



# OUTAGE MAPPING 2.0

Enhancing the Customer Experience During Outages

Scott Thomsen | Seattle City Light

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# INTRODUCTION

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- Scott Thomsen is a senior strategic advisor in communications for Seattle City Light, leads social media and media relations efforts
- Authored what Intelligent Utility called the “best utility Tweet of all time”
- NAGC Golden Screen winner for social media
- 20 years as an award-winning journalist for a variety of news organizations, including The Associated Press

# AGENDA

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- Brief background of City Light
- Integrating social in the outage map
- Questions



# ABOUT SEATTLE CITY LIGHT

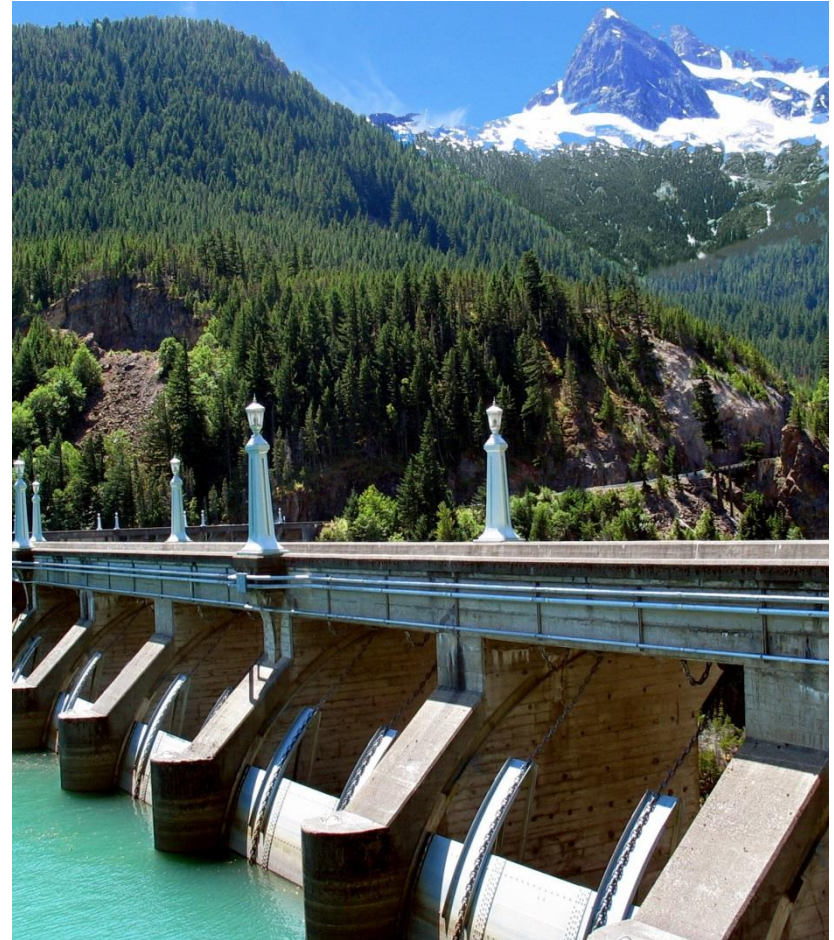
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- Seattle City Light is a municipally owned utility serving about 750,000 people in Seattle and eight suburbs



# ABOUT SEATTLE CITY LIGHT

- First utility to achieve carbon neutral status in 2005
- 90 percent of power comes from hydroelectric resources
- Serves a green and tech-savvy community



