Clean Energy Transformation Act

Washington Equity Advisory Group (EAG) April 2023 Meeting

April 13, 2023















Clean Energy Transformation Act

1-4 pm PT, April 13, 2023

For a Better Meeting Experience



Use Gallery View (icon at top right) when in group discussion



For technical support, chat "Tag G-D / E Source" as recipient, and send your message



- Questions are welcome at any time
- Please mute until speaking
- Speak by clicking the "Raise Hand" in the tool bar

Agenda

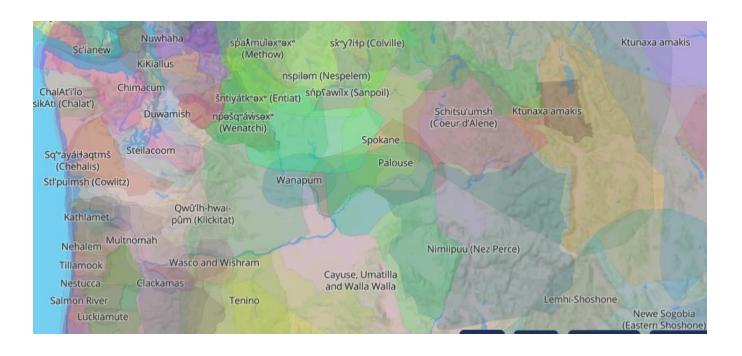
TIMING	TOPIC
1:00 pm	Land Acknowledgement Objectives & Presenters Check in
1:15 pm	Closing the Feedback Loop
1:25 pm	Community Calendar & Other Updates
1:40 pm	Communications Team Vision & Update
2:30 pm	BREAK
2:40 pm	Communications Team Vision & Update (Continued)
3:00 pm	Energy Efficiency Updates
3:15 pm	Public Comment
3:20 pm	Check Out, Summary & Next Steps

Land Acknowledgement

We acknowledge and respect that the land we are on today is the traditional and ancestral lands of these nations and peoples:

- Cayuse, Umatilla and Walla Walla
- Yakama
- Syilx (Okanagan) 🗷
- ▼ ščəl'ámxəx^w (Chelan)

 ▼
- Confederated Tribes of the Colville
- Reservation <a>Z



We recognize the Indigenous peoples as the original stewards of this land.

As these words of acknowledgement are spoken and heard, the ties these nations have to their traditional homeland are renewed and reaffirmed.

Source: Native-Land.ca | Our home on native land

Objectives

- Close the loop from the last meeting review questions, responses, and demonstrating how your feedback will be being utilized
- 2. 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
- 4. Energy Efficiency updates

Presenters



Selyna BermudezPacifiCorp
Sr. Communications
Representative



Amy Kort
PacifiCorp
Sr. Communications
Representative



Natasha Holstein Avista Multicultural Marketing President



Nancy Goddard
PacifiCorp
Sr. Program Manager



Erin Bell
3Thirds Group
Account Director



Jay Olson PacifiCorp Sr. Program Manager



Lisa MarkusE Source Managing
Director & Facilitator

Check-In



Check In Question

What is on your mind this month?

Closing the Feedback Loop



Closing the Loop

- Referring potential students to Perry Tech: <u>Information for Future</u>
 <u>Students Perry Technical Institute</u>
- How PacifiCorp could help in city, municipalities and government relations with permitting and TE infrastructure matters
- How is PacifiCorp preparing for Transportation
 Electrification infrastructure needs to be ready for the ban on gas powered cars in 2035

What We Heard – Interactive Activity Feedback

<u>Information Sharing & Continued Education</u>

- 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

Equity Advisory Group (EAG) Recruitment Update

In the spirit of fostering deeper community and inclusion, and based on your previous feedback, the following groups have been invited to participate:

- 1. Youth Group
- 2. Indigenous Non-Profit
- 3. Community Transit Group (Transportation)
- 4. Community Non-Profit Organization (Social Services)
- 5. Community College (Education)
- 6. Spanish Non-Profit Organization (Environmental Focus)

We will continue to hold space for others.





Community Calendar



April
2023
SUNDAY
2
Annual Reopening Family Day @ the Central Washington Agriculture Museum 11:00am- 3:00pm @ 4508 Main St, Union Gap, WA 98903
9

16

23

30

Dozer Day ALL-DAY @ Yakima

State Fair Park

pening Family Day @ ntral Washington e Museum 11:00am-

MONDAY

3

10

17

24

1

TUESDAY

4

11

18

25

Notes

WEDNESDAY

5

12

19

26

April 26 - Perry Technical

Institute Employer Expo

Calendar | SonBridge

THURSDAY

SLC Public Workshops Series:

Creative Mending & Clothing

Repair 6:00pm-7:30pm @ Walla

Walla Community College

ONLINE - Washington Equity

Advisory Group Meeting 1pm-

4pm (PST)

