



Budget & Rates Communications & Outreach

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June 26, 2018

Overview

- Overview of historic communications & outreach
- Staff-recommended plan for budget and rates outreach
- City Council/PUB dialogue



2017 Rates Outreach

- At least 14 community presentations
 - Tacoma's neighborhood councils
 - Business districts
 - Franchise cities/Pierce County
 - Metro Parks
 - Black Collective
- Rates presentation available on TPU website
- Presentation focused on telling TPU's story, rates-related message, providing feedback to TPU



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Proposed Budget/Rates Outreach

- Presentation Audiences
 - Neighborhood Councils (Coordinated with Environmental Services)
 - Franchise City Councils
 - Other local units of government (Metro Parks, Pierce County, etc.)
 - Community Organizations (Hilltop Action Coalition, Safe Streets, Korean Women's Association, Black Collective, etc.)
 - Neighborhood Block Groups
 - Puyallup Tribe
 - Business Districts
 - Service Organizations: Rotaries, Chambers, etc.
 - 2nd Supply Partners
 - Wholesale Customers
 - Industrial Customers



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Proposed 2018 outreach

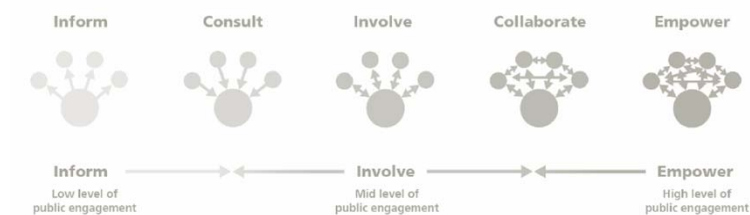
Constituents	Pre-2018 Rates Outreach	Proposed 2018 Budget & Rates Outreach
Neighborhood Councils/Orgs.	✓	✓✓
Business Districts	✓	✓
Franchise cities/Local Govt.	✓	✓
Community Organizations	✓	✓✓
Partner with General Govt.		✓
Non-Profit Partners	✓	✓✓
Service Organizations		✓
Chambers of Commerce	✓	✓
Puyallup Tribe of Indians		✓
Other Proactive Engagement		✓

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Customer Communications Approach

- Integrated, long-view plan
- Engage vs. tell
- Listen to customers



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Customer Communications Strategies

#1: Year-Round Conversation



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Customer Communications Strategies

- Ongoing education and involvement with what we do throughout the year that benefits customers and how we control costs
- Coordinate with other services (ES)
- Tailor messages by customer group

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Customer Communications Strategies

#2: Early, multi-channel notifications for rate adjustments

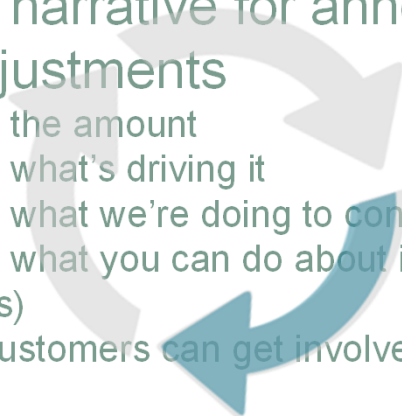


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Customer Communications Strategies

- Build a narrative for announcing rate adjustments
 - Here's the amount
 - Here's what's driving it
 - Here's what we're doing to control it
 - Here's what you can do about it (suite of options)
 - How customers can get involved



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Customer Communications Strategies

- More notice and resources for public meetings
 - Use available channels to announce dates in advance
 - Have handouts at meetings that refer customers to online resources
 - Post links to video and documents for those who couldn't attend



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Customer Communications Strategies

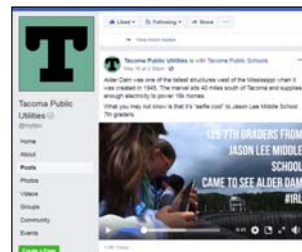
- Use communications channels to reach community groups with updates prior to outreach presentations
- Report results and continuously evaluate if our approach is successful

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Customer Communications Tactics

- Video series highlighting projects that benefit customers
 - Pole replacement
 - Filtration plant
 - Stewardship of natural resources
 - Where your power/water comes from
 - Employee volunteerism in the community
 - Maintenance work that maintains reliability
 - Coordination with Public Works to keep project costs down
 - Apprenticeship program



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Customer Communications Tactics

- Explore a variety of engagement methods
 - Invitations to public meetings; handouts
 - Face-to-face at community events
 - Surveys
 - Self-serve, easy to understand web content and interactive tools
 - Email sign up list for updates
 - Public or group tours
 - Facebook Groups
- Implement message and engagement map by customer group



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Customer Communications Messages

- Understanding your bill
- How we control costs
- Everything we do throughout the year that benefits customers
- How we can help you manage costs
 - Budget billing
 - Conservation
 - Payment assistance programs

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Customer Communications Channels

- Bill package messaging
- Materials to distribute at outreach events, agencies and public locations, incl. multilingual versions
- Packets for electeds
- Messaging for employees
- Tacoma Report and other earned media
- Community partners' resources (social media, email lists, newsletters)
- Handouts for events, public meetings
- Social media/Facebook Groups



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Timeline

	TPU Board & City Council	Outreach	Communications
June	6/27 Power Cost of Service Study Session	Schedule meetings	Update web content
July	7/25 Water Rate Design Study Session	Schedule meetings	Newsletter story with public meeting dates
Aug		Franchise city meetings Communications to groups that couldn't be scheduled	Handouts for community Collect email addresses at presentations Bill messages directing customers to web
Sept	9/12 Study Session – Water & Rail 9/26 Study Session – Power	Neighborhood Community Councils Communications to groups that couldn't be scheduled	Kick off video project
Oct	10/10 Public Hearing 10/16 Joint study session 10/24 PUB Adoption	Neighborhood Community Councils Communications to groups that couldn't be scheduled	Follow up newsletter story
Nov	11/13 Council 1st reading 11/20 Council 2nd reading	Community presentations	Updates via web, email, bill