

Diverse Leader Update

7-5-16

Latino-Hispanic and Low-Income Customer Engagement



Strong today, preparing for tomorrow:
Strategic planning at your Chelan County PUD



Our
Public
Power:
**the
Next
Generation**

Overall Diverse Leader Program Progress

- Up date on progress with Diverse Leaders Group activities
- Discuss progress on Latino-Hispanic and Low-Income Groups 2015 recommendations

2015 Latino-Hispanic Team Recommendations

- Invest in District staffing to focus on Hispanic/Latino outreach/engagement programs
- Develop more to share information about available PUD benefits
- Create opportunities for diverse applicants to learn about and better prepare for the PUD job selection process

Latino-Hispanic Team

2016 Actions

- **Diverse Leaders Workshop** – Workshop session for feedback on bilingual phone lines, communication options, payment locations, Public Power Benefit
- **Education and Diversity Outreach position** - Job description developed targeting Q3 hire
- **Bilingual Information and Communications** – Increased information available in bilingual format
- **Create opportunities for diverse applicants** to learn about, and better prepare themselves for the PUD's job selection process

Low Income Team Update



2015 Recommendations & 2016 Actions

- **Education on payment options** - focus messaging on calling the PUD early to work out payment options (Ongoing)
- **Disconnect/Reconnect fees** - better communications with service organizations to avoid or limit fees (Ongoing)
- **Discounts** - expand the program (Researching)
- **Landlord notification** - change the timing of the landlord notification of disconnection for non-payment (Completed Q1 2016)

Additional Planned Actions

- **Bilingual Phone Line** – Need for and benefit of a bilingual phone line
- **Addressing Disconnects** – When Landlord pays utility bills
- **Public Power Benefit** – Engaging Groups and individuals
- **State Parks Pass** – Communicating the opportunities
- **Conservation Marketing Efforts** – Directed effort to raise awareness of those in need

¡Diviértase este verano!

CONFERENCE LINCOLN COUNTY DISTRICT

Wanatchee (oficina principal)
327 N. Wanatchee Ave.
Chelan
1034 E. Woodin Ave.
Leavenworth
322 Chumstick Highway
Disfrútese su verano—y venga a vermos pronto!

El Distrito de Servicio Público del Condado de Chelan tiene un pase para usted y su familia válido solamente para estacionamiento durante el día gratis que puede usar en los Parques Estatales de Daroga, Lincoln Rock y Wanatchee Confluence.
¡Es fácil de obtener! Cualquiera residente del Condado de Chelan puede ir en línea y solicitar en www.chelan.gov o visitar y hacer clic en "Day Use Park Pass." O visite una de nuestras tres oficinas en Leavenworth, Chelan o Wanatchee y llene una solicitud.
El distrito local no cobra ni embolsa este tiempo información ni tampoco de distribución a quienes respaldamos para el. En consecuencia el privilegio de distribución de información al distrito local que cubre la distribución de mantenimiento no debe ser usado por cualquier otro grupo administrativo que no sea el distrito local de estos municipios: Leavenworth, Chelan y las partes de Daroga.

Map showing locations: WENATCHEE, CHELAN, LEAVENWORTH, LINCOLN ROCK STATE PARK, DAROGA, WILSON, CHUMSTICK RIVER, and EAST WENATCHEE.

P.U.D.
CHELAN COUNTY
www.chelan.gov

Roadmap - Next Steps

- Continue outreach in-line with the Diverse Leader recommendations
- George and Shaun to continue roles as “guidance team” staff
- Participate in the hiring process for Education and Outreach position



Questions and Comments?