6

13

20

27

FRIDAY

7

14

21

28

SATURDAY

1

8

15

22

29

2023 Arborfest - Our Changing

Climate All-Day @ 1401

Arboretum Dr., Yakima, WA

98901

EARTH DAY! SLC Public Workshops Series: Home

Irrigation 1:00pm-3:00pm

@Walla Walla Community **College**

May 2023
SUNDAY
30
7
Cinco de Mayo Festival

14

21

28





11:00am-7:00pm Location: **Downtown Sunnyside**

First Sunday - Downtown

Yakima Farmer's Market Season

2023 Spring Block Party

1:00pm-6:00pm @ 4th Street to

Whitman Drive, City of College

Place. WA 99324

MONDAY

8

15

22

29

5

TUESDAY

PacifiCorp's 1:1 Meetings with

the Washington Equity

Advisory Group

SLC Public Workshops Series: Upcycling 102 6:30pm-8:30pm

@ Builders Resupply, 551

Lockwood Ave, Walla Walla

99362

2

9

16

23

30

Notes

WEDNESDAY

PacifiCorp's 1:1 Meetings with

the Washington Equity

Advisory Group

3

10

17

24

31

Calendar | SonBridge

THURSDAY

11

18

25

PacifiCorp's 1:1 Meetings with

the Washington Equity

Advisory Group

FRIDAY

Cinco de Mayo Festival

11:00am-7:00pm Location:

Downtown Sunnyside

2023 Pow Wow Hosted by

Lengends Casino & Hotel ALL-

DAY @ Toppenish, WA 98948

5

12

19

26

2

SATURDAY

2023 Yakima Taco Fest @ State

Fair Park

1301 S Fair Ave. Yakima, WA

98901

2023 Pow Wow Hosted by

Lengends Casino & Hotel ALL-

DAY @ Toppenish, WA 98948

First Saturday - Valley Mall

Farmer's Market in Union Gap,

WA 98903

6

13

20

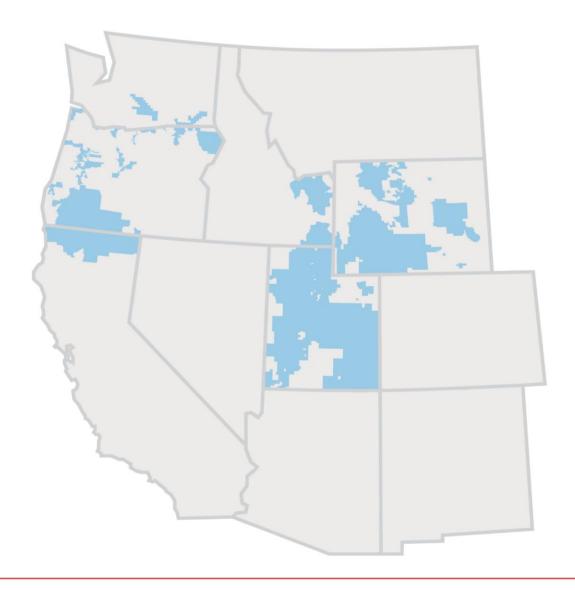
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3

Communications Team Vision & Update



PacifiCorp's Communications Team



Purview – Messaging efforts across **six** states

- Washington
- Oregon
- California
- Utah
- Idaho
- Wyoming

Internal/Owned Media

- •Website
- Social Media
- Mobile Apps
- Email Marketing
- Direct Mail & Bill Inserts

PacifiCorp's Media Streams – Sharing the Message

Earned Media

- •Culturally Relevant Media Approach
- •Cultivating Local Hispanic Influencers
- •Community Building &
- Engagement
- Spanish Radio

Community Hour

•Spanish Television (*En Communidad*)

Paid Media

- •Radio & NPR Live Reads
- Cable & Streaming Advertising
- Print & Newspaper
- •Display, Social and Mobile
- Search Engine Marketing

2023 Communications Goals & Objectives

Reinforce Pacific Power's commitment to price, resilience and reliability, while demonstrating progress towards emission-reduction goals.

PRICE & 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).

POWER, QUALITY & RELIABILITY

Emphasize progress
toward a hardened grid
and other
visible signs of our
commitment to
reliability.

