

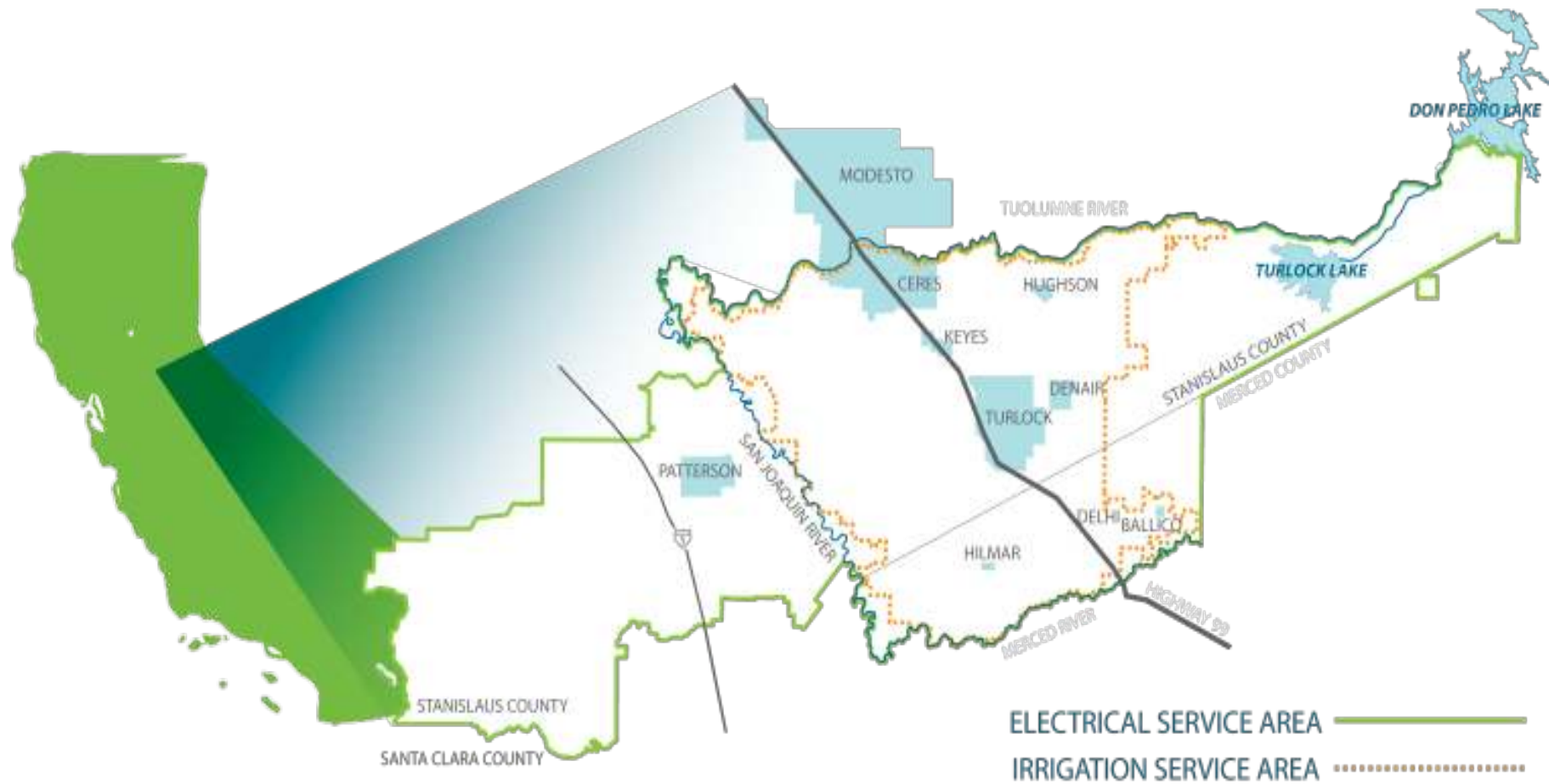


Keeping it Fresh: Promoting Public Power

Customer Connections Conference

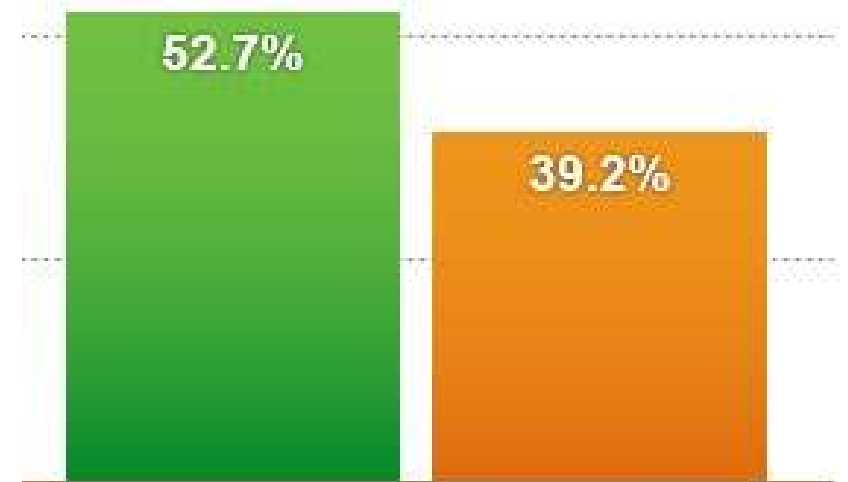
November 14, 2022

Turlock Irrigation District



The Problem

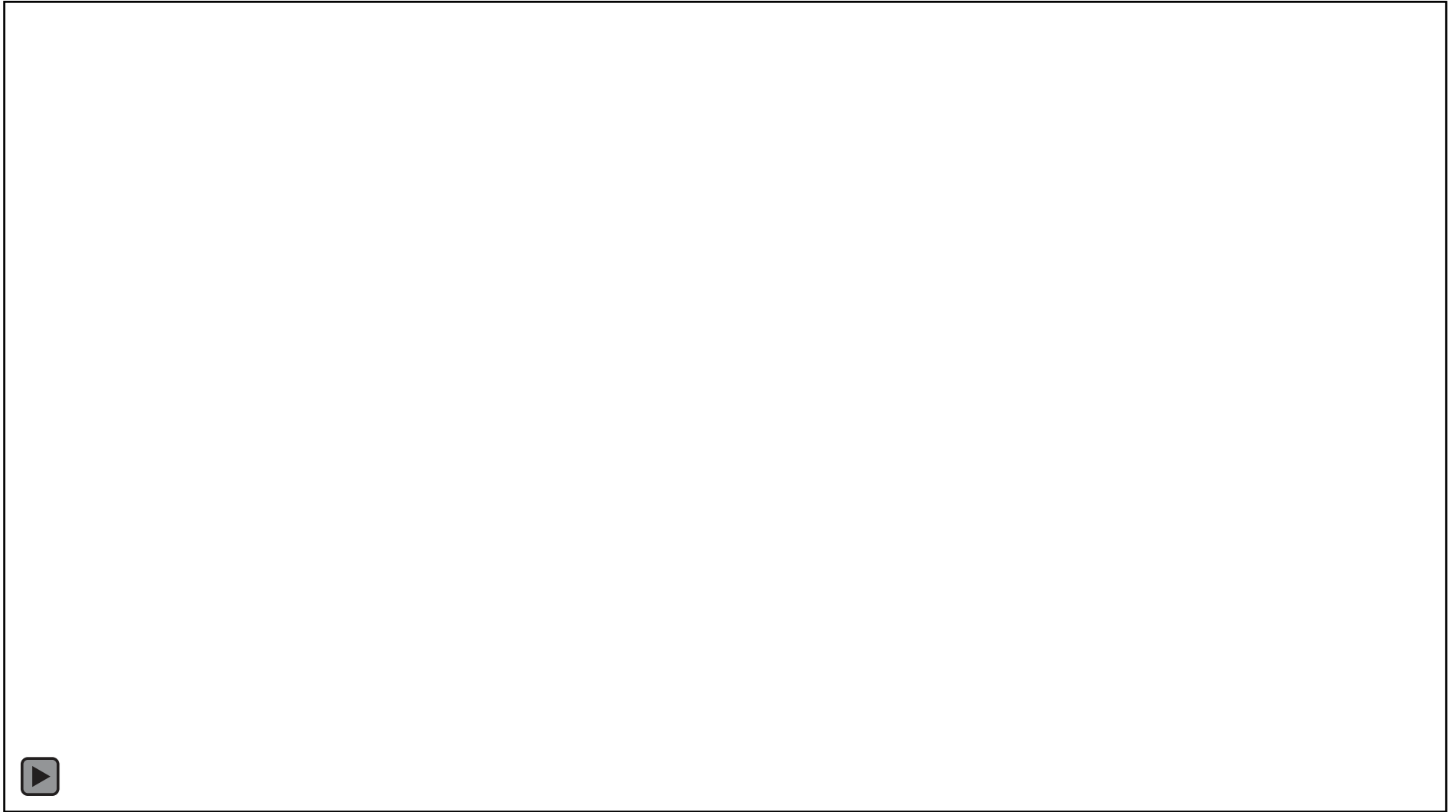
2019 Customer Satisfaction Survey



I have not heard
that TID is
community owned

■ 2019 Residential ■ 2019 Commercial