## BUILDING NEW TOOLS FOR SOCIAL ENGAGEMENT

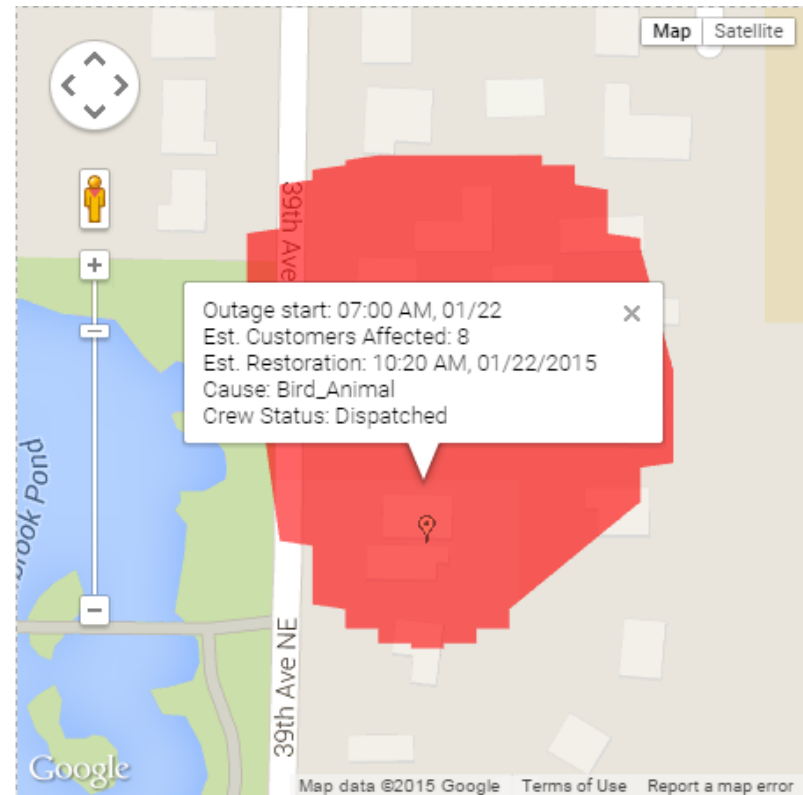
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- Since 2015, Seattle City Light has been working with DataCapable to develop the UtiliSocial platform



# INTEGRATING MULTIMEDIA INTO OUTAGE MAPS

- We're working to create a richer experience with outage maps
- Leverage photos, social posts to show what's taking place
- Subscribe to events
- Text to report



Go from this ...



# INTEGRATING SOCIAL INTO THE OUTAGE MAP

To this!

The screenshot displays the Seattle City Light Outage Map interface. The map shows a grid of streets in Seattle, with a red pin indicating a location. A social media overlay is visible, showing a tweet from Bill Barnes (@billba) dated 07:45 PM Jul 30, 2016. The tweet text reads: "Thanks to @SEACityLight for working hard to restore power to our neighborhood today! <https://t.co/AJZANBUSUy>".

On the right side of the interface, there is a sidebar with tabs for "Regions", "Events", and "Layers". Below the tabs, there is a "New event" button and a search bar. The "Events" tab is selected, showing a list of events. The first event is "Road closed" (1), with the description "Road closed until further notice." The second event is "Planned Outage" (12), with the description "This outage was planned and will be resolved shortly. See more updates on our Facebook page." Below the description, it states "54 customers affected", "Estimated Restoration: Jun 07", "Cause: Planned", and "Crew Status: Crew onsite".



