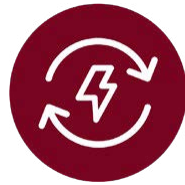


Strategic Planning Survey

Commission Update
May 13, 2019



www.ourpublicpower.org

Survey Format

- Survey Consists of Four Parts:
 - **Part 1:** *PPB/Early-Action Project Criteria Prioritization*
 - **Part 2:** *Customer Preferences on Key Actions*
 - **Part 3:** *Open-Ended Questions*
 - **Part 4:** *Demographic Questions*

Survey – Part 1 (PPB and Early-Action Criteria)

- List of 7 criteria that were developed by Topic Teams
- Customer-owners asked to rank criteria in order of preference
 - Recreation Opportunities
 - Economic Development
 - Environmental Stewardship
 - Supports Diversity and Inclusiveness
 - Furthers Education and Job Readiness
 - Compliments Other Efforts / Collaboration with another Entity
 - Serves an Area or Population that is Underserved

Survey – Part 2 (customer preferences on key actions)

- Q1. Preferred approach to local load growth/economic development vs. wholesale sales
- Q2. Rock Island Relicensing/Early Action
- Q3. Water/Wastewater/Fiber business line sustainability vs. subsidization
- Q4. Customer preference for long-term rate planning

Survey – Part 3 (open-ended questions)

- What do you see as Chelan PUD strengths?
- What do you see as Chelan PUD weaknesses?
- What one action could the District take to improve the quality of life in the region?
- Would you like to leave any additional comments? (also on printed survey)

Survey – Part 4 (demographic information)

- Name, Email, Customer Status
- Zip Code
- PUD Employee Status
- Race/Ethnicity
- Gender
- Age
- Household Income
- Education

most of these questions are optional

Focus Group Discussion

- A Focus Group was held on May 7
- Constructive feedback was obtained on survey, process and digital video content
- Recommended changes incorporated into survey and the “owner’s guide”



Outreach Takeaways

- Survey and guidebook will be mailed to all customer-owners
- Survey experience online will be interactive and mobile-friendly
- All printed materials, project website, surveys and video content will be available in Spanish
- Extensive community outreach is planned to “get the word out”




**ELIGIBLE TO:
WIN A FITBIT**
WITH YOUR RESPONSE
SUBMITTED BY JUNE 21, 2019

**WE WANT TO
HEAR FROM YOU!**

Easy-to-access, online survey
at www.ourpublicpower.org
La guía en español en pagina 10

Complete our survey
to help shape our
2020-2024 strategic plan

DRAFT



CHEILAN COUNTY

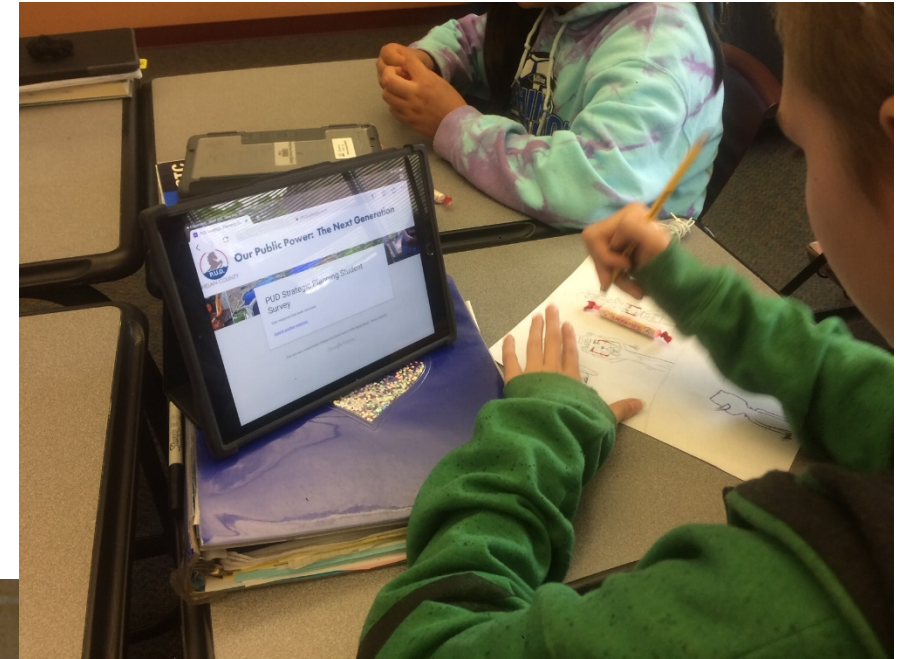
General Schedule

May 24	Survey Live / Mailed
June 21	Survey Response Deadline
August 5	Commission Presentation – Survey Results
August 19	Commission Review of Final Draft Strategic Plan
September 16	Consideration of Adopting Resolution



Student Exercise

- May 13 @ Pioneer Middle School
- Students to engage with a subset of survey questions and strategic issues
- Opportunity to engage with 120+ students
- Encouraged to take surveys home and discuss with family
- Select students to participate in Rocky Reach Field Experience on June 4



Digital Video Preview



Strategic Planning Survey

Questions?

