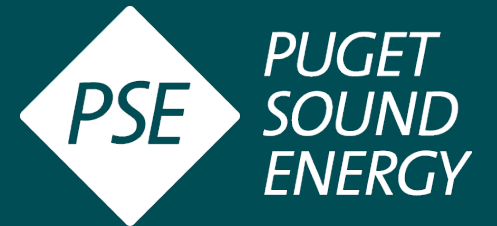


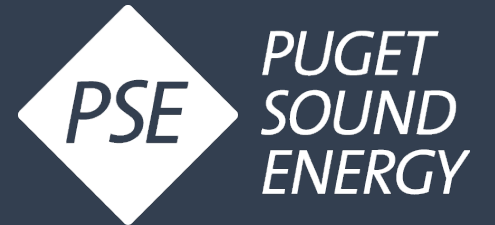
Equity Advisory Group Meeting

June 18, 2024
5 p.m. – 7 p.m.



Welcome and Introductions

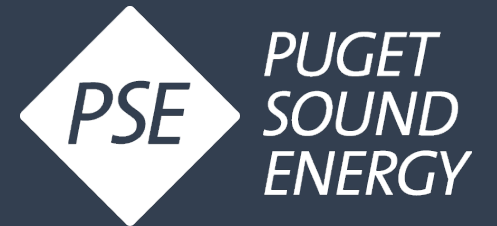
Sophie Glass, Triangle Associates
Facilitator



Safety Moment

Talysa McCall

Communications Initiatives Consultant, Energy Equity



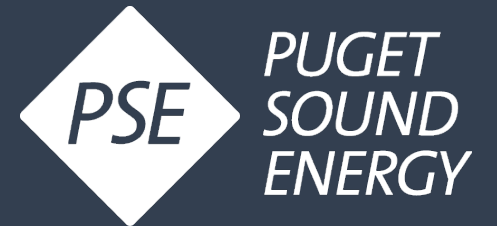
The Importance of Rest

- **Energy:** Rest recharges our bodies, providing energy for daily activities.
- **Mental Clarity:** Adequate rest enhances focus, concentration, and cognitive abilities.
- **Emotional Well-being:** Rest regulates emotions, reducing irritability and promoting a positive outlook.
- **Physical Health:** Rest supports healing, strengthens the immune system, and regulates bodily functions

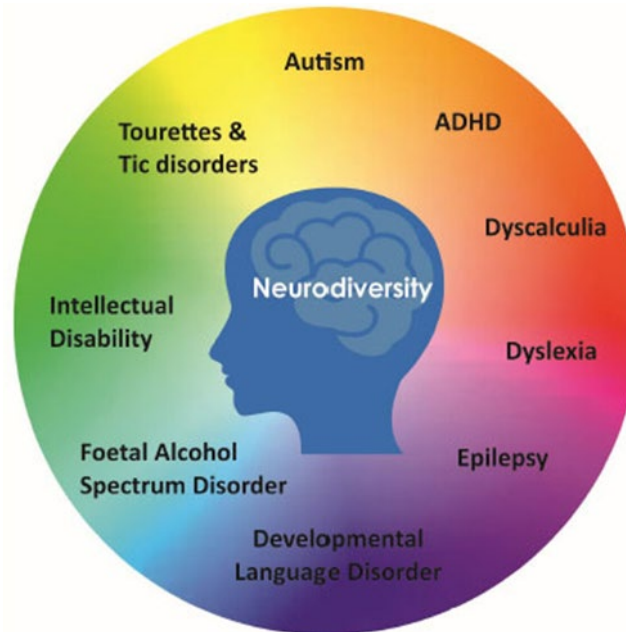
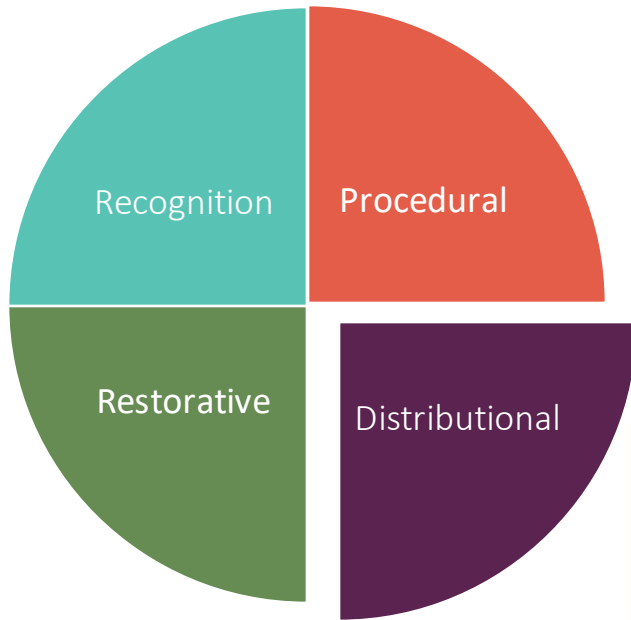


