

Guiding Principal #4: Stakeholder Engagement

Dr. John Gaines, Community Relations Manager
August 14, 2024



Public Utility Board Guiding Principal #4: Stakeholder Engagement

“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.”

Budget and Rates Communications and Outreach Strategies

- Provide transparent information about what drives rate adjustments
- Coordinate messaging across lines of business, including Environmental Services
- Provide multiple options to encourage community members to engage in the public process
- Notify customers of rate adjustments
- Provide information about conservation, payment and assistance options

Customer Experience and External Affairs’ “North Star”

“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 a data-driven approach to understanding their current and future expectations.

Virtual, Hybrid & In-Person Engagement

- **September:** Neighborhood Councils, Block Groups & Metroparks
 - ❖ Outreach coordinated with Environmental Services
- Partnering with existing events of organizations
- Chamber of Commerce/Economic Development Organizations/local trade orgs (Black Collective, KWA, etc.)
- Franchise/Local Government Partners
- Key Accounts (JBLM, Hospitals, School Districts, etc.)
- Business Districts

Customer Communications



Self-Serve Information

- Post online all meetings, presentations, links to recordings and related information (MyTPU.org/Rates)
- Post on social media meeting dates and links to information
- Provide online customer feedback form

Customer Communications



Keep Customers Informed

- Messaging information in multiple languages
- Bill inserts, bill messages
- Lobby screens
- Monthly email newsletter updates
- Quarterly print newsletter updates
- Homepage/portal messages
- Fact sheets – rate projections, drivers & customer assistance resources



2024 Total Engagements Through August 8, 2024

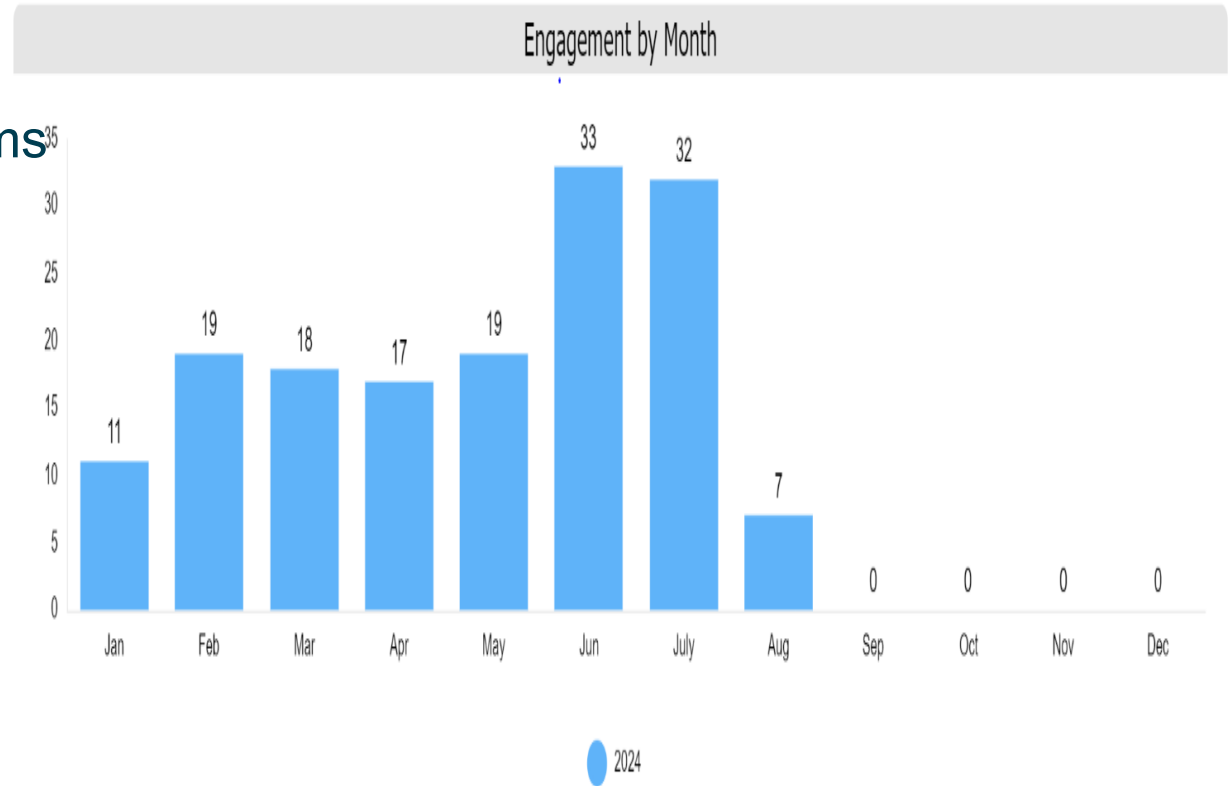
156

Engagement Tracking 2024



Engagement type and numbers by month

- Social media
- Online meeting platforms
— (Zoom, GoTo, Teams, etc.)
- Conference calls
- Presentations
- Events
- Youth lessons
- Community meetings
- Tabling



Contact information



Dr. John Gaines

Community Relations Manager

Jgaines1@cityoftacoma.org

W: 253.260.0065

Questions?

Thank you!

