

Pacific Power Equity Advisory Group (EAG)

October 2023 Meeting Notes

October 12, 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 26 individuals in attendance at the Washington EAG meeting on October 12, 2023. The meeting, which was hosted in a hybrid setting, with attendees joining in-person or virtually via the ZOOM platform. The meeting largely focused on 2024 planning activity, celebrating Wattsmart Residential and Business success, a regional lens from the Northwest Community Action Center, and spotlight from the Washington Department of Commerce.

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

Session Objectives

- Provide a regional lens through hearing from Northwest Community Action Center
- Learn about available grants, programs, and resources from the Washington Department of Commerce
- Begin planning the 2024 meeting schedule and topics
- Update on Communications activities in Washington

2023 EAG Members	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
Candi Jaeger	Opportunities Industrialization Center (OIC) of Washington
Presenters	
Kimberly Alejandro	Equity Advisory Analyst, Pacific Power
Selyna Bermudez	Senior Communications Representative, Pacific Power
Jennifer Grove	Managing Director, Washington State Department of Commerce
Todd Hilmes	Northwest Community Action Center
Agustin Moreno	C+C, Pacific Power Field Representative
Marcelino Osorio	Diversity and Community Outreach Coordinator, Evergreen Consulting Group
Morgan Westberry	Facilitator, E Source
Pacific Power Affiliated Attendees	

Nancy Goddard	Senior Program Manager
Christina Medina	Stakeholder Policy & Engagement Manager
Stephanie Meeks	Regulatory Manager
Jeffrey Daigle	E Source, Facilitation Team
Tag Galvin-Darnieder	E Source, Facilitation Team
Jamie Rosen	E Source, Facilitation Team
Public Attendees	
Sofya Atitsogbe	Washington Utilities and Transportation
Stephanie Chase	Washington Office of the Attorney General
Norma Chavez	Washington State Department of Commerce
Natasha Holstein	Avisa Multicultural Marketing
Angela LaSalle	Washington State Department of Commerce
Larry Mattson	Washington State Department of Commerce
Paul Warila	Cascade Energy
Lauren Savage Wittig	Washington State Department of Commerce
Rowena Pineda	Washington Department of Health

Opening

Pacific Power’s Kimberly Alejandro opened the meeting by greeting all attendees, and E Source’s Morgan Westberry shared meeting objectives, the agenda, and presenters.

EAG Member Check-In

All EAG members “checked-in” by responding to the prompt: *What is your favorite fall activity?* The group shared about what fall activities and traditions are participated in. From apple picking to fly fishing, enjoying fall foliage, hiking and photography to celebrating German heritage, sipping warm beverages and all things pumpkin spice, the group shared in on their diverse ways to respect and celebrate the changing of the seasons.

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:

October Events –

- October 1st – [Drive Electric Drive Day @ Yakima Downtown Farmers Market 9am-1pm](#)
- October 3rd – [BMAC Financial Education Classes @ 8 E Cherry St, Walla Walla, WA 99362 5:15pm-6:15pm](#)

- October 5th – [Yakima Valley Farm Workers Clinic Health Fair @ 1000 Wallace Way, Grandview, WA 98930 10am-2pm](#)
- October 8th – [Downtown Yakima Farmer’s Market @ 15 W Yakima Ave, Yakima WA 98901 9am-1pm](#)
- October 10th – [BMAC Financial Education Classes @ 8 E Cherry St, Walla Walla, WA 99362 5:15pm-6:15pm](#)
- October 11th – [Bridging the Gap Luncheon @ SonBridge 1200 SE 12th St, College Place, WA 99324 11:45am-1:00pm](#)
- October 12th – [Hybrid -Pacific Power’s WA EAG Meeting @ Northwest Community Action Center 706 Rentschler Ln, Toppenish, WA 98948 1pm-4pm \(PST\)](#)
- October 14th – [Yakima Valley Farm Workers Clinic Health Fair @ 1120 W Rose Street, Walla Walla, WA 99362 10am-2pm](#)
- October 17th – [BMAC Financial Education Classes @ 8 E Cherry St, Walla Walla, WA 99362 5:15pm-6:15pm](#)
- October 20th – [“Estrella Awards” presented by CWHCC @ Valley Mall 2nd Floor, Union Gap, WA 98903 6:30pm-8:30pm](#)
- October 24th – [CMBAC Financial Education Classes @ 8 E Cherry St, Walla Walla, WA 99362 5:15pm-6:15pm](#)
- October 28th – [Yakima Valley Farm Workers Clinic Health Fair @ 1301 S Fair Ave, Yakima, WA 98901 10am-2pm](#)
- October 29th – [Dia de los Muertos Community Celebration @ the Mighty Tieton Warehouse 12pm-5pm](#)
- October 31st – [College Place Trunk or Treat @ City Municipal Complex 625 S College Ave, College Place, WA 99324 3pm-6pm](#)

