



 **Your Seattle City Light**

Advanced Metering Infrastructure 2013 Public Engagement/Outreach Plan

Communications & Public Affairs

www.seattle.gov/light



PURPOSE

Provide opportunities for the public to share comments/feedback on Advanced Metering Infrastructure (AMI). This plan sets a framework for how Seattle City Light engages and reaches out to the public during the listening/public engagement phase of the AMI project.

TARGET AUDIENCES

- Business/Commercial Customers
- Multifamily/Residential Customers
- Electrical Vehicle Customers
- Environmental Groups
- General Public



PUBLIC ENGAGEMENT/OUTREACH OPPORTUNITIES

Community Forums

- City Light will host three community forums - North Seattle, South Seattle, and Downtown Seattle
- Forums will be open house format – public can comment and learn about AMI topics including:
 - o *General AMI Information*
 - o *Concerns: Health, Privacy/Security*
 - o *Benefits: Including Energy Management*
- City Light staff will be present at each station, providing information on each topic and taking public feedback.



PUBLIC ENGAGEMENT/OUTREACH OPPORTUNITIES

Direct Business/Organization Outreach

- City Light staff will inform and gauge feedback from various businesses/organizations

Other Public Engagement and Outreach Tactics

- City Light staff will use other communication tactics to reach the public, including the following:
 - New Seattle City Light AMI website
 - Targeted invitations
 - Hard copy and online surveys
 - Informational sheets/FAQs
 - Quick News e-bulletin
 - Department of Neighborhood Public Outreach and Engagement Liaisons (schedule dependent)



PROPOSED TIMELINE – Phase One

- Seattle City Light AMI website unveil: **July 22**
- Promote community forums/website through City Light e-blast/invitations/outreach: **July – September**
- Community Forum #1: **Week of August 19 – 23**
- Community Forum #2: **Week of September 9 – 13**
- Community Forum #3: **Week of September 23 – 27**

Questions?