



City Light Review Panel Meeting Meeting Minutes

Date of Meeting: May 2, 2011

MEETING ATTENDANCE					
Panel Members:					
Name		Name		Name	
David Allen	✓	Matt Lyons	x	Debbie Tarry	✓
Sylvester Cann IV	✓	Stan Price	✓	Eugene Wasserman	x
Tom Lienesch	✓	Julie Ryan	✓	Sue Yuzer	✓
Staff and Others:					
Phil Leiber	✓	Tony Kilduff	✓	DaVonna Johnson	✓
Maura Brueger	✓	Calvin Chow	✓	Jim Baggs	✓
Kim Kinney	✓	Michael Jerrett	✓	Steve Kern	✓
Suzanne Hartman	✓	Karen Reed	✓	Cameron Keyes	x
Jorge Carrasco	✓	Phil West	✓	Paula Laschober	✓
Guests:					
Mayor Mike McGinn	✓	Ethan Raup, Policy & External Affairs Director	✓		

Call To Order

The meeting was called to order at 12:00 p.m.

Welcome & Introductions

Stan Price, Co-Chair of the Review Panel, began the meeting with opening remarks. He welcomed everyone to the meeting noting our special guests from the Mayor’s Office, Mayor Mike McGinn and Ethan Raup. The meeting attendees introduced themselves around the table.

The group reviewed a briefing document which highlighted some of the key challenges and opportunities that City Light faces in the years ahead. Stan gave a brief overview of the strategic planning work the Review Panel and City Light have accomplished to date. He said they were interested in hearing the Mayor’s perspective on if we were focusing on the right things as this would help to sharpen our focus going forward.

Presentations / Information

Karen Reed and Suzanne Hartman provided information on the outline proposed for the public outreach forums. The forums would start with some introductory remarks from the Panel Co-Chair and Councilmember Bruce Harrell, then a video on City Light would be



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played, a Powerpoint presentation would follow, and then there would be table facilitated sessions to get input from the audience.

The outreach forum video was played. When the video concluded, the Mayor asked about the objectives for the video and what the Review Panel thought of it. Suzanne said that the video was to provide viewers some of the history of Seattle City Light as well as an understanding of City Light's operations. David Allen added that the utility's operations are more complex than one might expect and that conveying the key issues in limited time is challenging. Jorge Carrasco noted to the group that this strategic plan would be looking at the next six years and this planning approach would open up a venue for the public to get engaged. Our intent was to talk to the public, educate them on our services, and get concrete feedback. In order to build an effective strategic plan, we need to get the public's feedback on how we should respond to some of the issues we (as well as other utilities) face. Jorge noted that the Review Panel has done a great job of working with City Light staff to define what the key issues are and this is the chance to engage with the public and establish the future direction of the utility.

The Mayor said that the video did a good job at laying the groundwork but was concerned that it did not address some of the key questions that attendees were likely to ask. He referred to the recent email from the Boeing Company that was sent to the Mayor's Office and Council Staff, which addressed costs of service for the utility, proposed rates increases and the impact of the potential rate increases to Seattle businesses. He suggested that during the outreach process, City Light show the public some value propositions and tradeoffs. He added that City Light should convey what has been identified during the planning process and the utility's thinking behind some of the priorities on the table. He shared some thoughts on what worked well during his transition where he had asked open ended questions to the public to get their thoughts on what they felt needed to be worked on, thoughts on how to get there, and which choices were perceived to be valuable to them. He felt that an important component of the public outreach would be to get people to understand the trade-offs with some of the challenges the utility faces. For example, if City Light wants to be the cleanest utility in the future or face emerging demand for electric vehicles, show the public the trade-off for that value choice. Largely, the Mayor stated that he wanted to know what the public thought at the end of the day.

Jorge Carrasco said that the intent of the interim outreach was to begin the conversation about the issues facing the utility, potential solutions and to obtain feedback before the plan is finalized. The utility is doing more work to define the strategic initiatives and alternatives this summer. Karen Reed noted that only high level conceptual trade-offs would be conveyed right now and the actual trade-offs such as cost constraints, and costs/benefits assessments would be described at the subsequent forums this fall. During this initial outreach process, the public will be asked if the priorities resonate with them and whether City Light is focusing on the right things.



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The Mayor commented that he saw the Review Panel as representatives of the citizens and stakeholders during the strategic planning process. His hope was that they would take ownership of the planning effort and he encouraged them to vet the proposals under consideration and consider the various trade-offs with the constituencies that they represent.

The Review Panel appreciated the Mayor taking time to meet with them and said they valued his insight and interest in the strategic planning effort. To date, they have considered the role of the Review Panel as providing commentary and feedback on the utility's strategic plan formation. The Mayor's comments set the stage for them to take more responsibility for the recommendations in and the communication of the strategic plan.

Adjournment

There being no further business, the meeting was adjourned at 1:00 p.m.