

# PacifiCorp Equity Advisory Group (EAG)

April 2022 EAG Meeting Notes

Wednesday April 13, 2022, 1-4pm Pacific Time

*These notes were synthesized and summarized by RMI, PacifiCorp's meeting facilitation partner, without EAG member attribution. Additional information or responses to questions and comments not shared during the meeting are included in purple text.*

## Executive Summary

There were 25 attendees at the April 2022 EAG Meeting, including eight EAG members and five public attendees and stakeholders. PacifiCorp shared updates on staffing and the Clean Energy Implementation Plan (CEIP). Two EAG members shared presentations about the organizations that they represent: Sustainable Living Center (SLC) and Perry Technical Institute.

This meeting focused on updates on residential energy efficiency programs, information about a demand response program for irrigation control, discussion of the current time of use rate pilot, and design of the transportation electrification grant application and implementation process.

## EAG April Meeting Objectives

- Hear from EAG members about their organizations
- Share updates on residential energy efficiency and agriculture demand response programs
- Introduce time of use rate pilot
- Provide feedback on application, selection, payments, and reporting draft plans for transportation electrification grant

Slides available [here](#)

2022 Equity Advisory Group Member	Organization
Adam Rieker	The Perry Technical Institute
Angélica Reyes	La Casa Hogar
Erendira Cruz	Sustainable Living Center (SLC)
Giovanni Severino	Latino Community Fund
Jonathan Smith	Yakima County Development Association (YCDA)
Norman Thiel	SonBridge
Paul Tabayoyon	Asian Pacific Islander Coalition (APIC)
Noemi Ortiz	Northwest Community Action Center (NCAC)
<b>Not in attendance</b>	
Isidra Sanchez	Opportunities Industrialization Center (OIC)
Nathan Johnson	Yakima Health District
Raymond Wiseman	Yakama Power

## Opening (1:05pm)

PacifiCorp shared meeting objectives, the agenda, and updates.

## EAG Member Presentation (1:20pm)

Responding to an EAG member request to learn more about each other's organizations, the April EAG Meeting started with one EAG member presentation:

- **Sustainable Living Center.** Erendira Cruz presented on her work as the Executive Director at Sustainable Living Center. She spoke about her work for SLC's Community Energy Efficiency Program (CEEP), one of their many programs. CEEP started in 2009 and offers low-cost home energy audits to identify and incentivize recommended energy efficiency upgrades in Columbia, Franklin, and Walla Walla counties.

EAG members are invited to share similar presentations about their organizations in the June and July EAG Meetings. If interested, please contact Jackie Wetzsteon at [Jackie.Wetzsteon@PacifiCorp.com](mailto:Jackie.Wetzsteon@PacifiCorp.com) or Kimberly Alejandro at [Kimberly.Alejandro@pacifiCorp.com](mailto:Kimberly.Alejandro@pacifiCorp.com).

## EAG Member Check In (1:40 pm)

EAG members "checked in" by sharing personal updates about their work outside the EAG.

## Residential Energy Efficiency and Demand Response Update (1:27 pm)

PacifiCorp presented updates on a handful of Utility Actions that were defined in the CEIP. PacifiCorp specifically highlighted its Home Energy Savings program featuring: (1) multi-family direct install lighting and (2) retailer Lamp Buy Down. PacifiCorp also presented on its residential efficiency and bill assistance programs for agricultural workers, and it asked for EAG input on these actions.

