

February 10, 2011

TO: City Light Review Panel

FM: Suzanne Hartman, Karen Reed

RE: Interim Outreach Plan

At today's meeting, we would like to hear your further ideas as we work to develop the interim outreach plan. As discussed at our last meeting, we are targeting the outreach for the time period from late March through early May. This will be *before* SCL presents to you a detailed proposal for the select strategic initiatives they wish to pursue, but after the broader menu of initiatives and ideas under consideration has been presented.

The attached matrix presents the general outline of a plan for interim outreach. In sum, it proposes a series of five (5) forums targeting different groups of stakeholders, plus an online survey for customers, a separate online survey for employees, and two evening forums for the general public. 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, SCL would also be willing to make presentations to individual groups upon their request.

We are seeking your input on four general questions:

1. Is the proposed **forum and online survey approach** outlined on the matrix acceptable? What refinements would you propose?
2. A very general set of **desired outcomes** is proposed on the matrix. What general outcomes would you hope to accomplish from this outreach?
3. We have not included proposed "**message points**" in the Matrix. What message points do you think it would be important to convey at this stage? Some sample message points are listed below:
  - a. Rate Predictability
  - b. Technology improvements/Smart Grid
  - c. Support Clean Energy effort and Green Jobs
  - d. Infrastructure investment and reliability
  - e. Economic Development
  - f. Cost efficiencies
4. Finally, how "tailored" do you think the forums should be—in terms of content. Should the presentation to the business community be significantly different from that to the environmental community, etc.?

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***

TARGET AUDIENCE	TIMELINE/SCHEDULE	MESSAGE POINTS	TAKE-AWAY DESIRED
<b>Mayor and Council</b>	??		
<b>Key Customers</b>	Schedule a Key Customer forum for April		- Awareness of strategic planning effort, its purpose, value
<b>Municipal Customers</b> (Shoreline, Lake Forest Park, Tukwila, Burien, SeaTac, Renton, Normandy Park)	April—forum (day or evening, at convenience of the attendees)		- Understand role of Review Panel v. SCL role
<b>Retail Customers (Residential, Commercial, Industrial)</b>	Online Survey—March/April  Two general public forums in the evening (April/May; one north, one south)		- Basic understanding of key challenges, opportunities facing SCL in 6 year planning period  - Understanding of SCL’s major priorities/objectives  - Input on objectives, identification of priority initiatives
<b>Business Stakeholders</b> (e.g. Chamber of Commerce; Downtown Seattle Association; Rotary; BOMA; MIC; AGC; BINMIC; SODO; AWB; Washington Roundtable NAOIP; Master Builders; NW Minority Biz Council; Prosperity Partnership;	April Forum – daytime. Hosted by member organization (McKinstry?)		- Other?

TARGET AUDIENCE	TIMELINE/SCHEDULE	MESSAGE POINTS	TAKE-AWAY DESIRED
WBBA; NW Realtors; Women Biz Owners; <i>Rental Housing Association (RHA)*</i>			
<b>Representatives of Community-Based Groups:</b> <i>Seattle Human Services Coalition*</i> and others from 2008 list	April Forum – daytime (Central location – e.g. Seattle U)		
<b>Environmental Organizations</b> 2008 list	Mid-April Forum – daytime Hosted by member organization		
<b>Employees/Labor partners</b>	March/April (employee meetings coming up; schedule Joint Labor-Management briefing; Online survey of employees)		<ul style="list-style-type: none"> <li>- Awareness and engagement</li> <li>- Ideas for strategic plan priorities</li> <li>- Process improvement ideas</li> </ul>

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

**General notes:**

- 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.

----Draft dated 2/10/11----

## 2008 Strategic Plan Outreach *Groups/Audiences*

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### **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)