

Pacific Power Equity Advisory Group (EAG)

July 2023 Meeting Notes
July 14, 2023, 1:00 - 4:00 pm Pacific Time

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

Executive Summary

There were 20 individuals in attendance at the Washington EAG meeting on July 14, 2023. The meeting, which was a hybrid setting with participants on site and attending virtually via the ZOOM platform. The meeting largely focused on the Washington Clean Energy Implementation Plan and components thereof, including a review and interactive activity around CBIs, and WA Non-energy impacts.

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

Session Objectives

- Inform our regional lens by learning from the Substantial Living Center
- Provide Washington Clean Energy Implementation Plan updates
- Review Customer Benefit Indicator (CBI) progress
- Begin to explore and develop CBI trajectory through an Interactive Exercise
- Understand non-energy benefits and impacts

2023 EAG Members	Organization
Erendira Cruz	Sustainable Living Center
Todd Hilmes	Northwest Community Action Center
Silvia Leija	Yakima Community Aid
Frank Martinez	Yakima OIC
Sylvia Schaeffer	Blue Mountain Action Council
Jonathan Smith	Yakima County Development Association
Paul Tabayoyon	Asian Pacific Islander Coalition

Pacific Power Presenters

Kim Alejandro

Selyna Bermudez

Stephanie Meeks

Laura James

Peter Schaffer

Pacific Power Affiliated Attendees

Tag Galvin-Darnieder E Source, Facilitation Team

Jeffrey Daigle	E Source, Facilitation Team
Nancy Goddard	Pacific Power
Morgan Westberry	E Source, Facilitation Team
Jamie Rosen	E Source, Facilitation Team
Alejandra Tapia	Resource Innovations
Public Attendees	
Stephanie Chase	Public Counsel

Opening

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

The Sustainable Living Center

The Sustainable Living Center opened by level setting a definition of sustainability which is defined as meeting the needs of the present while ensuring that future generations have the same opportunities. Sustainability is accomplished through the stewardship of resources; economical, ecological, and socially equitable. Sustainability as being self-aware; having gratitude for our bounty and reciprocity for giving back.

The Sustainable Living Center was founded in 2001 with a mission to conserve resources for the future by encouraging and facilitating sustainable living practices in our community. Coming together in 2001 with the kickoff of the Northeast Renewable Energy Festival, which after 4 years transitioned into the year-round physical presence as Sustainable Living Center. Today the Sustainable Living Center is housed within the William A. Grant Water & Environment Center at Walla Walla Community College.

Outreach and education is a consistent initiative and is central to the foundation of the Sustainable Living Center, with efforts focused on public workshops, farmers market and community events, grant projects, and community partnerships.

In addition to outreach and education, the Sustainable Living Center maintains various other projects and programs.

- **Builder’s Resupply Store**, which diverts over 35-50+ tons of materials from the landfill annually. Opening in the Fall of 2010, the store started as a feasibility study, and has proven to be a win-win for the community bringing volunteer and employment opportunities.
- **Smart Business Partners**, a free program that helps businesses and organizations save money by focusing on the reduction of water, energy, waste and materials.
- **Community Energy Efficiency Program (CEEP)**, providing a low-cost home energy audit and making recommendations for upgrades. Administered by Washington State University Energy Program, the CEEP is a program that can pave the way for scaling up.
- **Solar Rebates**, a privately funded program that funs customers through the Community Energy Efficiency Program infrastructure.

- **Walla Walla Valley Farm to School**, is a nationally recognized program started by parents to increase healthy, local foods into school meals. Currently supporting 8 gardens in 4 school districts, the Walla Walla Valley Farm to School became a program of the SLC in August of 2019.

Chat Questions & Comments:

- An EAG member asked how many customers used solar rebates?
 - The Sustainable Living Center responded that currently averaging 15 customers, and \$20-\$22K per year in rebates (total).

EAG Member Check-In

All EAG members “checked-in” by responding to the prompt: *Who is someone you look up to and why?* The group shared about their role models and connected over the positive impacts shared by the different EAG members.

