

Draft dated February 24, 2011

TO: City Light Review Panel

FM: Suzanne Hartman, Karen Reed

RE: Interim Outreach Plan: Update

At today's meeting, we want to:

- confirm your direction from February 10,
- share with you drafts of the proposed ratepayer and employee online surveys
- confirm plans for calendaring the 5 forum presentations and 2 general public forums

As discussed at our last two meetings, the interim outreach effort will launch in late March and run through early May. This will be *before* City Light presents its "recommended path" for the strategic plan, but *after* the full menu of "brainstorm" initiatives has been presented to you.

The attached matrix presents the outline of a plan for interim outreach redlined to show your input from our last meeting. City Light would use communication channels such as customer newsletters, media relations, and social media tools to create awareness for the outreach and survey efforts. In addition, City Light would be willing to make presentations to individual groups upon their request.

At the last meeting, you provided the following input:

You **approved the proposed outreach approach** which includes five stakeholder forums, two forums for the general public, and use of an online survey for customers/ratepayers and for employees. Several refinements to this plan are noted on the attached matrix in redline format.

You provided **additional input on the set of desired outcomes**, as noted on the matrix.

You gave initial feedback on **proposed message points**, again, noted on the matrix, including the general point that presentations should identify for viewers/participants: "How does this impact me?" We will need further direction on message points when the proposed forum presentation materials are developed later this month.

You agreed that forums should largely provide the same information to all stakeholder groups. You noted the importance of "boiling down" the presentation so that it is really understandable, and provide advance materials where possible. You noted that the forums are both an opportunity to educate and an opportunity to get input on where City Light should be going.

Attachments: Phase I Outreach Draft matrix, and list of groups/audiences included in the 2008 Strategic Plan outreach effort.

Phase I Outreach
Strategic Plan—March-April-May 2011
Marked to show input from Review Panel on 2/10/11

TARGET AUDIENCE	TIMELINE/SCHEDULE	MESSAGE POINTS	TAKE-AWAY DESIRED
Mayor and Council	??		
Key Customers	Schedule a Key Customer forum for April		- Awareness of strategic planning effort, its purpose, value
Municipal Customers (Shoreline, Lake Forest Park, Tukwila, Burien, SeaTac, Renton, Normandy Park)	April—forum (day or evening, at convenience of the attendees) <u>Invite elected officials</u>		- Understand <u>different roles</u> of Review Panel, SCL role, <u>and policymakers (Mayor, Council)</u>
Retail Customers (Residential, Commercial, Industrial)	Online Survey— March/April: <u>do this in advance of the forums and present the input received in the forums</u> Two general public forums in the evening (April/May; one north, one south)		- <u>Point out existing strengths. of SCL. Start here (low rates, carbon neutral, etc.)</u>
Business Stakeholders (e.g. Chamber of Commerce; Downtown Seattle Association; Rotary;	April Forum – daytime. Hosted by member organization		- Basic understanding of key challenges, opportunities facing SCL in 6 year planning period
			- <u>Understand the anticipated rate increases.</u>
			- Understanding of SCL’s major priorities/objectives
			- Input on objectives, identification of

TARGET AUDIENCE	TIMELINE/SCHEDULE	MESSAGE POINTS	TAKE-AWAY DESIRED
BOMA; MIC; AGC; BINMIC; SODO; AWB; Washington Roundtable NAOIP; Master Builders; NW Minority Biz Council; Prosperity Partnership; WBBA; NW Realtors; Women Biz Owners; <i>Rental Housing Association (RHA)*</i>	(McKinstry?)		<p>priority initiatives</p> <ul style="list-style-type: none"> - Provide opportunity for follow-up questions—written, email feedback, contact information. - Provide timeline, next steps.
Representatives of Community-Based Groups: <i>Seattle Human Services Coalition*</i> and others from 2008 list and Housing Development Consortium	April Forum – daytime (Central location – e.g. Seattle U)		<ul style="list-style-type: none"> - Include information about the budget cycle. - Identify the key decision points: why some things cannot be deferred, the implications of not acting.
Environmental Organizations 2008 list	Mid-April Forum – daytime Hosted by member organization		<ul style="list-style-type: none"> - Include information about the regional context (BPA, NERC, FERC, other utilities) - Provide information on key service metrics. - Consider handing out free light bulbs as a draw for the public forums. Do an “open house” in advance of the presentations at the forums. - Other?
Employees/Labor partners	March/April (employee meetings coming up; schedule Joint Labor- Management briefing; Online survey of employees)		<ul style="list-style-type: none"> - Awareness and engagement - Ideas for strategic plan priorities - Process improvement ideas
Editorial Boards	Needs to be coordinated with Mayor, Council		-

