

2017-2022 Strategic Business Plan Update –Public Engagement Plan

December 7, 2015

Overview:

As with previous years, there are two distinct phases of the public engagement and outreach plan for Seattle City Light (SCL) that culminates in an updated Strategic Business Plan with an accompanying recommendation from the Review Panel being sent to the Mayor in April 2016.

- Phase 1 provided a venue for Seattle City Light, the Review Panel and representatives from important customer classes and stakeholders to become knowledgeable of various issues and developments impacting the traditional utility business model nationally.
- Phase 2 provides an opportunity for the Review Panel, Mayor and Council to hear from the utility's customer and stakeholders regarding (1) satisfaction with the implementation of the Strategic Business Plan to date and (2) whether the direction the utility is proposing in the update adequately prepares the utility for changes in the industry and the accompanying customer expectations.

Phase 1: Changing Utility Business Model (July 2015)

Goals:

- Inform all customer classes in the residential, commercial and industrial sectors, as well as important stakeholders about changes in the utility business model and the innovations other utilities have developed or proposed to address the challenges and opportunities faced by electric utilities going forward
- Solicit input from customers and stakeholders about priority areas of interest for the 2017-2022 Strategic Business Plan Update
- Continue to identify key organizations, commercial and residential customers and individuals interested in engaging with the Review Panel and utility on Strategic Business Plan development and implementation.

Main Components:

- One day session on the “Utility of the Future” led by Rocky Mountain Institute and Electric Power Institute (EPRI) along with representatives from peer utilities such as Sacramento Municipal Utility District (CA) and Salt River Project (AZ). Topics discussed included:
 - New solutions to enable greater adoption of economic distributed energy resources
 - Innovations other utilities have developed or proposed to address the challenges and opportunities faced by electric utilities going forward.
 - Role of Emerging Technology (EV, DG/solar, AMI, storage, controls).
 - Customer Expectations/Needs (Residential, Commercial & Industrial).
 - Social Equity Model (affordability, community solar, energy efficiency & weatherization, community workforce opportunities).
 - Bolder Environmental Leadership (new performance-based models for conservation; carbon reduction; climate resiliency and mitigation; renewables).

Phase 2: Draft 2017-2022 Strategic Business Plan Update (January 15-March 15, 2016)

Goals:

- Continue to inform and educate 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*)
- 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 – December 15, 2015 – January 15, 2016
- Phase 2 – Complete outreach meetings/solicit input – March 15, 2016
- Final Utility 2017-2022 SP Update to Mayor's Office – April 2016
- Mayor submits proposed 2017-2022 SP Update to Council – May 2016