



CITIZENS' COMMITTEE TO SELECT THE EXECUTIVE DIRECTOR/RATEPAYER ADVOCATE PUBLIC INPUT SURVEY RESULTS

The City of Los Angeles Personnel Department, working with the Citizens' Committee to Select the Executive Director/Ratepayer Advocate for the Los Angeles Office of Public Accountability (OPA) recently created and implemented a survey which asked constituents for their opinion regarding the qualities and characteristics of the ideal Executive Director/Ratepayer Advocate. The survey was available from June 7, 2018, to August 15, 2018, offered in English and Spanish, and had a total of **12 responses**. The survey is advertised on the Personnel Department website and the Citizens Committee's website.

Survey Results –Qualities, Qualifications, Priorities, and Initiatives

The following sections consist of the 4 questions that gathered respondent information on the qualities, qualifications, priorities, and any additional characteristics to be considered when selecting the next Executive Director/Ratepayer Advocate. Each question had a number of choices the respondent can choose from as well as an option to write in comments.

Question 1: Answer Choices

Please select up to 5 QUALITIES that you think are important when selecting the next Executive Director/Ratepayer Advocate.		
Answer Choices	Responses	
Trustworthy and transparent	81.82%	9
Critical thinking	63.64%	7
Knowledge of and/or experience with performance standards/metrics relating to economic accountability as well as environmental sustainability and social equity.	54.55%	6
Strong communications skills	45.45%	5
Knowledge of the utility rate structure	45.45%	5
Advocacy experience	36.36%	4
Leadership/Management	36.36%	4
Knowledge of and/or experience with diverse utility customer market segments and the provision of equitable service to ratepayers.	36.36%	4
Accessible to the community	27.27%	3
Vision for the future of the Office of Public Accountability	27.27%	3
Customer-service orientation	18.18%	2
Other Responses:		
<ul style="list-style-type: none"> • Knowledge and a desire to bring alternative structures and visionary possibilities to our City. • Innovative, able to come up with creative solutions to difficult problems. 		

Question 2: Answer Choices

Is there anything else that the Citizens' Selection Committee should consider when selecting the next Executive Director/Ratepayer Advocate?		
Answer Choices	Responses	
Experience as a change agent	54.55%	6
Executive-level, verifiable track record of success	45.45%	5
Experienced leader	36.36%	4
Experience in financial management	36.36%	4
Other Responses:		
<ul style="list-style-type: none"> • Outside the current system • Documented experience in working on behalf of customers, NOT management, NOT corporations, NOT governments 		



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Question 3: Answer Choices

Please rank what you believe should be the top three priorities of the Executive Director/Ratepayer Advocate.
FIRST
<ul style="list-style-type: none">• Ensuring the conversion from fossil fuels to renewable energy sources and sustainable water practices are put into place as rapidly (safely and reliably) as possible
<ul style="list-style-type: none">• Infrastructure protection
<ul style="list-style-type: none">• Always question how change will affect the ultimate user.
<ul style="list-style-type: none">• Making the office truly the voice of the people through outreach, education and accountability/transparency
<ul style="list-style-type: none">• Knowledge of utility companies, public and private
<ul style="list-style-type: none">• Strong Listening abilities
<ul style="list-style-type: none">• Underserved communities
<ul style="list-style-type: none">• Transparent, accessible financial analysis and strong public relations skills to proactively communicate for higher quality and new programming and budgets for ratepayers
SECOND:
<ul style="list-style-type: none">• raising rates in an equitable manner
<ul style="list-style-type: none">• Ensure forward thinking
<ul style="list-style-type: none">• Maintain good, open conversation with the stakeholders/users
<ul style="list-style-type: none">• Being able to show they have the power to address LADWP and control its non-service spending as well as enforcing transparency and effective labor guidelines
<ul style="list-style-type: none">• Ability to analyze the entire DWP budget to assess amount truly needed to cover upgrades
<ul style="list-style-type: none">• Less political pressures and interference
<ul style="list-style-type: none">• Equitable relief for rate payers
<ul style="list-style-type: none">• A champion for equity--analyzing how DWP programs and proposals can help or would harm low income ratepayers and the implementation of the Equity Metrics
THIRD:
<ul style="list-style-type: none">• Expense control
<ul style="list-style-type: none">• Suggest alternatives and positive changes to the system whenever conflicts or problems occur.
<ul style="list-style-type: none">• Removing the feel-good presentations to consumer groups and replacing them with forums where truths are addressed and solutions found
<ul style="list-style-type: none">• Creative thinking to address need to move to solar power while maintaining adequate funding for the Department's needs.
<ul style="list-style-type: none">• Creativity and problem solving abilities
<ul style="list-style-type: none">• Programs for low-income/ disabled consumers
<ul style="list-style-type: none">• Taking financial analysis and policy recommendations and actively seeking more beneficial programs and reforms for ratepayers to experience better service and have a better relationship with their utility.



