



APPENDIX C: PUBLIC PARTICIPATION AND EQUITY ADVISORY GROUP PROCESS

Pursuant to WAC 480-100-650

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1. Introduction

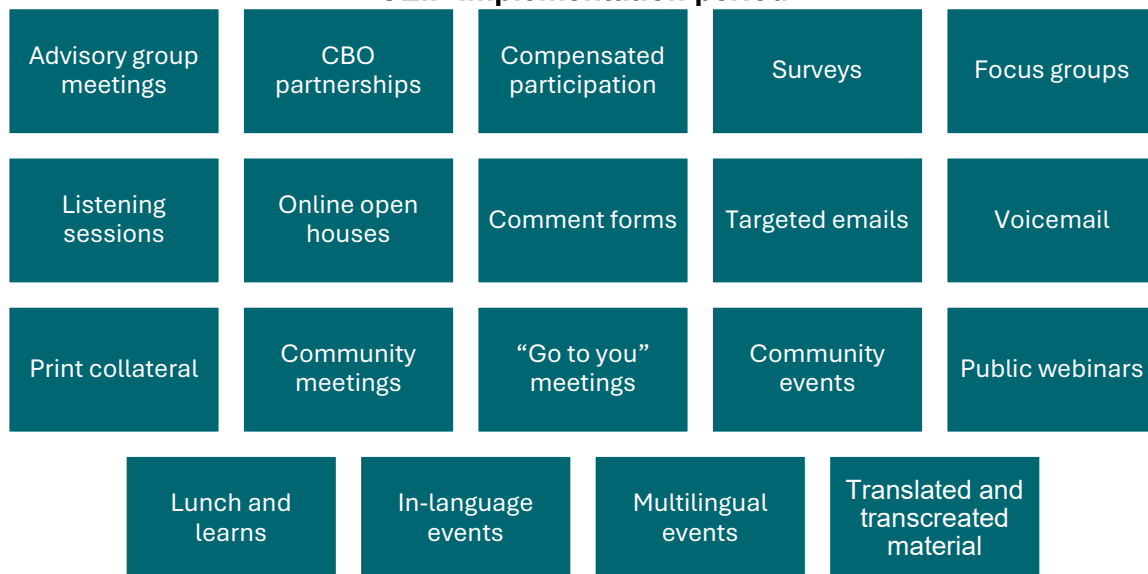
This document provides an overview of Puget Sound Energy’s (PSE) compliance with public participation requirements under the Clean Energy Transformation Act (CETA) for the 2022-2025 implementation period with specific emphasis on engagement activities and key outcomes.

PSE filed its first CEIP Public Participation Plan¹ on Oct. 15, 2021 and the required update on May 1, 2023². These plans detail our goals, objectives, and actions needed to engage our customers in clean energy planning and implementation. PSE’s goals for public participation during the implementation period were as follows (summarized):

- Ensure equity-focused and inclusive participation
- Make information accessible and understandable
- Engage and sustain advisory and community partnerships
- Incorporate community input into planning and implementation
- Identify and remove barriers to participation
- Develop replicable, equitable engagement practices
- Promote transparency, accountability, and trust

Through development of the first CEIP and subsequent Biennial Update and throughout the implementation period, PSE engaged customers using diverse approaches and methods on all aspects of the clean energy transformation. Figure 1.1 summarizes engagement tactics used across our

Figure 1.1: Summary of engagement tactics deployed during the 2022-2025 CEIP implementation period



¹ [2021 CEIP, Chapter 6](#)

² [2023 Public Participation Plan Update](#)

organization as we worked to identify and proactively engage customers in clean energy planning and decision-making, particularly in named communities, partner with community-based organizations, create channels for communications through program design and implementation, and measure and report progress.

2. 2021 Clean Energy Implementation Plan

Public participation played a formative role in shaping PSE's 2021 CEIP, particularly in how equity considerations, customer benefits, and implementation approaches were defined. As documented in [Chapter 6 of the CEIP](#), PSE expanded engagement beyond traditional resource planning to meet CETA requirements, conducting this work under an accelerated timeline and during the COVID-19 pandemic

2.1. Broad and targeted engagement influenced CEIP content

PSE engaged multiple audiences through coordinated outreach, including advisory groups (most notably the EAG), customers, community-based organizations, government agencies, and other interested parties. Engagement was intentionally broadened to include named communities through targeted outreach and partnerships with trusted community organizations. This input directly informed CEIP elements related to equity, customer benefits, and program design.

