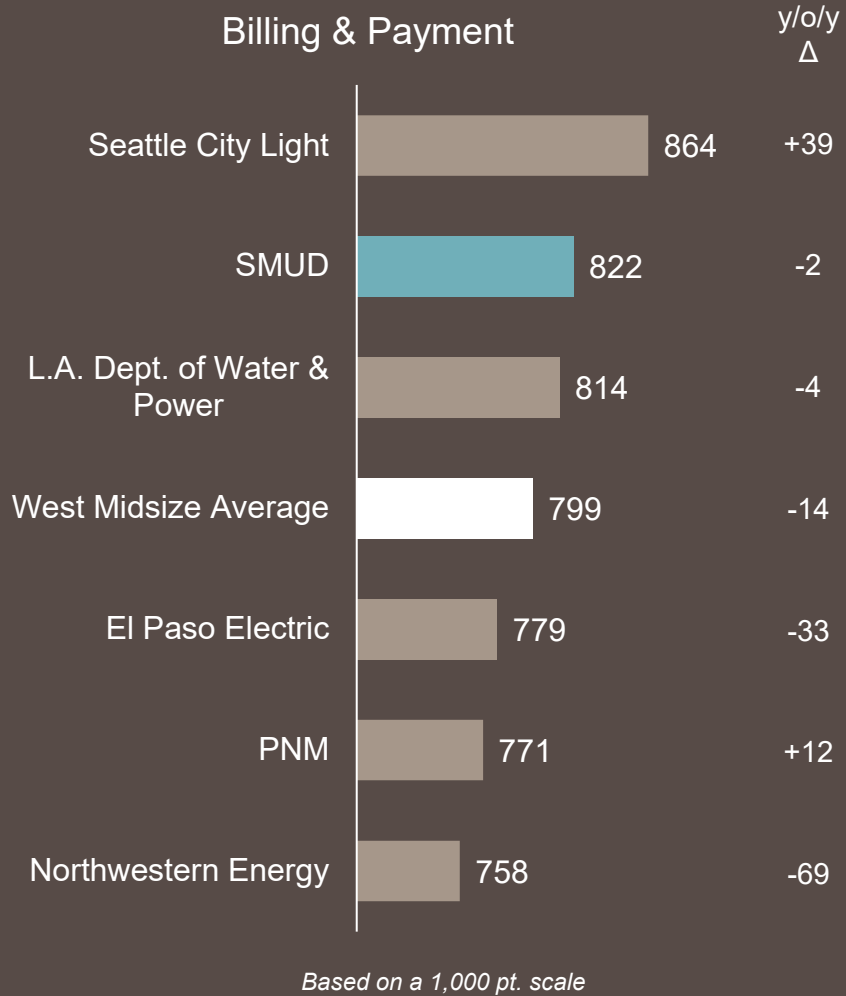
SMUD Commercial Price Performance

Price
19%



