

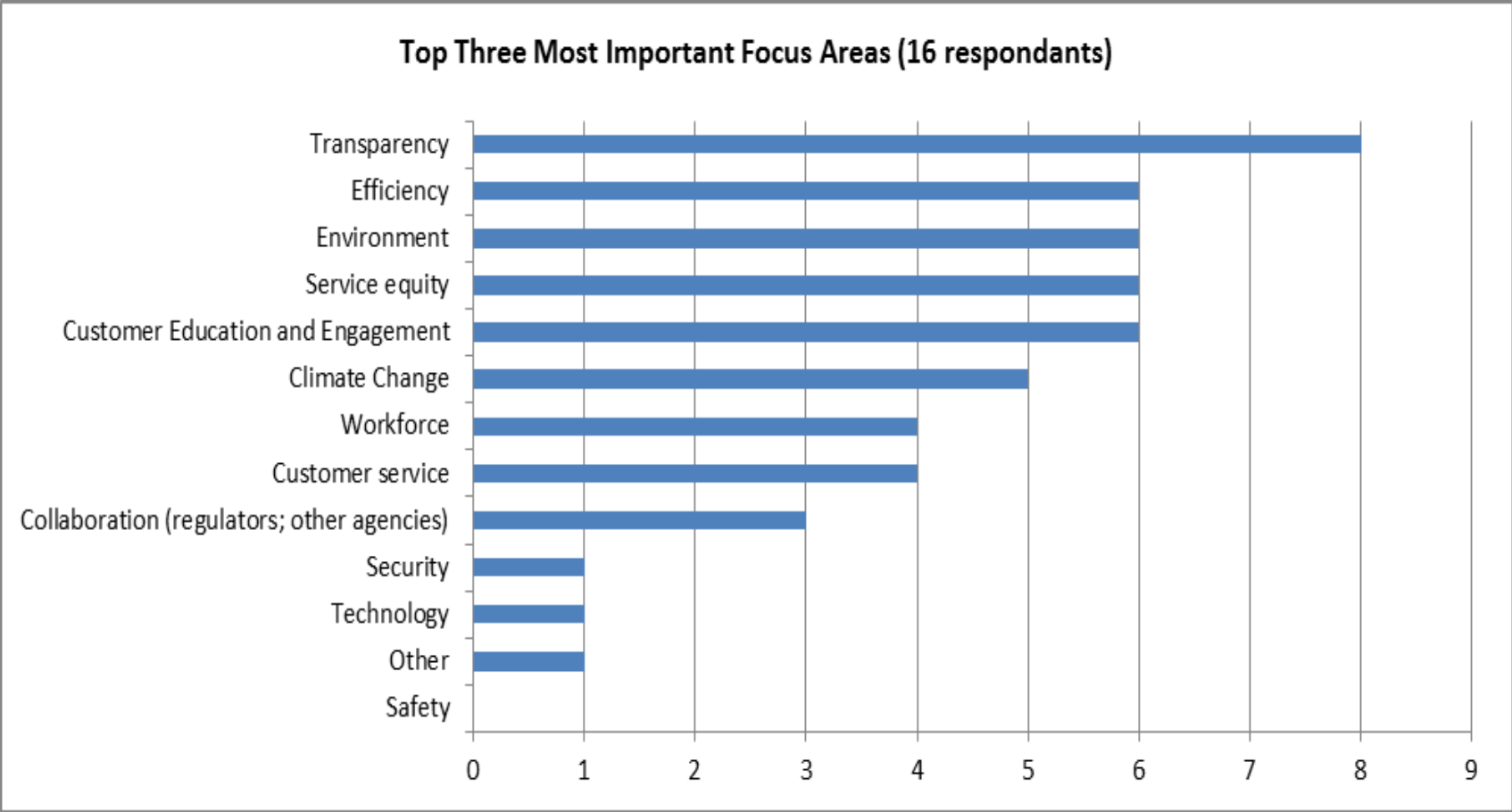
**June /July 2013 Community Advisory Committee Survey Responses  
Summary of CAC Annual Meeting Group Exercise Results**