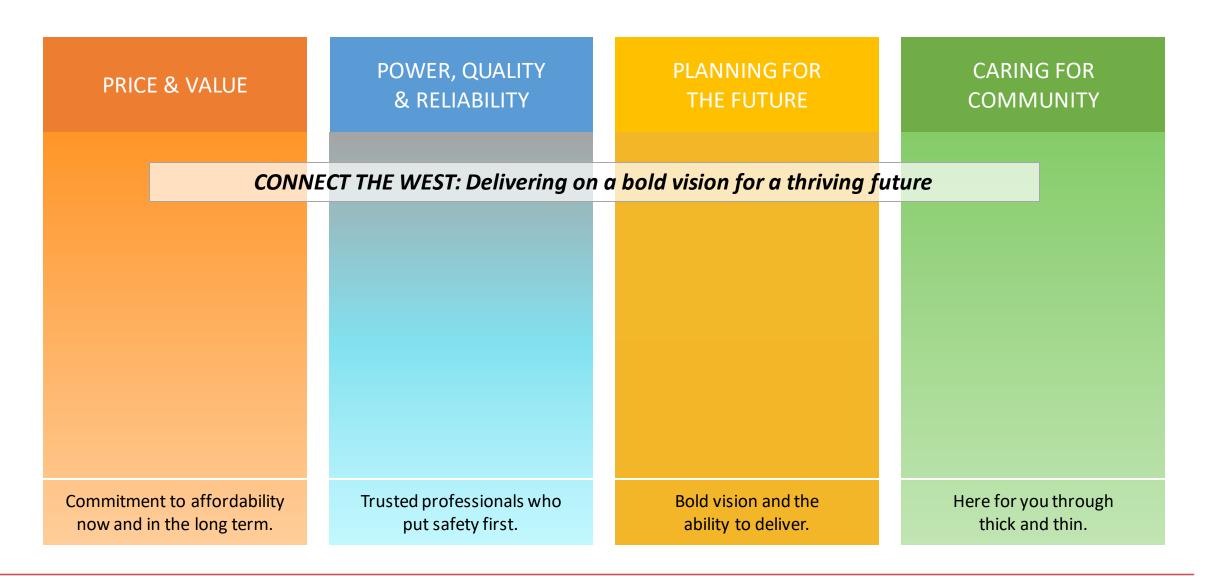
PLANNING FOR THE FUTURE

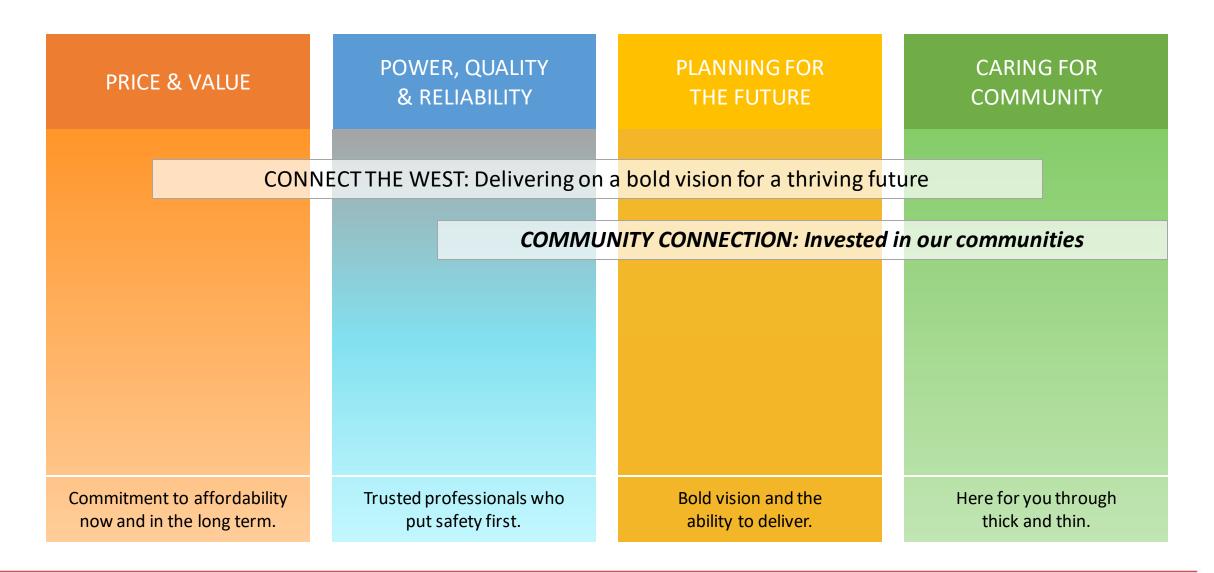
Demonstrate our commitment to responsible innovation, and how we are uniquely equipped to connect the west and deliver an accelerated transition to a net-zero, future-ready grid.

