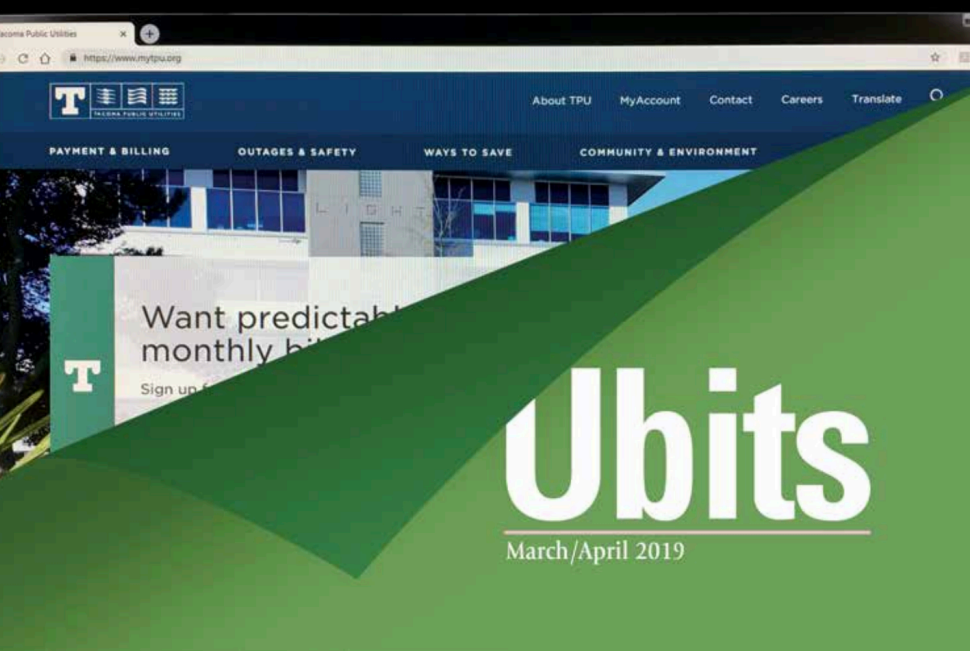


# TPU MarCom Awards

from the Association of Marketing and Communication Professionals



# Ubits (March/April 2019)

## Creative Challenge

- Create a unique visual to lead readers into the cover story about relaunching MyTPU.org.

## Solution

- Translated an animated peel effect from digital newspaper ads to print as a visual teaser that leads readers into the story text.



# Energy Conservation Rebate Postcard

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## Creative Challenges

- Promote a limited-time rebate offer using direct mail.
- Overcome a short turn around time to message, create, print, and mail the offer in time for customers to take advantage of it.
- Entice readers to open the card.



DON'T MISS  
THIS SPECIAL

*Window of  
opportunity*

LIMITED-TIME  
OFFER



LIMITED-TIME OFFER ON  
WINDOWS FOR YOUR  
RENTAL PROPERTY



**Don't miss out** on “free” money and happier tenants.

**You have until Sept. 30** to improve the quality of your electrically heated rental property with these limited-time offers from Tacoma Power:

- Increased rebates for windows
- Rebates that make new heating and cooling systems more affordable
- Rebates that cover up to 100% of the costs of insulation and duct sealing
- Or, take advantage of Tacoma Power's 7-year, 0% interest loans

**To get started**, call us at 253-502-8363, **visit [MyTPU.org/WindowOffer](http://MyTPU.org/WindowOffer)** or call one of our Participating Contractors.

At Tacoma Power, we know high energy bills can burden your tenants, yet the ability to change the energy efficiency of their home is in your hands. Make a difference for your tenants and help them start saving energy and money today.

**\$16** rebate

*Offer ends Sept. 30, 2019*

**\$16 rebate per square foot for single pane**  
*Regularly \$10*

**\$8 rebate per square foot for double pane metal**  
*Regularly \$5*

Some restrictions may apply.

PARTICIPATING CONTRACTORS

To qualify for the Limited-Time Offer Windows Rebate, you must use one of these Participating Contractors:

Advanced Weatherization.....	Certified.....	253-948-78
CC Window Solutions .....	Certified.....	253-537-22
Puget Insulation & Windows .....	Certified.....	253-475-29
South Tacoma Glass.....	Certified.....	253-582-24
Capitol Home Improvements ...	Participating.....	253-531-96
Carrig & Dancer .....	Participating ...	253-584-77
Express Window Services .....	Participating ...	253-761-36
Green Property Solutions.....	Participating ...	801-299-01
SRC.....	Participating ...	253-565-24

\*Certified Contractors have exceeded our minimum performance requirements

Solutions

- “Window of Opportunity” tag line served as a teaser (without revealing the offer up front) to elicit curiosity.
- A die cut on the front created curiosity by asking customers to open the window to reveal the offer inside.
- Once inside, the card featured other benefits and access participating contractors.



