

PacifiCorp Equity Advisory Group (EAG)

February 2022 EAG Meeting Notes

Wednesday February 16, 2022, 1-4 pm Pacific Time

These notes were synthesized and summarized by RMI, PacifiCorp's meeting facilitation partner, without EAG member attribution. Additional information or responses to questions and comments not shared during the meeting are included in purple text.

Executive Summary

The February 2022 EAG Meeting focused on communication strategies for implementing utility actions included in the Clean Energy Implementation Plan (CEIP): small business energy efficiency (EE) program and transportation electrification. There were 37 attendees, including nine EAG members and seven public attendees and stakeholders. PacifiCorp shared updates on the CEIP, staffing, and EAG members.

This meeting focused on EAG feedback and recommendations for implementing expanded and new programs. PacifiCorp shared a presentation about small business energy efficiency and planned residential program outreach to agriculture workers, and the EAG provided ideas on communication efforts to increase participation. PacifiCorp then shared a presentation on transportation electrification. EAG members shared their thoughts on successful implementation strategies, potential barriers, and communications opportunities for transportation electrification.

Slides in [English](#) and Spanish

2022 Equity Advisory Group Member	Organization
Adam Rieker	The Perry Technical Institute – <i>new member</i>
Angélica Reyes	La Casa Hogar
Erendira Cruz	Sustainable Living Center (SLC)
Isidra Sanchez	Opportunities Industrialization Center (OIC)
Jonathan Smith	Yakima County Development Association (YCDA)
Nathan Johnson	Yakima Health District
Noemi Ortiz	Northwest Community Action Center (NCAC)
Norman Thiel	SonBridge
Paul Tabayoyon	Asian Pacific Islander Coalition (APIC)
Not in attendance	
Raymond Wiseman	Yakama Power

Meeting Overview and Updates (1:05pm)

PacifiCorp welcomed attendees and reviewed the agenda and objectives of the meeting. Meeting objectives were:

- Present and receive insights on small business energy efficiency (EE) programs
- Introduce PacifiCorp's Transportation Electrification plan and begin scoping the electric vehicle (EV) grant program with the EAG

Meeting updates included EAG recruitment for 2022 and Melissa Nottingham's role as PacifiCorp EAG Project Lead for 2022. Attendees were reminded that they can submit comments on the CEIP through May 6, 2022.

EAG Member Check-In (1:10 pm)

EAG members checked in by sharing examples of effective communication strategies with communities in need. Important themes included understanding different cultures, in-person meetings, and partnering with trusted community resources.

Energy Efficiency for Small Business, Outreach to Ag Workers on Residential Offerings (1:30 pm)

PacifiCorp presented utility actions in the CEIP related to small business customers, including a program offer that supports highly impacted community small businesses and very small businesses (based on annual usage). In addition to program descriptions, PacifiCorp shared their plans for program outreach, which include direct mail postcards, paid media channels, and local organization partnerships.

PacifiCorp has a new Diversity and Community Outreach Coordinator for the Wattsmart program, Marcelino Osorio, who will directly engage with named communities. Members of the EAG expressed excitement about these on-the-ground, bilingual communications efforts to named communities.

PacifiCorp also shared plans for outreach to ag workers employed in the tree fruit industry to do short presentations on residential energy programs. This is an example of leveraging long standing business customer relationships to reach ag workers, a vulnerable population.

EE Small Business Activity (2:00 pm)

The EAG was asked to journal on the following prompts:

- What outreach methods did you hear that you think will be most effective in reaching small businesses in your community? What other ideas would you propose to increase program effectiveness?
- Do you have ideas for additional partnership opportunities for this work?

EAG members discussed their responses, which they documented in Mural, an online whiteboard tool

What outreach methods did you hear that you think will be most effective in reaching small businesses in your community? What other ideas would you propose to increase program effectiveness?