Equity Moment

Megan Walsh
EAG Member



Tonight's equity focus



Neurodiversity Considerations in Presentations

Tips:

- Use sans serif fonts
- Use single-hue color scales
- Use muted or neutral background colors
- Use visual hierarchy to guide eyes
- Use icons to anchor learners and break up text

Facilitator requests

Participants, please:

- Listen to and appreciate the diversity of views and opinions
- Actively participate in the group
- Behave constructively and courteously towards all participants
- Respect the role of the facilitator to guide the group process

Observers, please:

- Respect the Equity Advisory Group's time to discuss meeting topics

YouTube livestream and Public Comment for observers

Public Comment

- The public comment period will start at 7:00 p.m.
- Instructions to join will be presented during break.
- **Please do not join the meeting until then.** The first 5 individuals will have 2 minutes each to speak.

Livestream

- Observers can watch the meeting through the YouTube livestream link.
- Prepare to provide your verbal comments during the observer comment period on the agenda.

Agenda

5:00 p.m. – Welcome

5:10 p.m. – Equity in Integrated Resource Planning (IRP)

6:00 p.m. – BREAK

6:05 p.m. – Customer Outreach Engagement

6:35 p.m. – PSE and EAG Updates

6:55 p.m. – Next steps

7:00 p.m. – Public Comment

Objectives

- Collect feedback on gas utility portfolio equity analysis
- Learn about PSE customer outreach approach and collect feedback
- Receive relevant updates from PSE and EAG Committees

Equity in the Gas IRP

Hannah Wahl

Associate Energy Resource Planning Acquisition Analyst



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Overview & Objectives

New - Equity in 2025 gas IRP approach

Request for EAG feedback:

- What sticks out to you about this approach?
- How do you feel about this approach?
- Is this a reasonable step forward to better integrate equity in the process?
- Are there other considerations?

Feedback for IRP Equity Assessment – May 21 Meeting

Feedback to include in assessment

- How will rates increase for customers?
- How many households/residential customers will be energy burdened?
- Explain reasoning and ideas
- Define tools used to measure health outcomes
- Add a metric: efficiency of delivered services

Suggestions we're already pursuing

- Engage diverse group of stakeholders
- Define objectives of resource planning
- Include mechanisms to monitor and review progress and adjust methods accordingly

Out of scope for the IRP

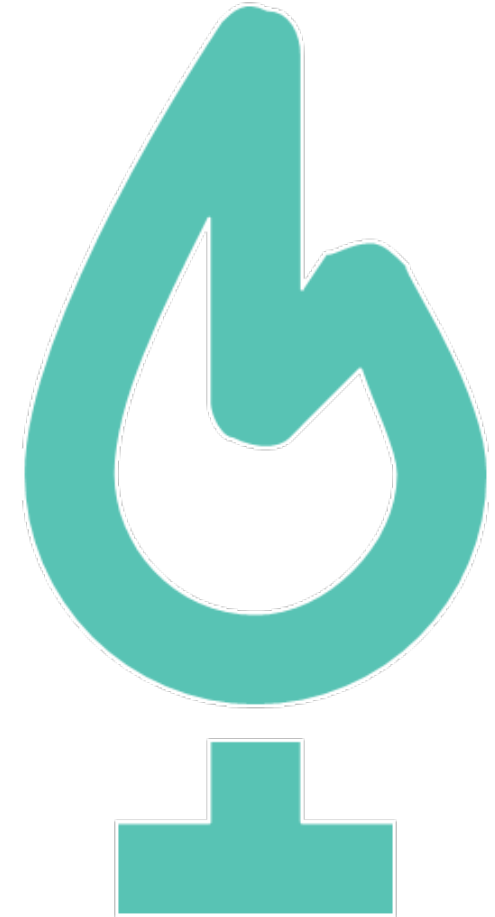
- Measure indoor air quality

Reminder: What is an Integrated Resource Plan (IRP)?