2.2. Input shaped equity definitions and analytical frameworks

Feedback from public and advisory group engagement informed how vulnerable populations and highly impacted communities were defined and considered in the CEIP. Public participation contributed to the development of vulnerable population factors used in analysis, ensuring the plan reflected lived experience and community-identified barriers rather than relying solely on quantitative indicators.

2.3. Customer-driven customer benefit indicators

Community input, particularly from customers and the EAG, helped shape CBIs used in the CEIP. Participants provided feedback on what benefits matter most to communities, including affordability, access to clean energy, reductions in barriers, and non-energy benefits. These perspectives were incorporated into the selection and framing of CBIs that guide program evaluation and decision-making in the CEIP.

2.4. Programs, actions, and implementation approach

Public participation influenced the design of CEIP programs and actions by elevating community priorities and expectations for an equitable clean energy transition. Input was used to assess proposed actions, targets, and expected outcomes, and to shape the overall implementation approach. PSE

emphasized transparency by documenting comments received and explaining how that input affected CEIP decisions.

2.5. Accountability and ongoing engagement

Finally, the public participation process informed not only the initial CEIP but also PSE's commitment to ongoing engagement that informed the 2023 Biennial CEIP Update, program and product development, and our long-term engagement approaches, strategies, and methodologies.

3. 2023 Biennial CEIP Update

Public participation was a central driver of the scope, content, and analytical focus of our 2023 Biennial CEIP Update³. Building on the public participation framework established for the 2021 CEIP, PSE implemented sustained and expanded engagement across advisory groups, customers, community-based organizations, and Tribal partners. This engagement directly informed compliance with Commission Order 08⁴, refinement of equity frameworks, advancement of CBIs, and updates to program design and implementation strategies.

3.1. Informing Commission-directed requirements

Following issuance of Commission Order 08 in June 2023, PSE strategically focused public participation on elements specifically required to inform the Biennial Update. Engagement with advisory groups and interested parties directly shaped development of a shared definition of customers with deepest need and a related minimum designation.

Joint work sessions with the EAG, Conservation Resource Advisory Group (CRAG), Low-Income Advisory Committee (LIAC), Northwest Energy Coalition, and Front and Centered resulted in a definition grounded in both economic and non-economic factors, including energy burden, poverty thresholds, arrearages, disconnections, and compounding vulnerabilities. This collaborative process informed revisions to the equity chapter and established a durable model for future Commission-responsive engagement.

3.2. Advancing equity and customer benefit indicators

Public participation continued to inform the evolution and application of CBIs originally developed for the 2021 CEIP. Engagement with the EAG, advisory groups, and community partners influenced how

³ https://www.pse.com/-/media/PDFs/CEIP/2023/001_BU23_Chapters_Final.pdf

⁴ <https://apiproxy.utc.wa.gov/cases/GetDocument?docID=1016&year=2021&docketNumber=210795>

CBIs were used in the portfolio benefits analysis the 2023 Electric Progress Report⁵, ensuring balancing of costs with customer-defined benefits and burden reduction for vulnerable populations.

Survey results and qualitative input from named communities further reinforced prioritization of affordability, bill impacts, resilience, and non-energy benefits, which informed both analytical updates and implementation emphasis in the Biennial Update. Engagement also guided continued exploration of additional CBIs for consideration in future planning processes.

3.3. Informing program design and delivery

Targeted engagement with customers and organizations serving named communities directly influenced CEIP program design and delivery approaches. Community interviews, focus groups, and workshops identified persistent barriers, such as upfront costs, language access, trust gaps, renter constraints, and administrative complexity, that informed refinements to programs related to bill assistance, energy efficiency, distributed energy resources (DERs), and customer education. Engagement outcomes supported increased emphasis on flexible program design, hands-on installation and maintenance support, PSE-owned and customer-owned DER options, and streamlined incentive delivery to reduce participation barriers.

