

## **2017-2022 Strategic Business Plan Update –Public Engagement Plan**

February 2, 2016 – Update

### **Phase 2: Draft 2017-2022 Strategic Business Plan Update – 2/15-4/15**

#### **Goals:**

- Continue to inform and education customers and stakeholders on the changing utility business model.
- Solicit support and input from customers and stakeholders on SCL’s draft Strategic Business Plan update, including utility’s financial baseline; progress on efficiencies & new efficiencies; and new strategic initiatives.
- Identify any major issues or concerns that need to be addressed in the final SCL proposal and recommendations from the Review Panel.

#### **Main Components:**

- Website/Social Media: Update existing Strategic Business Plan website to share updated information on the draft proposal and solicit input (*include link to short survey*). Also use SCL’s Facebook and Twitter resources to communicate and solicit input from customers and stakeholders.
- Commercial/Industrial customer briefing(s): Seattle Chamber, Building Owners and Managers of Seattle (BOMA), and Manufacturing Industrial Council (MIC), Hospital/Public Institution stakeholder.
- Energy efficiency/Environmental stakeholder groups briefing(s): NW Energy Coalition, NW Energy Efficiency Council, NW Energy Efficiency Alliance, 2030 District, Climate Solutions, Sierra Club, etc.
- Low Income/Communities of Color Stakeholders briefing(s): the NW Energy Coalition, the Communities of Color for Climate Justice, Puget Sound Sage, OneAmerica, affordable housing providers, Seattle & King County Housing Authorities, etc. (*include information in multiple languages in briefings & in social media and website*)
- Council District Community Meetings: Based on availability & interest, City Light will jointly host a community meeting with Council members in their districts. Information will be targeted to Council member and customer interests.

- Bill insert to all customers to direct them to website, online surveys and briefings (as applicable) – *(March 2016)*
- Employee Survey – Focus on opportunities, challenges and successes for SP implementation to date and SP update development (2015 & 2017).
- Media/Press: editorial board meeting, media briefing(s) – May overlap with Mayor’s submission of final proposal to the Council.

**Proposed Timeline:**

- Phase 1 - July 2015 – COMPLETE (*Summary Report available for distribution*)
- Phase 2 - Develop materials & schedule – February 15 – March 1, 2016
- Phase 2 – Complete outreach meetings/solicit input – April 15, 2016
- Final Utility 2017-2022 SP Update to Mayor’s Office – May 2016
- Mayor submits proposed 2017-2022 SP Update to Council – June 2016