



6

Public Participation



Chapter Six: Public Participation

The Clean Energy Transformation Act (CETA) energy planning requirements expanded public participation beyond traditional utility resource planning. Although the timeline for this first Clean Energy Implementation Plan (CEIP) has been ambitious from the start, we increased public engagement, performed it quickly, and all during the COVID19 pandemic. PSE broadened outreach to include:

- Engaging and consulting with advisory groups, including the new Equity Advisory Group (EAG)
- Educating and seeking input from customers, including targeted outreach to highly impacted communities and vulnerable populations
- Reaching other stakeholders, such as community-based organizations, government agencies, and other interested community members
- Public participation influenced the CEIP through the development of vulnerable populations factors, customer-driven customer benefit indicators, and programs and actions that reflect customer vision for an equitable clean energy future. This chapter describes our public participation goals, objectives, activities, outcomes, and next steps.

Public Participation Overview

Goals for CEIP development

The project team prepared a public participation plan that describes how Puget Sound Energy (PSE) staff and their consultant team collaborate with key stakeholders to involve customers and community members in developing the first CEIP in accordance with CETA. Figure 6-1 describes the phases and public participation activities for development of the CEIP and Figure 6-2 highlights the roadmap PSE used to engage stakeholders to develop the 2021 draft CEIP.

The public participation goals and objectives related to developing the CEIP included:

- Educate and increase awareness about:
 - Clean electricity transition, as well as other electricity topics as needed
 - Roles of PSE, customers, and our regulator (WUTC) related to the CEIP
- Collect input on:
 - Community values as they relate to clean electricity transition, customer benefits, programs, actions, and implementation approach
- Solicit feedback on:
 - Customer benefit indicators

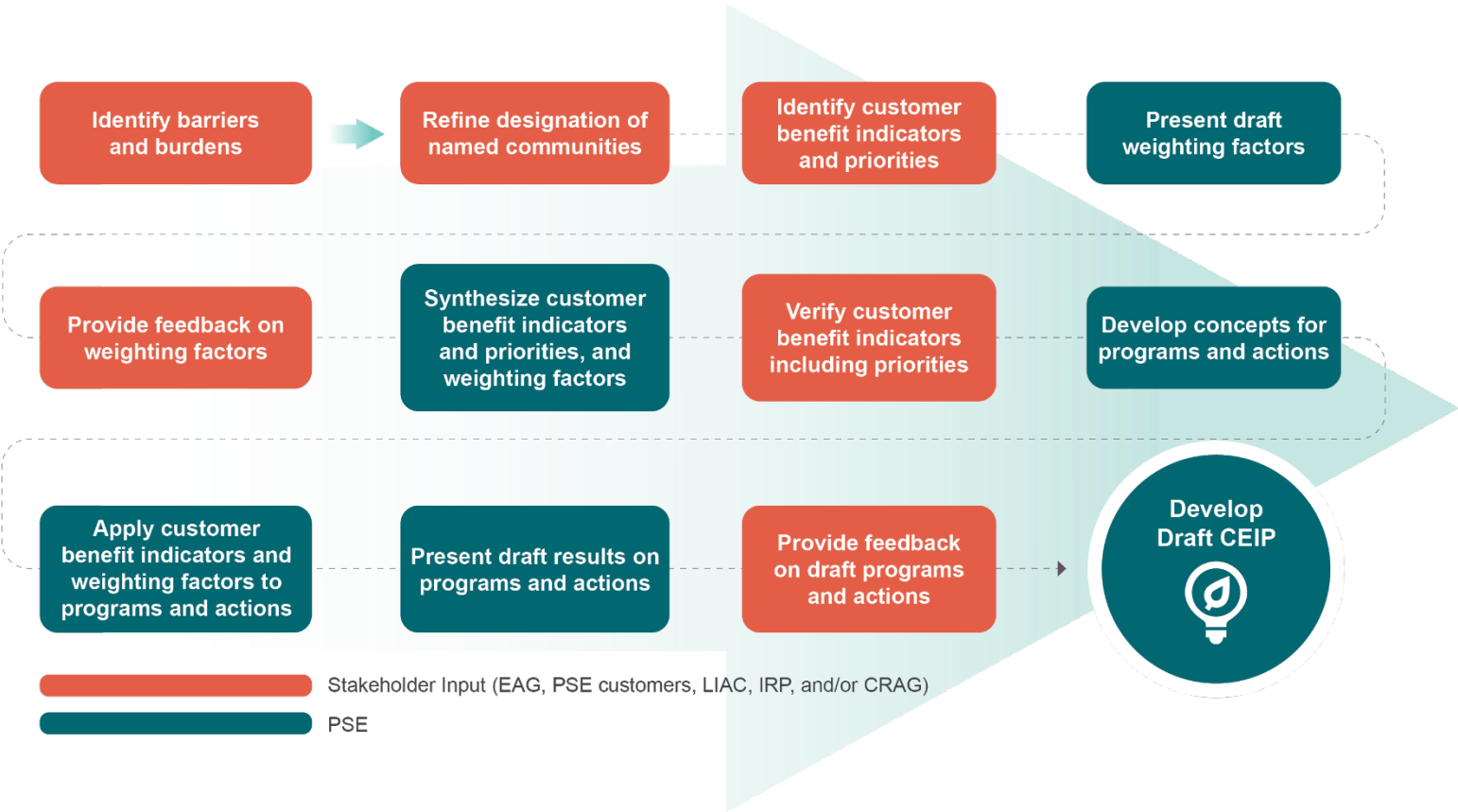
- Distribution of clean energy and non-energy benefits
- Reduction of barriers with emphasis on vulnerable populations and highly impacted communities (referred to as Named Communities⁷³)
- Analysis of actions, targets, programs, and expected outcomes
- Implementation approach
- Be clear and transparent about:
 - Comments heard and how they affected the outcome
- Build relationships with:
 - Community-based organizations (CBO) with emphasis on vulnerable populations and highly impacted communities
- Engage expertise of:
 - Equity Advisory Group (EAG) and other PSE advisory groups
- Evaluate:
 - Public participation process

⁷³PSE's CEIP outlines Highly Impacted Communities and Vulnerable Populations (referenced together as named communities, and individually defined in WAC 480-100-605). In brief, Highly Impacted Communities are defined by Department of Health around pollution burden, environmental effects, and impacts to the human body and communities of people. Vulnerable populations include communities who experience a disproportionate cumulative risk from environmental burdens. For a full description, refer to Chapter Three, Highly Impacted Communities and Vulnerable Populations, and Customer Benefit Indicators.

Figure 6-1: Public Participation Phases and Activities for Developing the Draft and Final CEIP

Apr-Sept 2021	Oct-Dec 2021
Develop CEIP with public participation focused on equity	Solicit comments on draft CEIP
Public participation objectives	
Collect input on: <ul style="list-style-type: none"> • Clean energy values • Customer benefit interests and priorities • Ideas to advance equity 	Compile and respond to feedback on CEIP, including: <ul style="list-style-type: none"> • Analysis of actions, targets, and expected outcomes • Proposed approach to clean electricity implementation
Comment collection activities	
<ul style="list-style-type: none"> • Survey • Project website • Bill inserts (May) • Go-to-you meetings with CBOs • Multilingual sessions 	<ul style="list-style-type: none"> • Online open house with a survey to collect feedback on the draft CEIP* • Continued outreach to CBOs • Bill inserts (October)
PSE Advisory Group activities	
<ul style="list-style-type: none"> • Convene Equity Advisory Group (EAG) • Engage with EAG on draft CEIP components, including vulnerable population factors, customer benefit indicators, inclusive outreach activities, and program design guidance • Engage other advisory groups on customer benefit indicators and draft CEIP components 	<ul style="list-style-type: none"> • Solicit input from advisory groups on draft CEIP • Encourage participation in the online open house
Information sharing tools* (throughout project)	
<ul style="list-style-type: none"> • Project website • Fact sheet and flyers • E-newsletters • Social media • Targeted advertising • Targeted emails 	<ul style="list-style-type: none"> • Bill inserts • Briefings • Responding to inquiries via website, email, phone • Employee communications • Partner toolkit • Press releases

Figure 6-2: CEIP Stakeholder Engagement Process



Audiences

PSE engaged customers, advisory groups, tribal governments, and others to develop the CEIP. PSE engaged the audiences outlined in Table 6-1 in the public participation process based on their role for the CEIP.

