

Engaging Diverse Voices

Shaping Rate
Structures with
Community Advisory Panels

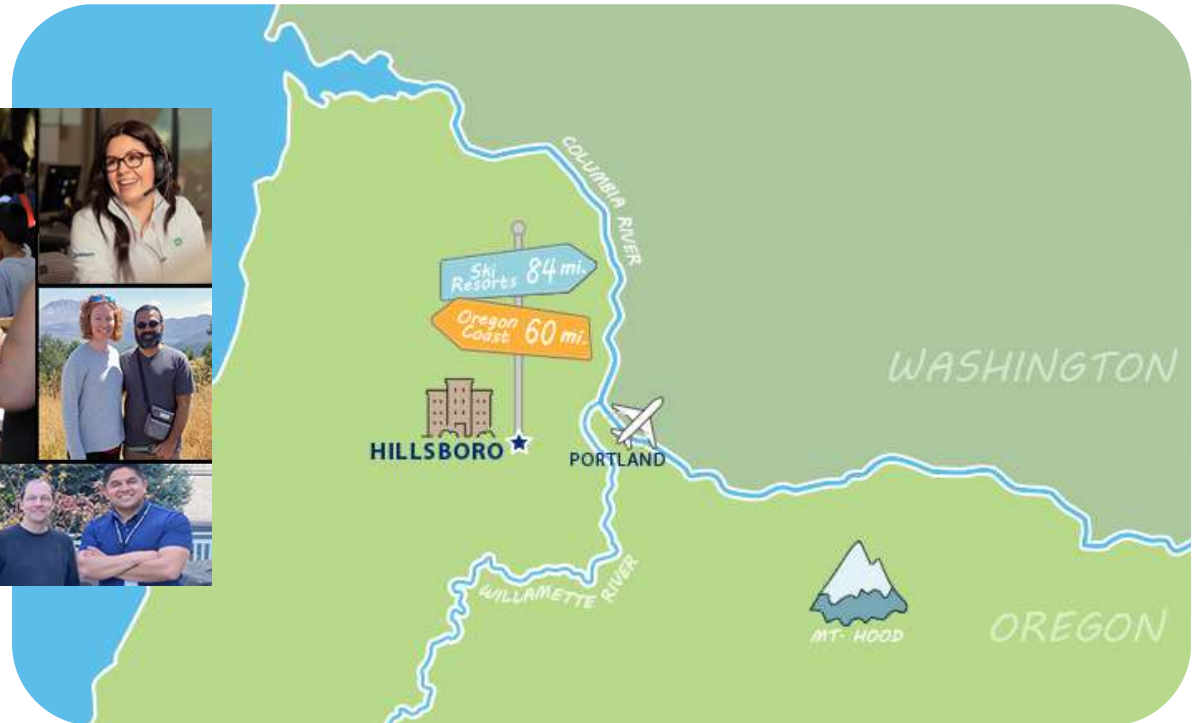
Tacy Steele, Programs Manager, Hillsboro Water
Isaac Estrada, Project Coordinator, Consor







Agenda

Topic	Presenter(s)
Introductions	<i>Tacy and Isaac</i>
Why Inclusive Engagement?	<i>Tacy</i>
Community Advisory Panel (CAP) Creation	<i>Tacy</i>
Recruitment for CAP	<i>Isaac</i>
Activity	<i>Tacy & Isaac</i>
Facilitating Meaningful Engagement	<i>Isaac</i>
Reflecting on the Impact	<i>Tacy</i>
Engagement Video	
Q&A	

Who We Are – Hillsboro, Oregon (Est. 1876)



IAP2 Public Participation Spectrum

	 Inform	 Consult	 Involve	 Collaborate	 Empower
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example of Tools	Fact sheets, websites, open houses, mailings, social media	Public comment, focus groups, surveys, public meetings	Workshops, deliberative polling	Stakeholder advisory committees, consensus-building, participatory decision-making	Stakeholder Resident juries, ballots, delegated decisions

Customer Feedback

Received During the 2023 & 2024
Water Rate Setting Process

High Rates Feedback

- Against or concerned about “back-to-back” rate increase, shutoffs, or inflation
- Proposed rates are “higher than necessary and unsustainable”
- Customers who are seniors, retired, on fixed income, or with compromised health are “unable to keep up” with rate increases



Multi-Family Customers Feedback

- Ensure equity by setting single- and multi-family water rates as the same amount

