

PacifiCorp Equity Advisory Group (EAG)

February 2023 Meeting Notes

Thursday February 9, 2023, 1-4 pm Pacific Time

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

Executive Summary

There were 21 attendees at the Washington EAG meeting on February 9, 2023. The meeting focused on creating a shared understanding of Demand Response, Wattsmart programs and closing the loop from the WA Residential Survey and how EAG recommendations from 2021 were used to inform the 2023 survey.

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

Session Objectives

- Finding shared understanding: Demand Response Core Concepts
- Provide an update on Wattsmart Business Utility Actions
- Close the loop on WA Residential Survey feedback

Slides available in Spanish below:

2023 Equity Advisory Group member	Organization
Erendira Cruz	Sustainable Living Center
Todd Hilmes	Northwest Community Action Center
Jonathan Smith	Yakima County Development Association
Paul Tabayoyon	Asian Pacific Islander Coalition
Norman Thiel	SonBridge
Giovanni Severino	Latino Community Fund
Adam Rieker	Perry Technical Institute
Not in attendance	
Nathan Johnson	Yakima Health District
Sylvia Schaeffer	Blue Mountain Action Council
Heidi Silva-Morales	OIC of Yakima
Ray Wiseman	Yakama Power

Opening (1:05 pm)

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 (1:08 pm)

All EAG members "checked-in" by responding to the prompt: *What's something that has brought you joy so far this year?* Themes in their responses included:

- Sustainable Living Center – Joyous about the weather, also touched on the excitement about the first "cow" born in their program.
- Asian Pacific Islander Coalition – Spoke to involvement in volunteer efforts with the Filipino Food Service Takeout, which has led to learning more about the culture and especially learning to cook Filipino food.
- Latino Community Fund – Mentioned the joy found in the community involvement in the legislative process, emphasis was put on engagement from the youth and Latin communities.
- Perry Technical Institute – Talked about the happiness of seeing children, especially coming home to their excitement after work.
- Rose Johnson – Shared excitement about a family member (nephew) that was accepted to a high school that focuses on trades.
- Yakima County Development Association – Spoke to the joy around a successful surgery and post operation appointment.
- SonBridge – Shared excitement around the season changing to spring, noting that there were blooming flowers popping up everywhere which brings a lot of joy after winter.
- PCU – Mentioned that the Puget Sound view from the home office window was recently widened and spoke about the experience of observing the arborists work.
- E Source's Lisa Markus – Spoke about joy for her daughter, who recently signed a letter of commitment for a college Water Polo team and scholarship.
- PacifiCorp's Kimberly Alejandro – Shared that she is regularly grateful for her dog, as well as reconnecting with high school friends in person.

WA EAG Meetings & Community Calendar (1:15 pm)

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:

February Events –

- 2/1 - Chamber Connect Quarterly Lunch/Annual Mtg. 11:30am-1:00pm @ Marcus Whitman Hotel & Conference Center, 6 W. Rose St. Walla Walla, WA 99326
- 2/7 - SLC Public Workshops Series: DIY Home Remodeling 6:30pm-8:00pm @ WWCC Water and Environmental Center
- 2/9 - ONLINE – Washington Equity Advisory Group Meeting 1pm-4pm (PST)

- 2/10 -Free Health & Resource Fair Hosted by Yakima Pride, Latino Community, and Yakima County Health District 1:00pm-6:00pm @ Le Chateau 15 N Naches Ave, Yakima, WA 98901
- 2/16 - Home Buyers Class 6:00pm-8:00pm @ 11 W. Alder Street Walla Walla, WA 99362
- 2/22 - Central Washington Hispanic Chamber of Commerce Meet & Greet 5:30pm-7:00pm @ the Valley Mall (second floor) in Yakima, WA

