

Interim Outreach Plan Update

The objective of the interim outreach is to get information from customers that will help the Customer Review Panel, Seattle's elected officials, and SPU staff with the first phase of our strategic planning work – specifically information that affects potential rate path options and ultimately customer bills. Please know this plan is dynamic and will likely change as we learn more. We will keep you updated at Panel meetings. Panel members should plan to attend at least one to two meetings. Information from all meetings will be compiled, analyzed and provided to Panel members, elected officials and the community.

Goal: Strategies for engagement will not only educate every stakeholder on the Strategic Business Plan, but inclusively engage them in the development of the Strategic Business Plan so that it's meaningful and relevant.

A. Audiences:

Residential and commercial customers including those from the targeted communities:

- Low income populations
- Immigrant and Refugees (including limited English speakers and low literacy populations)
- Communities of Color
- Seniors
- Value for money customers
- Homeowners
- Renters
- Multifamily – owners and renters

In addition, we will engage specific stakeholders from the following communities:

- Large and Small Businesses
- Developers
- Environmentalists
- Customer Advisory Committees
- Tribes
- Water Operating Board

B. Timing: Testing with our Community Advisory Committees and with a volunteer groups knowledgeable in culturally sensitive outreach will be in November 2013. Focus groups and public meetings will be set for January - February; generally lasting 1-2 hours, depending on the audience.

C. Methodology: Culturally relevant and intentional outreach and engagement approaches. Staff and volunteers assisting with the Strategic Business Plan community engagement meetings and/or focus group sessions will receive training prior to the actual meetings to ensure consistent and clear messaging. All key stakeholder engagements will include a follow-up in the Spring 2014 to ensure SPU has correctly captured the feedback.

D. Pilot Focus Groups, November 2013: Engagement will be with individuals from underserved communities who volunteered during the pre-outreach and engagement efforts to assist SPU in the SBP outreach and engagement efforts, Emerging Design staff and SPU's Community Advisory Committees. SPU staff will coordinate and facilitate these focus group sessions.

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Three focus group sessions:

- One focus group sessions with the Historically Underserved Customers. Two tentative schedule options. Selection will be based on feedback from the individuals.
 - *November 20, 2013 9:00am – 11:30am, 2100 Building, Seattle*
 - *November 21, 2013 6:00pm – 8:30pm, 2100 Building, Seattle*
- One focus group session with SPU’s Affinity Groups. Two tentative schedule options. Selection will be based on feedback from the individuals.
 - *November 19, 2013, Noon, Seattle Municipal Tower*
 - *November 21, 2013, Noon Seattle Municipal Tower*
- One focus group session with SPU’s Community Advisory Committees. Two tentative schedule options. Selection will be based on feedback from the individuals.
 - *November 13, 2013 5:30pm – 7:30pm (location TBD)*
 - *November 20, 2013 5:30pm – 7:30pm (location TBD)*

Lessons learned from the pilot focus group sessions will help inform the design and approach of the January 2014 – February 2014 stakeholders’ engagement efforts.

E. January 2014 – February 2014 Community Engagement

- Historically Underserved Communities:

Engagement with historically underserved customers (includes low-income, seniors, Immigrants and Refugees) will be through focus groups. Trained Community Ambassadors, who are culturally fluent and knowledgeable of the target communities will outreach, recruit and engage individuals in our Strategic Business Plan. Focus groups will be facilitated in the language of the target audience and in locations that are accessible to the community.

Five Focus Group sessions in January 2014 in different geographic locations within Seattle
January - Date/Time/Location to be determined.

Central Seattle	Low-income English-speaking, African-Americans
International District	Cantonese-speaking, Vietnamese
South Seattle	Somali, Vietnamese
West Seattle	Spanish-speaking, Cambodian, low-income English speaking
North Seattle	Low-income English speaking, Spanish-speaking

- Mainstream Customers:

Engagement with mainstream customers will be through public meetings similar to the model used for town hall meetings. Outreach and recruitment efforts will be through diverse targeted networks (media, formal and informal network, listservs, etc.) The meetings will be facilitated in English, but will accommodate limited English speakers, low literacy population, and ADA customers.

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Five Public Meetings in February 2014 in different geographic locations within Seattle. Two Saturday mornings and three weekday evening meetings will be scheduled to meet the different needs of our audience. Date/Time to be determined.

- Northwest – North Seattle Community College
- Northeast – Magnuson Park
- Central – Garfield Community Center
- Southwest – Neighborhood House
- Southeast – Jefferson Community Center
- *Possible 6th meeting downtown library Seattle (depending on what we hear from the community during our engagement process)*
(Locations tentative- all have parking and bus service)

- Environmental Communities:

Engagement with the Environmental communities will be through one summit in Downtown Seattle in February 2014. The summit will include 20-30 individuals from various groups/constituencies with policy overlap with SPU main lines of business. Outreach and recruitment to key stakeholders will be in December 2013 – January 2014 to ensure diverse key individuals and perspectives are at the table. We anticipate about 20-30 individuals from various environmental organizations/interest groups at this summit. The meetings will be facilitated in English, but will accommodate for other needs such as language and abilities.

- Date/Time to be determined.

- Developer Communities:

One focus group session on January 9, 2014 with the Developer Panel (formed to focus on SPU's Development Services redesign). There are eleven individuals currently serving on the panel. Two more individuals will be added to the panel in the near future. Outreach for the engagement with the stakeholder will be through support from key individuals who have ties to the Developer communities.

- Business Communities:

Engagement with businesses will be through three small summits. The summits will be separated by business themes (1) Construction, A&E, and Transportation; 2) Manufacturers, Wholesales, and Retailers; and (3) Professionals and Purchase Services. We anticipate the Seattle Metropolitan Chamber of Commerce (the Chamber) to be the sponsor of the summits. Additional business organizations will be sought as co-sponsors. Women-and minority-owned business (WMBE) organizations will be integrated throughout all three summits.

Outreach efforts will be through diverse targeted networks (media/ethnic media, formal & informal network, listservs, etc.). The meeting will be facilitated in English, but will accommodate limited English speakers, low literacy population, and ADA participants.

- The summits will be on January 28th, 29th, and 30th, 2014, 7am – 9am, Downtown Seattle, City Hall Bertha Knight Landes room.

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- Focus of the summit will be the business perspective of “quality of life issues” for businesses, business owners and their employees.
- Online Communities:

Engagement with City residents who are unable to participate in stakeholders’ meetings throughout Seattle will be through a web survey via SPU’s homepage from January 2014 – February 2014. The survey will be offered in English only.

F. Recruitment and Outreach

Recruitment for limited English speakers and hard to reach customers to attend public meetings will occur in early January 2014. We will also utilize connections in the trusted community groups who have strong networks to engage and recruit customers, businesses, developers, and environmentalists.

Media outreach through traditional (Print, TV, Radio) and non-traditional (blogs, twitter, Facebook) media will begin in January to encourage attendance at the meetings and online survey. Ethnic media will be utilized to inform and engage historically underserved communities. We will also employ some paid media and utilize all available SPU notification options. Information will be distributed through strategic partners at Department of Neighborhoods, Parks Department, Department of Planning and Development, Public Libraries and via our own program and project email lists.