



Stakeholder Engagement (SD-4) Update June 9, 2021

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Overview

What will be covered today:

- Strategic Directive Overview
- Stakeholder Engagement During COVID-19
- Tracking Engagement Efforts
- Proactive Messages
- Engagement from Around the Utility
 - Customer Assistance Engagement
 - Tacoma Water Engagement
 - Tacoma Power Engagement
- Stakeholder Engagement Outlook
- Feedback



Stakeholder Engagement

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



Stakeholder Engagement During COVID-19

Prior to COVID-19

- Attendance and updates at community meetings
- In-person meetings
- Community events/festivals/fairs to reach large numbers of customers
- Tours

During COVID -19

- Virtual community meetings
- Increased written communication
- More customer calls or conference calls
- Some in-person meetings are beginning



Stakeholder Engagement During COVID-19

Challenges

- Fostering relationships
 - Lack of in-person presence to interact with customers and answer questions
 - Interpersonal/body language
- Technology access and capability of community groups
- Technology access and capability of community members
- Lack of space on agendas with focus on COVID-19 and other issues
- Interruptions, distractions, and internet issues
- Virtual (Zoom) meeting fatigue



Stakeholder Engagement During COVID-19

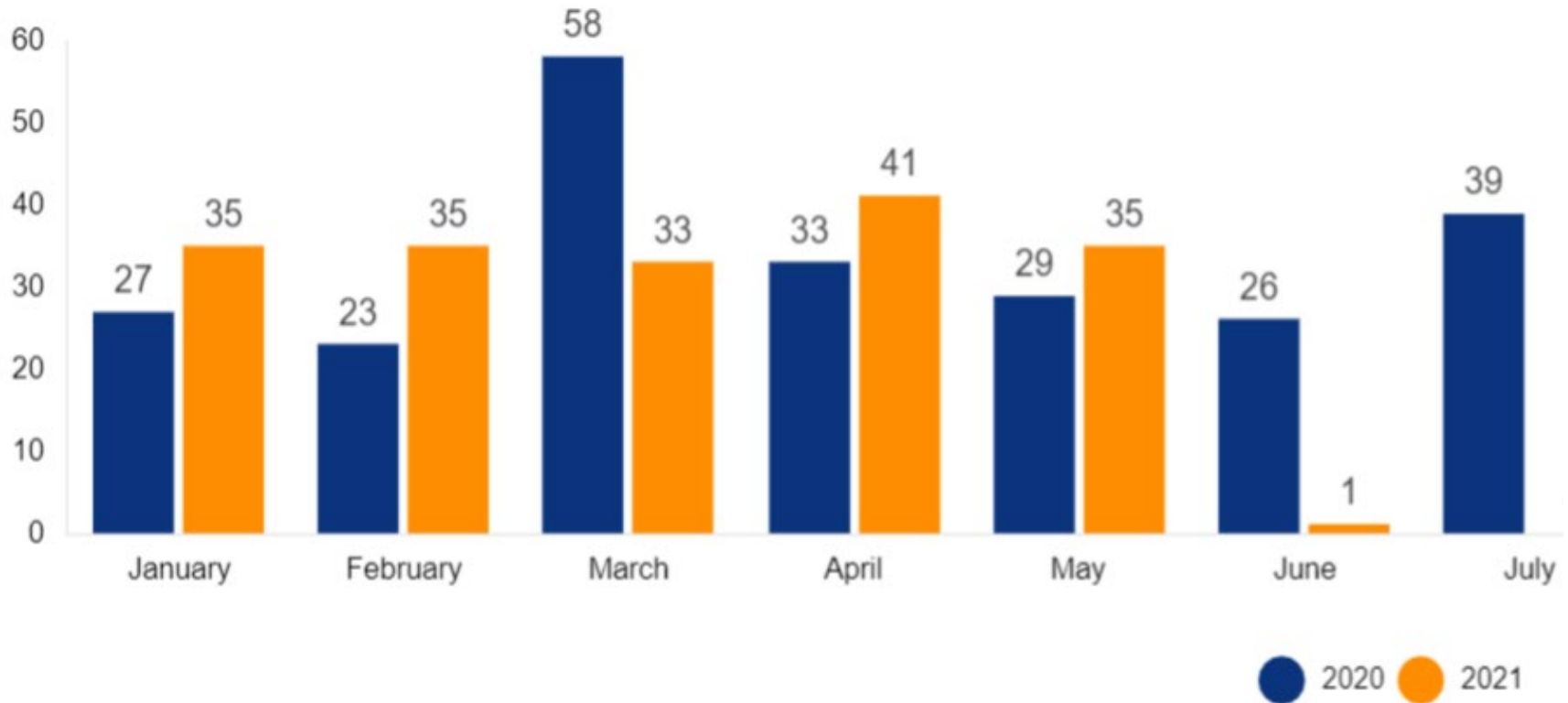
Benefits

- Additional ways to engage with customers