## Water Quality Report



### Creative Challenges

- Align the look and feel with the utility's strategic objectives materials.
- Introduce Water's newly updated brand color palette.
- An additional layer of editorial review process.

# Reporting Chemicals in Your Water

The water quality table below shows substances we identified at the water source, treatment plant, and in the distribution system during our most recent sampling. The table doesn't include the other 59 volatile organic chemicals and 73 synthetic organic chemicals we test for—including many industrial chemicals, herbicides, and pesticides—but did not find.

### Regulated at our groundwater sources

Constituent	Highest level allowed (MCL)	Highest level detected	Ideal goals (MCLG)	Range of level detected	Regulation met?	Potential sources of contaminant
Arsenic	10 ppb	6 ppb	0	0 - 6 ppb	Yes	Natural erosion
Nitrate	10 ppm	4.95 ppm	10 ppm	0 - 4.95 ppm	Yes	Agricultural uses, septic
Trichloroethylene	5 ppb	0.99 ppb	0	0 - 0.99 ppb	Yes	Industrial contamination

### Unregulated at the groundwater sources

Chloroform	N/R	0.77 ppb
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### Regulated at our treatment plant

Fluoride	4 ppm	0.97 ppm
Turbidity	1 NTU	0.047 NTU

### Regulated in our distribution system

Constituent	Highest running annual average allowed	Our running annual average
Total Trihalomethanes	80 ppb average	12.8 ppb average
Haloacetic acids	60 ppb average	6.6 ppb average
Bromate	10 ppb	0
Chlorine residual	4 ppm (MRDL)	N/A
Total Coliform	< 5% positive	0.0%

### Regulated at your tap

Lead and copper sampled in 2019 (sampled once every three years)	90% of taps sampled must be below the action level (AL)	90% of taps sampled were below this level
Lead	15 ppb (AL)	ND
Copper	1.3 ppm (AL)	ND

### Definitions

**Maximum Contaminant Level (MCL):** The highest level of a contaminant that is allowed in drinking water. MCLs are set as close to the MCLGs as feasible using the best available technology.

**Maximum Contaminant Level Goal (MCLG):** The level of a contaminant in drinking water below which there is no known or expected risk to health. MCLGs allow for a margin of safety.

**ND**  
Not Detected, result was below the laboratory minimum detection level.

**TT**  
Treatment Technique is a required process intended to reduce the level of a contaminant in drinking water.

**Maximum Residual Disinfectant Level (MRDL):** Highest level of a disinfectant allowed in drinking water.

### An important message from the Environmental Protection Agency

Your drinking water currently meets the EPA's revised drinking water standard for arsenic. However, it does contain low levels of naturally occurring arsenic not associated with known sources of industrial contamination. There is a small chance that some people who drink water containing low levels of arsenic for many years could develop circulatory disease, cancer, or other health problems. Most types of cancer and circulatory diseases are due to factors other than exposure to arsenic. The EPA standard balances the current understanding of arsenic's health effects against the costs of removing arsenic from drinking water.

## Delivering Your Water

Most of your water comes from the Green River in South King County. The Green River Watershed is a 231-square-mile forested area that serves as a collection point for melting snow and seasonal rainfall in an uninhabited area of the Cascade Mountains between Chinook and Snoqualmie Passes. We own land along the river, which is about 11% of the watershed.

Through agreements with other landowners, we limit watershed access and carefully control activities, such as recreation, road maintenance and logging. We also own and operate seven wells on the North Fork of the Green River and take water from them during periods when Green River water is turbid. We supplement the Green River supply with groundwater from more than 20 additional wells to meet peak summer demands. Most are in Tacoma city limits.

### How to know your drinking water is safe

People often ask, "How do I know my water is safe?" Our state-of-the-art water treatment plant at the Green River Filtration Facility ensures your water is safe to drink when it leaves the plant. That isn't the end of our work to ensure your water remains safe on its way to and once it arrives at your home. We also monitor our system continuously.