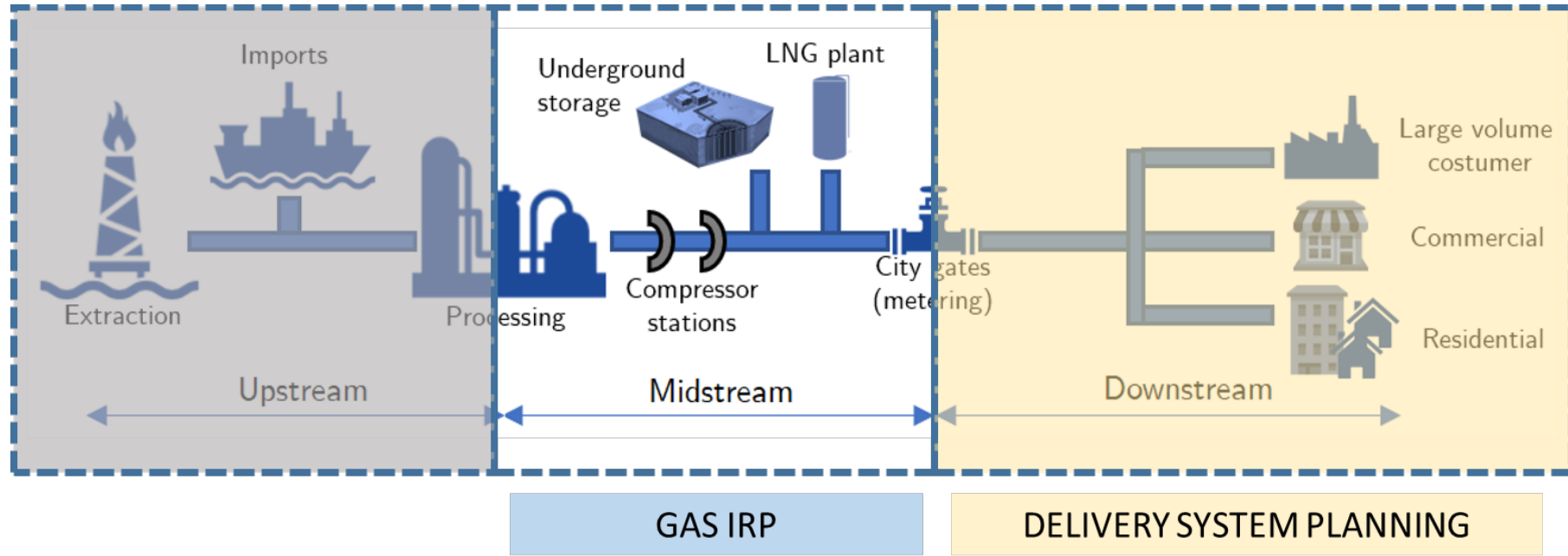
- A 20+ year view of what resources appear to be cost-effective while maximizing benefits and minimizing burdens
- Based on the best information we have today about the future
- Does not make resource or program implementation decisions
- Must meet requirements outlined in WAC [480-100-620](#) and [480-90-238](#)

Gas Integrated Resource Planning (IRP)

- The Gas IRP is a planning exercise that evaluates various potential future outcomes affecting our ability to meet customers' natural gas supply needs. The IRP:
- Finds the best resource mix → "**portfolio**" or "**plan**"
 - Note: **acquiring resources is a separate process**
 - IRP guides utility on amount and informs acquisition process
 - A portfolio is **not** a shopping list of resources