3.4. Shaping customer education and outreach strategies

Feedback from the EAG and community organizations led to substantive changes in the structure of our outreach teams and the methodologies they employ. Public participation shaped audience segmentation, identification of named communities, preferred communication channels, and use of culturally responsive, in-language outreach strategies. Survey results demonstrating improved participation by customers who speak languages other than English and by customers identifying as BIPOC informed adjustments to outreach methods and validated progress toward more inclusive engagement.

3.5. Incorporating tribal and community-based perspectives

Engagement with Tribal governments and participation in forums such as the 2023 Northwest Tribal Clean Energy Summit⁶ informed PSE's understanding of energy sovereignty, project siting concerns, resiliency priorities, and partnership expectations. These conversations influenced PSE's approach to clean energy project planning, DER partnerships, and future engagement commitments with Tribes. Similarly, ongoing engagement with community-based organizations provided insights into localized impacts of the clean energy transformation, informing how CEIP actions prioritize resilience, non-energy benefits, and trusted delivery channels.

⁵ <https://www.cleanenergyplan.pse.com/library>

⁶ <https://atnitribes.org/climatechange/energy/>

3.6. Informing future work and continuous improvement

Public participation outcomes informed not only the 2023 Biennial Update but also identified forward-looking priorities for the remainder of the compliance period. Lessons learned, such as the importance of meeting basic needs first, compensating participants, partnering with trusted messengers, and tailoring engagement to varying levels of clean energy familiarity, directly shaped planned future work, including the DER Public Engagement Pilot⁷, expanded CBIs, and peer-to-peer outreach approaches. These commitments reflect Commission expectations that public participation be iterative, adaptive, and integral to CEIP implementation.

4. Program/project design and delivery

Throughout the implementation period, Puget Sound Energy (PSE) actively engaged customers, especially those in Named Communities, in designing and refining program offerings that support equitable access to clean energy solutions. By leveraging diverse engagement strategies such as focus groups, workshops, surveys, and partnerships with agencies and tribal entities, PSE gathered direct input on community needs, benefits, and barriers.

This collaborative approach informed the development and evolution of programs that prioritize affordability, resilience, and the reduction of participation barriers, ensuring that clean energy initiatives are responsive to the unique challenges faced by highly impacted populations. The following section summarizes the outcomes of these engagement efforts and highlights the specific programs developed as a result.

4.1. Distributed energy resources including demand response

From September 2022 through May 2023, PSE conducted an extensive, equity-centered community engagement process to inform the design of future distributed energy resource (DER) offerings, including batteries, solar, and demand response⁸. PSE engaged more than 300 residents and 61 agencies, municipalities, community-based organizations, and Tribal entities, particularly those serving Named Communities, through interviews, focus groups, workshops, and surveys.

The engagement emphasized procedural equity by compensating participants for their time and by intentionally centering customers and service providers who have historically faced barriers to participating in clean energy programs.

Across all engagement formats and DER types, participants consistently identified affordability, reliability, and accessibility as the most important drivers of interest and the most significant barriers to participation. Upfront and ongoing costs were the dominant concern, followed by challenges related to

⁷ <https://apiproxy.utc.wa.gov/cases/GetDocument?docID=1421&year=2021&docketNumber=210795>

⁸ https://www.pse.com/-/media/PDFs/Storing-your-own-Power/7989_DER_Community_Engagement_Report.pdf

installation, maintenance, and administrative complexity, especially for renters, low-income households, nonprofits, and organizations with limited staff capacity.

At the same time, participants expressed strong interest in DER adoption when products are designed to lower bills, improve resilience during outages, and reduce energy burden. Engagement also revealed a clear preference for flexible ownership models, including PSE-owned or rent-to-own options, paired with hands-on technical support and clear, transparent information.

The findings from this work directly informed PSE's DER product portfolio, equity-focused program design, and tariff proposals. Participant input underscored the need for simple enrollment pathways, targeted financial incentives, trusted community-based outreach, and ongoing education to ensure DER benefits are delivered equitably. The engagement also established a foundation for continued collaboration with community partners as PSE advances DER offerings in alignment with CEIP commitments and Commission expectations.

