

Exhibit to Agenda Item #1

Brief the Board on SMUD's Community Impact Plan.

Board Strategic Development Committee and Special SMUD Board of Directors Meeting

Tuesday, August 8, 2023, scheduled to begin at 6:00 p.m.

SMUD Headquarters Building, Auditorium

Community Impact Plan

Ensuring no community left behind

Jobs and workforce development priorities

Community-based organization capacity building

The need for cultural (community) ambassadors

Simplified messaging and materials

Programs relevant to renters, median income, small businesses



Our audience

Residential

- Low- & median-income populations who can't afford necessities
- Renter with higher energy burdens
- Under-served populations with cultural or language barriers

Commercial

- Small businesses
- Nonprofits

Our focus

Affordability

Equitable access

Community engagement

We're doubling the current investment towards under-resourced communities!

Our approach

- **Diversifying** clean energy programs to make them accessible to more residential customers.
- **Leading** inclusive economic development with new job trainings and job placement programs for clean energy jobs.
- **Focusing** on investing in the business community through meaningful and impactful partnerships.
- **Creating** capacity building opportunities for nonprofits to support our 2030 zero carbon plan engagement.
- **Showing up** in culturally relevant ways with community education and outreach through our community ambassador teams.

Community Impact Plan – Collective impact

Ensuring no community left behind



Affordability



Equitable access



Community engagement



Community Impact Plan 3-year goals

Ensuring no community left behind



Affordability



2,300+

Neighborhood electrification & energy efficiency measures



192+

Solar & battery storage projects



12+

Multi-family complexes



4+

Pilot median income programs



900+

Direct home installs



75+

Partner home installs

Community Impact Plan 3-year goals



Community engagement

Ensuring no community left behind



30+

Translated marketing collateral



100+

Community-based partnerships



6,000+

Join the Charge

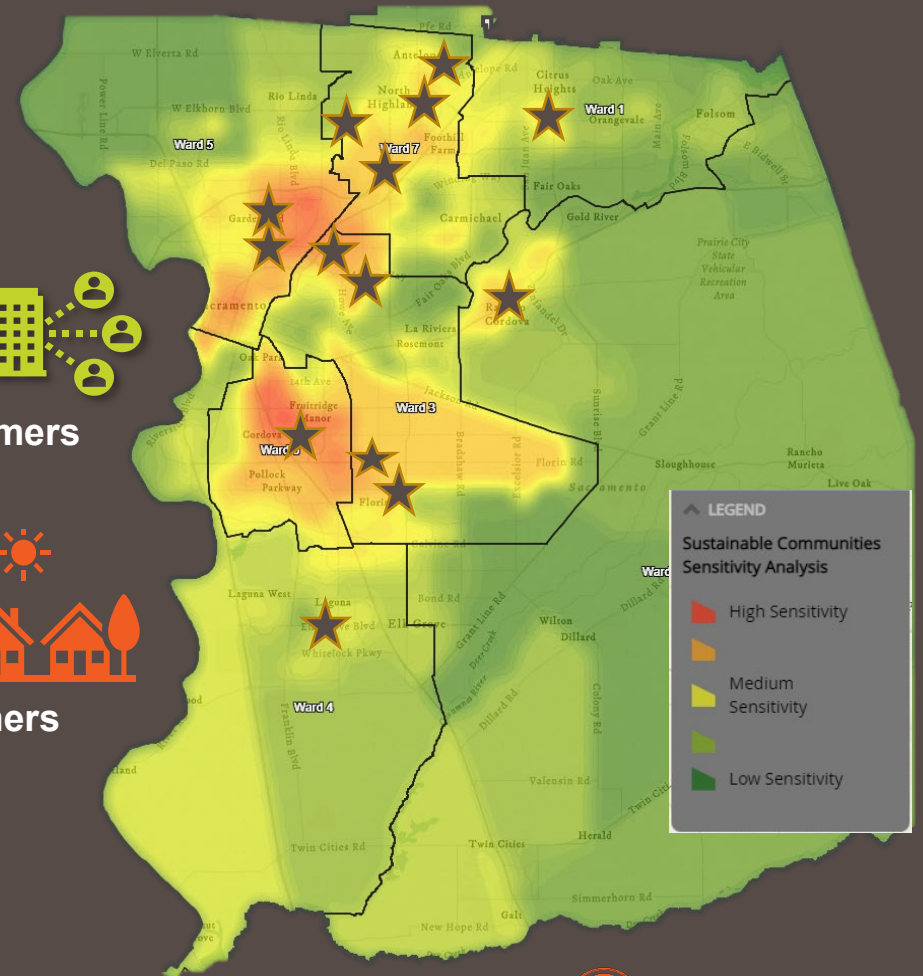
11,000+

Commercial customers



69,000+

Residential customers



Community Impact Plan 3-year goals

Ensuring no community left behind



Equitable access



150+

Business district
electrification customers



300+

Zero carbon workforce skills



35+

Additional Shine Awards



240+

Zero carbon on-the-job experiences



10+

Pilot commercial kitchens



120+

Zero carbon job placements

Regional workforce development



Equitable
access

Creating equitable pathways to living wage zero carbon jobs through regional workforce outreach, education and training.