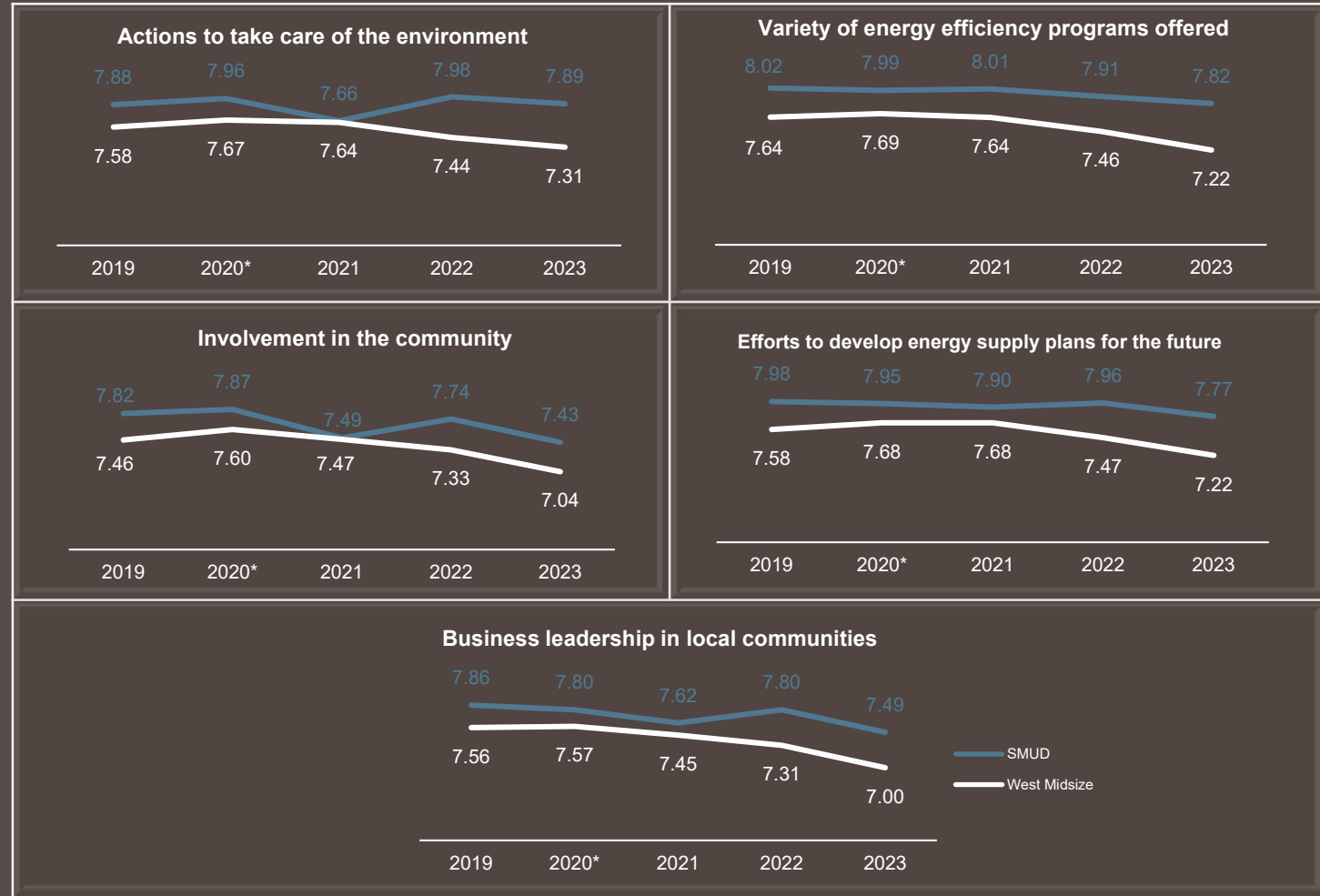
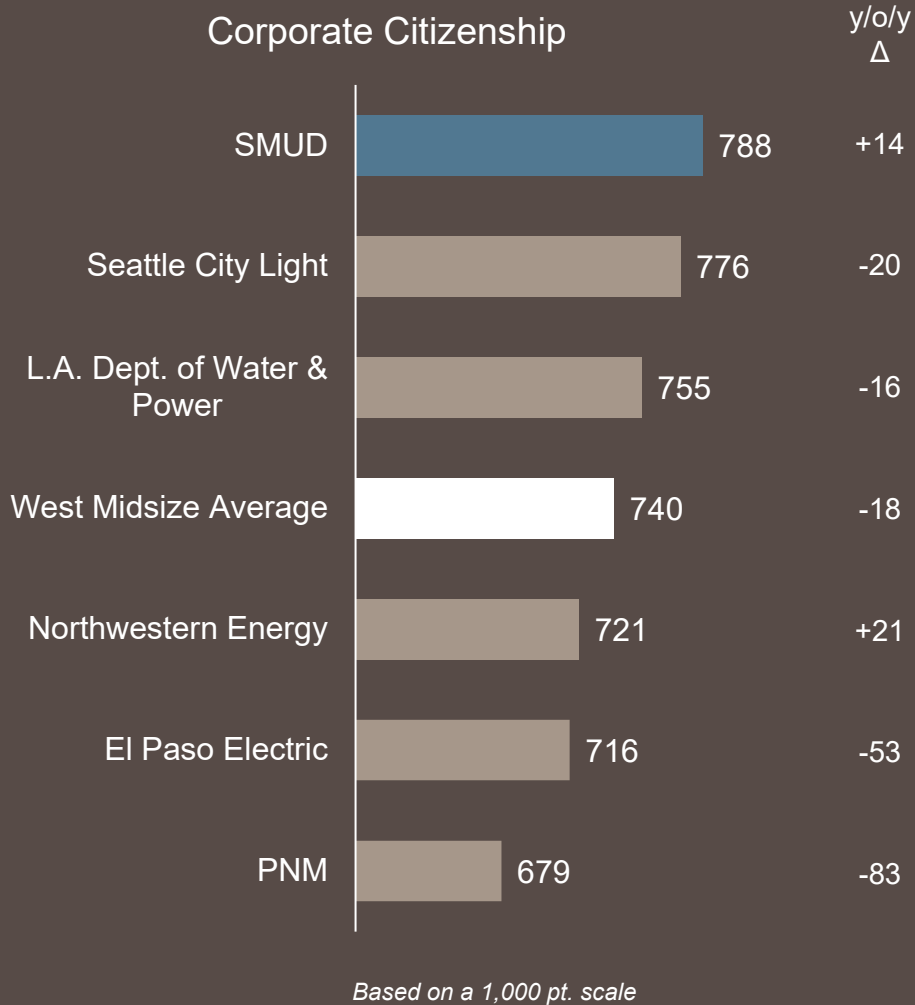
SMUD Commercial Billing & Payment Performance

