

Attachment A

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

Throughout September, October, and November, 2018, the Water Services Department sought public input on water resources, infrastructure, and financial plans:

- A postcard with information on the proposed rate increase was mailed the week of November 26th to all Phoenix water account holders.
- Five open houses were held: one at the 91st Avenue Wastewater Treatment Plant, one at the Deer Valley Water Treatment Plant, one at the 24th Street Water Treatment Plant, one at Desert Broom Library and one at Burton Barr Library.
- 50 Additional Community Meetings, including all the Village Planning Committees, and numerous Neighborhood Block Watches, HOAs and Community Groups:
 - 9/5 Greater Phoenix Economic Council – Executive Committee
 - 10/02 Molera Alvarez Breakfast
 - 10/04 District 3 Community Chat with Councilwoman Stark
 - 10/09 District 2 Open Forum with Vice Mayor Waring
 - 10/09 South Mountain Village Planning Committee
 - 10/10 Shea Patio Villas Homes HOA Meeting
 - 10/11 Alicia Sub-Division Block Watch Meeting
 - 10/15 Laveen Village Planning Committee
 - 10/16 Greater Phoenix Chamber of Commerce – Agriculture, Environment & Water Committee
 - 10/16 Estrella Village Planning Committee
 - 10/16 People United Fight Back Block Watch
 - 10/16 South Mountain Block Watch
 - 10/17 North Mountain Village Planning Committee
 - 10/18 Hermosa Park Block Watch
 - 10/18 Greater Green Gables Neighborhood Association
 - 10/22 Ahwatukee Foothills Village Planning Committee
 - 10/23 Alhambra Village Planning Committee
 - 10/23 Garfield Neighborhood Association
 - 10/25 Laveen Association of Home Owner Associations
 - 10/26 District 1 Community Breakfast with Mayor Williams
 - 11/1 McKinley Block Watch
 - 11/5 Encanto Village Planning Committee
 - 11/5 Paradise Valley Village Planning Committee
 - 11/6 Arizona Multi-Housing Association
 - 11/6 Vecinos Unidos Block Watch
 - 11/6 Desert View Village Planning Committee

- 11/6 Broadway Heritage Neighborhood Association
 - 11/7 Devonshire Neighborhood Association
 - 11/8 Phoenix Environmental Quality and Sustainability Commission
 - 11/8 North Gateway Village Planning Committee
 - 11/8 Lindo Park Block Watch
 - 11/13 Camelback East Village Planning Committee
 - 11/13 Rio Vista Village Planning Committee
 - 11/14 Evans Churchill Neighborhood Association
 - 11/14 Central Park Neighborhood Meeting
 - 11/14 City of Phoenix Green Bag Lunch & Learn
 - 11/14 Maryvale Village Planning Committee
 - 11/14 Arizona Green Chamber November Lunch & Learn
 - 11/15 Maryvale Apartment Coalition
 - 11/15 Deer Valley Village Planning Committee
 - 11/16 Greater Phoenix Chamber of Commerce Public Affairs Committee
 - 11/19 Central City Village Planning Committee
 - 11/20 Community Coffee Chat with Councilwoman Laura Pastor
 - 11/26 Spirit of the Senses Community Group
 - 11/26 PRIDE, Inc.
 - 11/27 District 3 Sunnyslope Block Watch Presentation
 - 11/27 Eastlake Park Neighborhood Association
 - 11/28 McDowell Road Revitalization Committee Meeting
 - 12/4 Greater Phoenix Leadership
 - 12/6 Coronado Neighborhood Association Meeting
- An email address (watersmart@phoenix.gov) was advertised to the public for comments and concerns.
 - An educational video about water rates was created in conjunction with PHXTV. A Citywide Update on the proposed rate increase was also filmed. The videos are currently airing on social media and PHXTV.
 - Educational information on the rate increase was also posted on Social Media websites Facebook and Twitter.
 - The proposed water rate increase was covered 15 times in broadcast, print and online media outlets.
 - For 30 days, the Notice of Intent to raise Water Rates has been posted on the City of Phoenix website. The Phoenix.gov homepage also featured information on the proposed rate increase.
 - Water rates information was added to the phoenix.gov/water website for quick access to information about the recommendation and open houses. A one-page fact sheet in English and Spanish, and a more extensive FAQ was also posted on the website for residents.

- An online water rate estimator calculator tool was created for residents and businesses. The calculator shows customers how the proposed increase will affect them.

Overall Feedback:

- Based on feedback gained during public outreach efforts, it appears that residents are generally understanding of the reasons for the proposed rate increases.
- Some residents mentioned that the City's water rates are less than other cities' water rates and should be raised.
- Many residents mentioned that they hope the City will do more to promote conservation programs to homes and businesses.

At its Aug. 16, 2018 meeting, the citizens' Water/Wastewater Rate Advisory Committee unanimously voted to recommend to the City Council an increase to water service rates of 6.0 percent effective February 2019, followed by an additional increase of 6.0 percent effective February, 2020.

At its Sept. 5, 2018 meeting, the City Council Water, Wastewater, Infrastructure, and Sustainability Subcommittee heard information on water resources, infrastructure, and financial plans and provided comment to the Water Services and Finance departments.

At its Oct. 9, 2018, Policy Session, the City Council heard a report on water resources, infrastructure, and financial plans, and unanimously approved a Notice of Intention to consider an increase in water rates and/or rate components and to hold a public hearing on Dec. 12, 2018, to consider the recommendation for an increase to water service rates of 6.0 percent effective the first bill-day of February, 2019, followed by an additional increase of 6.0 percent effective the first bill-day of February, 2020.