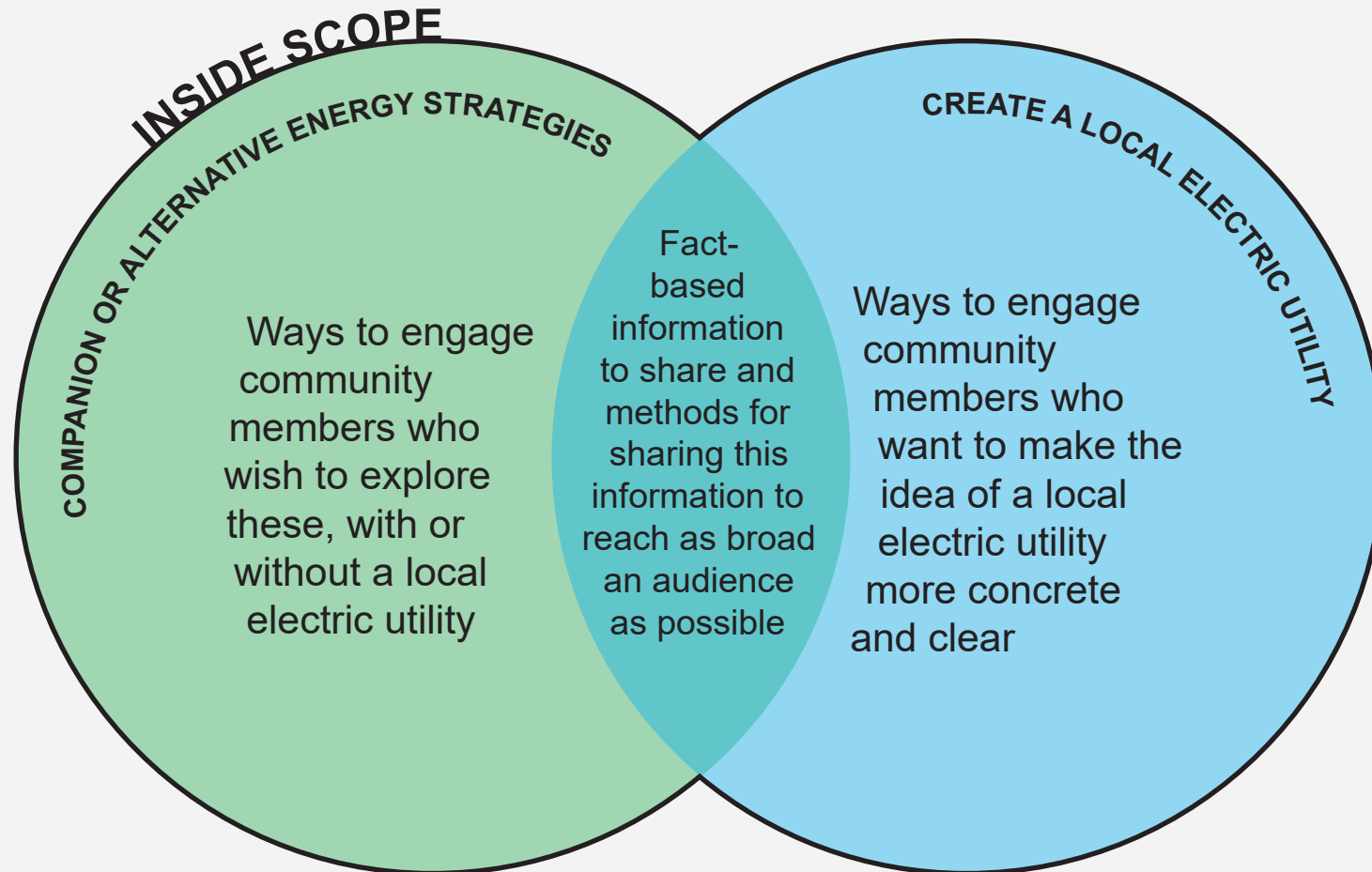


Energy Future Communications and Engagement Working Group

Scope of Work Illustration

Working Group Goal: To provide input to the city to inform an engagement and communications strategy that is more inclusive than past efforts, brings people with opposing views together to discuss the issue in a constructive way, and prepares voters for making an informed decision in 2020 about whether to acquire assets, separate from Xcel Energy's current system and begin operating a local electric utility.



OUTSIDE SCOPE

Personal viewpoints about whether the city should move forward with the operation of a local electric utility; ideas that are more appropriate for community campaign groups on either side of a potential ballot item in 2020