

Attachment A
City of Phoenix Water Services Department

Proposed Water Revenues: Outreach and Communication

The Water Services Department conducted extensive public outreach to present information and obtain feedback for the proposed increase to water service revenues.

During the months of January - March 2021, the Water Services Department engaged in the following efforts:

- Four virtual public meetings:
 - January 27 at 6:00 p.m.
 - February 4 at noon
 - February 11 at 3:00 p.m.
 - February 18 at 6:00 p.m. (Information presented in Spanish only)Recordings of the virtual public meetings available on www.phoenix.gov/waterrates
- 16 Presentations and Questions/Answers at Village Planning Committees (VPCs):
 - January 25 – Ahwatukee Foothills VPC
 - January 26 – Alhambra VPC
 - February 1 – Encanto VPC
 - February 1 – Paradise Valley VPC
 - February 2 – Camelback East VPC
 - February 2 – Desert View VPC
 - February 8 – Laveen VPC
 - February 9 – Rio Vista VPC
 - February 9 – South Mountain VPC
 - February 10 – Maryvale VPC
 - February 11 – North Gateway VPC
 - February 17 – North Mountain VPC
 - March 8 – Central City VPC
 - March 9 – South Mountain VPC – Follow-up
 - March 11 – Deer Valley VPC
 - March 16 – Estrella Village Planning Committee
- Four Meetings Requested by City Council Offices:
 - Feb. 10 at 8:00 a.m. – District 4 Community Coffee
 - Feb. 23 at 6:00 p.m. – District 3 Block Watch
 - Feb. 23 at 6:00 p.m. – District 8 Community Meeting (English and Spanish)
 - Feb. 24 at 6:00 p.m. – District 5 Neighborhood Leaders Meeting

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- Additional Community Outreach:
 - Chamber of Commerce – Presentation to Agriculture, Environment, and Water Committee on March 9, 2021.
 - Chicanos Por La Causa
 - American Council of Engineering Companies of Arizona
 - Arizona Chapter Associated General Contractors
 - Greater Phoenix Leadership
 - Local First Arizona
 - Arizona Restaurant Association
 - Greater Phoenix Economic Council Public Affairs Committee
 - Black Chamber of Commerce
 - Hispanic Chamber of Commerce

Outreach:

- An email address (watersmart@phoenix.gov) was advertised to the public for comments and concerns.
- An educational video was created in conjunction with PHXTV in English and Spanish. The videos are airing on PHXTV.
- Educational information was posted on Water Services and City of Phoenix social media accounts (Facebook, Instagram, Twitter and Nextdoor)
- A one-page fact sheet in English and Spanish was posted on www.phoenix.gov/waterrates on Jan. 15, 2021.
- Article appeared in the PAYS newsletter for the months of February and March.
- A button placed on Waterworks.phoenix.gov directing people to www.phoenix.gov/waterrates added on Jan. 15, 2021.
- A newsroom story was posted on phoenix.gov on Jan. 22, 2021.
- The Phoenix.gov homepage slider added on Feb. 4, 2021.
- The Notice of Intent (NOI) to raise Water Rates was posted on the City of Phoenix website, www.phoenix.gov/waterrates.
- Water rates information has been added to the www.phoenix.gov/waterrates website for quick access to information about the recommendation and virtual public meetings. The page has been continuously updated as needed.
- Messaging added to the City Services Bill message for February.
- The water rate calculator was updated on the www.phoenix.gov/waterrates website – recorded nearly 2,400 visitors since Feb. 17, 2021.

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- Water Revenue Increase Survey was available on www.phoenix.gov/waterrates—received 1,342 responses (Feb. 5, 2021 – March 5, 2021 in English and Spanish).

Media promotion:

- Enlace Noticias – radio interview on Jan. 13, 2021.
- Dialogo Comunitario – radio interview on Jan. 20, 2021.
- Telemundo Arizona – television interview on Jan. 25, 2021.
- A 500-word article posted in the February issue of *Prensa Arizona*.
- Facebook Live interview with *Prensa Arizona* on Feb. 4, 2021.
- AZ Republic- newspaper interview on Feb. 4, 2021. Story published on Feb. 10, 2021.
- The Notice of Intent to raise Water Rates published in AZ Republic (English) and *Prensa Arizona* (Spanish).
- KTAR radio interview on Feb. 24, 2021.
- ABC 15 television interview on Feb. 25, 2021.
- A 15 second video in English and Spanish promoting the water revenue increase placed in Food City and Bashas stores (18 locations), with 750,000 impressions Feb. 1, 2021 - March 5, 2021.
- Enlace Noticias – radio interview on March 3, 2021.
- AZ Family interview – scheduled for week of March 15, 2021.

Overall Feedback:

- Reached over 500 participants at public meetings and received nearly 340 comments from public outreach.
 - Based on feedback gained during public outreach efforts, it appears that residents are generally understanding of why the proposed rate increase is needed.
 - Some residents mentioned that the importance of maintaining infrastructure to ensure the delivery of clean water.
 - Many residents expressed concern for residential and business customers during the COVID-19 pandemic and requested additional financial relief. Staff took this opportunity to share with community members the resources available for customers who are struggling.

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At its Jan. 6, 2021 Formal meeting, the City Council heard a report on water resources, infrastructure, and financial plans, and approved a Notice of Intention to consider an increase in water rates and/or rate components and to hold a public hearing on March 17, 2021 to consider the recommendation for an increase to water service revenues.

On Jan. 21, 2021, the citizens' Water/Wastewater Rate Advisory Committee unanimously voted to recommend to the City Council an increase to water service revenues of 3.0 percent effective March 2021, followed by an additional increase of 3.5 percent effective October 2022.

On Feb. 3, 2021, the City Council Transportation, Infrastructure and Innovation Subcommittee heard information on water resources, infrastructure, and financial plans and provided comment to the Water Services and Finance departments.

On Mar. 3, 2021, the City Council Transportation, Infrastructure and Innovation Subcommittee unanimously voted to recommend to the City Council an increase to water service revenues of 3.0 percent effective March 2021, followed by an additional increase of 3.5 percent effective October 2022.