

Serving our customers



C&I Customer Impact Update

June 10, 2020

Strategic Objectives

- Increase awareness of all resources available for business customers
- Actively engage and partner with economic agencies
- Coordinate, inform and plan with internal partners
- Establish system of gathering information, distilling it, and conducting broad and thorough outreach
- Provide data and insights to assist divisions with modeling and planning
- Retain & assist as many businesses as we can

Situational Awareness

The most trade dependent county in the most trade dependent state

- *Boeing 737 Max grounded globally (Mar 2019)*
- *Tariffs levied on Chinese goods (Aug 2019)*
- *Coronavirus in China (Nov 2019)*
- *Coronavirus in US (Feb 2020)*
- *Protests (May 2020)*

446,000 jobs lost since February (WA)

Up to 25% of small businesses not expected to reopen

TPU's role to help resolve this issue

TPU Engagement with Industry Sectors

- Hospitals
- Residential & commercial property management / multi-residential
- Restaurants / coffee shops
- Essential commercial retail
- Professional services
- Hotels & hospitality
- Museums & tourism
- Manufacturers
- Large Industrials – Tideflats/Fredrickson
- Transit
- Parks
- Medical / Dental / Vision clinics
- Non-essential retail / malls
- Large logistics companies – terminals, ports, warehousing
- Higher education
- School districts & childcare
- Dry cleaning
- Breweries
- Salons
- Construction
- Gyms

TPU Engagement with Organizations

- City of Tacoma
- Pierce County
- EDB
- T-PC Chamber
- FME Chamber
- Washington Hospitality Assoc.
- WA Dept. of Child, Youth and Families
- Local Governments
- Workforce Central
- Assoc. of Washington Businesses
- SBA
- WA Economic Development Assoc.
- Greater Seattle Partners
- Impact Washington
- WA Dept. of Commerce
- Port of Tacoma
- International Economic Development Council
- South Sound Alliance
- Manufacturing Industrial Council
- Neighborhood Business Districts
- BOMA

Industrial & Institutional Customers

Industrial manufacturing has remained open - deemed essential

Interruption in residential real estate affecting local manufacturers & suppliers of building products - demand not recovered

Big challenge for local companies to keep employees healthy who have to be present to operate factories, equipment; PPE shortages, scarcity

Uncertainty about the near term & various phases to open up. Major challenge to develop plans for multiple scenarios, timelines, and if/when to bring back staff

Port suffered early from effects of Coronavirus in China; now hit with the slowdown in demand from the US market as well

School districts drastically short staffed; developing plans for the next school year, which could be several options: in-school, at home, online or a hybrid of two or all three

Midsized commercial retail remained open locally, but dipped in usage (grocers, national retail chains, etc.)

Local Small Business – Financial Impacts

- Focus on identifying ways to save money, staff in daily operations & suppliers.
- Adapting to new ways to do business: to go orders, delivery, and even shifting to internet sales as retail spaces remain constrained.
- Customer retention & creating awareness that their business is open in some capacity.

Emergency Loans & Grants

State of Washington – 77 loans in Pierce County from 4,000 applications

Pierce County - \$3 million emergency loan fund

\$30 million for economic stabilization, including \$1 million for PPE

City of Tacoma- 69 loans approved from 200 qualified applications + \$1.1 million in EDA funds coming

SBA PPP - 91,702 loans to WA

SBA EIDL – numbers not known

Small Business – Operational Issues

Impacts to employees:

- Implementing workplace safety protocols for employee/customer safety
- Employee retention
- Helping employees get approved for unemployment

Impacts to customers:

- Attracting customers away from online retail
- Instilling confidence in customers to safely return to the location
- Modified offers, services, hours

AE-ED-Business Solutions Office (BSO) Collaboration

- BSO team handling inbound requests for 12-week payment extensions while increasing awareness of [Mytpu.org/COVID](https://mytpu.org/COVID) resources page.
- Partnering with Customer Solutions, BSO identifies opportunities for residential financial support and provides as additional employee resource.
- AE-BSO “Hardship Tracker” reports businesses that contacted BSO for financial assistance or help reducing bills; helps inform TPU of emerging issues.
- Coordinating with field staff to schedule meter reads for closed businesses to ensure timely and accurate billing.

Economic Development

- Participating in weekly meetings to collate resources and information to support our business customers
 - *Funnel every resource to Account Execs, BSO and placed on website, newsletters*
- Focusing on retention of existing businesses
- Internally - providing support to account execs, rates groups, execs, managers across TPU
- Externally – supporting our economic development partners in response and recovery efforts; parlaying resource info to customers
- Working with Water & Power to support several prospective development projects

Moving Forward...

BSO, Account Execs, and Economic Development will continue to engage with:

- Our business customers one-on-one,
- Organizations and industry associations,
- Local, state and federal government entities, and
- Internal divisions to provide relevant economic data, context and awareness.

Supporting our business community is focused on ensuring their long-term viability and our communities' resiliency.