Table 6-1: Audiences and Roles

Audiences	Focus/Role	Role for CEIP
Equity Advisory Group (EAG)	New advisory group as defined by CETA planning regulations	<p>Provide input to shape:</p> <ul style="list-style-type: none"> Understanding of burdens, barriers, and opportunities for clean energy transition Public participation, specifically for outreach to named communities Customer benefit indicators, specifically on energy and non-energy benefits and burden reductions to named communities Defining vulnerable population factors Draft programs and actions to help ensure equitable distribution of benefits and burden reduction <p>Implementation:</p> <ul style="list-style-type: none"> — Program design, specifically related to equity — Outreach and education, specifically related to named communities — Progress reports — Evaluation of new resources
Integrated Resource Plan (IRP) stakeholders	Resource planning for IRP Typically weighs in on modeling scenarios, sensitivities, and assumptions	<p>Provide input to shape</p> <ul style="list-style-type: none"> CBIs Draft programs and actions IRP participation in implementation <p>Implementation:</p> <ul style="list-style-type: none"> — Progress reports — Evaluation of new resources through CBIs
Low-income Advisory Committee (LIAC)	Low-income programs to assist customers and lower energy burden	<p>Provide input to shape:</p> <ul style="list-style-type: none"> CBIs Draft programs and actions Opportunities to reduce barriers and provide support for low-income customers LIAC participation in implementation <p>Implementation:</p> <ul style="list-style-type: none"> — Progress reports
Conservation Resources Advisory Group (CRAG)	Energy efficiency programs and development of PSE's Biennial Conservation Plan	<p>Provide input to shape:</p> <ul style="list-style-type: none"> CBIs Draft programs and actions CRAG participation in implementation <p>Implementation:</p> <ul style="list-style-type: none"> — Progress reports

Audiences	Focus/Role	Role for CEIP
Named communities (Customers and Community-based organizations)	Traditionally members of named communities have not participated in energy resource planning processes	Provide input to shape: CBIs, specifically for energy and non-energy benefits and burden reductions Draft CEIP Public participation, including barriers to participation Implementation
Customers and community members, including cities and counties	Traditionally customers and community members have had limited participation in energy resource planning processes	Provide input to shape: Public participation CBIs Draft CEIP
Tribes	PSE engages tribal governments through appropriate channels on various PSE topics	Provide input to shape: <ul style="list-style-type: none"> • Tribal participation • Customer benefit indicators • Final CEIP

Equity Advisory Group

Formation of Equity Advisory Group

In spring 2021, PSE convened an inaugural Equity Advisory Group (EAG) to focus on equity and broaden our engagement with frontline customers as we work to deliver a just and equitable clean energy future and meet the objectives of Washington’s Clean Energy Transformation Act. PSE encouraged the participation of environmental justice and public health advocates, tribes, and representatives from highly impacted communities and vulnerable populations in addition to other relevant groups as part of this effort. The EAG initially advised PSE on equity issues for our CEIP.

Convening the EAG

PSE began developing a framework for the EAG in fall 2020 based on the draft CEIP rules. Following the publication of the CEIP rules on December 29, 2020, PSE refined the EAG framework and membership considerations. In January and February 2021, PSE consulted with multiple external stakeholder groups and WUTC staff to discuss the purpose of the EAG, potential membership, and equity issues.

The framework for convening the EAG included:

- **PSE would invite an inaugural EAG group.** PSE invited 10–15 members to serve through March 2022. The group will provide input on the CEIP and help develop the long-term approach for EAG membership.
- **Diverse and constructive voices.** We sought diverse and constructive voices from individuals or organizations not actively engaged in PSE’s other advisory groups.

- **Membership priorities for 2021.** There are a variety of organizations working on equity issues, and many have overlapping efforts. We focused on groups based on CETA requirements, PSE relationships, customer demographics, and geographic diversity. We specifically looked for people with experience in environmental justice, public health, tribes, frontline communities, vulnerable populations, or social and economic development issues.
- **Compensate members for their time.**

Based on feedback from Front and Centered and the NW Energy Coalition (NWECC), we sought members from community-based organizations that had existing relationships with PSE. By showing our commitment and accountability to this inaugural EAG's efforts, our goal is to build trust and foster relationships with additional community-based organizations that may consider EAG membership in the future.

The CEIP team engaged with PSE staff working in local government affairs, outreach, and low-income initiatives to understand PSE's existing relationships. Together we identified organizations we could approach for membership and reached out to a variety to gauge their interest or understand their recommendations for other members. A notable limitation during our recruitment effort was the ongoing COVID-19 pandemic, so the public health seat remained unfilled.

As a result of these efforts, the 13-member EAG held its first meeting on April 19, 2021. Table 6-2 lists the EAG members and their respective organizations.

Organizations we consulted to convene the inaugural EAG include:

- WUTC
- Washington Attorney General's Office of Public Counsel
- Front and Centered
- NW Energy Coalition
- SparkNorthwest
- The Energy Project

EAG Members

Table 6-2: EAG Member and Organization

2021 EAG Member	Organization/Role
Susana Bailén Acevedo	Community advocate
Jenny Harding	GSBA and New Chapter Weddings and Events
Emily Larson Kubiak	Sustainable Connections

2021 EAG Member	Organization/Role
Michele Ogden and Lexi Withers (alternate)	Tacoma Urban League
Estela Ortega	El Centro de la Raza
TJ Protho	Vadis
Kate Sander	HopeSource
John Sternlicht	Economic Development Alliance of Skagit County
Dennis Suarez	Washington Soldiers Home
Teresa Taylor	Lummi Indian Business Council's Office of Economic Policy
Mariel Thuraisingham	Front and Centered
Cheryn Weiser	Island Senior Resources
Karia Wong and Michael Itti (alternate)	CISC

Input to inform Draft CEIP

PSE engaged the EAG, PSE's three other advisory groups, and customers to develop the draft CEIP – specifically educating on CETA and the CEIP process, seeking input on clean electricity values and benefits to develop customer benefit indicators, and engaging the advisory groups on specific components of the CEIP (as outlined in Table 6-1).

Table 6-3 summarizes the public input activities PSE completed to inform the draft CEIP.

Table 6-3: Audience, Format, and Input to Inform the Draft CEIP

Audience	Input format	Quantity
Residential customers	Residential customer survey submissions	921
Business customers	Business customer survey submissions	194
Vulnerable populations	CBO meetings	7
	Multi-lingual session	1
Equity Advisory Group	EAG meetings	9
Integrated Resource Plan Stakeholders	IRP meetings	5
Low Income Advisory Committee	LIAC meetings	4
Conservation Resource Advisory Group	CRAG meetings	4

Equity Advisory Group Meetings

The primary CEIP objectives of the EAG are to advise PSE on how to equitably deliver the benefits of and reduce the burden related to the planning and implementation of Washington's clean electricity standard. PSE consulted the EAG on:

- The definition of vulnerable populations
- Customer benefit indicators, metrics, and methodology
- Burden and barrier reduction
- Equitable delivery of clean electricity benefits
- Public participation

In addition, PSE worked with the EAG to reflect their feedback into implementation principles. PSE discussed each topic iteratively with the EAG. We summarize the objectives of each EAG meeting in Table 6-4.

Notes from PSE's Equity Advisory Group discussion on members' vision of a clean and equitable energy future.

