

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

DOCKET NO. UE-15_____

DOCKET NO. UG-15_____

EXHIBIT NO._____(JMK-4)

JAMES M. KENSOK

REPRESENTING AVISTA CORPORATION



Project Compass Communication Timeline

DRAFT



Updated 12-9-14
Peggy Blowers, Debbie Simock

Color Key - gray is development and review timeline; colors indicate the time period communications will be occurring.

CONNECTIONS NEWSLETTER

C&I COMMUNICATION BILL INSERT OR DIRECT MAIL

PR/NEWS STORIES (Tentative)

Information Guide Release

Change is here: New bill and account number; Benefits of new CC&B.

Post-launch issues management (if necessary)

DIRECT MAIL-RESIDENTIAL & C&I w SPECIAL ENVELOPE

BILL INSERTS

Feb. insert production timeline

Mar. insert production timeline

CHANGE MESSAGE PRINTED ON SPECIAL BILL MAILING ENVELOPE

BILL MESSAGE CENTER

Targeted message for residential and C&I

Targeted Customer Segment Communications

Area/Street Lights

APS - Postcard

Landlords

Prior Ob (TBD)

3rd Party Notification (TBD)

Collection Agencies

Wind Power

SOCIAL MEDIA

EBLAST (May be Direct Mail)

Anchor Communication piece (specific to e-bill customers)

QUESTLINE

C&I BUSINESS ONE-SHEET

WEBPAGE and VIDEO

Reminder of blackout

Web content goes live: How to read your bill; Direct mail piece; FAQ; video

EVPIVR

On-hold message: Change is coming

On-hold message: Information about the conversion taking place over the weekend and the website being down

On-hold message: Information about new bill and new account number reminders

GO-LIVE EMPLOYEE COMMUNICATIONS

eView

Interim message to employees

Executive Steering Committee Announcement

Project Team Announcement

Leadership Announcement

All employee announcement

eView Extra

Welcome to Maximo

Welcome to CC&B

AVAnet Home Page Announcement

Web update

Any needed talking points to CSR's

POST GO-LIVE EMPLOYEE COMMUNICATIONS