Affordability

- Customers “need more affordability and assistance” resources

Inclusive Engagement with Customers



Provide Information to Customers

- Brochures
- City Newsletters
- Dedicated Webpage
- Emails
- Events & Meetings (In-Person & Virtual)
- Mailers
- Online Feedback Form
- Phone Calls
- Presentations
- Press Releases
- Public Hearing
- Social Media
- Utility Bill Messages & Inserts
- Web Articles



Public testimony



Surveys and focus groups



Community Advisory Panel

Multi-lingual Focus Groups and Survey

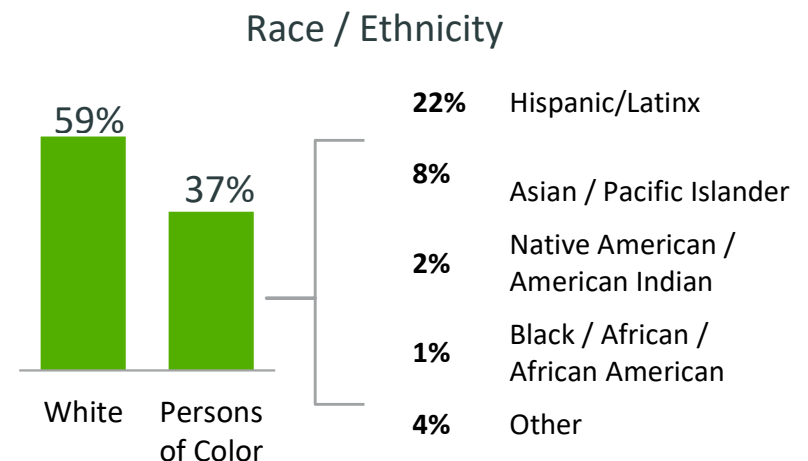
Focus Groups

- ✓ Residential water billpayers
- ✓ English and Spanish speaking
- ✓ 2 English focus groups (11 participants in each group—22 total participants)
- ✓ Spanish-language group (10 participants)
- ✓ 2 hours meetings conducted in Hillsboro.

Race and Ethnicity	Total
American Indian, Alaska Native or First Nations	2
Asian	2
Black or African American	3
Hispanic or Latino	14
Native Hawaiian or Pacific Islander	1
White	16

Hybrid Survey

- ✓ Water residential billpayers
- ✓ English and Spanish
- ✓ Sample size: 400
- ✓ Telephone dialing and text link to participate on an online platform.





Community Advisory Panel

Developing The Community Advisory Panel

Bringing Community Together

- Customer category
- Water usage
- Geographic location
- Racial/ethnic identity
- Occupational background
- Age

Goals



Review multi-family and single-family rate structures.



Provide the Hillsboro Water Director feedback and recommendations on rate adjustments

