



Pacific Power Equity Advisory Group (EAG)

October 10, 2024, Meeting Notes

October 10, 2024, 1:00 – 4:00 pm, Pacific Time

These notes were synthesized and summarized by E Source, Pacific Power’s meeting facilitation partner.

Executive Summary

There were 28 participants in attendance at the combined Washington Equity Advisory Group (EAG) and Low-Income Advisory Group (LIAG) meeting to have a broader dialogue on items that touch both groups purview. The EAG is intended to elevate issues of energy equity in the planning process by providing a seat at the table to affected communities, whereas the LIAG seeks to alleviate low-income related energy burdens in underserved communities through collaborative programs with Community Based Organizations. The meeting was hosted in a virtual setting with attendees joining via the ZOOM platform.

The following is a summary of the content and feedback received during the public meeting.

2024 EAG	Organization
Jose Alvarez	Northwest Community Action Center
Corey Cook	Washington Utilities and Transportation Commission
Erendira Cruz	Sustainable Living Center of Walla Walla
Candi Jaeger	Opportunities Industrialization Center of Washington
Paul Koenig	Washington Utilities and Transportation Commission
Sylvia Schaeffer	Blue Mountain Action Council
Paul Tabayoyon	Asian Pacific Islander Coalition
Norman Thiel	SonBridge
Presenters	
Kimberly Alejandro	Clean Energy Planning Regulatory Manager
Nancy Goddard	Senior Customer Solutions Program Manager
Omar Granados	Senior Communications Specialist
Christina Medina	Stakeholder Policy & Engagement Manager
Charity Spires	Low Income Program Manager

Jeffrey Daigle	Facilitator, E Source
Morgan Westberry	Facilitator, E Source
Pacific Power Affiliated Attendees	
Jessica Augustus	Community Partnerships Program Manager
Stephanie Dobberfuhr	Low Income Program Supervisor
Jason Hoffman	Regulatory Affairs Project Manager
Christian Marble	Communications Specialist
Clay Monroe	Customer Solutions, Director
Marcelino Osorio	Wattsmart Business Program
Alex Osteen	Senior Manager of Demand Response
Tag Galvin-Darnieder	E Source, Facilitation Team
Zanya Morgan	E Source, Facilitation Team
Public Attendees	
Paul Barrager	Washington Utilities and Transportation Commission
Soumya Keefe	Northwest Energy Coalition
Luisa Perez	

Opening

Pacific Power's Christina Medina, Stakeholder Policy and Engagement Manager, opened the meeting by greeting all attendees and thanking members for their continued participation.

E Source facilitator, Morgan Westberry, reviewed the agenda and shared meeting experience items, reiterating the joint structure of the meeting with the EAG and LIAG groups. Today's objectives are to 1) recap combined EAG + LIAG weekly working group sessions 2) review and provide feedback on the draft Language Access Plan 3) communicate Clean Energy Implementation Planning updates.

Check-In

E Source's Morgan Westberry "checked-in" with meeting attendees by posing the question: *What is one thing you would like to do before the end of the year?* Responders noted professional and personal goals in progress.

- Completing outdoor projects, landscaping home
- Visiting a National Park in Washington
- Baking an apple crisp
- Traveling to New York City, watching a basketball game
- Resetting the family home after sending children off to college

Community Calendar

Christina Medina presented the community calendar, including the following events:

October Events –

- [October 5 – Downtown Farmers Market @ Walla Walla Transit Center 9am – 1pm](#)
- [October 6 – Third Annual Festival de Cultura Viva @ Gesa PHT 10:15am – 4:00pm](#)
- [October 8 – Community Connections @ The Kirkman House 5:30pm – 7:00pm](#)
- [October 10 – ONLINE – Pacific Power’s Equity Advisory Group Meeting 1pm – 4pm](#)
- [October 12 – Fall Flea Market @ Columbia County Fairgrounds](#)
- [October 13 – Downtown Yakima Farmer’s Market @ Rotary Marketplace 9am - 1pm](#)
- [October 19 – Harvest Festival @ The Airport District 11am – 5pm](#)
- [October 20 – Downtown Yakima Farmer’s Market @ Rotary Marketplace 9am - 1pm](#)
- [October 26 – Downtown Farmers Market @ Walla Walla Transit Center 9am – 1pm](#)
- [October 27 – Downtown Yakima Farmer’s Market @ Rotary Marketplace 9am - 1pm](#)
- [October 31– Downtown Trick-or-Treat @ Downtown Walla Walla 3pm – 5pm](#)

