

2010 Utility Rate Assistance Outreach Overview

May 10, 2011 Briefing to:
Seattle Public Utilities and Neighborhoods
City Council Committee

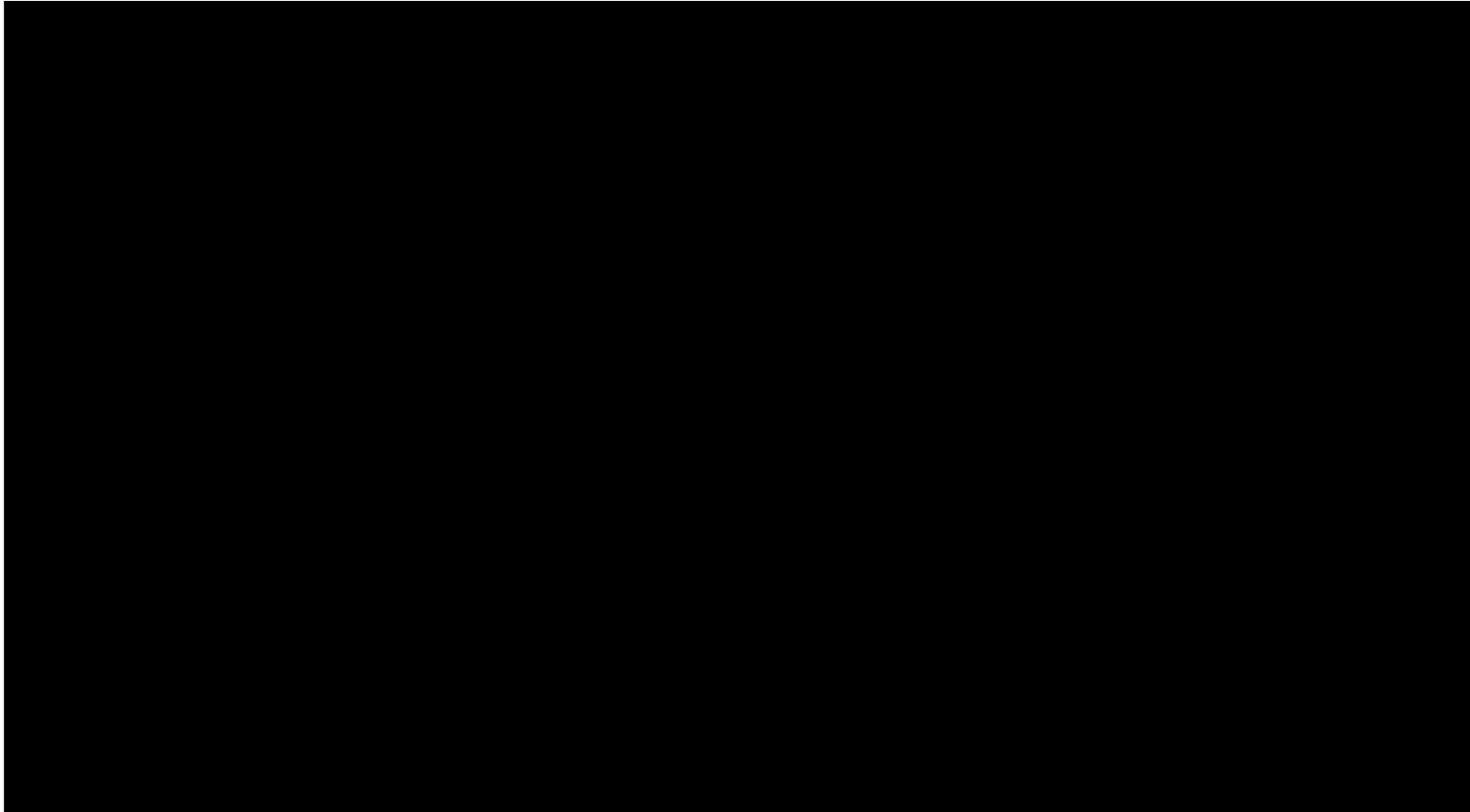
2010 Campaign Goals

- Reach 69,000 income eligible households in Seattle
- 1,500 new enrollees
- Increase Overall Program Awareness
- Address barriers to participation
- Incorporate industry best practices in outreach and marketing

Key Campaign Elements

- Comcast Campaign
- In studio Interviews
- Print Collateral – Translated and Customized posters
- Community Newspapers
- Community Sign-up Events
- Seattle Schools

Key Campaign Elements: Comcast Campaign



Key Campaign Elements: Print Collateral

**Get Help
with Your
Utility Bills!**

50% off!

Did you know that you could get 50% off your Seattle City Light and Seattle Public Utilities bills for the next 18 months?

See if you qualify.

Go to www.seattle.gov/MyBill or call 206-684-0268.

Income Guidelines

People in Household	Total Monthly Income
1	\$2,380
2	\$3,112
3	\$3,845
4	\$4,577
5	\$5,309
6	\$6,041

Residents living in federally subsidized housing, including SHA (Seattle Housing Authority), Section 8, and KCHA (King County Housing Authority) are not eligible.

Seattle City Light

Seattle Public Utilities

Key Campaign Elements: 5 Community Sign-up Events



Key Campaign Elements: Community Sign-up Events

- ❑ 600 New Enrollees
- ❑ 37% increase in UDP in-bound calls
- ❑ 69% increase in new applications received
- ❑ 93% increase in renewal applications received

Campaign Performance

What worked?

- ✓ Comcast.net ranked #14 in the Seattle area for Internet users
- ✓ Campaign Website: www.seattle.gov/mybill top 10 ranked page viewed on Seattle.gov site
- ✓ Word of mouth/Radio extremely effective in non-English speaking community
- ✓ Relationship, trust, language and cultural competence is key
- ✓ Expert support from HSD /Public Health /People Point for training and in-person events

What Didn't?

- ✓ No sign-up event the weekend before Christmas!
- ✓ External drivers impact perception/willingness to participate, i.e. INS enforcement activity in Latino community
- ✓ January 2011 backlog of 700 new applications, 2,800 re-certifications

2010 Campaign Goals Accomplished

- X 600 new enrollees
- ✓ Reach 69,000 households in Seattle
- ✓ Increase Overall Program Awareness
- ✓ Address barriers to participation – language, govt. trust, physical
- ✓ Incorporate industry best practices in outreach and marketing

Next Steps:

- Community organization evaluation
- Negotiate 2012 Human Services Department Service Agreement
- Decide on future relationship with community organizations

Recommendations:

- ❑ Partnership with CBO's for relationship, geographic accessibility, language and cultural competence
- ❑ HSD internal referral process to UDP from other social service programs
- ❑ HSD to mine customer contacts/inquiries for referrals

How to Apply:

By Phone: 206-684-0268

More information:

www.seattle.gov/mybill

In Person:

Mayor's Office for Senior Citizens

810 3rd Avenue, Seattle 98104

(between Columbia & Marion Streets)

Seattle WA 98104

By E-mail: UDP@seattle.gov

