



Seattle City Light



2019 – 2024 CITY LIGHT STRATEGIC PLAN

Project Status

Leigh Barreca | Tuesday, October 24, 2017

PLANNING PROCESS



THIS IS OUR FOURTH STRATEGIC PLAN UPDATE

- First Seattle City Light Strategic Plan: 2013-2018
 - Updates every 2 years:
 - 2015
 - 2017
 - 2019 

UPDATE SCHEDULE

SCL Panel Work Plan Excerpt v. October 16, 2016



#	Topic	Panel Role Learning / Edit / Action / offering policy advice <i>Connection to Strategic Plan</i>	2016				2017												2018						
			S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	
	Strategic Plan Development and Delivery																								
18	Work plan/schedule for 2018 Strategic Plan Update	Offering Advice <i>Development/scope of Plan</i>	█	█																					
19	Ensuring consistency across long-term planning efforts				█						█														
20	Plan Framework Pillars status: overview/confirmation of pillars in next plan	Policy Advice <i>Foundational direction of SP</i>		█																					
21	Customer & Stakeholder Engagement and Outreach Phase 1																								
22	Baseline Review/ Projection			█	█	█	█	█	█	█	█	█	█	█											
23	New Initiatives Introduced	Learning / Policy Advice <i>SP Initiatives</i>																							
24	Customer & Stakeholder Engagement and Outreach Phase 2																								
23	Draft plan presented to Panel (draft plan: January; final draft: March)	Learning / Policy Advice <i>SP review and comment</i>																							
24	Panel begins drafting letter	Edit/ Action <i>SP review and comment</i>																							
25	Plan Transmitted to Mayor with Panel Letter	Edit / Action <i>SP review and comment</i>																							(2)
26	Plan with Panel letter transmitted to Council																								(3)

(1)Customer Survey results available in November

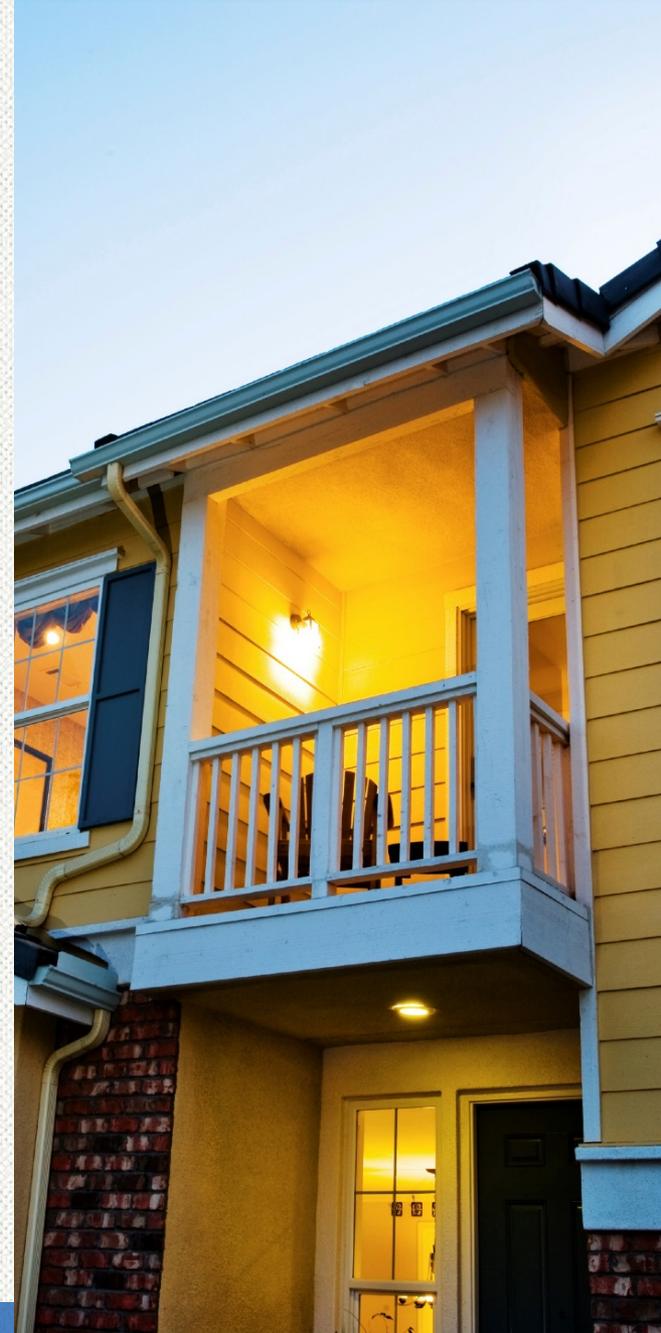
(2)Plan transmitted to Mayor in First week of May

