



Gathering Feedback: Draft Outreach Plan

Presented to the Public Utility Board
December 13, 2017

Overview

The Public Utility Board, in coordination with the Tacoma City Council, is in the process of hiring a new TPU director.

To inform the process, the Public Utility Board wants feedback from the public and employees.

Overview

Feedback from customers and employees will be collected online between December 15 and January 15. Three questions will be asked:

- What do you like about TPU?
- What do you not like about TPU?
- What questions would you like the Utility Board and City Council to ask the applicants for Utility Director?

The Board will host a public hearing at its Jan. 10 meeting to give people a chance to share their thoughts in person.

Public Affairs Assignment

Assist the Board and Mycoff and Associates by:

- Creating an online tool for the public and TPU employees to answer the three questions
- Collecting the feedback so it can be passed along in an aggregated format
- Promoting the tool and the January 10 public hearing to a broad range of audiences

Feedback Collection

Web pages on MyTPU.org will include a form for customers and employees to answer the three questions.

TPU staff will collect the feedback from customers and employees, and will provide the information to Mycoff for validation on or about Jan. 19.

- High-level summary of themes for each of the three questions
- Raw data that includes all responses to the three questions

PUBLIC COMMENTS



The Tacoma Public Utility Board, in coordination with the Tacoma City Council, is in the process of hiring a new Tacoma Public Utilities director. The board wants feedback from you to help inform the hiring process. Please answer the questions below. Your anonymous responses will be shared with the Public Utility Board.

If you would like to provide feedback in person, you may come to the Public Utility Board meeting at 6:30 p.m. on Jan. 10 in the TPU Auditorium, 3628 S 35th St. in Tacoma.

What do you like about Tacoma Public Utilities (TPU)?

What do you dislike about TPU?

What questions would you like the Public Utility Board and City Council to ask candidates who are interviewing for the utility director position?

Submit Form

EMPLOYEE FEEDBACK



The Tacoma Public Utility Board, in coordination with the Tacoma City Council, is in the process of hiring a new Tacoma Public Utilities director. This is a very important decision for the utility. The board wants feedback from you to help inform the hiring process. Please answer the questions below. Your anonymous responses will be shared with the Public Utility Board.

What do you like about TPU?

What do you dislike about TPU?

What questions would you like the Public Utility Board and City Council to ask candidates who are interviewing for the utility director position?

Submit Form

Communication Plan

Board asked for a plan to promote the online feedback form and public hearing. Target audiences for the plan include:

- All TPU customers
- TPU employees

Messaging

The Tacoma Public Utility Board, in coordination with the Tacoma City Council, is in the process of hiring a new Tacoma Public Utilities director. Hiring the director is a very important decision.

The board wants feedback from you to help inform the hiring process. You can provide feedback in two ways:

- Go to **MyTPU.org/feedback** and share your thoughts online. The online form will close Jan. 15.
- Come to the **Public Utility Board meeting** at 6:30 p.m. on Jan. 10 in the TPU Auditorium, 3628 South 35th St. in Tacoma, and share your thoughts in person.

No-Cost Communication Tools

Tool	Estimated Date	Audience
Email to employees from PUB	Dec. 15	Employees
Web banner	Dec. 15	Customers
MyAccount Banner	Dec. 15	Customers
News release	Dec. 15	Media
Email blast	Dec. 15	Customers
Lobby signage & screens	Dec. 15	Customers
<i>Newsline</i>	Dec. 21	Employees
Social media posts	Dec. & Jan.	Customers

No-Cost Communication Tools

Tool	Estimated Date	Audience
PSA on TV Tacoma/Click	Dec. 19	Customers
Digital billboard on TV Tacoma	Dec. 19	Customers
Social media posts	Dec. & Jan.	Customers
<i>U*</i> Newsletter article	Jan. 2-5	Customers
Community newsletters	January	UP and Fife residents
Editorial board visit	TBD	Trib ed board
Community newsletters	January	UP and Fife residents



CUSTOMER SERVICE



PAY YOUR BILL



BOARD INFO

Search...



Home

Save Energy & Money

Billing & Payment

For Your Home

For Your Business

Customer Service

Contact Us

Parks & Recreation

News & Publications

Calendar

Jobs

About TPU

Sitemap

Tell us
what
you
think

YOUR FEEDBACK IS IMPORTANT

The Public Utility Board wants your thoughts to help inform the process for hiring a new director.

[Give Feedback](#)

I Want To...


[Pay My Bill](#)

[Start, Stop or Transfer Service](#)

[Report an Outage](#)

[Save Money](#)

From Our Facebook Page



Learn how TPU employees help those most in need during the holiday season.
8 Dec



Payment alert! We are doing maintenance on our billing system this weekend. You won't be able to make payments or access your account through MyAccount, Pay Boxes or over the phone. The ...
8 Dec



Kudos to City of Walla Walla Government for their creative message about preventing frozen pipes.

