

Customer Focus Groups

An Overview

October 12, 2016

Seattle
 Public
Utilities

Customer Focus Groups Overview

- 64 Seattle customers participated in two-hour discussions in locations around the City;
 - 4 residential groups
 - 1 business group
 - 1 developer group

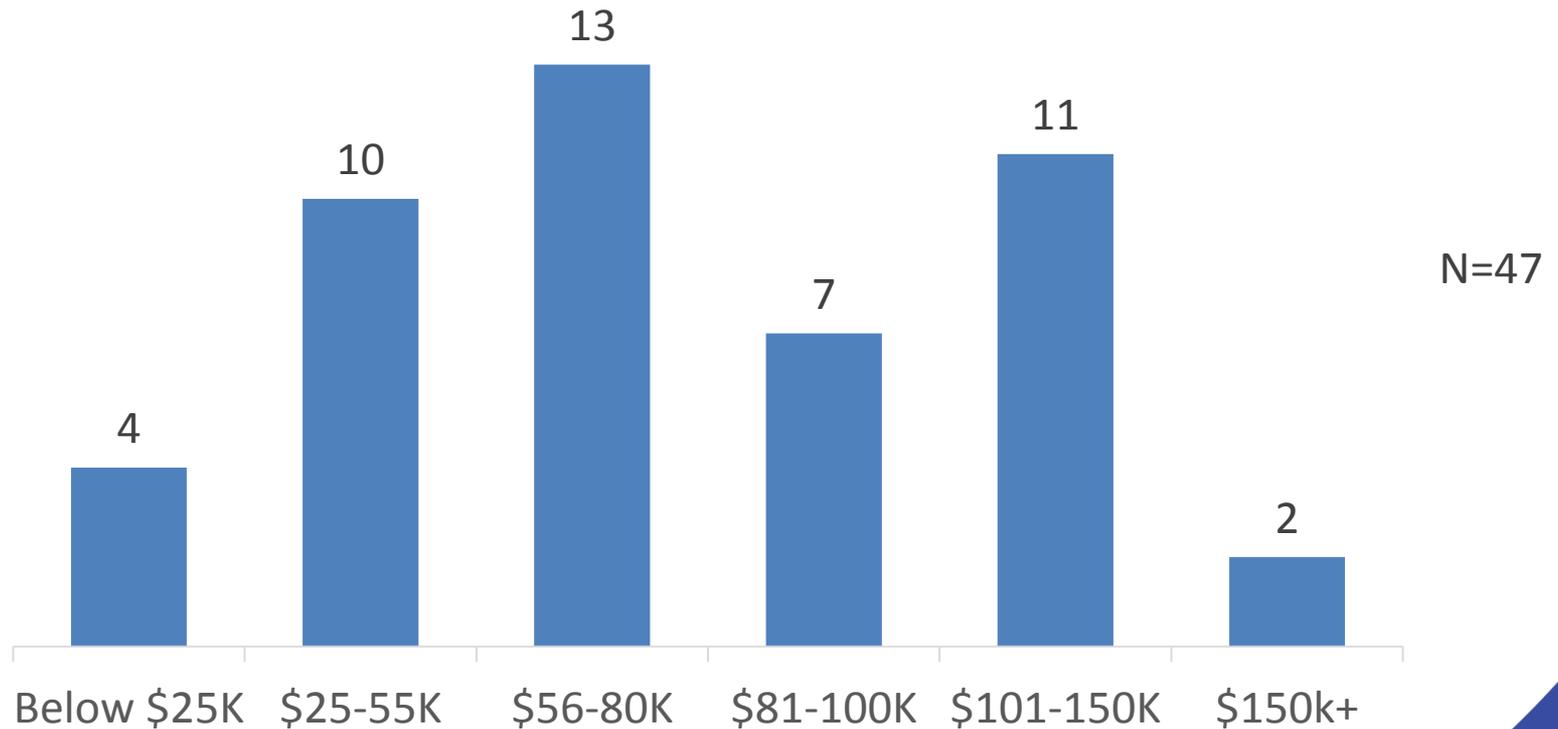
Demographics

Residential Profile

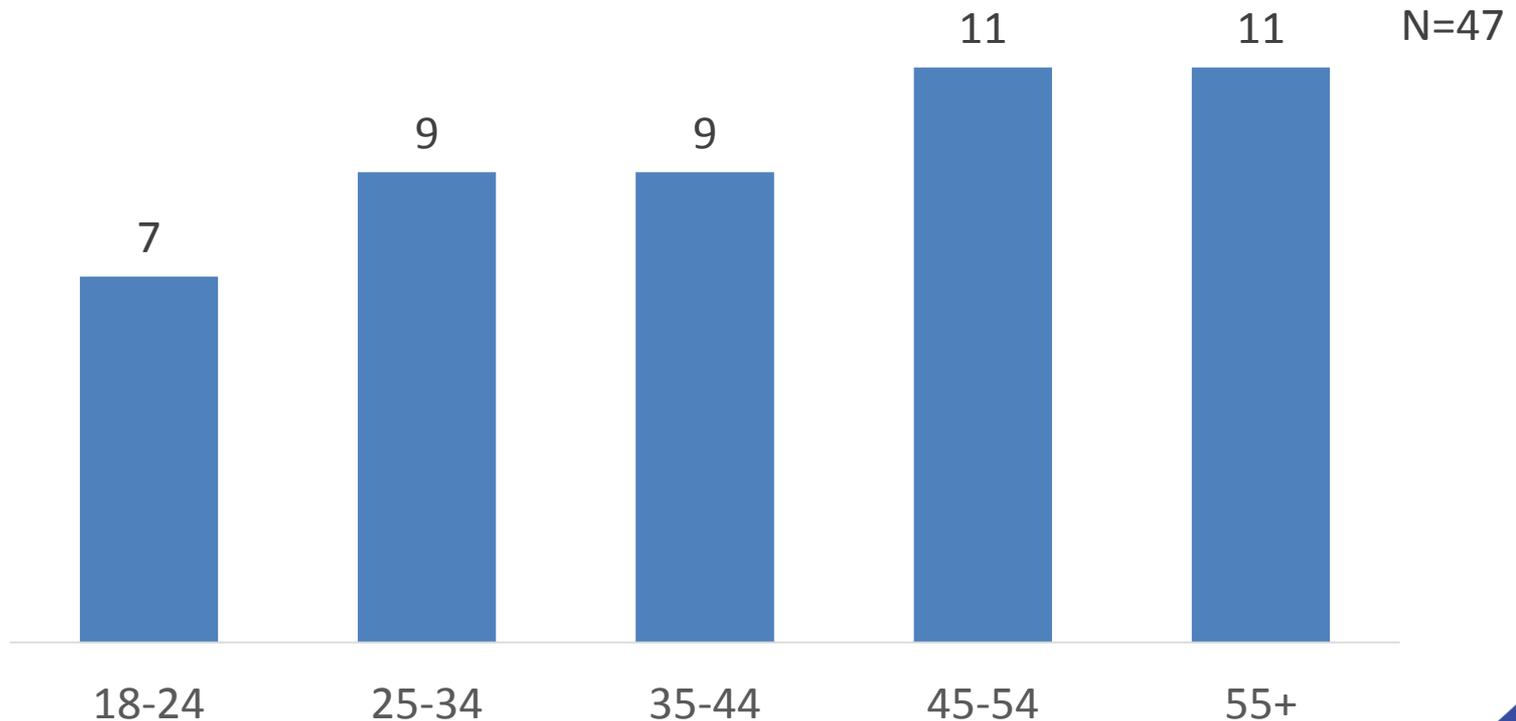
Residential customers represented a diverse range of incomes, languages, ages, races, and ethnicities.