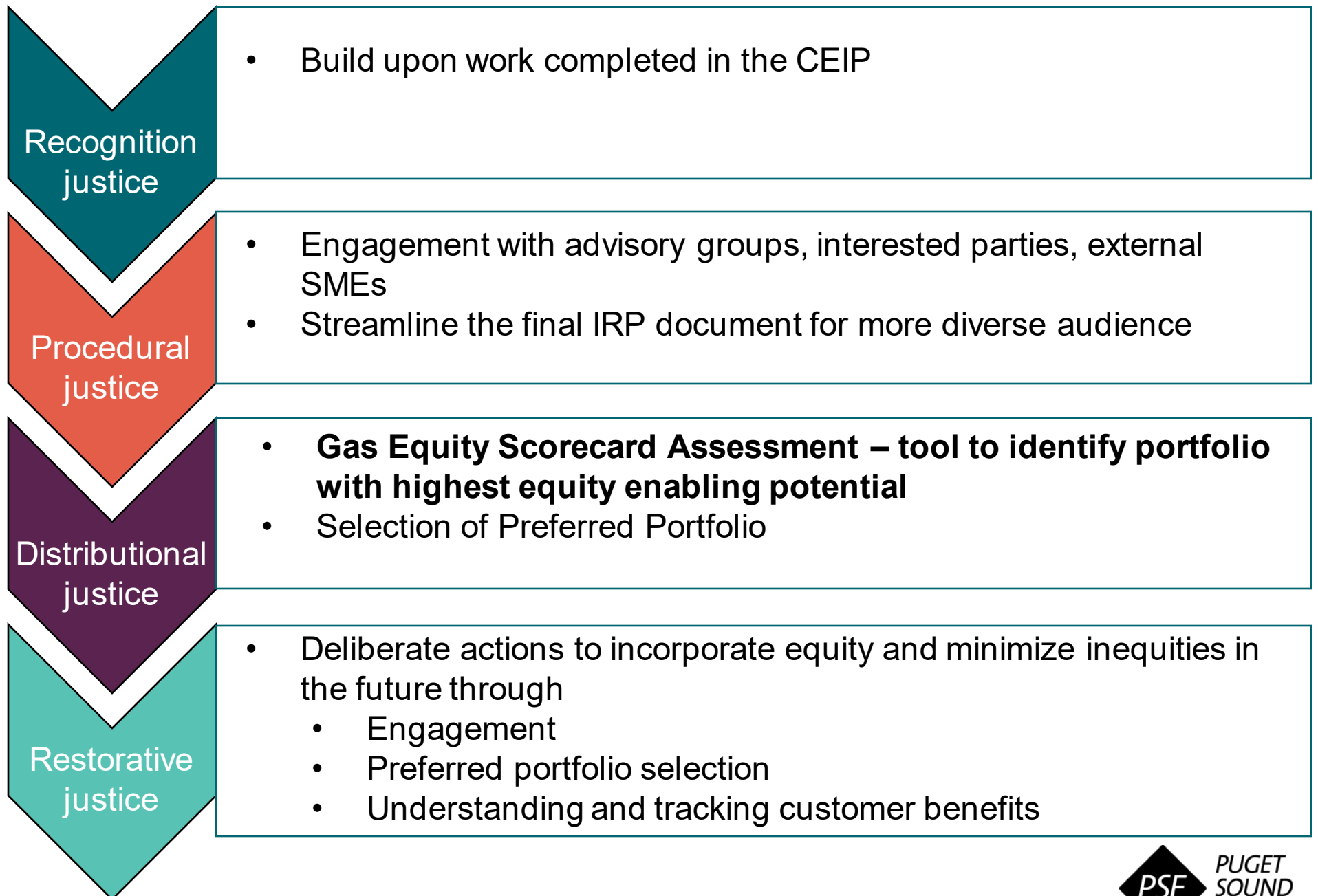
Regional overview scope of the Gas IRP



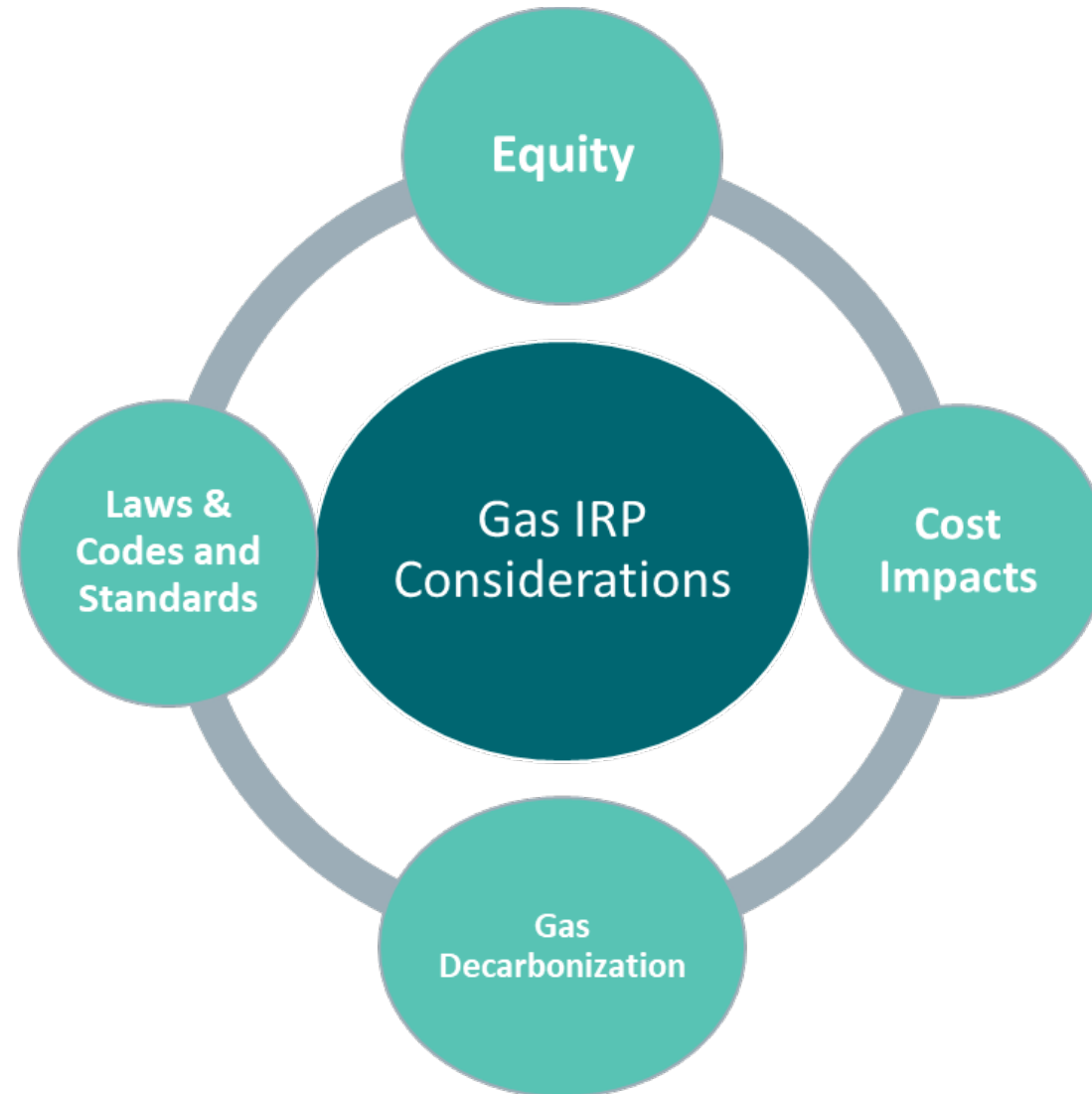
- Evaluates the least cost approach for delivering gas
- Performing equity analysis of regional pipelines and availability of fuels