We monitor the chemistry of your water for quality throughout the water distribution system to ensure that when you turn on the tap, you can trust the water that comes out. Our Washington State certified Water Quality Specialists perform field analysis on more than 45 samples taken from over 65 locations throughout the system each week to ensure proper pH, chlorine, temperature, and fluoride levels. An independent State of Washington certified laboratory also analyzes our samples for bacteria.

Another essential part of assuring water quality is through cross-connection control efforts. Controlling cross-connections helps ensure that hazards associated with your personal water use don't contaminate the public water distribution system. We work to control cross-connections through periodic hazard surveys and by requiring the installation and testing of backflow prevention assemblies. Common hazards that require backflow prevention include irrigation systems, fire systems, boilers, commercial dishwashers, swimming pools, and carbonated beverage systems.

### Being water smart

Conserving water makes it possible to use our existing water supplies more efficiently, develop our regional water supply, and enhance fisheries. Conservation helps ensure enough water remains available to meet your needs, as well as the needs of our community wildlife, and the environment. The Washington State Department of Health requires municipal water suppliers to establish a water conservation goal and report on its progress annually. Our water conservation goal is to reduce peak (May - October) per-person water use by 6.65% between Jan. 1, 2018, and Jan. 1, 2028. With this goal, we will focus on the efficient use of water outdoors at homes, businesses, and other institutions.

### Keeping you healthy

Drinking water, including bottled water, may reasonably be expected to contain at least small amounts of some contaminants. The presence of contaminants does not necessarily indicate that water poses a health risk. More information about contaminants and potential health effects can be obtained by calling the Environmental Protection Agency's Safe Drinking Water Hotline, 1-800-426-4791.

Some people may be more vulnerable to contaminants in drinking water than the general population. Immuno-compromised persons such as persons with cancer, undergoing chemotherapy, persons who have undergone organ transplants, people with HIV/AIDS or other immune system disorders, some elderly and infants can be particularly at risk from infections. These people should seek advice about drinking water from their health care providers. EPA/CDC guidelines on appropriate means to lessen the risk of infection by Cryptosporidium and other microbial contaminants are available from the Safe Drinking Water Hotline, 1-800-426-4791.



## Solutions

- Design elements from other strategic objective materials creates cohesiveness and the TPU teal thread aligns with our parent utility brand.
- New spot colors visually call out headlines and subheads; TPU teal thread aligns the publication also with parent brand.
- Additional review creates well-written, error-free copy.



# Sustainability Logo



## Creative Challenges

- Help the TPU Sustainability Action Team put a stamp of approval on sustainable actions endorsed by the utility in the workplace.
- Support internal sustainable messages.
- Work in concert with the TPU logo as an internal sub-brand mark.
- Provide guidelines to direct correct logo use.



# Use guidelines



Identity Wordmark Use **GUIDELINES**

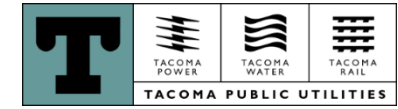


## Solutions

- Breaks the word “sustainability” apart using color, to highlight and empower employees’ “ability” to “sustain” sustainable actions.
- Encases the TPU ‘T’ in a box like its endorser logo maintaining brand alignment.
- Creates motion using slightly translucent brand colors around the ‘T’ encouraging action through motion.

October 2020

UTILITIES&YOU




# U\* - Utilities & You

## Creative Challenges

- Provide readers with relevant, timely, and accurate information on a variety of topics after the publication was on hold for six months.
- Bring equitable representation into art.
- Consistency - new designer unfamiliar with the publication
- Represent the fall season without being gloomy or cliché.





## Looking forward together through COVID-19

Many in our community have been impacted financially by the pandemic. When Tacoma Mayor Woodards declared a state of emergency, she also approved suspension of utility disconnections for nonpayment. At the same time, we quickly reallocated assistance funds to help customers in need by expanding eligibility guidelines to support significantly more households. Customers were also able to request extended payment plans and late fee waivers. To date, more than 10,000 have received Emergency Assistance funds from us.

For details visit [MyTPU.org/Assistance](https://MyTPU.org/Assistance). If you want to help others in need with their utility bills, check the donation box on the payment stub of your paper bill and enter the amount you would like to donate. [U\\*](https://MyTPU.org/Assistance)

### Savvy appointment tool helps keep everyone safe

When we know it is safe to reopen our lobby, our new online appointment scheduling tool will allow you to book a specific time to visit one of our Customer Services representatives. The new tool enhances convenience and helps keep you and our staff safe.