Recruitment Outreach

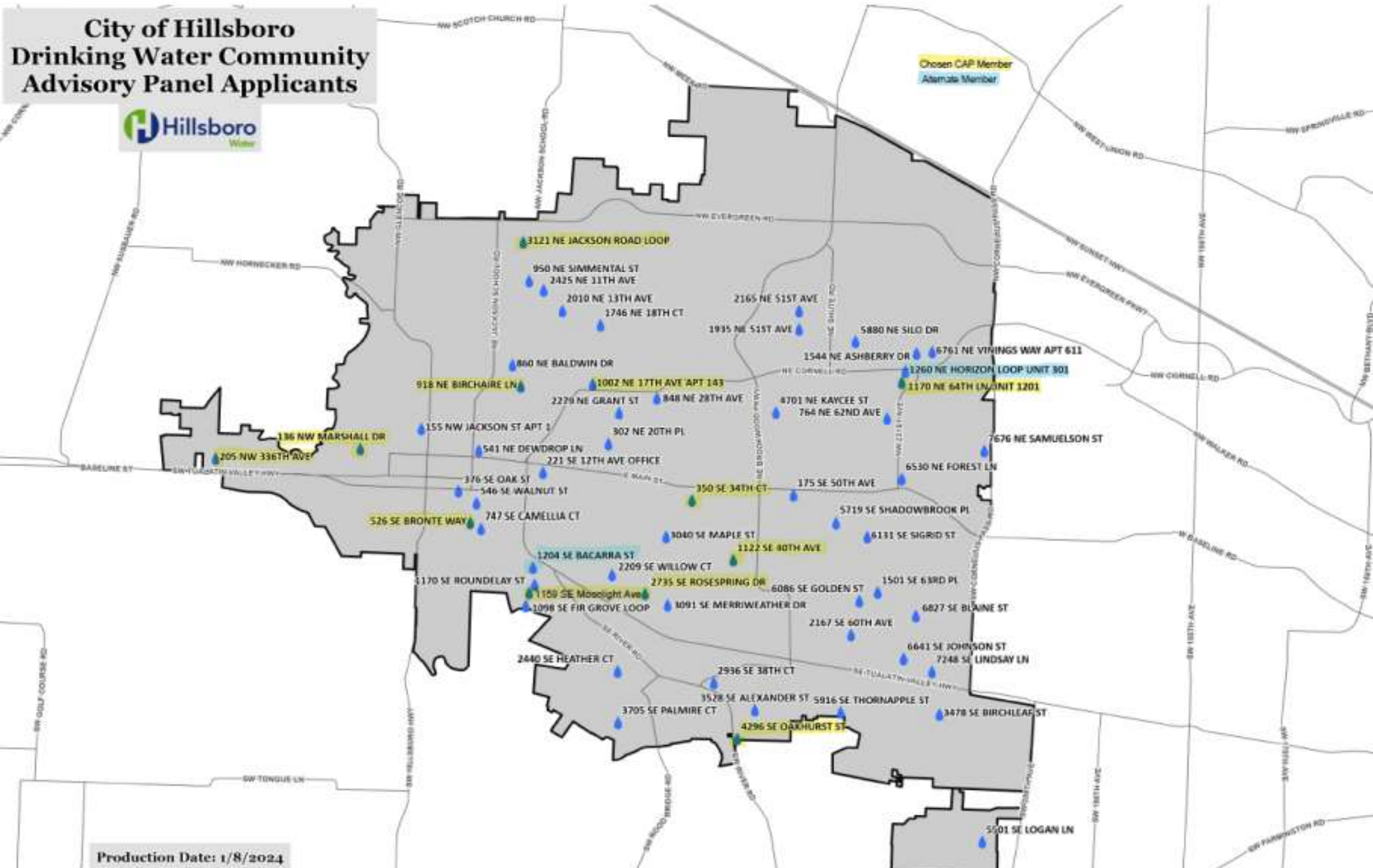
A robust recruitment process targeted to Hillsboro Water customers included promotions on:

- Facebook
- Instagram
- Twitter
- Nextdoor
- The Happening Hillsboro e-newsletter
- School District Newsletter
- Word-of-mouth
- and more!



