

PacifiCorp Equity Advisory Group (EAG)

April 2023 Meeting Notes

April 13, 2023, 1:00 - 4:00 pm Pacific Time

These notes were synthesized and summarized by E Source, PacifiCorp's meeting facilitation partner, EAG member attribution.

Executive Summary

There were 17 attendees at the Washington EAG meeting on April 13, 2023. The meeting, which was held over virtually the ZOOM platform, largely focused on communications efforts and the PacifiCorp communication team vision, including introducing the new multi-cultural media campaign. Also included was closing the loop from the March meeting, introducing the new EAG member Yakima Community Aid and providing an update on Energy Efficiency activities.

The following is a summary of the content and feedback received during the 3-hour public meeting.

Session Objectives

- Close the loop from the last meeting – review questions, responses, and demonstrating how your feedback will be being utilized
- Debrief the Equity Advisory Group envisioning exercise from last month's meeting
- Introduce the Communications team vision and the new multi-cultural Wattsmart Residential Pilot Program
- Provide an update on Energy Efficiency

Slides available in Spanish below:

[EAG Meeting April 2023 Slides Spanish.pdf \(pacificorp.com\)](#)

2023 EAG members	Organization
Erendira Cruz	Sustainable Living Center
Giovanni Severino	Latino Community Fund
Jonathan Smith	Yakima County Development Association
Silvia Leija	Yakima Community Aid
Norman Thiel	SonBridge

PacifiCorp Presenters

Kim Alejandro	Equity Advisory Analyst
Erin Bell	3Thirds Group Account Director
Nancy Goddard	Senior Customer Solutions Program Manager
Natasha Holstein	Avisa Multicultural Marketing President
Amy Kort	Sr Communications Representative

Lisa Markus	E Source Managing Director & Facilitator
Jay Olson	Senior Program Manager
Attendees	
Don Jones Jr	PacifiCorp Demand Response Project Manager
Christina Medina	Stakeholder Policy & Engagement Manager
Cathy	Unknown
Public Attendees	
Molly Brewer	Public Utility Commission
Shay Bauman	Public Utility Commission

Opening

E Source shared meeting objectives, the agenda, and presenters, and PacifiCorp’s Kimberly Alejandro provided the land acknowledgment to start the meeting.

EAG Member Check-In

All EAG members “checked-in” by responding to the prompt: *What is on your mind this month?* Themes in their responses included:

- Sustainable Living Center has been thinking about the gardening season. Part of the PacifiCorp Community Investment Grant was used to install a garden at a senior center that will be used to bolster the feeling of community through connecting the seniors at their “adult day care” facility to the program and healthier foods.
- SonBridge also spoke on community gardens, including multiple projects that are about to kick off. Also is working on an effort to connect the community through “Support” that over 300 people attended to have soup and creating connections.
- Yakima County Development Association (YCDA) mentioned the small/minority business efforts which are underway currently, which are time consuming but impactful to connect people to the available resources. YCDS is also working to do a workforce event (completely in Spanish) to link Spanish speaking business owners to resources and workforce development opportunities.
- Latino Community Fund touched on the end of session. With the spring season here, activities across the state will focus on youth engagement. It is “go mode”.
- Yakima Community Aide is currently focused on homeless outreach, including clothes and food. Sustainability is top of mind, especially working on shoring up the emergency cooling stations for the summer.
- WA PUC touched on the end of the legislative session and the climate commitment act rules.
- Kimberly Alejandro touched on being a plant owner and creating a thriving environment.
- Christina Medina spoke on spring, and the blooming work that is happening across PacifiCorp. Appreciation of EAG for being champions in this space.

Closing the Loop

E Source's Lisa Markus recapped the March meeting themes and discussions.

PacifiCorp's Kimberly Alejandro continued by summarizing the interactive activity feedback that was heard at the Hybrid March EAG meeting. Items were rolled up into three categories: Community; Information Sharing & Continued Education; and Meetings.

What We Heard – Interactive Activity Feedback

- Information Sharing & Continued Education**
 - Increase accessibility
 - Ensure services and programs are reaching those who need them most
 - Find ways to highlight successes and benefits



- Meetings**
 - Plan more frequent in person meetings to continue to foster meaningful dialogues
- Community**
 - Show cross-collaboration efforts underway in the community
 - Work with community partners to host events and/or dinners to socialize PacifiCorp beyond billing
 - Include community testimonials

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Equity Advisory Group (EAG) Recruitment Update

PacifiCorp's Kimberly Alejandro reaffirmed the commitment to expand the reach the EAG and foster deeper inclusion. So far, Siliva Leija of the Yakima Community Aide who previously introduced herself, has been identified and agreed to participate. More recruitment is underway.

