



Strategic Plan Update Outreach Summary

April 11, 2014

www.seattle.gov/light/strategic-plan

Who did we talk with?

THOUSANDS OF CUSTOMERS

- **Surveys – 20,000 invited to participate**
- **Focus Groups/Town Hall Meeting – Non English**
- **Neighborhood District Council Meetings**
Rates, reliability, carbon reduction, maintenance and tree trimming, operations
- **Online/Social Media**
Rates, environmental protection, tree trimming, operations
- **Correspondence/Emails**
UDP, rates, metering technology, environmental leadership

TWO STRATEGIC QUESTIONS ASKED AT IN-PERSON MEETINGS

1. Are the four key objectives of the 2013-2018 plan still appropriate for the 2015-2020 update?
2. Are the new initiatives presented for 2019-2020 reasonable and appropriate?