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Question 4: Answer Choices

How would you like to see the Executive Director/Ratepayer Advocate conduct the operations of the Office of Public Accountability?

- It is my understanding that Dr. Fred Pickel is up for reappointment of the department. I would like to encourage the committee to most positively reappoint him. As a consumer who has had dealings with the department agency, I have nothing but "praise". As a senior citizen on a fixed budget and having health issues, I could not have dealt with things without help from the Dr. and from your aid, Camden Collins to help me "navigate" your "hands on" approach has been a BLESSING!! Advocacy for people like me is such a necessity! I am sure I am not the only one. You & your department have had a positive impact. Hoping you have many years ahead with guiding the department as you have ---- I Thank You! Sincerely, Resident of 90048
- Openly with feedback from customers welcome and taken into consideration.
- Very publicly.
- No, I think the 'business' should be responsible for their actions / operations, with the advocate as an "internal auditor".
- First, extensively learn what we have, make realistic and visionary assessments of what is needed to make us state-of-the-art, offer enormous neighborhood by neighborhood conversion incentives (going about things one house at a time is too spotty), be transparent about the distribution of alternatives and traditional sources of power, and begin to go 100% alternative all within reasonable costs to the consumer. Aggressively seek funding possibilities to offset the enormous current consumer costs.
- Publicly, with an emphasis on outreach to all communities, and ensuring full availability to people who have kids, work nights and weekends, work till 8 pm, etc.
- In an open and transparent manner, with adequate notification to the public of his/her studies and posting online.
- Continuing in the great work that's currently being done.
- The RPA has done a good job of responding with thorough, credible analyses to proposed programs, rate increases, and other issues within LADWP. Yet, there is far more than merely responding or critiquing with a narrow focus on fiscal impacts that the Ratepayer Advocate can achieve in this next era of the Office. It's important that the RPA do more than respond to proposals, but rather, truly advocate proactively for needed policy, counterproposals, internal reforms, and customer engagement on core policy issues that thoughtfully engage ratepayers, especially lower-income and hard to reach ratepayers. Ideally, this office would move forward with funding and hiring a Customer Relations and Engagement Staffer to help solicit feedback from ratepayers and build trust while also actively communicating out to ratepayers (through social media, community events, and media) upcoming proposals, forums, and analyses by the RPA. The RPA could be a key way to ensure that the LADWP is responsive to community concerns and the high quality monitoring of implementation of important measures like the Performance and Equity Metrics. Currently, the RPA seems to avoid advocating beyond trying to ensure programs don't harm customers' financial bottom line, which means that, for example, Equity Metrics implementation isn't being monitored and LADWP Staff aren't being held accountable for meaningful implementation. In addition, when the RPA does conduct analyses, it should be a more explicit part of their job to include equity and community impacts before making recommendations. Currently, the RPA has shown support for approving programs that might be considered cost effective (if looked at solely through that lens), but that lack job creation or



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access elements. The RPA should holistically look at potential program or policy impacts, by referencing multiple criteria, in addition to fiscal responsibility, such as whether living wage jobs or training opportunities are created, how a program or policy could further diversify LADWP staff, subcontractors, and CBO partners (in terms of race and gender), and/or how programs may address disparities in access to programs and services for low-income, disadvantaged ratepayers. For example, an analysis of how equitable residential customer program rebates are overall, using EMDI would be a great project for the RPA. By not weighing on the current disparities in terms of access and capital to retrofit projects or renewable energy, the RPA misses a huge opportunity to close the existing gap and truly advocate for all ratepayers to benefit from programs their money sustains.