# THE OUTAGE DATA INITIATIVE

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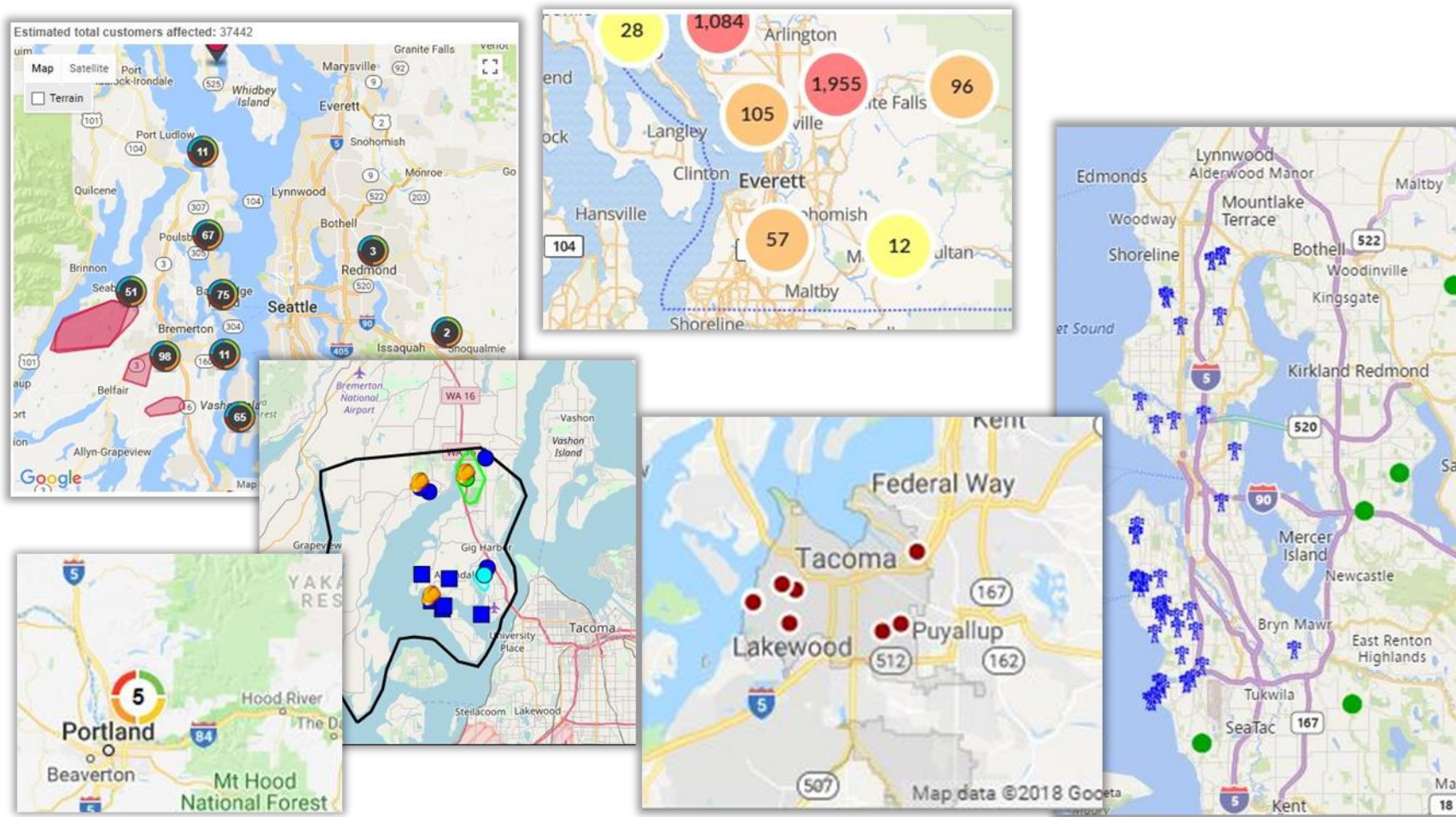


