

Clean Energy Transformation Act

Washington Equity Advisory Group
February 2022 EAG Meeting

February 16, 2022



PacifiCorp Equity Advisory Group (EAG) February Meeting February 16, 2022, 1pm-4pm Pacific Time

- RMI facilitators will change PacifiCorp, RMI, and Equity Advisory Group (EAG) participant names to First Name, Last Initial, PacifiCorp/RMI/EAG.
- We recommend using “Gallery View” (icon in top right) when in group discussions.
- If you called in with your phone, merge your audio and video.
- For technical support, click on “Chat” (icon in tool bar at bottom), toggle to “Erifili D, RMI” as the recipient, send your message.

EAG Members:

- If you are able, please keep your camera on for as much of the meeting as possible (icon in bottom left) but stay muted unless speaking.
- Please use the chat at any time to engage in the conversation or ask questions.
- To raise your virtual hand to speak, click on "Reactions" in your tool bar, select “Raise Hand.”

Public Observers:

- Thank you for joining us and observing this meeting.
- You can “Rename” yourself by clicking the “...” on your participant square.
- Please stay on mute with your camera off until the public comment period.
- Please use the chat for technical support by messaging “Erifili D, RMI,” but please do not ask questions or respond to prompts in the chat until the public participation period.

February 2022 Meeting Objectives

- Review upcoming EAG meetings in 2022
- Introduce members of the PacifiCorp team to the EAG
- Present and receive insights on small business Energy Efficiency (EE) programs
- Introduce PacifiCorp's Transportation Electrification plan and begin scoping the grant program with the EAG

February Meeting Agenda

Time (PT)	Description
1:00 PM	Meeting Overview and Updates EAG Check in
1:30 PM	Energy Efficiency – Focus on Small Business: Presentation
2:00 PM	Energy Efficiency Activity Independent worktime Group discussion
2:20 PM	Break
2:30 PM	Transportation Electrification: Presentation
3:00 PM	Electrification Grant Activity Independent worktime Small breakout discussions Group discussion
3:35 PM	Public Comment
3:45 PM	Next steps EAG Check out

Updates Since January

- Ongoing Recruitment for new EAG members
- Welcome Adam Rieker from Perry Tech
- Melissa Nottingham transition to primary PacifiCorp lead

Energy Efficiency Updates



Energy Efficiency Update

Share two updates

1. Small Business

Recent work for CBI to increase the number of participating small businesses, including named communities

2. Workshops for Agricultural Workers

Planned work related to community focused efforts and investments CBI (metric is workshops on energy related programs)

Energy Efficiency for Small Business

New small business offer created

- For small businesses in highly-impacted communities (HICs) and very small businesses (regardless of location)
- Lighting vendors trained in January/February 2022

Vendor incentives launched in February 2022

- \$300/site - small business
- \$500/site - very small business/HIC small business

Proactive company outreach

- Local and direct outreach
- Postcards mailed in January 2022
 - Included HICs and very small businesses
- Application available in Spanish

Customer Benefit Indicator	Metrics
Participation in company energy and efficiency programs and billing assistance programs	<ul style="list-style-type: none">• Number of households/businesses, including named communities, who participate in company and energy/efficiency programs
Efficiency of housing stock and small business, including low-income housing	<ul style="list-style-type: none">• Number of households and small businesses that participate in company energy/efficiency programs• Energy efficiency expenditures

Energy Efficiency Update – Small Business



Marcelino Osorio | Diversity & Community Outreach Coordinator
Wattsmart Business Vendor Network
Pacific Power
509-930-1562 direct
marcelino.osorio@evergreen-efficiency.com

Marcelino will work to create more effective outreach with various named communities in the service territory, including the 86.6% Hispanic population in Toppenish, WA

Previous and current work experience includes:

- 40 + years in Yakima County Community
- 34 years living on the Yakama Nation Reservation
- Servicio En Español
- Highly Impacted Community In-Person Outreach
 - 1st Yakama Nation / Toppenish
 - 2nd Granger / Wapato / Harrah
 - 3rd Union Gap / Yakima
- Recruiting minority owned lighting vendors

