



Budget & Rates Communications & Outreach

**Clark Mather, Community and Government Relations Manager
Rebekah Anderson, Marketing Communications Manager**

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Overview

- Overview of historic communications & outreach
- Evolution of TPU's communications/outreach
- Staff-recommended plan for budget and rates outreach
- PUB feedback/dialogue

Pre-2017 Outreach

- Bulk of community outreach during rate-setting process
 - Neighborhood Councils
 - Franchise Cities
 - Other local government partners

2017 Outreach, New Approach

- TPU staff recommends and management supports revamped approach to rates outreach in 2017
- 2017 rates outreach process part of more concerted, holistic approach to TPU's communications and community outreach

2017 Rates Outreach cont.

- At least 14 community presentations
 - Tacoma's neighborhood councils
 - Business districts
 - Franchise cities/Pierce County
 - Metro Parks
 - Black Collective
- Rates presentation available on TPU website
- Presentation focused on telling TPU's story, rates-related message, providing feedback to TPU

The image shows three overlapping presentation slides from Tacoma Public Utilities. The top slide is a title slide with the TPU logo and the text 'Tacoma Public Utilities Providing services that are vital to our quality of life'. The middle slide contains the mission statement: 'Mission: Tacoma Public Utilities provides services that are vital to our quality of life.' and lists organizational facts: 'Public, cost-of-service organization; we don't pay investors', 'Part of the community since 1893', and 'Led by a 5-member Public Utility Board appointed by the mayor and confirmed by the Tacoma City Council'. The bottom slide is titled 'Our long-term perspective benefits future generations' and lists three key points: 'More than 90% of our power comes from clean, renewable hydroelectricity.', 'We manage our water and power supplies so we can meet customers' needs for decades to come.', and 'Our water system relies on gravity, minimizing the electricity needed.' It also states 'We are stewards of our environment by protecting lands, fish and wildlife.'

TPU's Outreach Evolving

- With the support of the PUB and senior management, Public Affairs and Communications Group formed
 - TPU staff assigned to neighborhood/community council(s)
 - Presentations to community organizations
 - More regular interaction, working to strengthen relationships with
 - City Councils
 - General Government staff
 - Franchise cities
 - Other local units of government
 - Native American Tribes
 - Business districts
 - New communications functions added that support these efforts
- PUB-directed outreach for Director's search
 - Robust engagement to TPU's customers, neighborhood councils, community and business leaders, franchise cities, non-profit/service agencies, Native American Tribes



The Chamber
Fife • Milton • Edgewood



Proposed Budget/Rates Outreach

- Presentation Audiences

- Neighborhood Councils (Coordinated with Environmental Services)
- Franchise City Councils
- Other local units of government (Metro Parks, Pierce County, etc.)
- Community Organizations (Hilltop Action Coalition, Safe Streets, Korean Women’s Association, Black Collective, etc.)
- Neighborhood Block Groups
- Puyallup Tribe
- Business Districts
- Service Organizations: Rotaries, Chambers, etc.
- 2nd Supply Partners
- Wholesale Customers
- Industrial Customers



KWA

Changing lives...
One person at a time.

Proposed Outreach (cont.)

- Suggested individual and group stakeholder meetings
 - Mayor & Council
 - Other key leaders and electeds
 - Non-profits/service partners (MDC, Pierce County Community Connection, etc.)