November Events –

- [November 2- Downtown Farmers Market @ Showroom on Colville 9am – 1pm](#)
- [November 3 – Science Circus: Rhys Thomas @ Gesa Power House 2pm](#)
- [November 4 – Gardening Workshop with Yakima Master Gardeners and Yakima Valley Libraries @ Yakima Central Library 3pm](#)
- [November 9 - Downtown Farmers Market @ Showroom on Colville 9am – 1pm](#)
- [November 11 – Veterans Day Parade @ Downtown Walla Walla 11am – 12pm](#)
- [November 16 – Downtown Farmers Market @ Showroom on Colville 9am – 1pm](#)
- [November 23 – Downtown Farmers Market @ Showroom on Colville 9am – 1pm](#)
- [November 30 - Downtown Farmers Market @ Showroom on Colville 9am – 1pm](#)

Closing the Feedback Loop

Morgan Westberry gave a synopsis of some topics the group heard and saw in the September 2024 session. Themes, feedback, and impacts arising from the September meeting included:

September Themes:

- Hear how Blue Mountain Action Council serves the local community
- Preview Pacific Power’s upcoming steps on language access plan
- Learn about the upcoming demand-side management plan and demand response programs

September Feedback Highlights:

- Members shared feedback around several programs including ways to reduce unforeseen costs
- Members shared feedback rooftop-solar programs and challenges with renters

Impacts:

- Pacific Power is reviewing materials for tree planting program

Working Group Updates

Charity Spires, Low-Income Program Manager, recapped the proposed timing and topic order for the suggested weekly working sessions focusing on Docket UE-230172 settlement stipulations; community-based organization outreach programs, low-income bill assistance, self-declaration considerations, and arrearage management plans. Sessions began in August 2024 and continued through September, with the

group pausing in October to evaluate and communicate milestones and weigh in on progress made and a path forward. Meeting attendees consist of Equity Advisory Group Members, Low Income Advisory Group members, UTC, and other interested parties.

In August, the working session focused on Community Based Organization Outreach and Low-Income Bill Assistance. The group discussed a summary of Pacific Power's 2024 LIBA marketing and outreach plans, agency marketing strategies leveraging LIHEAP, community-based organization (CBO) outreach efforts and strategies, and connected with Cascade Natural Gas to learn aspects of the CBO outreach pilot program. Meeting attendees suggested Pacific Power partner with more local food banks and health districts, and frequent school resource fairs.

Pacific Power learned that Cascade Natural Gas implemented a Community-Based Organization Outreach program in 2022, starting out with five agency partners and branched out to eight partners in 2023 and 2024, and allocated approximately \$75,000 to annual program funding. Agency funding allocation is determined based on the percentage of the customer base. Cascade has developed a quarterly reporting template and meeting schedule with agencies for continued discussion. Pacific Power has implemented a similar program in partnership with Community Action agencies and Community-Based Organizations. The company has allocated \$50,000 annually to program funding with individual agency allocation varying based on percentage of customer base and the number of participating CBOs. Like Cascade Natural Gas, Pacific Power will coordinate quarterly meetings with agencies and require quarterly agency reporting.

Regarding Low-Income Bill Assistance, the group recommended Pacific Power add additional LIBA tiers for more targeted customer benefit and additional discount tiers that align with data that will help address energy burden. Additionally, the group suggested Pacific Power learn from other invested owned utilities' tools used for tier discount development and apply a similar methodology, rather than reinventing the process. Pacific Power partnered with Empower Dataworks (EDW) and Avista to determine their discount tiers. EDW used Avista's customer billing and energy assistance information in addition to third party income data to calculate discounts needs to bring customers below a 6% energy burden. Pacific Power reached out to Empower Dataworks for prospective analysis to move forward with plans to conduct an Energy Burden Assessment.

The group devised an Energy Burden Assessment analysis plan updating datasets from the 2022 Washington Energy Burden Assessment to analyze appropriate discounts that would eliminate energy burden for different income tiers to suggest discount design options for the arrearage management plan. The estimated delivery timeline is expected to begin in November 2024 with final deliverables targeted for early January 2025. Empower Dataworks will be available for stakeholder discussions. The proposed LIAG and EAG reconvene in January 2025 following Energy Burden Assessment completion to continue discussion on LIBA Tier modification, AMP, billing logic, and self-attestation.

