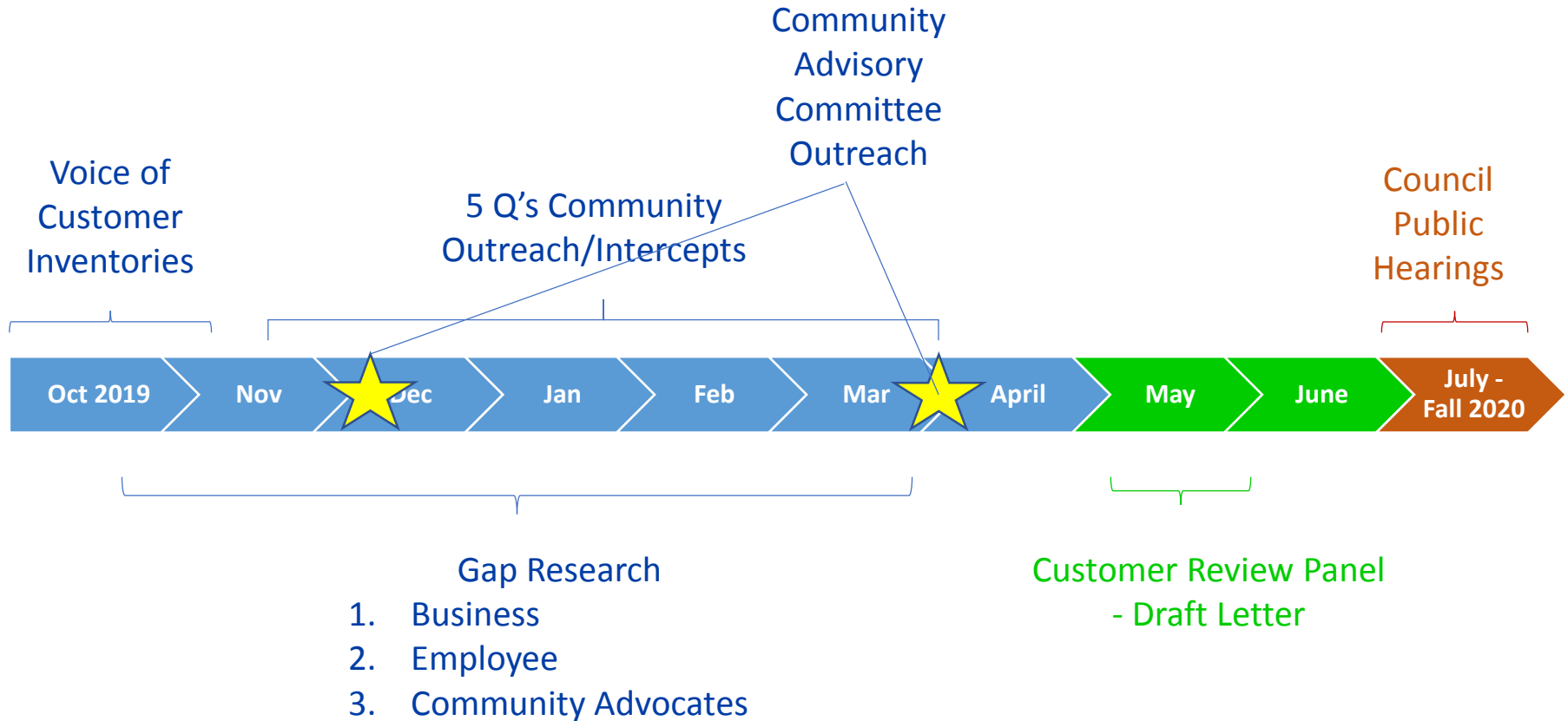


SBP Outreach: Monthly Update

December 17, 2019



SBP Outreach Timeline + Elements



SBP Mayor/Council Timeline



Voice of Community – Key Themes

1. High satisfaction with SPU services. Continued **investment in high quality service and reliable infrastructure** is very important. *(Various, 2017 SBP Survey, Citywide Residential Satisfaction Survey)*
2. **Affordability of rates, rate predictability**, cutting costs and finding efficiencies are concerns. *(Various, 2017 SBP Survey)*
3. Finding **technologies to improve service, costs and safety** are highly important. *(2017 SCL Survey)*
4. **Environmental leadership is a regional value** and source of pride. *(Various)*
5. **Addressing climate change is strongly supported** but customers don't know SPU's role. *(2019 Yale Opinion Survey, KC, 2016 SBP Focus groups)*
6. People need ongoing **help understanding how to recycle and compost. Addressing the root causes of waste** is also desired. *(2019 SW Outreach, 2016 SBP Focus Groups)*
7. **Economic opportunity and environmental health are not universal experiences.** Reaching traditionally underserved communities will require intention, quality in-language communication, cultural relevancy, and authentic partnerships. *(2019 SPU SW research)*
8. Overwhelmingly, residents and city employees believe **ending racial inequity is a government responsibility** that must be prioritized. *(2016 Community RSJI Survey, various)*
9. **For businesses, time = money.** They appreciate opportunities to save money and desire streamlined processes and communication. *(Various, 2016 SPU focus groups)*
10. **Developers/businesses** need to extract tangible benefits from green approaches and **desire more partnering (less 'enforcement')** from SPU. *(Various, 2019 Envirostars research, 2016 SPU Focus Groups)*
11. There's an opportunity to **reach people by focusing on how we can work together to sustain this special place.** *(2015 Forterra study)*



Community Outreach - Objectives

1. Provide input on SBP
2. Demonstrate SPU has been listening
3. Take current temperature of customers
4. Build relationships with community organizations that have been historically underrepresented
5. Ensure we hear from underserved communities

Combination Approach



Survey Marketing Strategy

- SPU website
- Social Media – Twitter, Facebook/Instagram, Next door
- Bill insert link
- Intercepts/Outreach events (Mail in-survey)

Gap Research - Business Interviews

- Key Findings:
- Any Next Steps: