

# PacifiCorp Equity Advisory Group (EAG)

September 2022 Meeting Notes

Wednesday September 14, 2022, 1-4pm Pacific Time

*These notes were synthesized and summarized by E Source, PacifiCorp's meeting facilitation partner, without EAG member attribution.*

## Executive Summary

This meeting focused on EAG reactions to PacifiCorp's Calendar of Events, an EAG member presentation about business support, and planned 2023 changes to residential and business energy efficiency programs.

Responses to questions and comments that did not get addressed during the Meeting or where PacifiCorp felt that greater detail was needed are highlighted throughout the document in yellow.

## Session Objectives

- Receive feedback on how to make the Community Connections calendar of events useful for EAG members
- Brief EAG members on the Energy Resource Center and share some Quick Updates
- Seek input on 2023 proposed equity changes to the Home Energy Savings and Wattsmart Business program

Slides available in Spanish below:

## [September 2022 EAG Meeting Slides](#)

2022 Equity Advisory Group member	Organization
Adam Rieker	Perry Technical Institute
Erendira Cruz	Sustainable Living Center
Giovanni Severino	Latino Community Fund
Jonathan Smith	Yakima County Development Association
Paul Tabayoyon	Asian Pacific Islander Coalition
Ray Wiseman	Yakama Power
Todd Hilmes	Northwest Community Action Center
Sylvia Schaeffer	Blue Mountain Action Council
Not In Attendance	
Heidi Silva-Morales	Opportunities Industrialization Center
Angelica Reyes	Las Casa Hogar
Norman Thiel	SonBridge
Nathan Johnson	Yakima Health District

## Opening (1:05pm)

E Source shared meeting objectives and the agenda to start the meeting.

## EAG Member Check-In (1:10pm)

All EAG members “checked-in” by responding to the prompt: *What is your favorite thing about fall?* Themes in their responses included hunting, fishing, fall vegetable harvest, cooler weather and getting outdoors, football season, Halloween, and school being back in session.

## Community Connections (1:17pm)

PacifiCorp shared and demonstrated a community events calendar. This tool provides a snapshot of events and opportunities that members may want to consider for local partnership opportunities and provides a means to keep apprised of upcoming events. Some of the final processes around the calendar are yet to be determined, but PacifiCorp is taking EAG feedback into consideration.

Questions that EAG members posed about the calendar included:

- Q: Where would this calendar be housed?
  - A: One opportunity is that the calendar would be posted to the Clean Energy Implementation Plan (CEIP) website.
- Q: How can we submit events or edits to events?
  - A: Feedback from the EAG members indicated that it would be preferred to have one PacifiCorp point of contact who would oversee adding and updating events. Using a specific email to submit events or corrections would be best.
  - EAG Members and others can contact Kimberly Alejandro at [Kimberly.Alejandro@PacifiCorp.com](mailto:Kimberly.Alejandro@PacifiCorp.com) to communicate any incorrect information or updates to be made.
- Q: Who is the audience?
  - A: Partner agencies and those who use/view the CEIP website
- Q: How will we ensure the information is accurate?
  - A: To create the calendar, PacifiCorp used information publicly available online. Feedback from EAG members indicated that if they find errors or omissions, they would like to submit updates or edits directly to PacifiCorp.
  - EAG Members and others can contact Kimberly Alejandro at [Kimberly.Alejandro@PacifiCorp.com](mailto:Kimberly.Alejandro@PacifiCorp.com) to update/correct the calendar.

After the demonstration, the EAG was also asked a few questions about how they might use the tool, preferences for accessibility, and potential frequency of partner use. Themes from the discussion included:

- EAG uses for the calendar of events:
  - To make a decision on whether or not to visit a partner agency or PacifiCorp at an event
  - To learn about events that others are doing
  - As a physical artifact during table-top conversations at community events to share when and where individuals can obtain information about programs and services or meet with PacifiCorp
- Preferences for accessibility:
  - Accessibility may ultimately depend on final determination of audience and objective; EAG members highlighted two key options
    - Posted online (static version), available to print and to refer to
    - Shared online, where partners could add or edit events
- EAG priorities:

- Ensuring that the calendar is up to date with accurate information
- Clear definition of the audience and objectives
- Identifying if PacifiCorp can integrate relevant rebate information to accompany the calendar of events

## EAG Member Presentation (1:35pm)

Jonathan Smith, Executive Director of the Yakima County Development Association (YCDA), provided an overview of the Who, What and Why of the association. YCDA is an economic development organization that works closely with cities, utilities, building and land redevelopment, workforce development organizations, and small businesses to bring new businesses to Yakima County. The presentation focused on their work to expand business support to small and midsize businesses. The purpose of this support is to prepare local businesses to talk with agencies like banks and elevate their overall business practices. Some of their efforts include:

- How-to videos for business to help them understand business strategy and tools that are available
- Bilingual courses to increase business skills among Spanish speakers
- One-on-one business planning and strategy support for business owners

Additional opportunities for partnerships were highlighted after the presentation during the discussion portion:

- The Opportunity Industrialization Center (OIC) on a grant opportunity to support small businesses. OIC has a weatherization program available.
- Weatherization through federal Inflation Reduction Act funding

EAG members were also asked if they had a need for additional visibility from stakeholders for their upcoming events. While no imminent opportunities surfaced, members were asked to email if any opportunities were identified.

