

Overview

There are two distinct phases of the public engagement and outreach plan for Seattle City Light (SCL) that culminates in a final rate design proposal from SCL with an accompanying recommendation for support from the Review Panel in November 2013.

- Phase 1 will help educate customers and other stakeholders about rate design and solicit feedback for SCL and the Review Panel on the development of a SCL rate design proposal and recommendation from the Review Panel
- Phase 2 will follow after the draft rate design proposal is developed to gain support from customers and stakeholders and solicit input on issues or concerns that still need to be addressed by SCL.

Phase 1: Pre-Proposal Outreach (July 15 to August 31)

Goals:

- Educate and solicit input from all customer classes in the residential, commercial and industrial sectors to contribute to the development of a SCL rate design proposal and accompanying recommendation from the Review Panel.
- Test proposed messages and language; help identify rate design priorities and measure awareness of rate design.
- Assist SCL with developing a rate design proposal that reflects customer and stakeholder priorities using language and messages that resonate with the diverse customer base.

Main Components:

- Website: content posted on SCL’s website (*link from City of Seattle website to help drive customers to the site*) would include basic information about rate design and structure, policy implications, rate equity (who pays), fix cost recovery vs. up-front charges, rate policies to encourage energy efficiency/conservation, commitment to low income support (will rely on info from Review Panel presentations). Target Date: July 15
- Non-English component to website and survey to ensure inclusion (*work with Office of Refugee and Immigrant Affairs*). July 15 - 30
- Customer surveys: short online surveys of residential and business customers and other stakeholders to gather qualitative information and solicit feedback on message, language and priorities. Target Survey Dates: July 22 – Aug. 23
- Targeted email survey to top 150 business customers to test messaging and major themes/priorities including: time of use, demand response, encouragement of energy efficiency/conservation. Target Dates: Aug. 12 – 15

Phase 2: Draft Proposal Outreach (September 30 – October 31)

Goals:

- Solicit support and input from customers and stakeholders on SCL's draft rate design proposal in order to formulate a final rate design proposal and inform the final SCL proposal and accompanying Review Panel recommendation.
- Identify any major issues or concerns that need to be addressed in the final SCL proposal.

Main Components:

- Website/Social Media: Continue to use the rate design website to share updated information on the draft rate design proposal and solicit input (*include link to short survey*). Also use SCL's Facebook and Twitter resources to communicate and solicit input from customers and stakeholders.
- Commercial/Industrial customer briefing(s): Seattle Chamber, Building Owners and Managers of Seattle (BOMA), and Manufacturing Industrial Council (MIC), Hospital/Public Institution stakeholder.
- Large customer briefing: Target top 150 business customers.
- Energy efficiency/Environmental stakeholder groups briefing(s): NW Energy Coalition, NW Energy Efficiency Council, NW Energy Efficiency Alliance, 2030 District, Climate Solutions, etc.
- Low Income/Affordable Housing Stakeholders briefing(s): Housing authorities, low income housing providers, human services providers.
- Non-English outreach meetings and/or focus groups (*work with Department of Neighborhoods and Office of Refugee and Immigrant Affairs*).
- Bill insert to all customers to direct them to website, online surveys and briefings (as applicable)
- Media/Press: editorial board meeting, media briefing(s) (*may overlap into final proposal outreach and communications effort post submission to Mayor*)

Timeline

- Develop Phase I Tools & Materials – July 1 – July 15, 2013
- Phase I outreach – July 15 to Aug. 31, 2013
- Complete Draft Rate Design Proposal – September 2013
- Conduct Phase II outreach – September 30 – October 31, 2013
- Submit final proposal, along with Review Panel recommendation to Mayor's Office – November 2013
- Mayor's Office transmits proposal to Council – January 2014
- City Council adopts final rate design proposal – February 2014