

Community Outreach

Customer Review Panel

April 3, 2020



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)



281

SPU website



142

Mami's email

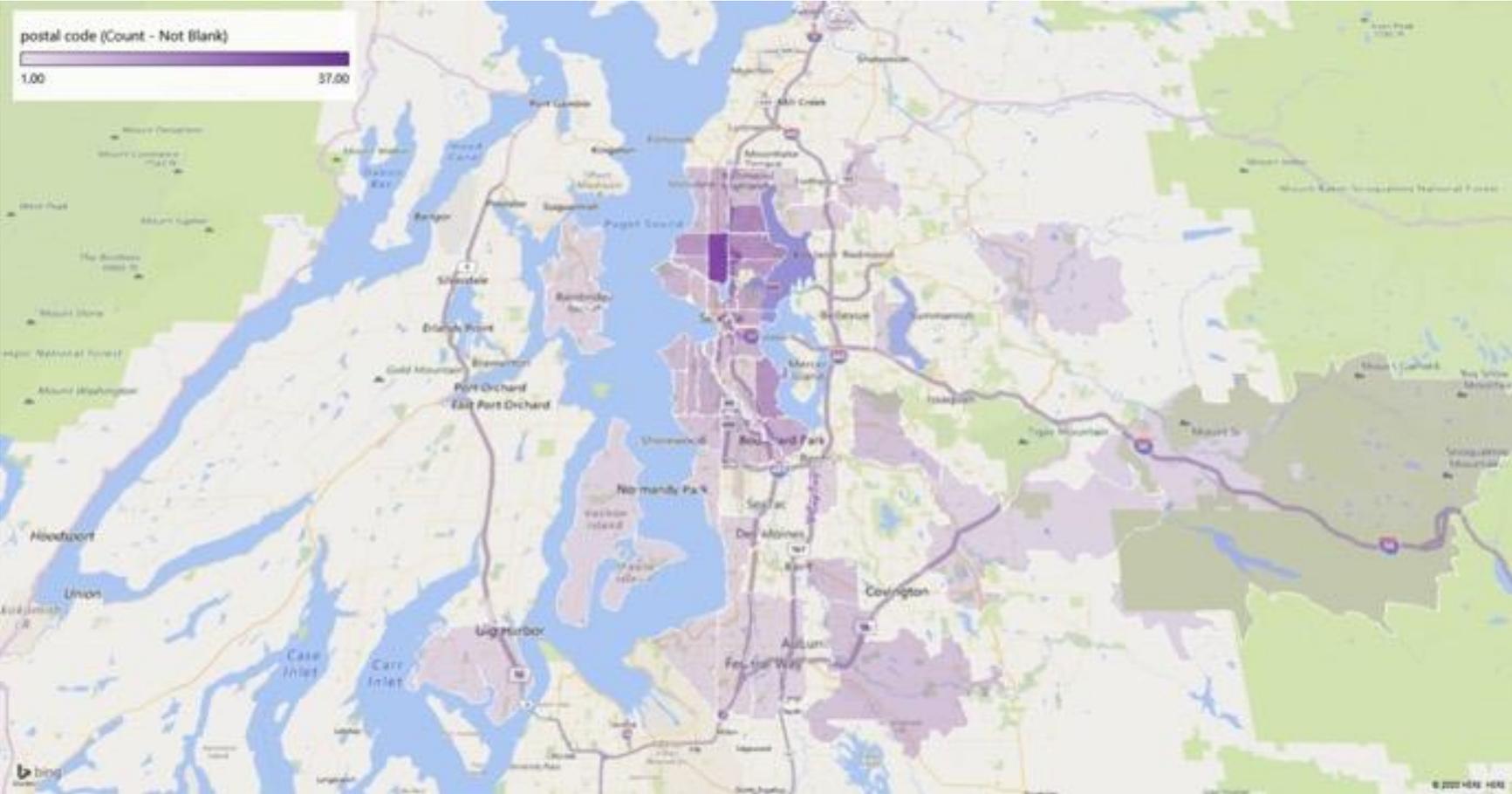