March Events –

- 3/7 - Clase de cocinar gratis! 6:00pm-7:00pm @ Providence Southgate, 1025 South 2nd Avenue Walla Walla, WA 99362
- 3/9 - HYBRID – Washington Equity Advisory Group Meeting 1pm-4pm (PST) Onsite location: Perry Technical Institute 2011 W. Washington Ave, Yakima, WA 98903
- 3/14 - Wattsmart Vendor Event 7:30am-12pm @ the Marcus Whitman Hotel and Conference Center 6 W Rose St. Walla Walla, WA 99362
- 3/15 - Wattsmart Vendor Event 7:30am-12pm @ the Convention Center 10 N 8th St. Yakima, WA 98901
- 3/16 - Beginners Windows 10 Class 9:00am-10:30am @ Yakima Harman Senior Center
- 3/16 – Volunteer Opportunity - with BMAC Food Bank- Food Distribution for Seniors 1pm-4pm
- 3/22 - Beginners Windows 10 Class 9:00am-10:30am @ Yakima Harman Senior Center
- 3/23 - Beginners Windows 10 Class 9:00am-10:30am @ Yakima Harman Senior Center
- 3/29 - CWHCC Meet & Greet 5:30pm-7:00pm at the Valley Mall (second floor) in Yakima, WA

Demand Response Core Concepts (1:20 pm)

E-Source’s Lisa Markus discussed Demand Response, introduced PacifiCorp's Don Jones, and framed the discussion around what will be covered in the Demand Response sections of the February and March EAG meetings. The discussion opened with attendees being asked: *What comes to mind when you hear the word “demand?”*

- SonBridge – Noted the preference to the word “need”, explaining that “demand” typically has a negative connotation
- Northwest Community Action Center – Seconded that “demand” is generally seen as negative, furthers that “usage” or “amount needed” to placate is what first comes to mind
- Sustainable Living Center – Spoke to the confrontational nature of the word, similar to previous comments. While on the call, the definition – “the desire of purchasers for a particular commodity” was shared.
- E Source’s Lisa shared a story that demonstrated that importance of words, sharing that she thought the song “Evil Women” was named “Mid-evil Women”, which changed the meaning completely.

E Source’s Lisa Markus transitioned the content and gave an analogy for a restaurant – planning the menu, shopping for the menu, and ensuring that the meal is delivered on time with the quality needed. She furthered by explaining the “peak” in similar context (maximum number of customers using it at any time).

With the same analogy, she related offsetting demand peaks to “happy hours”. Explaining that spreading out demand throughout the day incentivizes avoiding peak times.

PacifiCorp’s Don Jones jumped in to explain what this means in the context of Pacific Power operations. He gave an overview of the residential demand response programs that target the two biggest users of residential energy – space and water heating.

The programs shared utilize smart thermostats to allow these loads to be removed from the grid (happy hour) during high peak times/instances.

The presenter then shared the monetary incentives of the programs offered by Pacific Power, including: a sign on, an annual incentive, and energy saving opportunities. These programs would allow the ability to reduce peaks. Slide #16: [EAG Meeting February 2023 Slides.pdf \(pacificcorp.com\)](#)

Question: Sustainable Living Center - If you have gas heat, can you sign up for summer A/C?

- PacifiCorp's Don Jones answered that the program would give the utility to control A/C in the summer if the dwelling is equipped with gas heat.

Discussion:

- Sustainable Living Center – Questioned if there is data around how similar projects done in other regions
 - PacifiCorp's Don Jones stated that the approach is well established, and similar programs have been implemented by other utilities. He explained that in a lot of cases the equipment is already in place, which can increase participation through EE programs as well as provide incentives. It was noted that Amazon holds around 50% of the market and that the secret to success is being candid with customers about temperature control and access to their homes/energy use.
 - E Source’s Lisa Markus commented that the EAG members (who are trusted in community) may be an important component to increasing trust with the community.
- Asian Pacific Islander Coalition – Asked how the smart thermostats are controlled?
 - PacifiCorp answered that Wi-Fi is required, and the signal is shared
- Perry Technical Institute – Requested additional information on the level of control that the utility would have, i.e., ability to turn the units completely off for extended periods of time or lowering the temperatures for shorter periods. The override capabilities were also questioned.
 - PacifiCorp's Don Jones answered that it is typically small adjustments (of approximately 2-3 degrees) that would last for a few hour timeframes. The water heater, however, is not based on temperature but on the flow. Both do have override capabilities.
- Northwest Community Action Center – Asked what number of accounts would have to sign up for this program to be considered successful in addressing the issue of reducing peak demand?
 - PacifiCorp's Don Jones answered that Pacific Power is hoping to have 1000 thermostats over 5 years but thinks that is a conservative estimate. The water heater program, however, would largely focus on multifamily and would be considered successful if 700 can be implemented by year 5.
- SonBridge - Asked how Pacific Power would control the smart thermostats?

