

Strategic Directive 4: Budget & Rates Outreach Business Customers

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- **What will be covered today:**
- **Strategic Directive Overview**
- **Update on Residential/Local Government Budget & Rates Outreach**
- **Briefing Business Customer Outreach**
- **Key Account Examples for Power & Water**
- **Outreach Channels**
- **Customer Feedback**
- **Feedback**

Purpose of Report: Stakeholder Engagement

- “TPU is committed to proactive engagement and open dialogue with customers and other stakeholders to understand their needs and improve service that informs decision-making while enhancing community understanding of TPU’s operations, programs, and services”

Reporting: Stakeholder Engagement

- On an as-needed basis, not less than biannually to the Executive Leadership Team and to the Public Utility Board

Planned Virtual, Hybrid & In-Person Engagement:

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

Complete Community Engagements:

- May 26 Hybrid Listening Session
- Franchise Cities
- KWA
- Rotary (Tacoma, Lakewood)
- Barbershop Talk
- Safe Streets
- APCC

- Business customer outreach managed by Market Development, which is a part of Public Affairs & Communications (PAC)
- Market Development includes several functions including Key Account Executives, Small-Medium Business Account Execs, Economic Development Manager
 - TPU's Key Account Executives (AEs) manage the 150 largest TPU customers for Power and Water
 - Focus on long-term relationships to develop trust & accountability
 - Implement utility communications including outage, rates & budget, billing, and connection issues
 - Chambers of Commerce, EDB and other trade groups engaged by Economic Development Manager

Key Account Examples for Power & Water



- WestRock
- JBLM
- City of Tacoma
- Multicare Health Systems
- Franciscan Health Systems
- Puyallup Tribe of Indians
- School Districts
- US Oil & Refining
- City of Fife
- Metro Parks District
- Linde (formerly Praxair)
- James Hardie Building Products
- Niagara Water
- Pierce County Government
- Port of Tacoma

- Business customer outreach is broad and aggressive:
 - Direct phone calls & meetings for largest/industrial customers
 - Direct emails for key account customers (150 largest commercial)
 - Business customer newsletter to hundreds of SMB businesses
 - In-person outreach to Business Districts incl. Cross District Association
 - In-person presentations with economic development & trade organizations
 - Website banner & page directs to rate/budget info
 - Coordination with Business Services Organization in Customer Services department

- Messaging to Business Customers regarding rates for the upcoming biennium budget:
 - Inflationary Pressures
 - Widely experienced by customers as well
 - Measurable
 - Tacoma Public Utilities increases are within expectations around inflation and within Long Range Financial Plans
 - Supply Chain Issues
 - Bad Debt
 - Pandemic and moratorium created unprecedented pressures on customers reflected in bad debt
 - Broadly shared across customers classes by revenue

- Customer feedback has been minimal thus far; outreach currently in early stages
 - NOTE: HVG and CP power customers are not experiencing an electric rate increase; however have had several significant increases over past three budget cycles
- All business customers are experiencing inflation in their operations/inputs
 - TPU increases are in line or less than other suppliers and vendors with whom they work
- Proactive communication is key to improving the customer experience
- Working with Market Communications on how to effectively outreach ESL business groups
- TPU has strong relationships & trust with business customers

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Thank you

What feedback or questions do you have for us?



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