Appointments are available in 10-minute intervals and you can schedule up to one week in advance. When our lobby is open, go online to reserve your spot and tell us your reason for visiting so our team can prepare.

#### How it works

- Visit [MyTPU.org/Apppt](https://MyTPU.org/Apppt) to book your appointment.
- Wait for a confirmation email with a code you will use to check in.
- When you arrive for your appointment, check in at the kiosk.
- Wait outside or in your vehicle until a representative is ready to serve you.
- Watch for text message alerts that let you know when your turn approaches.

We look forward to welcoming you back! [U\\*](https://MyTPU.org/Assistance)

### More ways to report and track power outages

Stay in the know when your power goes out. New features added to our power outage map offer you more information, and you can easily report outages online or sign up to report outages via text message. You can also choose to receive updates on your cell phone or sent to your email address.

It's simple to sign up – when you register online, have your account number and the phone number associated with your TPU account handy so we can confirm your record. Once you enroll, you can choose your notification preferences and even add other members of your household or family and friends to receive alerts when the power goes out at your home.

You'll never wonder if yours is the only house without electricity on the block either. If someone reports an outage in your area, we'll send you an alert. See our new outage map and create your account. Visit [MyTPU.org/Outages](https://MyTPU.org/Outages) for instructions and the link to register. [U\\*](https://MyTPU.org/Outages)

### THREE SIMPLE WAYS to prep for power outages

- Get on our list of customers using life-sustaining equipment.**  
We'll add your name to our list, notify you before planned outages, and tag your meter with a medical alert. Your doctor must complete and send us a Healthcare Provider Form. Call 253-502-8600.
- Ask us to trim or remove hazardous trees away from power lines.**  
We will remove trees and related debris that pose hazards under or close to power lines or that are unsafe for a qualified contractor to remove. Call 253-502-8729 (some restrictions apply).
- Keep emergency kits and info handy.**  
Stock up on batteries, flashlights, non-perishable food, and water. Keep a list of emergency contacts available, cell phones charged, and appliances with your battery and flashlight feeds (we pose into them). Make a list of equipment requiring electricity that needs turning off during an outage such as computers, TVs, and security systems. [U\\*](https://MyTPU.org/Outages)

## BEWARE of utility scammers

We often see an uptick in scams as the fall and winter holidays approach. If you receive an automated phone call claiming to be from us and demanding immediate payment from you or threatening disconnection, do not pay them. We will not disconnect service due to nonpayment during the current COVID-19 State of Emergency.

#### We will never:

- Call, email, or make an in-person visit demanding immediate payment.
- Call, email, or make an in-person visit requesting your credit card, banking, or financial information.
- Request payment on a prepaid card.
- Shut off your service(s) without providing written notice at least seven days in advance.

Learn more about utility scams at [MyTPU.org/Scams](https://MyTPU.org/Scams). [U\\*](https://MyTPU.org/Scams)

### Advanced meter installs coming in 2021

We will begin to install new power and water meters at homes and businesses throughout our service area in early 2021. Upgrading the entire system will take between 18 to 24 months. Expect a brief interruption in your power and water service when we install your meter(s). If your meter(s) is accessible, you don't need to be home. You will receive multiple notices before the upgrade. Watch our meter upgrade video and stay up to date at [MyTPU.org/AdvancedMeters](https://MyTPU.org/AdvancedMeters). [U\\*](https://MyTPU.org/AdvancedMeters)

### Home improvements MADE EASIER AND AFFORDABLE

#### New loan allows you to pay nothing until you sell

The cost of home improvements can seem daunting, maybe even out of reach. Tacoma Power now makes energy efficiency upgrades for your home so easy and affordable you can stop dreaming and make them a reality. Getting better windows, a heat pump that keeps your house warm in the winter and cool all summer, and temp-controlling insulation (so you don't lose the heating and cooling it provides), are finally within reach with our deferred loan and bonus rebate.