Proposed 2018 outreach

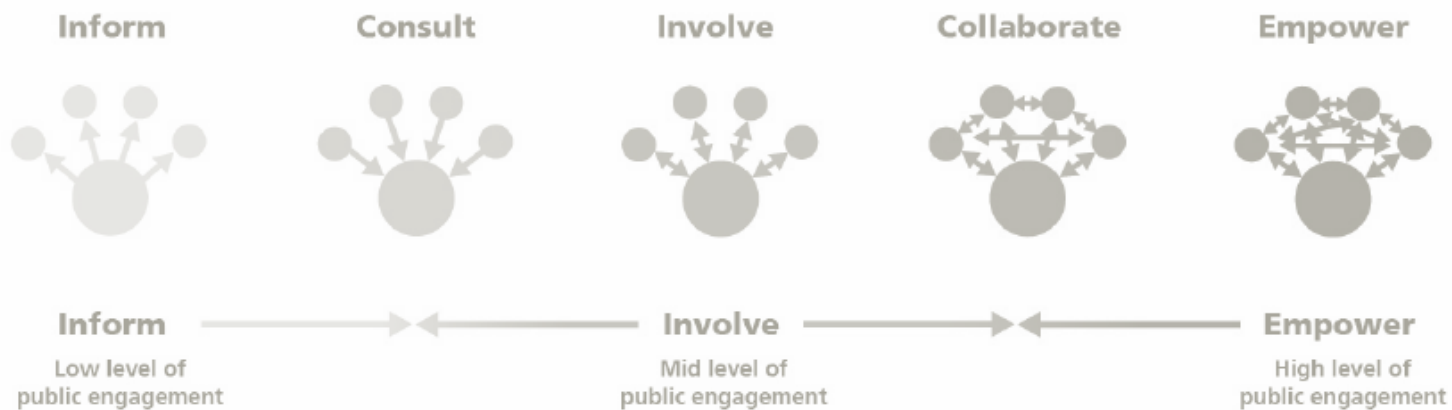
Customer Communications

“The new world of engagement...”



Customer Communications Approach

- Integrated, long-view plan
- Engage vs. tell
- Listen to customers



Customer Communications Strategies

#1: Year-Round Conversation



Customer Communications Strategies

- Ongoing education and involvement with what we do throughout the year that benefits customers and how we control costs
- Coordinate with other services (ES)
- Tailor messages by customer group

Customer Communications Strategies

#2: Early, multi-channel notifications for rate adjustments



Customer Communications Strategies

- Build a narrative for announcing them
 - Here's the amount
 - Here's what's driving it
 - Here's what we're doing to control it
 - Here's what you can do about it (suite of options)
 - How customers can get involved

Customer Communications Strategies

- More notice and resources for public meetings
 - Use available channels (bill package, emails, newsletters, website, social media) to announce dates in advance
 - Have handouts at meetings that refer customers to online resources (web tools, email sign up, Facebook Group)
 - 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 are required to file a rate of service with the Washington State Public Utility Commission (PUC) for the revenue required to run our business. This increase, approved by the Tacoma City Council which was approved in April 2017, helps us cover the increased costs needed to meet regulatory guidelines and continue to invest in infrastructure to continue to provide safe and reliable service to our customers.

Key Information:

- Residential customers in the city of Tacoma can expect an average increase of \$5.00/month. For those on a Schedule B rate, this increase is as follows:
- This charge will vary based on how much electricity is used each month.
- For a \$3.00 increase in the monthly "base charge" (from \$12.50 to \$16.50, effective April 1, 2018), this increase covers the administrative costs, like reading and metering, preparing and mailing bills, and updating billing records and other fees.
- Residential customers that see an average total increase of \$5.00/month (including the base charge + energy charge).
- Customers who pay a Schedule B rate will see an average increase of \$5.00/month.

Billing period - Jan. 28 to Aug. 23 (9 months)	Rate Increase
Residential - Schedule A	\$5.00
Residential - Schedule B	\$5.00
Commercial - Schedule C	\$5.00
Industrial - Schedule D	\$5.00

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

About

18 Went - 85 Interested
Share this event with your friends

U+ Calendar

All events take place in the Tacoma Public Utilities Auditorium, 2015 S. 20th St., Tacoma, WA unless otherwise noted.

JANUARY

- 10 & 24 Public Utility Board Meeting | 4:30 p.m.
- 14 Martin Luther King Jr. Day TPU office closed

FEBRUARY

- 14 & 28 Public Utility Board Meeting | 4:30 p.m.
- 19 Presidents Day TPU office closed

