Background

- Recalibration of business case is complete
- Recommendations from outside AMI experts have been reviewed
- Clarity on customer benefits and project timing achieved
- Need to proactively provide accurate information to customers
- Proven model for public education from Director Search and Budget and Rates Outreach will be deployed
Communications and Outreach Strategies

- Provide ongoing messaging updates to leadership, employees, and customer-facing materials
- Highlight customer benefits and value
- Coordinate messaging timelines with project phases
- Use all available marketing channels as well as community and stakeholder relationships for outreach, similar to our budget and rates process
- Respond to emerging market issues
Near Term Plan

• Complementary to Phase 2 Deployment recommendation from consultant
• PUB and City Council
  ➢ Briefings and materials for responding to questions
• TPU and General Gov. employees
  ➢ Educate staff so they can address customer questions confidently
• Stakeholder and public outreach
  ➢ Briefings and materials to PUB and City Council
  ➢ Meet with community groups and business leaders
  ➢ Make sure the public has access to accurate information about our specific project
  ➢ Educate the public on the long-term benefits
  ➢ Enlist advocates who understand the benefits
Previous Outreach

- Briefings to new Tacoma City Council Members and Mayor Woodards
- Briefings for City Managers and Mayors in franchise cities
- Lakewood City Council Study Session presentation
- AMI project mentioned during budget and rates outreach to franchise cities, neighborhood and community groups, and Metro Parks Commission
- First Creek Block Group Presentation - Nov. 7, 2018
Planned Outreach

- Tacoma’s Neighborhood Councils
- Black Collective
- Korean Women's Association Group
- Neighborhood Block Groups
- Community Organizations (Rotaries, Kiwanis, etc.)
- Centro Latino
- City of Federal Way
- City of Fife
- City of Fircrest
- City of Lakewood
- City of University Place
- Pierce County government
- Metro Parks
- Joint Municipal Action Committee (City, Metro Parks, Pierce Co., Port of Tac., Tac. Public Schools)
Previous Communications

• Developed message map and confirmed customer benefits to highlight
• Updated web content and FAQs
• Provided talking points to leadership and outreach staff
• Responded to customer and community group questions (incl. online contact form)
Since Last Study Session

- Developed near term, campaign approach Communications Plan to complement the consultant’s recommendations for deployment communications
  - Two phase approach
    - Public Information
    - 4,3,2,1
- Updated summary of the project and talking points
- Updating web content and FAQs, incl. graphics
- Developing project fact sheet for the public
Planned Communications

• Educate staff
  ➢ Newsletter updates
  ➢ Intranet resources
  ➢ Educational presentation in the auditorium
  ➢ Post updates around campus and provide updates to managers to share with employees
  ➢ Include General Gov. employees
Planned Communications

- Stakeholder and public outreach
  - Follow proven process used for Director Search, Budget and Rates Outreach
  - Provide resources to outreach staff
  - Update web content as program details develop -- fact sheets, videos
  - Publish testimonials from AMI and prepay advocates
  - Media outreach: TNT, Q13, TV Tacoma
  - General updates to customers referring them to web
  - Possibility for translated materials
  - Email marketing program
Customer Narrative

- What problem we’re solving - customer benefits provided by Advanced Meters
- What would happen if we didn’t invest in AMI
- Benefits to customers by group (tech enthusiasts, low and fixed income, seniors, general population)
- How customers can stay informed
- Provide accurate info specific to our project
Customer Resources

- More notice and resources for public meetings
  - Use available channels to announce dates in advance
  - Have handouts at meetings that refer customers to online resources
  - Post links to video and documents for those who couldn’t attend
Customer Resources

- Video series addressing the main topics related to AMI
  - Health and safety
  - Economic impacts
  - Data privacy
Outreach Timeline

• Targeted presentation schedule for February—April to include:
  ➢ Neighborhood Councils
  ➢ Safe Streets Neighborhood Block Groups
  ➢ Other Community Organizations
  ➢ Black Collective, Centro Latino
  ➢ Franchise cities and governmental entities
Communications Timeline

• Phase 1: Feb - Dec
  ➢ Employee education
  ➢ Testimonials from advocates
  ➢ Public Information Campaign

• Phase 2: Four months prior to deployment (dependent on contract timelines)
  ➢ 4,3,2,1 model from consultant
  ➢ Encourage paperless
  ➢ Installation notifications