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## Northwest **Power** and **Conservation** Council

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July 7, 2020

### **MEMORANDUM**

**TO: Power Committee Members**

**FROM: Gillian Charles**

**SUBJECT: Stakeholder survey regarding use of previous plan's written content and supporting materials**

### **BACKGROUND:**

Presenter: Gillian Charles

Summary: Per the Northwest Power Act, the power plan must meet certain requirements in regard to content, but the details are at the discretion of the Council. Before the Council delves too deep into the writing of the 2021 Power Plan, it would be useful and beneficial for us to better understand which pieces of past power plans our current audience - public power, IOUs, public interest groups, state commissions, federal entities, etc. - relies on the most. We often hear about stakeholders or entities who cite specific tables or who come to rely on specific pieces of analysis in their own workflows. Having a better understanding of what these pieces are will be useful as we develop the written content and supporting materials for the 2021 Power Plan.

Power staff, in coordination with public affairs staff, is proposing to release a brief survey to stakeholders following a discussion with the Power Committee at the July meeting. The survey is intended to be brief and straightforward – with little burden to staff and stakeholders. The results of the survey would be made available to the Power Committee in August.

It is important to note that the data gathered from this survey will be informative and taken under advisement; however, ultimately the decisions regarding power plan content will be up to the Council, consistent with the Northwest Power Act, to make.

At the July Power Committee, staff will provide Power Committee members a summary of the purpose and objectives of the survey, as well as some draft survey questions.

Workplan: From the Council's mission and strategy (on the website) - Continue the focus to communicate effectively with stakeholders and the public to create engagement

# Stakeholder survey regarding use of previous plan's written content and supporting materials

Power Committee - July 14, 2020

Gillian Charles

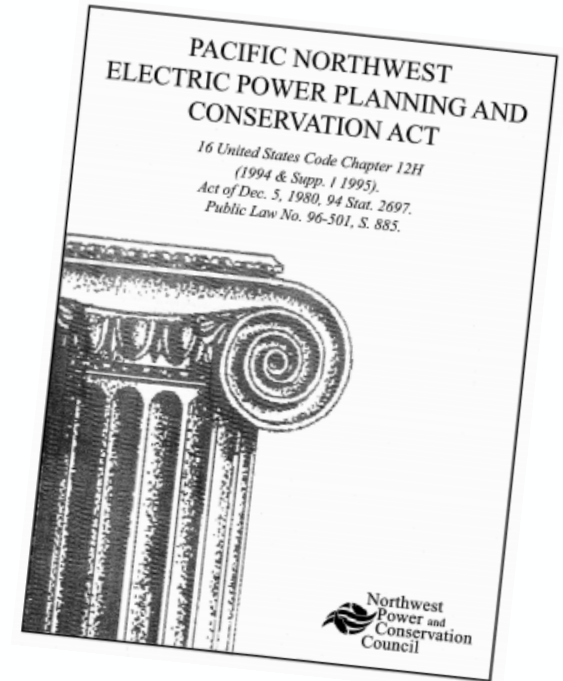


THE 2021  
NORTHWEST  
POWER PLAN

FOR A SECURE & AFFORDABLE  
ENERGY FUTURE

# Laying the groundwork

- Per the Northwest Power Act, the power plan must meet certain requirements in regard to content
  - However, the details are at the discretion of the Council
- Part of the Council's mission and strategy is to communicate effectively with stakeholders and the public to create engagement



# What is the purpose of a stakeholder survey, and why now?

The Council's power plans and analyses have historically provided valuable information to the region and industry stakeholders

- **Purpose:** Get a better understanding of how the current Council audience uses power plan materials
  - Are there certain sections, workbooks, and/or tables and figures that provide value to stakeholders as part of their work flows?
- **Why now?** As the Council begins to develop the draft 2021 Power Plan, and considers a new strategy for displaying supporting content, it behooves us to understand the value of past content to our stakeholders



# What the survey is not...

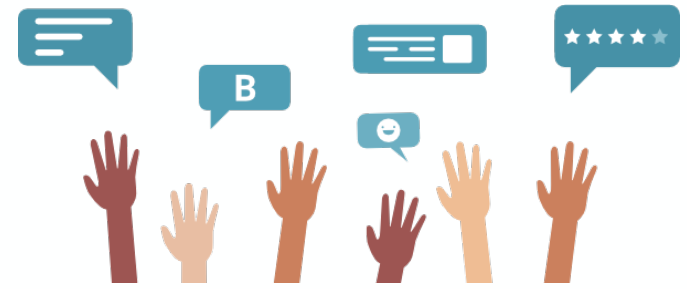
This survey is intended to have a very limited scope, focusing on what our audience currently finds valuable from previous work

- **This survey is not...** seeking comment on current power plan analysis nor on the substantive content of the plan
- **This survey is not...** seeking feedback on the proposed approach for the 2021 Power Plan (e.g. supporting power plan material included via webpages as opposed to appendices attached to the plan)

It is important to note that the data gathered from this survey will be informative and taken under advisement; however, ultimately the decisions regarding power plan content will be up to the Council, consistent with the Northwest Power Act, to make.

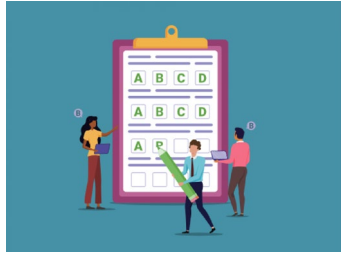


# The Logistics



- Survey platform: MailChimp
- Budget: n/a (included in Council’s MailChimp subscription)
- Survey recipients:
  - All advisory committee distribution lists (~450 unique stakeholders)
  - Council’s power plan newsletter distribution list (~750 unique stakeholders)
  - In addition, the survey can be forwarded on to any additional interested party via survey link
- Survey distribution:
  - Initial email “blast” from Council
  - Promote on Council’s social media
  - Staff outreach
- Survey duration:
  - Two weeks, plus one week of follow up interviews (if necessary)





# Proposed Survey Questions

- Preliminary stakeholder census information - name and affiliation (optional), role in the industry, geographic location
- Have you ever used or referenced data or materials from the Council's power plan analysis in your own work?
- In the Council's Seventh Power Plan, what sections, workbooks, tables, and/or figures do you cite or rely on in your work? (e.g. EE supply curve workbooks, Appendix I, Figure 3-18)
- In the development of the Council's draft 2021 Power Plan, are there workbooks, tables, and/or figures that have been presented in advisory committee meetings that you have found valuable for your work? (e.g. WECC-wide coal retirement graph)





# Survey Timeline (tentative)

July 6-10	Power, PA, and legal staff develop draft survey questionnaire
July 14 Power Committee	Staff presents survey proposal and draft survey questions for feedback from Power Committee
July 14-17	Staff incorporates feedback and finalizes survey (this step includes testing the survey internally and troubleshooting the process)
July 20	Release survey to stakeholders, with a 2-week response timeframe
July 20-July 31	Staff personal outreach to advisory committees and stakeholders to encourage responses
July 31	Survey closes
August 3-7	Compile results and organize conclusions <ul style="list-style-type: none"> <li>• Potential additional outreach (conduct stakeholder interviews) resulting from survey responses</li> </ul>
August 11 Power Committee	Present results to Power Committee and discuss staff proposal for consideration in the development of plan content



# Questions? Feedback?