Creating the Connection to TID



We Are TID

- To increase customer awareness of TID's community-owned status
- Illustrate the diverse customer base that makes up TID
- Build goodwill in the community

WeAreTID.com

TID is more than just our supporter and provider — they're our partner.

We are TID
#WeAreTID

Matt Cranford | CEO Stanislaus County Fair
TID Water and Power Customer

See how my business is thriving on WeAreTID.com

TID asks for my opinion and values me as a customer — that goes a long way.

We are TID
#WeAreTID

Brandi Louise Rollins | Controller, LOCK-N-STITCH Inc.
TID Power Customer

See how my business is thriving on WeAreTID.com

Telling the Story

We are TID

Our Stories

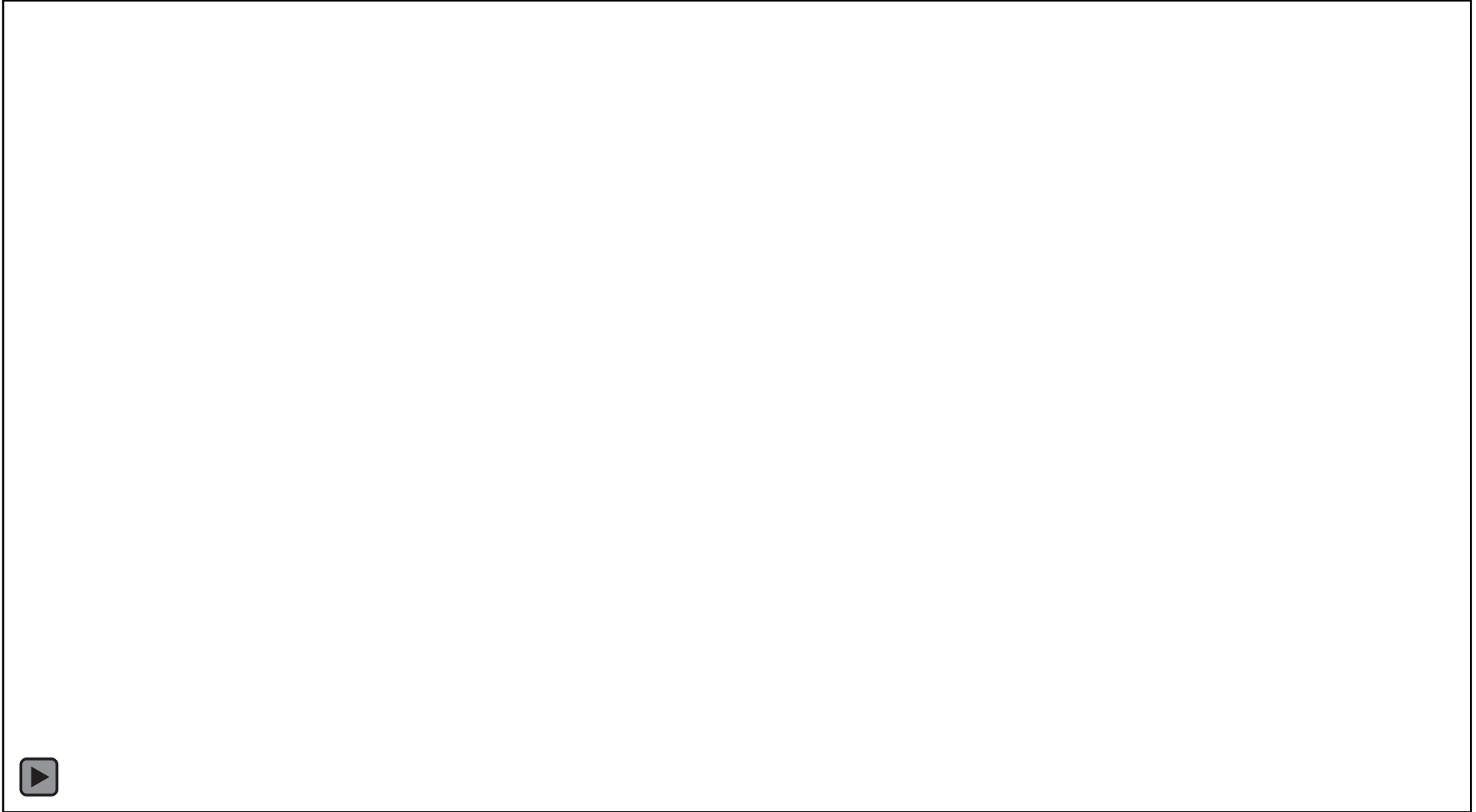
Employee Testimonials:

