



Advanced Meters Communications and Outreach

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January 23, 2019

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

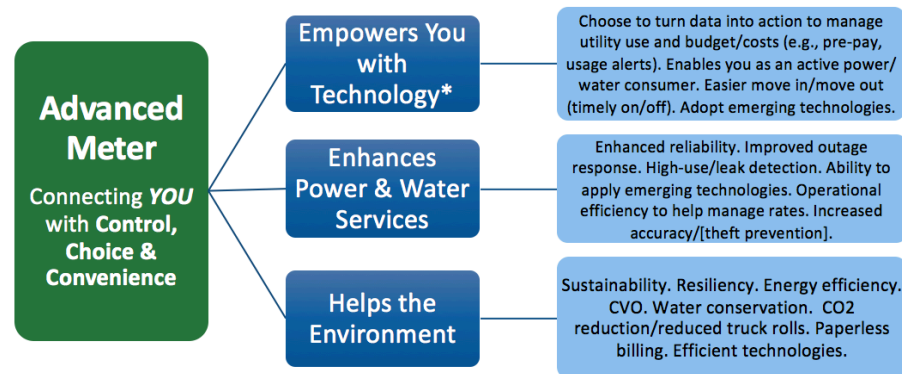
- Briefings to new Tacoma City Council Members and Mayor Woodards
- Briefings for City Managers and Mayors in franchise cities
- Lakewood City Council Study Session presentation
- AMI project mentioned during budget and rates outreach to franchise cities, neighborhood and community groups, and Metro 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

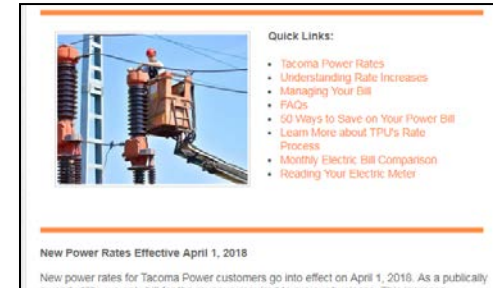
- Stakeholder and public outreach
 - Follow proven process used for Director Search, Budget and Rates Outreach
 - Provide resources to outreach staff
 - Update web content as program details develop -- fact sheets, videos
 - Publish testimonials from AMI and prepay advocates
 - Media outreach: TNT, Q13, 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



Quick Links:

- Tacoma Power Rates
- Understanding Rate Increases
- Managing Your Bill
- FAQs
- 50 Ways to Save on Your Power Bill
- Learn More about TPU's Rate Process
- Monthly Electric Bill Comparison
- Reading Your Electric Meter

New Power Rates Effective April 1, 2018

New power rates for Tacoma Power customers go into effect on April 1, 2018. As a public utility, we need to cover the cost of the revenue required to run our business. This increase, approved by the City Council which was approved in April 2017, helps us cover the cost of meeting regulatory guidelines and continue to invest in our infrastructure to continue to provide safe and reliable service to our customers.

Customers in the city of Tacoma can expect an average increase of \$5.00/month for this increase as follows:

This charge will vary based on how much electricity you use each month. Residential customers will see an average total increase of \$5.00/month for this increase as follows:

Customers who pay a Schedule B rate will see an average increase of \$5.00/month for this increase as follows:

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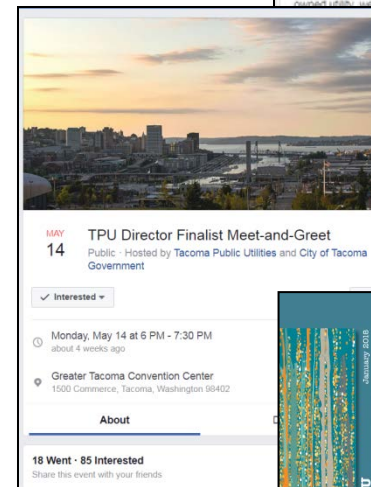
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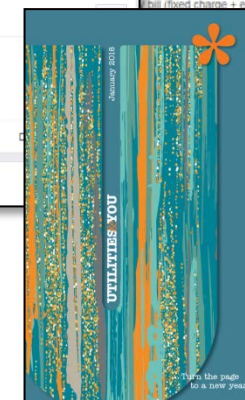


