



STRATEGIC PLANNING STATUS

2019 – 2024 City Light Strategic Plan

Leigh Barreca | July 25, 2017

PLANNING PROCESS



STAKEHOLDER ENGAGEMENT

- Resolution 31463 requires City Light to conduct a rate payer engagement process to provide an opportunity for key customers and stakeholder groups to provide input to the Strategic Planning process.
- Resolution outlines online surveys, focus groups and other outreach methods as options.
- Strategic Plan market research will comply with this requirement in several ways.

PHASE I STAKEHOLDER ENGAGEMENT TACTICS

- Market Research - Online surveys and focus groups for Pre- and Post-Waves (Sept – Oct 2017)
 - Online survey invitations to (10,000) residential and (10,000) commercial customers
 - Foreign language surveys for hard-to-reach customers and outreach to ethnic groups will be included.
 - The survey instrument will be finalized according to best practices for measurable, actionable data and reviewed and approved by the Strategic Plan sponsor.

PHASE I STAKEHOLDER ENGAGEMENT TACTICS,

CONTINUED

- Outreach to Key Accounts Customers (Sept 2017)
 - Each Key Customer Managers to contact approx. 10 of their customers re: priorities for City Light
 - Customers to respond to questions from Market Research survey
 - Opportunity will be provided for free-form comments
- Presentation to stakeholder groups, (e.g. BOMA, Seattle Chamber, NWECC, MIC, Environmental Cabinet,) to review market research results and high-level strategic initiatives (Oct – Nov 2017)

WORK IN PROGRESS

- Strategic Priorities
 - Improve customer experience and rate predictability
 - Increase workforce investments and safety practices
 - Enhance value to customers through organizational performance
 - Provide strong environmental stewardship and leadership in clean energy solutions
- Objectives
- Initiatives (Due 8/31/17)



CITY LIGHT

OUR VISION

To set the standard—to deliver the best customer service experience of any utility in the nation.

OUR MISSION

Seattle City Light is dedicated to exceeding our customers' expectations in producing and delivering environmentally responsible, safe, low-cost and reliable power.

OUR VALUES

Excellence, Accountability, Trust and Stewardship.