WA EAG Meetings & Community Calendar

PacifiCorp is seeking to join more community events and continue strengthening community connections in 2023. PacifiCorp's Kimberly Alejandro acknowledged upcoming meetings and events to take note of:

April Events –

- April 15th - [2023 Arborfest - Our Changing Climate All-Day @ 1401 Arboretum Dr., Yakima, WA 98901](#)
- April 16th - [Dozer Day ALL-DAY @ Yakima State Fair Park](#)
- April 22nd - [EARTH DAY! SLC Public Workshops Series: Home Irrigation 1:00pm-3:00pm @Walla Walla Community College](#)
- April 26 - [Perry Technical Institute Employer Expo](#)

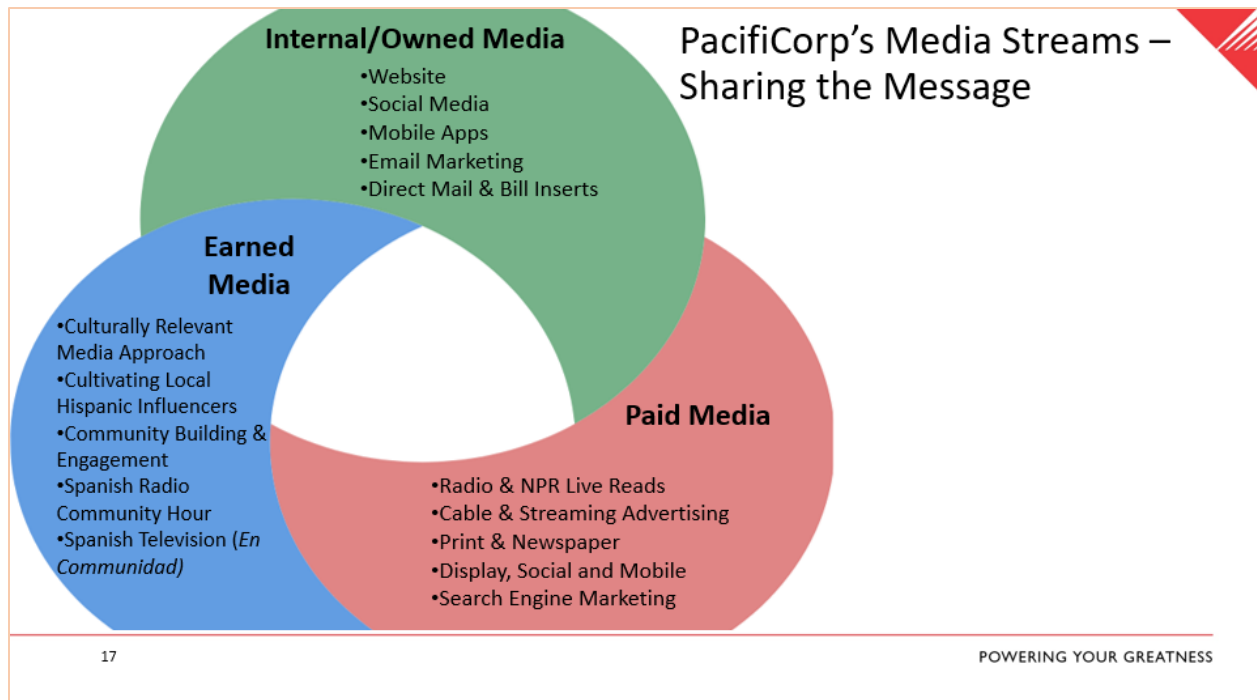
May Events –

- May 2nd-4th - PacifiCorp's 1:1 Meetings with the Washington Equity Advisory Group
- May 5th - [Cinco de Mayo Festival 11:00am-7:00pm Location: Downtown Sunnyside](#)
- May 6th - [2023 Yakima Taco Fest @ State Fair Park 1301 S Fair Ave. Yakima, WA 98901](#)
- May 7th - [Cinco de Mayo Festival 11:00am-7:00pm Location: Downtown Sunnyside](#)