WA EAG Meetings & Community Calendar

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

July Events –

- July 13th – [ONLINE – Washington Equity Advisory Group Meeting 1pm-4pm \(PST\)](#)
- July 15th – [Downtown Walla Walla Farmer’s Market 9am-1pm @ 106 West Main Street, Walla Walla, WA 99362](#)
- July 16th – [Downtown Yakima Farmer’s Market 9am-1pm @ 15 W Yakima Ave, Yakima, WA 98901](#)
- July 20th – [Downtown Summer Nights 5:30pm-9pm at North Front Street, Yakima, WA 98901](#)
- July 22nd – [Downtown Walla Walla Farmer’s Market 9am-1pm @ 106 West Main Street, Walla Walla, WA 99362](#)
- July 23rd – [Downtown Yakima Farmer’s Market 9am-1pm @ 15 W Yakima Ave, Yakima, WA 98901](#)
- July 26th – [BIPOC Business Licensing Day @ OIC-HBCC | 1211 S 7th St, Yakima, WA 5pm-7:30pm](#)
- July 27th – [Downtown Summer Nights 5:30pm-9pm at North Front Street, Yakima, WA 98901](#)
- July 29th – [Downtown Walla Walla Farmer’s Market 9am-1pm @ 106 West Main Street, Walla Walla, WA 99362](#)

Additional notes to the July events calendar –

- The exciting presence of [Boost eBikes around Yakima & Zillah](#)
- The [Blue Mountain Action Council Impact Report](#)

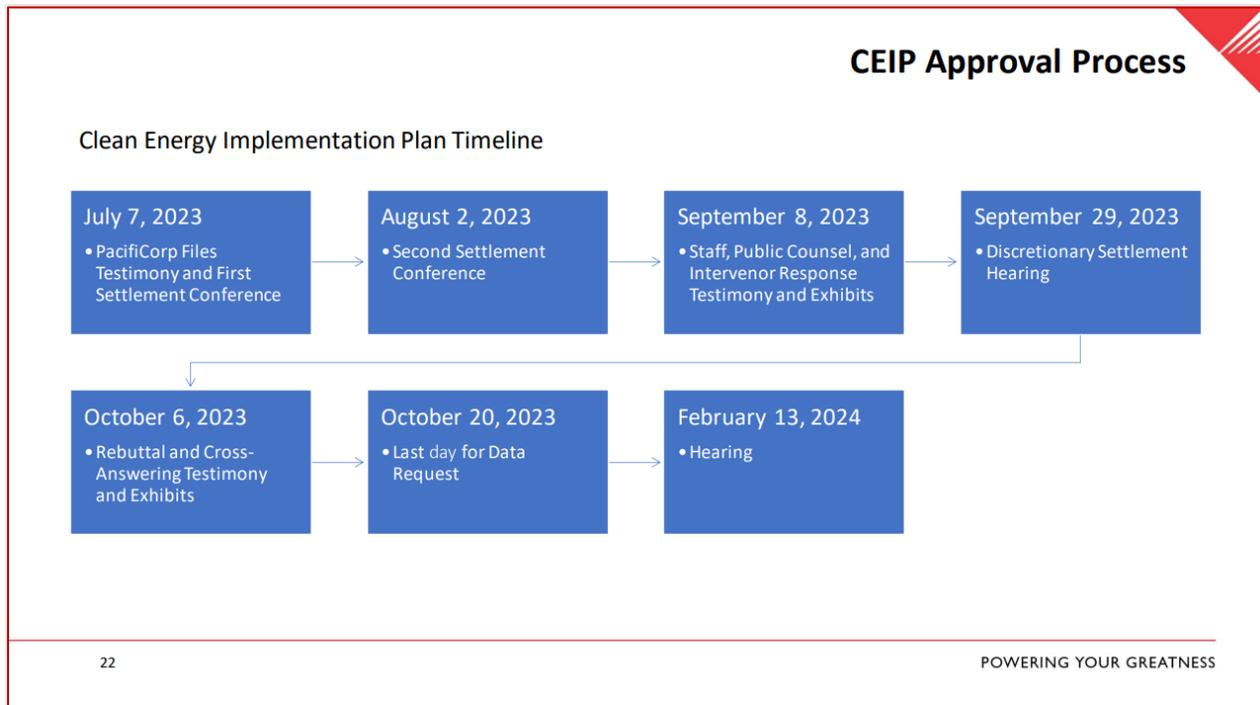
Clean Energy Implementation Plan (CEIP) Refresher

Pacific Power’s Stephanie Meeks continued with a review of the Washington Clean Energy Transformation Act (CETA), which was passed in 2019. CETA enacts requirements for renewable energy development, sets targets and outlines reporting, and prioritizes equitable distribution of benefits.