Learn more in our [November 6, 2023 Equity in Delivery System Planning public meeting](#)

2025 IRP Energy Justice Core Tenets



Equity as Input to IRP Decision Framework



Resource Alternatives of the Gas IRP



Energy Efficiency



Targeted
Electrification



Alternative Fuels

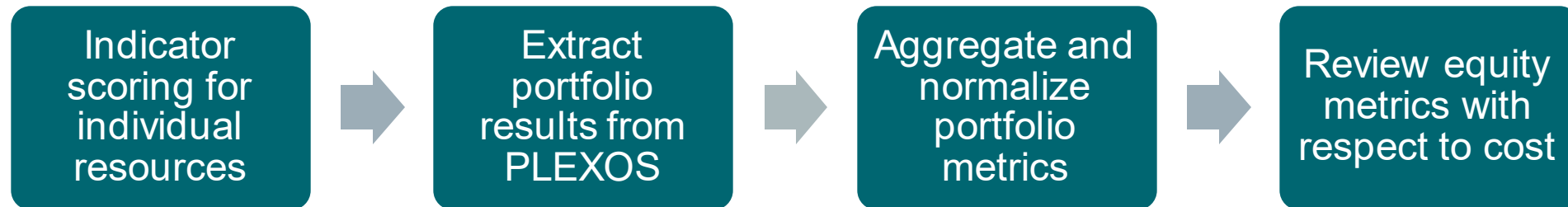


Natural Gas

Gas Equity Scorecard Assessment

Distributive
justice

- The Gas Equity Scorecard Assessment will predict how well a portfolio will enable distribution of burdens and benefits
- Same methodology as Electric Portfolio Benefit Analysis with different set of Customer Benefit Indicators and resources
- Aligns with Delivery System Planning for consistency within PSE
- Trackable across future IRPs



Customer Benefit Indicators

CETA category	Indicator	Metric
1) Energy Benefits Non-energy Benefits Reduction of burdens	Improved participation in clean energy programs from highly impacted communities and vulnerable populations	Number and percentage of participation in energy efficiency and electrification programs or services by PSE customers
2) Non-energy Benefits	Increase in Quality and quantity of clean energy jobs	Quantity of clean energy jobs available in the region
3) Non-energy Benefits	Improved home comfort	Dollar in net present value (NPV) for energy efficiency programs
4) Environment	Reduced Greenhouse gas emissions	Quantity of greenhouse gas emissions emitted by a resource
5) Resilience	Decrease frequency and duration of outages	Total system reliability
6) Risk Reduction Energy Security	Improved access to reliable, clean energy	Increase in reliable energy

EAG Group Discussion - Breakout Rooms

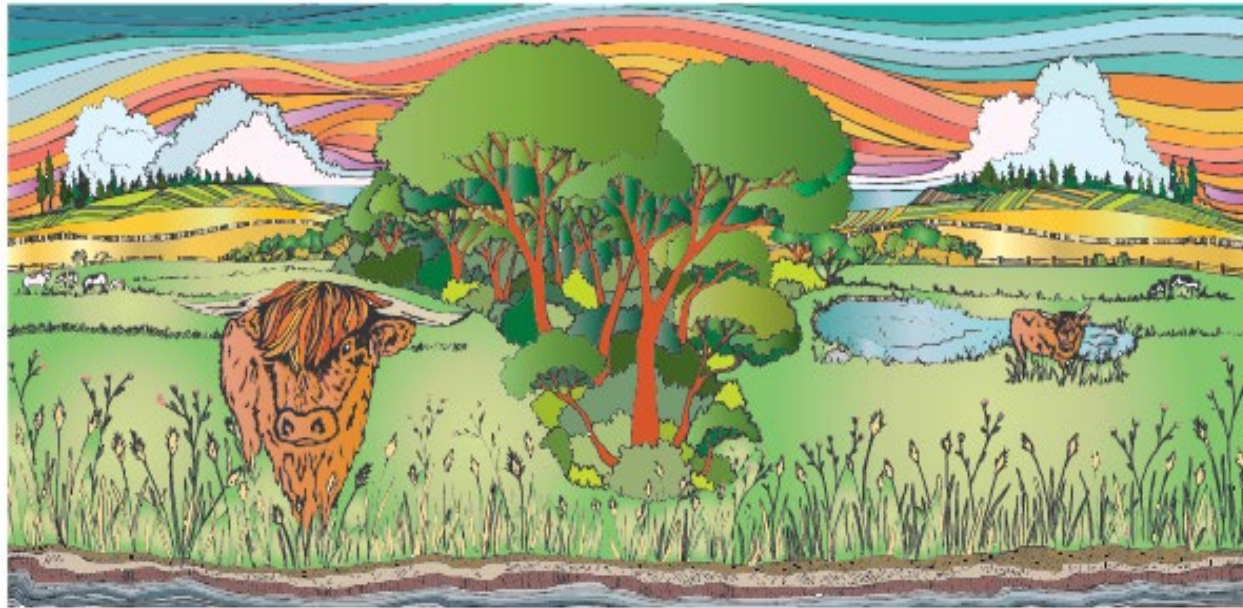
Request for EAG feedback:

- What sticks out to you about this approach?
- How do you feel about this approach?
- Is this a reasonable step forward to better integrate equity in the process?
- Are there other considerations?

Breakout room instructions:

- You will be automatically be added to one of two breakout rooms
- Each breakout room will discuss the same topics (**20 min in total**)
- Select one member to recap the discussion

Break



“Farmscapes” by Tia Savedo of Whidbey Island, WA

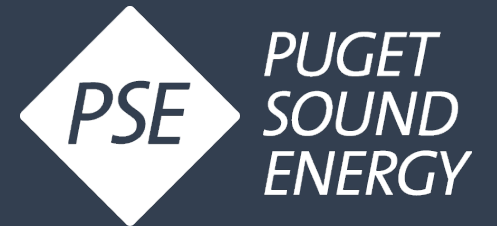
The public comment period will start at 7:00 p.m.

Please do not join the meeting until then. The first 5 individuals will have 2 minutes each to speak.

1. Join the Zoom meeting:
 - a) Visit <https://zoom.us/join>
 - b) Insert Meeting ID: 819 5803 4613
2. Call in to the meeting:
 - a) Call number: +1 253 215 8782
 - a) Insert Meeting ID: 819 5803 4613

Customer Outreach Engagement

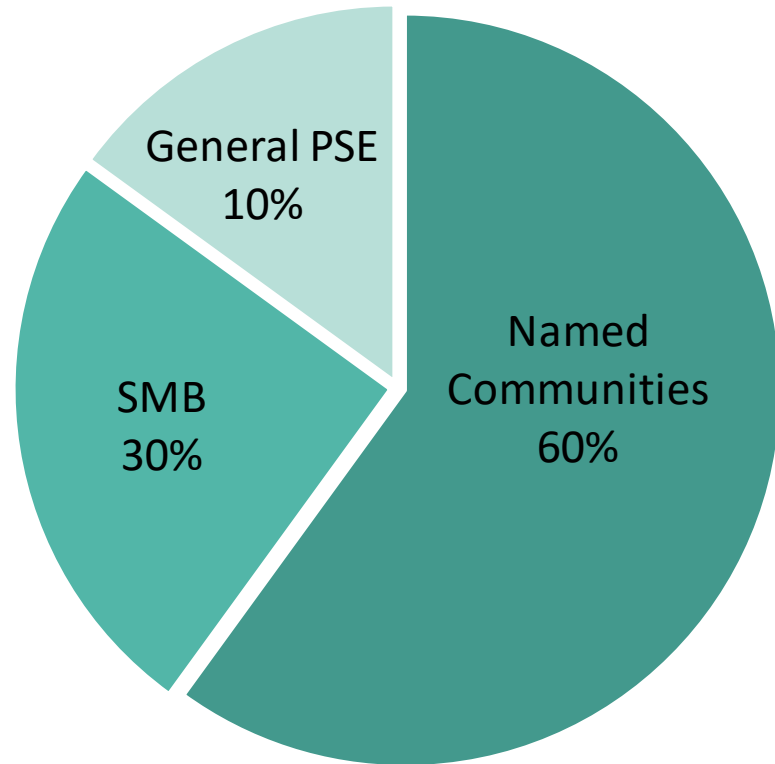
Melissa Troy
Supervisor Customer Outreach



Focused EAG Feedback Request

- What's an organization we should reach out to tomorrow?
- How might we engage the Vietnamese audience more proactively?
- Do you know of a “best-in-class” outreach example strategy to share?

