

SEATTLE CITY LIGHT STRATEGIC PLAN  
CONTENT FRAMEWORK

SECTION	CONTENT	NOTES	PGS
<b>Cover</b>			1
<b>About City Light</b>	Mission Vision Values		1
<b>Message from the General Manager &amp; CEO</b>	The Plan's Power <ul style="list-style-type: none"> <li>Why this plan matters to our customers and community <ul style="list-style-type: none"> <li>Growth and disruptive transitions are changing the city and we need to change too.</li> <li>Green New Deal</li> </ul> </li> </ul>	Could be a 1 paragraph message with a picture or more like a letter.	1 or less
<b>Accomplishments</b>	Highlight progress/key activities in 2019 and early 2020	<ul style="list-style-type: none"> <li>May include 1-2 infographics to show impact</li> </ul>	2
<b>About the Plan</b>	<ul style="list-style-type: none"> <li>Who, what, why of the Plan</li> <li>How scenario planning helps us plan for the future</li> <li>About the Review Panel</li> </ul>	<ul style="list-style-type: none"> <li>Potential graphic treatment of scenarios</li> </ul>	1-2
<b>Strategy &amp; Priorities</b>	Overview (with strong graphic treatment) to show overarching strategy and the connection between priorities and initiatives. PRIORITIES*: 1. Ensure Financial Health & Affordability 2. Create Our Energy Future 3. Focus on Customers 4. Catalyze Change	1 page per priority <ul style="list-style-type: none"> <li>Priority</li> <li>What it means (intended outcomes)</li> <li>How we'll get there (goals, measures)</li> <li>What it looks like (key initiatives/examples)</li> </ul>	5-6
<b>Rate Path</b>	Explain 6-year rate path  Conclusion to report may go at end of the page/spread	Use a table to show with bill increases over 6-year period by different rate payer type.  Potential infographic re: residential bill change	2
<b>Back Cover</b>	Logo, address, URL, social media icons		1
<b>Appendices</b>	Financial forecast Summary of outreach Review Panel letter	Should financial forecast go in the report or an appendix?	

\* We've taken some initial liberties with the wording of priorities. These will change/evolve as we determine the report theme and craft the report.