Billing & Payment
15%



SMUD Commercial Corporate Citizenship Performance

Corporate
Citizenship
15%



SMUD's efforts to improve impact on environment

AWARE OF UTILITY EFFORTS TO IMPROVE IMPACT ON ENVIRONMENT

2023 Best Practice



Utility	Awareness Percentage
SMUD	72%
JEA	70%
Idaho Power	67%
Florida Power & Light	65%
Georgia Power	65%
Seattle City Light	65%
Industry Average	55%

Find your advisor
Your personal account advisor helps you find efficient and reliable energy solutions.



Green business
SMUD offers a variety of clean energy options for your business

Power your business with clean energy
Greenergy® is an easy, affordable way to support clean energy and be recognized for your commitment to the environment.

- Working together**
Since 1997, more than 70,000 of your residential and commercial neighbors have chosen clean energy. Together we're committed to making our environment better for our customers and community today and for generations to come.
- Clean PowerCity®**
By utilizing more renewable resources, we're helping to improve local air quality and reach our ambitious goal to eliminate 100% of the greenhouse gas emissions from our power supply by 2030 so we can live in a Clean PowerCity.
- It's simple and easy**
Going 100% carbon free is a bold and ambitious goal - one we believe we can achieve with your support and participation in programs like Greenergy.

Join the charge with Greenergy
Everyone can do their part to improve our future.
[Enroll today](#)



