

Community Relations Strategy

The background of the slide is a light blue gradient. In the center, there is a large, semi-transparent globe. Overlaid on the globe is a line of five white paper figures holding hands, walking from left to right. To the right of the figures, there are several overlapping, semi-transparent documents or maps with various text and graphics, including a line graph and some illegible text.

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Community Relations Mission

Promote Gainesville Regional Utilities as a Good Corporate Citizen Who Cares About the Community in which We Do Business and is Committed to Being an Active Participant In its Betterment

Community Relations Goals

- 💡 Be a Recognized Community Partner
- 💡 Be Celebrated By All Customer Segments
- 💡 Lead Positive Change in Community Issues
- 💡 Be the Community's Employer of Choice
- 💡 Be Approachable for Community Dialogue
- 💡 Be a Recognized Environmental Leader

Community Relations Strategy

To achieve our Community Relations Goals, we will employ a three-pronged strategy consisting of:



Strategy Components

Community Investment: Our portfolio of sponsorships and philanthropic contributions

Community Involvement: Our corporately sponsored service projects, awareness programs, & non-profit board service

Community Partnership: Our infusion of financial and human resources to positively address community issues

Community Relations Objectives

Goal: Be a Recognized Community Partner

- Develop community outreach projects that align with immediately recognizable community needs
- Proactively seek opportunities for recognition of company actions to support the community
- Link company leadership with non-profit boards where their knowledge can be leveraged for the betterment of our community

Community Relations Objectives

Goal: Be Celebrated By All Customer Segments

- Identify the key constituencies of the utility and their community interests
- Promote our sponsorship of a diverse portfolio of events that enhance GRU's community image while supporting customer interests
- Take a leadership role on issues impacting the youth and socio-economically disadvantaged

Community Relations Objectives

Goal: Lead Positive Change in Community Issues

- Increase dollars budgeted for investment in children and youth programs
- Develop/enhance programs to address the achievement gap of students at Williams Elementary
- Maximize participation, investment, and assistance in the **Project Share** program for low-income customers.

Community Relations Objectives

Goal: Be the Community's Employer of Choice

- Participate in job fairs sponsored by diverse organizations or held in geographically diverse areas
- Develop and implement a Diversity Strategy that contemplates attraction, retention, & promotion of diverse employees
- Regularly communicate job opportunities through the various communication channels

Community Relations Objectives

Goal: Be Approachable for Community Dialogue

- Have a consistent presence at community meetings and events
- Host regular focus groups with key constituencies to solicit feedback on ways we can enhance our business practices
- Take a proactive role on community issues by infusing financial and human resources to influence positive results

Community Relations Objectives

Goal: Be a Recognized Environmental Leader

- Take a lead role in generating broader community engagement with Earth Day
- Create and support opportunities to enhance the quality of all aspects of our environment, including air, water, land, plant life, and animal life.
- Develop communication methods to increase community awareness of GRU's environmental efforts and positive results

Current Communication Channels

- 💡 Website (www.GRU.com)
- 💡 Customer Bulletin (Utility Bill Mailer)
- 💡 CFL High School Competition
- 💡 Annual Report
- 💡 The Business Journal (e-Mail)
- 💡 Commission District Meetings (Quarterly)
- 💡 GRU Speaker's Bureau
- 💡 Booths at Community Events

Future Communication Channels

- 💡 The GRU Show (Channel 12)
- 💡 Project Share Agencies
- 💡 Utility Time e-News Brief (CRD)
- 💡 Neighborhood Association Meetings
- 💡 Community Relations Section of website
- 💡 New Customer Guide
- 💡 Consumer Water Report

Annual Event Sponsorships

- 💡 United Way Luncheon
- 💡 MLK Hall of Fame Banquet
- 💡 Chamber Annual Meeting
- 💡 EGDC Annual Meeting
- 💡 Earth Day
- 💡 5th Avenue Arts Festival
- 💡 PACE Golf Tournament
- 💡 Juneteenth Festival
- 💡 NAACP Banquet
- 💡 A/C Swap Out

Annual Contributions

💡 Children & Families: \$10,000

Organizations that directly support the success of children, youth, and families.

💡 Immediate Needs: \$1,500

Organizations that provide the basic necessities of life including food, clothing, and shelter.

Annual Contributions

💡 Health & Wellness: \$1,000

Organizations that provide health care and medical services to the disadvantaged.

💡 Quality of Life: \$500

Organizations that enhance the cultural and recreational fabric of our community including theatre, music, dance, and sports.

Williams Elementary Project

Williams Elementary is a high-needs school located in East Gainesville. As a committed community partner who is focused on changing lives for the better, GRU will invest financial and human resources into ensuring that every child at Williams has the opportunity to reach their fullest potential.

Community Relations Messages

- 💡 GRU is responsive to the financial challenges of our customers, having developed a host of programs designed to meet their needs
- 💡 GRU is concerned about our community, investing financial and human resources to ensure its sustainability and betterment
- 💡 GRU is a great employer, offering competitive pay, benefits, and promotional opportunities to our world-class workforce