Outreach scope of work



- **Locally based team** living and working in the counties they serve
- **Educate customers about PSE products and services** through local community organizations, schools, local events and other customer groups
- **Provide feedback** to PSE programs on customer scenarios, specific community needs, barriers we see
- **Look to engage customers** that PSE can't reach via usual communication channels

How we connect with customers

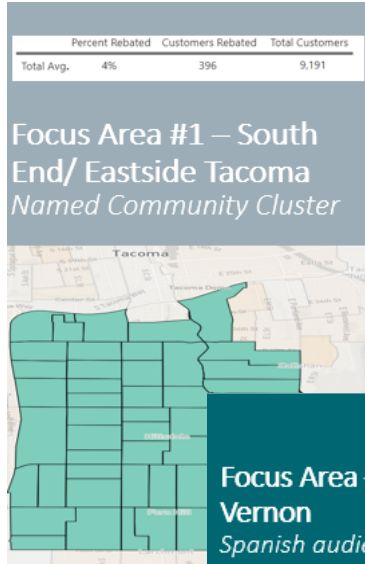


Annual County Plans

Using the geographic and demographic data about customers in **named communities** and **deepest need**, the team researches and strategizes their yearlong efforts for specific communities in their region

- **Discover community needs** and barriers
- **Find community connectors** and leaders
- **Research** schools, local businesses, resource fairs in the area
- **Find opportunities for trusted partner** communication including pamphlet sharing, collateral distribution
- **Determine where to host** application workshops and educational events
- **Targeted outreach** planning and tactic implementation
- **Build relationships** with local businesses, customer gathering points

Examples of Outreach County Plans



Areas of focus:

South End/ Lincoln District

- South End Neighborhood Council
- Safe Streets
- Asian Pacific Cultural Center

Eastside Tacoma

- Tacoma Pierce Health Department
- Eastside Neighborhood Council
- Eastside Family Resource Center
- Working with Tacoma

Outreach:

SMB

- Ethnic restaurants
- Asian grocery markets

Language support needed

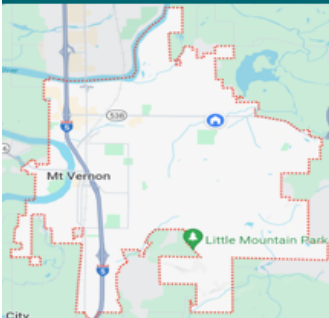
- Spanish
- Vietnamese
- Korean
- Tagalog

Events

- Lunar New Year Festival
- Collaboration for a Cause
- MOSIAC
- Festival Latinx

Focus Area – Mount Vernon

Spanish audience area



Community Support

- CCS Farmworker Center
- MV school district
- Latino Chamber of Commerce
- Latino Resource Coalition

Strategy

- CCS Centro de Trabajadores Del Campo
- Latino resource coalition resource and workshop shares
- MV school migrant resource liaisons
- Whatsapp group

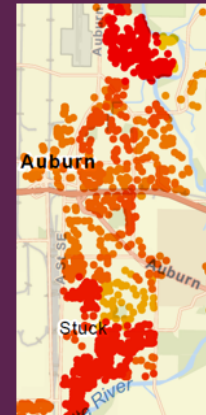
Events

- Latino pop up markets
- School family nights



Focus Area #2 – Auburn Way, Auburn & Stuck

Deepest Need



Areas of focus:

Seniors

- Food Bank
 - Evening hours and home deliveries
- Financial Assistance team training
- Disability Empowerment Center
- Senior Activity Center
- Resource navigation team
- Barriers: technology, transportation, low income

Families

- Auburn School Foundation
- Family engagement team training

Outreach:

CCEAP

- Communities in Schools
- Auburn Youth board
- Southeast Asian American Education Coalition
- King County Green Schools program

Language support needed

- Spanish
- Somali
- Ukrainian
- Punjabi

Events

Focus Area #1 – Small cities & CBOs

Small Businesses



Partners

- Chambers, DTAs, Main Streets
- Sustainable Connections
- Whatcom Boys & Girls Club

Programs

- SBEA, SMB Energy Efficiency
- EV Fleet

Engagements

- Small Biz Appreciation Week Meet & Greets
- Facility walkthroughs for CBOs
- Coffee chats with property owners/managers
- Train Sustainable Connections Energy Auditors

Events

- Fiestas Patrias – NW Hispanic Chamber
- Chamber Luncheons, Happy Hours
- Ferndale Holiday Tree Lighting

Opportunities

- SBEA: Bham Christian School



Customer Outreach - Bill Discount Rate tactics



- Used paper applications and tablets to support those with technology barriers
- Workshops, tabling, 1:1 appts, resource fairs
- Training the trainer - including case workers, staff, volunteers
- Used interpreters for workshops – examples include Mixteco, Vietnamese, Spanish, Mam, Cantonese, Mandarin

- Total customers engaged directly: **5,371**
- Total events: **344**
- Total Signups: **2,000 +**
 - Named Community area events: **242**
 - Spanish focused events: **116**

Customer Outreach Bill Discount Rate cont.