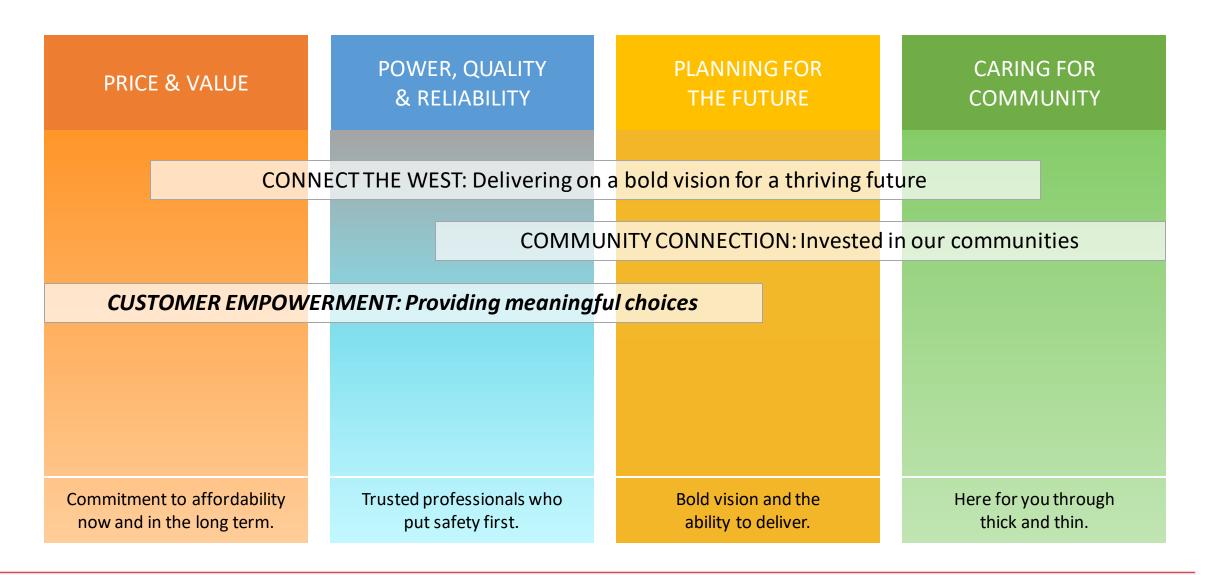
CARING FOR COMMUNITY

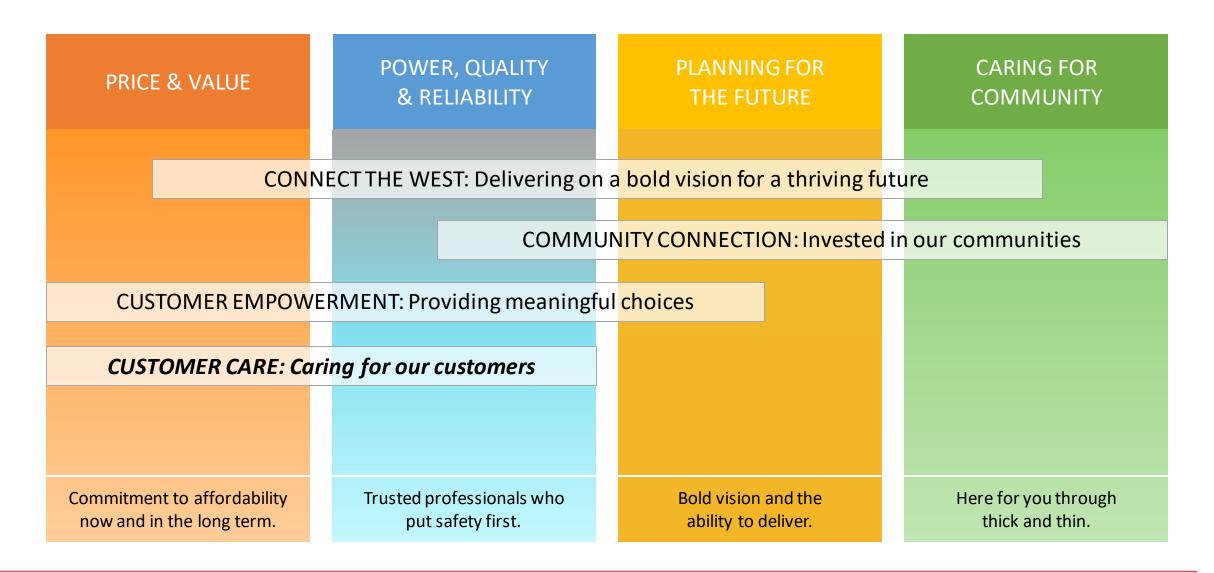
We live and work in the communities we serve. We're proud to help our communities thrive on their terms by making grants, offering other support for local organizations, and collaborating with them for a resilient future.

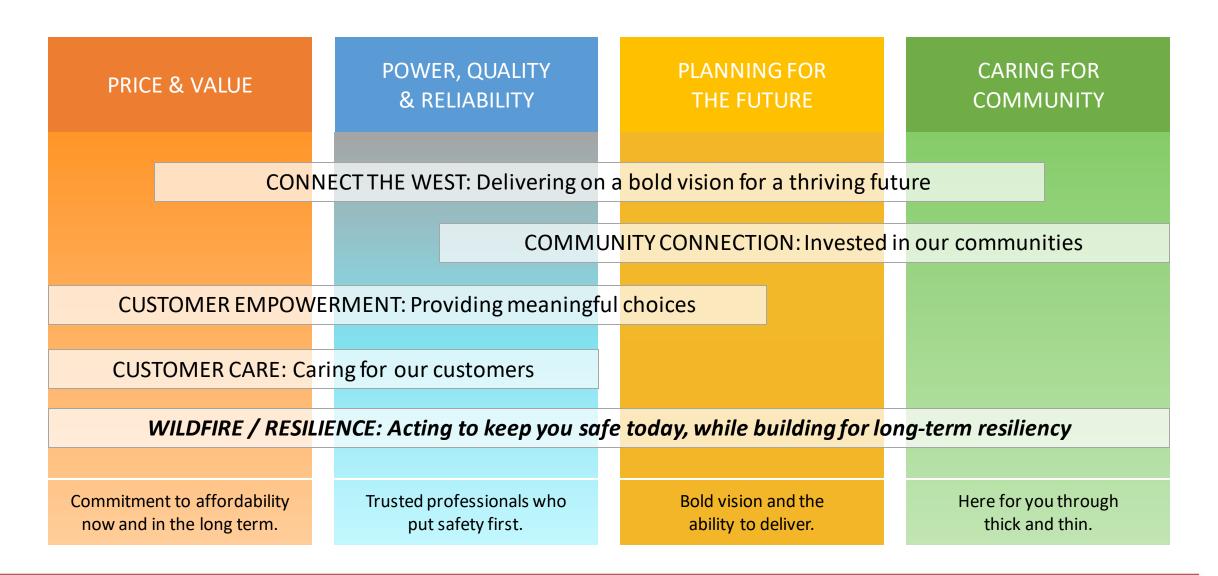
POWER, QUALITY PLANNING FOR **CARING FOR** PRICE & VALUE & RELIABILITY THE FUTURE **COMMUNITY** Commitment to affordability Trusted professionals who Bold vision and the Here for you through now and in the long term. put safety first. ability to deliver. thick and thin.