269



209

SURVEY RESPONDENTS



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

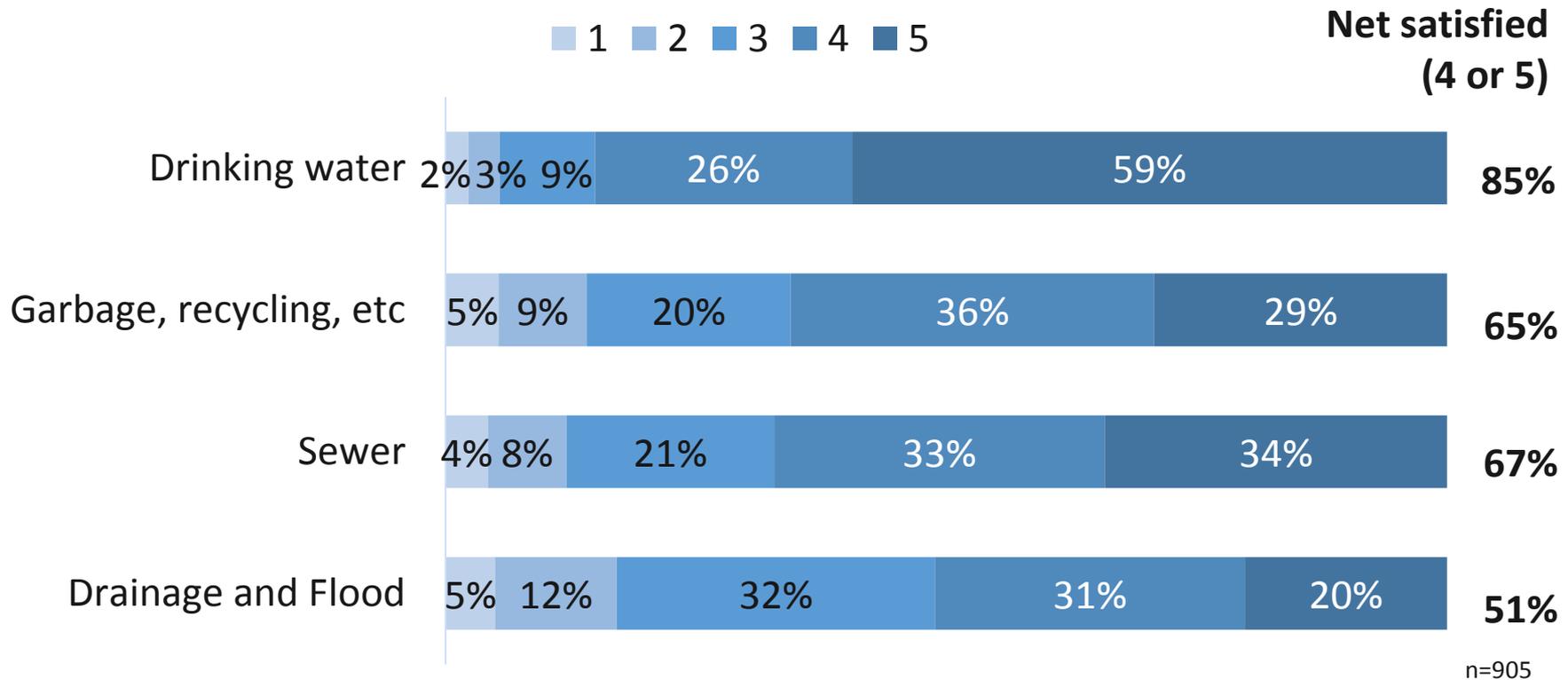
WHAT WE HEARD:

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?

