

Communications Update and Discussion

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Communications Building on your foundation

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Why communicate?

- To inform and educate your customer-owners.
- Foster good working relationships.
- Ensure distribution of accurate and timely information that is reflective of the position of the organization.
- Facilitate operational efficiency and effectiveness.
- Build trust through transparency.



The will to communicate

- Be willing to commit resources to your communications effort.
- Be willing to take an active role in communications.
- Be willing to communicate with your communications staff.
- Be willing to listen.



Elements of effective communications

- There is organizational commitment to communications.
- Operational activities and communications go hand in hand.
- There are processes and tools in place to facilitate communications.
- Consistency (not a one time thing).
- Flexibility – Ability to respond to emerging opportunities and challenges.
- There is an understood and adhered to approach to ensuring communications are professional, respectful, and reflective of the organization and its leadership.



Will O'Donnell
Communications
Manager

Jefferson PUD 2019 Communications Plan

Overall Goal:

Improve
Public Perception of
and Trust in
Jefferson County PUD

Objectives

- ✓ Raise PUD profile
- ✓ Clarify Mission, Vision, and Value of PUD
- ✓ Put Customer Service at Core of all Efforts
- ✓ Improve Organizational Cohesiveness

Challenges

- Fast growth, lots of changes, organizational instability
- Perceived mistakes, mismanagement in start up
- Government entity easy target for unhappiness
- Utility business generally low profile industry

Opportunities

- High value placed on all things local:
 - jobs, power, control, etc.
- Clean Energy Provider
- Natural Resources Management & Conservation
- Technology-oriented
- Provide essential services

Objective 1: Raise PUD Profile

- Increase quantity of communications to the greatest number of customers
- Increase the number of information distribution outlets
- Increase the quality of information distributed
- Improve the quality of distribution outlets
- Participate in and host more public activities and events
- Increase number of strategic partnerships/alliances

Increase quantity of communications

- ✓ Monthly (instead of Quarterly) Newsletter
- ✓ Average of 2 press releases per month
- Create/Distribute PUD Annual Report
- Quarterly Video production on key PUD programs
- ✓ Increased (controlled) Facebook and Twitter posts
- ✓ Create press features, and/or send pics to trade publications
- Increase Number of Program Rack Cards

Increase quantity of communication outlets

- Smart Hub Newsletter Distribution
- Instagram Feed with weekly posts by crew members
- Increased number of event advertisements
- Advertise in additional special publications
- Identify trade papers to send press materials
- Explore text alert system for outages (ala Jeff Comm Nixle)

Increase quality of information distributed

- Expanded rate and budget discussions
- In depth performance reports
- Single issue newsletters (safety, conservation, BPA, etc..)
- More engaging feature stories
- Custom ads featuring employees and customers
- Improved timeliness of info
- Targeted surveys to gain feedback on info provided
- Customer focus groups
- Annual Public Meeting Calendar/Agenda

Increase quality of information outlets

- Website ReVamp- Better Design UI/UX
- Smart Hub ReVamp- Better Design UI/UX
- Improved newsletter design
- Better curated social media
- Custom ads featuring employees and customers
- Timely notifications
- Improved bill design
- Develop better displays/signage in customer service area.

Participate in/host more public activities and events

- Create and Schedule Annual Open House Event
- Identify additional community events PUD can take part in
- Explore events PUD could host (fun run, Rainy Day fundraiser, lighting or water event)
- Maintain and Publish Events Calendar internally
- More JCHBA meetings at JPUD
- Formally sponsor/participate in/or relaunch Energy Lunch
- More participation in WPUDA/NWPPA events promotions

Increase number of strategic partnerships/alliances

- Participate in more Community Groups, events
- Cultivate Allies in Other Organizations, meet with them regularly
- Encourage staff, board to participate in/ volunteer with community groups, events. Create structure for that to occur
 - Assign Managers to Specific Boards, Community Projects (Chamber, Rotary,
 - Keep Updated lists of what groups staff and board members volunteer with/serve on (Grays Harbor has one)
- Organize strategic meetings with partners/allies before launching large projects, or to periodically gain feedback
- Public Works get together?
- Resource Manager get together

Objectives

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All the advertising and communicating in the world can't sell a lousy product.

Or, conversely, it *takes* all the advertising in the world to try and sell a lousy product.

Good products, once experienced by consumers, sell themselves.

People recommend them on their own. They do the promotion for you.

Better to invest more time and effort in making a good product than extensive or expensive advertising and promotion.

Whether we like it or not, the PUD (and the services it offers) is a product.

If we all share the goal of improving the perception of this organization and inspiring trust, the bulk of the work to achieve it is accomplished by creating a great product.

And the bulk of that work begins internally, through the relationships that we have within the PUD. Through how we talk to each other. The internal relationships are ultimately reflected out.

Building trust starts with us.

Objective 2: Clarify Mission, Vision, Value

- Identify core values PUD provides to its customers
- Update improve current PUD Mission and Vision statements
- Incorporate new clarified Mission and Vision into all possible communications materials, outlets
- Develop targeted communications that engage/address those core values

Objective 3: Customer Service As Core

- Customer Service is Core of what we do
- Needs to be understood at all levels, w/ all employees
- Will clarify and Improve our value for customers

Objective 4: Improve Organizational Cohesiveness

- Better Chain of Command Communication
- Weekly Manager meetings, Biweekly department meetings
- Monthly workplans communicated to all staff
- Redundancy of Communication: Print/Posted, Email, Verbal
- More Defined, Consistent Interactions between Board/Staff/Public
 - Annual Meeting Calendar

Timeline: ANNUAL BOARD DISCUSSION TOPICS

	Jan	Feb	Mar	Apr	May	June
Re-occurring	Yearly Strategic Plan Update	Reliability Workshop 1	Water System Workshop	Conservation Workshop	Public Hearing Open Forum	Broadband Workshop
	July	Aug	Sept	Oct	Nov	Dec
Multi-Staff	Septic Workshop	Capital Improvement Plan	Electric Workshop 2	Budget Hearing	Rate Hearing Schedule a rate review annually, regardless of planned adjust	Employee Honors (All staff attend special meeting, w/ all BOC. Late afternoon).

NEXT STEPS:

- DIGITAL NEWSLETTER/EMAIL SUBSCRIPTION
- INTERNAL COMMUNICATIONS
- OUTAGE COMMUNICATIONS
- EMERGENCY PLANNING
- OUTREACH TO SCHOOLS
- COMMS PLANNING FOR HOT TOPICS
- Not only talking points, but publicized calendars of how we will talk about and/or make decisions on hot topics.