

SBP Monthly Update

Outreach Business Interviews

January 31, 2020

Business Interview Update

Purpose

- Fill knowledge gaps and understand business perspectives of SPU as they relate to the SBP

Methodology

- Confidential (SPU not present)
- Conducted by Cocker Fennessy
- 45 to 60 minutes
- 34 organizations invited
- 19 participated

Participant Profile

- Business/trade associations
 - general
 - development-focused
 - diverse membership
 - neighborhood-based
- Business improvement associations
- Real estate/development
- Property management
- Nonprofit affordable housing
- Housing agency
- Rental housing
- Small restaurant
- Mid-sized grocery
- Large chain/food and beverage
- Energy & facility services
- Manufacturing
- Hospital
- University

Business Interviews: Key Findings



Positive about SBP outreach/engagement



View and value SPU as a service provider



Most appreciative of quality drinking water



Value SPU's longer-term view but don't understand it



Want SPU to focus on sustaining/enhancing service delivery

Process improvements

Streamlined information/communications

Cost management



Identified potential business/community engagement improvements

Suggestions re: engagement

I'd like to see (them) really, fully engaged in the community—going out and talking to people in different neighborhoods and communities—really understanding how people feel. I want to see them really part of the fabric of Seattle. I only see SPU people when they are pushing for a policy change or compliance. Form a project with the community. And be part of the community. It would go a long way.

SPU's biggest resources is employees—they all have ways to engage. They could be talking about what they are doing. You have to invest in your team and empower them. Ask them how they'd spend \$100 in the community. Trust them to lead.

Use associations to connect with people who do this work. Also do more business-focused outreach with newsletters, etc.