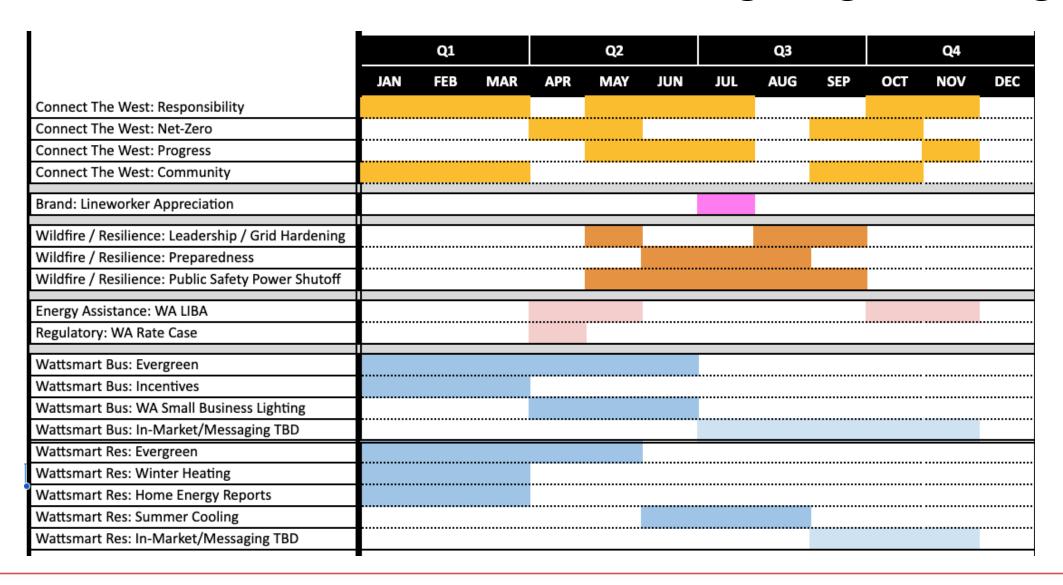




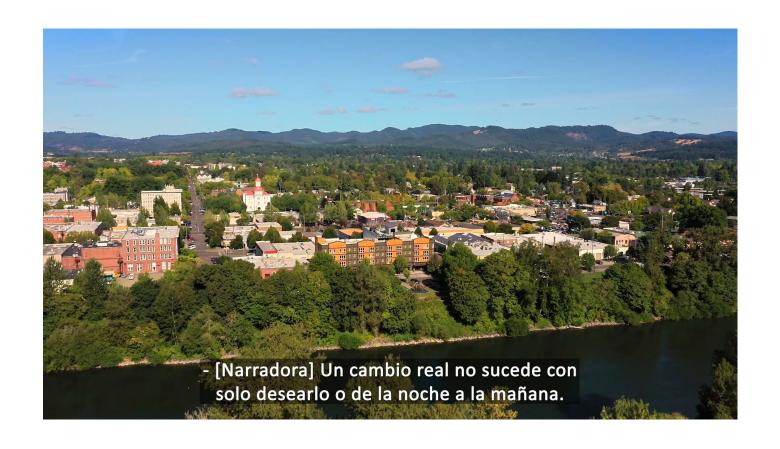




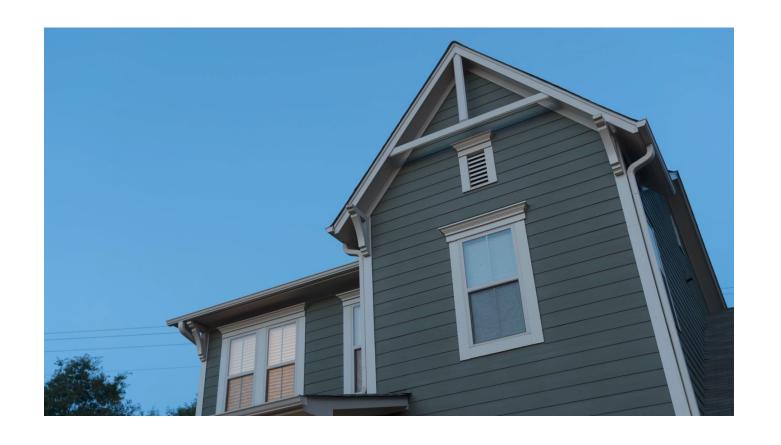
2023 Paid Media Flighting + Messaging



Connect the West



Wildfire/Resilience



Customer Care: WA LIBA

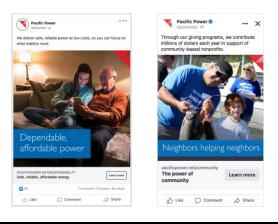


Customer Empowerment: Wattsmart Business



2023 Paid Media Creative Samples

Brand / Connect the West





Wildfire / Resiliency





Energy Assistance





Wattsmart / Energy Efficiency





2023 Owned Media Creative Samples

Brand / Connect the West



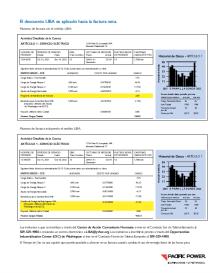
Wildfire / Resiliency





Energy Assistance





Wattsmart / Energy Efficiency





BREAK



Communications Team Vision & Updates (Continued)