Solar training & electrification

Electrician trainee program

Construction electrification

Battery storage & manufacturing

Energy careers education & awareness



Community Impact Plan accomplishments to date

Ensuring no community left behind



245

Neighborhood electrification & energy efficiency measures



21

Business site evaluations



493

People received workforce training



14

Expanded PBID partnerships

Highlights:

Residential neighborhood electrification – Gardenland, North Highlands, and Strawberry Manor

Commercial business district electrification – Partnership with Sacramento Hispanic Chamber of Commerce & Del Paso Heights Property & Business Improvement District

Regional workforce development – workforce education, training, and job placement

Inclusive economic development – expanded partnerships with Property & Business Improvement Districts

Neighborhood & business district electrification



Affordability

Culturally responsive customer outreach, leveraging community-based partnerships, to bring greater awareness and increased adoption of electrification programs.

Neighborhood electrification

- 3 Neighborhoods: Gardenland, North Highlands, & Strawberry Manor
- 60 homes electrified & 25 more in pipeline.
- 4 Neighborhood walks
- Community events & partnerships
- Culturally responsive customer engagement.

Business district electrification

Del Paso Heights

- Partnership with Property & Business Improvement District
- 21 business site evaluations completed
- Business walks & community events
- Culturally responsive customer engagement



DEL PASO BLVD PARTNERSHIP
SUMMER
MIXER & HAPPY HOUR
POWERED BY
SMUD & 
THURSDAY JUNE 8TH
5:30-7:30
LIL JOE'S PATIO
1710 DEL PASO BLVD
North Sacramento
CHAMBER OF COMMERCE

MIX AND MINGLE WITH DPB BUSINESS AND PROPERTY OWNERS, HEAR UPDATES ON SMUD'S ELECTRIFICATION PROGRAM, AND THE CITY OF SACRAMENTO'S FACADE IMPROVEMENT GRANTS.