- May 14th - [First Sunday - Downtown Yakima Farmer's Market Season](#)
- May 16th - [SLC Public Workshops Series: Upcycling 102 6:30pm-8:30pm @ Builders Resupply, 551 Lockwood Ave, Walla Walla 99362](#)
- May 19th - [2023 Pow Wow Hosted by Lengends Casino & Hotel ALL-DAY @ Toppenish, WA 98948](#)
- May 20th - [2023 Pow Wow Hosted by Lengends Casino & Hotel ALL-DAY @ Toppenish, WA 98948](#)
- May 21st - [2023 Spring Block Party 1:00pm-6:00pm @ 4th Street to Whitman Drive, City of College Place, WA 99324](#)
- May 27th - [First Saturday - Valley Mall Farmer's Market in Union Gap, WA 98903](#)

Communications Team Vision & Update (minute 30 in recording)

E-Source's Lisa Markus introduced Amy Kort, PacifiCorp's Customer & Corporate Communications representative.

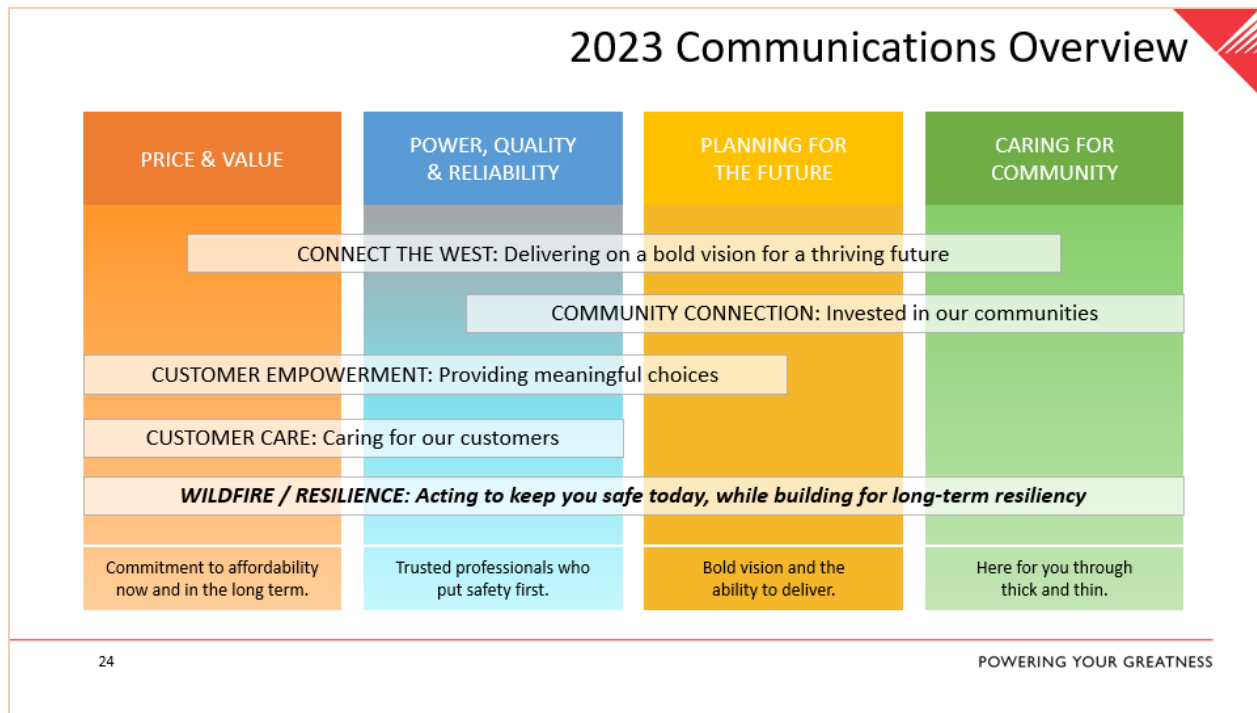
PacifiCorp's Amy Kort provided an overview of the PacifiCorp's Communication Team, which included the multiple media streams, the service areas that they support.