- "That's what makes TID so great — everyone's a part of it."
- "Every single decision we make is keeping in mind the wants and needs of our customers."
- "The District is our source of both water and utilities — if TID provides it, we use it."
- "Behind the scenes there are men and women that are monitoring every hour, every minute of every day, year-round."
- "TID asks for my opinion and values me as a customer — that goes a long way."
- "We're really driven by service and the ability to provide a service."
- "This is a customer-owned business — we work for them."
- "The water is essential and without it the agriculture economy wouldn't function in this valley."
- "Thanks to the District, for business — I am TID."
- "Being able to know that my job contributes to the power, electricity and the water supply in my local community makes me very proud."
- "We have a close-knit community — and TID plays a vital and significant role."
- "Working somewhere that is so involved in the community is extremely rewarding."
- "TID is more than just our supporter and provider — they're our partners."
- "There is a sense of pride working for TID, it definitely is an honor to work here."
- "Because of TID — I wouldn't miss out of this community."
- "Community-owned really speaks to our history, as well as the future of the organization."

We Are TID - Chapter Two

- Showcase the lesser-known roles and operations of TID through team members





What Does Community-Owned Mean?

- Lower Rates
- Local Control
- Balancing Authority/Reliability
- Providing Community Support – Our role as Trusted Partner
- Majority of those who work for TID live within our service area



Create the Connection



Turlock Irrigation District

Sponsored · 🌐



TID is proud to be a community-owned utility, but what does that mean? It means that we are able to put the needs of our customers first in providing the essential services of irrigation water and power.



TID.ORG

Community-Owned

We Are Community-Owned TID is proud to be a ...

[Learn More](#)

👍❤️ 101

2 Comments 5 Shares

👍 Like

💬 Comment

➦ Share



Turlock Irrigation District

3,151 followers

1mo · 🌐

"Having grown up in the District, I understand the value of reliable electrical and irrigation water services. I also appreciate that TID is owned by, and works diligently to provide for, our community. It is very fulfilling to know th: ...see more

