



## Strategic Plan Update 2017-2022 -- Customer Survey

Since Seattle City Light's Strategic Plan was first approved by the City Council in 2012, the utility has been delivering on its promise to meet and exceed customer expectations in producing and providing environmentally responsible, safe, affordable and reliable power — today and for years to come.

Every two years, City Light updates the plan, with the last revision in 2014. For the 2016 update, the plan's foundation remains unchanged — maintaining current levels of service while planning for a challenging future.

A range of initiatives and investments to improve our performance and provide rate reliability and predictability are well underway, with others already completed. And we're seeing the results with improved savings and operations.

The 2017-2022 Strategic Plan update includes innovations that reflect City Light's identity as a "Utility of the Future," an organization able to adapt to a changing industry. The update also reflects the guidance and input of our independent Review Panel as well as extensive community engagement.

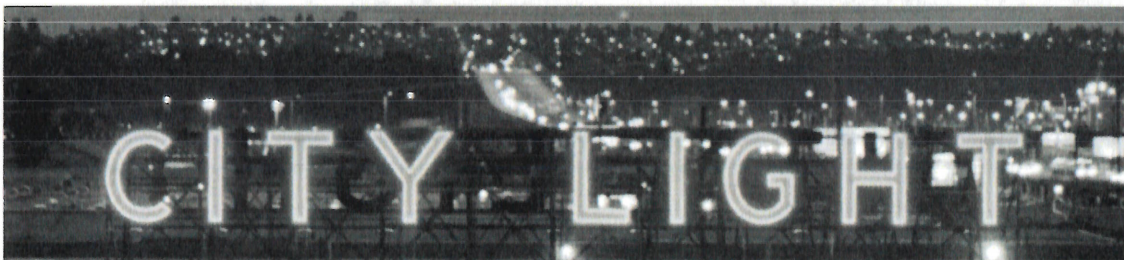
We continue to look for cost savings, from improving internal processes and adopting new technologies to improvements of our generating system. This hard work is paying off. Careful use of resources and efficient operations have resulted in sustainable cost-savings for the utility. Through these efficiencies, City Light saved \$18.5 million in 2015. By 2018, the utility is committed to achieving an additional \$10 million in cost savings for a total of \$28 million.

Perhaps most important, the Strategic Plan fulfills our commitment to transparency and accountability. It is a blueprint that outlines our path forward and serves as our report card to the community.

On behalf of all the dedicated employees of City Light, thank you for your involvement in our work and in helping us be the best utility in the country.

Sincerely,

Larry Weis  
General Manager and CEO  
Seattle City Light



\* 1. Are you a Seattle City Light customer?

- Yes
- No
- Don't Know



2. Please identify yourself as one of the following for this survey...

- Seattle City Light residential customer
- Seattle City Light business customer
- Don't know
- None of the above



3. On average, how much is your electric bill?

- Less than \$50, every two months
- Between \$50 and \$150, every two months
- More than \$150, every two months
- Don't know/not applicable



Strategic Plan Update 2017-2022 -- Customer Survey

\* 4. On average, how much is your electric bill?

- Less than \$200
- Between \$201 and \$1,000
- Between \$1,001 and \$5,000
- More than \$5,000
- Don't know/not applicable



Strategic Plan Update 2017-2022 -- Customer Survey

5. Are you aware that Seattle City Light has a Strategic Plan to guide City Light's ability to meet customer's current and future electric needs?

- Yes
- No
- Don't know



Strategic Plan Update 2017-2022 -- Customer Survey

\* 6. How would you rate Seattle City Light's performance on the following Strategic Plan priorities, "1" is very poor and "5" is very good?

	Very Poor (1)	Poor (2)	Neutral (3)	Good (4)	Very Good (5)	Don't Know
<b>Assets and infrastructure</b> – The buildings, equipment and infrastructure Seattle City Light needs to generate and distribute electricity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Customer service</b> – The utility's track record of providing quality customer service and outage response.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Workforce</b> – The knowledge, experience and commitment of Seattle City Light staff – from line workers to management.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Environmental commitment</b> – Seattle City Light's programs and practices that support conservation and environmental stewardship.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Community support</b> – The utility's support for education programs, community events and utility discount and emergency assistance programs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Price</b> – The electrical rate you pay is reasonable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



7. How have you heard about Seattle City Light's effort to update its six-year Strategic Plan? Please select one.

- Attended a meeting
- Read something about it/heard about it
- Participated in a previous survey or focus group
- Don't know
- Something else (please specify)



Strategic Plan Update 2017-2022 -- Customer Survey

\* 8. The purpose of the Seattle City Light Strategic Plan is to best position the utility to meet and exceed customers' expectations in producing and delivering environmentally responsible, safe, affordable and reliable power. In order of importance, please prioritize and rank the following objectives where "1" is the most important and "9" is the least important.

☰	<input type="text" value="1"/>	Improving the electric system's reliability
☰	<input type="text" value="2"/>	Making it easier to manage your utility account online
☰	<input type="text" value="3"/>	Making rates more predictable
☰	<input type="text" value="4"/>	Improving employee performance
☰	<input type="text" value="5"/>	Minimizing rate increases
☰	<input type="text" value="6"/>	Improving safety practices
☰	<input type="text" value="7"/>	Increasing efficiencies and improving the utility's performance
☰	<input type="text" value="8"/>	Expanding conservation results
☰	<input type="text" value="9"/>	Adding even more power resources from new renewable energy sources



9. \*In the Seattle City Light Strategic Plan Update for 2017-2022, the utility plans to add three new initiatives that will prepare the utility for changes facing the electric sector from load growth slowing and less revenue to more opportunities and customer expectations to deploy new technologies. On a scale of 1-5, where "1" is not important at all and "5" is very important, how would you rate the utility's importance?

Not important at all (1)      Somewhat important (2)      Neutral (3)      Important (4)      Very important (5)

Utility of the Future - City Light must adapt to become a more agile utility and be able to address the impacts of the fast pace of technological change from transportation electrification, increased customer solar power and battery storage.

Transportation Electrification - City Light has the opportunity to replace fossil fuels with clean electric power, especially in public transport. Building on a study done in 2015, the utility needs to consider how to invest in this effort.

Climate Adaptation - In the last plan, City Light studied how climate change would impact the utility and its customers. Now the utility must implement the plan developed to prepare for and be less vulnerable to the climate change.





10. The 2015-2020 Strategic Plan proposed an annual rate increase that averages 4.4 percent through 2018. The 2017-2022 Strategic Plan Update proposes an annual rate increase of 4.3 percent through 2022. Does this seem reasonable (an average residential bill change of \$3.12 a month or \$37.44 a year)?

- Yes
- No
- Don't know
- Other (please specify)



Strategic Plan Update 2017-2022 -- Customer Survey

11. Do you have any additional comments or suggestions about the Seattle City Light Strategic Plan Update?



Strategic Plan Update 2017-2022 -- Customer Survey

The following questions are for demographic purposes and help us better reach out to a representative mix of City Light customers.

\* 12. Zipcode

\* 13. What is your age?

- UNDER 18
- 18 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and older
- Prefer not to respond



Strategic Plan Update 2017-2022 -- Customer Survey

\* 14. Race/Ethnicity (Select all that apply.)

- Asian
- Black
- Latino or Hispanic
- White
- Prefer not to respond
- Other (please specify)



Strategic Plan Update 2017-2022 -- Customer Survey

Thank you for sharing your opinions and experiences.

For more information about our Strategic Plan Update, please visit <http://www.seattle.gov/light/stratplan/>.