2023 Earned Media

Pacific Power – Wattsmart Multicultural Campaign in Yakima and Walla Walla

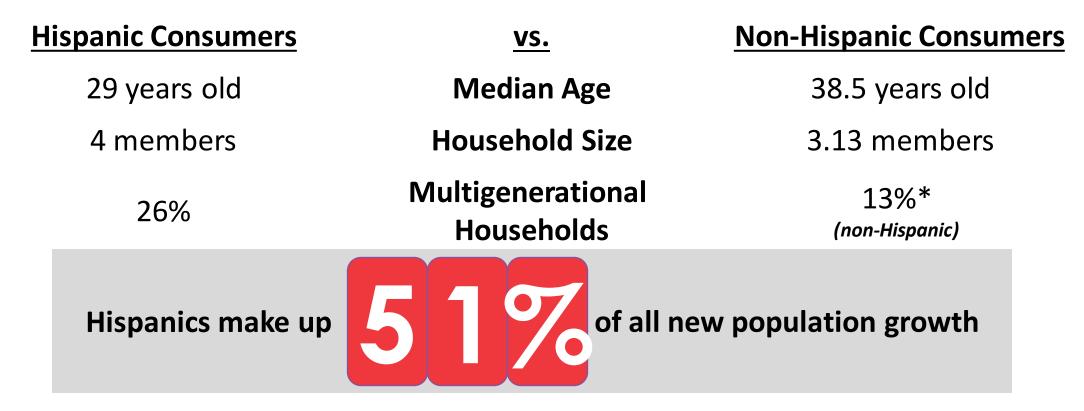


Mission:

Increase awareness and participation in Pacific Power's Wattsmart energy efficiency programs among Spanishspeaking Washington residential customers



What we know about Hispanic Consumers



vs. the general population, making it the fastest growing population in the U.S.

How do Hispanic communities consume information?



Listen to radio 11.5 hours per week



Send/Receive nearly 1,000 texts per month



Watch over 15 hours of television per week



Stream more than 24 hours of video per week

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**



More than Language – It's identity, Culture Matters!

To truly connect, incorporate cultural nuances into messaging that will resonate.



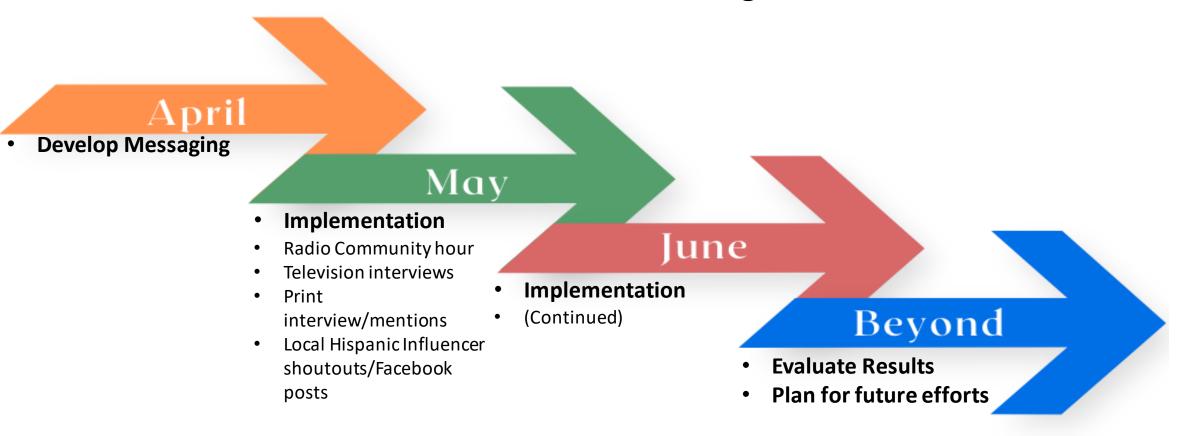




(Audio in English): "Family expenses are now more important than ever, and that is why Pacific Power wants to help you with your home budget. You can save with efficient energy tools or programs like Wattsmart with rebates and incentives for thermostats and energy-efficient lighting to make more use of the energy you consume. To learn more about how to save more on your energy budget, visit Bewattsmart.com. Pacific Power wants to help you save.

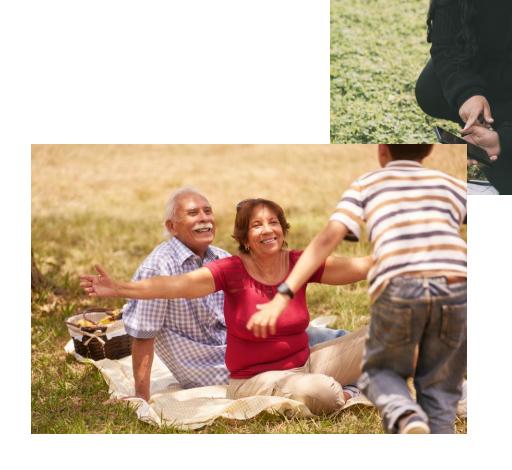
Bewattsmart.com"

Wattsmart Residential Pilot Program Earned Media Timeline



Using Your Feedback to Guide our Work

- Increase awareness
- Develop culturally relevant messaging
- Connect and resonate
- Strengthen relationships
- Drive awareness to the Wattsmart webpage



How would you like Pacific Power to shape future communications?

