

## Online Strategic Plan Survey

1. Are you a Seattle City Light customer?

Yes/no

2. Zip Code: \_\_\_\_\_

3. How long have you been a City Light customer? (Give ranges)

0 – 2 years

3 – 5 years

5 – 10 years

More than 10 years

4. Have you participated in any of the following City Light programs (check all that apply)?

CFL bulbs rebates or give-away

Solar installation incentive

Refrigerator rebate/recycling

Heat pump incentive

(list other)

5. What is your primary interest for the future of City Light? (Identify up to three)

(Rates, reliability, conservation, power supply, safety, streetlights, tree trimming, customer service, employment; new technologies; smart meters; electric cars, others?)

6. On a scale of 1 to 5 where 1 is less important and 5 is most important to you, how would you rate the following?

### **Customer/Rate Payer Priorities:**

Predictable rate structure—avoid significant jumps in rates; know what rates will be in advance

Fewer outages

Shorter outages

Question answered with one call to utility

Call-back when power is restored

Text message when power is restored

E-mail when power is restored

Improve navigation on Web site

Improve information content on Web site

Increase safety information for customers

Maintain environmental stewardship programs

Maintain greenhouse gas neutrality

Install charging stations for electric cars (??? Owned SCL??)

### **People/Workforce Priorities:**

Improve employee safety record

Attract high performing workforce

### **Assets Priorities:**

Install more LED streetlights

Repair streetlights quicker

Increase amount of new renewable energy power resources acquired (even if increased costs)

Increase efficiencies of existing generation

Install smart meters

- \_\_\_ Ensure security of electrical system
- \_\_\_ Increase financial controls

7. When it comes to conservation programs, Seattle City Light should Increase/decrease/keep the same amount (can we incorporate the price trade-off? If there's no price impact, everyone wants more...if it increases rates, maybe not so much...)

8. Demographic Information (optional)

- \_\_\_ Age (give ranges)
- \_\_\_ Income (give ranges)
- \_\_\_ Ethnicity (list)
- \_\_\_ Education (give ranges)
- \_\_\_ Own/rent home

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