## Energy Resource Center (2:00pm)

PacifiCorp demonstrated the Energy Resource Center, an online repository of content for PacifiCorp customers and communities related to energy efficiency and renewable energy. The website contains information about available rebates and programs, educational videos, and bilingual information and hand-outs. Following the demonstration, EAG members discussed the website. Key themes from the conversation included:

- Sentiment that the information available is expansive and helpful
- Appreciation for the ability to easily find Spanish information and content that is simple to understand
- EAG members envision using the website in discussions with the community, small businesses, and residents to show them what is available and help them make connections

The EAG members discussed opportunities to further enhance the website, including:

- Include more information about the financing program on the website, including the range of potential financing

- Easier access to a contact and phone number
- Simplify navigation and reduce the number of steps for customers to find information about programs
- Continue expanding the Spanish translation to more of the PacifiCorp website
- Design the website to be mobile optimized with fewer PDFs, ensuring greater accessibility particularly in communities with limited internet connections and for those who rely on mobile phones

## Quick Updates (2:25pm)

PacifiCorp introduced Christina Medina to the team who will manage stakeholder policy and engagement.

Then PacifiCorp provided an update on CEIP approval process and outlined the upcoming steps regarding resolution of comments provided by stakeholders and the procedural schedule that was issued.

PacifiCorp provided a brief update to EAG members on its demand response tariff and programs. More information will be provided at the October EAG meeting. The EAG members had one question following the update:

- Q: What is a demand response tariff?
- A: A demand response tariff is the formal way that a utility can begin a DR program under the regulatory approval process and essentially enables program payments to begin. The program costs are primarily associated with the incentives that PacifiCorp pays to participating customers, along with administrative fees to our vendors and equipment costs. The company measures and reports the cost effectiveness of DR programs to ensure each program's total benefits are higher than its total costs. To read the full tariff filing, please see the WUTC docket page at the following link: <https://www.utc.wa.gov/casedocket/2022/220550/docsets>

## Break (2:40pm)

### 2023 Planning - Home Energy Savings and Wattsmart Business (2:50pm)

PacifiCorp presented an update on its Home Energy Savings and Wattsmart Business programs including an overview of:

- Program Changes
- Timeline
- Program Change Documents
- Draft 2023 Home Energy Savings Plan Changes
- Draft 2023 Wattsmart Business Plan Changes

The presentation highlighted the specific equity components for Highly Impact Communities that are included in the planned changes, as well as new measures and expanded offerings for existing measures. The discussion also highlighted specific changes that were made based on the input of EAG

members, such as increasing window incentives to be in line with other, similar programs in the marketplace.

Questions that came up during and after the presentation included:

- Q: How is multifamily defined?
- Four or more units.
  
- Q: How do you define units? Would dormitories or boarding houses count as units? Would they participate in the Home Energy Savings program or Wattsmart Business?
- A: Determining which program a building would participate in is dependent on the rate schedule of the facility. If it is on a residential rate, it would go through the Home Energy Savings Program and commercial rate would go through Wattsmart Business Program.
  
- Q: The biggest challenge is people don't know about the program. What is the communications plan to share information?
- A: There are a variety of ways PacifiCorp communicates with customers about these energy saving programs and other options and programs, including traditional advertising, primarily digital and social advertising, emails, bill inserts and bill messaging. Additionally, the program team educates trade allies about the incentives and offers to increase participation among their clients. The program field team is also doing outreach in our communities by attending community events (e.g., Yakima Downtown Summer Nights), by being in store at participating retailers, etc.

Following the presentation, EAG members were prompted to discuss the following questions.

- What suggestions might you offer to improve our planned changes for either program?
- In what ways could these changes improve program participation for customers in Highly Impacted Communities?
- What additional information would you need to provide further feedback

Discussion and questions were focused on cost-effectiveness, communications with highly impacted communities, including:

- Q: Will cost-effectiveness requirements ever be removed?
- A. PacifiCorp is held to a commission requirement that the portfolio, as a whole, must be cost effective, meaning that the benefits are higher than the costs of offering the portfolio.
  - A member from the State Attorney General's office who represents consumers, residential and small business owners, acknowledged that cost-effectiveness requirements is a complex and ongoing discussion, but it is a requirement currently.
  
- Q: Do costs include only the incentives, or does it also include employee wages, etc.?
- A: The costs include any incremental costs that customers pay for equipment, the costs to administer the program, advertising, application processing, outreach, etc. The benefits include associated benefits of the energy savings and some non-energy benefits.

- Q: How does PacifiCorp help close the gap for residents of Highly Impacted Communities that may not have the funds to invest in energy efficiency measures?
- A: PacifiCorp recently implemented a change to its financing offer that enables customers on tribal lands to qualify for on-bill financing. This is also available now to customers who live in a manufactured home on a property that they do not own. Both areas were added based on strong input from the EAG. Additionally, PacifiCorp is working to improve how it targets residents and businesses in Highly Impacted Communities to ensure that they are aware of the differentiated offerings for them.

### Public Comments (3:50pm)

There were no public comments

### Next steps (3:55pm)

PacifiCorp closed by thanking all the EAG for their time and detailed feedback, and they are excited to get additional feedback on planned program changes.

Attendees were reminded that meeting materials and notes are posted to the website, and that the next meeting is on October 19 from 1-4 pm PT.