STRATEGIC PLAN UPDATE

Outreach Plan and Schedule

December 3, 2018
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 reinstituted 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

- YouTube 73%
- Facebook 68%
- Instagram 36
- Pinterest 29
- Snapchat 27
- LinkedIn 26
- Twitter 24
- WhatsApp 22

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.

PEW RESEARCH CENTER
Employee Outreach

- General Manager Forums
- Senior Management Team Meetings
- Internal Team Meetings
- Survey(s)
- Topic Teams
- Stakeholder Engagement Council (SHEC)
<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TIMEFRAME</th>
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<tbody>
<tr>
<td>GM and Staff Outreach to Area Entities (cities, community councils, etc.)</td>
<td>December – January</td>
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<tr>
<td>Visual Preference Survey (infrastructure aesthetics and rate impact)</td>
<td>January – February</td>
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<td>Strategic Planning Website and Initial Video Launch</td>
<td>January</td>
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<td>Kickoff Event with Strategy Partners, Board, Stakeholders and Public</td>
<td>February</td>
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<td>(Topic Team sort)</td>
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<tr>
<td>Topic Team Meetings (up to three meetings)</td>
<td>February – May</td>
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<tr>
<td>Customer-Owner Survey, Digital Video(s) Launch</td>
<td>April – May</td>
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<tr>
<td>Final Strategy Team Meeting</td>
<td>May – June</td>
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<td>Draft Plan Comment Period, Public Presentations</td>
<td>June – July</td>
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<tr>
<td>Board of Commissioners Action</td>
<td>Summer</td>
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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?