(3) Plan transmitted to Council June 1

STRATEGIC PRIORITIES

1. Improve Customer Experience and Rate Predictability

City Light Value = Customer Care



STRATEGIC PRIORITIES, CONTINUED

2. Increase Workforce Investments and Safety Practices

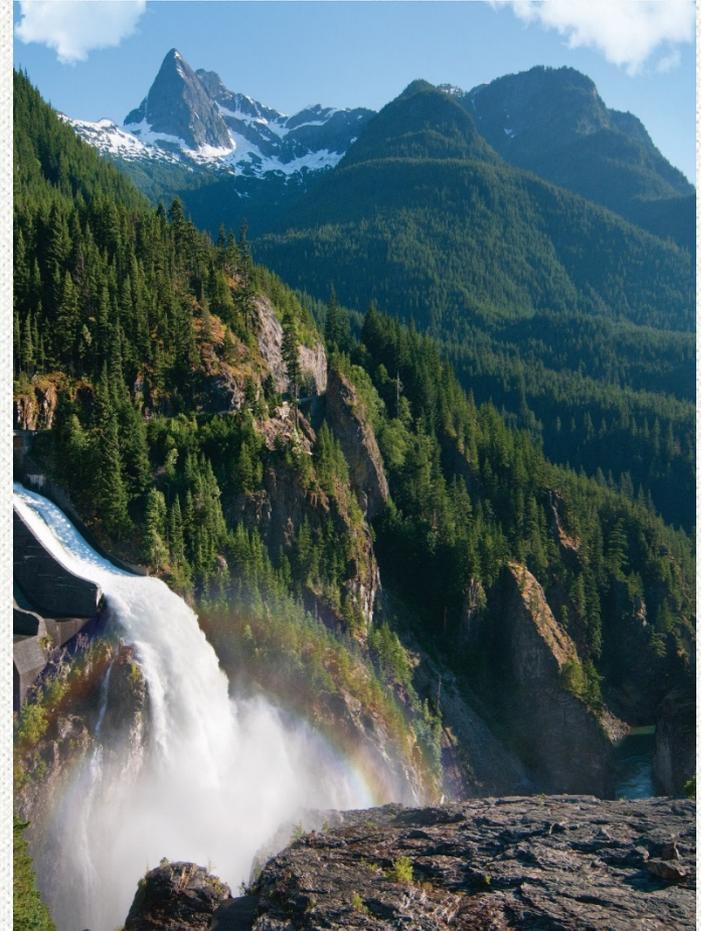
City Light Values = Safety and Excellence