MARCH

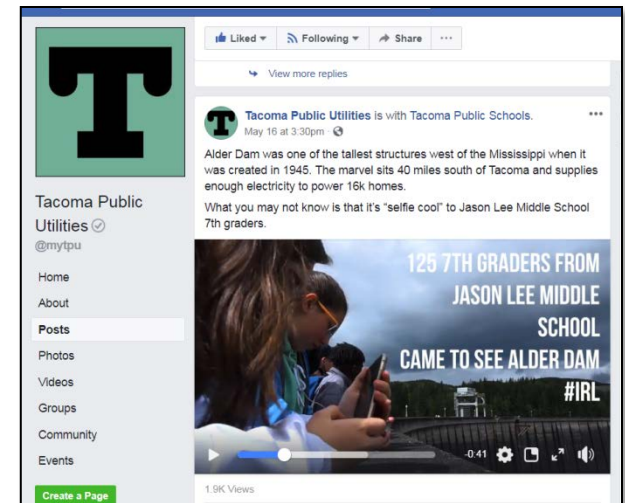
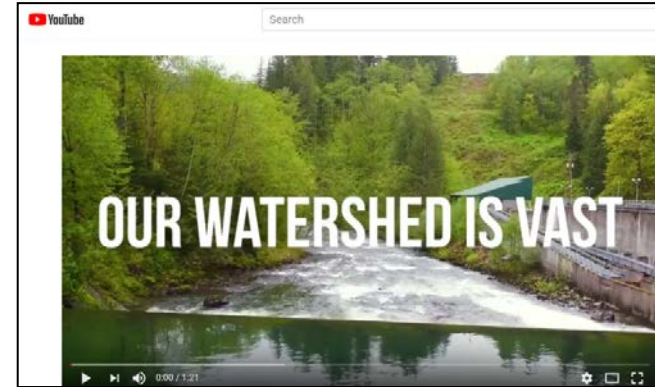
- 7 South Sound Sustainability Expo Tacoma Convention Center | 10 a.m. - 3 p.m.
- 14 & 28 Public Utility Board Meeting | 4:30 p.m.
- 17 FREE Heat Pump Know-How Home Heating Home-Heating & More Workshop Home-Heating | 1210 S. Mulier St., Tacoma 10:30 a.m.
- 24 FREE T-Town City Services Expo Tacoma Dome
- 27 FREE Smart Energy Home and Efficient Appliances Workshop Home-Heating | 1210 S. Mulier St., Tacoma 10:30 a.m.

Customer Communications Strategies

- Use communications channels to reach community groups with updates prior to outreach presentations
- Continuously evaluate if our approach is successful

Customer Communications Tactics

- Video series highlighting projects that benefit customers
 - Pole replacement
 - Filtration plant
 - Stewardship of natural resources
 - Where your power/water comes from
 - Employee volunteerism in the community
 - Maintenance work that maintains reliability
 - Coordination with Public Works to keep project costs down
 - Apprenticeship program



Customer Communications Tactics

- Explore a variety of engagement methods
 - Invitations to public meetings; handouts
 - Face-to-face at community events
 - Surveys
 - Self-serve, easy to understand web content and interactive tools
 - Email sign up list for updates
 - Public or group tours
 - Facebook Groups
- Implement message and engagement map by customer group

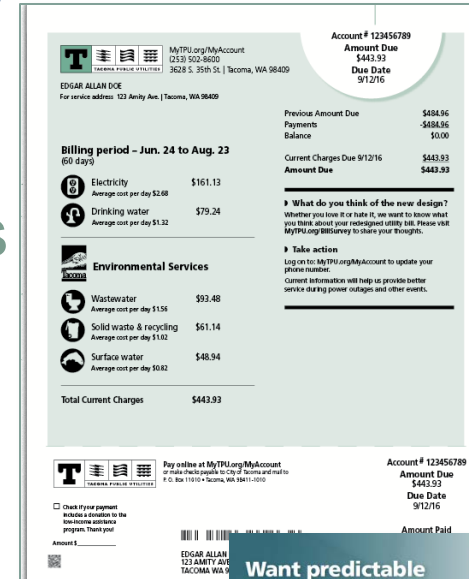


Customer Communications Messages

- Understanding your bill
- How we control costs
- Everything we do throughout the year that benefits customers
- How we can help you manage costs
 - Budget billing
 - Conservation
 - Payment assistance programs

Customer Communications Channels

- Bill package messaging
- Materials to distribute at outreach events, agencies and public locations
- Packets for electeds
- Messaging for employees
- Tacoma Report and other earned media
- Community partners' resources (social media, email lists, newsletters)
- Handouts for events, public meetings
- Social media/Facebook Groups



Timeline

	TPU Board & City Council	Outreach	Communications
June	6/27 Power Cost of Service Study Session	Schedule meetings	Update web content
July	7/25 Water Rate Design Study Session	Schedule meetings	Newsletter story with public meeting dates
Aug		Franchise city meetings Communications to groups that couldn't be scheduled	Handouts for community Collect email addresses at presentations Bill messages directing customers to web
Sept	9/12 Study Session – Water & Rail 9/26 Study Session – Power	Neighborhood Community Councils Communications to groups that couldn't be scheduled	Kick off video project
Oct	10/10 Public Hearing 10/16 Joint study session 10/24 PUB Adoption	Neighborhood Community Councils Communications to groups that couldn't be scheduled	Follow up newsletter story
Nov	11/13 Council 1st reading 11/20 Council 2nd reading	Community presentations	Updates via web, email, bill

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Customer Service

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Tacoma Rail

- Daniel McCabe

Tacoma Water

- Jodi Collins
- Sean Senescall
- Lyna Vo

Tacoma Power

- Shannon Rauch
- Bill Berry
- Travis Metcalfe



Questions?