PacifiCorp’s Amy Kort then introduced Erin Bell, of 3 Thirds, who touched on the pillars the communications team supports to uphold:

1. Price and Value - Communicate commitment to affordability and innovations that have captured savings for customers. Provide context about Pacific Power’s low rates (below regional and national averages).
2. Power, Quality & Reliability - Emphasize progress toward a hardened grid and other visible signs of our commitment to reliability.
3. Planning for the Future - Demonstrate our commitment to responsible innovation, and how we are uniquely equipped to connect the west and deliver an accelerated transition to a net-zero, future-ready grid.
4. Caring for the Community - We live and work in the communities we serve. We’re proud to help our communities thrive on their terms by making grants, offering other support for local organizations, and collaborating with them for a resilient future.

Erin Bell of 3Thirds went over the work in this communication stream, and how it aligns with the pillars mentioned. Examples of the videos produced, in both English and Spanish, were played for the EAG members to demonstrate some of the offerings.



Break

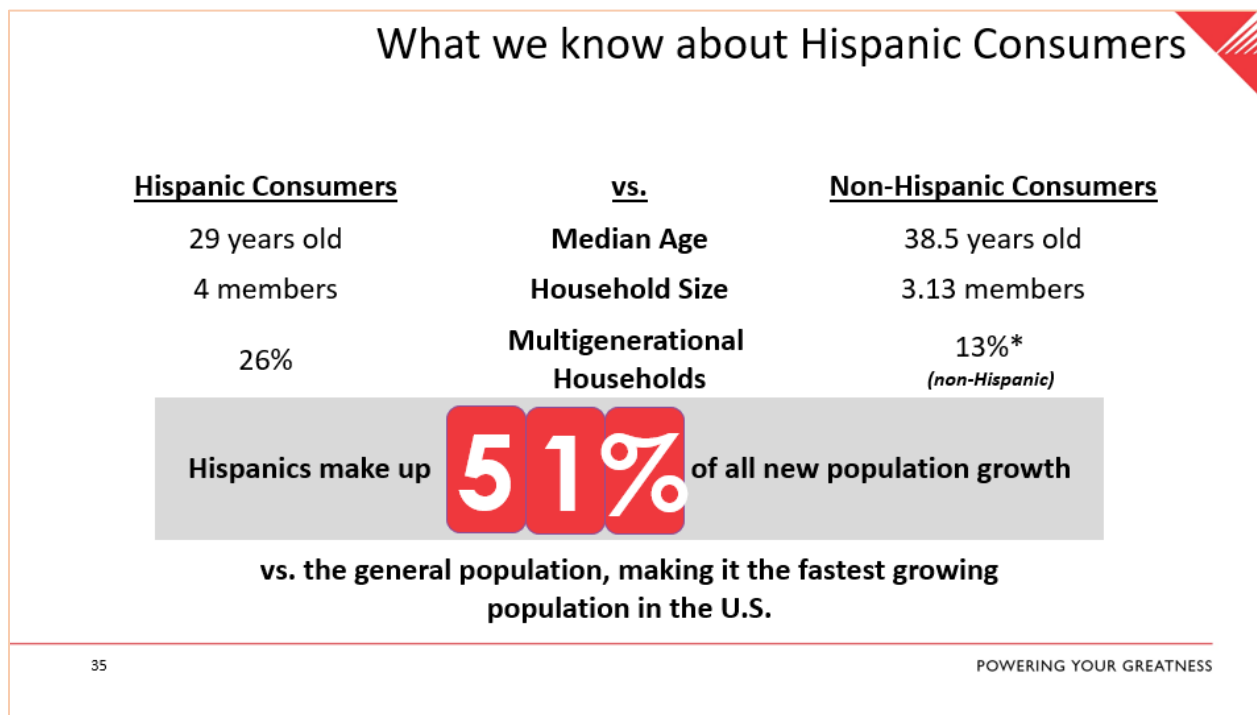
Communications Team Vision & Update (Continued)

After the break, PacifiCorp’s Amy Kort explained the concept of Earned Media, as well as the importance of this multi-cultural approach to communications and why PacifiCorp embarked on this approach. Amy Kort introduced Natasha Holstein, President of Avisa Multicultural Marketing, who presented on the 2023 Wattsmart Multicultural Campaign in Yakima and Walla Walla.

Avisa’s Natasha Holstein explained her background, including being born in Cuba and living in Jamaica prior to moving to the United States. The experiences lead to an appreciation and heightened focus on communicating in a way that each community understands.

The idea of “Earned Media” is an approach of sharing the story and focusing on translating beyond the language to communicate in a culturally relevant method.

