

CAC Minutes
For the meeting of June 16, 2016

CAC MEMBERS IN ATTENDANCE: Bruce Hutchins, Hunter Causey, Genevieve Kline, Bethany Gravell, Mike Cowan, Paul Aldretti

CAC MEMBERS ABSENT: Josh Baile, John Stafford, Loretta Pineta,

Guests:

Tim Flynn

Denver Water Staff: Katie Knoll, Heather Stauffer

Opening Remarks, Public Comments, Agenda and Minutes

May minutes and June agenda were approved.

No comments from members of the public

Denver Water Update

Provided in written format to all members.

2015 Customer Satisfaction Survey

Lyndsay Schultz of Denver Water's Customer Care department presented to the CAC about Denver Water's most recent customer satisfaction survey. Highlights from the survey include increased performance for all three market position indicators. The percentage of very satisfied overall with Denver Water increased from 63% in 2013 to 71% in 2015. The percentage of customers who would definitely recommend Denver Water increased from 55% in 2013 to 62% in 2015. Also the percentage of customers that will mentioned Denver Water very favorably increased from 56% in 2013 to 59% in 2015. Lyndsay mentioned that despite the positive trends there is still work to be done. Lyndsay cited ease of navigating the website and overall helpfulness of the website as a source of information as areas customers feel Denver Water can improve upon. She also mentioned street work and maintenance, billing and self-service enhancements, and customer contact as areas that Denver Water is looking to improve in. Julie Seagren of Denver Water's distributor relations explained that Denver Water's distributors got a similar presentation. While also hinting at some positive trends, such as improved perception of transparency and fairness of rates and issue resolution, Julie explained that distributors cited collaboration and partnership, ease of doing business, communications and distributor value stream as all things Denver Water can improve upon.

Information Gathering Tools

- Ken Snyder of PlaceMatters spoke to the CAC about communication tools and tactics used at his group PlaceMatters. Ken explained that PlaceMatters is a sustainability focused group that advises public industries on ways they can improve and become

more literate in communication and decision making processes. Ken described several different tools they have used during past projects and how they helped them to communicate better with their intended audience. Tools Ken described include:

- Integration between analytical and information and the experiential where you are experiencing things, you're hitting the pavement, looking at the issues and challenges, and weaving those experiences together.
 - Projecting project maps onto tables
 - Key pad voting
 - Small focus group discussions
 - "Go to them" strategies- meetings where you go to folks and reach people who will never show up to a meeting. Helps widen the demographics and representation at meetings.
 - Budget exercise-participants have a limited number of coins and are asked to put coins on different projects they value. They can put all on one or divide them up.
 - Map based surveys – These have the potential to be applied in different ways. It's a great way to work with a community and can get people out in groups. Groups can go out and do an audit of an area.
 - Public Coffee- Take a coffee break during a session. Have participants pick a coffee cup and have a string tied between two coffee cups with a question on the cup. Ask participants to answer the question during the coffee break.
 - Integrated pop-up design
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