- PacifiCorp's Don Jones answered that it is completed through the stat screen and would show a statement that explained Pacific Power has called an event and the temperature was changed. The water heaters would have a device on the tank and have the option to receive an SMS notification to disseminate the information.
- Asian Pacific Islander Coalition- Pointed out that access to internet could be problematic in rural areas and asked if maps exist that may indicate access levels and income level access.
 - PacifiCorp answered that the utility has discussed this at length with provider and internally. Upon evaluation it was discovered that there is a high percentage (90%+), and increasing, Wi-Fi in WA service area. Wi-Fi not only needs to be available, but the devices also must remain connected. In this instance, the customer would be contacted to ensure they are staying connected otherwise they will be dropped from the program.
- Sustainable Living Center – Asked if there is another ‘stage’ of DR where thermostats may ‘suggest’ temperatures based on factors such as occupancy, outside temperatures, etc.? E.g., advanced abilities that would suggest best practices based on energy use analysis.
 - PacifiCorp stated that they must specify a temperature setback or step up, which is a function/feature that is widely available in thermostats across different manufacturers. Smart thermostats would be a next step, however, currently only a few thermostats have that ability now.
- Asian Pacific Islander Coalition– Questioned how the program would prioritize which customer would get the reduction and how Pacific Power would share why that particular customer is being chosen? (e.g., industry use, or time of day)
 - PacifiCorp answered that the system operators are evaluating how fast they can respond as well as how big the resource is as it relates to loads. Time to reduce load is also considered.
 - E Source’s Lisa Markus then asked how they will be notified.
 - Customers would be sent a message like “an event starts at this time”, but it was noted that there is not usually time to send an additional message that shares the reason why the event is occurring. Priority of why is lower of alerting it is happening.
 - E Source’s Lisa Markus followed up by confirming that most framing is upfront.
 - PacifiCorp explained that most marketing would be upfront and would have limitations – e.g., there will be no more than 2 instances/week and events will be no more than 2 hours.
- COMMENT: Northwest Community Action Center- Agreed that there would need to be a lengthy education campaign/conversation surrounding this. Noted customers have deep concerns about giving the utility access to control these appliances.
- SonBridge suggested that making it a “game” of sorts that could drive usage down through education.

Wattsmart Business Utility Actions Update (1:55 pm)

E Source’s Lisa Markus introduced the next section and introduced PacifiCorp's Nancy Goddard, who gave an update on the metrics that will be looked at and the utility actions. Slide #19:

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

Nancy Goddard introduced Marcelino Osorio and his work with not only small businesses, but also the customers who predominately communicate in Spanish.

Marcelino Osorio shared his background, which includes growing up on the Yakama Reservation, and how he really connected with the “highly” impacted areas. As the DEI Coordinator, the mission is to target these communities and share programs with the customers that can help them.

An example of “florescent city” was shared, noting that the community didn’t know about the programs – including having access to the programs. Slide #21: [EAG Meeting February 2023 Slides.pdf \(pacificorp.com\)](#)

Wattsmart marketing video was shown to the EAG in Spanish then in English.

Community Story Highlight– Yakima

Marcelino shared a story about his daughter’s internship with a community organization. Through this, Marcelino was personally able to share information on the program that the customer was qualified to participate in.

After being connected to a vendor, the organization completed a project that allowed them to maximize their work in the community. After the project they saw a noticeable decrease in shoplifting (due to higher visibility from the lighting), as well as a decrease in break-ins after switching outdoor lighting from the program.

Discussion: What are the most effective ways to get the word out?