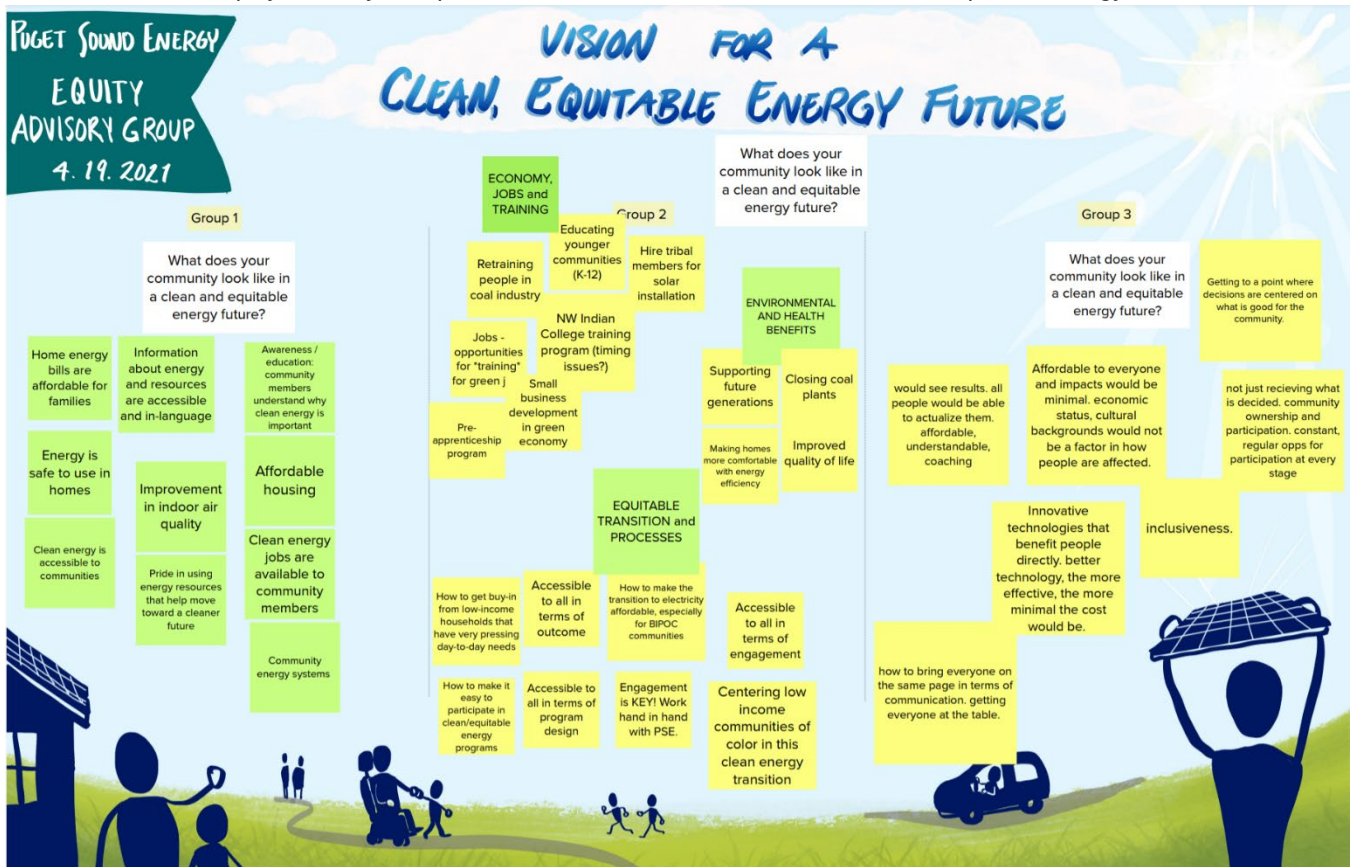


Table 6-4: EAG Meetings

EAG Meeting	Date	Meeting Objectives
Meeting 1	April 19, 2021	Provide context on EAG purpose, role, and charter Provide an overview of PSE and clean energy Discuss EAG interests and clean energy values
Meeting 2	May 3, 2021	Shared understanding around the CETA and the CEIP Connect how the EAG's discussions will help shape the CEIP Gather EAG input to inform PSE's understanding of barriers, burdens, and opportunities for programs in the CEIP
Meeting 3	May 17, 2021	Inform about PSE's demographics and participation research Shared understanding on the CETA and highly impacted communities and vulnerable populations Consult on refining the definition of vulnerable populations EAG determination of recorded meetings, and next steps regarding charter
Meeting 4	May 24, 2021	Advance discussion on vulnerable populations definition Shared understanding on customer benefit indicators and how they shape the CEIP Engage EAG in developing customer benefit indicators
Meeting 5	June 21, 2021	Seek EAG member feedback on customer benefit indicators and weightings Shared understanding of next steps in developing the draft CEIP Reflect on how EAG input was incorporated into vulnerable populations' definition
Meeting 6	July 26, 2021	Refresh on EAG's role, the electric resource planning process, and our work goals for this four-year CEIP Seek input on revised customer benefit indicators and path forward
Meeting 7	Sept. 13, 2021	Recap on EAG governance Shared understanding of PSE's draft CEIP targets, programs, actions, and cost Engage EAG on their initial impressions, questions, and input
Meeting 8	Sept. 27, 2021	Share approach for Named Communities and draft principles for implementation Engage EAG on their initial impressions, questions, and input on approach for Named Communities and program implementation principles. Seek EAG's input and questions on draft CEIP targets, programs, actions, and cost (initially shared at Sept. 13 meeting)
Meeting 9	Oct. 4, 2021	Seek EAG input and questions on program implementation, including EAG's input on guiding principles for implementation
Meeting 10	Nov. 1, 2021	Seek EAG's input on draft CEIP, outreach and implementation principles Share about equity considerations for Targeted DER RFP and seek EAG input

Other Advisory Groups Meetings

As part of the CEIP process, PSE engaged with our advisory groups — the Low Income Advisory Committee (LIAC), Conservation Resource Advisory Group (CRAG), and the Integrated Resource Plan

(IRP) stakeholders — to seek their input on key topics. These advisory groups have a long history with PSE and deep experience in low-income programs, energy efficiency, and resource planning. As we worked with the advisory groups, we sought to join them in their existing meetings when possible. Although the meeting topics were typically similar, the approach and feedback sought were tailored, given each group’s unique perspective.

To date, PSE consulted with these advisory groups on:

- Participation in the CEIP development process
- Clean energy values
- Customer benefit indicators, metrics, and methodology

PSE discussed each topic iteratively with the advisory groups based on the group’s focus and role in the process. We summarize the objectives of each meeting in Table 6-5, and meeting materials and documentation for each advisory group are available in [Appendix C](#).

Table 6-5: Other Advisory Group and Stakeholder Meetings

Advisory Group	Date	Meeting Objectives
IRP Stakeholders Meeting 1	March 5, 2021	Shared understanding of CEIP process, EAG process, and overview of public participation process Gathered IRP stakeholder input on engagement with IRP and customers, and questions for the EAG
LIAC Meeting 1	March 9, 2021	Shared understanding of CEIP process, EAG process, and overview of public participation process Gathered LIAC stakeholder input on their engagement with the CEIP, methods to engage low-income customers and their understanding of clean energy, and questions for the EAG
CRAG Meeting 1	March 16, 2021	Shared understanding of CEIP process, EAG process, and overview of public participation process Gathered CRAG stakeholder input on their engagement with the CEIP, methods to engage with CRAG members’ customers and their understanding of clean energy, and questions for EAG
LIAC Meeting 2	May 11, 2021	Reviewed the new energy planning and CEIP process, and update on EAG and public participation efforts. Shared understanding of CBIs. Sought input on problems facing low-income customers and benefits they want to see from the clean energy transition, as well as prioritization of those benefits.
IRP Stakeholders Meeting 2	May 26, 2021	Reviewed the new energy planning and CEIP process, and update on EAG and public participation efforts. Shared understanding of CBIs. Sought input on CBIs related to each CBI category, prioritization of benefits, and potential ways to measure each CBI.

Advisory Group	Date	Meeting Objectives
CRAG Meeting 2	June 2, 2021	Reviewed the new energy planning and CEIP process, and update on EAG and public participation efforts. Shared understanding of CBIs. Sought input on problems facing CRAG members' customers and benefits they want to see from the clean energy transition, as well as prioritization of those benefits.
LIAC Meeting 3	July 27, 2021	Refreshed on the energy resource planning process, provided an update on CBIs, and previewed potential distributed energy resource concepts under consideration. Gathered input into CBI metrics, prioritization, and scoring. Asked for LIAC members to share DER program concepts they're aware of.
CRAG Meeting 3	July 28, 2021	Refreshed on the energy resource planning process, provided an update on CBIs, and previewed potential distributed energy resource concepts under consideration. Gathered input into CBI metrics, prioritization, and scoring. Asked for CRAG members to share DER program concepts they're aware of.
IRP Stakeholders Meeting 3	July 29, 2021	Refreshed on the energy resource planning process, answered IRP/CEIP process questions, provided an update on CBIs, and previewed potential distributed energy resource concepts under consideration. Gathered input into CBI metrics, prioritization and weighting of CBIs, CBI scoring, and initial impressions of the DER concepts and other references PSE should review.
IRP Stakeholder Meeting 4	Sept. 14, 2021	Shared updates on the draft CEIP development and what to expect during the CEIP process extension Consulted on draft CEIP components specifically, draft programs, actions, and cost
LIAC Meeting 4	Sept. 28, 2021	Briefed on draft CEIP targets, programs, actions, and cost Sought feedback on draft CEIP components and LIAC participation
CRAG Meeting 4	Sept. 29, 2021	Briefed on draft CEIP targets, programs, actions, and cost Gathered input on draft CEIP components and CRAG participation
IRP Stakeholders Meeting 5	Oct. 6, 2021	Shared about draft CEIP Sought input on draft DER concept scorecard and IRP participation
CRAG Meeting 5	Oct. 20, 2021	Shared about draft CEIP, sought feedback, and encouraged providing comments to PSE via online open house, comment form or email
IRP Stakeholder Meeting 6	Nov. 3, 2021	Shared about draft CEIP, sought feedback, and encouraged providing comments to PSE via online open house, comment form or email
LIAC Meeting 5	Nov. 9, 2021	Shared about draft CEIP, sought feedback, and encouraged providing comments to PSE via online open house, comment form or email

Engaging Customers, Including Named Communities

In addition to engaging the new EAG and PSE's other advisory groups, PSE also worked to engage residential and business customers, and focusing on highly impacted communities and vulnerable populations. PSE did so through tactics designed to reach customers and provide simple ways to engage and stay informed, like surveys, an online open house, and email newsletters.

Meetings with Community-based Organizations

A key component of CEIP public participation activities is building relationships with community-based organizations (CBOs) to reach vulnerable populations and highly impacted communities better. CBOs are essential and trusted service providers for the communities they serve. PSE collaboration with CBOs creates opportunities for project audiences to learn about and engage with the CEIP through people and venues familiar to them. This work creates opportunities for PSE staff to build relationships and trust with community members.

PSE has strong relationships with many organizations throughout our service area. As part of public participation for the CEIP project, PSE sought to strengthen or initiate relationships with CBOs that serve the communities fitting CETA's guiding definition of vulnerable populations.

PSE's approach for reaching CBOs was to arrange "go to you" meetings, which are interactive presentations to share information, build trust and provide space for input while maximizing CBO time and simplifying their involvement. The purpose of these meetings was to raise awareness about the CEIP, collect input on clean electricity values to develop CBIs, and discuss potential barriers and burdens to participation in the clean electricity transition. Given the compressed schedule for developing CBIs, PSE prioritized this effort from April through July 2021. The CEIP team contacted 22 CBOs in PSE's electric service area to offer go-to-you meetings, with an approximate 74 percent response rate. By July 2021, PSE completed a total of seven go-to-you meetings with CBOs representing six counties serving youth, LGBTQIA+, seniors, people with disabilities, university students, and BIPOC populations. A total of 46 people attended the seven go-to-you meetings.

Some themes heard during this outreach include:

- Reduce the amount of income vulnerable populations spend on electricity.
- There is interest in using technologies like rooftop solar to increase the resiliency and self-sufficiency of vulnerable populations.
- Economic benefits of the clean electricity transition need to be accessible to the people who need them.
- Value clean air and community health.

All go-to-you meetings were held virtually due to the COVID-19 pandemic. The team used interactive online tools such as Mural and MentiMeter to engage participants and capture feedback. The list of community-based organizations is in Table 6-6. To view the summary of CBO outreach, review [Appendix C](#).

Table 6-6: CBO Engagement

CBO Name	County	Population Served
The Rainbow Center	Pierce	LGBTQIA+
Provail	King	People with disabilities
NAACP Bremerton	Kitsap	Black/African American
Boys and Girls Club Skagit County	Skagit	Youth
WWU's Institute for Energy Studies	Whatcom	Students, low-income
Opportunity Council of Island County	Island County	Low-income, seniors
Island Senior Resources	Island County	Low-income, seniors

The CEIP team continued CBO outreach activities during the CEIP schedule extension with the intent to meet our initial goals of two multilingual sessions and eight CBO meetings. Scheduling CBO meetings and multilingual sessions have been more challenging than anticipated given CBO capacity and ongoing challenges related to the COVID-19 pandemic. We are pursuing meetings with groups connected to the Mandarin-speaking and Asian American/Pacific Islander communities in our service territory and will seek ways to incorporate their comments during the implementation process.