**Presentation to Customer Review Panel**

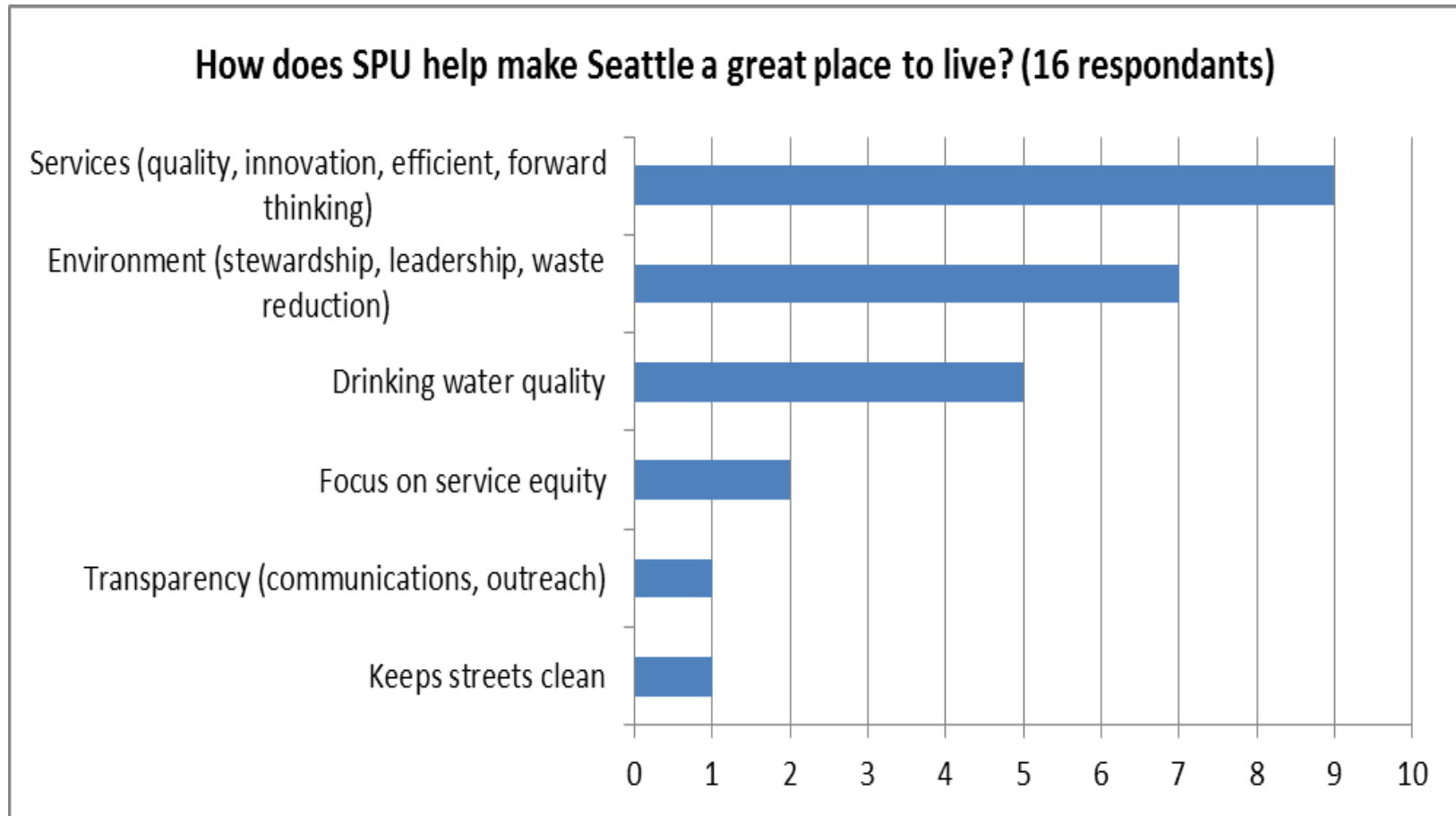
**August 20, 2013**



# What Three Areas Are Most Important for SPU to Focus on (in addition to basic service delivery)?



# How Does SPU Help Make Seattle a Great Place to Live?



# Advice for SPU Leadership as They Develop Strategic Plan?

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



# 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