Questions on the presentation included:

- Q: Are the buy down lamps energy star certified?
  - A: Yes, they are.
- Q: Is the direct lighting program specific to Yakima Valley? If so, what part?
  - A: Yes, specific to Pacific Power customers in highly impacted communities.
- Q: Do these programs include single family homes?
  - A: No, the direct install lighting is specifically for multifamily homes. [The Home Energy Savings program does include direct install lighting and duct sealing for manufactured homes.](#)
- Q: Can PacifiCorp provide a list of the stores participating in the Lamp Buy Down?
  - A: The current list can be found on Slide 19 of the April 2022 EAG power point presentation or below and may be subject to change:

Store Name	Store #	Street Address	City	Zip
Dollar Tree Yakima (72nd)	4295	140 S 72nd Ave	Yakima	98908
Dollar Tree Yakima (Nob Hill)	2387	703 W Nob Hill Blvd	Yakima	98902
Dollar Tree Yakima (Fair Ave)	5342	120 N Fair Ave	Yakima	98901
Habitat For Humanity (Yakima, Mead Ave)	22HFH504	21 W Mead Ave Ste 104	Yakima	98902

Habitat For Humanity (Yakima, 1st St)	Habitat for Humanity 1st St	2203 S 1st St	Yakima	98903
Hometown Ace Hardware	Hometown Ace Hardware	3700 Tieton Dr	Yakima	98902
Roy's Ace Hardware	Roy's Ace Hardware	405 W Yakima Ave	Yakima	98902
C&H True Value Hardware	5396-7	1403 Fruitvale Blvd	Yakima	98902
Country Farm & Garden True Value	6388	6 W Washington Ave	Yakima	98903
Helms True Value Hardware	05353-8	475 N Wenas Rd	Selah	98942
Goodwill Selah	Goodwill Selah	503 S 1st St	Selah	98942
Goodwill Yakima	Goodwill Yakima	3710 Tieton Dr	Yakima	98902
Roy's Ace Hardware		405 W Yakima Ave	Yakima	98902
Helm's True Value Hardware		475 N Wenas Road	Selah	98942
Dollar Tree Yakima (72nd)	4295	140 S 72nd Ave	Yakima	98908
Dollar Tree Yakima (Nob Hill)	2387	703 W Nob Hill Blvd	Yakima	98902
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Habitat For Humanity (Yakima, Mead Ave)	22HFH504	21 W Mead Ave Ste 104	Yakima	98902
Habitat For Humanity (Yakima, 1st St)	Habitat for Humanity 1st St	2203 S 1st St	Yakima	98903
Hometown Ace Hardware	Hometown Ace Hardware	3700 Tieton Dr	Yakima	98902

- Q: What is the end date for the Lamp Buy Down program?
  - A: The discounted lamps are scheduled to be in stores until March 31, 2024. Please note that the end date is subject to change.

The EAG was asked to consider the following prompt: *What can we do to identify which neighborhoods could benefit from the multi-family direct lighting installation program?* Themes from the discussion included:

- Trailer parks, manufactured homes, retirement communities, and many rural customers.
- Some EAG members named specific apartment complexes and other neighborhoods where PacifiCorp could target their program.
- PacifiCorp could work with energy assistance organizations like OIC.
- PacifiCorp could work with Community Development Block Grant coordinators, Housing Authorities, or Community Action agencies.

PacifiCorp then shared one slide on an agricultural demand response pilot program. EAG members recommended PacifiCorp reach out to develop partnerships with research programs, irrigation projects, and equipment providers.

### Time of Use Rate Pilot Presentation (2:00 pm)

PacifiCorp then provided an overview of a Time of Use (TOU) pilot they are testing to the EAG and asked the EAG to provide feedback on it.

Questions on the presentation included:

- Q: Can customers opt out of the program if they do not see savings?
  - A: It is a 1-year commitment due to the fact that customers may see more or less benefits in certain seasons, though PacifiCorp can be flexible if a customer is seeing large price increases.
- Q: Will customers get feedback on their energy use during the month, or only at the end with their bill?
  - A: Only at the end, as meters do not provide real time information.
- Q: How was the initial promotion put out?
  - A: Customer newsletters, social media, bill messages and on the website.