*Stakeholder groups suggested by Panel members, not included in 2008 outreach.

General notes:

- [Invite Council and Mayor staff to all forums.](#)
- [Also send FYI to BPA, PSE, SnoPUD, TPU.](#)
- This matrix outlines *interim outreach*, not the entire strategic plan outreach effort.
- The online customer survey could be posted by end of March and widely advertised; a similar survey would be used at the public forums
- Where possible, meetings should be hosted by an agency which has a relationship with a Review Panel member (who would participate in presentation).
- Simplified materials would be used to explain the strategic plan and help guide discussion.
- Forums would be facilitated.
- Results will be assembled and summarized for Mayor/Council/Review Panel to use in completing the strategic plan, [and generally available for other interested parties.](#)

----Draft dated 2/~~4~~22/11----

2008 Strategic Plan Outreach *Groups/Audiences*

Environmental Groups/Individuals

Northwest Energy Coalition
Climate Solutions
Cascade Land Conservancy
Audubon Society
Cascade Bicycle Club
People for Puget Sound
Puget Sound Partnership
Sierra Club
Washington Environmental Council
Wild Fish Conservancy Northwest
Friends of Seattle
Environmental Coalition of South Seattle
Friends of the Cedar River Water Shed
Social Justice Fund Northwest
Sustainable Seattle
Center for Livable Communities
Center for Environmental Law and Policy
Conservation Strategies
Fuse
Environmental Education Association of Washington
Northwest Energy Efficiency Council
Duwamish River Coalition

Business Groups

Greater Seattle Chamber of Commerce
Chambers of Commerce in Suburban Cities (Shoreline, Burien, etc.)
Neighborhood Chambers of Commerce
Rotary Clubs in service territory
Downtown Seattle Association
Building Owners and Managers Association (BOMA)
Associated General Contractors
Manufacturing Industrial Council (MIC)
Ballard Interbay Northend Manufacturing Industrial Center (BINMIC)
SODO Business Association
City Light Key Customers
Association of Washington Business
Greater Seattle Business Association
Washington Roundtable
Washington Technology Industry Assoc.

Electric League of Washington
Master Builders Association
National Association of Industrial and Office Properties of Washington
Northwest EcoBuilding Guild
Northwest Minority Business Council
Northwest Environmental Business Council
Prosperity Partnership/Puget Sound Regional Council
Washington BioTech/Biomedical Association
Northwest Realtors Association
Washington Clean Tech Alliance
Women Business Owners
Labor Partners

Community Groups

Municipal League
Urban League
Asian Counseling and Referral Service
City of Seattle/Department of Neighborhoods outreach list
Seattle Housing Authority
Minority Business Council
Southeast Seattle Economic Development
El Centro
CAMP
Target community based organizations City Light has used in its Powerful Neighborhoods program (too numerous to list here)

Employees (City Light and City of Seattle)

Existing lists/mechanisms

General Public Forums

We held two in 2008 – very well attended because we did direct recruitment through robo-calling, as well as offered free CFLs to attend! Got some good feedback

Also, City Light's social media capabilities are very good and we are plugged into the Blog and Twitter world, which usually draws response (and will work well for our online survey efforts)