

Seattle City Light Strategic Plan—Interim Outreach Customer Forums

Draft dated 3-28-11

Draft Agenda/Meeting Outline

| | |
|---------------------------------------------------|-------------------------------------------------|
| Welcome and Overview (5 minutes) | <i>Review Panel Rep, SCL Rep</i> |
| Presentation and Q & A: (30 minutes) | <i>SCL Reps</i> |
| Explain Table exercise: (5 minutes) | <i>Facilitator</i> |
| Conduct table exercise: (30 minutes) | <i>Attendees assisted by Table facilitators</i> |
| Report out results of table exercise (15 minutes) | <i>Table facilitators or designees</i> |
| Close (5 minutes) | <i>Facilitator, SCL Rep</i> |
| TOTAL: 90 minutes | |

Seattle City Light Customer Forums: Discussion Guide

(handout for each participant)

Instructions: You have 30 minutes. Working with the others at your table, discuss the following questions. The table facilitator will keep notes of your comments.

1. Are the proposed objectives the right things for City Light to focus on in its strategic plan? Why or why not? What is missing? What questions do you have? *(15 min)*
2. Select 1 proposed objective and give us feedback on what success looks like in your view. *(12 min.)*

From the ideas identified at your table, pick 3-5 to report out, and pick a representative to present. The presenter will have 2 minutes to speak.

Table Facilitator Guide

Part 1: 15 minutes. PROPOSED OBJECTIVES

Start by asking people to take 2-3 minutes to fill out the **first part of the survey**—rating each objective from 1 to 5, with 5 being the most important.

Then, ask for “general reactions and comments: What do you think about these objectives? Do they make sense? Are they the right things for SCL to focus on? Why or why not?”

Then ask “are there things that you think are missing?”

Then, “what questions do you have?”

Write down all input. Use the general matrix below, or use the matrix that follows listing each objective.

| General Reactions & Comments | |
|------------------------------|--|
| 1. | |
| 2. | |
| 3. | |
| 4. | |
| 5. | |
| 6. | |
| 7. | |
| 8. | |
| 9. | |
| ITEMS MISSING? | |
| 1. | |
| 2. | |
| 3. | |
| 4. | |

| | |
|-------------------|--|
| | |
| 5. | |
| 6. | |
| 7. | |
| 8. | |
| 9. | |
| QUESTIONS? | |
| 1. | |
| 2. | |
| 3. | |
| 4. | |
| 5. | |
| 6. | |
| 7. | |
| 8. | |
| 9. | |

| OBJECTIVE | COMMENTS |
|-----------------------------------------------------------------|-----------------|
| 1. Provide greater rate predictability | |
| 2. Anticipate and exceed customer service expectations | |
| 3. Promote environmental stewardship | |
| 4. Balance multiple policy goals in rate design; affordability, | |

| | |
|-----------------------------------------------------------------------------------------------------|--|
| recover utility's costs, promoting a positive business climate, provide low income rate relief, etc | |
| 5. Ensure a safe work environment | |
| 6. Attract, train and retain a high performance workforce | |
| 7. Provide reliable, safe, cost-effective electric service to our customers | |
| 8. Maintain a stable, cost effective environmentally responsible power supply portfolio | |
| 9. Incorporate technology to meet future customer needs | |
| 10. Improve communication about, and support for, SCL's strategic priorities | |
| 11. Implement best practices in business processes and technology across the utility | |
| 12. Ensure fiscal strength | |

Part 2: 12 minutes FEEDBACK ON A SPECIFIC INITIATIVE

Ask the group to select 1 of the objectives to give more detailed feedback on. They can pick any one, for any reason: identify the reason in the table below. (e.g., consensus choice not based on any particular reason; most interesting; easiest to understand and talk about; most confusing; most important).

Then, ask people what they think would be a good outcome for this objective: what does success look like? What would ratepayers see if City Light is successful here? What would be different from today?

People may alternately/additionally want to identify programs or action items that City Light should undertake as part of this initiative. And, they could identify “metrics” for success.

Write down input in the table below.

| | |
|---------------------------------------------|--|
| OBJECTIVE: | |
| Reason (if any) for picking this objective: | |
| A. | |
| B. | |
| C. | |
| D. | |
| E. | |
| F. | |
| G. | |
| H. | |
| I. | |
| J. | |

Ask the group to select 3-5 ideas TOTAL from the entire discussion (parts 1 and 2) to report out. Help them by trying to suggest points around which you heard the most consensus, or the most frustration/confusion. Then, ask them to nominate someone to report out for them—it is fine if they nominate you. The presenter will have only 2 minutes: be concise!

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BE SURE TO TURN IN THIS COMPLETED FORM AT THE END OF THE SESSION!!

Survey for all Forum Participants

1. Based on what you have heard, how important do you think it is for City Light to pursue the different objectives identified below (*please rate each objective on a scale of 1-5, with 5 being the most important*)?

| OBJECTIVE | IMPORTANCE RATING (1-5, with 5 being MOST important) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| 1. Provide greater rate predictability | |
| 2. Anticipate and exceed customer service expectations | |
| 3. Promote environmental stewardship | |
| 4. Balance multiple policy goals in rate design; affordability, recover utility’s costs, promoting a positive business climate, provide low income rate relief, etc. | |
| 5. Ensure a safe work environment | |
| 6. Attract, train and retain a high performance workforce | |
| 7. Provide reliable, safe, cost-effective electric service to our customers | |
| 8. Maintain a stable, cost effective environmentally responsible power supply portfolio | |
| 9. Incorporate technology to meet future customer needs | |
| 10. Improve communication about, and support for, SCL’s strategic priorities | |
| 11. Implement best practices in business processes and technology across the utility | |
| 12. Ensure fiscal strength | |

2. What priorities do you think City Light should focus on in the next six years that are perhaps **not** included in the objectives above?

| |
|----|
| 1. |
| 2. |
| 3. |

| |
|--|
| |
|--|

3. Are there services or programs that City Light does *not provide* now that you would like to see offered, or that are provided but *should be expanded*? Would you be willing to pay higher utility rates to ensure these services are provided?

| | ITEM | New or Expanded? | Willing to pay more? |
|----|------|------------------|----------------------|
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |

4. Services or programs that should be discontinued?

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |
| 4. | |

5. What comments or suggestions do you have about today's presentation?

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You can complete this form today and leave it on the table at the end of the meeting or you can mail it in (mail to: Seattle City Light Strategic Plan c/o Kim Kinney, P.O. Box 34023, Seattle, WA 98104) Or you can fill out this survey and submit comments on line at [**email address**]

Thank you!