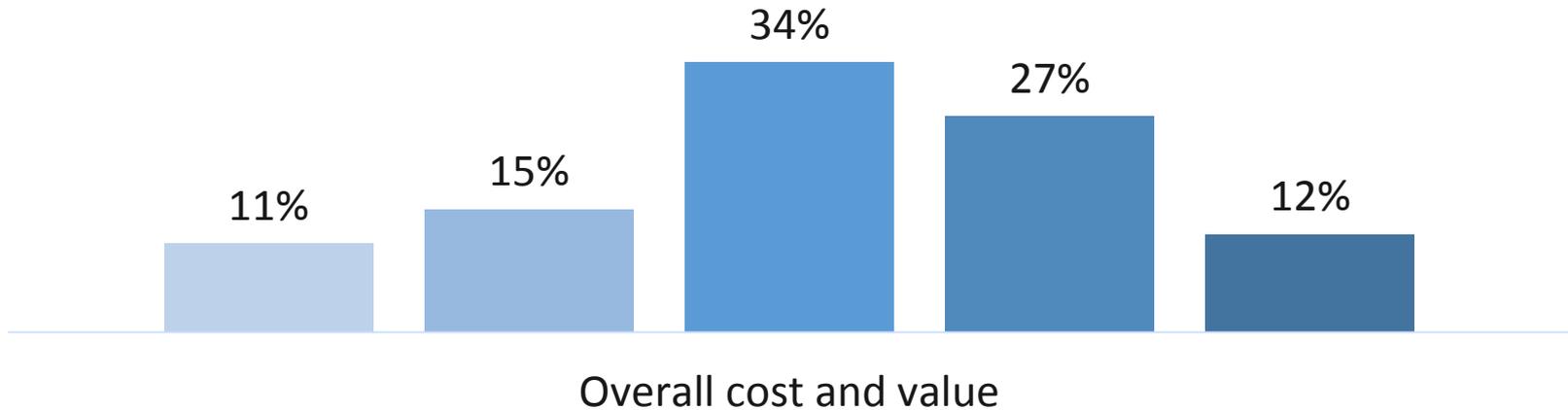


WHAT WE HEARD: Survey

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)?

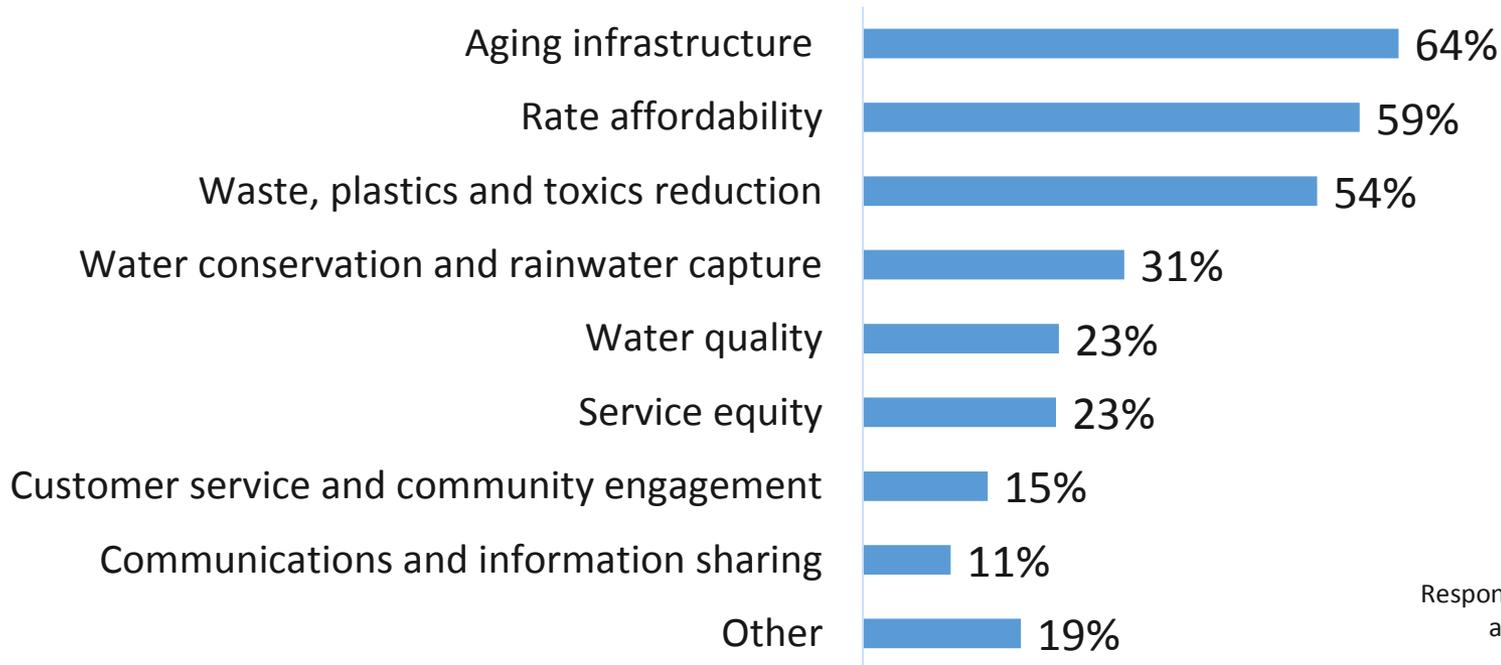
■ 1 ■ 2 ■ 3 ■ 4 ■ 5

39% Satisfied (NET)



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.



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?

