

2019-2024 STRATEGIC PLAN OUTREACH REVIEW

- **Market Research Survey**

1,700 respondents across all customer groups

- **Stakeholder Meetings**

Engaged with more than 330 stakeholders at meetings and city-wide open houses



- **Current Culture Employee Survey**

Over 1,100 employees provided feedback on the utility's organizational performance

2021-2026 STRATEGIC PLAN OUTREACH

- Past and current outreach efforts
 - Rate design stakeholder sessions (Oct 2018)
 - Public EV charging pilot program stakeholder outreach (Jan – Dec 2019)
 - Rate design focus groups (Feb 2019)
 - Customer experience roadmap task force (June – Dec 2019)
 - Customer portal user experience testing (Aug 2019)
 - Strategic scenario planning think tank (Sept – Nov 2019)

2021-2026 STRATEGIC PLAN OUTREACH (CONTINUED)

- Past and current outreach efforts
 - Current Culture employee engagement survey (Oct 2019 – Jan 2020)
 - Residential EV charging pilot program market research (Dec 2019 – Feb 2020)
 - Transportation Electrification Strategic Investment Plan stakeholder engagement efforts - Phase 1 (Dec 2019 – Apr 2020)

OUTREACH GOING FORWARD

- Feb – April 2020
 - Strategic Plan preview shared with stakeholders
 - Stakeholder presentations by City Light leadership to key stakeholder groups, e.g. BOMA, MIC, Seattle Chamber of Commerce, NWECC, Franchise Cities, etc.
 - March 12 – Franchise cities forum
 - Share materials through various channels –social media, ethnic media
 - Translated materials provided in Tier 1 languages
 - Employee outreach – Updates shared in Network News and at employee meetings and/or leadership forums