Requirements for the Washington Clean Energy Transformation Act:

- Washington customers will be served by 100% renewable and non-emitting energy by 2045
- Each utility will have developed a Clean Energy Implementation Plan (CEIP) to outline how they will reach their clean energy targets
- As the transition to a cleaner grid occurs, utilities will prioritize an equitable distribution of benefits

Moving the CEIP forward, the below image demonstrates the upcoming important dates laid out, as well as the process and the timing.



There are three filings to cover in 2023, including:

- 2023 CEIP Public Participation Plan – filed May 1, 2023
 - Update on participation plan of engagement spaces for outreach, timing, methods, addressing barriers, and providing accessibility for participation to see feedback
- 1st Annual Clean Energy Progress Report – filed July 3rd
 - Informational annual clean energy progress report regarding progress in meeting targets during the preceding year, this year is focused on 2022
 - Interim Targets and Specific Targets: renewable target, energy efficiency, and demand response, plus an update on customer benefit indicators and public participation plan
- CEIP Biennial Update – file November 1, 2023
 - Filed an update on CEIP for any determined targets and CBIs
 - There will be a meeting in August and an additional one ahead of the November filing

The upcoming meeting on Thursday, August 31st from 12:30pm-4pm PST, which will focus on the Clean Energy Implementation Plan, will provide a space for joint consultation among Pacific Power’s various

Washington advisory groups, stakeholders, and members of the public. Participants will have the opportunity to provide input on elements of Pacific Power’s developing CEIP, CEIP updates, Demand-Side Management activities, as well as other topics determined by Pacific Power.

The Clean Energy Implementation Plan Engagement Series is open to the public and can be accessed online via this [Zoom link](#).

Clean Energy Implementation Plan Annual Progress Report: Customer Benefit Indicators

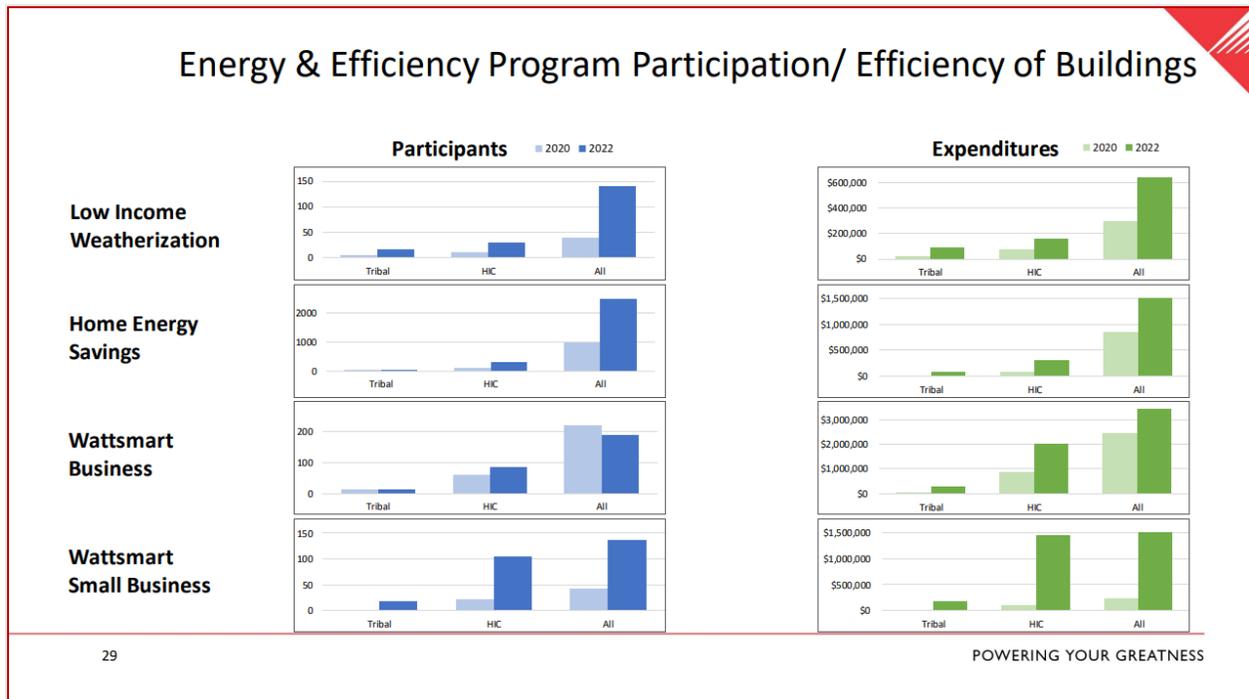
Pacific Power’s Laura James provided updates on the 9 customer benefit indicators and metrics assigned to show progress.

