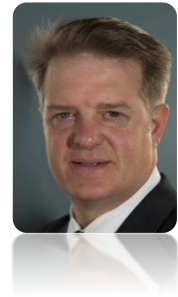




“Reinventing & Transforming the Energy System”
Alder Commons Hall Auditorium
at the University of Washington
April 4-5, 2018

Speaker: Scott Thomsen, Senior Strategic Advisor, Communications, Seattle City Light



Title: Seattle City Light Customer Outage Mapping System: What is New and What is Successful.

Abstract: This talk discuss the development of Seattle City Light’s original outage map on a free Google platform, our use of actual outage boundaries and the development of the map update, which is now up on our website. The new version leverages our existing ESRI license to lower costs while adding functionality, including a weather layer, local conditions, view options, address search and the ability to add photographs. Additionally, features are in place that once they clear the review process by Seattle IT will enable the utility to incorporate relevant social media posts in the map. Data from our outage map is now being shared with other utilities through the Outage Data Initiative. This talk will benefit those involved in outage management systems and those managing customer interactions.

Bio: Scott Thomsen is a senior strategic advisor in communications for Seattle City Light, where he serves as the utility’s primary spokesperson, developed its social media presence and was instrumental in the design of the utility’s outage map. He is active in driving change in how utilities communicate with customers, and has helped other utilities leverage tools and technologies to create new and meaningful customer experiences.