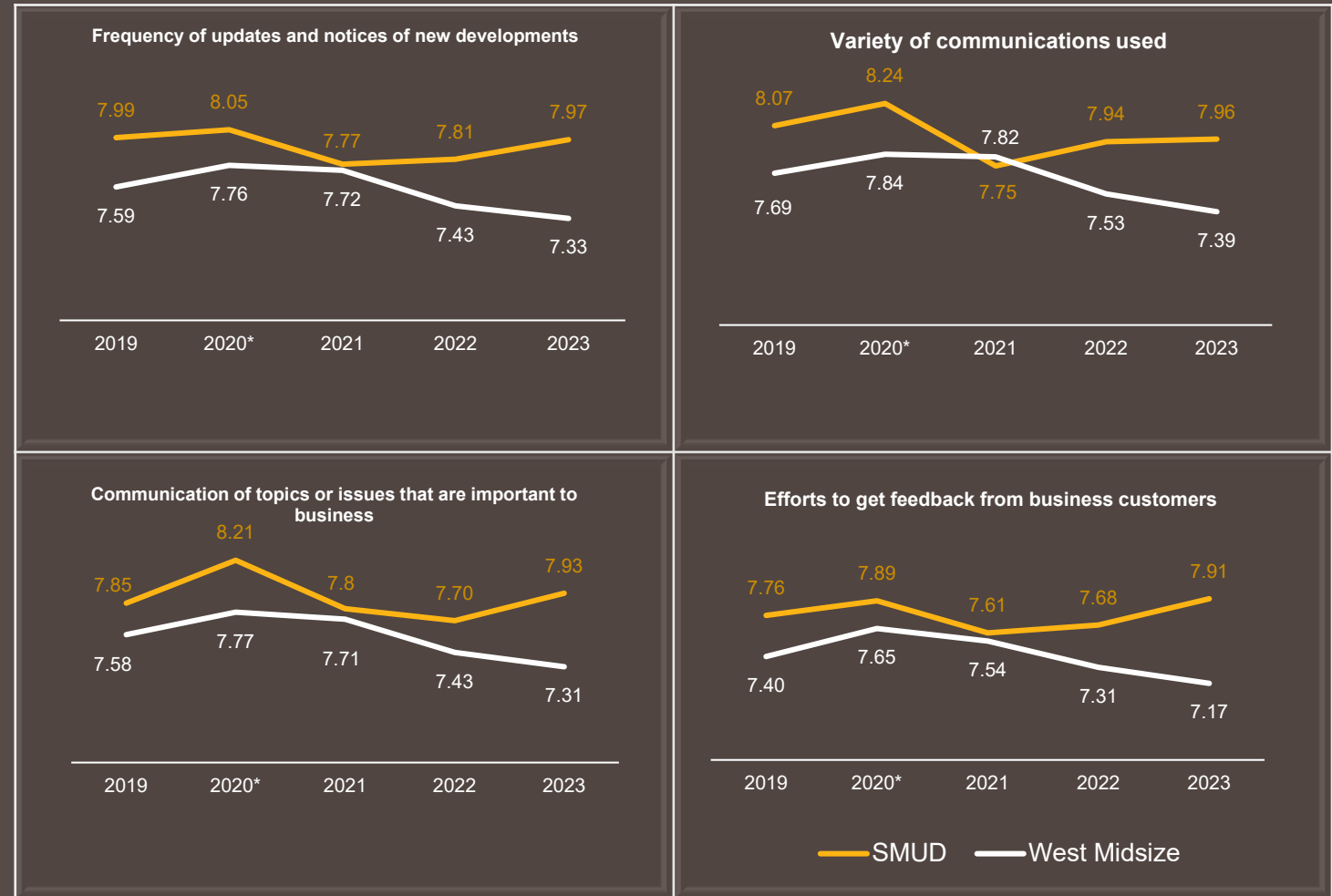
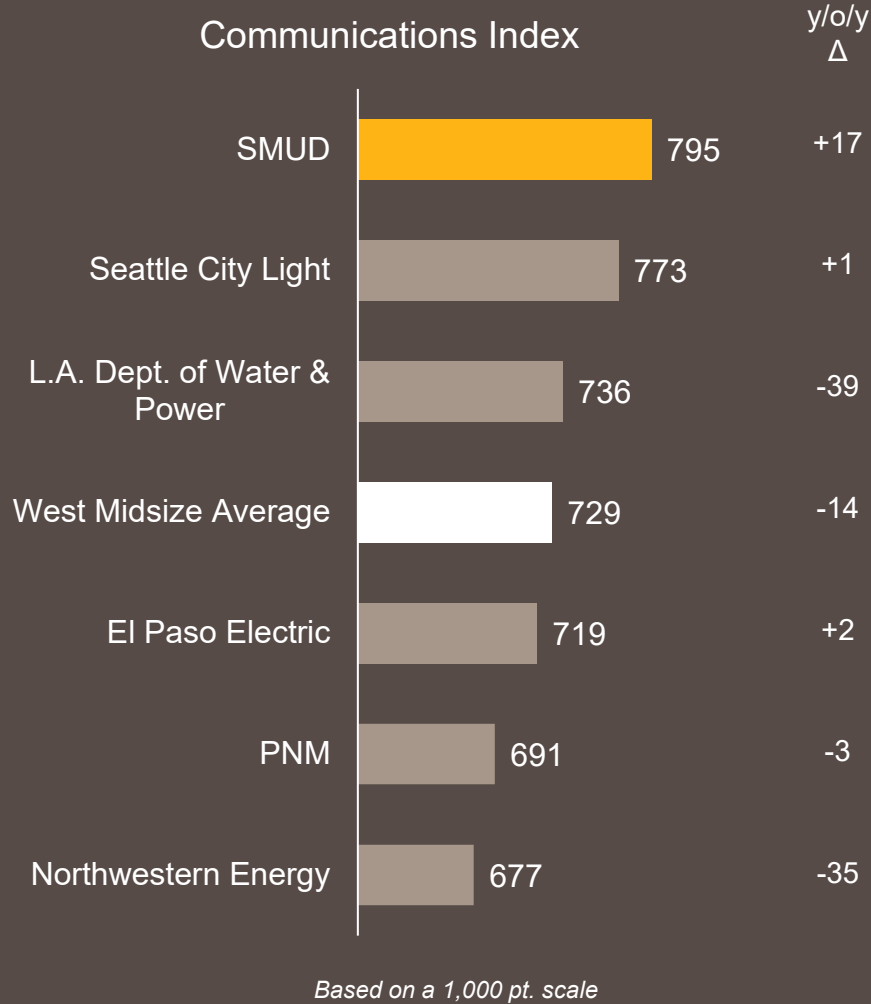
We're here to help
From energy-savings tips to clean energy solutions and incentives, we're dedicated to the success of your business.