Knowing how customers communicate and the family dynamics is an important part of this effort. Below are some important statistics about what is known about Spanish speaking consumers:



Understanding how and where Spanish speakers are communicating leads to more productive outreach and have informed this “Earned Media” concept and approach. By doing so, this messaging is trans-creating and storytelling in lieu of translating.

Concept & Approach

- **Messaging**
Trans-create messaging into culturally relevant language and means of communication - create a **BUZZ** around saving money.
- **Cultivate Local Influencers**
Partner with local, trusted community members to spread the message within the community and help expand relationships - facilitate **CONVERSATIONS**
- **Communicating with the Community**
Use data to leverage the known communication methods used by Hispanic customers (Spanish radio, Facebook, Print, etc.) - drive **AWARENESS** about available programs
- **Share Successes**
Reaffirm program benefits by sharing real-life examples and case studies of participation in local communities - demonstrate **EXCITEMENT**



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Natasha Holstein furthered by demonstrating a radio segment and explaining the next steps of the Earned Media effort. This Pilot used the EAG feedback to guide this work to emphasize the relationship between the Hispanic community and PacifiCorp. The campaign will be implemented and reevaluated over the next few months.

Discussion: How would you like Pacific Power to shape future communications?

- Sustainable Living Center appreciates the connection to the pillars and values. Also was impressed by the trans-creation, not translation, concept. The member's mother was a translator, and this idea resonated.
- SonBridge spoke on the paid channels and the connection/importance of personal channels. Of particular interest was on messaging the Hispanic community, and how information is shared through personal channels, especially as its easier for people overwhelmed with life to operate with blinders on
- Yakima Community Aide mentioned that the WhatsApp messaging has newsletters, which has been helpful within Hispanic family structures to communicate – which could be a useful tool as well
 - **Chat Comment: (Latino Community Fund) Agreed WhatsApp is a great tool to reach out to the Spanish speaking community**

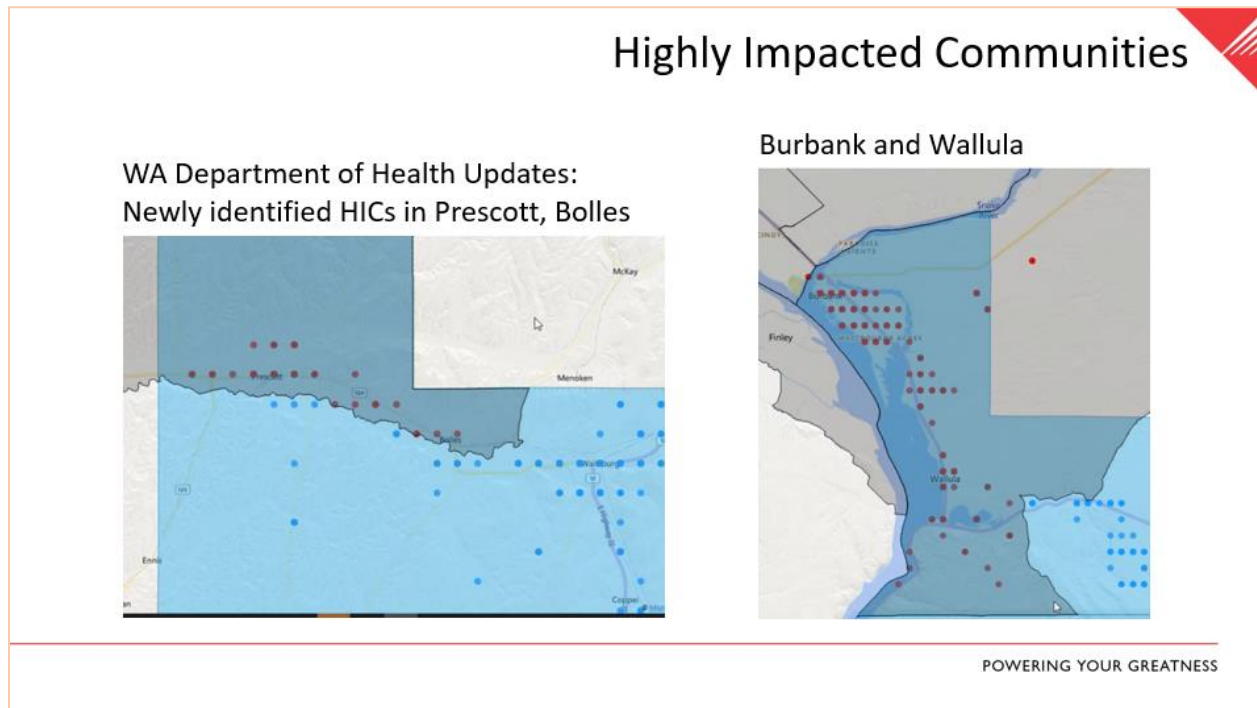
Discussion: What is the best way to identify and engage "community influencers?"