In September, the working group took a brief survey asking:

- Do you feel Pacific Power should have a more targeted fourth Low-Income Bill Assistance (LIBA) discount tier that provides a higher discount than the 72% tier level currently available?
 - 4 members answered yes
 - 1 member answered no

- 3 members answered unsure
- Do you feel Pacific Power’s billing logic should be changed so that a LIHEAP (Low-Income Home Energy Assistance Program) benefit is first applied before the customer receives a billing discount?
 - 4 members answered yes
 - 1 member answered no
 - 3 members answered unsure

The proposed next steps are for Pacific Power to meet with other Investor Owned Utilities (IOUs) to discuss program considerations and revisit the Energy Burden Assessment to review data and reflect on next steps.

Break

Language Access Plan

Pacific Power’s Christina Medina, Stakeholder Policy and Engagement Manager, and Omar Granados, Senior Communications Specialist, reviewed the Language Access Plan as outlined in Docket UE-230172 Settlement Stipulation OP 22. The stipulation requires the Company to develop a Language Access Plan as detailed below:

- Develop a draft language access plan within six months of the Commission’s final order in this proceeding and share the draft Language Access Plan with the Low-Income Advisory Group (LIAG), Demand Side Management (DSM) Advisory Group, and Equity Advisory Group (EAG).
 - PacifiCorp will work with the LIAG, DSM Advisory Group, and the EAG to further develop the Language Access Plan and seek consensus on a final Language Access Plan.
 - PacifiCorp will make their best efforts to implement the Language Access Plan prior to the filing of PacifiCorp’s next general rate case and will provide this timeline to the LIAG, DSM Advisory Group, and EAG after the Language Access Plan is finalized.
 - In each LIBA annual report, PacifiCorp will report on the accomplishment of any objectives in the Language Access Plan and assess the need to update the Language Access Plan.

The goal of the Language Access Plan is to ensure that effective communication is taking place at all points of contact between Pacific Power and the diverse customers and communications served. The plan is an opportunity to highlight diverse activities, available resources, and the contributors who have worked in partnership with Pacific Power to further language access in the community served. Pacific Power serves 144,000 customers in the Yakima and Walla Walla regions of Washington, 43% of those customers identify as Hispanic or Latino/a/e and 31% of those households speak some level of Spanish.

Conservation Plan as related to the Energy Importance Act (EIA). The 2-year biennial plan reviews energy savings target for the years 2024 and 2025. The purpose of the preview is to welcome comments ahead of the final draft which will be sent out in October.

The table below displays the forecast savings. The first column calls out the specific category discussed, the second column is the 2024-2025 targets, and the third column is the business plan numbers from last year. The green columns are the draft forecast numbers for 2025 with a projection that meets and/or exceeds targets.

The Language Access Plan highlights calls and programs by language. In 2023, 97.13% of incoming calls were in Spanish, about 20,698. The second most popular language was Portuguese with 152 calls,

followed by 83 Mandarin calls, and 57 Russian calls. The most translated program in 2023 was the billing options/customer service program, translated in 350 languages via telephone. The second most translated program was the Wildfire Safety and Resilience program being advertised online, via email, and in mail in brochures in 9 programs. Research shows that Hispanic communities mostly receive information via radio, listening to about 11.5 hours per week, text messages about 1,000 texts per month, 68% on WhatsApp, watching over 15 hours of television per week, and streaming over 24 hours of video per week.

Pacific Power communicates via:

- Voiceover recordings in Spanish provided to local radio talent throughout campaign periods
- Pads in local Spanish newspapers to connect with customers who rely on written media
- Paid social media campaigns in Spanish (and English) on Facebook and Instagram
- Emails to customers in Spanish to provide customers with the latest program information and related opportunities
- Runs a Spanish print ad in local community church bulletins
- Partners with local trusted community action agency partners to provide community members with assistance in applying for utility programs and incentives

The next steps include distributing a draft of the advisory plan to Advisory Groups, host a feedback session to determine further additional steps, and working to remove accessibility barriers.

