

# Seattle Public Utilities

*Providing essentials.  
Improving life.*

**October 18, 2013**

**Draft v1**

Seattle  
 Public  
Utilities

# Outreach Plan

Today, we're asking for your general impressions on outreach concepts we'll be testing with pilot customer and employee groups in November. We want to make sure it will get you what you need.

Our outreach goals are to (1) Educate, and (2) Get Customer Feedback.

- Education:
  - What SPU does, and the value it delivers
  - The Strategic Business Planning effort
  - The baseline and what it says about potential bill increases through 2020
- Customer Feedback:
  - Sample investments– are these important to customers?
  - Customers' reactions to bill increases?

*This will provide additional data points for the Customer Panel and E-team around Strategic Business Plan priorities, help us in writing the Plan, and create informed consent among our customers.*

# Outreach set up

- Each outreach session will feature a presenter with customers seated around tables in groups of 8.
- We'll have a trained facilitator from SPU at each table to answer questions, lead discussions and take notes.
- We'll use several methods, including the infographic, to explain SPU around the room and spend a few minutes on explaining SPU at the start of each meeting.
- We'll also provide people with the handout: "What you get for your money."

# Content...

In each outreach session we'll explain:

- The Strategic Business Plan at a high level
- Cost savings actions
- Proposed investments
- Bill implications of baseline and new investments through 2020.

We'll then conduct:

- Two discussions
  1. Rating new investments
  2. Discussing customers' reactions to bill increases.

# Ratings

We'll ask people to rate concepts related to potential investments. Where possible, we'll group multiple investments under one item.

1	2	3	4	5	6	7
No value to me	Very little value to me	Somewhat of value to me	Average value to me	Better than average value to me	High value to me	Essential to me

- Using the provided 1-7 scale, rank the importance of each proposed investment from your point of view.
- Then, select the top 3 investments you'd like to see SPU make.

# Table discussions

## 1) Ratings discussion:

- Which investments were most valuable to you? Why?
- Which were least valuable? Why?
- Was there anything missing from this list that you would like SPU to focus on?
- Is there anything else you'd like to tell us?

## 2) Cost increase discussion:

- Tell us your thoughts about SPU maintaining current services and making new investments between now and 2020.

# Sample Outreach Slides

# Life continues to get more expensive

What	2003	Today
A gallon of gas	\$1.57	\$3.69
One stamp	\$0.37	\$0.46
A gallon of milk	\$2.68	\$3.46
One pound of coffee	\$2.93	\$5.59



# Comparing costs and value

Average two month bill	What you get
\$400	Cell phone service for family of four
\$172	Cable for one household
\$1,208	Food for family of four
\$264	Car insurance
\$1,820	Childcare at an infant center in Seattle

# Your bill: 2015-2020

## Maintaining Current Service Levels

**Average Two-month Bill: 2015**

Seattle Public Utilities Bill  
Statement Date: October 20, 2015  
DETAILED BILLING INFORMATION

**\$156.95**

**Average Two-month Bill: 2020**

Seattle Public Utilities Bill  
Statement Date: October 20, 2020  
DETAILED BILLING INFORMATION

**\$206.40**

**4.75%**  
**Increase**  
**Per Year**

# Illustrative Example

# Your bill: 2020

## Adding New Investments

**Average Two-month Bill  
To Maintain Service: 2020**

Seattle Public Utilities Bill  
Statement Date: October 20, 2015  
DETAILED BILLING INFORMATION

**\$206.40**

***Add 1%*  
For New  
Investments**

**Average Two-month Bill  
With New Investments: 2020**

Seattle Public Utilities Bill  
Statement Date: October 20, 2020  
DETAILED BILLING INFORMATION

**\$Y**

# Illustrative Example

# In summary

We believe the information we collect from the outreach will be at the right level to be useful to you for helping us shape the Strategic Business Plan. Let us know if there is anything else we should consider including.

We will continue to test and refine the outreach plan through our November pilot groups with customers and employees.