 - Presentations
 - Chat boxes
 - Follow up with emails/calls
 - Written materials distributed
 - Driving customers to TPU social media communications
- Additional customers participating
 - Customers not previously participating now joining meetings
 - Use of technology vs. in-person meetings
 - Comfort of home or other location
 - Travel time not required



Tracking Engagement Efforts

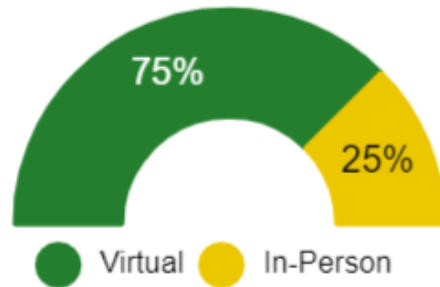
Engagements by Month



Tracking Engagement Efforts

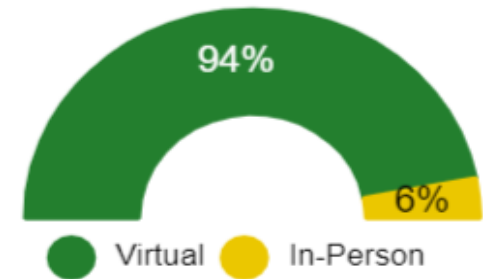
2020 Engagements

Total
289



2021 Engagements

Total
180



Proactive Messages

Proactive Initiatives

- COVID-19
 - Customer Assistance Programs
 - Extended payment plans
 - Moratorium policies
 - Other COVID-19 related items
- Advanced Meters
- April 1 rate adjustment
 - Franchise City rate adjustments
- Electrofuels rate
- Regional hydropower issues
- Water conservation
- Commitment to racial equity and DEI



Engagement from Around the Utility

Outreach Coordination Committee

- Coordinate outreach effort
- Share information to use during outreach
- Brainstorm
- Create and update talking points for outreach
- Partner on appropriate outreach

Engagement Updates

- Customer Assistance Engagement
- Tacoma Water Engagement
- Tacoma Power Engagement



Customer Services Engagement

Assistance Programs During COVID

- Emergency assistance for residential customers
- CARES assistance for small businesses
- Rental and utility assistance