STRATEGIC PRIORITIES, CONTINUED

3. Enhance value to customers through organizational performance

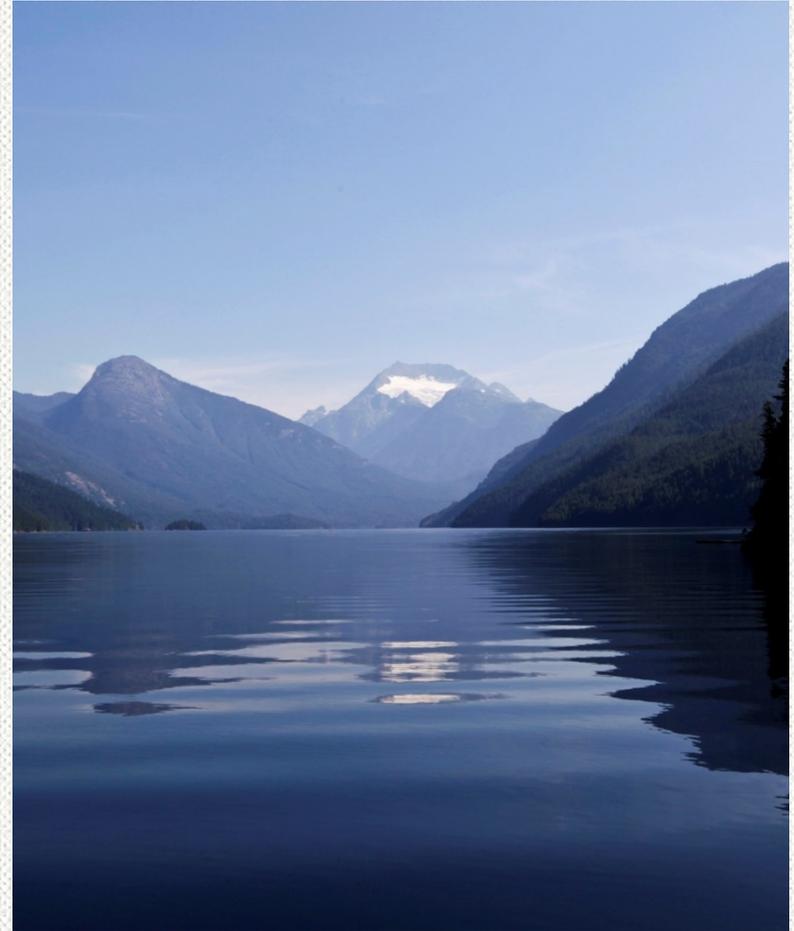
SCL Values = Excellence and Innovation



STRATEGIC PRIORITIES, CONTINUED

4. Provide strong environmental stewardship and leadership in clean energy solutions

**SCL Value =
Environmental
Stewardship**



STAKEHOLDER SURVEY

- Objectives
 - Measure level of awareness of the strategic plan among customers
 - Gather input on what the utility should be focusing on (validation, new direction)
 - Identify which initiatives are most important to customers
 - Measure satisfaction of current performance



STAKEHOLDER SURVEY, CONTINUED

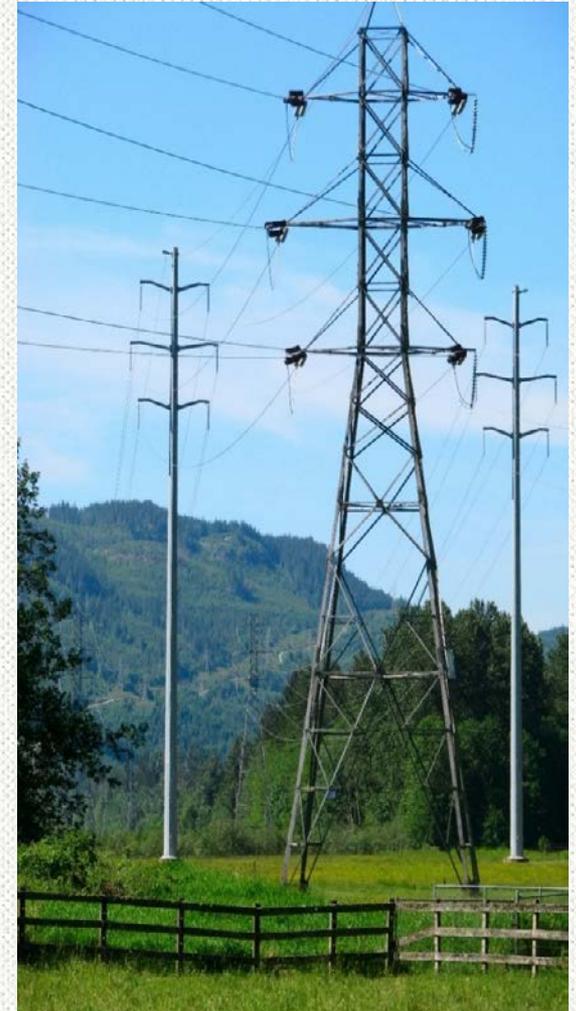
- Early Results (As of 10/22/17)
 - 1,622 respondents (69 are large customers)
 - Focus areas for Strategic Plan
 - Most Important - New technologies to improve service, costs and safety
 - Least important - Make it easier to pay my bill online
 - Importance of Strategic Priorities
 - #1 Leadership in clean energy solutions
 - #2 Stronger environmental stewardship
 - 74% of residential customers believe their bill amount is reasonable or have no opinion about their bill



OUTREACH

Stakeholder Forums

- Share results of survey, discuss high-level priorities and gather input
 - City Light Key Customers – 10/17/17
 - Low Income Stakeholders – 11/8/17
 - MIC – 11/29/17
 - Seattle Chamber – TBA
 - NWECC – TBA
 - 2030 District – TBA
 - Franchise Cities - TBA



QUESTIONS?



Thank you!

CITY LIGHT

OUR MISSION

Seattle City Light is dedicated to delivering customers affordable, reliable and environmentally responsible electricity services.

OUR VISION

We resolve to provide a positive, fulfilling and engaging experience for our employees. We will expect and reinforce leadership behaviors that contribute to that culture. Our workforce is the foundation upon which we achieve our public service goals and will reflect the diversity of the community we serve.

We strive to improve quality of life by understanding and answering the needs of our customers. We aim to provide more opportunities to those with fewer resources and will protect the well-being and safety of the public.

We aspire to be the nation's greenest utility by fulfilling our mission in an environmentally and socially responsible manner.

OUR VALUES

Safety, Environmental Stewardship, Innovation, Excellence, Customer Care



Seattle City Light