Powering our Community
The SMUD Employee Volunteer Program

Powering forward. Together.
Agenda

• Overview
• Why invest in a volunteer program?
• How does it all fit together?
• Keeping volunteers engaged: Case studies
• Challenges when working with corporate volunteers
• Tips for choosing the right partnerships
## SMUD | Overview

<table>
<thead>
<tr>
<th>Service area population</th>
<th>Budget</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4 million</td>
<td>$1.47 billion</td>
<td>2,071</td>
</tr>
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<table>
<thead>
<tr>
<th>Board members</th>
<th>Customers</th>
<th>Credit rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>614,143</td>
<td>AA− Standard &amp; Poor’s</td>
</tr>
<tr>
<td></td>
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<td>Aa³ Moody’s</td>
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<tr>
<td></td>
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<td>AA− Fitch</td>
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Sacramento skyline at night, as seen from the American River
SMUD Service Territory
Sacramento, CA
Why invest in a volunteer program?
The business landscape is changing

- Socio-economic factors
- Customers expect us to do more than ever
- Generational differences and cultural diversity
- Slow pace of economic recovery
- Balancing customer needs and expectations
- New technologies and communication methods
More than 80% of consumers consider corporate citizenship when deciding

- Where to work
- Where to shop
- WHAT TO BUY
- and which products and services to recommend to others

Source: 2013 CONE COMMUNICATIONS/ECHO GLOBAL CSR STUDY
Our business case for volunteerism

- Increases employee skills
- Strengthens community perception
- Increases employee engagement
What does SMUD do in the community?
How does it all fit together?
Our approach
Part of a comprehensive program

Community Development
- Sponsorships
- Education & Learning
- Economic Development
- Volunteerism
- Employee Giving
- Community Events
Our giving priorities reflect our values

Leadership
- Economic Development
- Civic Leadership

Community
- Diversity & Culture
- Healthy, Sustainable Communities

Ingenuity
- Education (focusing on Science, Technology, Engineering & Math)
- Innovation

Integrity
- Environmental Stewardship
- Supplier Diversity
Volunteer request pipeline

All requests are generated from one of three sources:

1. Internal (employee)
2. External (other)
3. Community Relations Staff

Request received

- Approved
  - Involvement level determined
    - CR leads or team lead recruited

- Info only
  - Information sent to volunteers
    - Independent activity

- Declined
Event categories

**SMUD Sponsored Event**
- Defined sponsorship activities and benefits
- CR is involved in all activities and resources
- CR may lead, or may recruit lead

**Partnership**
- SMUD desires an ongoing relationship
- Ongoing activities, may include sponsorships
- CR offers support and resources

**SMUD Sanctioned Event**
- SMUD approves event, but is not a sponsor
- Non-CR organizer may be lead
- CR offers support and resources

**Info Only Event**
- SMUD is not involved in the event
- Non-CR organizer is lead; may include independent activities
- CR offers minimal support
Something for everyone!

One Time Events
- Runs/Walks
- Parades
- Cleanups
- Community improvements

Ongoing Programs
- Educational programs
- Community based programs
- Mentoring programs
2014 by the numbers...

<table>
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<th>85%</th>
<th>SMUD employees that volunteered for at least one cause or activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Volunteer events</td>
</tr>
<tr>
<td>$118,160</td>
<td>Value of employee volunteer hours and fundraising</td>
</tr>
<tr>
<td>$357,000</td>
<td>Employee giving through United Way Combined Charities</td>
</tr>
</tbody>
</table>
And the community is noticing

**JD Power and Associates**
- #1 in U.S. for customer satisfaction, midsize utilities, 2014
- #1 California, 2004-2014

**Computer World**
- Best Places to Work in IT, midsize, 2007-2014
Keeping volunteers engaged: Case studies
Partnerships: Soil Born Farms and Fairytale Town

- Multi event sponsorships
- Event and individual volunteers
- Future additional activities
  - On site demos
  - Potential site improvements
Volunteer activity: Run to Feed the Hungry
Benefitting Sacramento Food Bank and Family Services

- Team entry
  - 94 participants
  - SMUD sponsored 40 entries
  - Thanksgiving morning
- Fundraising
  - Raised $4,678
  - CEO and Assistant GM captains
- Team SMUD apparel
- Offered high media and customer exposure
Sponsorship: Walk a Mile in Her Shoes
Benefitting Women Escaping a Violent Environment

- Executive recruitment and buy in
  - Personal note from CEO inviting participation

- Events to keep event fresh and top of mind
  - Videos
  - Inclusion in company wide daily email
  - CEO matching funds
  - “Bring a Friend” week
  - Ticker on internal web for employee donations
  - Giant shoe in lobby
  - Vote for CEO’s shoes
  - Team high heel training

- Visible success
  - 126 men in branded hard hats, vests, and heels
  - $33,200 raised
Challenges when working with corporate volunteers

- Finding the right balance of activities
- Equity in event support
- Walking the political line
- Volunteer commitment
- Represented vs. unrepresented employees
- Unclear expectations
- Volunteerism vs. volun"told"ism
Tips for finding the right partnerships

• Develop short-term outcomes to create a sense of achievement and satisfaction
• Find individual one-day placements and one-day projects
• Identify projects that a smaller group or family can do together
• Align with your employees’ interests
• Demonstrate the linkage to company values
• Screen your partners and requests
• Plan early
Q & A

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