Online survey to engage customers

Puget Sound Energy conducted an informal survey in May 2021 to better understand the types of clean electricity benefits important to our residential and business customers and community members in our service area. This input informed the development of PSE's first CEIP. Because of the COVID-19 pandemic, the online survey allowed people to participate in CBI development safely.

The community survey was informal and aimed to reach PSE electricity customers and community members, including customers identified as more likely to be low-income populations, Black Indigenous and People of Color (BIPOC) in PSE's service territory, and community members who speak English as a second language. Survey respondents were self-selected. We collected demographics to provide PSE the data to understand if we are reaching all our customer communities. The survey results are not scientific and are not predictive of the opinions of PSE customers or people in PSE's service area.

The survey for residential customers was available between May 1, 2021, and June 1, 2021. The survey was available in English, Spanish, Russian, Vietnamese, Traditional Chinese, and Hindi. The project team shared opportunities to take the survey using the methods described below.

- Project website: cleanenergyplan.pse.com
- The Voice lead article (bill insert) to all customers
- E-newsletters sent to CEIP interested parties

- Targeted emails to:
 - 42,580 PSE electric customers identified as more likely to be low-income, limited English speaking, and/or BIPOC residents in PSE’s service territory
 - Local governments, other project stakeholders and community-based organizations
- Paid and organic social media posts: PSE’s Twitter and Facebook accounts
- Partner toolkit: Provided resources in multiple languages to help project partners share the survey, including:
 - Project fact sheet
 - Content for newsletters
 - Content for social media
- Newspaper advertising: print and digital advertisements with local newspapers
- Our approach provided non-digital means for input from individual customers. Although PSE was prepared to provide a printed survey by request, no requests were made. We acknowledge this is an area to improve for future surveys.

The CEIP project team also distributed a survey for business customers via email to a random sample of 10,507 PSE small and medium sized business customers and approximately 600 of PSE’s largest and most complex commercial, industrial, and business customers. The survey was available in English and included contact information in other languages to request a translated survey. A list of survey responses based on survey language is shown in Table 6-7.

Table 6-7: Residential Survey Responses

Survey Language	Responses
English	898
Spanish	8
Russian	7
Vietnamese	4
Traditional Chinese	2
Hindi	2
Total Residential Responses	921

Table 6-8: Survey Results

PSE Customer Status	Responses (Total / %)
Electricity and natural gas	215 / 32.4%
Electricity only	390 / 58.2%
Natural gas only	35 / 5.3%
No	23 / 3.5%
Total respondents	663

How did you learn about the survey?	Responses (Total / %)
Email	556 / 84.4%
Social media	39 / 5.9%
Utility bill insert	14 / 2.1%
Presentation	3 / 0.5%
News source	4 / 0.6%
Word of mouth	36 / 5.5%
Other	17 / 2.6%
Total respondents	659

Language spoken at home	Responses (Total / %)
Mandarin	6 / 0.9%
English	625 / 97.7%
Russian	3 / 0.5%
Spanish	17 / 2.7%
Other (please specify)	27 / 4.2%
Total respondents	640

Gender Identity	Responses (Total / %)
Woman	380 / 59.2%
Man	231 / 36%
Gender non-binary	12 / 1.9%
Transgender	3 / 0.5%
A gender not listed here:	16 / 2.6%
Total respondents	642

Sexual Orientation	Responses (Total / %)
Asexual	18 / 3.3%
Bisexual	18 / 3.3%
Gay/Lesbian	24 / 4.4%
Heterosexual/Straight	320 / 58%
Pansexual	4 / 0.7%
Queer	12 / 2.2%
Prefer not to answer	131 / 23.7%
A sexual orientation not listed here	25 / 4.5%
Total respondents	552

Age	Responses (Total / %)
17 or younger	2 / 0.3%
18–25	24 / 3.7%
26–35	79 / 12.2%
36–45	90 / 13.9%
46–65	211 / 32.5%
66 +	244 / 37.5%
Total respondents	650

Household Income	Responses (Total / %)
Less than \$10,000	39 / 7%
\$10,000–\$14,999	35 / 6.3%
\$15,000–\$19,999	23 / 4.1%
\$25,000–\$29,999	22 / 4%
\$30,000–\$34,999	28 / 5%
\$35,000–\$39,999	22 / 4%
\$40,000–\$44,999	23 / 4.1%
\$45,000–\$49,999	21 / 3.8%
\$50,000–\$59,999	33 / 5.9%
\$60,000–\$74,999	45 / 8.1 %
\$75,000–\$99,999	50 / 9%
\$100,000–\$124,999	52 / 9.3%
\$125,000–\$149,999	31 / 5.6%
\$150,000–\$199,999	22 / 4%
\$200,000 or more	29 / 5.2%
Don't know	4 / 0.7%
Prefer not to answer	50 / 9%
Total respondents	557

Number of people in household	Responses (Total / %)
1	223 / 34.4%
2	253 / 39%
3	90 / 13.9%
4	47 / 7.2%
5	18 / 2.8%
6 or more	18 / 2.8%
Total respondents	649

Race / Ethnicity	Responses (Total / %)
Asian or Asian American	22 / 3.4%
Black or African American	12 / 1.9%
Hispanic, Latino, Latina or Latinx	18 / 2.8%
Biracial, Multiracial or Multiethnic	15 / 2.3%
American Indian or Alaska Native	5 / 0.8%
Native Hawaiian or other Pacific Islander	5 / 0.8%
White	486 / 75.1%
Prefer not to answer	66 / 10.2%
An option not listed here:	18 / 2.8%
Total respondents	647

Highest level of education	Responses (Total / %)
Some High School	7 / 1.1%
High School	119 / 18.2%
Bachelor's Degree	275 / 42%
Master's Degree	136 / 20.7%
Ph.D. or higher	31 / 4.7%
Trade School	51 / 7.8%
Prefer not to say	36 / 5.5%
Total respondents	655

Rent or own home	Responses (Total / %)
Own	397 / 61.2%
Rent	248 / 38.2%
I do not have permanent housing	4 / 0.6%
Total respondents	649