Additional notes to the October events calendar –

- The [ED Talk 2023: A Celebration of Economic Development in Yakima County @ 4th Street Theatre, Yakima, WA 98901 3”30pm-5:30pm](#)

November Events –

- November 4th – [Walla Walla Downtown Farmers Market @ the Showroom on Colville, 70 N Colville St, Walla Walla, WA 99362](#)
- November 8th – [Washington Influencer Network @ North Town Coffeehouse, 32 N Front St, Yakima, WA 98901 7am-8:30am](#)
- November 9th – [Supervisor Training: Tools to Become a Successful Supervisor @ 1401 Arboretum Drive, Yakima, WA 98901 9am-4pm](#)
- November 11th – [Walla Walla Downtown Farmers Market @ the Showroom on Colville, 70 N Colville St, Walla Walla, WA 99362](#)
- November 14th – [Sustainability in Your Home @ Water & Environmental Center, 640 Water Center Dr, Walla Walla, WA 99362 6:30pm-8pm](#)
- November 16th – [Supervisor Training: Tools to Become a Successful Supervisor @ 1401 Arboretum Drive, Yakima, WA 98901 9am-4pm](#)
- November 18th – [Walla Walla Downtown Farmers Market @ the Showroom on Colville, 70 N Colville St, Walla Walla, WA 99362](#)
- November 22nd – [Mental Health Training Course @ 3700 Fairbanks STE 100, Yakima, WA 98902 8am-5pm](#)
- November 25th – [Walla Walla Downtown Farmers Market @ the Showroom on Colville, 70 N Colville St, Walla Walla, WA 99362 9am-1pm](#)

Regional Lens – Northwest Community Action Center

Northwest Community Action Center's Todd Hilmes led the conversation on October's regional lens, starting with an introduction to the Northwest Community Action Center's (NCAC) mission statement: *NCAC serves people in the lower Yakima Valley with culturally responsive supportive services to enhance the strengths of each individual and promote a safe and healthy community for the betterment of all.* The NCAC provides programs and services that support individuals, families, and the community through weatherization and utility assistance, housing support services, education services, with more planned for coming years.

One service offered by NCAC is a low-income weatherization program. There is a small team who helps identify issues in homes and works with local altruistic contractors to make home energy efficiency updates. On the list of weatherization offerings are:

- Home energy analysis for renters or homeowners
- Insulation in ceiling, walls, and floor
- Furnace repair or replacement
- Heating duct sealing and insulation
- Water heater and water pipe insulation
- Weather-stripping and caulking
- Other draft reduction and energy-saving measures

Under utility assistance, NCAC works to prevent shut offs, as well as offering regular assistance in the way of gas, water, electricity, and wood. NCAC also offers housing support services, where vouchers for hotels/motels are provided for community members in need during extreme weather events. Other housing related support that NCAC provides includes rental assistance to help families get into housing and connecting housing and essential need providers.

NCAC is proud to offer 21st Century After School and Summer Programs, with the intention of keeping kids safe, inspired to learn, and to help working families. Additionally, offering SNAP-Ed, which helps families maximize their Snap benefits, as well as engage with community gardens to promote nutrition and physical activity education. Lastly, NCAC endorses a no child left inside initiative, which supports families and kids during the summer, offering activities to engage youth outdoors.

NCAC can provide many opportunities under their Safe Haven program umbrella, from English as a second language courses, afterschool and summer youth programming, partnering with Yakima Valley College to provide citizenship classes, and opportunities for seniors to stay active.

