ENGAGEMENT SNAPSHOT

- Voice of the Customer Research Review
- Business Interviews
- Community Outreach
- Employee Engagement

Today’s focus
GOALS

• Conduct inclusive, quality engagement
  • Include targeted outreach directed by Environmental Justice & Service Equity Division with Dept. of Neighborhood community liaisons

• Inform Strategic Business Plan and ongoing SPU service delivery and engagement
WHAT WE DID

• Survey (online, hard-copy, translated)
• Interviews (community leaders)
• Promoted via website, social media, utility bill insert, at community events

POTENTIAL COVID-19 IMPACTS

• Survey: online version available, but less in-person promotion via partners
• Interviews: limited in-person engagement
• Overall stressful/distracted time
WHAT WE ASKED

1. How satisfied are you with SPU services (drinking water, garbage, recycling, composting, sewer, drainage and flood prevention)?

2. How satisfied are you with the overall cost and value of SPU services?

3. What improvements would you like SPU to focus on in the next 5 years?

4. What are the biggest wastewater and waste management challenges facing Seattle in the next 20 years?

5. How can we work together to address these challenges?
SURVEY

• Fielded December 3, 2019– April 15, 2020
• Promoted via website, social media, utility insert, handouts (translated), community events
• 905 Responses (as of March 26)

Responses by Distribution Method (n=901)

- SPU website: 281
- Mami’s email: 142
- Facebook: 269
- Nextdoor: 209
SURVEY RESPONDENTS

postal code (Count - Not Blank)

1.00

37.00

n=901
COMMUNITY INTERVIEWS

• Trained Dept. of Neighborhood community liaisons conducted outreach in Spanish, Chinese, Vietnamese and Somali

• 33 interviews completed (6 Spanish, 13 Chinese, 10 Vietnamese, 4 Somali)

• Face to face and translated options allowed for more, higher-quality feedback until COVID-19
WHAT WE HEARD: Community Interviews & Survey

• SPU services are viewed as essential
• Recognition that future challenges (pop. growth, climate change, etc.) impact service delivery/cost
• Appreciate SPU trying to genuinely and effectively engage communities; continued improvement is desired/needed
• Want to know how feedback is used/see results in service delivery/engagement
WHAT WE HEARD:
Community Interviews & Survey

- All SPU services are generally favorably rated; water leads the pack
- Focus areas: aging infrastructure, affordability, service equity, waste/plastics/toxics
- Service challenges: aging infrastructure, climate change, sustainable waste practices, population growth, water quality
- Outreach improvements: better/simplified communications, education, equity, translations, community engagement
## WHAT WE HEARD: Survey

On a scale of 1 (extremely dissatisfied) to 5 (very satisfied), how satisfied are you with the following SPU services?

<table>
<thead>
<tr>
<th>Service</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Net satisfied (4 or 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drinking water</td>
<td>2%</td>
<td>3%</td>
<td>9%</td>
<td>26%</td>
<td>59%</td>
<td>85%</td>
</tr>
<tr>
<td>Garbage, recycling, etc</td>
<td>5%</td>
<td>9%</td>
<td>20%</td>
<td>36%</td>
<td>29%</td>
<td>65%</td>
</tr>
<tr>
<td>Sewer</td>
<td>4%</td>
<td>8%</td>
<td>21%</td>
<td>33%</td>
<td>34%</td>
<td>67%</td>
</tr>
<tr>
<td>Drainage and Flood</td>
<td>5%</td>
<td>12%</td>
<td>32%</td>
<td>31%</td>
<td>20%</td>
<td>51%</td>
</tr>
</tbody>
</table>

n=905
WHAT WE HEARD: Survey

On a scale of 1 (extremely dissatisfied) to 5 (very satisfied), how satisfied are you with the overall cost and value of SPU services (drinking water, garbage, recycling, composting, sewer, drainage and flood prevention)?

- 1: 11%
- 2: 15%
- 3: 34%
- 4: 27%
- 5: 12%

39% Satisfied (NET)

Overall cost and value

n=905
WHAT WE HEARD: Survey

What areas for improvement would you like to see SPU focus the most on in the next 5 years? Select your top 3 focus areas for improvement.

- Aging infrastructure: 64%
- Rate affordability: 59%
- Waste, plastics and toxics reduction: 54%
- Water conservation and rainwater capture: 31%
- Water quality: 23%
- Service equity: 23%
- Customer service and community engagement: 15%
- Communications and information sharing: 11%
- Other: 19%

Response descriptions have been abbreviated for readability.

n=905
NEXT STEPS

• Compile additional survey responses
• Analyze all survey and interview feedback
• Develop final summary
• Report back to CRP
• Incorporate into draft Strategic Business Plan
QUESTIONS?