

COMMUNITY VALUE FIRST



**Budget and Rates Community Outreach
Government Performance and Finance Committee
August 2, 2022**

Jim Sant, Deputy Director for Administration
Dr. John Gaines, Community Relations Manager
Alan Aplin, Key Accounts Executive








1

Today's Overview

- Stakeholder Engagement Coordination on Budget and Rates Outreach (TPU/ES)
- Current Outreach Environment
- Upcoming Budget and Rates Engagement
- Communications and Engagement Tools

2

Stakeholder Engagement

TPU and Environmental Services Community Relations and Communications: Rates and Budget

- Both TPU and Environmental Services have an internal team of rates and budget specialists, key account executives, and community relations officers who focus on market research and analysis, rates and budget communications and community outreach, key account engagement, government relations, stakeholder relations, economic development coordination, and more
- Both TPU and Environmental Services partners and works closely with TPU's communication department and the City of Tacoma's Media and Communication Office to coordinate and expand outreach efforts



3

Current Outreach Environment

Virtual and Hybrid Engagement Due To COVID – 19:

- Technology Barriers
- Community Priorities
- Hybrid Style Meetings
- Virtual Attendance



4

Upcoming Rates Engagement

Planned Virtual, Hybrid & In-Person Engagement Plan:

- **September:** Neighborhood Councils & Block Groups
 - ❖ Outreach coordinated with Environmental Services
- Partnering with existing events of organizations
- Chamber of Commerce/Economic Development Organizations/local trade orgs
- Franchise Cities/Local Government Partners
- Key Accounts including JBLM
- Business Districts

Completed Community Engagements:

- May 26 Hybrid Listening Session



5

Communications & Engagement Tools

Self-Serve Information:

- Post online all meetings, presentations, links to recordings and related help (MyTPU.org/Rates and Cityoftacoma.org/Rates)
- Post meeting dates on social media
- Provide online customer feedback form



6

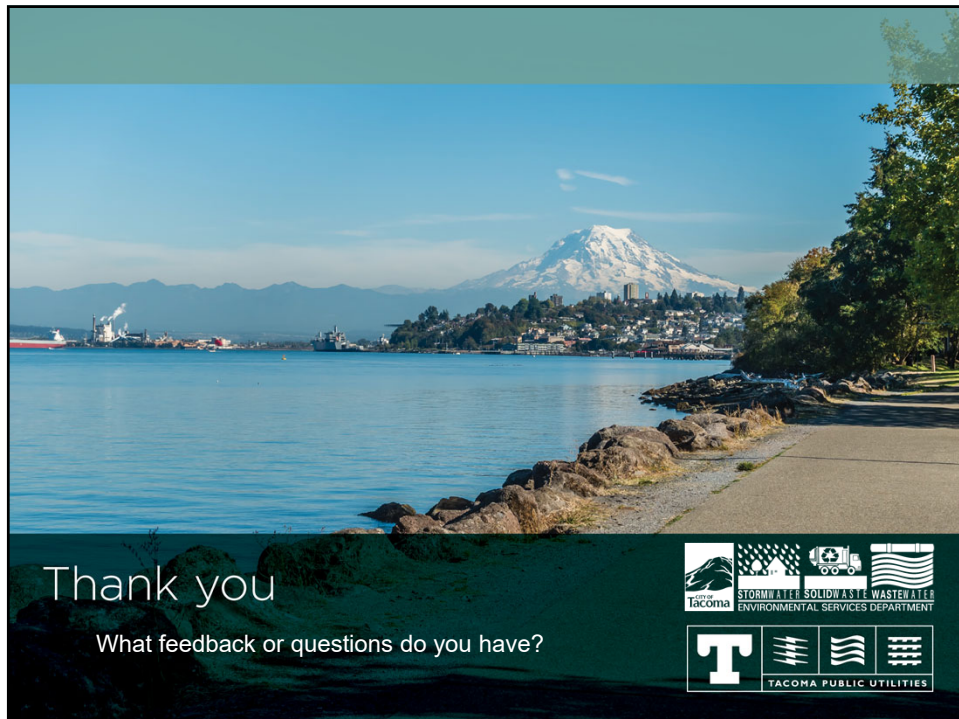
Communications & Engagement Tools

Keep Customers Informed:

- Bill inserts, bill messages
- Lobby screens
- Monthly email newsletter updates
- Quarterly print newsletter updates
- Homepage/portal messages
- Language access
- Fact sheets – rate projections, drivers & customer assistance resources



7



8

Contacts

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