

Seattle City Light 2008  
Strategic Plan  
Public Engagement

City Light Review Panel  
May 27, 2010

# Strategic Plan – Public Engagement

## Outreach

- Three public forums
- One Environmental Group Forum
- Two Key Customer/Business Forums
- Sixteen non-English speaking community forums
- Two community leader forums (Asian Counseling & Referral; League of Women Voters)

# Strategic Plan – Public Engagement

## Materials & Promotions

- *Power Daily* – translated into six languages
- Direct mail
- Community newspaper advertising
- Bulletins/posters at community centers and businesses
- Robo-calling

# Strategic Plan Public Engagement

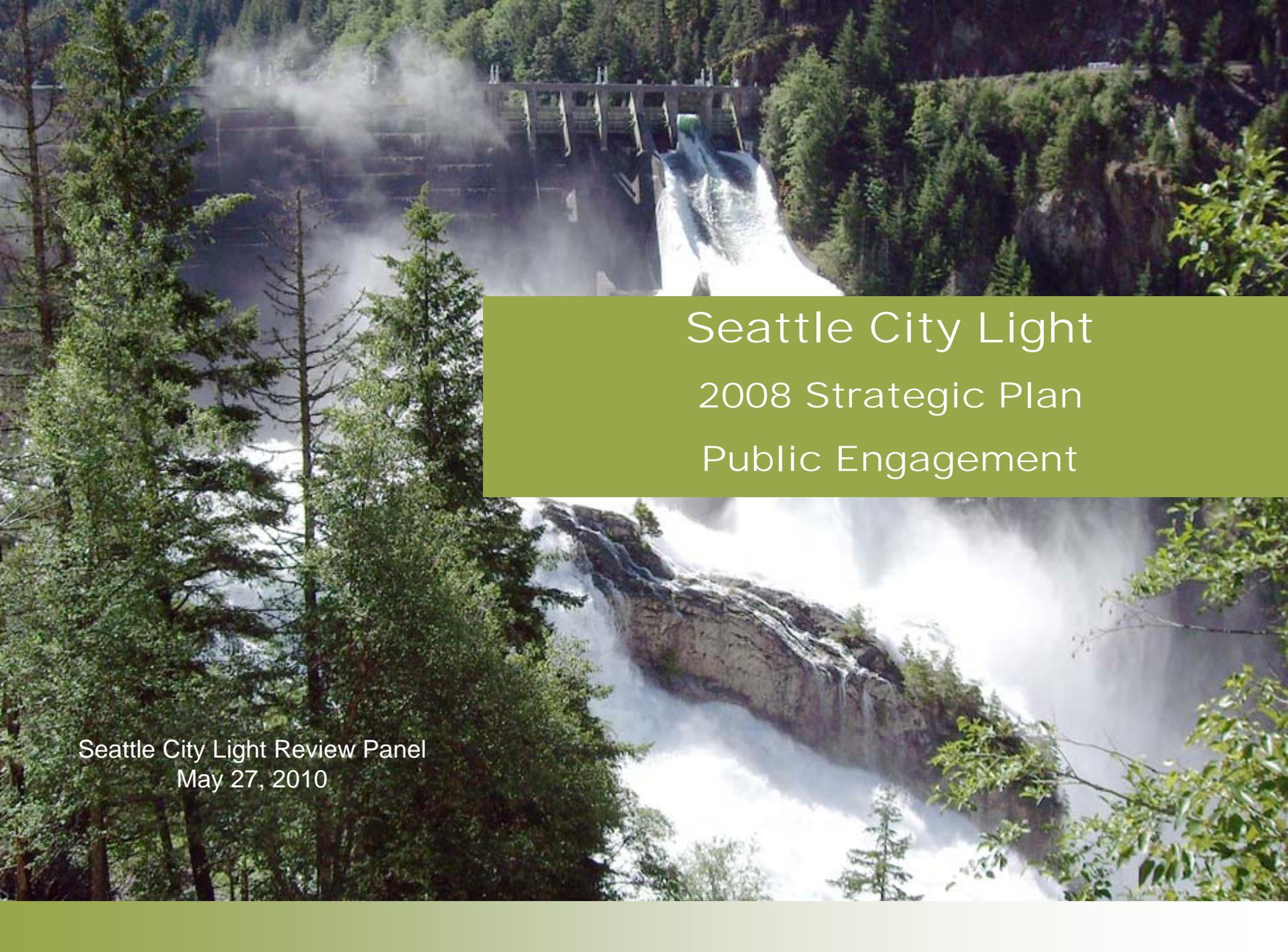
## What Worked Well

- Outreach efforts – especially non-English
- CFL (compact fluorescent light) give-aways
- Information about the utility
- Awareness among a variety of constituencies

# 2009 Accomplishments

## What didn't work so well

- The “Ask”
- “Why should I care? What does it mean to me?”



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