- Sustainable Living Center – Suggested the chamber of commerce, which was seconded by Yakima County Development Association
- SonBridge – Mentioned the small business competition funding round. LINK - https://www.union-bulletin.com/news/local/business/washington-state-provides-635k-in-grants-to-help-qualifying-small-businesses-entrepreneurs-in-walla-walla/article_f9e3ac04-a645-11ed-9f54-c7ed49e711ee.html
- Yakima County Development Association mentioned business roundtables
- Sustainable Living Center – Added workshops, tabling at community events, and door to door outreach
 - Marcelino Osorio noted that these were great ideas! Walla Walla did add sections of “highly impacted communities this year that will be targeted. He noted that face to face interactions are the most impactful, as priorities of small business generally are around keeping the doors open.

Discussion: What small businesses in your community should we reach out to about this program?

- Latino Community Fund – Asked if EAG members should suggest that community members should reach out to Marcelino directly?
 - Marcelino volunteered to quarterback and stated that any referrals will be acted upon immediately to ensure they are not left behind. Vendors only have 2 days to connect after being sent the information.

- Yakima County Development Association – Stated that YCDA works with lots of these kinds of businesses and asked if Marcelino could do a workshop for them.

Break (2:25-2:35 pm)

Residential Survey Feedback (2:35 pm)

E Source's Lisa Markus transitioned the discussion to the Residential Survey

PacifiCorps' Kimberly Alejandro spoke about the EAG feedback that was given on the 2021 survey and how the feedback informed the strategy of the 2023 survey, including increased outreach to:

- Hispanic communities
- Renters
- Agricultural businesses
- Those without internet access
- Those under the age of 65

An overview of timeline for 2023 survey and how it will be used for CEIP annual progress report filing.
Slide #29: [EAG Meeting February 2023 Slides.pdf \(pacificorp.com\)](#)

E Source's Lisa Markus engaged the EAG by asking:

Discussion: In the next phase of outreach, what should be considered to ensure an equity perspective?

- Latino Community Fund - Suggested having an incentive (gift card or bill credit) to submit survey because it may not be a priority of an underserved community/group.
- Sustainable Living Center – Suggested a TikTok campaign for targeting younger groups– Latino Community Fund seconded this
- SonBridge – Asked the group about using in person events, and provided an example of using lines at the fair with an incentive, which would fill the gap of time instead of taking more time out of their day
- Northwest Community Action Center - Suggested that identifying and publicizing changes that were enacted from public comments, which could help constituents see the power of their comments.
- Perry Technical Institute – Echoed SonBridge's comment and furthered that in person events are especially impactful.
- Asian Pacific Islander Coalition – Shared that farmers market type venues (which this organization participate in every 2 weeks) are very useful. Also noted that some consideration needs to be given to who is paying a bill and this may need to be broken out in the data.
- Sustainable Living Center – Conveyed that EAG partners could offer the opportunity to share at events when EAG members are doing in person events (or a QR code) and incentives with "swag".

Public Comments (2:50 pm)

None

Check Out & Next Steps (2:50 pm)

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:

- Perry Technical Institute – Very good feedback from the group. Was curious about the Demand response and what it would look like. Has reservations about it and has been trying to focus on thinking about how that would be managed. Excited to see more about it and for the next meeting in general.
- Yakima County Development Association - Enjoyed the DR presentation given his economic background. Made him think of the demand charge that large users complain about. Interesting to hear “demand” thoughts and that it could lead to an emotional feeling
- SonBridge – Excited about the movement in the small business lighting space and the expected growth. Enjoys the variety of discussion and that it's great to get input on these challenges
- Sustainable Living Center – Liked DR progress and thinks sky is the limit as far as DR goes. Biggest takeaway is the community story and the success of Marcelino – having the right person with the right tools in the right place leads to huge successes
- Latino Community Fund – Happy to observe the effort to increase outreach and include community voices in this process. Marcelino and work for small businesses.
- Northwest Community Action Center – Noted that Marcelino's enthusiasm and passion is apparent and that it is great to see somebody with a strong vision. Anxious to hear about the DR piece - We live in an area where people wouldn't have an injection (COVID) because of fear so thinks that there will be resistance to outside access to their homes.

PacifiCorp's Kimberly Alejandro spoke about 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. 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

Meeting Close out –

PacifiCorp's Kimberly Alejandro noted the upcoming one-on-one visits in May