Washington State Department of Commerce

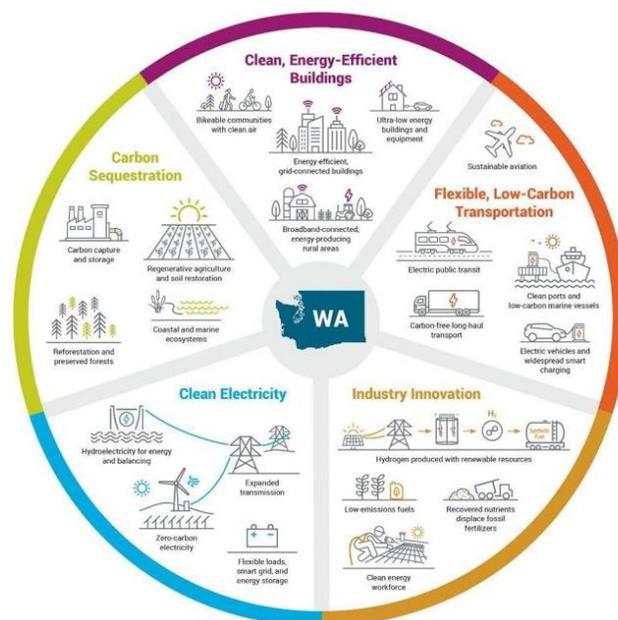
Washington State Department of Commerce's Managing Director, Jennifer Grove provided a spotlight on the energy programs offered to meet State goals of a clean, affordable, and equitable energy economy. At the core, the Washington State Department of Commerce (WSDC) works to strengthen communities through over 20 different programs and funding opportunities. Washington State Department of Commerce is proud to support communities through housing and homelessness, infrastructure and

broadband, small business assistance, energy, planning and tech assistance, community services and facilities, crime victims and public safety resources, and economic development.

The Clean Energy Transformation Act, which is drawn from Washington State’s Net-Zero Vision, will take all the factors on the wheel to make change. Washington State Department of Commerce’s vision is driving towards an equitable transition. The funding from the federal and state levels mirror and match these sector priorities.

WASHINGTON STATE 2050 Net-Zero Vision

A blueprint for how we can meet our state’s climate goals to nearly eliminate the use of climate-threatening fossil fuels by 2050, while growing a prosperous economy and maintaining affordable and reliable energy supplies.



Washington Department of Commerce’s guiding objectives are to improve the state’s energy resilience and security. Additionally, the guiding objectives are to reduce:

- Greenhouse gas emissions
- Income-based disparities in access to clean energy investments
- Geographic disparities in access to clean energy technology
- Environmental health disparities caused by transportation-related pollutants

There are multiple pathways to address environmental justice, including the 2021 Healthy Environment for All Act (HEAL Act). The HEAL Act’s purpose is to mitigate harmful effects of pollutants in the state of Washington to the communities that bear the brunt of hazardous toxins. In addressing environmental justice, the goal is to address policies and practices that lead to health disparities, prevent environmental health disparities in funding, reduce exposure to environmental hazards within tribal lands, and measure the accomplishments of environmental justice implementation. Additionally, there is a goal of community-engaged process that leads to environmentally just outcomes through:

- Equitable participation in decision-making
- Identification of opportunities to equitably distribute benefits
- Incorporation of environmental justice principles into funding decision process
- Identification of potential impacts to tribal lands and respectful consultation with tribes

Washington State Department of Commerce is focused on shifting processes to be more open and just at the beginning, which requires looking inward at how benefits are being distributed. There is almost \$1 billion in funding available for technical assistance, planning, deployment, and more. Guaranteed funds are being awarded now. There are also competitive funds where the Washington State Department of Commerce will be competing with other states for. There is a significant amount of funding available, more than has ever been available before. It is exciting to see this much investment in the state of Washington.

Focused on clean electricity and resilient grid, there is \$195 million available for solar projects, \$70 million for grid resilience and reliability, and \$10 million available for siting and permitting. The funding for solar is looking to add solar to existing buildings, offer solar and storage, run a dual use solar pilot, and push for large scale solar projects. Grid resilience and reliability will be using federal and state funding to modernize the electric grid, leaning into grid integration and innovation. Siting and permitting with center around predevelopment, land use studies and planning.

Clean transportation is also pushing forward with \$128 million in available funding for electric vehicle infrastructure. The first round amassed \$64 million toward charging grants. The second round is expected to open in mid-2024. In electric vehicle incentives, there is an initial request for proposal open for 3rd party administrators with \$22.5 million in available funding. The deadline for this will close in December 2023.

Building and industrial decarbonization is the second largest greenhouse emissions in the state.

Building and Industrial decarbonization

- **Energy Efficiency Retrofits for Public Buildings - \$22.5 million**
 - Energy and operational cost reduction through facility improvements
- **Other opportunities - \$75 million**
 - Energy Efficiency
 - Weatherization
 - State Project Improvement (SPI)
 - Hard to Decarbonize Sectors



Hot topic!

\$166 Million in federal funds for low income-focused home rebates

<https://www.commerce.wa.gov/growing-the-economy/energy/federal-funding-for-buildings/>

Statewide rollout expected mid- 2024

Chat Questions and Meeting Comments:

- SonBridge asked a question on individual rebates and if those will be provided through a third-party administrator?