The EAG and PacifiCorp then openly discussed the TOU program, themes from the discussion include:

- TOU doesn't necessarily promote energy savings.
- Some customers will take advantage of the lower rates if they can, it provides a good incentive to shift loads.
- Certain appliances and cars have delayed features to take advantage of TOU.
- Getting the word out has been a barrier, as it is difficult to find information about the TOU program.
- Bill messages aren't read by those with auto pay, and many customers do not look at bills.
- Having personal usage information would encourage more people to read utility messages.
- Due to the fixed metering costs and non-tiered price structure, it would not pay for low electricity users to use the TOU rates.
- For low-income workers work at on-peak times, it could be more difficult for them to use the program.
- Energy Efficiency transactions could be an ideal place to advertise such programs.

EAG members requested the list of light locations and the program's end date.

## Break (2:30 pm)

## Transportation Electrification Grant (2:40 pm)

After the break, PacifiCorp gave an update on the transportation electrification grant process and timeline and solicited EAG member input for the application process. EAG members gave feedback with annotations in Zoom on the Application Process, Selection Committee, Payment Schedule, and Ongoing reporting requirements. PacifiCorp will create a document to get written feedback on their grant program in the next month. The results of the activity are below.

### Application Process

EAG members noted their experience filling out grant applications and noted the following insights:

- Having an "exploratory grant" that asks for people's ideas and their questions can help applications be ambitious and expansive.
- Make it easier for applicants and ensure that the questions you're asking are critical for determining selection.
- Have faith that applicants know what they are doing, applications are a lot of work.
- Opportunity to have a chat or presentation instead of filling out a long document.

**Feedback Requested**

For equity considerations, making the forms accessible, and as simple as possible is key. Ask for only the information and qualifications that are truly needed.

**I recommend a focus group/kickoff event to clarify requirements, answer questions at a launch event.** ✓

Project: community based, community event based outreach to reach specific areas

**Application Process**

- Grant Application Form
  - Applicant Information
  - Project Information
  - Project Feasibility
  - Education, Environment, Equity and Community
- Technical Requirements
- Financial Summary

Application: paper and online application ✓  
processes

Yes, and english, spanish as well as option to file online and/or by mail, email

**Make it simple and flexible and equitable**

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## Selection Committee

Recommendations from the EAG included:

- Local representation is extremely important, and time of day may exclude certain key voices due to work schedules.
- Blind review of the pre-interview and early application process is best practice.
- Third parties or community members could suggest 2-5 potential candidates to serve on the selection committee. EAG members could support those nominations.
- Walla Walla community council collects community insights on different topics, and could be a resource for the selection committee
- There should be a diverse group on the committee, and it helps to have geographic representation.

**Feedback Requested**

**Blind review**

Community Council in Walla Walla → insights in community expertise and insights

**Geographic representation**

**Selection Committee**

- 6-8 person committee
- Potential members:
  - Local representatives
  - PacifiCorp Leadership
  - PacifiCorp Regional Business Managers

EAG provide recommendations (~15) and PAC narrow down

**People that are not related to the organizations or businesses, more community members.**

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Slide 37 of 42

## Payment Schedule

Themes from the discussion on payment schedule include:

- 90% paid upfront, 10% when the project is complete, as additional steps increase administrative costs and projects will need capital to get started.
- 100% paid upfront is also an option, as the project will be vetted by the application process.
- It would be useful to still get reports throughout the project timeline, not just at the beginning and end.

The screenshot shows a PowerPoint slide titled "Payment Schedule" with the following content:

- Upfront Payment
  - 25-50%
- Completion Payment
  - 50%

Additional text on the slide includes:

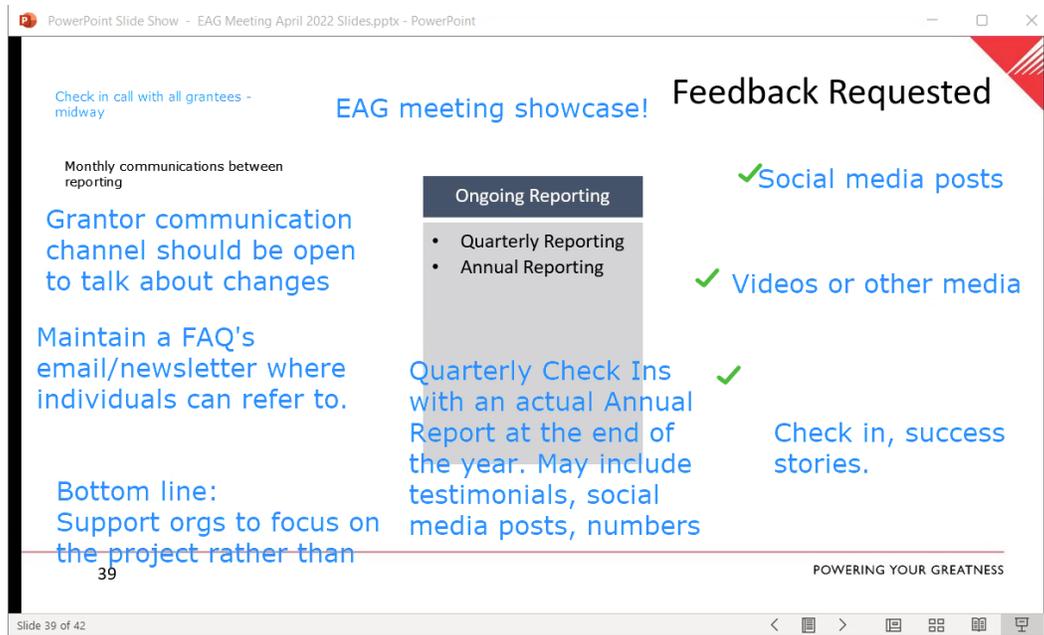
- Some orgs don't have funds to cover the costs while waiting for the remaining funds
- Feedback Requested
- Keep it simple! 90% up front, 10% at the end. Each step where you add additional payments is a logistical challenge

The slide number is 38, and the footer text is "POWERING YOUR GREATNESS".

## Ongoing Reporting

Themes from the discussion on ongoing reporting include:

- Social media posts serve the dual purpose of highlighting the project to PacifiCorp and the community, leading to conversations and solutions to obstacles they report on.
- Midway or quarterly check-ins would be valuable, with these check-ins more focused on building community and connections rather than reporting concrete numbers.
- The focus of the organizations should be on the projects, rather than crafting reports.
- Having a grantor communication channel for sharing ideas would be valuable.



## Public Comment (3:27pm)

The public attendees were invited to provide comments or ask questions. A representative from People for People described their organization and shared that they are interested in the transportation electrification opportunities because they are exploring moving to zero emission buses.

## EAG Member Presentation (3:37pm)

The meeting closed out with a second EAG member presentation

**Perry Technical Institute:** Adam Rieker presented his work at the Perry Technical Institute. It is a nationally accredited trade school which focuses on technical training programs. The school offers electrical services to the community at a cheaper price than a standard contractor to those in need. The school prides itself on excellence in student services and programs for veterans

## Checkout, Closeout, and Next Steps (3:44pm)

For checkout, the EAG was asked: *What topics are you interested in covering in the remainder of 2022 with the EAG?* Themes from the discussion included:

- Communication
- Gathering ongoing community input
- CEIP updates and any updates from last year
- Solar panels
- Impact stories and program successes
- Sharing benefits, such as electricity savings
- Workforce development

PacifiCorp noted there are opportunities to learn more on their energy conservation potential assessment during their integrated resource plan public input meetings, the next meeting is scheduled for May 12th. If

interested in learning about it, please email [peter.schaffer@pacificorp.com](mailto:peter.schaffer@pacificorp.com). Results are expected to be available in September or October of this year.

PacifiCorp closed by thanking the EAG for all their work, synthesizing many of the comments they had made throughout the meeting. They also thanked the EAG members that presented on their organizations.

Attendees were reminded that meeting materials and notes are posted to the website, and that the next EAG Meeting is on June 15, from 1-4 pm PT.