

Strategic Directive 4
Dr. John Gaines June 14, 2022

Today's Overview

- Strategic Directive Overview
- Ongoing Engagement
- Special Projects, Topics and Events
- Smartsheet
- What's Next?



Stakeholder Engagement and Strategic Directive

Strategic Directive 4: 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



Ongoing Engagement

TPU Engagement:

- Neighborhood Councils & Block Groups
- Partnering with existing events of organizations
- Chamber of Commerce/Economic Development Organizations/local trade orgs
- Franchise Cities/Local Government Partners
- Key Accounts including JBLM
- Business Districts
- Barbershops
- Pierce County Task Force
- Other



Special Projects, Topics & Events

Special Projects/Topics/Events:

- Cushman-Adams Substations Project
- Bill Credit Assistance Plan
- Digital Equity Program
- Ocean Fest
- Lakewood Farmers Market
- McKinley Neighborhood Plan
- Sound to Narrows



Smartsheet

TPU Engagement:

- Average amount of engagement
- Tracking mechanism
 - By Month
 - Virtual vs. In-Person
 - Engagements by division
- Equity Index and Smartsheet



What's Next?

Upcoming Outreach and Goals:

- Equity Index Relaunch: 2023 – Equity Index updated with 2020 Census data and expanded Pierce County-wide
 - The equity index is an **interactive mapping tool**
 - It maps opportunity using data that fits into five categories
- Continue to build new relationships
 - Inside the city
 - Franchise cities





Thank you

What feedback or questions do you have?



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