

<p style="text-align: center;"><b>Questionnaire for Large Public Power Council Members - Electric Ratepayer Engagement -</b></p>
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**1. Please identify how many customers you serve with electric power:**

- Less than 150,000
- 150,000 – 250,000
- 250,001 – 350,000
- 350,001 – 450,000
- 450,001 – 550,000
- 550,001 – 650,000
- More than 650,001

**2. How often do you propose a change in rates?**

- Annually
- Biennially
- Every three years
- Every four years
- Five or more years

**3. How soon do you begin the process?**

- A year before it needs to be adopted
- Six months before it needs to be adopted
- Three months before it needs to be adopted
- Less than three months before it needs to be adopted

**4. What are the first steps you consider in beginning the ratepayer outreach process? (Select all that apply)**

- Poll or survey to determine how approachable the community is
- Focus groups to refine the message and words to frame the discussion
- Stakeholder discussions/briefings
- An education campaign as to why discussions are important
- Key customer survey about rate process
- Community influencer survey about rate process
- Targeted education campaign with specific customer groups
- Other (specify) \_\_\_\_\_

**5. Who do you engage when you are planning a rates change?**

(Select all that apply.)

- An advisory board/committee
- An existing advisory board
- Residential customers generally
- Top 100 customers
- Commercial and Industrial customers
- Small business customers

- Customers who work from home
- Community/Civic influencers
- Customers who are involved in special programs (low-income, energy efficiency, payment plans)
- Employees
- Non-English speaking customers
- Other (please specify)

**6. How do you contact your ratepayers/target audiences when inviting them to engage in a rates discussion? (Select all that apply)**

- Blanket direct mail to all customers
- In the customer bill
- E-mails
- E-mail surveys
- Telephone call
- Telephone polls
- Newsletter
- Newsletter links to website for info or response
- Print advertising
- Radio advertising
- Television advertising
- Public television call-in
- Cable advertising
- Online advertising
- Online discussion
- Social media (blog, Tweet, Facebook, etc.)
- Presentations to civic/business/stakeholder groups
- Community engagement round tables
- Door to door interviews
- Intercept interviews at malls, grocery stores, etc.
- Focus groups
- Other (please specify)

**7. Do you offer any incentives to gain greater engagement and participation in your process?**

- Yes (please specify)
- No
- Other (please specify)

**8. Tell us what you find is the most effective way to inform/educate your customers about rates? (Please be specific)**

**9. Thinking back to the last time you engaged in rates change, what did not work as well as you planned? (Select all that apply)**

- Not enough people were involved to satisfy the decision-makers
- Public was not informed enough to make meaningful decisions/give advice
- Engagement was dominated by a small number of stakeholders
- The process involved complicated information that people don't generally flock to hear or want to learn
- The press riled-up the public/stakeholders so that objective conversation never happened
- The process was long and action delayed so public interest waned
- The level of negative response was greater than anticipated
- Other agency news dominated the discussion/process so confidence in the rate design process was compromised
- Internal communication was weak; where employees might have been helpful, they were not
- We did too much to engage customers; wasn't worth what we got
- We did too little to engage customers; we need to do more and different engagement
- Other (specify)

**10. Do you have any additional advice/best practices for us to consider in reaching out to our customers on rates? And/or what's the most creative approach you have ever heard about in engaging the public in rate design?**

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**11. What is your job title?**

**12. If you would be willing to have someone from City Light follow up with you, please give us your name and contact information.**

Thank you!