CBI		Metric(s)
1	Increase culturally and linguistically responsive outreach and program communication	<ul style="list-style-type: none"> Outreach in non-English languages Percentage of responses to surveys in Spanish
2	Increase community-focused efforts and investments	<ul style="list-style-type: none"> Workshops on energy related programs Headcount of staff supporting program delivery in Washington who are woman, minority, or can show disadvantage for energy efficiency programs with exception to low income Number of public charging stations in named communities
3	Increase participation in company energy and efficiency programs and billing assistance programs	<ul style="list-style-type: none"> Number of households/businesses, including named communities, who participate in company energy/efficiency programs Percentage of households that participate in billing assistance programs Number of households/businesses who participate/enroll in demand response, load management, and behavioral programs
4	Improve efficiency of housing stock and small businesses, including low-income housing	<ul style="list-style-type: none"> Number of households and small businesses that participate in company energy/efficiency programs Energy efficiency expenditures
5	Increase renewable energy resources and emissions	<ul style="list-style-type: none"> Amount of renewables/non-emitting resources serving Washington Washington allocated greenhouse gas emission from Washington allocated resources Number of public charging stations in named communities
6	Decrease households experiencing high energy burden	<ul style="list-style-type: none"> Number of customers suffering from high energy burden by: highly impacted communities, vulnerable populations, low-income bill assistance (LIBA) and Low-Income Weatherization participants, and other residential customers
7	Improve indoor air quality	<ul style="list-style-type: none"> Number of households using wood as primary or secondary heating
8	Reduce frequency and duration of energy outages	<ul style="list-style-type: none"> System Average Interruption Duration Index (SAIDI), System Average Interruption Frequency Index (SAIFI), and Customer Average Interruption Duration Index (CAIDI) at area level including and excluding major events
9	Reduce residential customer disconnections	<ul style="list-style-type: none"> Number of residential customer disconnections including disconnections within named communities
26		POWERING YOUR GREATNESS

As far as culturally and linguistically responsive outreach, Pacific Power is committed to proactively increasing access and better communicating with the 30.7% of Spanish speaking households within its’ Washington service area. In order to achieve these goals, there is a deep focus on the materials needed to properly serve this group, with several communication channels for Spanish outreach having been significantly increased.

Reviewing Pacific Power’s Community-Focused Efforts & Investments, there has been a sizable increase in community workshops and public electric vehicle chargers installed. It should be noted that these efforts are being centered around high impact communities, hoping to shift accessibility for these communities.

Across the board participation and expenditures saw an increase from 2020-2022 across 4 programs: low-income weatherization, home energy savings, Wattsmart business, and Wattsmart small business.



Another of Pacific Power’s CBIs is to achieve a decrease in greenhouse gas emissions and an increase in non-emitting energy on its system allocated to Washington. For 2022, relative to 2020, the Company shows a significant uptick in non-emitting resources, but also an increase in emissions. These results are largely driven by changes in how resources are allocated to Washington state, rather than actual changes in generation resources. While Pacific Power’s latest Integrated Resource Plan shows how the company is working to rapidly decarbonize the system, new resources will take some time to come online.