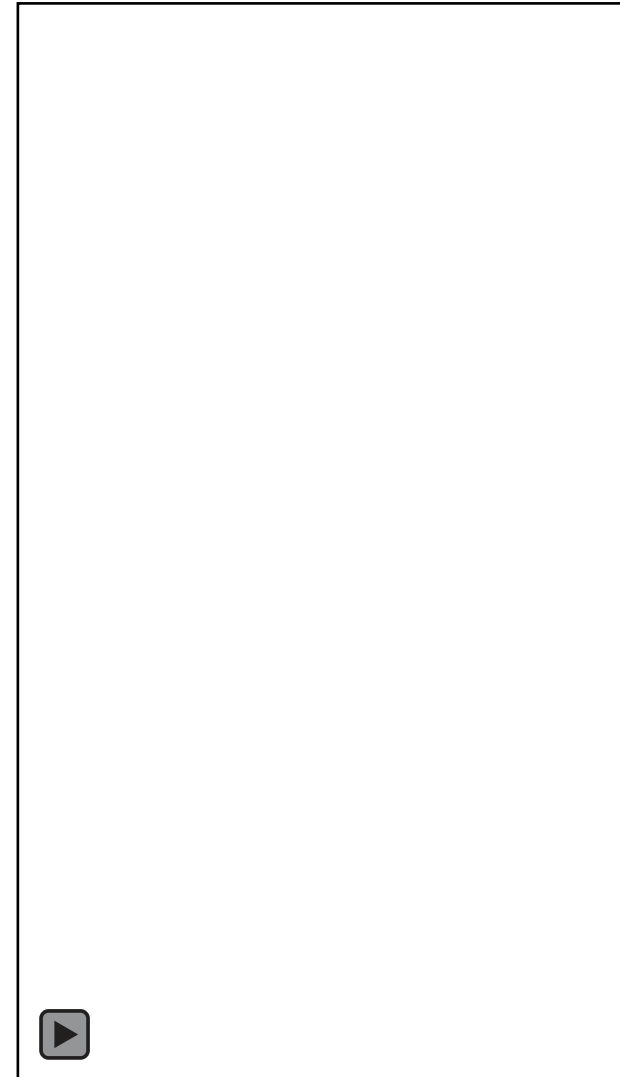


👍 18

👍 Like 💬 Comment

Feature Your SMEs

- Educate TID customers on operations
- Promote TID programs, events, and news
- Increase awareness of TID as a Community-Owned Utility
- Increase awareness of TID as an industry leader on water and power issues



Expand Your Reach

4,588 downloads since published.