NO HOST BAR - COMPLEMENTARY HORS D'OEUVRE'S

Transportation electrification

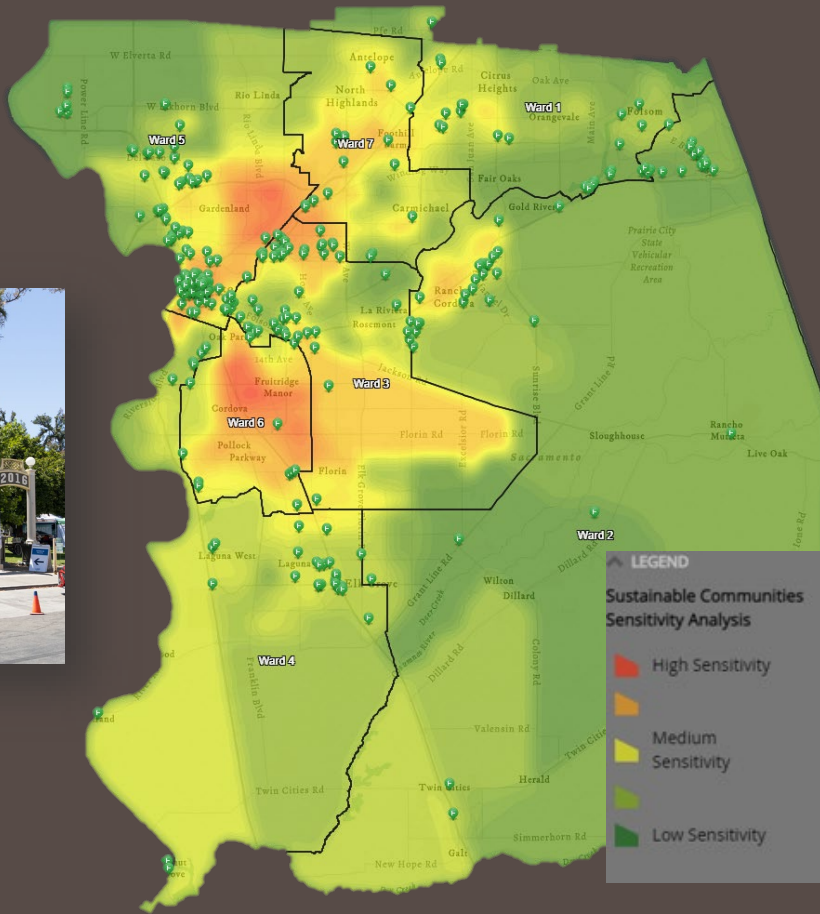


Accomplishments

- 4 Ride-n-Drives in Gardenland, Meadowview, & Oak Park
- 381 EV circuits to prepare LMI households for EVs
- 151 EVSE for customers, including those participating in the *Clean Cars 4 All* program.
- 1,600+ public charging sites in the region
- 823+ Residential EV Chargers sold via SMUD Store

In flight

- Del Paso Heights eMobility Hub
- Fulton-El Camino TECHub (eMobility) & Resiliency Center
- EVEN-Up Grant with Department of Energy



Market Research in the community



Community engagement

Meadowview outreach, leveraging community-based partnerships and Community Impact Ambassadors, to understand customer behaviors.



Identify range of behaviors that are barriers and levers to electrification adoption.



56 customers participated in interviews & 14 left contact information for future home energy assessments.



High desire to electrify; greater focus on safety and bill reduction.



Utilize information to customize communications for neighborhood electrification outreach in Meadowview.



Community Impact Plan - A look ahead

Ensuring no community left behind

2023 - 2024 priorities:

Pilot low- median-income programs

Free Thermostats via SMUD Energy Store

Neighborhood & business district electrification & infrastructure

North Highlands, Del Paso Heights, Strawberry Manor, Meadowview

Community-based partnerships & Shine Awards

Increased partnerships to ensure reach

Regional Workforce Development

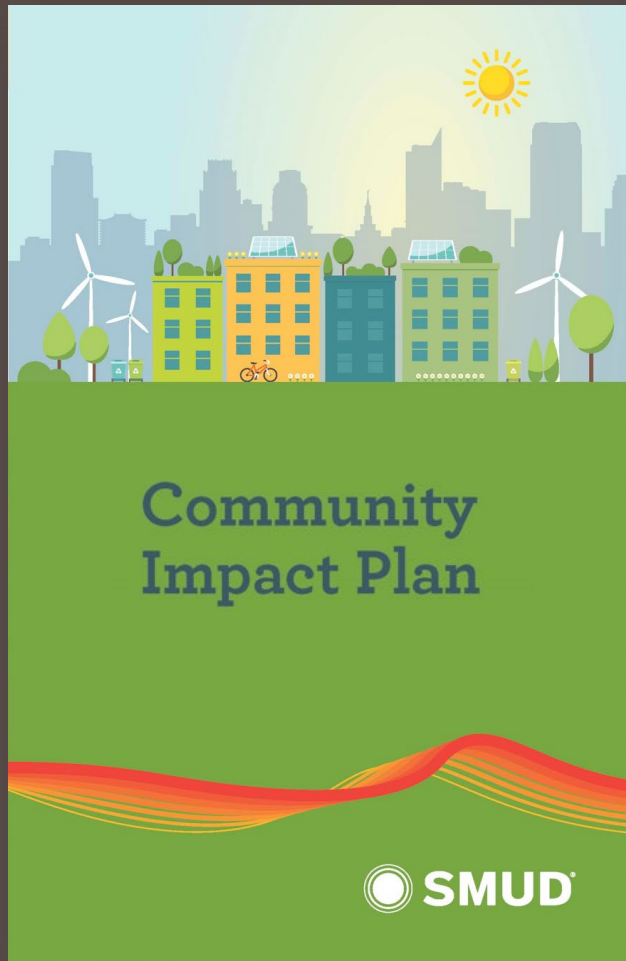
Job Awareness, Training, & Placement

Community Impact Ambassadors

Targeted outreach and education

Community Impact Plan

Ensuring no community left behind



Awards:

- Smart Energy Consumer Collaborative “Cultural Transformation” Award
- The National Energy & Utility Affordability Coalition, 2023 Corporate Excellence Award



\$11.5M in leveraged grant funding:

- TECH Quick Start Grant | City of Sacramento
- Dept. of Energy Vehicle Technologies Office grant for Equitable Transportation Electrification: EVEN-Up
- Charge Ready Communities (REACH): Vehicle Charging for Multi-Family Housing
- Congressional Directed Funding | Meadowview electrification efforts
- Community Economic Resilience Fund



Questions?