- Avisa's Natasha Holstein explained that this effort started with partnership with the radio stations, who have existing relationships within the community. The level of influencers varies, from small to large reach, which can include each individual as an influencer to some extent.

- Latin Community Fund (LCF) spoke to identifying influencers, which is the first step, but recommends going to local community groups (on Facebook) as well as the events that LCF puts on. The influencers could go to the events to immerse and engage the community
 - **PacifiCorp's Kimberly Alejandro agreed and stated that there are a lot of community groups on social media channels and elsewhere as well.**
- YCDA stated that the most important factor is actively being out in the community. Recommended reaching out to the EAG member organizations, who could introduce within local communities.
- SonBridge stated that this is a great question that is not easy to answer but trying to stay up to date within his community.

Energy Efficiency Updates

PacifiCorp's Jay Olson opened the discussion by sharing the updated highly impacted communities:



- DEI impactful – reaching all the communities

Questions:

- Sustainability Living Center asked if this is a preset setting on thermostats that yield that percentage savings?
 - PacifiCorp responded that it is preset to achieve the 13% reduction, and that there will also be a similar program in the fall (around black Friday) that will also direct install for manufactured homes to ensure the measure can be used by all PAC customers

PacifiCorp's Nancy Goddard then provided an update on

Preview of the planned work for 2023 (insert slide)

- EAG chance to review
- RFP for delivery contractors

Public Comments

- SonBridge asked about potential partnership on Broadband Digital Equity in Walla Walla. Has been asked if they have any infrastructure available. I am curious if the collaboration (with Pacific Power) could include broadband and digital equity.
 - Christina – In OR there have been some groups formed to that end. Grant funding requires some partnership to get funding. Infrastructure goes hand in hand and PAC will support where we can
 - Kim – WA Legislation for “broadband for all.” Specific to Walla Walla – open to having a conversation with the group but would need to understand the type of support needed.
- SonBridge – Meeting tomorrow morning. Part of the curiosity is back to demand response relating back to the need for Wi-Fi to participate in those programs (which is currently a barrier). Commerce funding with allocations to specific counties
 - Kim – internet providers connecting to federal programs to provide reduced or no cost.
 - Christina - We will also check with the area Regional Business Manager for added local lens and engagement information.
- SonBridge – providing broadband to rural areas where there currently are no
 - Kim – cell providers connecting rural areas, which we will research and see what we can do.

Check Out & Next Steps

E Source’s Lisa Markus closed the meeting by asking EAG members: *What’s your big takeaway from today’s conversation?* They shared the following:

- The numbers on how the Hispanic community communicates
- Upcoming efforts of using all different forms of media is impressive
- Communication plan in terms of targeting, intentionality and tailoring
- Transcreation, not translation of messaging in creating connection, resonance and strengthening relationships
- Connection in today’s communication subject and hearing a Pacific Power Spanish language radio ad while in a hair salon – awesome job!
- Seeing the Earth Day email outreach and Pacific Power ads on YouTube

PacifiCorp’s Kimberly Alejandro covered the next steps, including the upcoming in person EAG meeting. She provided an overview of the compensation and travel reimbursement policy to encourage attendance. EAG members can opt in for compensation at any time. It also offers support for meals and mileage stipends.

Kimberly Alejandro then mentioned the desire to expand the group based on the results of the survey from last year. Spoke to the importance of an inclusive and broad stakeholder group, which leads to increased diversity of opinions.

Northwest Community Action Center – Suggested OIC Weatherization or Utility Assistance

Sustainable Living Center – Suggested BMAC as well as the Walla Walla Immigrant Rights Coalition

In closing the meeting, PacifiCorp's Kim Alejandro reminded attendees that meeting materials and notes will be posted to the website in the next week or so, and that there will be no EAG meeting next month. Instead, Pacific Power will be visiting EAG members at their community sites.