It is a goal to decrease the energy burden across Pacific Power customers. High energy burden is typically defined as 6% or more of household income going to energy costs. Pacific Power saw a decrease in the percentage of customers with a high energy burden, as well as a decrease in average energy burden across all customers. This decrease is correlated with increasing participation in company energy programs, in particular the Low-Income Bill Assistance program, though it is likely many factors contributed to the decrease. However, the Company did find that weather differences in 2020 versus 2022 was not a contributing factor.

In tracking the indoor air quality CBI, Pacific Power evaluated the number of households using wood as a primary or secondary heating source in 2022, relative to 2020. Across all customers, the use of wood for primary or secondary heating decreased, though within Tribal areas, there was an increase in the use of wood for primary heating. Since 2020, the company has introduced new initiatives to encourage customers to switch from wood stoves to electric heat pumps; however, these new measures had no uptake in 2022 and do not account for the change. Pacific Power is working on modifications to these initiatives to boost awareness and participation going forward.

Pacific Power continued to track its progress on its CBI of reducing residential customer disconnections. However, anomalies related to the COVID-19 pandemic continued to have significant impact on disconnections resulting in unusually low numbers through 2022.

	Tribal Lands		HIC		All Customers	
	2019	2022	2019	2022	2019	2022
Number of Residential Disconnections	157	0	657	1	1,375	9
Percent of Customers Experiencing a Disconnection	2.27%	0.00%	2.19%	0.00%	1.24%	0.01%

Pacific Power speculates that disconnections will increase in 2023 to close to pre-COVID numbers. Pacific Power is working with stakeholders on a plan to reduce disconnections in a more permanent way in the future.

Chat Questions & Meeting Comments:

- “Do you have any forecasts for the future? And how much of the decrease would you say is associated with federal dollars?”
 - Pacific Power responded that they do not currently have forecast data for the specific CBI metrics. This is something Pacific Power is still looking to learn about and establish over time.
 - Regarding federal dollars, Pacific Power does not have a way to track federal dollars that do not come directly to the company, such as grants to other organizations.

- “Do you know whether the allocation of funds is distributed equitably amongst the communities you serve?”
 - Pacific Power responded that this is a good question for Charity Spires and will make sure that a direct response is provided. Low Income Bill Assistance (LIBA) program is available to all income eligible property owners and tenants that are Pacific Power residential customers. Additionally, Low-Income weatherization program is available to all residential customers that meet the income guidelines and cost-effective analysis through an approved energy audit or priority list. Both programs are administered through local community action agencies. There are no funding caps for either program.

- “Do customers in Union Gap have access to LIBA, and if so, through which agency?”
 - Customers in Union Gap have access to the LIBA program and applications are processed through OIC of Washington.

- “How do we know outreach efforts are really effective?”
 - Pacific Power follows marketing and outreach efforts by tracking all impressions, engagement, clicks, click through rates, quantity and reach of all program campaigns. Each year, the team reviews the data for each campaign to determine each channel's effectiveness. If a decrease in reach for a channel is found, Pacific Power works with the team to find additional efforts that can be used to better reach customers. Additionally, the outreach team tracks how many customers they engage with at each event. At these events, a bilingual Pacific Power field representative is onsite to help connect customers to available programs and show customers how to access online coupons and special offers for savings. Brochures and pamphlets about company programs are also available at these events in Spanish and English.

- “Are these metrics representative of the whole service area?”
 - Yes, the goal is a full snapshot. For a lot of the CBIs, it's hard to measure Pacific Power's direct impact with all the other forces in the market at any given time. Trends are looked at within the markets as one way of getting confirmation of the results.

- “Are there other federal financial assistance programs for households that anyone knows of that are becoming available now that the COVID relief programs are fading away?”
 - Pacific Power responded that there are a lot of funds coming down the pipeline. The department of commerce is a great place to check in on funds dispersal. Local agencies, as well. Pacific Power can follow up with specific programs.
 - Pacific Power also added that their studies, annual reports, and evaluation reports for energy efficiency programs are available here:
<https://www.pacificorp.com/environment/demand-side-management.html>

BREAK

Developing Our Customer Benefit Indicators: Interactive Exercise

The purpose of this interactive exercise is to create an open dialogue around the CBIs and how they can evolve to provide more positive outcomes for the communities being served. Input will be used to inform the November CEIP Biennial filing.