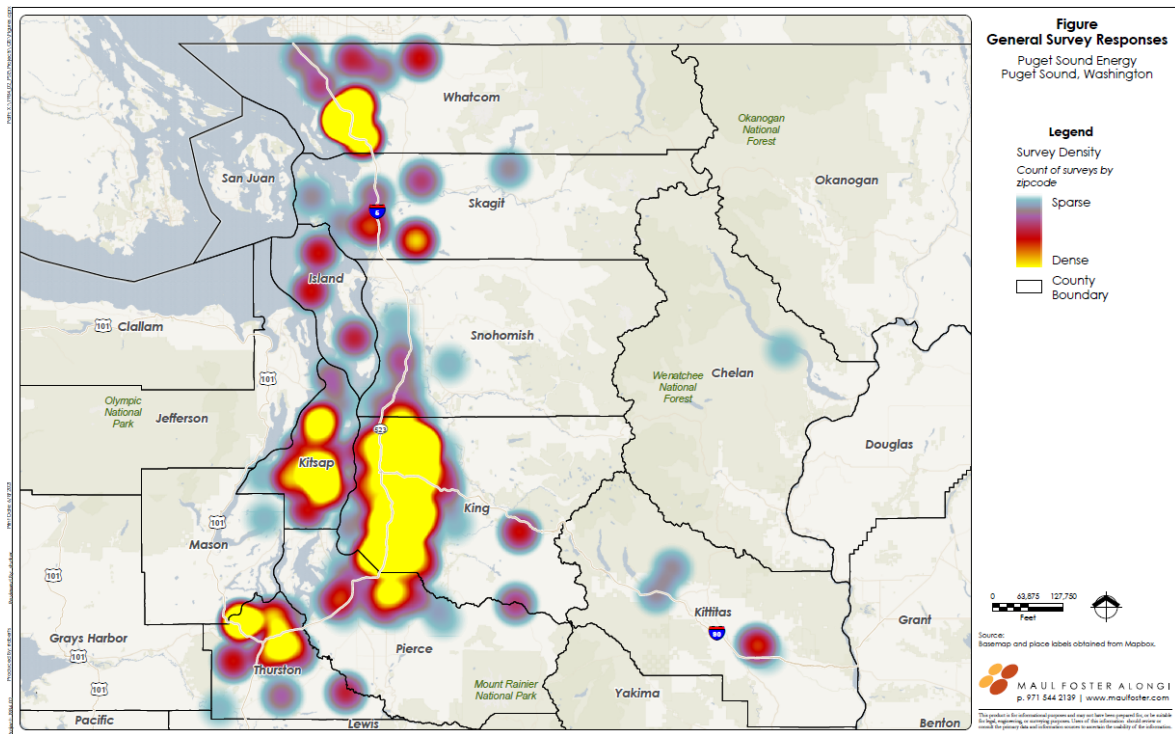


Table 6-9: Business Survey Responses

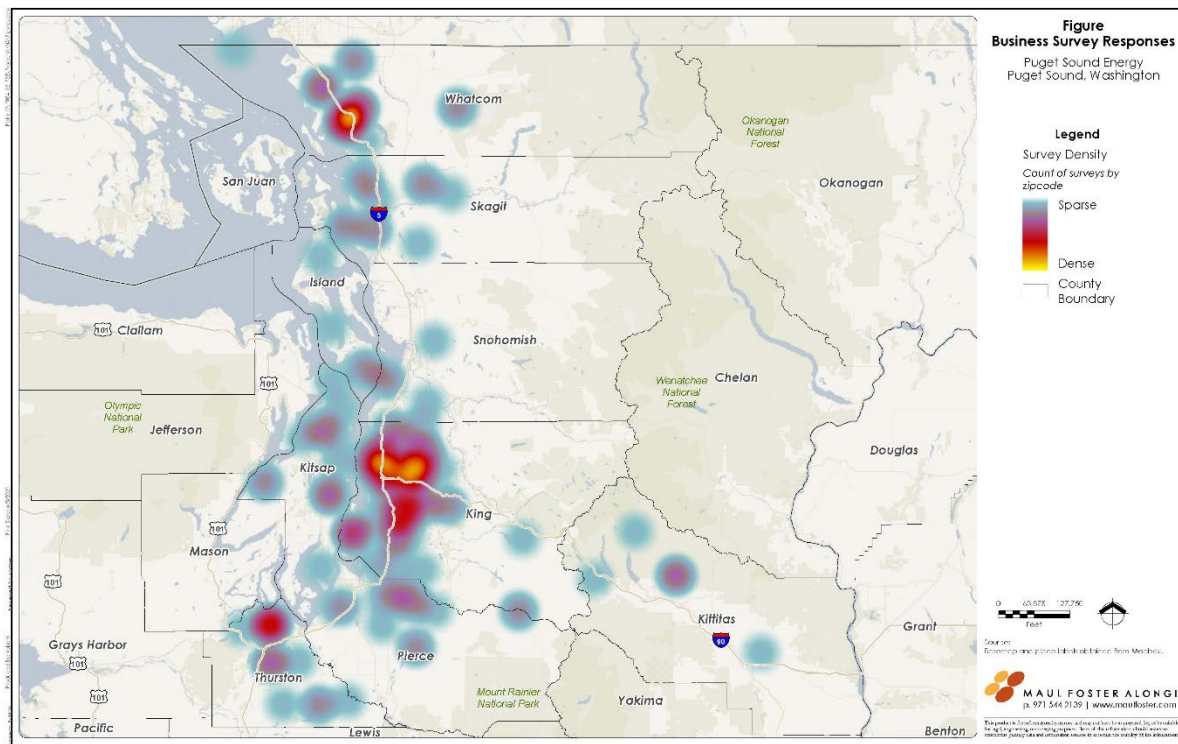
Business Size	Responses
Small/medium businesses	114
Large businesses	80
Total Business Responses	194

PSE Customer Status	Responses (Total / %)
Electricity and natural gas	58 / 41.1%
Electricity only	69 / 48.9%
Natural gas only	11 / 7.8%
No	3 / 2.1%
Total Respondents	141

Minority-owned Business Status	Responses (Total / %)
Yes	18 / 12.9%
No	112 / 80.6%
Unsure	9 / 6.5%
Total Respondents	139

Rent or own business space	Responses (Total / %)
Own	95 / 67.9%
Rent	45 / 32.14%
Total Respondents	140

Business Industry	Responses (Total / %)
Accommodations/hotel/motel	3 / 2.2%
Administrative and Support and Waste Management and Remediation Services	0 / 0.0%
Agriculture, Forestry, Fishing and Hunting	7 / 5.2%
Arts, Entertainment, and Recreation	6 / 4.4%
Construction	12 / 8.9%
Educational Services	7 / 5.2%
Finance and Insurance	4 / 2.9%
Grocery/convenience store	1 / 0.7%
Health Care and Social Assistance	8 / 5.9%
Information	3 / 2.2%
Management of Companies and Enterprises	1 / 0.7%
Manufacturing	13 / 9.6%
Mining	0 / 0.0%
Other Services (except Public Administration)	5 / 3.7%
Professional, Scientific, and Technical Services	10 / 7.4%
Property management	6 / 4.4%
Public Administration	3 / 2.2%
Real Estate Rental and Leasing	7 / 5.2%
Restaurant/food service	7 / 5.2%
Retail Trade	9 / 6.67%
Transportation and Warehousing	3 / 2.2%
Utilities	2 / 1.5%
Wholesale Trade	2 / 1.5%
Other (please specify)	16 / 11.9%
Total Respondents	135



Multilingual Session

In addition to engaging community-based organizations with our consultant Triangle Associates, PSE planned to host two multilingual sessions (see note about limitations). We held the first multilingual session in August 2021 with Spanish-speaking participants from El Centro de la Raza. These participants provided feedback on their understanding of clean electricity and energy efficiency, and ideas for making program design and implementation more accessible and understandable to communities.

Themes heard during this session include:

- There is a need for more inclusive education around clean energy.
- Make outreach and program information accessible and easy to understand.
- Consider programs for homeowners, renters, and low-income populations

To review the summary from this multi-lingual session, review [Appendix C-4](#). PSE continues work to host another multilingual session focused on clean electricity with a partner organization.

Public Participation Outcomes that Shaped the Draft CEIP

In spring and summer 2021, PSE engaged customers, advisory groups, and others to develop the draft CEIP. The input received helped shape the CEIP, with the key subject areas summarized below.

Customer Benefit Indicator Development

In May and June 2021, PSE gathered input from stakeholders on their clean electricity values and the benefits they want to see from the clean electricity transformation. PSE collected input via customer surveys, advisory group meetings, and go-to-you meetings with community-based organizations (see Table 6-6). We summarized the comments into several topics below.

Environment: Reduce Greenhouse Gas Emissions and the Effects of Climate Change

Stakeholders called for benefits that result in lower greenhouse gas emissions and reduced fossil fuel extraction. In addition to reducing the impacts of climate change like wildfires, stakeholders wanted actions that benefit other categories, such as job creation, cleaner air, improved public health, energy independence, long-term cost savings, and improved siting of energy infrastructure.

Public Health: Increase Air Quality and Improve Community Wellness

Stakeholders asked for cleaner air and improved community health. These comments also commonly called for a way to measure public health more broadly, including healthcare expenditures, mental health, and other measures of physical wellness.

Affordability: Decrease the Amount of Income Spent on Electricity and Empower Low-income Populations to Participate in Clean Electricity Programs

Stakeholders want affordable electric bills, especially for low-income populations. These comments asked for opportunities to reduce electricity bills by enabling low-income households to generate their electricity or reduce their consumption through energy efficiency measures. Stakeholders also suggested using affordability incentives to encourage more people to participate in clean electricity programs. Business customers asked for cost assistance programs to help them purchase and install new technologies that reduce greenhouse gas emissions.

Economic: Increase the Number of Local Clean Energy Jobs and Make Them Accessible to Vulnerable Populations

Stakeholders suggested that the clean electricity transition should create living-wage jobs and create local economic benefits for the Puget Sound region. Stakeholders called for education, training, and apprenticeship programs to make clean energy jobs accessible for low-income and other vulnerable populations, retrain people with jobs connected to the fossil fuel industry, and prepare youth who are starting to think about their career paths.

Accessibility: Empower Customers to Participate in Clean Electricity Programs Regardless of Income Level or Homeownership Status

Stakeholders said cost and homeownership should not be a barrier for low-income populations to participate in clean electricity programs, particularly for populations that have historically been more impacted by pollution and energy insecurity. Stakeholders also wanted to address education and

awareness barriers by increasing outreach about clean electricity programs or making the programs an automatic component of PSE's electricity service.

Clean Electricity Participation: Make the Benefits of Solar Energy Available to Named Communities

Stakeholders proposed offering low-income households and other vulnerable populations the ability to generate their electricity through solar panels or reducing their electricity bills. Stakeholders called for enhancing programs like community solar and making it easier for people to install rooftop solar panels with electricity storage devices to increase access to these benefits. Businesses were also interested in solar power programs' potential to reduce electricity bills through net metering programs.

Resiliency: Ensure a Resilient, Clean Electricity system

Stakeholders wanted to make the power grid more reliable and less susceptible to mass power outages. They suggested that tools like battery storage devices, microgrids, and rooftop solar could decrease the number of households that experience power outages during disaster events like major storms or earthquakes.

Comfort and Satisfaction: Build a Clean Electricity System That Customers Know They Can Depend on and Reflects Their Environmental Stewardship

Stakeholders said it was vital for them to feel secure about their electricity service. Some said they needed more information about the dependability of variable resources like wind and solar to feel secure. Stakeholders also said they would benefit from knowing the electricity they consumed was not contributing to environmental problems like climate change and air pollution. Business customers said they took satisfaction knowing the electricity that serves their business was reliable. They also asked for ways to demonstrate the environmental values they share with their customers through participation in clean electricity programs.

See Chapter Three for a detailed account of how PSE used public participation to develop the customer benefit indicators.

Customer Benefit Indicator Metrics and Methodology

At meetings in June and July 2021, PSE asked the four advisory groups — EAG, LIAC, CRAG and IRP stakeholders — to help refine the CBIs, provide feedback on CBI metrics, and PSE's proposed scoring and weighting methodology when using CBIs to evaluate potential clean electricity programs.

For refining the CBIs, PSE received feedback from the EAG that indoor air quality should be considered as part of the improve home comfort CBI. PSE also received feedback in late July from a group of advocates on other potential metrics to consider.

For the weighting methodology, PSE initially proposed adding a 2x weighting factor to the CBIs that are a high priority, and a score of 0, 1, or 2 corresponding to the degree of influence by each indicator

(described in Chapter Three). PSE received a range of feedback from individual advisory group members on the EAG, LIAC, and IRP stakeholder group. The CRAG did not provide specific feedback on this topic.