12 Selected CAP Members

**City of Hillsboro
Drinking Water Community
Advisory Panel Applicants**

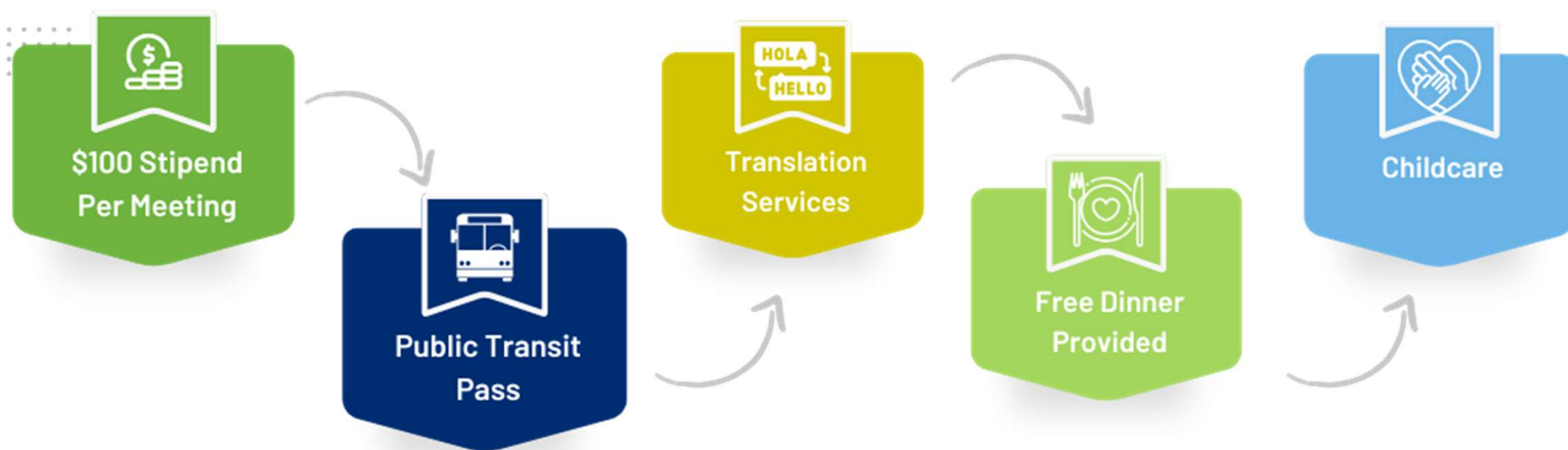


Production Date: 1/8/2024



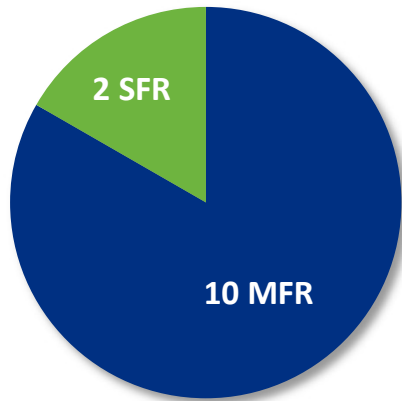
**Would you
be able to
attend?**

Breaking Down Barriers to Participation

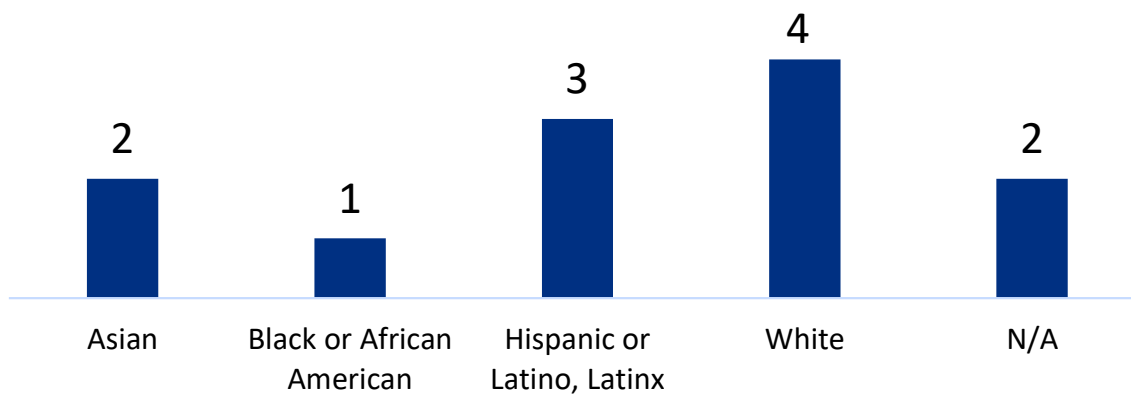


CAP Member Demographics

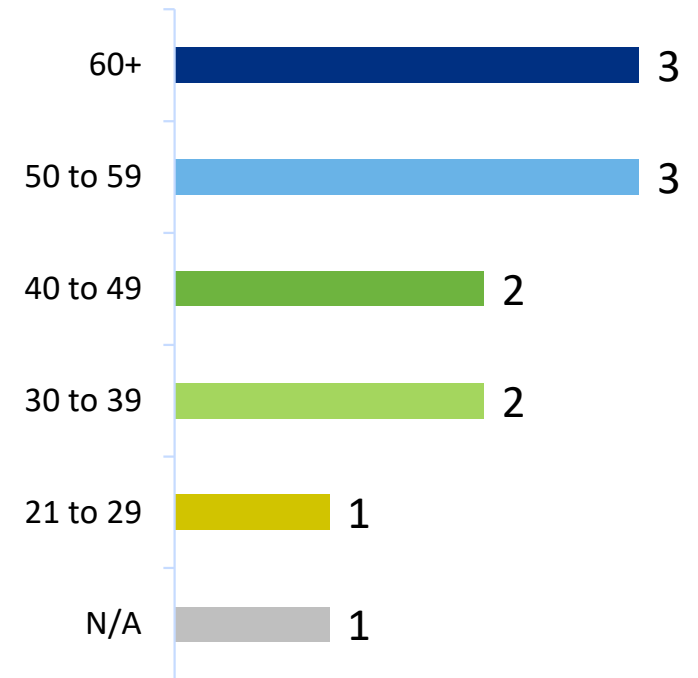
Customer Category



Race & Ethnicity



Age



Facilitating Meaningful Engagement

CAP Meetings

January 25, 2024	#1 Kickoff Meeting
February 25, 2024	#2 Rate Study & Tiers
March 21, 2024	#3 Tiered Rate Options
April 25, 2024	#4 Preliminary Recommendations
May 23, 2024	#5 Final Recommendations

CAP members were asked to answer two questions:

“How can Hillsboro Water Department better serve residential customers who consistently have low water usage each month?”

