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”
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?

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