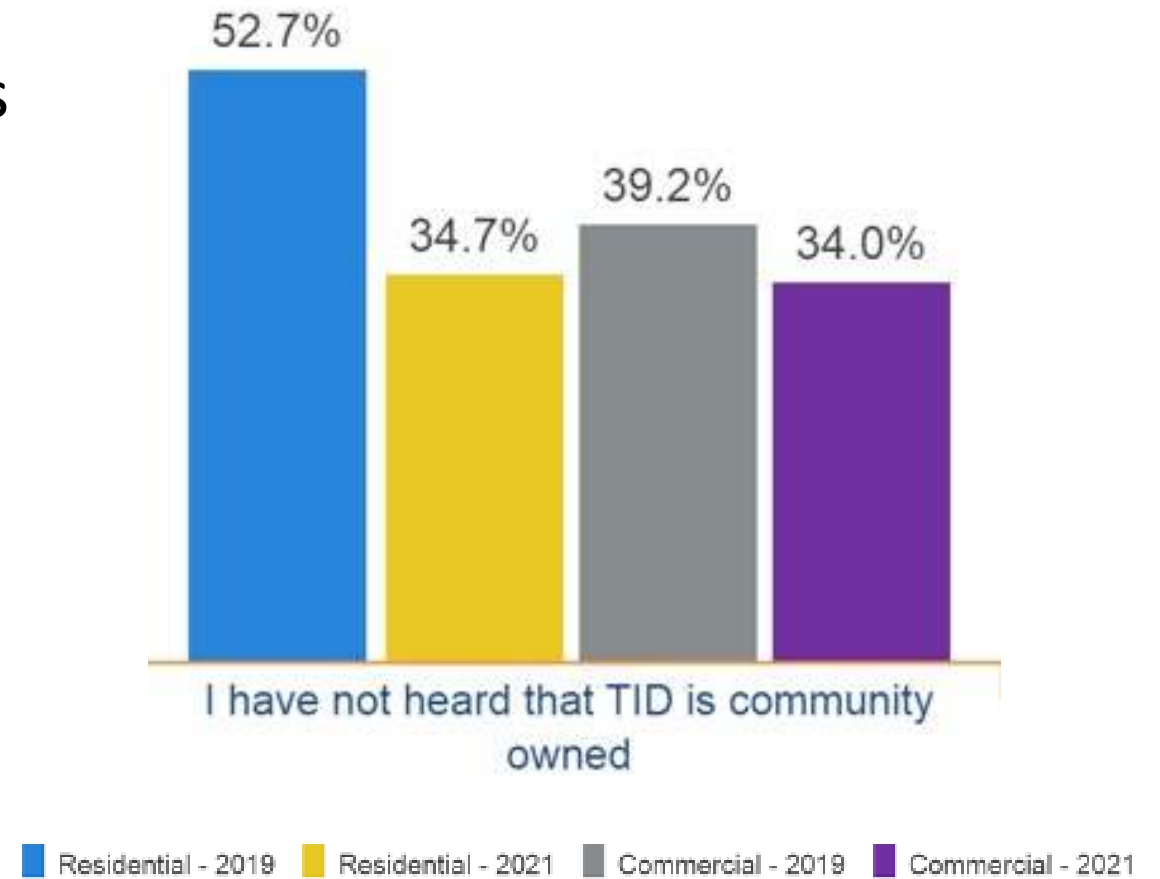


CITIES (443 Total)

Turlock, California	27 %	1,149
Modesto, California	8 %	345
Sacramento, California	7 %	309
Ceres, California	3 %	153
Waterford, California	3 %	135
Tulsa, Oklahoma	1 %	84
Merced, California	1 %	65
Frankfurt am Main, Hesse	1 %	64
Ripon, California	1 %	59
Oakdale, California	1 %	58

The Results

- ✓ Increase awareness of the core services TID provides as a community-owned utility
- ✓ Increase employee awareness of what it means to be community-owned
- ✓ Improve coordination with other Departments and Administrations to further share community-owned messaging



Invite Them In

“It was fascinating to dive into the different departments within TID and meet the people who manage and run those departments.”

– Scott S.

“What really stood out was the passion and how invested the TID employees were about their jobs, and the mission, and the company in general.”

– Mark T.

“I especially appreciate the staff's vision to position the district well in areas such as optimized electrical production/purchasing, hydrologic models, water rights, and purchasing rights, etc..”

– Steve L.



And Show-Off a Little

- Create opportunity for employees to show pride in TID
- Community Outreach and education for the general public to learn more about TID, provide greater access to programs

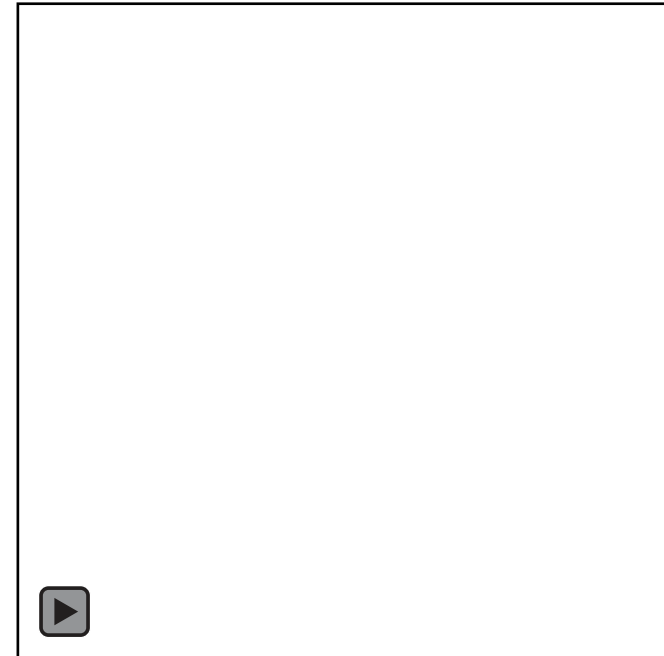


Promoting Public Power

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