<https://www.smud.org/en/Business-Solutions-and-Rebates>

<https://www.smud.org/en/Business-Solutions-and-Rebates#Green-business-section>

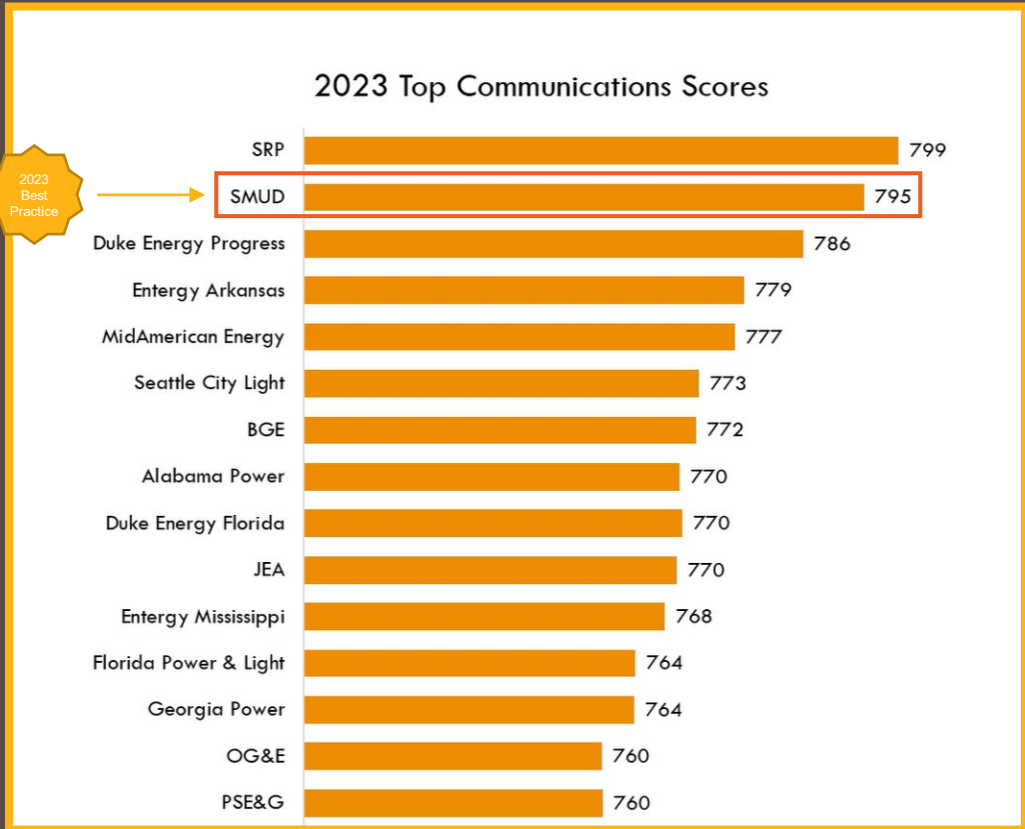
SMUD Commercial Communications performance