10/31/23 – 5/31/24



Learned:

- Booking additional events at same venue in a row
- Tabling at Food Banks due to increased traffic near the end of the month
- Removing barriers like required documents/SSN helped increase trust and increase participation
- Additional budget would be needed for future campaigns for room rentals, childcare, and providing a free meal
- Asking customers to bring their bill helps the team to understand the scenario and account needs

Partnerships with organizations to share information

Upper Skagit Library

PSE Assistance Appointments: Bill Discount Rate

🕒 15 min

📍 Upper Skagit Library

Come meet Juan Farias Torres, the PSE Outreach Manager in Skagit County. He will be enrolling individuals in the new rate discount program. Eligible PSE customers have the opportunity to receive a discount of 5% to 45% on their monthly bill. The application process is straightforward and requires no documentation (although the PSE bill is appreciated), but make sure your name is on the bill before applying.

Select a Date & Time

October 2023

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Time zone

Home Maintenance 101 Workshops

5d · 🌐

We are so excited to learn about Energy Conservation! Thank you Zach at **Puget Sound Energy** for showing us how we can save money on energy costs!

See you at our next event at the Tacoma Public Library Moore Branch on December 2nd at 3 p. m. to learn about Winter Home Maintenance!



🌐 KIAC: Centro de Asistencia para Inmigrantes de Kitsap

Kitsap Immigrant Assistance Center · 1d · 🌐

HOY!

PSE **PUGET SOUND ENERGY**

¡PODRÍAS CALIFICAR PARA UN DESCUENTO EN TU FACTURA DE ELECTRICIDAD!

Aplica en persona:

Miércoles 8 de Noviembre
4:30 - 7:00 de la tarde

Miércoles 13 de Diciembre
4:00 - 7:00 de la tarde

KIAC: 3627 Wheaton Way, Bremerton (debajo de El Campesino)

Hay que traer:

- Factura de Puget Sound Energy (PSE)
- Nombres y fechas de nacimiento de todas personas viviendo en el hogar
- Conocimiento de los ingresos de todos (pero NO se pide comprobante)

Preguntas: 360-440-2376 o 360-616-2722 o [PSE.com/es/discount](https://pse.com/es/discount)

IRIS : Immigrant Resources... + Follow

55 followers
2d · Edited · 🌐

IRIS : Immigrant Resources & Immediate Support has partnered with **Puget Sound Energy** to assist Mixteco and Spanish-speaking families whose income is below the poverty threshold in Skagit and Whatcom counties to sign up for discounts on their energy bills. **Evergreen Goodwill of Northwest Washington** Job Training & Education has provided computers at their LifZone hubs by **Comcast** to make this happen.

To date, we have enrolled over 25 families in the program. These families face multiple barriers to participating in discount services that they desperately need. Barriers include language and the inability to use computers. IRIS and Puget Sound Energy are tackling this inequity by providing interpreters, computers, and volunteers.

#immigrantswelcome #refugeeswelcome #accessibility #digitalliteracy #languagebarriers #whatcomcounty #equity #digitalequity #skagitcounty

ShareNet Food Bank

Oct 25 · 🌐

Energy assistance from **Puget Sound Energy**, apply online or stop by Village Green for assistance on selected dates. We will also host some application assistance if needed, dates tbd.

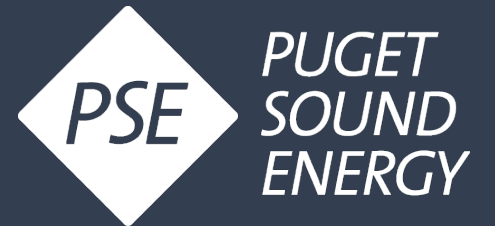


Discussion – who or what are we missing?

- **What's an organization we should reach out to tomorrow?**
- **How might we engage the Vietnamese audience more proactively?**
- **Do you know of a best-in-class example outreach strategy to share?**
- **Languages Focus:**
 - Spanish – 4 out of 8 Outreach leads
 - Vietnamese – upcoming tactics planned
 - Korean
 - Cantonese/Simplified Chinese
 - Russian

PSE and EAG updates

Yvonne Wang
Supervisor Energy Equity



PSE and EAG updates

PSE and EAG updates

- Disconnection outreach
- Equity Forum
- Outreach Calendar
- EAG Collaboration tool
- 1-on-1 calls with Uncommon Bridges

Public comment period



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Public comment – how to join

The first five individuals will each have 2 minutes to speak.

There are two ways to join.

Option 1: Join the Zoom meeting

- a) Visit <https://zoom.us/join>
- b) Insert Meeting ID: 819 5803 4613

Option 2: Call-in by phone

- a) Call number: +1 253 215 8782
- b) Insert Meeting ID: 819 5803 4613

Next steps

- Meeting follow-up & action items

- Next EAG meeting:
July 16, 5-7 p.m.

Appendix