

Outreach & Promotions
2011 Seattle City Light Strategic Plan

Target Audience	Outreach	Promotions	Comments
Key Customers May 11 – Bertha Knight Landes	<ul style="list-style-type: none"> *Two or more Emails to contacts * Follow-up telephone calls 	NA	16 Attendees
Environmental Stakeholders May 26 – Bertha Knight Landes	<ul style="list-style-type: none"> * Hosted by Climate Solutions * Emails sent by Climate Solutions and Northwest Energy Coalition * Internal email list used * Follow-up phone calls by staff, Climate Solutions and (NWECC) 	<ul style="list-style-type: none"> * Information in a variety of newsletters 	22 Attendees
Community-Based Organizations May 23	<ul style="list-style-type: none"> * Hosted by Housing Consortium of King County, Asian Counseling & Referral Service and King County Hispanic Chamber of Commerce * Emails sent by host organizations * Emails sent by Seattle Dept. of Neighborhoods to a variety of groups such as Community Councils, social service agencies, etc. 	<ul style="list-style-type: none"> * Information in several newsletters 	Cancelled for lack of response (2 people did show up the day of the event)
Business Community June 8 @ McKinstry	<ul style="list-style-type: none"> * Hosted by McKinstry Co. and the Greater Seattle Chamber of Commerce * Emails sent by both host organizations * Emails sent to our key customers * Telephone calls made to businesses 	<ul style="list-style-type: none"> * Ad appeared in the Puget Sound Business Journal * Article appeared in the Puget Sound Business Journal * Chamber of Commerce posted online and featured the event in online member blasts 	
Public Forums June 9 (Northgate); June 13 (Georgetown)	<ul style="list-style-type: none"> * Blast email from the Department of Neighborhoods to individuals and to community organizations 	<ul style="list-style-type: none"> * Ads appeared in all community (neighborhood) newspapers and ethnic language publications * Three ads in The Seattle Times * Radio ads on KPLU and KING-FM * Press releases/Blog/Twitter * Robo calling to 8000 households * Suburban cities posted in their community newsletters 	

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Suburban Cities June 15 – Bertha Knight Landes	* At least two emails to all elected officials in suburban cities, planning directors, public works directors * Follow-up phone calls		Cancelled for lack of response. Working to possibly reschedule for week of July 11 th ?
Hospital Group June 14 – Swedish Hospital	* Organized by Swedish Hospital		
Emerald Cities June 21; 1:30-3:30 p.m. SMT - 3205	* Organized by Emerald Cities		