In Person		Virtual	Other strategies	
direct outreach: ie going to the businesses and leaving materials or speaking with the pic	Spanish Speaking Representation onsite	diret outreach and or commericals	Direct service, bilingual resources/ outreach	Knowing the difference for what communication works in each community (not the same strategies will work for Yakima and Walla Walla)
Community Trusted messenger model	Host "after work" snack and chat sessions at local hangouts	Calls or visits to business	Empower early adopters to share information/contacts with more cautious members	Linking to other services that may be needed (example: resources for homeowners)
Presenting in person	Physical boots on the ground and community awareness	Radio / Social Media	The hire of local expertise who has better understanding of history and culture	
one-on-one meetings	Providing training/ partnerships through contractors who have boots on the ground in facilities already who can identify opportunities for deploying these programs	Cold calling	Trusted members of community reach out	

Do you have ideas for additional partnership opportunities for this work?

word of mouth/ testimonials	referrals from recent customers	work with chamber of commerce to connect to various business	Similar to work with chamber - have a chamber board member or other community leader make in-person introductions	service provider (electrical contractors) incentives
Join community coalition meetings, most community members participate in those meetings. Good way of connecting with different partners.	Network to attend local community meetings on regular basis, monthly or quarterly	case studies generate interest as well (or spotlights of what others have done)	TV advertising that includes the local resource information/success stories	Understanding where there are events that students are plugged into to begin creating relationships
Growers Association and Washington Tree Fruit Association for warehouses	Radio KDNA (provides interviews, spread a message, host community event)	Collaborate with colleges; these will be the future business owners. Start those conversations early.	Jose Alvarez is a well known community member who has built up community relationships by providing services	Students coming out of Business Management can help steward these conversations
	KDNA radio Local, Spanish-Speaking station (community event host)			

The EAG's discussion included:

- EAG members emphasized the importance of in-person communications efforts by trusted sources.
- They suggested building a communications program that focused not only on customers, but also training workers who service buildings on the available programs in order to be able to make connections on the ground.

- EAG members shared that having representatives who can provide testimonials and referrals will be the best resource in spreading the message of these programs.
- Some EAG members thought that targeting paid media, such as local Spanish radio stations, is a great opportunity to reach customers.
- They emphasized that Walla Walla and Yakima counties are distinct communities and require different outreach.

Transportation Electrification Presentation (2:30 pm)

PacifiCorp presented an overview of transportation electrification and then shared examples of their transportation electrification work in Oregon. They then transitioned into the process, components and potential strategies of their transportation electrification plans for Washington. In collaboration with community members, PacifiCorp will define and develop an EV grant program to support named communities.

EAG members asked the following questions:

- **Q:** How many of the charging stations shown have been funded by PacifiCorp's grant program?
 - **A:** The program has supported 19 charging projects and 24 ports.
- **Q:** What languages and platforms are you using for the programs in Oregon?
 - **A:** The work in Oregon is an example that we can work off in Washington. That said, the programs in Oregon are mostly being conducted in English, but we are looking to start including Spanish translation. Our Washington communities will likely need something different when it comes to transportation electrification, especially to fold in elements of the CEIP and target specific outreach to named communities.
- **Q:** Currently, Yakima residents don't use public transportation much except for getting to school. Is there a plan to electrify school buses?
 - **A:** The grant program would be open to a number of different types of electric mobility projects, which transit could be part of. The plans are currently being defined, but that could be a good idea for benefiting low-income communities. It may be expensive, so there could be an opportunity to match grant funds with other funds. We want to be creative with how we design that.
- **Q:** Are programs only for vehicles that transport people or are farm equipment and other vehicles included?
 - **A:** PacifiCorp does not want to narrow the realm of possibilities for who these programs could benefit. As an example, the electric ATVs for irrigation have been an interesting case of non-passenger vehicle electrification, specifically benefiting irrigation districts.