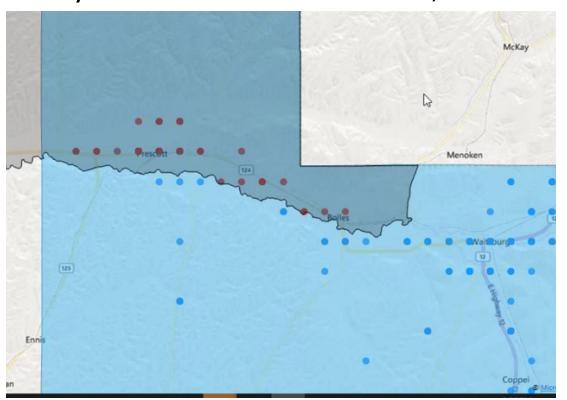
What is the best way to identify and engage "community influencers"?

Energy Efficiency Updates

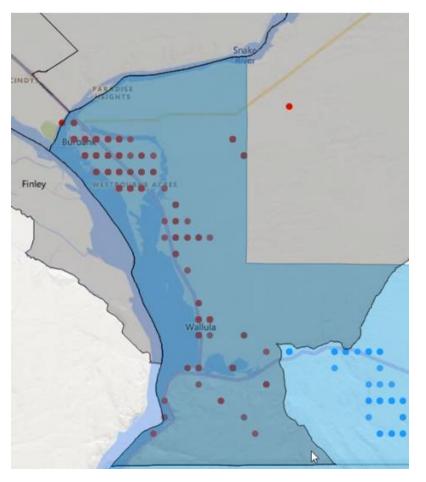


Highly Impacted Communities

WA Department of Health Updates: Newly identified HICs in Prescott, Bolles

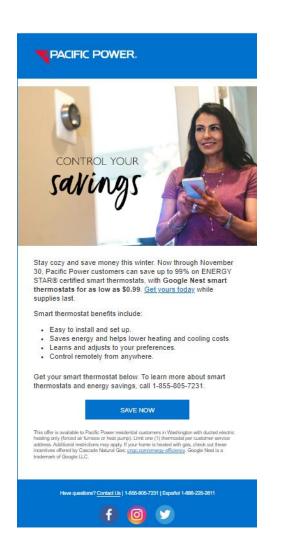


Burbank and Wallula



Home Energy Savings – smart thermostat offering

- Residential promotion ran 11/15 11/30/2022
- 50,000 emails in English and 3,300 in Spanish sent out to customers
- ~400 eligible customers purchased a thermostat with prices starting at \$0.99 with free shipping
- 100 people participated in a post purchase survey
- A thank you email with a customer survey with very high customer satisfaction ratings
- Customers from 27 different cities and towns participated





Mantén tu hogar a una temperatura agradable y ahorra dinero esta temporada de invierno. Comenzando hoy y hasta el 30 de noviembre los clientes de Pacific Power pueden ahorrar hasta un 99% en termostatos inteligentes certificados por ENERGY STAR®, con termostatos inteligentes Google Nest desde \$0.99. Obtén el tuyo hoy hasta agotar existencias.

- Los termostatos inteligentes son fáciles de instalar.
- Ahorra energía y ayuda a reducir los costes de calefacción y refrigeración.
- Aprende y se ajusta a tus preferencias.
- Contrólalo manualmente desde cualquier lugar.

Para obtener más información sobre termostatos inteligentes y ahorro de energía, visita <u>nuestro sitio web</u> o llama al 1-888-225-2611

Ten en cuenta que esta oferta está disponible únicamente para clientes residenciales de Padific Power en Washington con calefacción eléctrica por conductos (calentador o bomba de caler dor de aire forzado). Limite de un (1) termostato por dirección donde se ofrece servicio al cliente. Pueden aplicar restricciones adicionales. Si tu hogar se calienta con gas natural, consulta estos incentivos que ofrece Cascade Natural Gas: orgo: comilenergy-efficiency (sitio solo disponible en inglés).

¿Tiene preguntas? Utilice nuestro formulario de contacto o llame al 1-888-225-2611

Energy Star Rated Smart Thermostats



Google Nest Thermostat (Snow)

\$129.99 \$1.00

ADD TO CART



Google Nest Thermostat (Charcoal)

\$129.99 \$1.00

ADD TO CART



Google Nest Learning Thermostat

\$249.00 \$99.00

ADD TO CART



ecobee 3 lite

\$149.99 \$29.99

ADD TO CART



ecobee Smart Thermostat Enhanced

\$189.99 \$69.99

ADD TO CART



ecobee Smart Thermostat Premium

\$249.99 \$119.99

ADD TO CART



Emerson Sensi ST55U Wi-Fi Thermostat

\$129.00 \$1.00

ADD TO CART



Emerson Sensi Touch ST75SU Smart Thermostat

\$169.00 \$49.00

ADD TO CART

Home Energy Savings – smart thermostat offering

Earth Day promotion April 11-25, 2023

Attributes of installing a smart thermostat

- Can save up to 13% on heating and cooling annually
- Easy DIY installation and come preprogrammed
- Remote access via smart phone
- Available for single family, multi-family, and manufactured homes