The range of feedback included:

- Maximize benefits for all CBIs by giving them equal priority/weight.
- It is puzzling to weight between CBI categories, though it might work to prioritize between metrics within a category.
- Continue with PSE's suggested method of a 2x weighting factor.
- Question on how to prioritize the CBIs when the benefits conflict.
- Have customers/stakeholders weight the CBIs.
- Consider the potential outcomes of the current method and consult advisory groups again to determine if the method needs to be changed to produce more desired outcomes.
- Consider a more complex (mathematical) weighting method to produce desired outcomes.
- Some priority CBIs should be a higher priority than other priority CBIs.
- Suggest increasing priority of CBIs related to greenhouse gas emissions, air quality, climate change and economic benefits.
- Mixed feedback on whether to include zero as a score to show negative impacts

See Chapter Three, Highly Impacted Communities and Vulnerable Populations, and Customer Benefit Indicators for a detailed account of how PSE used advisory group feedback and stakeholder feedback on CBI metrics and weighting of the CBIs.

Definition of vulnerable populations

PSE collaborated with the EAG to develop a more comprehensive understanding of vulnerable populations within PSE's service area. PSE used the EAG's feedback to expand the definition and add factors derived from their collective experience and interactive sessions with PSE. See description in Chapter Three and Table 3-1.

Reducing barriers and burdens

Reducing barriers and burdens is important for ensuring all customers benefit from the clean electricity transition. During meetings with the LIAC, EAG, CBOs and multilingual sessions, PSE engaged stakeholders in conversations on barriers and burdens, with the resulting themes heard.

- Renters face barriers for participation in programs
- Lack of awareness and education on clean energy
- Program accessibility and awareness
- Return on investment, cost of participation and other economic barriers
- Trust and politics
- Other barriers and burdens like siting infrastructure and disruption of rural areas.

In addition, PSE heard from customer surveys that the expected challenges from the clean electricity transformation include:

- Costs and potential bill increase
- Potential environmental impact of source material for clean energy technology
- Dependability of variable clean electricity sources like wind and solar
- Construction impacts for new electric infrastructure

See Chapter Three for a detailed account of how PSE anticipates addressing these burdens, and the public participation plan for addressing burdens and barriers related to engaging on the CEIP and broadening education efforts.

Implementation Approach: Guiding Principles

When we engaged with the EAG, PSE received feedback on a variety of topics which didn't always fit into customer benefit indicators or barriers and burdens. PSE summarized comments heard from EAG members through the CEIP development process to formalize this feedback into draft preliminary guiding principles for CEIP implementation. PSE sought EAG feedback to further develop the draft guiding principles included in the draft CEIP.

See Chapter Eight for the updated guiding principles.

Draft targets and actions

PSE shared early highlights of the draft programs and actions with the advisory groups and IRP stakeholders at their September and October 2021 meetings. PSE responded to many questions during the September meetings and addressed some of those topics in the draft CEIP. Comments included:

- Suggestions to increase the clean electricity interim target.
- Ensuring that customer benefits are applied to all resource decisions.

- Suggestions to adjust the total amount of distributed solar and battery storage actions.
- Concerns about lease-to-own programs for distributed energy resources.

See [Appendix C-2](#) for more details on advisory group feedback on draft programs and actions

In addition, PSE heard from IRP stakeholders on questions and concerns they had on the 2021 IRP. PSE responded to questions on the 2021 IRP during briefings with IRP stakeholders and in feedback forms available on the CEIP website. PSE also committed to addressing specific feedback related to the 2021 IRP, which is documented in Chapter Eight.

Feedback Resulting in CEIP Process Adjustments

During advisory group meetings, PSE received feedback on ways to make the CEIP public participation process more helpful to stakeholders. PSE worked to address this feedback in the following ways.

- Provide more time for stakeholder feedback on CEIP topics: PSE successfully petitioned to extend the CEIP process to allow more time for advisory group discussions.
- Add acronym list to presentations: PSE added acronym lists to all CEIP-related presentations.
- Add breakout group questions to the posted presentation ahead of the meeting: PSE added breakout group questions in the posted presentations.
- Address feedback heard and how it was used at the start of meetings: PSE addressed feedback at the start of meetings.
- Facilitate feedback reports in meeting materials: PSE added links or copies of feedback reports to meeting materials.
- Interest in cross-advisory group meetings: PSE tailors meeting information based on the advisory group and their role in the CEIP process. For this first CEIP, there was not a clear opportunity for such a meeting. PSE continues to consider this feedback for opportunities during the implementation process.
- Request to post final meeting materials earlier: PSE posts materials three business days in advance of the meeting, and we continue to work to hone and/or address stakeholder feedback up until the meeting time. PSE adjusted the final presentation format to use the “added” and “updated” notes to help identify presentation slides that changed.

Stakeholder Feedback to Inform Final CEIP

Upon filing the draft CEIP with the WUTC on October 15, 2021, PSE sought feedback from customers, advisory groups, tribal governments, and other community members on the draft plan. Stakeholders had the opportunity to provide feedback via the online open house, advisory group meetings, briefings,

comment form, and email. PSE used stakeholder input on the draft CEIP to revise the final CEIP. The summary below outlines the various tools PSE used to collect feedback and key themes heard during this phase of the public participation effort. Table 6-10 summarizes the public feedback activities PSE completed to inform the final CEIP.

To review how PSE addressed public comments on the draft CEIP, review [Appendix C-2](#).

Table 6-10: Audience, Format, and Input to Inform the Final CEIP

Audience	Input format	Quantity
Residential and business customers	Residential customer survey, web form, and email submissions	364
	Paper surveys pilot	12
Vulnerable populations	CBO stakeholder sessions	2
Equity Advisory Group	EAG meeting	1
Integrated Resource Plan Stakeholders	IRP meeting	1
Low Income Advisory Committee	LIAC meeting	1
Conservation Resource Advisory Group	CRAG meeting	1
Community groups	Briefings by request from community groups and local governments	2

Equity Advisory Group meeting

PSE met with the Equity Advisory Group during the draft CEIP comment period to discuss the draft CEIP, continue collaborating on the guiding principles for CEIP implementation, and to seek input into PSE's draft Targeted DER RFP (see schedule and objectives in Table 6-4).

On the draft CEIP, members had questions on data gathering and metrics for the final CEIP, the overall cost of CEIP, and whether CETA is advancing clean energy targets and investments. In addition, one member suggested that PSE design DER programs to transfer more control to customers and low-barrier, low/no cost ownership options for DER programs.

PSE shared the revised guiding principles that used the EAG's equity framework of accessibility, affordability, and accountability. EAG members provided feedback on the principles and the majority of EAG members agreed that the guiding principles were appropriate to include in the CEIP, with the knowledge that PSE would revise the principles and share the updates with the EAG. The final guiding principles are listed in Chapter Eight.

PSE's Other Advisory Groups

PSE provided overviews of the draft CEIP to CRAG, IRP stakeholders, and LIAC in October and November (see schedule and objectives of meetings in Table 6-6). In general, advisory group members had questions about the draft CEIP and some said they were still reviewing the plan. PSE addressed questions during the advisory group meetings and encouraged advisory group members to comment via the online open house, comment form, and/or email.

Some feedback heard during these meetings include:

- Feedback to speed up the clean electricity transition.
- Suggestions to increase renewable energy target, the DER target, and deployment of time-varying rates.
- Request for more details on specific actions.
- Suggestion to update the generic costs in the CEIP.
- Lingering concerns about leasing programs and acknowledgement of draft CEIP including this input in program design.
- Suggestions for designing subsidized battery storage programs for rural, low-income customers in low-reliability areas.
- Questions on EAG feedback on CBI weightings, technology and enabling costs, tools that could help speed up the transition (e.g., eminent domain), demand response programs, and whether PSE is considering other models similar to community solar.

See [Appendix C-2](#) for more details on advisory group feedback on the draft CEIP.

Stakeholder Sessions

During the CEIP comment period, the PSE CEIP team held two lunch-and-learn learn style stakeholder sessions for CBOs and other stakeholders on October 27 and November 8. PSE sent direct invitations to CBOs that had participated earlier in the process and offered a stipend to these CBOs to compensate for their participation. The stakeholder sessions were also advertised through the CEIP email list and on the CEIP website.

During the stakeholder sessions, PSE shared information about CETA, the Draft CEIP, outreach and public participation, and answered questions from participants. Table 6-11 summarizes the sessions and interests represented.

Table 6-11: Stakeholder Sessions

Stakeholder session date	Interests represented by participants
Oct. 27, 2021 11–12 p.m.	<ul style="list-style-type: none">• Low-income populations• Seniors and seniors with disabilities• Latino/a/x populations and Spanish-speakers
Nov. 8, 2021 5–6 p.m.	<ul style="list-style-type: none">• Low-income populations• Seniors• Resource conservation

Online Open-House Website

PSE prepared an online open-house website to help customers and stakeholders learn about the draft CEIP and submit comments at their own pace. The multilingual online open house summarized important pieces of the draft CEIP in six languages and included an online survey that prompted feedback. Online open house visitors were offered a chance to win a \$100 gift card as an incentive to complete the survey. Additionally, PSE tested a pilot program to work with a community-based organization to distribute paper surveys to customers that could be returned via mail.

Table 6-12: Online Open House Visitation and Survey Analytics

Online open house language page	Unique page views
Overall	6,757
English	3,052
Spanish	1628
Russian	519
Vietnamese	572
Traditional Chinese	480
Hindi	464
Survey language	Submissions
Overall	301
English	250
Spanish	26
Russian	3
Vietnamese	2
Traditional Chinese	8
Hindi	0
Paper surveys	12



Online Open House

Draft Clean Energy Implementation Plan

Station 1: Welcome

Join us on the path to 100% clean electricity

This Clean Energy Implementation Plan (CEIP) is a four-year roadmap that:

 <p>Moves PSE forward to nearly 60 percent clean electricity by the end of 2025— well on the way to meeting our clean energy goals for 2030 and 2045.</p>	 <p>Removes coal as a source of electricity from our grid by the end of 2025.</p>	 <p>Ramps up our clean electricity resources - like large-scale wind energy and local rooftop and ground solar energy projects that partner with homes and businesses.</p>
 <p>Provides customers with more opportunities to save energy and reduce their costs through improving their energy efficiency.</p>	 <p>Sets a new direction for local rooftop and ground solar and battery storage programs, as well as incentives to reduce energy use during peak periods.</p>	 <p>Ensure the benefits of the clean energy transition are distributed equitably and sets us on the path to building a more inclusive, carbon-free future.</p>

Comments on the Draft CEIP

PSE held a public comment period for draft CEIP feedback between October 15 and November 12, 2021. Comments were accepted and considered after November 12 with the understanding that comments were less likely to be reflected in the final CEIP as the final CEIP filing date of December 17 drew closer.