This activity will be following a SWOT analysis, which is a collaborative tool used to examine the current state of a group, organization or item to identify and devise a successful strategy for the future. SWOT stands for strengths, weaknesses, opportunities and threats, and will lend itself as a guide for this discussion.

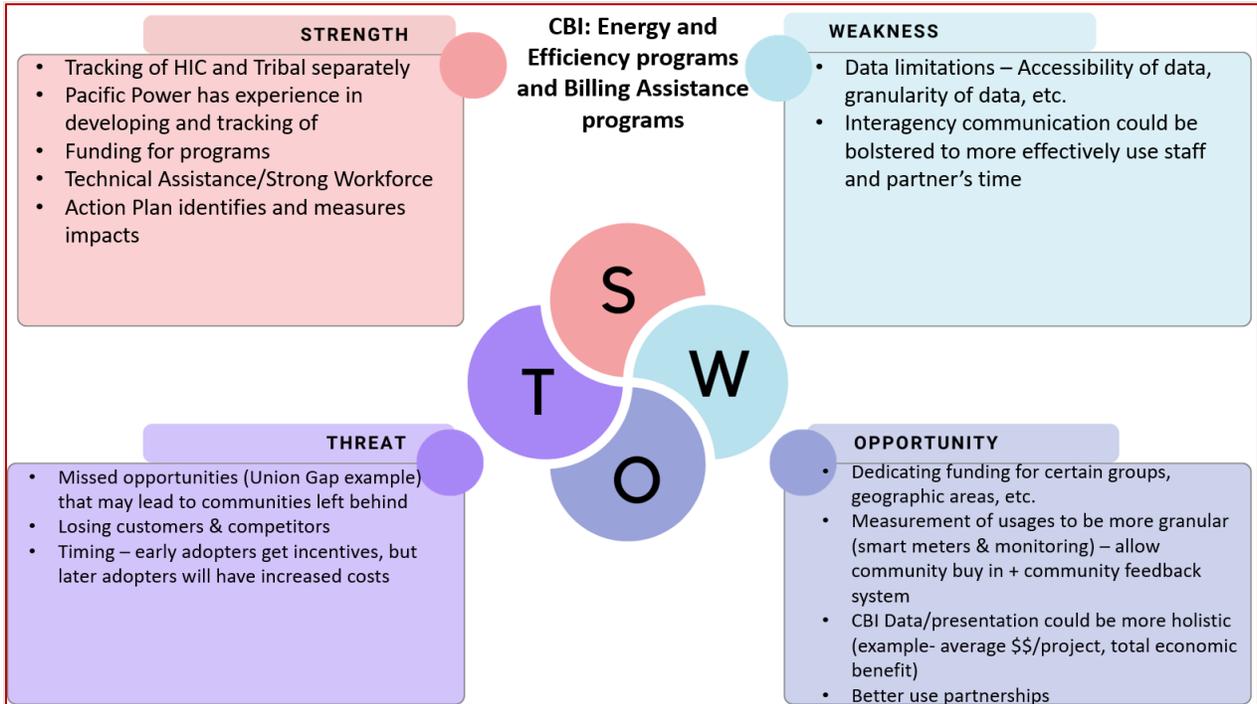
The goals for this interactive exercise are:

