

FY2026 Rate Change Communications Strategy





Goals

Inform the public of proposed rate changes

Increase awareness about how rate changes will impact community members

Educate our community about how revenue is used and why rate changes are needed



Background



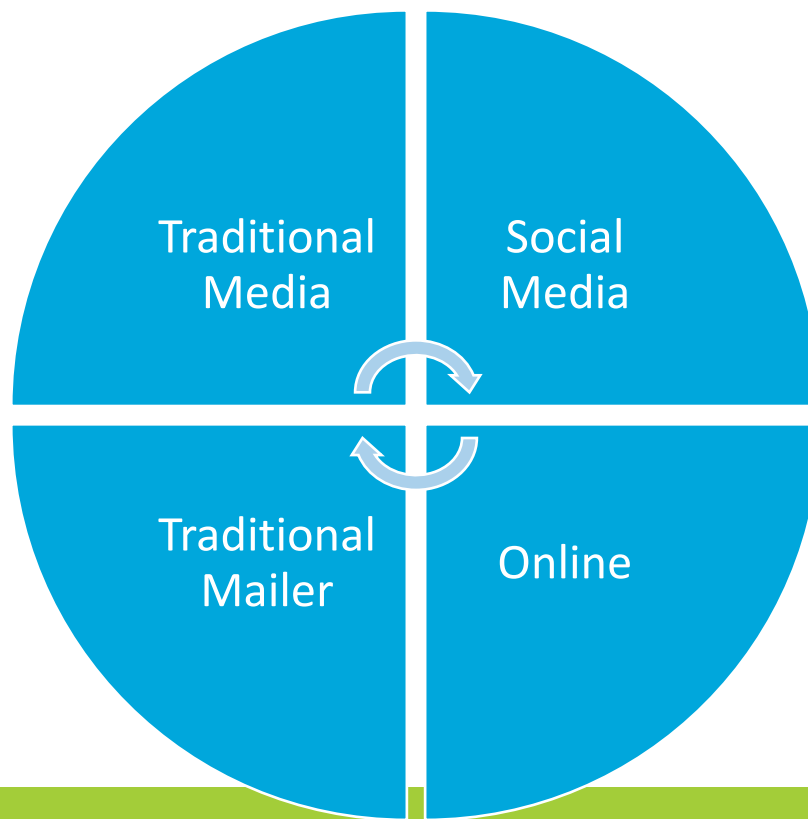
Rate Study Engagement began about a year ago with the formation of our Rate Advisory Committee (RAC). The RAC consisted of representatives from various sectors across SLC, including local government, residents, businesses, developers, institutional customers, and others.



The RAC's feedback helped us develop a rate structure that's equitable, easier to understand, and more reflective of the City's values.



Outreach Methods





Traditional Media

January 7:
Rate Study
presentation

February/March:
In-depth print
story

March:
Media tour

April/May:
FY2026 Budget
presentation



Rate Study Presentation

Salt Lake City explores major water rate changes. What it means for your bill

By Carter Williams, KSL.com | Posted - Jan. 8, 2025 at 1:06 p.m.



The Salt Lake Tribune



Public
Utilities

Social Media

March:

Facebook “Ask Me Anything”

March – May/June:

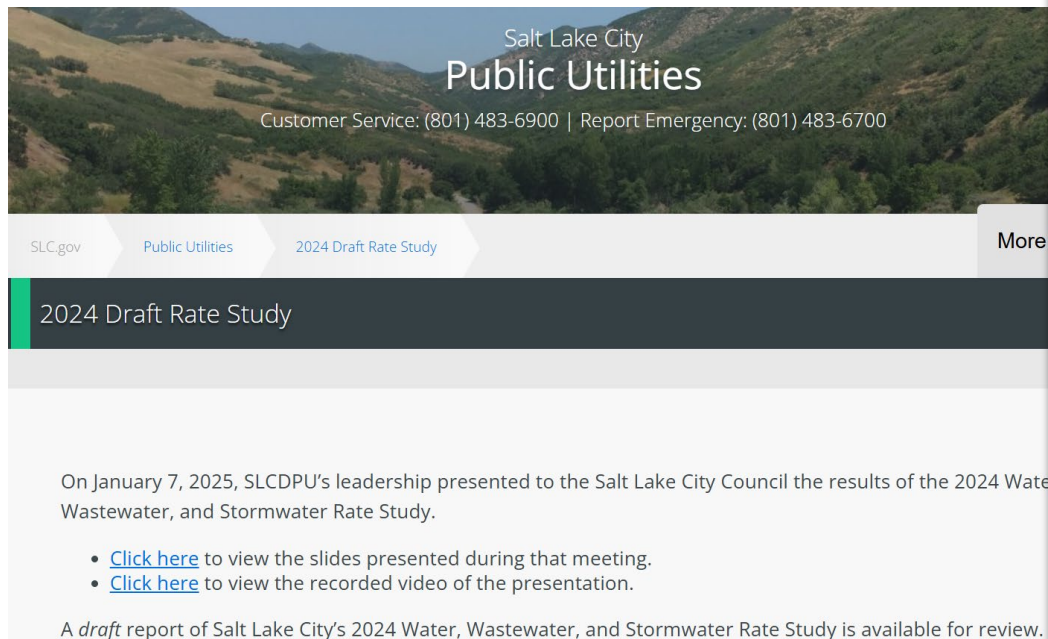
Invite public comment, questions, feedback

March – May/June:

“Reinvestment Campaign”



Online



Videos Coming Soon:



- Public Utilities 101 (above)
- SLCTV interview with SLCDPU Director Laura Briefer
- Understanding new public utility rates



Public
Utilities

Traditional Mailing



**Public
Utilities**

Tell me about my public utility bill

We've proposed new rates to make sure they are fair, affordable, and support Salt Lake City's needs. Tell us what you think about the proposed changes to utility rates.

Your public utility bill helps pay for important services like:



Providing clean drinking water for your home, school, or business.



Treating Salt Lake City's sewage safely.



Stopping floods with stormwater management.



Keeping water pipes, sewer pipes, and storm drains working.



Protecting the land where our drinking water comes from.



Lighting our streets safely and responsibly.



Saving water for the future.



Send us an email

SLCDPUEngagement@SLCGov.Com



Call us and leave a message

801-###-####



Speak at a budget hearing

May ##, 2025 or June ##, 2025

Visit our website to learn more



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Questions?



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