EV Grant Activity (3:00 pm)

To gather input from the EAG, PacifiCorp asked the following questions:

- What could success look like for electric transportation for communities in need? What barriers to success exist?
- Do you have ideas about organizations or people we should engage with in this work?

Each EAG member journaled independently before participating in small breakout groups to discuss their thoughts. They documented their ideas in Mural.

What could success look like for electric transportation for communities in need?

Promote incentive fro Low income families	Rural means distance, employees live remotely, can EV be a lowercost method to transport to job	Could look at electrifying the Yakima transit system	Access to bike/ scooter sharing, especially during nicer times in the year and potentially subsidies for HIC's	electric vehicles purchased are not a second vehicle	Having sufficient infrastructure to support anticipated need and build confidence for users
Work with local governments to acquire funding for transportation programs, facility and vehicle	Can EV help introduce a new type of shared transport for workers?	I have heard from two or three businesses in both Sunny side and Grandview that have employees that WALK the path between he two cities because they don't have car and bus service is infrequent - these employees want any car	Introduce rebates, incentives or trade-in programs for lawnmowers, leaf blowers, etc. to build confidence and serve as a 'gateway' to cars, etc.	E-bike charging stations - I don't know if they are really a thing but I think that e-bikes are more likely then electric vehicles to be affordable by this population	matching the needs to community
HB 1287 communication for project requirements	Accessibility to public transportation to different location businesses Wherehouse(partnership with these businesses)	there is no public transportation, accessibility. Cities are too small of an area for us.	Focus on the highest demand users that create positive affect	Availability of Zip Car type ev for short term HIC needs (car sharing)	

What barriers to success exist?

Sufficient infrastructure	Time of installation of charger in comparison to purchase of vehicle	Financial not everyone can afford to make a purchase	Charging infrastructure	Sufficient Charging stations around the area	Parking methods for bikes/scooters/shared cars	Public transit is not connected to a lot of commuter work places
Qualified people for installation and maintenance of equipment.	High entry cost	Access to charging stations	Tech is still developing	Changing mindsets about the technologies and perceptions about its challenges	Distribution of power to areas that will have huge increases in demand after installation of EV charging stations.	

Do you have ideas about organizations or people we should engage with in this work?

Public transportation different cities	Health Organizations	college/university inform all students	Higher ed students (e.g. Walla Walla University, Walla Walla Community College)	Council members
Business owners corporations that have a numerous employee that commute for work	Schools Public/Private	Municipalities	Manufacturers	Agriculture (apple) workers

Input from EAG members included:

- As rural counties, Yakima and Walla Walla come with a unique set of infrastructure and transportation challenges. Traditional public transportation buses may not be the best solution, but smaller electric vans, carshare, bikes, or scooters to solve the last mile problem could help communities.

- Electric power distribution infrastructure and transformers may require upgrades for EVs. PacifiCorp has systems and processes in place to ensure that this occurs.
- There are workforce limitations, so training programs for students could be useful.
 - Response: PacifiCorp has funded community college programs for workforce development in building infrastructure required for EVs.
- It's critical to build confidence in the EV technology.
- The upfront investment to have EVs is a large barrier. It's important for communities to distribute the costs over time.
- Warehouses and workplaces are an opportunity for transportation electrification and can be a place to communicate with customers.

Public Comment (3:45 pm)

Following the activity, the public was invited to provide comments or ask questions. Three stakeholders expressed gratitude for the EAG's work.

Next Steps (3:50 pm)

Members of the EAG were invited to participate in a few next steps, including options to help onboard new EAG members through the "buddy" program, share a presentation with other EAG members on what their organizations do and opportunities for collaboration, and join a working group on transportation electrification.

Check out (3:55 pm)

The EAG checked out by sharing what they were most excited about from today's discussion. EAG members were excited about planned or upcoming communications programs (through Marcelino and other Spanish-driven programs) and the opportunity to use lessons learned in Oregon to develop new programs for Yakima and Walla Walla.