*The Power of Collaboration*

# THE OUTAGE DATA INITIATIVE

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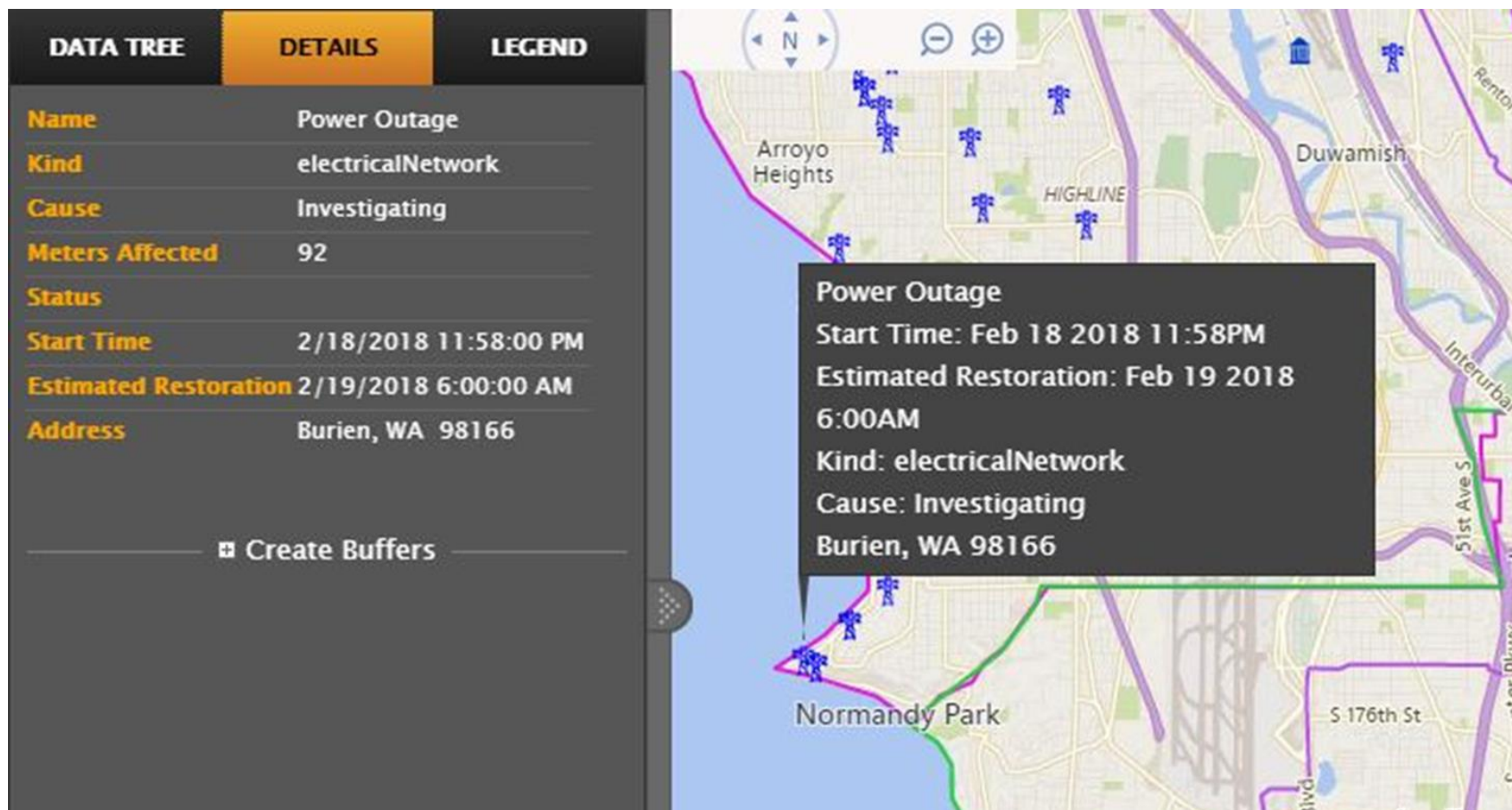
- Working with EPRI, utilities, regulators, emergency management
- Voluntary open standard for publishing power outage and restoration information
- Puts already public data in a common, structured, easy-to-use format
- Empowers utilities, emergency management agencies and other first responders with a common operating picture for widespread events