- Washington State Department of Commerce responded that it would look different depending on the program, and right now it is being worked on to make these programs accessible and easy to navigate. What WSDC doesn't want to happen is to publish 30 requests for proposals and overwhelm anyone looking to engage. WSDC is thinking about how to make this simpler.
- Pacific Power asked, "How much money will be for Yakima County? Looking for an easy, customer-friendly way to co-deploy."
 - Washington State Department of Commerce responded that it hasn't been determined yet if this will be formula or competitive.

There is a lot of funding for cross-cutting initiatives. Federal match is up to \$10 million, with state matching funds for federal grants with a focus in clean energy research, development, and demonstration projects. Additionally, there is \$12 million available for research, development, and demonstration of new and emerging clean energy technologies.

For the first time in Washington's state history, there is funding available solely for tribal clean energy. The funds are required to go towards initiatives that align with Washington State's greenhouse emissions goals. Commerce will collaborate closely with tribes in the design and development of this grant program.

Opportunities to engage

- **More ways to engage:**
 - Sign up for email GovDelivery updates: <https://www.commerce.wa.gov/growing-the-economy/energy/>
 - Information session hosted by Commerce
 - Individual meetings



Prior to closing, a partner from DOH was introduced to speak on the Environmental Justice Council (EJC). Three uses of this funding include:

1. HEAL capacity grants, which is an opportunity for engagement for communities.
2. Assisting 5 over-burdened communities identify and prioritize projects to be funded. A total of \$32 million.

3. Workplace safety and climate change. \$10 million. Address workers who work outdoors.

Chat Questions and Meeting Comments:

- SonBridge asked if the benefits would be available for mixed status workers?
 - The DOH representative shared that community-based organizations would decide and used as pass through entities for the funding.

2024 Planning Activity (pt I)

As the 2023 year is ending, Pacific Power wants to ensure that the meetings are engaging, following a format that makes sense to members, and covering topics that are important to EAG stakeholders as this engagement series moves into 2024. Making sure every voice is heard, members were taken through an activity to get their feedback.



2024 Planning Activity: Meeting Topics

- **5 Minutes:** Write down as many energy topics you'd like to see on the agenda for 2024.
 - For those in the room, please write each topic on an individual sticky note
 - For those online, please type each topic on an individual sticky on the white board
- **20 Minutes:** Grouping and discussion
 - One at a time, each participant will share their topics
 - As a group, we will sort these into categories
- **5 Minutes:** Pick the top 3 topical groups that you want to see on the agenda in 2024.

The first part of the activity was to write down as many energy-related topics as the group would like to see on the agenda for 2024, followed by a group discussion and a vote on the most popular topics. Among the topics shared by the group were:

- Emergency preparedness
- Wildfire safety
- Vegetation management
- Energy efficiency
- Electric vehicles and low-cost e-transport, such as bicycles and scooters
- Updates on State and Federal funding grant opportunities
- Rebate eligibility
- Highly impacted communities
- Supply side challenges
- Natural gas mandate
- Continued Spanish outreach

After sharing the energy topics that the EAG would like to focus on in 2024, there was a vote on the topics to prioritize. The two topics with the most votes were increased outreach in highly impacted communities and continued Spanish outreach.

BREAK

2024 Planning Activity (pt II)

The planning activity continued after the break, starting with a hands-on activity to plan the 2024 meeting structure.



EAG 2024 Planning Activity: Meeting Structure

- **10 Minutes:** Hands on activity to plan the 2024 meeting structure
 - Come up to the board and using three sticky notes, indicate your selection for the following: meeting frequency, duration and modality
- **15 Minutes:** What's missing?
 - Each member will share what's missing to ensure this space serves everyone and is the best use of time for all
 - Would you like to see additional external presenters in the space? If so, who?
 - Resources/suggestions to help make the content easier to digest?
 - What days of the week typically work best for you to participate in a meeting?
 - What time(s) of the day is most accessible for you? Would morning or afternoon meetings work better for you?

Questions and Meeting Comments:

- Northwest Community Action Center asked how much interaction occurs with Washington State Commerce? What is the nature of the relationship? Interested to know what is being thought about as far as bill pay assist? For example, if there are alignment efforts underway for what the requirements are for bill pay assist, weatherization, etc., or are there changes afoot?
 - Pacific Power responded that there are a lot of opportunities in the areas stated. Pacific Power will start looping in the Northwest Community Action Center into the conversations, especially around planning.

In the best efforts of time and holding space for the remainder of the meeting material and presenters, the second part of the activity ended early. The second part of this activity will be followed up with a survey to capture more feedback on meeting structure and what members would like to see moving forward.