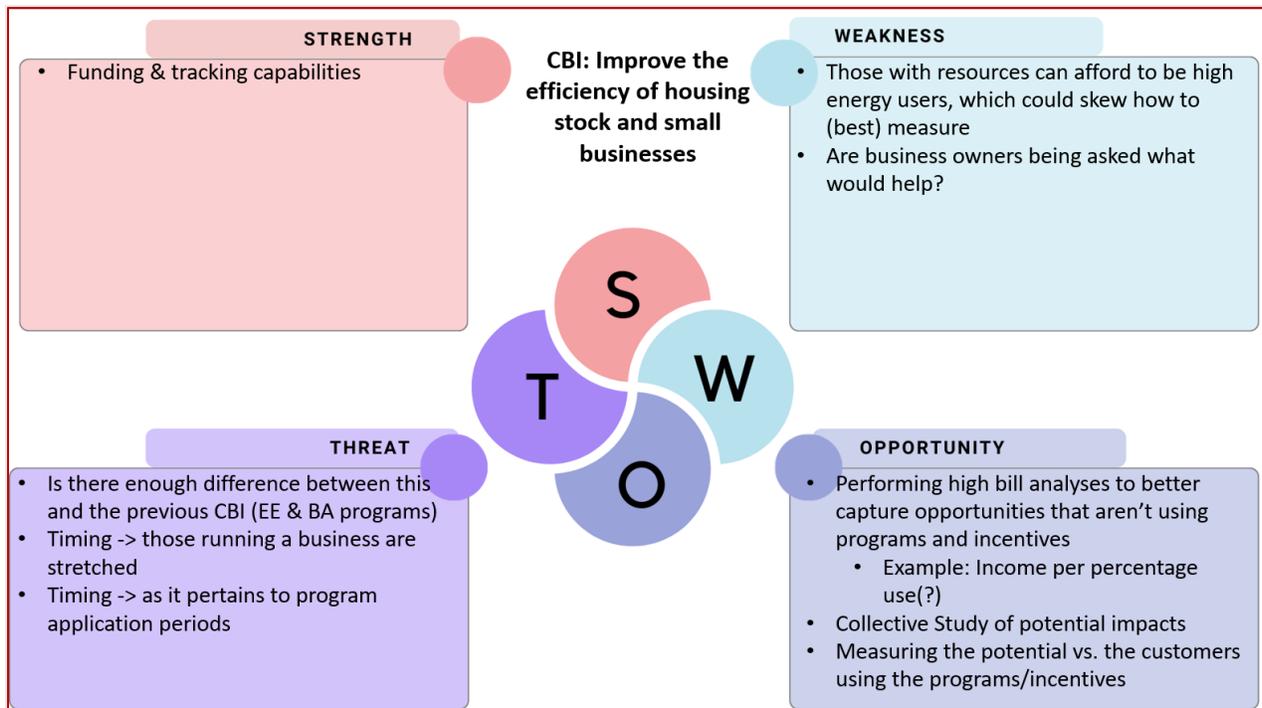
1. Discussion of CBIs
2. Evaluate 2-3 CBIs

3. Collectively review and discuss the results of the activity

In this activity Pacific Power is looking to answer these questions:

1. What are the strengths?
2. What are the weaknesses?
3. What opportunities exist to expand or evolve?
4. What threats can you identify?





Communications: CBI Update

Pacific Power's Selyna Bermudez provided further updates to the CBIs, specifically looking at the digital presence across 3 programs: 2022 Washington LIBA, 2022 Washington Wattsmart Residential, and 2022 Washington Wattsmart Business. In reviewing the digital presence, Pacific Power is tracking the number of impressions.

Key Findings

2022 Washington LIBA (English and Spanish)		2022 Washington Wattsmart Residential	
Online advertising or digital display	663,996 Impressions	Social media ads	1,891,088 Impressions
Radio	1,636,472 Impressions	Online advertising or digital display	2,764,103 Impressions
Cinema	66,405 Impressions	Television	700,706 Impressions
Newspaper	421,500	Radio	4,500,300 Impressions

2022 Washington Wattsmart Business	
Social media ads	1,287,301 Impressions
Online advertising or digital display	1,127,498 Impressions
NPR Live Reads	375,589 Impressions
Radio	236,473 Impressions

Display and social media advertising performed above the national average in engagement. Spanish-language advertising generated over 3 million images, resulting in 12,000 web page visits. The biggest help has been adding information, resources and brochures to our Spanish web pages including our energy resource center that has helped increase site visits and engagement with our online content, as well as increasing placement in Spanish radio broadcasts. Prior to this, majority of our web pages were only available in English along with radio broadcasts. Additionally, email efforts went fully internal, which increased email engagement by a significant amount, specifically with energy efficiency programs.

Moving forward Pacific Power will be:

- Completing and analyzing the Wattsmart residential earned-media pilot campaign in July
- Transitioning to develop a Wattsmart business earned-media pilot campaign
- Continuing to participate in more community outreach events and work with community partners
- Increasing access through Spanish language communications and digital outreach

In conjunction with Agustin, Pacific Power has introduced Alejandra, who will be assisting with outreach programs and efforts. Alejandra comes with a strong background in community outreach and will be a strong asset to moving these initiatives forward.