Meeting Discussion

The Equity Advisory Group was asked to provide feedback on the Language Access Plan answering the following questions:

- 1) Was the Language Access Plan easy to understand?
 - 2) What stood out for you?
 - 3) Are there any missing elements that you feel should be included?
 - 4) How would you like to provide feedback on future iterations?
- SonBridge asked what was the decision factor between what is provided inbound and outbound and what traffic is? Other than English, outbound messaging needs to be in Spanish to meet the primary customer need.
 - Omar Granados explained that the outbound language is reflective of the community served. The company has asked the community if there is a greater need or if customers need support in additional languages that are not offered.
 - Kimberly Alejandro added that there are several factors taken into consideration and the EAG meetings serves as a space for opportunity to share experiences and feedback and identify any potential gaps. The company is working towards offering communication mechanisms that can work for everyone, which is explained in the Language Access Plan.
 - SonBridge suggested that outbound language list two languages rather than one, to include the primary language, English, and the translated language, Spanish.
 - Christian Marble, Communications Specialist, noted the communications team shared similar thoughts about the outbound language being listed as two rather than one and are planning to make the adjustment.

- Marcelino Osario, Wattsmart Business Program, noted challenges in community experiences, specifically with trade allies. The company has experienced trade allies having difficulties communicating with customers due to language barriers and the lack of translator services while out in the field.
- Sustainable Living Center of Walla Walla asked if the LAP is an extension of what was done previously with the translation of the PPL materials?
 - Kimberly Alejandro answered yes, the LAP content was built around the work that was previously done, specifically, to incorporate multicultural work.
- Northwest Energy Coalition noted the lack of disconnection notices in the LAP and the importance of having them in multiple languages.
 - Christina Medina noted the importance of translating disconnection notices. Regarding Marcelino's earlier point, Ms. Medina asked for clarification.
 - Mr. Osario suggested a call-in center specifically for contractors, allowing them to translate while out in the field.
- Blue Mountain Action Council detailed work with Pacific Power bills, clarifying that if customers request their bills in Spanish, their disconnection notice will also be in Spanish.
- Sustainable Living Center of Walla Walla noted a conversation with a new employee who is also Hispanic and their experiences with receiving information in the community, which tends to be via word of mouth. Therefore, it is important that Pacific Power physically show up in these spaces rather than sending out digital communications.
 - Morgan Westberry vocalized the importance of attending community events and offered to add events members share with the group to the monthly community calendar as the company seeks to invest in community relationships.
- Sustainable Living Center of Walla Walla requested a reminder as the year ends.
- Omar Granados shared his email address to submit feedback to directly at omar.granados@pacificorp.com

Clean Energy Implementation Engagement Updates

Kimberly Alejandro, Clean Energy Planning Regulatory Manager, communicated CEIP updates for 2025 with quarterly meetings scheduled ahead of the October 2025 filing. All are welcome! For additional questions, feedback, or to be added to the distribution list for the Washington Clean Energy Implementation Plan, please email CEIP@pacificorp.com.

Pacific Power has specific conditions regarding CEIP planning and updates.

- 43. Miscellaneous Condition 1 states:
 - PacifiCorp will fully engage with all its advisory groups in developing future CEIPs and CEIP updates.
 - PacifiCorp will offer at least one joint consultation session in which all advisory group members are invited to attend and converse with members of other advisory groups with the purpose of sharing feedback on the CEIP, CEIP updates, and the consultation process itself.
 - PacifiCorp will also describe how feedback is incorporated from advisory groups and the public in its CEIP, future CEIPs and CEIP updates.

- 26. Stakeholder Engagement Condition 1 states:
 - After consultation with its advisory groups, PacifiCorp will file a draft CEIP on a timeline deemed sufficient by the company and parties to incorporate comments.

The draft will be given to advisory groups and interested parties 45 days before the final filing date with the feedback process and comment period clearly outlined. Pacific Power will review all submitted comments and feedback and update the draft. The final document must be filed by October 1, 2025.

Ms. Alejandro updated the group on the status of the feedback tracker. The company has committed to publishing an update each quarter that will provide a summary of comments received during the development of Pacific Power’s Clean Energy Implementation Plan.

Public Comment

There was no public comment.

Next Steps

There will be no Equity Advisory Group meeting in November.

December Equity Advisory Group Meeting

December 12, 2024, 1pm – 4pm

Online: <https://esource.zoom.us/j/87141030073?pwd=ES1TrkjMyWakqN3V5C6HJJ0wSqGnFP.1>

Meeting ID	Passcode
833 3427 8010	708043

CEIP Meeting (Online)

October 29, 2024, | 9am – 12pm

Zoom: [CEIP Zoom Registration](#)

For more information:

[Washington Clean Energy Implementation Plan](#)

Washington Feedback Tracker:

[Washington CEIP Feedback Tracker](#)

Energy Resource Center:

[Energy Resource Center \(pacificpower.net\)](#)