Eligibility

- One thermostat per customer
- Must not have previously participated in a thermostat offer/incentive
- Must not have done a heat pump upgrade within last 5 years
- Must have electric heat as primary heating source
- Collaborating with Cascade Natural Gas for customers that use gas as their heating source







Home Energy Savings – smart thermostat offering

Ongoing promotion at community events including:

- Central Washington Home & Garden Show March 2023
- Central Washington Hispanic Chamber of Commerce Meet & Greet March 2023
- Central Washington Hispanic Chamber Taco Fest May 2023

Energy Efficiency Planned 2023

EAG meeting topics, Drafts for EAG Review, Filings

April

Apr 17:

Draft Wattsmart
Business/Home Energy
Savings program
changes to EAG for
review (for July 1
Washington State
Energy Code change)

Apr 28:

EAG comments on July 1 program changes due (optional)

TBD:

Low Inc WX draft filing to add smart thermostats

May

May 1:

Draft 2022 Annual Report to EAG (energy efficiency program results)

May 15:

EAG comments on 2022 Annual Report due (optional)

May 15:

Post notice of July 1 program changes on website

June

June 1:

File 2022 Annual Report (energy efficiency program results)

June 1:

Draft CEIP Progress
Report to EAG

July

July 1:

File CEIP Progress
Report

July 1:

Home Energy Savings and Wattsmart Business program changes effective

BCP: Biennial Conservation Plan

CEIP: Clean Energy Implementation Plan

EAG: Equity Advisory Group

Energy Efficiency Planned 2023

EAG meeting topics, Drafts for EAG Review, Filings

September

Sept 14:

EAG meeting topic

Preview 2024-2025 Biennial Conservation Plan, 2024 program changes

Sept 1:

2024 Program change documents to EAG

Sept 15:

EAG comments on 2024 program change docs due (optional)

October

Oct 1:

Draft 2024-2025 Biennial Conservation Plan (BCP) and draft tariffs (if any) to EAG

Oct 15:

EAG comments on draft BCP due (optional)

November

Nov 1:

File

■2024-2025 Biennial Conservation Plan

Nov 15:

2024 program changes announced on website

BCP: Biennial Conservation Plan

CEIP: Clean Energy Implementation Plan

EAG: Equity Advisory Group

Preview: 2023 Program Changes

Wattsmart Business

- Updates to align with Washington State Energy Code effective 7/1/2023 (WSEC 2021)
 - Changes are mainly in HVAC incentive tables
 - Air compressor VFD listed measure change to "retrofit only"

Home Energy Savings

- Updates to align with RTF and energy code effective 7/1/2023
 - Changes are mainly in HVAC incentives tables
 - End standalone new construction HPWH offering because WSEC-R will require heat pump water heaters installed in new residential construction starting 7/1/2023

Next step: draft program change packages to EAG for review (providing comments is optional)

Low Income Weatherization

Add smart thermostats to list of supplemental measures

Public Comments



Check Out

What is your biggest takeaway from today's conversation?



Washington Equity Advisory Group 2023 Meeting Schedule	
Date / Time / Meeting Format	Proposed Agenda Topics*
January 12th, 1pm-4pm (PST)	Washington Rate Case; Craft3 WA Home Energy Loan Program
Online February 9th, 1pm-4pm (PST) Online	Community Connections Wattsmart Small Business Lighting (Utility Actions Update) Demand Response Core Concepts WA Residential Survey: Closing the Feedback Loop
March 9th, 1pm-4pm (PST) Hybrid: Perry Technical Institute (Yakima)	Transportation Electrification Washington Plan Filing, Feedback, and CBI Update Demand Response Washington Filing and CBI Update Community Spotlight
April 13th, 1pm-4pm (PST) Online	Communications Team Vision & Updates; Comms CBI Update Energy Efficiency Updates Community Connections
May 2nd-4th	Local, in-person visits with the WA Equity Advisory Group
June 8th, 1pm-4pm (PST) Online	CEIP Annual Progress Report Check In; Energy Efficiency Updates Community Connections
July 13th, 1pm-4pm (PST) <u>Hybrid: Sustainable Living Center (Walla</u> <u>Walla)</u>	Filed CEIP Annual Progress Report & Feedback; WA Non-Energy Impacts Updates Community Connections
August	No Meeting
September 14th, 1pm-4pm (PST) Online	Energy Efficiency Updates (Preview Biennial Conservation Plan and program changes) Community Connections
October 12th, 1pm-4pm (PST) <u>Hybrid</u>	Energy Efficiency Updates Community Connections
November	No Meeting
December 7th, 1pm-4pm (PST) Online	End of the Year Survey and Reflection; 2024 Planning

*Proposed agenda topics may be subject to change CEIP: Clean Energy Implementation Plan CBI: Customer Benefit Indicator

POWERING YOUR GREATNESS

Next Steps

- 1. 2023 Planning. We look forward to meeting with you individually in May. There will be no group meeting in May.
- 2. Materials. We will share and post remaining April 2023 EAG Meeting materials in advance of the next meeting on June 8, 1-4 pm PST, with materials also available in Spanish.