Communications
13%



SMUD recognized as a top communications utility in the nation

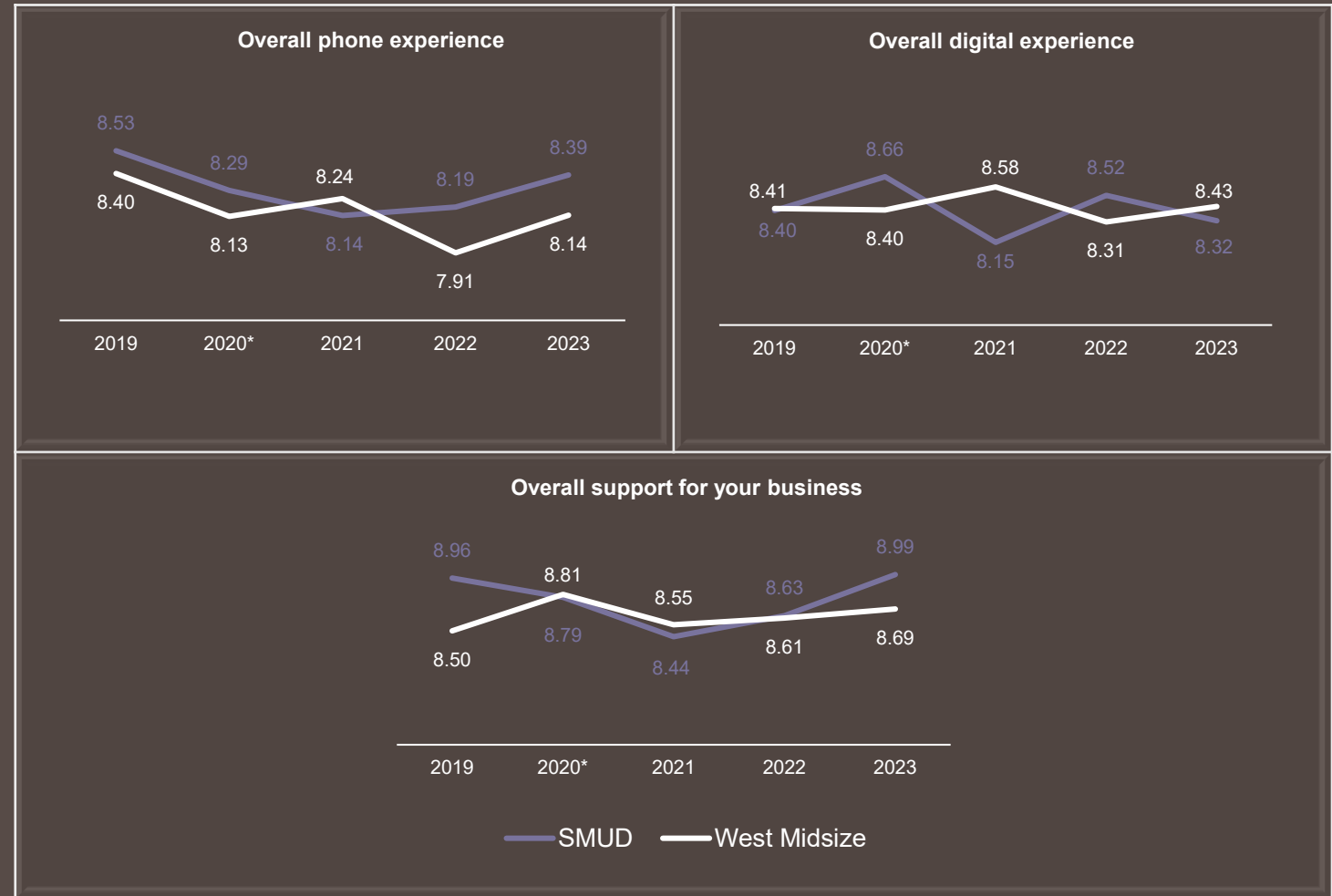
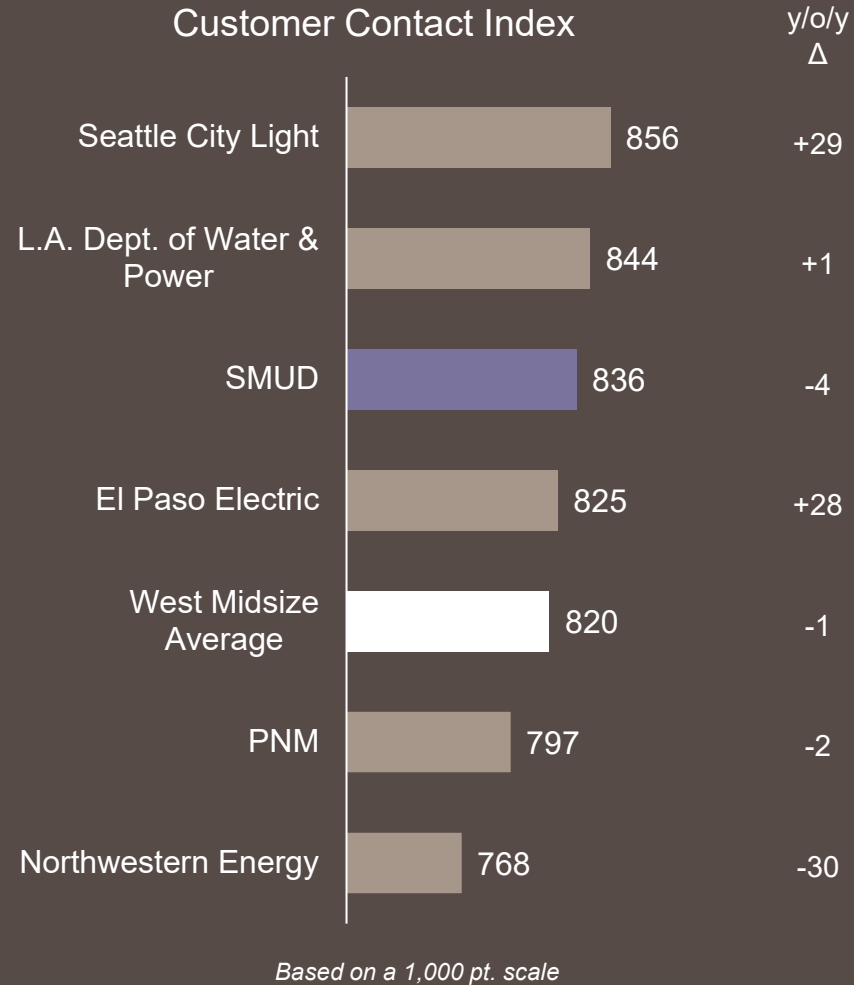
Communications
13%