If you own your home and your income doesn't exceed the allowable maximums, you could qualify for our deferred loan. With that loan, we'll pay a Tacoma Power Participating Contractor you choose to provide and install the energy-efficient upgrades. We'll also give you a rebate by deducting a chunk of the cost from your loan. You owe nothing and pay nothing until you sell your home! Go to [MyTPU.org/DeferredLoan](https://MyTPU.org/DeferredLoan) or call 253-502-8363 for more info. [U\\*](https://MyTPU.org/DeferredLoan)

### Get \$500 instantly for a better water heater

Most people don't think about their water heater until it stops working, leaving no time to consider the best replacement option. Here's why you should think about your electric water heater now instead of later:

- It uses more energy than your refrigerator, dishwasher, clothes washer, and dryer combined.
- Replacing your electric water heater with a better model – one that uses heat pump technology to warm – can save you money: about \$3,500 in electricity savings over the life of the water heater.
- Called a heat pump water heater, these more efficient models use 60% less energy than the electric versions.

If your water heater is over 10 years old, now is the time to replace it. You can save \$500 on a heat pump water heater with an instant rebate at some Tacoma Lowe's and Home Depot stores. Find out more at [MyTPU.org/ReducedEWPWR](https://MyTPU.org/ReducedEWPWR). [U\\*](https://MyTPU.org/ReducedEWPWR)

## EVERGREEN OPTIONS

### Apply for a renewable energy project grant by Nov. 13

#### Help us spread the word

Tacoma Power will award one \$50,000 Evergreen Options renewable energy grant by the end of 2020 to a local non-profit, school, or government agency with interest in advancing renewable energy efforts in the Pacific Northwest.

Grant funds come from the power utility's residential and business customers, like you, who participate in our Evergreen Options renewable energy program. If sustainability and energy efficiency matter to you, you can make a difference by joining Evergreen Options. Participants determine the winning grant recipient through their votes.

We will announce this year's award recipient in December. To learn more about Evergreen Options, visit [MyTPU.org/Evergreen](https://MyTPU.org/Evergreen). Apply for the grant at [MyTPU.org/EOGrant](https://MyTPU.org/EOGrant). [U\\*](https://MyTPU.org/EOGrant)

### U\* readers know our employees give big

Congratulations and thanks to the 316 people who correctly answered the trivia question published in the January 2020 issue of [U\\*](https://U.org).

Our TPU employees gave \$175,000 through the United Way in 2019 to help fight poverty and provide basic needs for people in our community. [U\\*](https://U.org)

### U\* Trivia ANSWER AND WIN

How many people to date have received emergency assistance funds from us during the pandemic?

Be one of 50 randomly chosen people with the correct answer, and we will mail you a free prize. To enter, submit your answer by Oct. 31 either online at [MyTPU.org/Trivia](https://MyTPU.org/Trivia) or by mail to U\* Trivia, 3425 S. 35th St., Tacoma, WA 98409. Include your name, phone number, and mailing address. [U\\*](https://U.org)

\* City of Tacoma employees and their immediate family members are ineligible to win. One entry per household.

### U\* Calendar

All utility events take place online during COVID-19 unless otherwise noted.

#### OCTOBER

- 14 Public Utility Board Meeting | 3 p.m.
- 28 Public Utility Board Meeting | 3 p.m.

#### NOVEMBER

- 11 Veterans Day | TPU offices closed
- 18 Public Utility Board Meeting | 3 p.m.
- 26 & 27 Thanksgiving | TPU offices closed

#### DECEMBER

- 9 Public Utility Board Meeting | 3 p.m.
- 25 Christmas | TPU offices closed

Find a complete list of events at [MyTPU.org/Calendar](https://MyTPU.org/Calendar). [U\\*](https://MyTPU.org/Calendar)

### You make the call

Report a power outage Area code (253)

Report a power outage	502-8602
Start or stop service	502-8600
Home weatherization	502-8363
Fishing reservation	502-8690
Fish and wildlife programs	502-8008
Education programs	502-8224
Power conservation	502-8363
Water conservation	502-8723
Report a water emergency	502-8384

#### Bill Payment Assistance

(available for limited-income customers)

- Electric bill assistance
- City of Tacoma residents 572-5557
- Pierce County residents 855-786-4328
- TPU Utility Bill Assistance 502-8400

### Utility rates WATCH

This fall, we'll be presenting our budget and rates proposal for 2021-2022 to the Public Utility Board and City Council for approval. Stay up to date at [MyTPU.org/Rates](https://MyTPU.org/Rates). [U\\*](https://MyTPU.org/Rates)

Send comments and suggestions to [U@CityofTacoma.org](mailto:U@CityofTacoma.org)

## Solutions

- Led with a relevant story about the utility's COVID-19 response and new tools to help as we move forward as a community.

- Ensured People of Color are primarily depicted in art to support stories and not in a negative light.

- Used texture on the cover to mimic rain for autumn but with bold color.