Energy Efficiency Update – Small Business



<https://www.youtube.com/watch?v=-VJeN0IbX2k>

Energy Efficiency Update – Workshops for Agricultural Workers

Partnership with Fruit Packing Industries

- Utilize existing relationships with large business customers to engage in outreach to their employees
- 10-Minute Break Room Session
- Presentation provided by Spanish speaker
- Provide Pacific Power residential energy efficiency program information
- Provide Pacific Power bill assistance information

Customer Benefit Indicator	Metrics
Community-focused efforts and investments	<ul style="list-style-type: none">• Workshops on energy-related programs• Headcount of staff supporting programs



Overview of Additional Communications for Small Businesses

Goals:

- Increase customer awareness of, and participation in, energy efficiency programs and tools.
- Develop, measure and refine strategies to effectively reach customers in named communities.
 - Increase and enhance communications and outreach in Spanish.

Channels:

English and Spanish

- Paid media (TV, radio, print, digital, social)
- Targeted communication (email, mail and bill)
- Outreach through local organizations
 - Washington Hispanic Chamber
 - Yakima County Development Association



Overarching Messaging:

Pacific Power's Wattsmart programs empower customers to take meaningful actions to reduce energy use and lower their bills.

Transportation Electrification





Andrew Green
Owner
Triple S Ranch

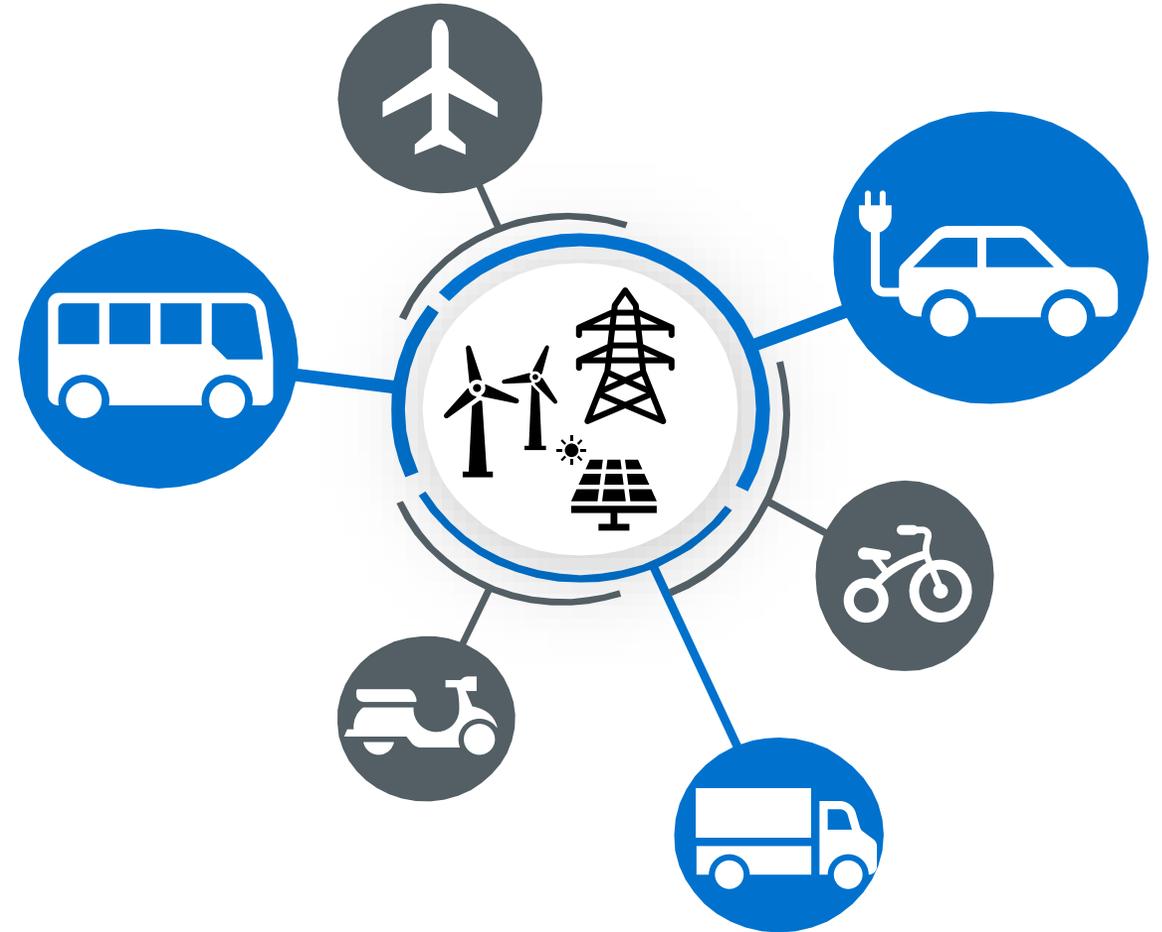
Transportation Electrification Overview



**Sunnyside
School
District**

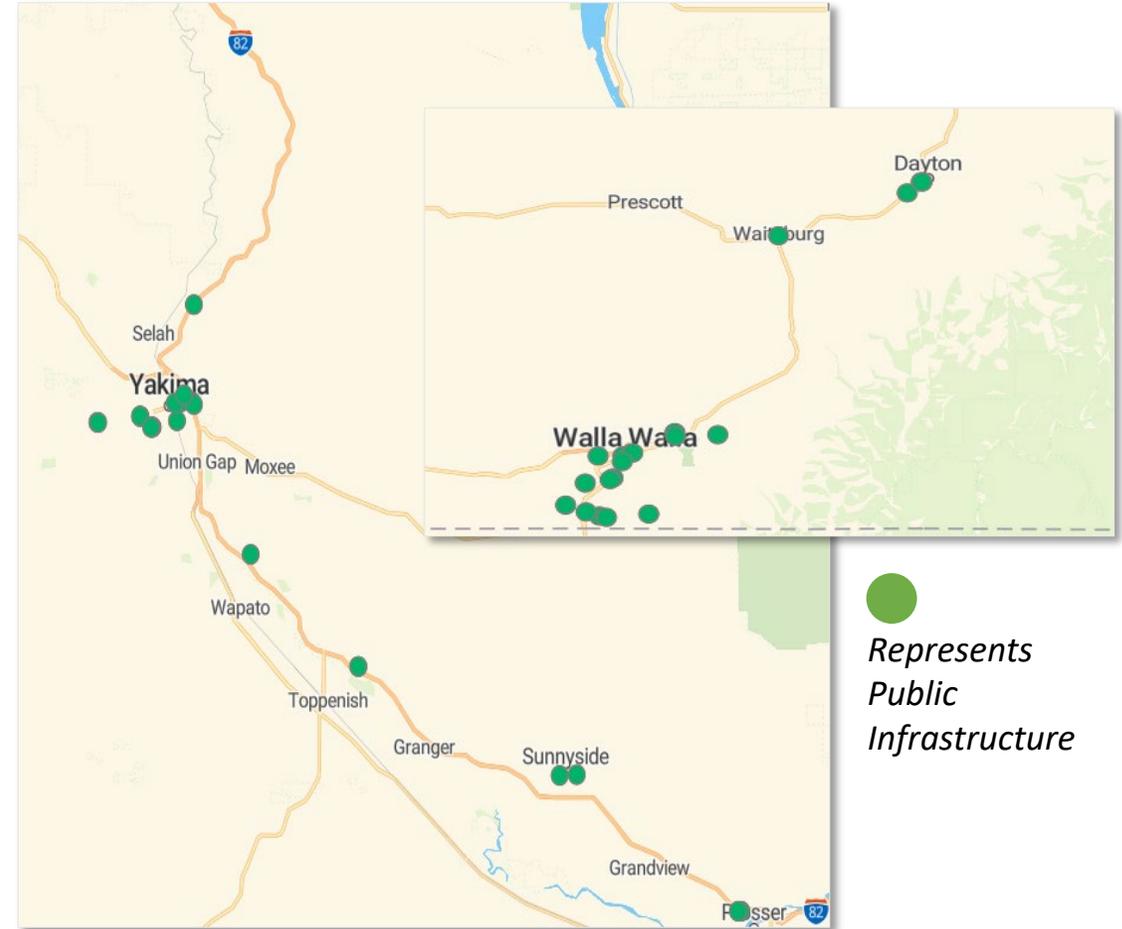
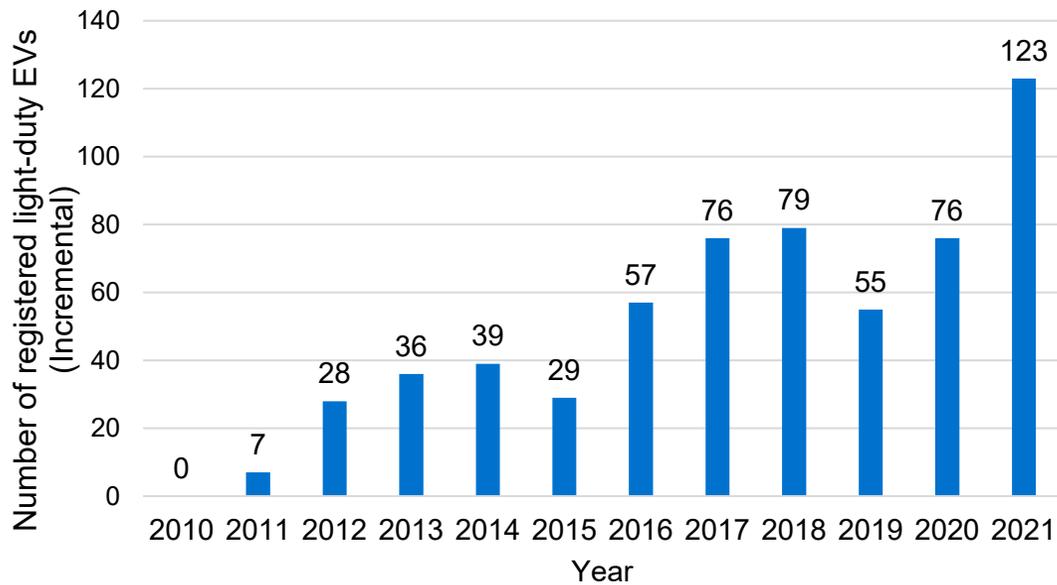