<https://www.facebook.com/CityofWallaWalla/videos/>
8 Dec



Tacoma Public Utilities

December 15, 2017 at 7:00am · 🌐



The Tacoma Public Utility Board, in coordination with the Tacoma City Council, is in the process of hiring a new Tacoma Public Utilities director. The board wants feedback from you to help inform the hiring process. You can provide feedback two ways:

- Go to MyTPU.org/feedback and share your thoughts online. The online form will close Jan. 15.
- Come to the Public Utility Board meeting at 6:30 p.m. on Jan. 10 in the TPU Auditorium, 3628 South 35th St. in Tacoma, and share your thoughts in person.

Public Utility Board seeking your input

The Tacoma Public Utility Board, in coordination with the Tacoma City Council, is in the process of hiring a new Tacoma Public Utilities director. The five-member utility board is appointed by the Tacoma City Council and serves as the governing body for TPU. Hiring the director is a very important decision. The board wants feedback from you to help inform the hiring process. You can provide feedback in two ways:

- Go to MyTPU.org/feedback and share your thoughts online. The online form will close Jan. 15.
- Come to the Public Utility Board meeting at 6:30 p.m. on Jan. 10 in the TPU Auditorium, 3628 South 35th St. in Tacoma, and share your thoughts in person.

"Selecting a new director will likely be the most important decision the board makes this year," said Board Chair Monique Trudowski. "We are here to serve you, and I very much appreciate you taking a few minutes to share your perspective." U*



GET INVOLVED Join Your Local Neighborhood Council

Primarily established to promote citizen-based efforts for neighborhood improvement, the City of Tacoma's Neighborhood Council Program has been around for 25 years and provides great insight into how Tacoma's local government works. As a Neighborhood Council member, you'll gain a deeper understanding of the services provided by Tacoma Public Utilities, which happens to be the City of Tacoma's largest department, as well as the services provided by the City of Tacoma's Environmental Services Department, Public Works Department and other City of Tacoma departments.

Each Neighborhood Council serves as an independent, non-profit citizen organization and any member of an existing neighborhood group, resident, business owner, employee or property owner within a Tacoma Neighborhood Council area can join a Neighborhood Council. Tacoma's eight Neighborhood Council boundaries – in North East Tacoma, New Tacoma, the North End, the West End, Central Tacoma, South Tacoma, the Eastside and the South End – correspond to the City's traditional planning areas. More information is available at cityoftacoma.org/neighborhoodcouncils. U*

Other Options

Tool	Estimated Date	Estimated Cost	Audience
Targeted letters	Dec. 18	\$150	Key stakeholders
Direct mail postcard or letter	Dec. 24	\$54,000 - \$62,000	Customers
Ads on Trib website	Dec. to Jan.	\$4,000	Customers
Newspaper print ad	1x/week	Included above	Customers



TACOMA PUBLIC UTILITY BOARD
3628 South 35th Street
Tacoma, Washington 98409-3192

PRSR STD
US POSTAGE PAID
TACOMA WA
PERMIT NO 2

ECRWSS

POSTAL CUSTOMER

We want to hear from you!

Tacoma Public Utilities customer,

The Tacoma Public Utility Board, in coordination with the Tacoma City Council, is in the process of hiring a new Tacoma Public Utilities director. Hiring the director is a very important decision.

The board wants feedback from you to help inform the hiring process. You can provide feedback two ways:

- Go to MyTPU.org/feedback and share your thoughts online. The online form will close Jan. 15.
- Come to the **Public Utility Board meeting** at 6:30 p.m. on Jan. 10 in the TPU Auditorium, 3628 South 35th St. in Tacoma, and share your thoughts in person.



TACOMA PUBLIC UTILITY BOARD
3628 South 35th Street
Tacoma, Washington 98409-3192

Tacoma Public Utilities customer,

The Tacoma Public Utility Board, in coordination with the Tacoma City Council, is in the process of hiring a new Tacoma Public Utilities director. Hiring the director is a very important decision.

The board wants feedback from you to help inform the hiring process. You can provide feedback two ways:

- Go to MyTPU.org/feedback and share your thoughts online. The online form will close Jan. 15.
- Come to the **Public Utility Board meeting** at 6:30 p.m. on Jan. 10 in the TPU Auditorium, 3628 South 35th St. in Tacoma, and share your thoughts in person.

Selecting a new director will likely be the most important decision the board makes this year. We are here to serve you, and I very much appreciate you taking a few minutes to share your perspective.

Sincerely,

Monique Trudnowski
Tacoma Public Utility Board Chair

Outreach

Neighborhood Councils

- PUB/Mycoff to schedule meetings

Other customer outreach

- Local government franchise stakeholders
- Business districts
- Tacoma-Pierce County EDB/Chamber
- Other community leaders/organizations
- Other stakeholders (Metro Parks, Port, tribes, etc.)

Decisions and Next Steps

Communication channels

- Finalize what tools we will use – communication will start Friday

Stakeholder outreach

- Identify key stakeholders for targeted outreach, who will reach out, and the timeline for doing so

Follow up after data collection

- Discuss communicating results to customers and employees