A screenshot of the SMUD website. The main heading is "SMUD HAS 'ADVISORS' CARRY ITS MESSAGE". Below it is a photo of two men in SMUD uniforms looking at a brochure. To the right of the photo is the text "Helping your business grow" and "Your Strategic Account Advisor can help you navigate the energy landscape." Below the photo is a navigation breadcrumb: "Home > Business Solutions and Rebates > Find my advisor". Further down, there are two sections: "Connect with a Commercial Development Rep" and "Find your Strategic Account Advisor". The "Find your Strategic Account Advisor" section has a red arrow pointing to it. Below this section is a form with a text input field and a "Search" button. At the bottom right, there is a "LD POWER" logo.

SMUD Commercial Customer Contact Performance

Customer Contact 14%



Customer contact questions only asked of respondents who had an interaction with SMUD in the past 6 months
 Source: J.D. Power Electric Business Customer Satisfaction Study 2023
 SMUD n=71, West Midsize n=414; SMUD 2023: Phone n=35, Digital n=46, Proactive n=23
 West Midsize 2023: Phone n=206, Digital n=273, Proactive n=135
 How would you rate your...?

Based on an 10pt. scale where 1 = Unacceptable and 10 = Outstanding

* Data model updated in 2020. Previous year data not an exact comparison to 2020 and later results.



Areas of Focus: 2023 Electric Business Customer Satisfaction

Strong performance

Corporate Citizenship

AWARE OF UTILITY EFFORTS TO IMPROVE IMPACT ON ENVIRONMENT

Utility	Awareness (%)
SMUD	72%
JEA	70%
Idaho Power	67%
Florida Power & Light	65%
Georgia Power	65%
Seattle City Light	65%
Industry Average	55%

Green business
SMUD offers a variety of clean energy options for your business

Power your business with clean energy
Greenenergy® is an easy, affordable way to support clean energy and be recognized for your commitment to the environment.

Working together
Since 2007, more than 70,000 of your residential and commercial customers have chosen Greenenergy. Together we've contributed to making our communities better for our customers and community today and for generations to come.

Clean PowerCity®
By utilizing more renewable resources, we're helping to reduce carbon dioxide and other greenhouse gas emissions from our power supply. By 2020 we can use less than 1% Clean Power City.

It's simple and easy
Using 100% carbon-free, wind and solar power, Greenenergy is a simple and easy way to support and purchase clean energy for your business.

Join the charge with Greenenergy
Everyone can do their part to improve our future.

<https://www.smud.org/en/Business-Solutions-and-Rebates#Green-business-section>

We're here to help
From energy-saving tips to clean energy solutions and incentives, we're dedicated to the success of your business.

<https://www.smud.org/en/Business-Solutions-and-Rebates>

Communications

2023 Top Communications Scores

Utility	Score
SRP	799
SMUD	795
Duke Energy Progress	786
Energy Arkansas	779
MidAmerican Energy	777
Seattle City Light	773
BGE	772
Alabama Power	770
Duke Energy Florida	770
JEA	770
Entergy Mississippi	768
Florida Power & Light	764
Georgia Power	764
OGE	760
PSE&G	760

SMUD HAS "ADVISORS" CARRY ITS MESSAGE

Helping your business grow
Your Strategic Account Advisor can help you navigate the energy landscape.

Connect with a Commercial Development Rep
If you're a developer, designer, consultant or architect, your Commercial Development Rep can help you with:

- New construction
- Asset development

Find your Strategic Account Advisor
If you're a business owner, operator or tenant, your dedicated SMUD Strategic Account Advisor can help you understand your energy needs, explore rebates, incentives and more. Locate your advisor now.

[Find your Strategic Account Advisor](#)

Enter the ZIP Code of your business: [Search](#)

Consider

Billing & Payment

Enhance customer experience for managing their SMUD account(s), billing and payment and access to energy usage data.

Good Evening, Tom

Here's your current balance: **\$613.43**
Balance due [Pay bill](#)
[View bills](#)

Welcome to your new My Account
Enhance your business and services with us as your partner.

Your advisor details
ALFREDO CASTILLO
alfredo.castillo@smud.org
414-411-1111 (Phone)
For billing and account questions, please contact us.