City of Zillah



PacifiCorp Service Area EV Adoption & EV Supply Equipment Public Infrastructure

- 605 EVs Currently Registered in Service Area
- 25 Charging Stations Offering 63 Ports
- 4,200 Light Duty Vehicles Estimated by 2031

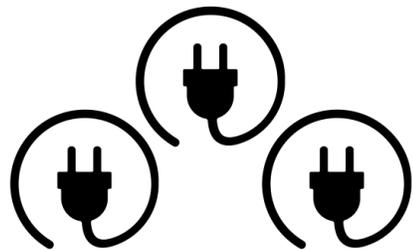


US Department of Energy. (2021). *Alternative Fuels Data Center: Electric Vehicle Charging Station Locations*. Office of Energy Efficiency and Renewable Energy.
https://afdc.energy.gov/fuels/electricity_locations.html#/find/nearest?fuel=ELEC

PacifiCorp's Transportation Electrification Vision & Objectives

To be a leader in transforming and electrifying our transportation sector throughout diverse communities across the West

Objective 1: Improve **access** to charging



Objective 2: Reduce **costs** of electric transportation



Objective 3: Electrify **equitably** throughout our territory



Objective 4: Reduce **CO2 emissions** and grid impacts



PacifiCorp's Washington Draft Transportation Electrification Plan

Strategies	Tactics	Timing
1. Expand and improve past programs	1.1 Reestablish a grant program specific to named communities	Short term (1-2 years)
	1.2 Expand and strengthen outreach and education programs	Short term (1-2 years)
	1.3 Improve outreach for current time-of-use programs for EV related charging and coordinate EV program design to potential program participation	Medium term (2-3 years)
2. Launch new program types that are relevant to customers	2.1 Develop a workplace charging support for commercial customers	Medium term (2-3 years)
	2.2 Investigate opportunities to develop a multifamily charging program	Medium term (2-3 years)
	2.3 Investigate additional grid-integration programs to manage load growth	Long term (3-5 years)
3. Establish a public charging and highways corridors initiative to support public EV infrastructure	3.1 Coordinate with statewide agencies and utility groups to develop a robust public charging and highways corridors plan that includes key utility investments	Short term (1-2 years)
	3.2 Build a blueprint to leverage additional federal and state funding to support public infrastructure	Short term (1-2 years)
	3.3 Develop a public charging plan and program that will ensure investment in underserved communities	Medium term (2-3 years)

Table 3 From Washington Transportation Electrification Draft Plan, For Discussion Purposes Only

Customer Benefit Indicators Affected by Transportation Electrification Plan

CBI	Benefit Categories	Metric (s)
Community-focused efforts and Investments	<hr/> Non-energy benefit <hr/> Reduction of burden <hr/> Public health	Number of public charging stations in named communities
Participation in company energy and efficiency programs and billing assistance programs	<hr/> Cost reduction <hr/> Reduction of burden <hr/> Non-energy benefit <hr/> Energy Benefit	Number of households/businesses who participate/enroll in demand response, load management, and behavioral programs

2020 Oregon Clean Fuels Examples

- Electric Bus Program Assistance
 - School Districts
 - Transit Agencies
- Electric Agricultural
 - Fairgrounds
 - Rural Nonprofits
- Charging Infrastructure
 - Nonprofits
 - Housing Authorities
 - Cities, Schools, Local Agencies
- Electric Bikes Ecosystem
 - County Agencies
 - Cities
- Outreach & Education
 - Non-Profits



Creating the Program Design Together

Named Communities Grant Program

- Eligibility Requirements
- Scoring
- Selection Committee
- Payment Schedule
- Ongoing reporting requirements
- Technical Assistance

Outreach and Education Program

- Educational Activities
 - Dealership Engagement
 - Community Events
 - Workforce Development
- Marketing Channels
 - Social Media
 - Radio
 - Email
 - Bill
 - Website

Next Steps



Looking Ahead

2022 EAG Meetings	Topics
January 19	<ul style="list-style-type: none">• Clean Energy Implementation Plan (CEIP) updates• Reflections of 2021 and ideas for 2022
February 16	<ul style="list-style-type: none">• Energy efficiency programs• Electric vehicle (EV) plan and EV grant program
March 16	<ul style="list-style-type: none">• EAG member presentations• Time of Use Pilot• EV Grant Program (continued)
April 13	<ul style="list-style-type: none">• EAG member presentations• Community outreach and engagement• Residential efficiency programs
June 15	Pending: Update from Low Income Advisory Group
July 14	TBD
September 21	TBD
October 19	TBD
December 7	<ul style="list-style-type: none">• Reflections on 2022 and plan for 2023

Next Steps

- 1. Materials.** Notes from this meeting will be shared and posted to the website next week. We will share and post February 2022 EAG Meeting materials in advance of the **next meeting on March 16, 1-4 pm PT.**
- 2. EAG Buddies.** Matching up new EAG members with 2021 EAG members to share insights and experiences on the process.
- 3. EAG Presentations.** Share out about your organization at either the March or April meetings.
- 4. Transportation Electrification.** Interested in spending more time on this topic?
- 5. Survey.** Input on EAG buddies, EAG Presentations, and EV Grants.