The project team shared opportunities to take the survey using the methods described below.

- Project website: cleanenergyplan.pse.com
- The Voice lead article (bill insert) to all customers
- E-newsletters sent to CEIP interested parties
- Press release

- Targeted emails to:
 - 51,542 PSE residential electric customers identified as more likely to be low-income, limited English speaking, and/or BIPOC residents in PSE’s service area
 - 10,054 PSE business customers randomly selected from highly impacted communities and PSE’s service area
 - Additional targeting of customers from counties with lower response rates:
 - 29,829 PSE residential electric customers randomly selected from highly impacted communities, Skagit, Kittitas, Pierce, Thurston, and Kitsap counties, and Whidbey Island not previously emailed
 - 8,678 PSE electric business customers randomly selected in Skagit, Kittitas, Pierce, Thurston, and Kitsap counties, as well as Whidbey Island nor previously emailed
 - Approximately 600 of PSE’s largest and most complex commercial, industrial, and business customers
 - Local governments, other project stakeholders and community-based organizations
- Partner toolkit: Provided resources in multiple languages to help project partners share the survey, including:
 - Draft CEIP fact sheet
 - Content for newsletters
 - Content for social media
- Paid and organic social media posts:
 - PSE’s Twitter and Facebook accounts
 - Digital banner ads in Spanish, Chinese, Hindi, Russian and Vietnamese
- Newspaper advertising: print and digital advertisements with local newspapers, including ads in Chinese Times, Seattle Chinese Post, NW Vietnamese News
- Radio promotion:
 - KXPA-AM 1540 AM radio ads in Russian, Cantonese and/or Mandarin, and Vietnamese.
 - KKNW-AM 1050 AM radio ads in Russian and Mandarin.
 - Spanish-speaking radio ads aired on KDDS-FM La Grande 99.3 and KZTM-FM La Zeta 102.9

- Spanish-speaking radio show: PSE collaborated with El Centro de la Raza to attend and share information in Spanish about the draft CEIP on El Rey 1360's on November 2
- Non-digital options: PSE worked with a local CBO to design a pilot project to distribute paper resources and surveys to audiences who were less likely to engage with the project online. PSE was also prepared to provide a printed survey by request. We acknowledge this is an area of improvement for future surveys.

Table 6-13: Online Open House Survey Respondent Demographics

Source	Responses
Survey respondents — English	250
Survey respondents — Spanish	26
Survey respondents — Russian	3
Survey respondents — Vietnamese	2
Survey respondents — Traditional Chinese	8
Survey respondents — Hindi	0
Paper survey respondents — English	12
Web form comments	37
Email comments	38
Total comments	376

PSE customer status	Responses (Total / %)
Electricity and natural gas	114 / 38.2%
Electricity only	169 / 57.7%
Natural gas only	4 / 1.4%
No	6 / 2.1%
Total respondents	293

Language spoken at home	Responses (Total / %)
Mandarin	4 / 1.43%
English	255 / 91.1%
Russian	4 / 1.43%
Spanish	36 / 12.86%
Vietnamese	3 / 1.07%
Hindi	1 / 0.36%
Other (please specify)	22 / 7.86%
Total respondents	280

How did you learn about the survey	Responses (Total / %)
Email	216 / 74.0%
Social media	29 / 10.0%
Utility bill insert	27 / 9.3%
Presentation	1 / 0.3%
News source	4 / 1.37%
Word of mouth	10 / 3.42%
Other	17 / 5.82%
Total respondents	292

Gender	Responses (Total / %)
Female	134 / 47.0%
Male	134 / 47.0%
Non-binary	3 / 1.1%
Self-describe	14 / 4.91%
Total respondents	285

Sexual Orientation	Responses (Total / %)
Lesbian or gay	6 / 2.4%
Bisexual	9 / 3.6%
Queer	3 / 1.2%
Heterosexual/Straight	188 / 75.2%
Pansexual	0 / 0.0%
Prefer not to answer	0 / 0.0%
Self-describe	44 / 17.6%
Total respondents	250

Household Income	Responses (Total / %)
Less than \$10,000	10 / 3.91%
\$10,000 - \$14,999	11 / 4.3%
\$15,000 - \$19,999	8 / 3.13%
\$20,000 - \$24,999	9 / 3.52%
\$25,000 - \$29,999	6 / 2.34%
\$30,000 - \$34,999	4 / 1.56%
\$35,000 - \$39,999	6 / 2.34%
\$40,000 - \$44,999	16 / 6.25%
\$45,000 - \$49,999	9 / 3.52%
\$50,000 - \$59,999	24 / 9.38%
\$60,000 - \$74,999	35 / 13.67%
\$75,000 - \$99,999	34 / 13.28%
\$100,000 - \$124,999	23 / 8.98%
\$125,000 - \$149,999	9 / 3.52%
\$150,000 - \$199,999	9 / 3.52%
\$200,000 or more	18 / 7.03%
Don't know	1 / 0.4%
Prefer not to answer	24 / 9.38%
Total respondents	256

Age	Responses (Total / %)
17 or younger	0 / 0.0%
18-25	2 / 0.72%
26-35	25 / 8.96%
36-45	40 / 14.34%
46-65	99 / 35.48%
66 +	113 / 40.5%
Total respondents	279

Race / Ethnicity	Responses (Total / %)
Black or African American	7 / 2.5%
Hispanic, Latino, Latina or Latinx	31 / 11.07%
Asian or Asian American	14 / 5.0%
American Indian or Alaska Native	7 / 2.5%
Biracial or Multiethnic	14 / 5.0%
Middle Eastern or North African	2 / 0.71%
White	192 / 68.5%
Self-describe:	32 / 11.42%
Total respondents	280

Rent or own home	Responses (Total / %)
Own	237 / 82.6%
Rent	42 / 14.63%
Not applicable	8 / 2.79%
Total respondents	287

Resident or business	Responses (Total / %)
Resident	258 / 96.9%
Business	17 / 6.39%
Other	9 / 3.38%
Total respondents	284

Tribal Government Outreach and Participation

PSE reached out to all tribes in PSE’s electric service about the draft CEIP area, first via letters and emails to the tribal chairs and followed up by outreach to tribal staff. Tribal staff and chairpersons were offered additional information via presentation or by phone or email. Early feedback from tribal staff members indicated that the original timeline was insufficient to allow for review and response. In response, PSE developed new links to the online open house and response survey and provided those links to staff. Several tribal staff members highlighted their tribe’s commitment to clean energy but expressed that more time was needed for comprehensive review and to develop meaningful input. We also heard that the timing of the comment period, near the end of the year, made engagement difficult due to competing deadlines.

PSE will continue to use original and newly identified channels with tribal governments and staff, consistent with the public participation plan. PSE’s tribal liaison will follow up with each tribe in PSE’s electric service area to encourage participation in the WUTC’s public comment period and identify opportunities for participation in implementation activities, consistent with each tribe’s interests and capacity. We will use the information gathered to inform broader company-wide tribal engagement activities.

Stakeholder Feedback Themes

A summary of key concepts on the draft CEIP are listed below.

Quantitative Survey Questions

Balancing benefits, climate change, and cost: Most survey respondents agreed the draft CEIP addresses the clean electricity benefits they want while acting on climate change and maintaining affordability. BIPOC, ESL and income qualified participants were more likely to agree compared to overall survey responses. Business participants were more likely to feel unsure compared to overall survey responses.

Program interests: Survey respondents were most interested in energy efficiency, local solar programs and programs that combine solar and energy storage. BIPOC and ESL participants were more likely to be interested in programs that increase access for vulnerable populations.

Affordability and accessibility: Survey respondents agreed the draft CEIP increases access and affordability of clean electricity, particularly for vulnerable populations, but they need more information

to be sure. Senior and business participants were more likely to feel unsure compared to overall survey responses.

Increasing participation: Most survey respondents said it would be most helpful to receive a financial incentive and reduce or remove up-front costs related to clean electricity programs. They also said they would like help learning if they qualify for programs. Income-qualified participants were more likely to say they needed help understanding the benefits of participating compared to overall survey responses. Participants who rent their homes were much more likely to express interest in programs designed for renters compared to overall survey responses.

Substantive Comments

Interim Targets

Many respondents were pleased to know their utility was taking action to reduce greenhouse gas emissions on the proposed schedule. Some respondents wanted to understand the challenges and resources necessary to reduce greenhouse gas emissions on a faster timeline, citing the urgent need to act on climate change.

Specific comments said the interim targets for demand response and distributed energy resources should be increased for the current CEIP timeframe. These commenters cited the specific benefits these programs would provide customers in the form of energy bill savings and avoiding the siting impacts of larger centralized infrastructure projects. A few commenters were concerned DER and DR technologies are not yet cost effective for broad implementation.

Methodology

A few comments requested PSE account for the expected effects of climate change in customer energy use forecasts.

