



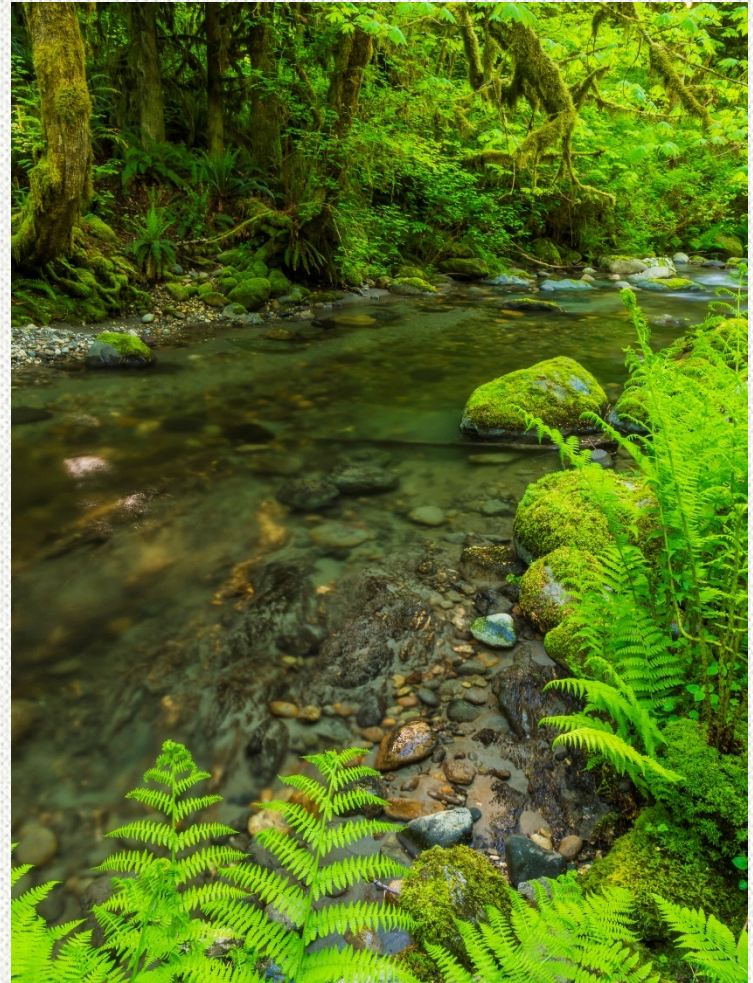
STRATEGIC PLAN 2019 – 2024

Communications Plan & Strategy

Farrah Paul, Communications Director | April 2017

MEETING AGENDA

- Strategic Plan
2019-2024
Communication Plan
& Strategy
- Resolution 31463,
Section 3:
Ratepayer
Engagement Process
Requirements



COMMUNICATIONS PLAN & STRATEGY – OVERALL STRATEGY

- Start with the “why” and what people value
- Focus on three targeted groups
 - Customers
 - Employees
 - Elected Officials/Stakeholders
- Three stages of outreach



COMMUNICATIONS PLAN & STRATEGY – CUSTOMER MESSAGING

- Your electric bill is more predictable and rates are consistent
 - **Why** = Plan provides rate stabilization
- The plan shows where the utility is headed, how it is keeping up with customer demands
 - **Why** = Plan is future focused
- The investments will improve customer experience and prevent outages
 - **Why** = Plan initiatives include customer service enhancements and electrical reliability



COMMUNICATIONS PLAN & STRATEGY – EMPLOYEE MESSAGING

- Seattle City Light needs its employees to be involved in shaping its power future
 - **Why** = Plan provides a roadmap for the utility
- The utility is investing in its employees through recruitment, training and long-term investments
 - **Why** = Plan initiatives include investments and projects that will help employees become more efficient and effective with their work



COMMUNICATIONS PLAN & STRATEGY – ELECTED OFFICIAL/STAKEHOLDER MESSAGING

- Customer and community groups will have their voices heard and will fit in with the utility's goals
 - **Why** = Plan seeks input from customers, community groups and stakeholders
- The Strategic Plan's roadmap toward the future will only be fulfilled with support from the Review Panel, Seattle Mayor and the Seattle City Council
 - **Why** = Plan relies on the support of its governing bodies



OUTREACH SCHEDULE – STAGE I

- **Stage I – Develop and Introduce:**
 - April 3, 2017 – **Strategic Plan Team:**
Communications plan and strategy discussion
 - April 25, 2017 – **Review Panel:**
Communications plan and strategy presentation
 - April 26, 2017 – **Strategic Plan Team:**
Communications plan final review
 - April 27, 2017 – **Leadership Forum:**
Communications plan and strategy presentation
 - May 18, 2017 – **Director’s Meeting:**
Communications plan and strategy presentation

OUTREACH SCHEDULE – STAGE II

- **Stage II – Educate, Raise Awareness and Seek Input:**
 - June 2017 – **Employee Rollout:**
Inform employees about the Strategic Plan
 - July 2017 – **Customer Rollout:**
Inform customers about the Strategic Plan
 - August 2017 – **Customer/Stakeholder Forum:**
Phase I efforts begin
 - Jan 2018 – **Customer/Stakeholder Forum:**
Phase II efforts begin

OUTREACH SCHEDULE – STAGE III

- **Stage III – Implement and Evaluate:**

- Jan./Feb. 2018 – **Strategic Plan Draft:**

Finalize Strategic Plan draft and send to Review Panel

- March/April 2018 – **Review Panel Receives Final Plan:**

Review Panel will review plan before transmitting to the Seattle Mayor and Seattle City Council

- May 2018 – **Seattle Mayor / Seattle City Council Review:**

Seattle Mayor and Seattle City Council receive and review the 2019-2024 Strategic Plan

COMMUNICATIONS TACTICAL PLAN – PUBLIC OUTREACH METHODS

- **Customers**

- Website
- Collateral material
- Digital marketing
- Media outreach
- Customer survey
- Social media
- Informational videos
- Public forums and meetings



The Seattle Times



COMMUNICATIONS TACTICAL PLAN – PUBLIC OUTREACH METHODS

- **Employees**

- Internal online methods
- Collateral material
- Employee survey
- Bulletin boards
- Briefing updates at employee meetings
- Lunch & Learn opportunities
- Informational videos
- Public forums and meetings



COMMUNICATIONS TACTICAL PLAN – PUBLIC OUTREACH METHODS

- **Elected Officials/Stakeholders**

- Briefings
- Informational letters
- Outreach summary reports
- Survey analysis
- Collateral material
- Videos



LEGISLATIVE REQUIREMENTS – RESOLUTION 31463

- **Section 3. Use of Industry Best Practices**

1. Begin process at least 6 months in advance ✓
2. Engage key customer and stakeholder groups ✓
3. Incorporate large customer input through regular channels of communications ✓
4. Include outreach to non-English and historically-underrepresented communities ✓
5. Incorporate City Light employee engagement ✓
6. Deploy “best practice” tools such as online surveys, targeted outreach, informative website, social media, etc. ✓
7. Develop a media relations component to inform media and reach ratepayers ✓

REVIEW PANEL INVOLVEMENT

- **We Need Your Help**
 - You represent the customer groups
 - Help identify and reach out to stakeholder groups
 - Participate in public forums
 - Review and provide input into the Strategic Plan process and plan documents





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.

