**TAP Advisory Committee**

**July 26, 2017**

**Meeting Notes**

1. Feedback regarding public engagement and application process from partners:

* Access code requirement makes it difficult for customers to apply when they seek assistance at a partner center. (They may write down their account number but don’t realize they need their access code). Often customers do not have their water bills and do not know what the access code is. Wait times to call our hotlines are too long and can tie up a counselor while waiting for this info. Do we need to highlight access code?
* Not everyone feels comfortable filling out or providing personal information for an online application. That’s okay though. Online is just one method to apply. Encourage people to request a printed application or print one out for the customer.
* Some partner offices have computer labs so that customers can use these computers to apply. PWD would like to create a map with the assistance of our partners that locates all of the NECS, UESF and other client services offices. We can also note which offices have computer labs, assistance for all low income services (one stop shop) or other customer amenities
* How do we know which of our communication tools is effective? Moving forward, PWD would like to begin asking customers how they heard about TAP via surveys, asking customers on the phone, etc. It would be great if our partners could ask too when serving customers.
* Our application only requires one document for proof of residency despite that Section 206.2 in the Regulations say. That is correct.
* CLS hosts utility clinics and would like PWD/WRB to attend these clinics with the ability for customers to meet with a rep who can look up billing and other info on a laptop. PWD will work to ensure that happens at the next clinic/forum.
* Partner client services staff want more training. PWD would be happy to work with our partners to set up additional information sessions.
* Customers still have a lot of questions about the process, e.g., When will I get the results from my application? What if I am about to be shut off? What about my back bill? Application was returned due to postage. PWD needs to ensure that our partners have the answers to share (FAQ, etc.). We are happy to develop add’l FAQs for your services staff.

1. User Testing – we talked about ways to partner ensure that our messaging, marketing and application process is effective and accessible to customers. UESF expressed interested in working with PWD on the application process highlighted below as a start.

We will be in touch! Open to other opportunities if partners have a preferred option.

1. Potential ways to identify candidates for Usability Testing   
   *All asks for time should include some form of incentive, for example gift card*

* Email to subscribers
* Request volunteers at community meetings
* Partners ask if individuals would be interested in participating in evaluation or feedback
* Call center asks random sampling of callers if they would like to participate in evaluation or survey.

1. Specific Areas of inquiry and possible methods

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| --- | --- |
| Area of Inquiry | Possible methods for audience feedback: |
| Call to action on next round ads  (“Start Here” vs “Request An Application”) | * Prompt email to subscribers with A/B test * Share drafts of ads with individuals, ask if one would make someone more or less likely to apply |
| Barriers/difficulty to starting application process | * Survey * Interviews. |
| “Get Ready” Guidance: Order of 1,2,3 tips, Checklist language and tips, and “How to request an application” language | * A/B test: Share draft fact sheet with customers, see how many of them successfully gather what they need and fill out application? * Send random sample of online customers to second version of Start Page? Track quantity of successful applications submitted * Share checklist with customers, ask them to make a highlight or note any place they are confused? * Summative Survey sent with letters asking for feedback on the ‘get ready’ guidance |
| Application  *(note: Although no changes to application intended at this time, we’d like to capture any feedback that would allow for future revision, or revision to current guidance)* | * Observation of filling out application: ask particpants to allow an observer/researcher how they fillout application online or paper. * Give particpants a ‘feedback worksheet’ that matches the applications steps. Ask participants to make notes at any section they found unclear or confusing |

1. Additional techniques to consider in general:

* Followup Survey included with response letters
* Partners and call centers make notes of questions rec’d in person or over the phone (we’d need a standard instrument that would work for each)