Wattsmart Residential and Business Multicultural Presentation

Pacific Power's Selyna Bermudez opened the section celebrating the work done in the community promoting the Wattsmart Residential and Business Multicultural campaign. Selyna took this time to introduce the trusted community messengers who played big roles in getting the message out in the community, Agustin Moreno and Marcelino Osorio. Both Agustin and Marcelino have strong presence on the ground in the community as field staff for the Wattsmart programs, so it was important to understand what was being said on the ground, what questions were being asked, and address it in a way that meets the local Spanish-speaking communities.

Pacific Power's strategy for promoting Wattsmart offerings was to focus on storytelling and engaging the community in a culturally relevant way. The Wattsmart residential multicultural campaign began with a TV spot on May 9th, followed by influencer posts, radio spots, and wrapped up with a print initiative on June 30th. The influencer posts received over 1,000 likes, 400 comments of people commenting and wanting to engage, plus 186 shares from the influencer posts. Additionally, Agustin came up with the idea to leave coupons at a radio station after hearing community members ask where the coupons can be picked up. Of these, 82% of the smart thermostat coupons were picked up by customers.

In addition to the great success seen through media outlets, Pacific Power also tracked web traffic to the Spanish language website through Google analytics. Google Analytics results indicate a nearly 2000% uptake in users from the inception of the Wattsmart Residential Multicultural Campaign. The site saw 698 total users, 664 new users, with 838 total sessions. This clearly demonstrates the need and impact of fostering a multicultural lens.

Pacific Power's trusted messenger, Agustin Moreno reflects on the work and impact done through the campaign and attributes the ability to integrate with the community due to his relatable background growing up in the area. Agustin noted that the conversations seem to continue since he has seen many of the same customers attend the local community outreach events.

Wattsmart Residential Big Leads



- In contact with customers who own several multifamily properties
- Uptick in sales for smart thermostats, water heaters, and LED light bulbs
- Increase in contractor calls for single-family residential property owners
- Awareness of the Wattsmart Residential program and Low-Income Bill Assistance program



45

POWERING YOUR GREATNESS

Trusted messenger, Marcelino Osorio expressed gratitude for Pacific Power setting himself and Agustin up for success with the preparation and material provided. Marcelino, who participated in radio and TV interviews such as [this one found on YouTube](#), noted the direct results from the TV and radio spots they participated in. As an example, a business owner saw Marcelino's TV spot and contacted him for more information. Marcelino was able to help the business owner, who then recommended him to his brother and sister who are also business owners.

Chat Questions and Meeting Comments:

- NCAC offered to provide a connection to allow for a similar effort to be deployed in Toppenish.

The great work on the Wattsmart Residential and Business Multicultural campaigns will continue in 2024.

Pacific Power will cover the "Coming Soon" slide and information at the December Equity Advisory Group meeting.

Public Comment

There was no public comment.

Check Out & Next Steps

Pacific Power's Kimberly Alejandro covered the next steps, including a reminder that there will be no meeting in November. EAG meetings will resume online on December 7th from 1pm-4pm, [WA EAG Zoom Registration](#).

Washington Equity Advisory Group 2023 Meeting Schedule

Date / Time / Meeting Format	Proposed Agenda Topics*
January 12th, 1pm-4pm (PST) Online	Washington Rate Case; Craft3 WA Home Energy Loan Program Community Connections
February 9th, 1pm-4pm (PST) Online	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 2-4 (Yakima & Walla Walla)	Local, in-person visits with the WA Equity Advisory Group
June 8th, 1pm-4pm (PST) Online	CEIP Annual Progress Report Check In; WA Survey Updates from the Communications Team and Energy Efficiency Team Community Connections
July 13th, 1pm-4pm (PST) Hybrid: Sustainable Living Center (Walla Walla)	Filed CEIP Annual Progress Report Filing & Feedback; WA Non-Energy Impacts Updates Community Connections
August	No EAG Meeting; CEIP Engagement Series 1 Meeting (Online) August 31st 12:30pm-4pm
September 14th, 1pm-4pm (PST) Online	Energy Efficiency Updates (Preview Biennial Conservation Plan and program changes) CEIP Update & Feedback Tracker EV Managed Charging Pilot Communications Update
October 12th, 1pm-4pm (PST) Hybrid: NCAC (Toppenish)	WA Dept. Of Commerce Presentation (Grants & Resources) Communications Presentation on <i>Wattsmart Business</i> Multi-Cultural Marketing Campaign 2024 Planning
November	No Meeting
December 7th, 1pm-4pm (PST) Online	End of the Year Reflection; 2024 Planning (Continued)

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

POWERING YOUR GREATNESS