June /July 2013 Community Advisory Committee Survey Responses
Summary of CAC Annual Meeting Group Exercise Results

Presentation to Customer Review Panel
August 20, 2013
What Three Areas Are Most Important for SPU to Focus on (in additional to basic service delivery)?

Top Three Most Important Focus Areas (16 respondents)

- Transparency
- Efficiency
- Environment
- Service equity
- Customer Education and Engagement
- Climate Change
- Workforce
- Customer service
- Collaboration (regulators; other agencies)
- Security
- Technology
- Other
- Safety
How Does SPU Help Make Seattle a Great Place to Live?

How does SPU help make Seattle a great place to live? (16 respondents)

- Services (quality, innovation, efficient, forward thinking)
- Environment (stewardship, leadership, waste reduction)
- Drinking water quality
- Focus on service equity
- Transparency (communications, outreach)
- Keeps streets clean

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Advice for SPU Leadership as They Develop Strategic Plan?

What advice do you have for Leadership as they develop the Strategic Plan? (16 respondents)

- Transparency (outreach; show value for service)
- Listen to customers (seek feedback and engagement)
- Workforce (modernize workplace; connect employees with Plan)
- Plan Implementation (focus on this; set clear metrics)
- Culture of innovation/best technology
- Costs rise no more than inflation or thereabouts
- Continue to be good stewards
Advice for Customer Panel? (individual responses)

Cost/Service Tradeoffs (6 comments):

• Keep in mind that some people are willing to pay more

• Try to demonstrate what different levels and tradeoffs mean and how they impact services

• Provide input on where SPU should focus money and investments from a customer’s perspective

• Be clear about tradeoffs for different services and what customers get for their money

• Look for savings and stability

• Keep effective and well maintained systems
Advice for Customer Panel? (individual responses)

Communications (7 comments):

• Be confident in your perspective (although it may not be subject matter expertise)
• Focus on customer needs
• Have a publicity plan
• Understand each customer’s interest
• Ask who does not have a seat at the table and how they can be reached
• Continue to work to provide clear information to ESL communities
• Keep the many constituencies in the loop
Advice for Customer Panel? (Group Exercise)

Explore cost side and service side (3 comments):
• Focus on broad interests, beyond costs
• Catalog options, be clear about the “why” of decisions
• Keep your eyes on the prize

Seek Feedback (3 comments):
• Seek feedback
• Hold discussions with Community Advisory Committees
• Have a publicity plan

Be Representative (2 comments):
• Represent all groups
• Focus on customer’s needs
How does SPU make Seattle a great place to live? (Group Exercise)

- Environmental stewardship of natural resources
- Quality of services ahead match local values
- Streets clean and people want to be outside
- Equitable steward of public investment
- SPU is a great steward – goes above and beyond
- Sincere focus on equity, meeting diverse needs because of customer base
- Great consistent service
- Leads nation in waste reduction and diversion
- Stretch goals – good that SPU has them
Advice for Leadership? (Group Exercise)

• Seek feedback
• Listen to stakeholders
• Focus on modernization
• Efficiently innovate
• Provide more outreach on what paying and what getting – where money goes
• More customer engagement in developing and implementing the plan
• Pay attention to metrics in addition to rate increases