

SEATTLE CITY LIGHT

Chris Armstrong

Sr. Outreach & Engagement Specialist

Our Mission

Seattle City Light is dedicated to delivering customers affordable, reliable and environmentally responsible electricity services.



City Light Quick Facts

Service area population: 882,385

Generation: 7 dams

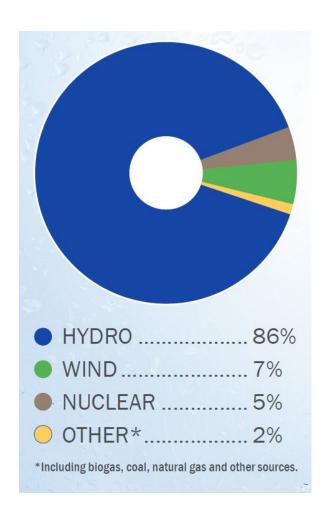
Substations: 16

Employees: 1,770



Greenest Aspirations

- Carbon neutral since 2005
- Generate 100% clean, green, carbon-free hydropower
- 42 years of energy conservation programs
- Wildlife protection and habitat restoration





Shrinking Bigfoot

- Program has been running since 2008
- Focus on **climate change**, reducing **carbon footprint**, **energy** conservation, renewable energy, and electrical safety
- Ensure diversity and inclusion through outreach to underrepresented schools, providing take-home materials in six languages, and activities to address different learning styles and language comprehension

| Program Contacts Since Inception | | | | |
|----------------------------------|-------------------|---------------------------|----------------------------|--|
| Program Component | Presentation # | Teacher # | Student # | Total Teacher and Student Contact # |
| Assembly 2008-2014 | 231 | 1,400 | 33,788 | 35,188 |
| Workshops 2008-2018 | 1,215 | 731 | 30,466 | 31,197 |
| Teacher Trainings 2008-2015 | 11 | 217 | n/a | 217 |
| Science Nights 2015-2017 | 3 | n/a | n/a | 600 |
| PROGRAM TOTALS SINCE INCEPTION | 1,460 programs | 2,348 teacher contacts | 64,254 student contacts | 67,202 total contacts |

Shrinking Bigfoot Components

- School-wide assemblies (grades 3-6)
- Classroom workshops (grades 1-8)
- Teacher trainings and toolkit library
- Science night outreach booth
- In-class and take-home materials
- Evaluations







Updating the Program

- Time for a refresh and update in 2018
- What is key City Light messaging, as aligned with our mission, vision and values?
- What is a theme and visual identity that is on brand?
- How does it tie into new science curriculum standards?







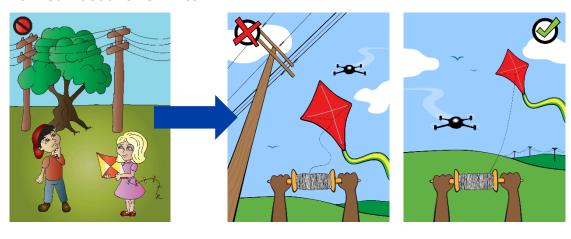


Energy Heroes!

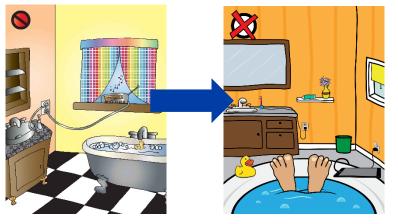
Electrical Safety (Grades 1-2)

- A detective arrives to enlist help from the class to solve cases for the **Energy Heroes**
- Updated artwork in case portfolio to keep with visual brand and new technology

"Puzzled About Power Lines"



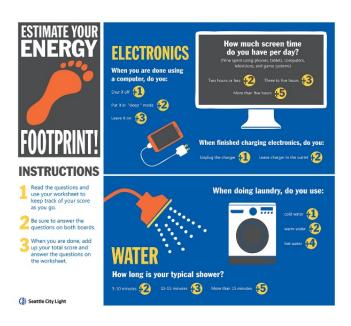
"Worried About Water Near Electricity"

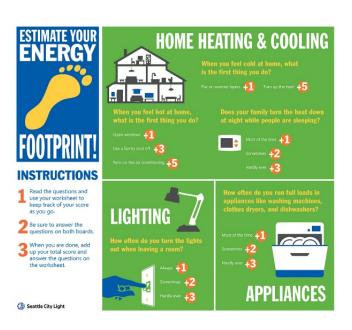




Renewables & Energy Heroes (Grades 3-4)

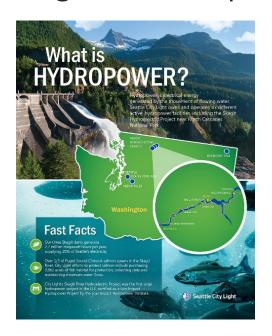
- Learn about difference sources of energy and discover how City Light generates renewable electricity for its communities
- Learn how to be an energy hero by conserving energy

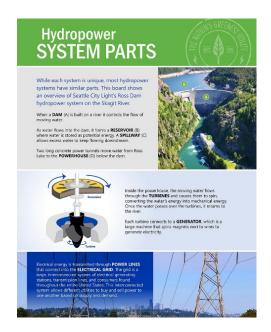


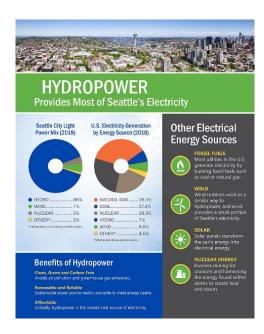


Hydropower Systems & Sustainability (Grade 8)

- Learn how their local utility generates and provides electricity, what clean and renewable energy is, and why conservation is a key action for sustainability
- Aligns with Amplify middle school science curriculum









STEAM in Power Workshop

Why a New Program?

- Interest in exposing middle and high school students to career paths at City Light
- Focus on STEM, with a decision to include the Arts
- Engage with community partners to reach young women and students of color in the communities we serve
- Tie into our recruiting efforts for high school and college internships



Workshop Highlights

- Hosted 25 young women from SPIN Girls
- Tour of Lighting Design Lab
- Snap Circuit Activities
- Meet and Greet with 16 women working in STEAM fields at City Light



















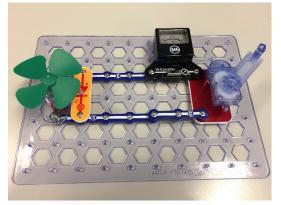
Other Events

Snap Circuit Activity Family Day Employee Event









Curiosity Days Pacific Science Center









Thank you!