“How can Hillsboro Water Department better serve multi-family customers with low summer peak usage.”

How are you feeling about the first Hillsboro Drinking Water Community Advisory Panel (Words and emojis work!)



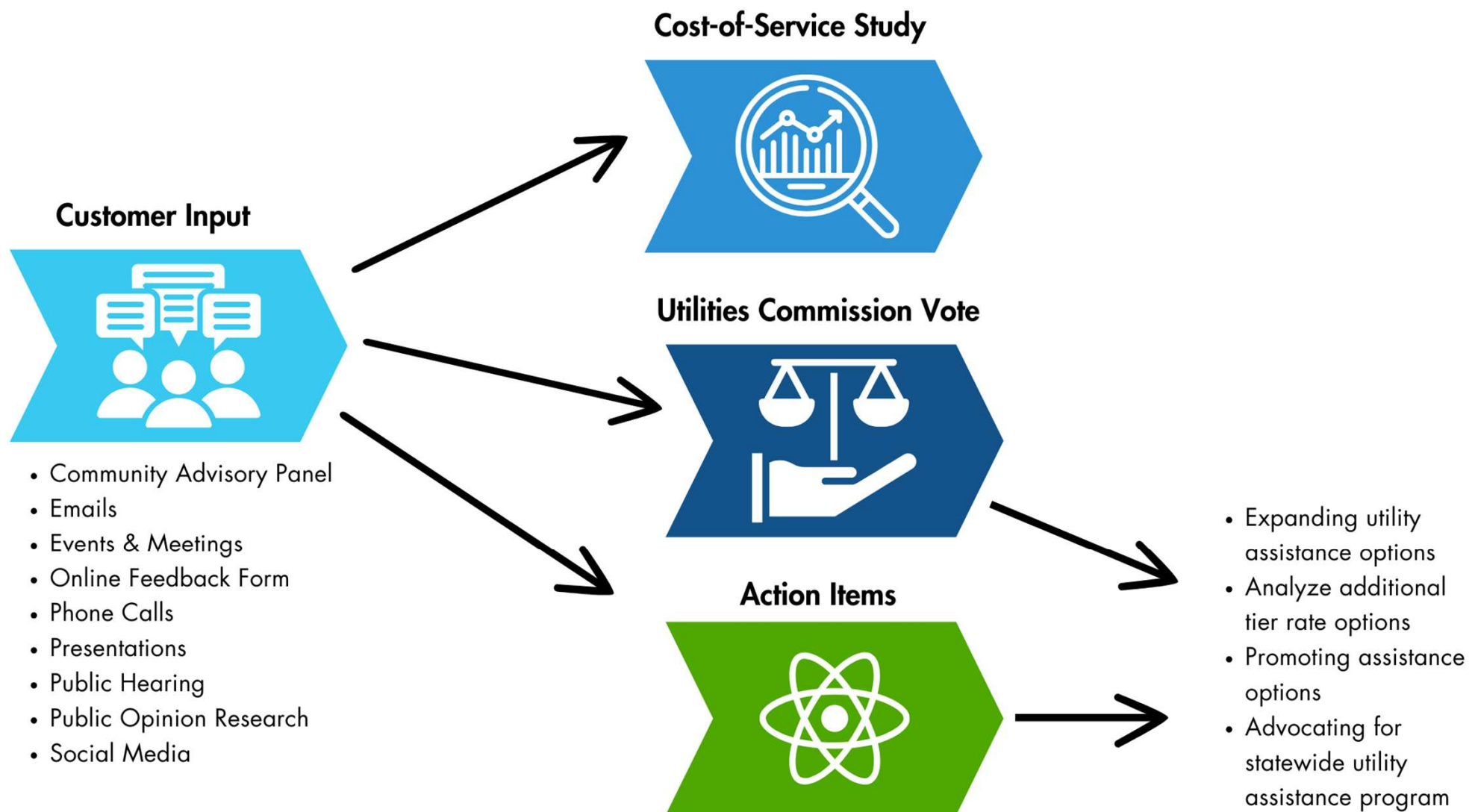
Outcomes – Participant Feedback

“Gives power back to the consumers”

“Learning the process behind why certain decisions are made and the plans for improvements.”



Outcomes – Responding to Customer Input





Public Engagement Video

[Public Engagement Process for Affordable Water Rates
\(youtube.com\)](#)

Thank you!

Any questions?

Contact

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Isaac Estrada: Isaac.estrada@consoreng.com

