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SMUD's Green Pricing Programs

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Powering forward.
Together.



About SMUD

SMUD is your community-owned, not-for-profit electric service.

6th largest
community-owned
in the U.S.

75+
Years
Est. 1946



~**645,000** Customers

~**2,300** Employees

Power mix
that's on average
about
50%
carbon-free

The most
ambitious goal
of any large
utility in the
United States



7 member
Elected
Board of Directors

SMUD's rates are among the lowest in California,
and on average more than **50% lower** than those of neighboring PG&E.

CleanPowerCity.org

Green pricing programs

Residential Greenergy® and Commercial Greenergy

Community Solar & Storage

- Residential SolarShares®
- Neighborhood SolarShares
- Commercial StorageShares®

Sacramento Shade

- Provides free trees for residential customers, parks and communities



Residential Greenergy



Residential Greenergy

- Standard
- California renewable
- Local renewable

New options – June 2022

- Neighbor
- Climate advocate

Greenergy was created in 1997 and today has over 63,000 residential and commercial customers.

In 2023, just over half of our residential customers surveyed (52%) were aware of the Greenergy program.*

What's working



Optimizing the move flow process

- Converting moves into enrollments



Contact Center engagement

- Capturing move traffic
- Partnering with Customer Service Reps to assure every call is an opportunity
- Continued training and incentives to keep program awareness high



SMUD's 2030 Clean Energy Vision

Our goal is to reach zero carbon emissions in our power supply by 2030 – the most ambitious goal of any large utility in the U.S.

- Encouraging customers to join the charge by enrolling in Greenergy
- Continual Clean PowerCity[®] messaging in market
- 99 ways to be a Clean PowerCity champion