MAY 14 TPU Director Finalist Meet-and-Greet
Public - Hosted by Tacoma Public Utilities and City of Tacoma Government

Monday, May 14 at 6 PM - 7:30 PM
about 4 weeks ago

Greater Tacoma Convention Center
1500 Commercial, Tacoma, Washington 98402

18 Went - 85 Interested



UTILITIES YOU
January 2018



U+ Calendar

January 2018

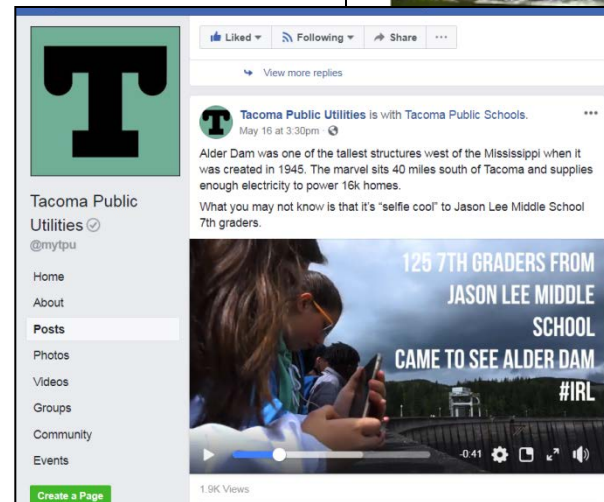
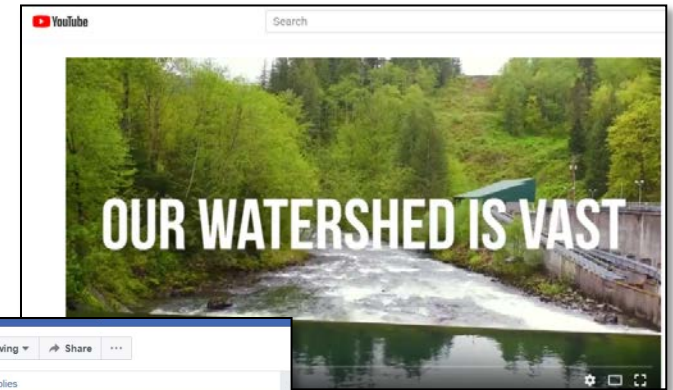
JANUARY
10 & 14
14:00 Utility Board Meeting | 4:30 p.m.
15
Mayor Luther King Jr. Day
TPU offices closed

FEBRUARY
14 & 18
14:00 Utility Board Meeting | 4:30 p.m.
19
President's Day
TPU offices closed

MARCH
7
South Sound Sustainability Expo
Greater Tacoma Convention Center | 10 a.m. - 3 p.m.
14 & 18
14:00 Utility Board Meeting | 4:30 p.m.
17
FREE Heat Pump Know-How Home Heating
Home-Heating & More Workshop
Greater Tacoma Convention Center | 1010 S. Mulier St., Tacoma
10:30 a.m.

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

4: By at least 4 months prior to meter installation: Finalize overall install comms strategy and schedule; develop/approve materials. Add to website and other background resources. Introduce/socialize broadly.

3: At 3 months prior: Educate employees on installation specifics and inform community leaders; ramp up community awareness building.

2: At 2 months prior: Engage the target community broadly via general education and awareness. Finalize escalation procedures.

1: At 1 month prior: Notify individual customers and impacted parties, as applicable. Knock; provide post-install notification (e.g., door hanger); follow-up research.