- 60% own their own home and 40% rent
- Age-range from 19 to over 60

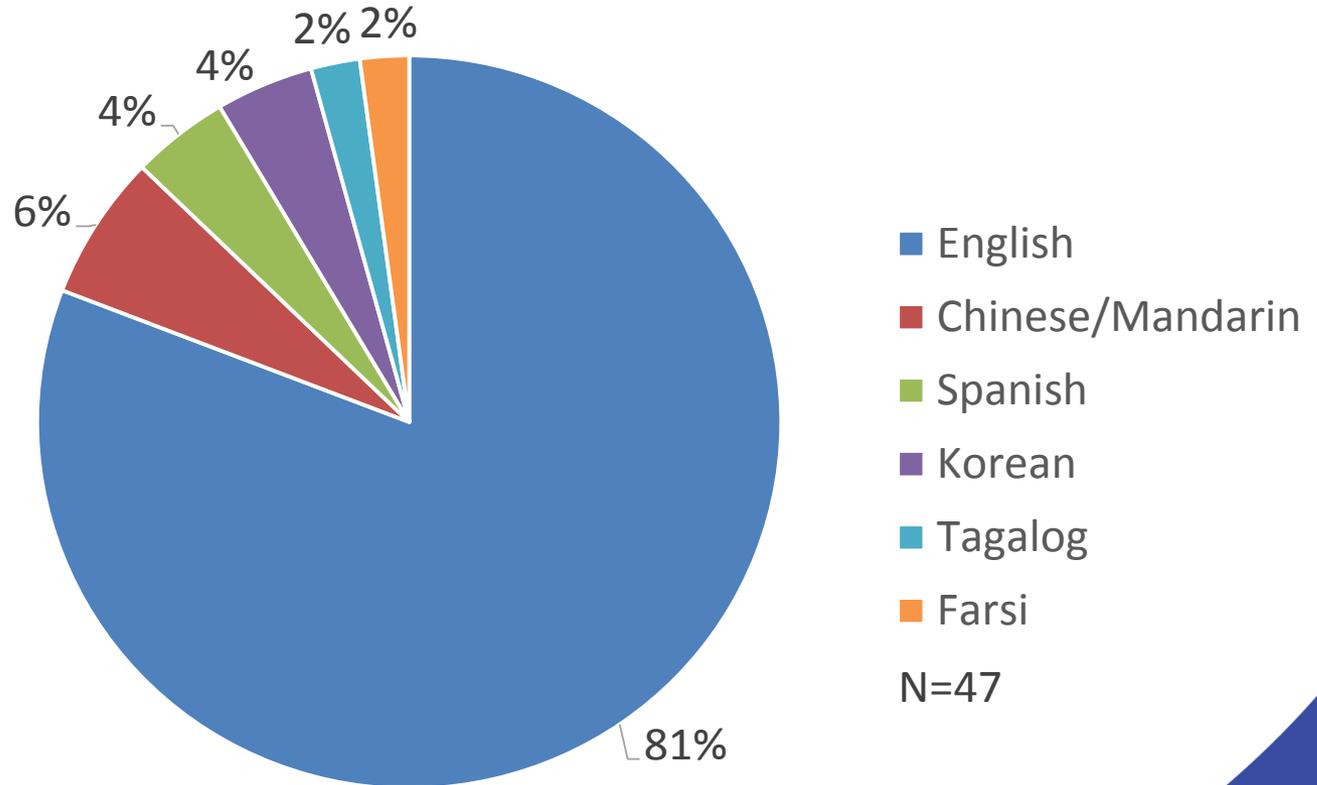
Residential Customers: Household Income



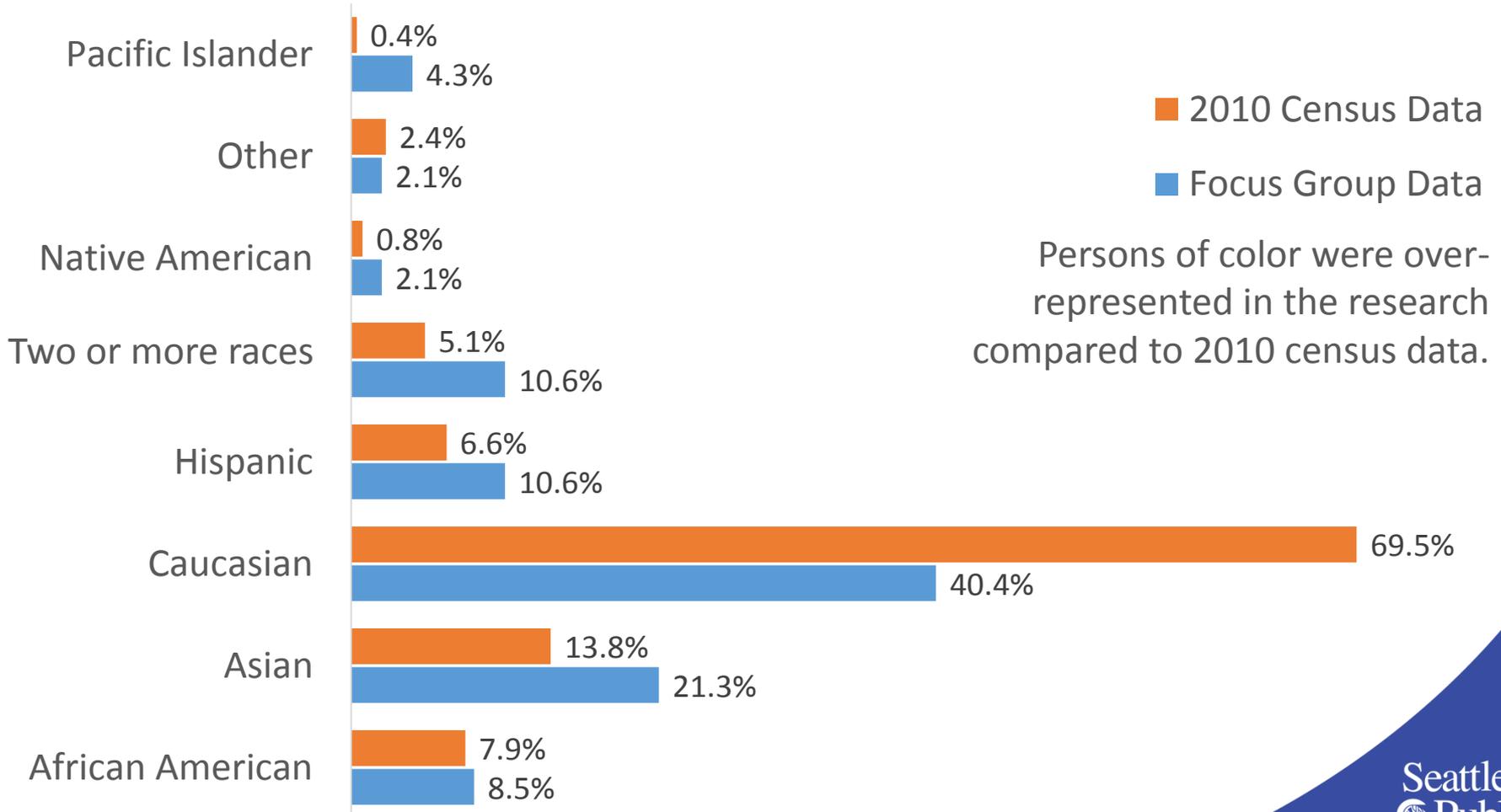
Residential Customers: Age Distribution



Residential Customers: First Language



Residential Customers: Race and Ethnicity



Business Customer Profiles

Industry	Size
Parking	500+ employees
Manufacturing	11-25 employees
Contracting	101-500 employees
Real Estate	26-50 employees
Retail	500+ employees
Real Estate	101-500 employees
Manufacturing	11-25 employees
Real Estate	51-100 employees
Low Income Housing	500+ employees
Pro Services	101-500 employees
Hospitality	101 -500 employees
Construction	11-25 employees

Customer Focus Groups

Good News!

- Customers are generally satisfied with SPU services
- They see SPU services as essential for their quality of life
- Customers are proud that SPU is a national leader in environmental stewardship

Customer Focus Groups

But, since 2012 customers feel...

- Greater distrust of and more cynicism around government and other institutions
- Squeezed by cost of living increases
- Are more likely to question factual information

Customer Focus Groups Concerns

Percentage of customers *very* or *somewhat* concerned:

89%: **Getting litter picked up**

86%: **Preparing for the effects of climate change**

85%: **Preventing water pollution from draining into rivers, lakes and the Puget Sound**

78%: **Preventing illegal dumping**

73%: **The availability of pure drinking water**

Focus Group Perspectives

Why are utility bills so expensive?

Insert Video

Can SPU work with us to make it easier to sort
garbage, recycling, and compost?

Insert Video

What can we do about climate change?

Insert Video

Is our water safe and will we have an adequate future supply?

Insert Video

What's your goal and do you have a Plan to achieve it?

