



 **Seattle City Light**

Rate Design Strategic Plan Update Outreach Summary

May, 2014

www.seattle.gov/light/strategic-plan

CUSTOMER ENGAGEMENT

FOUR COMPONENTS:

- **Phase I – Rate Design (Aug.- Nov. 2013)**
- **Phase 2 – Rate Design (Jan. - Feb. 2014)**
- **Rate Design + Strategic Plan Update for limited English-speaking customers (Jan.-March 2014)**
- **Strategic Plan Update (Feb. – March 2014)**

RATE DESIGN – PHASE I

Goals

- Educate customers
- Solicit input from customers on various options
- Incorporate customer priorities

Components of outreach

- Rate design information website
- Survey: 20,000 customers invited -1,177 responses

RATE DESIGN – PHASE II

Goals

- Solicit input on concepts considered by the Review Panel
- Identify issues or concerns with concepts

Components

- In-person meetings (MIC, Chamber, NWECA, Hospitals/Major Institutions, BOMA, Low-income /Affordable Housing, 150 largest customers)
- Social Media: 8,000 customers invited to join live online chat
- Website: New content including rate impact calculator
- Paid Advertising: Promote online live chat and website

RATE DESIGN/ STRATEGIC PLAN UPDATE LIMITIED ENGLISH-SPEAKING CUSTOMERS

Goals

- Solicit input on rate design concepts and Strategic Plan Update

Components of outreach

- Focus Groups/community meetings: Chinese, Korean, Somali, Vietnamese, Spanish, Cambodian, Native American, Pan Asian
- Town Hall Meeting in Spanish: First ever partnership with KUNS-TV/Univision. Program featured GM Jorge Carrasco
- Materials and staff from Utility Discount Program

LIMITED ENGLISH-SPEAKING CUSTOMER OUTREACH



CITY LIGHT SPANISH LANGUAGE TOWN HALL

Seattle City Light Recap

April 5th 2014 11PM

:30 Minute Town Hall Forum

Seattle City Light

- 💡 A joint partnership with Univision-Seattle and Seattle City Light to educate the Spanish speaking community about electricity conservation and billing.
- 💡 Noticias Univision Seattle News mentions April 3rd & 4th
- 💡 Social Media Exposure on Facebook to 18K fans and on Mobile database of 3.5K members
- 💡 Online Exposure on www.UnivisionSeattle.com

2015-2020 STRATEGIC PLAN UPDATE

Goals

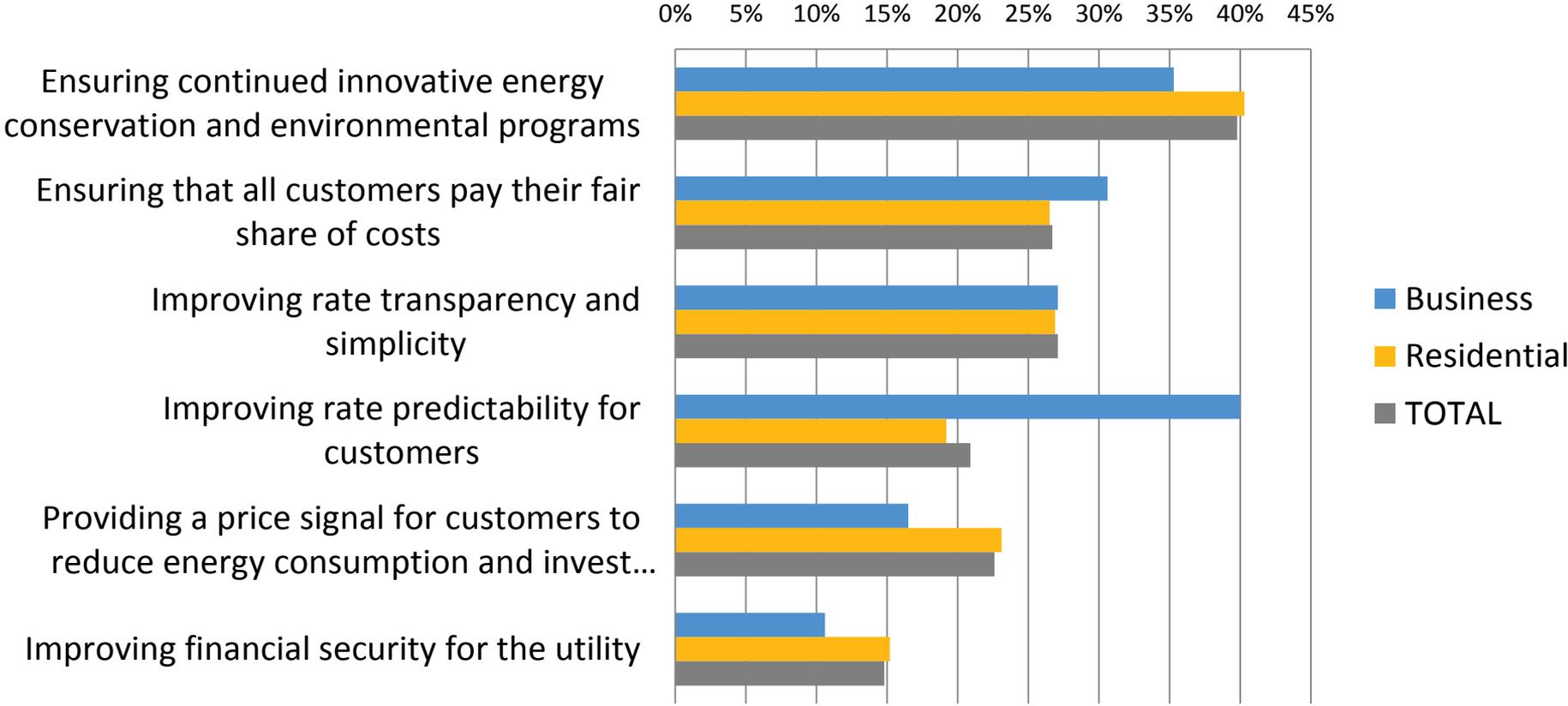
- **Provide a progress report on 2013 Implementation**
- **Solicit input on 2015-2020 Update (baseline + efficiencies + new initiatives)**

Components of outreach

- **Survey: 20,000 customers invited - 538 responses**
- **Social media: Live online chat**
- **Presentations: Neighborhood District Council meetings throughout Seattle**
- **Website: New content including calendar of public meetings**
- **Materials: Summary of Draft Strategic Plan Update**

BUSINESSES AND RESIDENTIAL CUSTOMERS TOP PRIORITIES

How do you think Seattle City Light should prioritize among the following rate design objectives (1 being the highest priority and 6 being the lowest)? (All, n=1050; Business, n=85)



GENERAL FEEDBACK

STRATEGIC PLAN UPDATE & RATE DESIGN

- **Surveys**

Adding power from new renewables, rate simplicity, improving reliability, increasing efficiencies

- **Limited English-speaking customers**

Translation of materials, rate simplicity, landlord-tenant issues, UDP application

- **Neighborhood District Council Meetings**

Reliability, support new initiatives paid for through rate increases, carbon reduction, maintenance and tree trimming, operations

- **Online/Social Media/Emails**

Environmental protection, rates, tree trimming, operations, UDP, metering technology

QUESTIONS & ANSWERS

