

# STRATEGIC PLAN UPDATE

**Outreach Plan and Schedule**

December 3, 2018



CHELAN COUNTY  
[www.chelanpud.org](http://www.chelanpud.org)

# Purpose of Presentation

Provide a high-level overview of the proposed process

Seek general concurrence with the plan

Address any questions or comments

Trigger start of outreach process, which will begin in December

# Outreach Planning Principles

## Chelan PUD: Basic Outreach Planning Principles (Standard No. 1001)

- **Transparency and Openness:** District staff should communicate openly and honestly and share public information willingly. Keep in mind that all documents, reports, etc., that are part of these processes will be subject to public disclosure.
- **Inclusiveness:** District staff should strive to provide opportunities for all affected parties to participate in discussions and appropriate decision-making. Information should be clear and understandable.
- **Accessibility and Consistency:** District staff should use a variety of outreach and engagement methods to provide consistent information and timely access to the information and discussions.
- **Responsiveness:** District staff should explain decisions in a timely manner, how they were made and how input was considered. Project outcomes should be evaluated for possible future improvement.



# Outreach Approach

## Key Components

- Strategy Partners
- Topic Teams
- General Outreach Efforts to Customer-Owners and Stakeholders
- Employees



# Strategy Partners

- Consist of key community partners
- Have been involved since 2013 and receive annual updates on Strategic Plan implementation and planning efforts
- Serve as a source of community perspective to the Board of Commissioners
- Individual members may also serve on Topic Teams



# Topic Teams

- Comprised of interested PUD Commissioners, PUD Staff, stakeholders and members of the general public
- Concept reinstated for 2019 update – focus will be on answering some key strategic questions
- Multiple teams to be formed, with the opportunity to utilize a customized engagement approach based on strategic questions



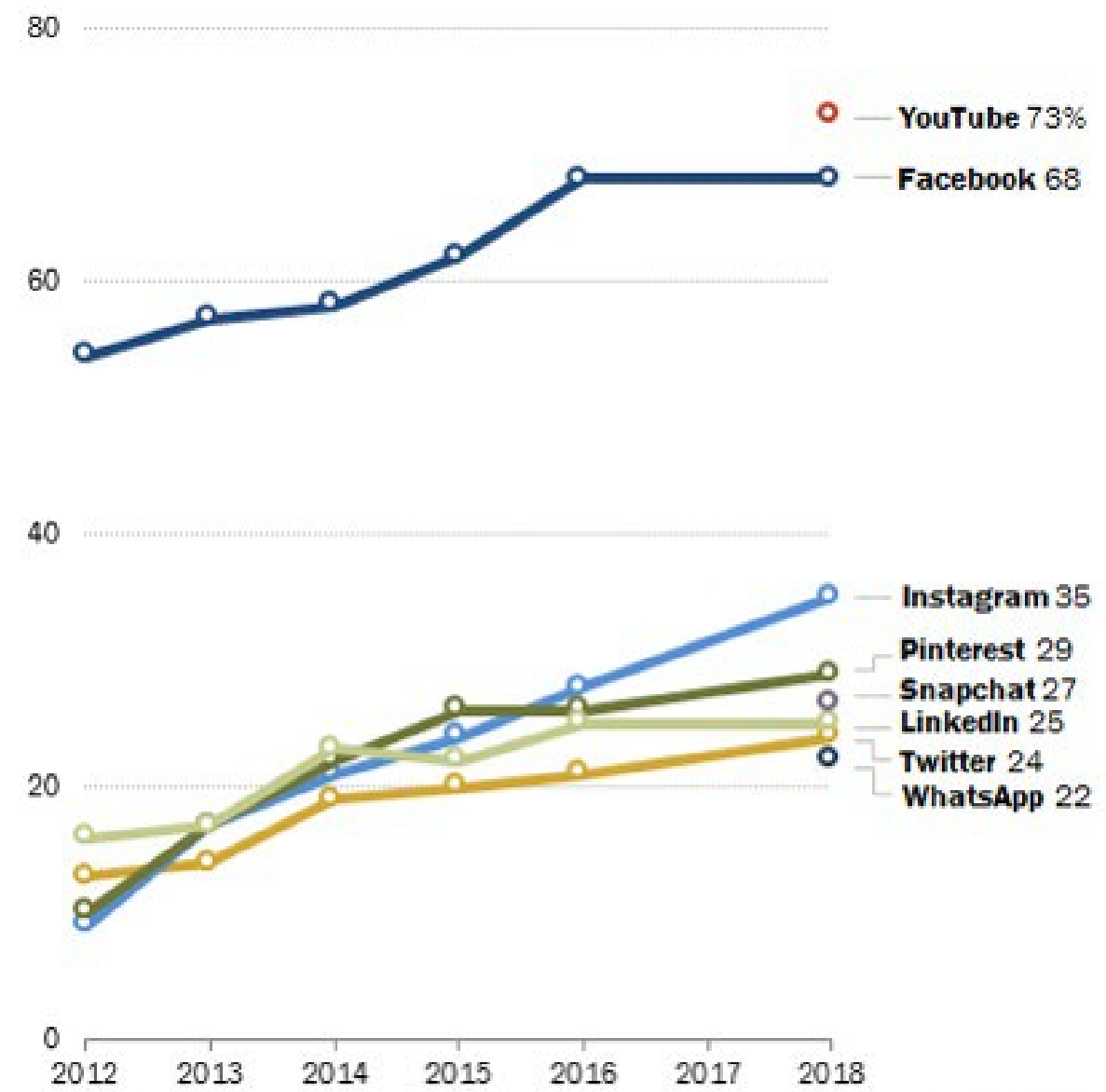
# General Outreach Methods

- Strategic Plan Website
- Context Document
- Digital/Social Media
- Digital Video Content
- Customer-Owner Surveys (two opportunities)
- Other (print, radio, open houses, presentations to organizations and groups, etc.)
- Inclusive effort that encourages broad input from all populations – diversity in geographical, cultural, socioeconomic characteristics



### Majority of Americans now use Facebook, YouTube

*% of U.S. adults who say they use the following social media sites online or on their cellphone*



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER





# Employee Outreach

- General Manager Forums
- Senior Management Team Meetings
- Internal Team Meetings
- Survey(s)
- Topic Teams
- Stakeholder Engagement Council (SHEC)

# General Schedule

ACTIVITY	TIMEFRAME
GM and Staff Outreach to Area Entities (cities, community councils, etc.)	December – January
Visual Preference Survey (infrastructure aesthetics and rate impact)	January – February
Strategic Planning Website and Initial Video Launch	January
Kickoff Event with Strategy Partners, Board, Stakeholders and Public (Topic Team sort)	February
Topic Team Meetings (up to three meetings)	February – May
Customer-Owner Survey, Digital Video(s) Launch	April – May
Final Strategy Team Meeting	May – June
Draft Plan Comment Period, Public Presentations	June – July
Board of Commissioners Action	Summer



# Key Takeaways

- Outreach efforts will be substantial, inclusive, responsive and transparent
- Customer-owners can select their level and method of involvement
- Successful past processes will be incorporated, sustained and in some cases expanded (social media, digital videos and content)
- Anticipated completion Summer 2019
- Board of Commissioners will be updated regularly on progress and milestones and may participate directly in the process

**QUESTIONS?**