Insert Video

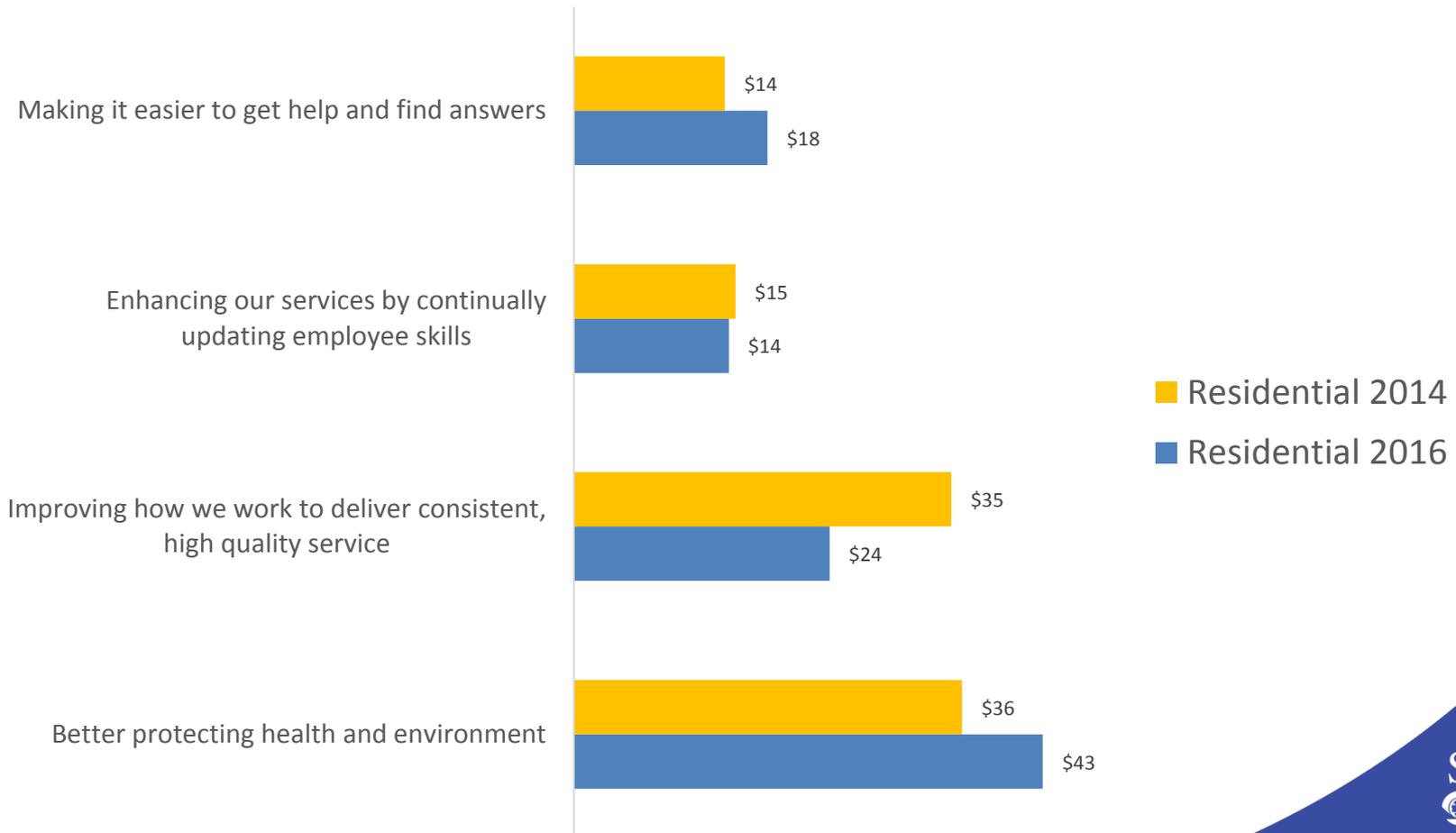
\$100 Investment by Focus Area

Participants were asked how they would invest \$100 among the Plan's strategic focus areas:

- *Better protecting health and environment* was favored by residential customers and developers.
- *Improving how we work to deliver consistent, high-quality services* was the first choice for businesses.
- *Making it easier to get help and find answers* to ensure equitable, accessible services for all.

Investment Changes from 2014-2016

The same \$100 investment exercise was completed in 2014:



Insert Video

Customer Focus Groups

Five Takeaways

- Build customer trust
- Speak to each customer's experience
- Position SPU as a problem solver rather than enforcer
- Continue to strengthen partnerships with communities, businesses and developers
- Address how SPU is planning for climate change and emergencies

Questions