



RESOLUTION NO. U-11575

1 A RESOLUTION adopting Public Utility Board Guiding Principle for Customer
2 and Community and retiring Guiding Principle Four on Stakeholder
3 Engagement and Guiding Principle Thirteen on Customer Service.

3 WHEREAS in 2025, the Public Utility Board initiated a review of its Guiding
4 Principles (GPs), and

5 WHEREAS Board Members were assigned to work with Subject Matter
6 Experts (SMEs) to focus, update, and consolidate the existing GPs (which were
7 created in 2018 and 2019) to reflect current culture, strategy, and Board priorities,
8 and

10 WHEREAS these discussions were also held with the full Board in public
11 study sessions, and

12 WHEREAS the Customer and Community GP captures TPU's
13 commitment to deliver an excellent customer and community experience, and

15 WHEREAS these commitments were previously contained in the
16 Customer Service (GP-13, originally adopted by Resolution U-11197) and
17 Stakeholder (GP-4, originally adopted by Resolution U-11099), which are
18 requested to be retired; Now, Therefore,

19 BE IT RESOLVED BY THE PUBLIC UTILITY BOARD OF THE CITY OF TACOMA:

21 1. That the Public Utility Board Guiding Principle for Customer and
22 Community in the form as on file with the Clerk, is adopted and approved.

23 2. That Public Utility Board Guiding Principles Four and Thirteen on
24 Stakeholder Engagement and Customer Service are no longer necessary and
25 hereby retired.



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2 Approved as to form:

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/s/
Chief Deputy City Attorney

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Charleen Jacobs
Clerk

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Eliza Jacobs

Chair, Acting
Anita Gallagher

Secretary

Adopted 1-14-26



PUBLIC UTILITY BOARD GUIDING PRINCIPLE

Title: **Customer and Community**

Date of Adoption: **January 14, 2026**

Resolution No.: **U-11575**

Revision Date:

Purpose

Tacoma Public Utilities (TPU) is committed to delivering an excellent customer and community experience (CX). The Public Utility Board has established this directive to ensure positive customer and community experiences in their interactions with TPU employees.

Guiding Principles

1. TPU takes pride in our role as a critical services provider for the customers and communities we serve. TPU recognizes the impact their experience has on customer and community, relations, trust, and respect.
2. Our Customer Experience North Star guides our everyday actions: Our customers and communities experience compassion and equity in action so they are understood, valued, and empowered. We deliver this through:
 - Knowledgeable, empathetic advocacy
 - Consistent, transparent, and competent support that provides the right solution
 - Understanding, dialogue, and support that reflect our data-driven approach to understanding their current and future expectations

Outcomes

- 1) TPU's customer experience will be known for delivering on key metrics and providing high community and customer value.
- 2) TPU will take an equitable, data-driven, and cost-effective approach to assessment and decision-making.
- 3) Employee, customer, community members, and interested parties feedback will be used to improve current and develop future processes, products and services.

- 4) We will empower our customers with the tools and resources they need to engage through the channel and language of their choice.

Measurements

1. TPU's Public Utility Board will receive an annual benchmark of customer satisfaction from the customer satisfaction survey. TPU's goal is to achieve first or second quartile performance in customer satisfaction, specifically in:
 - a. Overall favorability
 - b. Overall satisfaction
 - c. Being an organization you can trust
 - d. Easy to do business with
 - e. Promptly fixing customer problems
 - f. Having friendly and courteous employees

The Board will also receive contextual data from the customer satisfaction survey that impacts customer experience, which can be outside of TPU control, including:

- g. Impact of current economy
- h. Ability to pay bills

Finally, the Board will receive other relevant customer operational datapoints which may provide additional context to the above.

2. TPU's Public Utility Board will receive updates, trends, and performance metrics on key customer-facing programs, channels, and services, including but not limited to:
 - a. Utility assistance programs
 - b. Customer channels
 - c. Water New Services
 - d. Power New Services and Permitting
 - e. Customer and community meetings

Reporting Frequency

- Annually, the Customer Satisfaction Data (#1) will be provided in a Board report.
- Annually, Operational Metrics (#2) will be provided in Board reports.
- Updates on other customer impacting initiatives will occur on an as needed basis.