Outreach During COVID

- Outbound calling campaign
- Virtual webinars
- Socially distanced events

Welcoming Customers Back

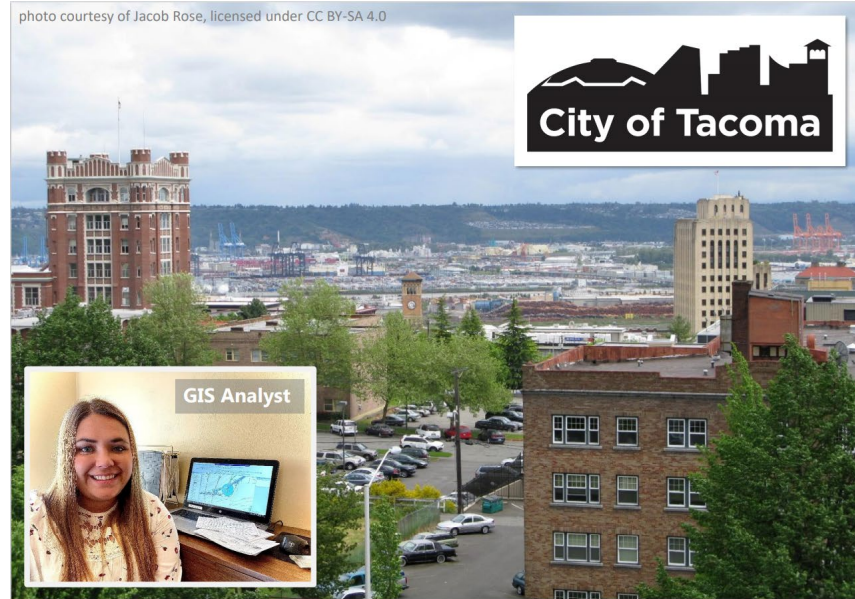
- Lobby remodel
- Appointments
- Vulnerable customers



Tacoma Water Engagement

Water Education for Youth and Teachers

- TPU Academy
- Children's activity booklet
- Girl Scouts STEM conference
- Sustainability Ambassadors
- Inter-agency partnership: STEAM Education for Climate Literacy
- EnviroThon



You've landed in the City of Tacoma.

Next, are you going to ... ?

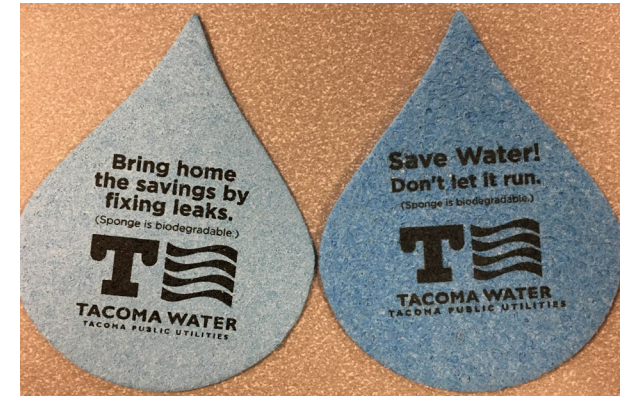
- **Run off** into the [Puget Sound](#)
- **Infiltrate** into the [groundwater](#)

[\(back to clouds\)](#)

Partnering with Customer Solutions

- Water conservation as budget-smart
- Sponge with a conservation message

Online Water Supply Abundance Gauge Coming



Tacoma Power Engagement

EV Education and Outreach

- EV workshops
- Sustainability series on solar and EVs
- National Drive Electric week event



Multifamily EV Charging Pilot Outreach

- Considered Equity
 - Over 50% of the installations will be going into low opportunity areas of Tacoma
- Socially distanced outreach
- The pilot is fully subscribed



Tacoma Power Engagement

Public EV Charging Stations

- Customized small/medium business and key account outreach
- Focused on equity - 64% of projects in low opportunity areas
- Pilot is fully subscribed

Electric School Bus

- Both Franklin Pierce and University Place School Districts have electric buses as a part of their fleet
- Puyallup School District has expressed interest

New! Pole Mount EV Charging in Business Districts

- Outreach plans focus on neighborhood business district councils and local business owners
- Increased partnership with multiple City of Tacoma work groups
- Set to launch Fall 2021



Stakeholder Engagement Outlook

Continued COVID-19 Updates

- Customer Assistance Program
- Payment plans
- Plans to reopen and safety practices
- In-person outreach and engagement

Other Updates

- Advanced Metering Program
- Climate Action Plan
- Summer Water Conservation
- Parks





Thank you

What feedback or questions do you have for us?



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