Programs at a glance

Program	Enrolled	Not enrolled
Paperless billing	Enroll	Cancel
Auto pay	Enroll	Cancel

Customer Contact

Business solutions
Our programs and services are designed with you in mind.

Find your advisor
Your personal account advisor helps you find efficient and reliable energy solutions.

Manage your energy
Our tools help you make smart business decisions.

Incentives
Explore our rebates and incentives to save your business money.

Green business
We offer convenient, affordable ways to support clean energy.

J.D. Power Sustainability Index

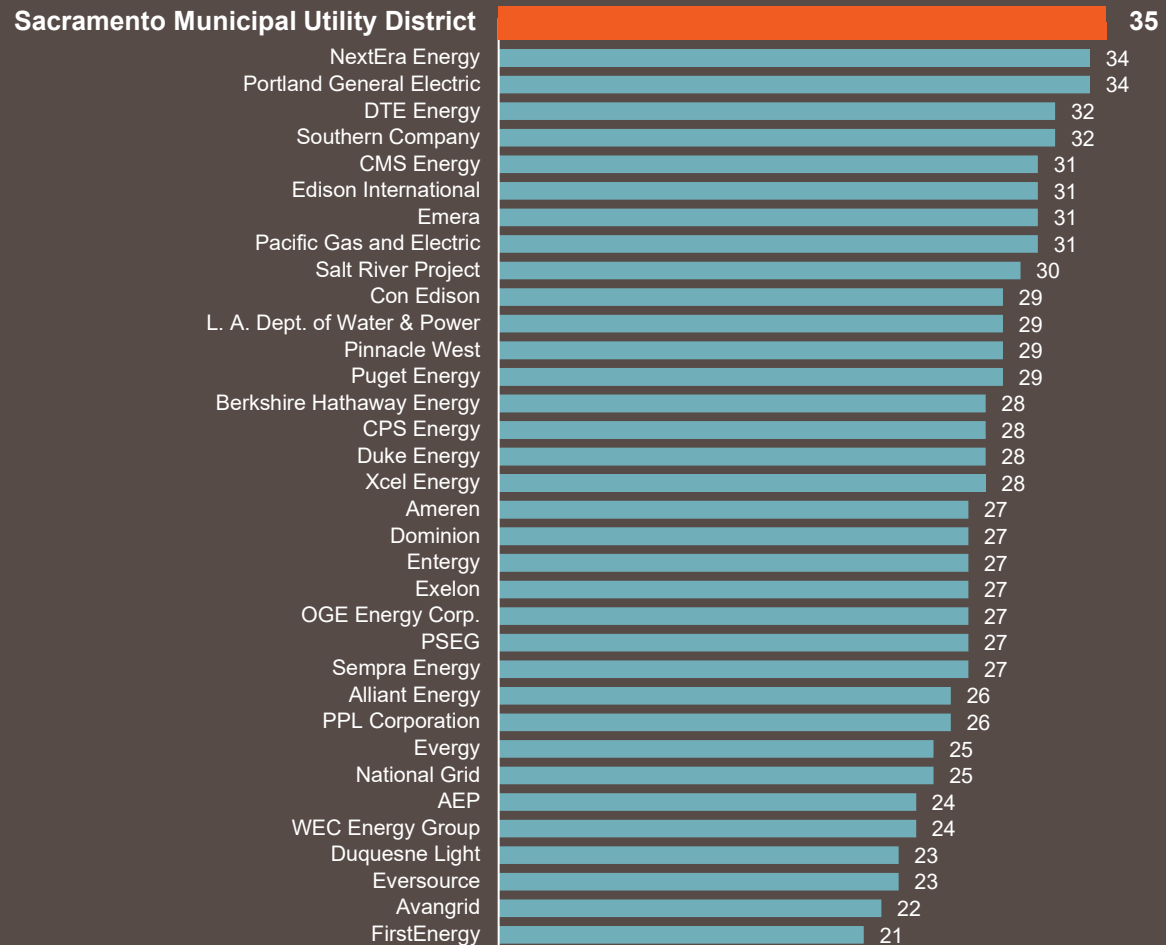
Sustainability Index

For the 4th year in a row, SMUD ranked 1st in the nation on the J.D. Power Sustainability Index.

2023 was the first year SMUD was cleanly ranked in 1st place.

The J.D. Power Sustainability Index evaluates electric utility customer awareness, support, engagement and advocacy for their local utility's climate sustainability programs and goals.

Sustainability Index 2023 (100-point scale)



* The index is available for all utilities; the public rank chart is limited to parent companies where at least one utility serves 500,000 or more residential customers.

Thank You