Customer Benefit Indicators

Commenters described environmental benefits they would like to see during the clean energy transition. These comments asked PSE to conduct an analysis of the environmental impacts of different kinds of clean energy and choose actions that have smaller siting impacts and create fewer overall environmental impacts in the supply chain and lifecycle of the technology. Many of these comments suggested DER actions like rooftop solar and batteries would have fewer environmental impacts and more customer benefits compared to large scale wind facilities.

Commenters were interested in the local economic benefits that could be generated by the clean electricity transition, especially if labor and manufacturing was sourced locally, and asked that “job quality” be added to the list of CBIs.

Commenters also emphasized the importance of benefits included in the CEIP’s list of CBIs, including improved air quality, improved community health, affordable clean energy, and increased resiliency.

A few respondents wanted more information about how PSE used the CBIs in the CEIP and asked for a rationale to be included with CBI scores for potential actions. These comments questioned the choice to give all CBIs equal weighting and advocated for a wider scoring scale.

Highly Impacted Communities and Vulnerable Populations

Many respondents supported addressing specific needs of vulnerable populations and highly impacted communities through clean electricity benefits and emphasized the need to name the ways specific communities will benefit. Some of these commenters pointed out that PSE needs to actively engage communities that have less time and fewer resources to empower them to participate in clean electricity programs.

A few commenters wanted to be sure that all customers will experience clean electricity benefits and cautioned that the cost of the transition should not be overly burdensome to any customers.

Actions — General

It was important to many respondents that PSE take actions to remove fossil fuels from the electricity supply as quickly as possible, expressing concerns about climate change-related impacts.

Energy efficiency Actions

Respondents who commented on energy efficiency actions emphasized the potential for energy efficiency to reduce the amount of income vulnerable populations spend on electricity costs. Some respondents asked PSE to share more information about upcoming plans for residential energy efficiency actions.

Large-scale Renewable Energy Actions

Many respondents were pleased to see that PSE is planning to increase use of large-scale wind and solar in our non-emitting electricity supply as we described in the draft CEIP. Some respondents expressed concerns about the reliability of solar as an intermittent electricity resource, particularly in western Washington. A few respondents also shared concerns about the environmental hazards associated with wind and solar resources, specifically highlighting impacts to wildlife and the waste produced during manufacturing and disposal of materials.

Some commenters requested PSE discuss the role or future potential of resources that were not included in the draft CEIP, including hydroelectric power, nuclear power, geothermal power, and tidal power.

Demand Response Actions

Some respondents specifically recommended that PSE consider implementing demand response programs with varying rates.

Distributed Energy Resources Actions

Many respondents expressed support and excitement about the prospect of accessing community and residential solar and battery storage programs and were interested in potential affordability benefits. Some requested more information about incentives or leasing programs. Other commenters wanted to see more emphasis on distributed energy resources, in many cases citing the potential benefits they could bring vulnerable populations in the form of reduced energy bills and improved self-sufficiency.

Like concerns associated with large-scale renewable resources, a few respondents questioned the reliability and environmental benefits of solar panels, specifically related to the waste produced during manufacturing and disposal of materials. Some comments suggested including residential wind as an additional resource.

Specific comments suggested that PSE design solar/wind programs to include installation and maintenance services as part of their electricity bill.

New/Other Action Suggestions

Commenters asked PSE to consider actions not included in the draft CEIP, naming nuclear facilities, hydroelectric projects, waste-to-fuel thermal plants and carbon-capture technology. Many commenters emphasized the importance of considering impacts to the environment and wildlife when considering clean electricity resources like hydroelectric or nuclear power.

Incremental Cost and Rates

People who commented on the cost of actions in the draft CEIP worried the cost for ratepayers may be too high, particularly for people with fixed income and low-income communities. Some commenters suggested the cost be mitigated through rate design, or through clean energy actions like net-metering benefits or energy efficiency.

Many commenters expressed that access and cost of clean electricity programs should be equitable and fair to all customers. Some commenters suggested that utility bills could be scaled based on household income to support equity. A few commenters suggested all clean electricity programs should be elective and only affect rates of participants.

Some commenters said energy affordability was more important than clean electricity goals.

Public Participation

Commenters made suggestions for how to share information and involve communities in the clean electricity transition. They gave examples like working with local faith communities, food banks and labor organizations in addition to community-based organizations.

Commenters said more outreach and education was needed to help seniors, low-income and immigrant communities understand how they could benefit from clean electricity. They suggested PSE provide tours of clean electricity facilities to help people see and understand the benefits.

A few commenters asked PSE to make as much data available and easily accessible as possible to promote transparency and accountability.

Integrated Resource Plan (IRP)

Several comments included concerns about PSE investing in a peaking plant to meet 2026 electric capacity needs identified by the 2021 IRP, with concerns centering about the possibility of that plant using natural gas.

Program Implementation

Specific comments suggested PSE act as a clearing house of customer resources for clean electricity installations.

Implementation — Resource Acquisition/Supplier

Some respondents requested that PSE prioritize acquiring diverse clean electricity resources. They also shared that PSE should encourage customers to personally invest and utilize residential clean electricity facilities that could contribute to the power supply.

Natural Gas and Electrification

Many respondents wanted to understand how PSE's natural gas rebates co-function with the carbon reduction emissions goals of the draft CEIP. Some respondents suggested that electrification of facilities and vehicles that use fossil fuels be incorporated in the CEIP and contribute to the carbon reduction emissions goal.

Project Need

A few respondents questioned the need for a transition to clean electricity. They shared a belief that climate change is not a priority and that existing electricity resources resulted in more affordable rates and reliable electricity for customers.

Length of Comment Period

PSE also heard from stakeholders and tribal governments that PSE's comment period was too short, especially given staff capacity and competing demands to review other plans.

To the extent feasible, PSE addressed the comments in this final CEIP. To review how PSE addressed public feedback, review the public comment summary in [Appendix C-2](#).

Ongoing Public Participation

PSE has prepared an updated public participation plan for January 2022 through April 2023 that describes how the project team will continue to collaborate with key stakeholders to involve customers and community members in the implementation phase of the CEIP. The plan identifies opportunities for stakeholders to stay involved with CEIP activities and tools the project team will use to share information and gather feedback. The public participation plan also includes a general schedule of public participation activities.

Public participation goals during implementation include:

- Building trust and relationships with named communities
- Educating and building customer awareness about the clean electricity transition
- Sharing information and being transparent about progress toward CEIP targets
- Continuing to work with PSE advisory groups
 - Engage with EAG to embed equity into electricity planning processes
 - Update and consult with LIAC, CRAG and IRP stakeholders on CEIP topics related to their expertise
- Supporting clean electricity program design and action
- Aligning tribal outreach efforts with CEIP communications

Audiences and CEIP Implementation Activities

During implementation, PSE will continue to engage the audiences shown in Table 6-1, as well as additional audiences based on feedback from stakeholders, including working to engage labor and trade allies, and broadening our reach for community-based organizations. In addition, PSE will work to recruit a member representing public health interests for the EAG, as well as work with the inaugural EAG to develop a process for recruiting future members.

Table 6-14 provides a high-level overview of our public participation objectives and advisory group activities for 2022–mid-2023. The 2022–2023 public participation plan is included in [Appendix C-1](#).

This CEIP is the first of many, and we know we'll need to learn and adjust as we move ahead. We outlined public participation for the CEIP through mid-2023, but we know public participation requires listening, learning, flexibility, and adjustments. We look forward to continuing to engage with customers, advisory groups, tribal governments, and others on CEIP components, program design, and clean electricity education.

Table 6-14: Summary of Public Participation Activities for CEIP Implementation in 2022–mid-2023

Q1/Q2 2022	Q3/Q4 2022	Q1/Q2 2023
Educate on CEIP and keep the conversation going	Implement CEIP Educate about clean electricity and CEIP	Implement CEIP Engage on development of 2023 biennial CEIP update
Public participation objectives		
<ul style="list-style-type: none"> • Inform about CEIP and how to get involved in WUTC process • Reflect on how we can improve future CEIP processes • Conduct survey on understanding around clean electricity 	<ul style="list-style-type: none"> • Educate on clean electricity and CEIP • Share updates • Continue relationships with CBOs • Engage customers on program design 	<ul style="list-style-type: none"> • Educate on clean electricity and CEIP • Share updates on CEIP progress to date • Seek input into 2023 biennial CEIP update process planning • Engage customers on program design • Continue relationships with CBOs
PSE advisory group activities*		
<ul style="list-style-type: none"> • Brief each advisory group about CEIP, and seek feedback to shape future CEIP process • EAG hosts Equity Forum • Ongoing EAG meetings 	<ul style="list-style-type: none"> • Regularly engage EAG on CEIP and equity topics • Provide CEIP update to other advisory groups 	<ul style="list-style-type: none"> • Engage all Advisory Groups on biennial CEIP update
Information sharing tools		
<ul style="list-style-type: none"> • Project website • Fact sheet and flyers • E-newsletters • Press releases • Social media • Partner toolkit 	<ul style="list-style-type: none"> • Bill inserts • Briefings • Responding to inquiries via website, email, phone • Employee communications • Targeted emails 	
Feedback gathering tools		
<ul style="list-style-type: none"> • Surveys • Focus groups • Online open house • Community meetings 	<ul style="list-style-type: none"> • Comment forms / email • Briefings • “Go to you” meetings • Pilot new tools, like potential ambassador program 	
Mitigating barriers		
<ul style="list-style-type: none"> • Translated/transcreated CEIP materials and website • Host in-language CEIP events • Distribute paper materials to CBOs • Provide phone option to receive info and submit comments to CEIP team 	<ul style="list-style-type: none"> • Partner with CBOs • Compensate low-income/under-resourced people for participation (need to further define) • Ask partner organizations to use their communication channels 	

* PSE will include CEIP-related EAG and IRP stakeholder meeting dates, times, and materials on the CEIP website