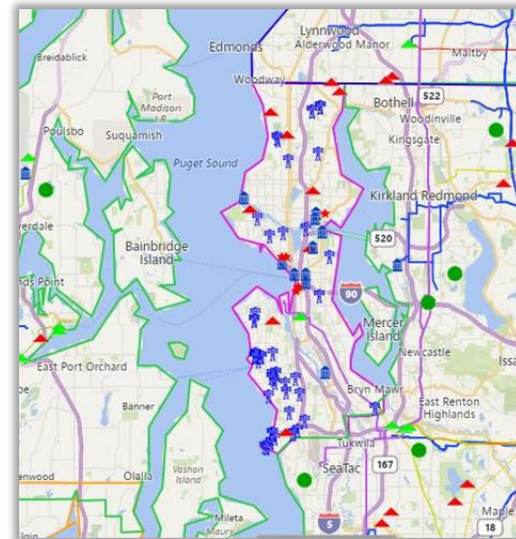
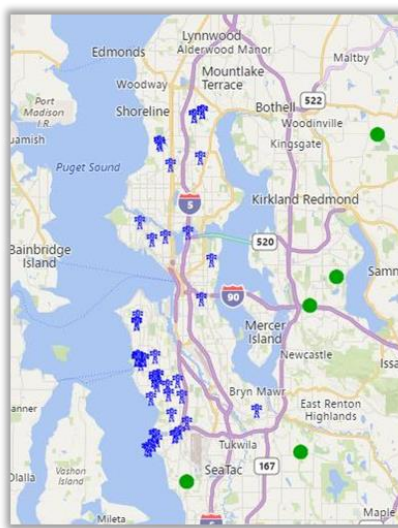
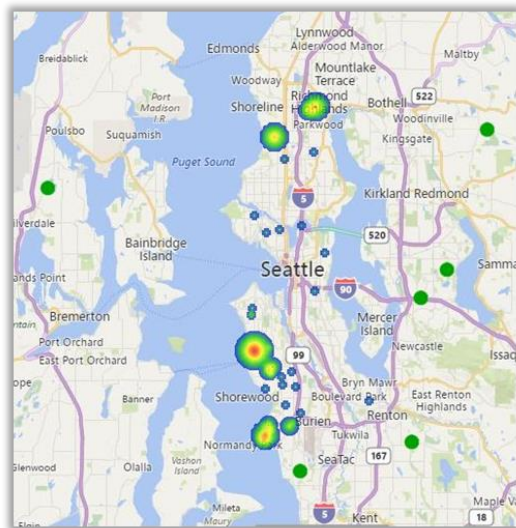
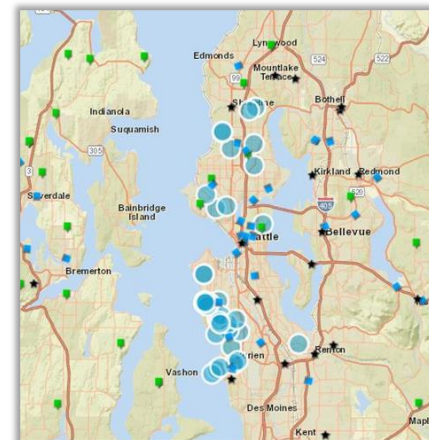
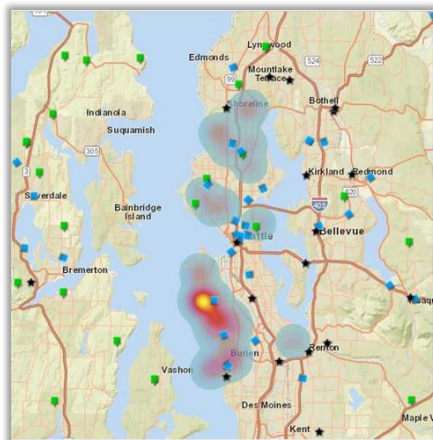


# ODI CREATES A COMMON OPERATING PICTURE

WA State Incident Management Platform with City Light outage data



# DISPLAYED IN THE FORMAT YOU PREFER



## JOIN US!

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- Interested in joining the Outage Data Initiative?
- Contact Senior Technical Leader Scott Sternfeld, P.E. at EPRI
- [Ssternfeld@epri.com](mailto:Ssternfeld@epri.com) or (843) 619-0050



# QUESTIONS

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- Q/A





# CITY LIGHT

## OUR VISION

To set the standard—to deliver the best customer service experience of any utility in the nation.

## OUR MISSION

Seattle City Light is dedicated to exceeding our customers' expectations in producing and delivering environmentally responsible, safe, low-cost and reliable power.

## OUR VALUES

Excellence, Accountability, Trust and Stewardship.