Pacific Power is proud of the impacts seen over the last year and is eager to continue the good work being done around accessibility in communities.

Pacific Power Actions

INCREASE OF SPANISH-LANGUAGE COMMUNICATIONS



EXPANDED LOCAL COMMUNITY OUTREACH



DIGITAL OUTREACH



EMBRACING MULTICULTURAL MARKETING



NEW TRANSCREATION PARTNER

WA Non-Energy Impacts

Pacific Power’s Peter Schaffer spoke on non-energy impacts (NEIs), which refers to the impacts of energy efficiency that goes beyond energy savings, reduced replacement costs, and health and safety costs. Pacific Power, in conjunction with other WA IOUs, hired a contractor to conduct a literature review on non-energy impacts. These quantified NEI values are applied to current (and future) measures in the portfolio. Currently, NEIs make up for 15-20% of the overall portfolio value in cost-effectiveness valuation.

Estimated Non-Energy Impacts for CEIP Targets	
Program (2022-2026)	NEI (\$)
Low Income Weatherization	\$495,672
Home Energy Savings	\$9,160,974
Home Energy Reports	\$0
Wattsmart Business	\$17,586,509
Northwest Energy Efficiency Alliance	\$1,021,151
Total Conservation	\$28,264,306

A particular NEI to discuss is building resilience. This is defined as the ability for buildings to prepare for, mitigate, and recover from the negative occupant and/or physical impacts of infrequent events, such as extreme weather and/or electricity grid outages. Built on the great work done by Apex Analytics at the Regional Technical Forum, a tailored version will be used by Pacific Power to reflect our Washington service area and measures.

An inefficient home requires more energy to maintain temperature during outage versus an efficient weatherized home. The approach to building resilience tries to focus on quantification of a monetary value for being able to maintain temperature longer during a power outage.

NEIs: Building Resilience Approach



- Applies to efficiency measures that don't require power. For example, insulation or duct sealing.



- Examines resilience within a home, instead of only grid resilience or non-residential buildings



- Cost based approach which assess the value of maintaining comfort by estimating the avoided cost of having to supply backup power.



Energy Inefficient

An inefficient home requires more energy to maintain temperature during outage versus an efficient weatherized home.

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POWERING YOUR GREATNESS

The steps for building resilience have been broken down by Pacific Power into these approaches:

- Step 1: Define resilience events using Pacific Power data and weather files
- Step 2: Estimate annual resilience event hours
- Step 3: Estimate avoided cost of backup electricity
- Step 4: Estimate building impacts for average event
- Step 5: Calculate annual resilience benefits on a per kWh or per home basis

Looking forward at potential improvements for building resilience work, consider expanded modeling of resilience benefits associated with extreme weather events. Bringing estimated results, for a package of weatherization measures assumes a value of \$240 per home. For a single weatherization measure, such as insulation, it is an assumed value of \$0.18 per kWh of savings.

Discussion:

Other than insulation and weatherization, what other activities should be considered for building resiliency?

- Can battery backups serve as storage for excess energy?
 - Pacific Power responded that yes, presumably they could. There are additional grid benefits associated with the battery. It is probably an open question of how many batteries, and time of use rates, etc.

- Insulation is a broad term. Are we talking just blown insulation or are we including air sealing, pipe wrap and other functions? Could these be considered resilient?
 - Pacific Power responded that it is primarily blown insulation. I.e., floor, ceiling and wall insulation. This could expand to other measures but will need to run building model simulations to determine impacts for things such as pipe wrap.

Public Comments

No public comment was given.

Check Out & Next Steps

Pacific Power's Kimberly Alejandro covered the next steps, including a reminder that there will be no EAG meeting in August. The next Washington Equity Advisory Group meeting will be hosted online on September 14th, followed by a hybrid meeting in October hosted in the Yakima area. Additionally, there is an opportunity for Pacific Power Stakeholder Engagement via the Washington DSP Workshop & CEIP Engagement Series hosted online via Zoom on August 31st.

In closing the meeting, attendees were reminded that meeting materials and notes will be posted to the website in the next week or so.