Key outcomes

- **Cost is the primary barrier:** Upfront installation and ongoing maintenance costs were consistently identified as the greatest obstacle across all DER types and customer segments.
- **Strong interest when benefits are clear:** Participants showed high motivation to participate in DERs when programs emphasize bill savings, reliability, and resilience.
- **Preference for flexible ownership models:** Many customers favored PSE-owned, leased, or rent-to-own options to reduce financial and maintenance risk, while others valued ownership for autonomy—indicating the need for multiple pathways.
- **Need for hands-on support:** Installation, maintenance, and administrative complexity were significant concerns; participants emphasized the importance of holistic, “white-glove” support.
- **Education and outreach gaps persist:** Customers want plain-language information on costs, safety, environmental impacts, and benefits, delivered through trusted community partners and in multiple languages.
- **Renter and landlord dynamics matter:** Renters face structural barriers to DER participation, highlighting the need for landlord engagement, community solar options, and non-ownership models.
- **Equity should guide prioritization:** Participants consistently urged PSE to prioritize historically underserved and highly impacted communities in project selection and funding design.

The engagement results shaped DER product design, incentive structures, and tariff filings, described with discussion of specific actions and program development elsewhere in this report and continues to inform current and future program-centered engagement activities.

4.2. DER Empowerment Pilot (Order 08, Condition 27)

In response to Condition 27 of Order 08, PSE conducted a Distributed Energy Resources (DER) public participation pilot during 2024 and 2025. The company worked closely with the EAG to shape the pilot's format and strategies, incorporating feedback on effective engagement methods. PSE met with the EAG three times: February 20, 2024; January 21, 2025; and June 16, 2025.

To support the initiative, PSE established four “emPOWERment groups” across its service area, specifically aiming to empower designated communities. Following EAG recommendations, PSE partnered with community-based organizations (CBOs), offering compensation to both CBOs and participants for their efforts. Over nine months, these groups held 34 meetings (about eight per group), utilizing a range of formats: fully in-person and in Spanish (one group), hybrid but mostly in-person (two groups), and remote (one group).

EmPOWERment strategies focused on “meeting customers where they are,” combining education, hands-on assistance, and trusted community representatives to boost awareness, enrollment, and long-term benefits.

Several initiatives are underway or being expanded, such as enrollment workshops, youth clean-energy education and internships, scaling up community solar options for those with limited incomes, enhanced outreach to renters and housing providers, and a comprehensive weatherization concept designed specifically for Tribal housing. Other ideas, like empowerment groups, battery microgrids, and community energy ambassadors, are under review for broader application depending on resources and regulatory requirements. These activities collectively represent a move toward sustained engagement and capacity-building within Named Communities.

The pilot also featured dedicated engagement with Tribal communities, acknowledging Tribal sovereignty and the importance of customized strategies. Measures include appointing Tribal advisors and regional liaisons, organizing pop-up enrollment events, and improving access to utility tax exemption information. Altogether, these efforts illustrate how active public participation shapes program design, implementation priorities, and compliance.

Key outcomes include:

- **Community based outreach models advanced:** PSE piloted and expanded “train the trainer,” ambassador, and enrollment workshop models that leverage trusted local networks to improve customer awareness and enrollment.
- **Enrollment barriers reduced:** Targeted workshops and simplified guidance help customers with account setup, digital literacy, and program navigation, particularly for multilingual and income eligible populations.

- **Workforce and youth pathways created:** Partnerships such as the 2024–2025 Sphere Solar collaboration support clean energy internships, youth education, and pathways into PSE apprenticeship and clean energy careers.
- **Expanded support for renters and housing providers:** PSE advanced and expanded DER, EV, and energy efficiency programs designed specifically for multifamily properties, landlords, and renters, addressing structural access barriers.
- **Income eligible community solar scaled:** PSE added new community solar sites in 2025, creating additional low-income shares, and continues to pursue both centralized and decentralized solar options.
- **Equity focused reliability concepts explored:** Battery microgrid and targeted reliability pilots are being evaluated to address outage impacts in Named Communities.
- **Tribal engagement strengthened:** Dedicated Tribal advisor concepts, regional liaisons, co designed pop up events, and improved tax exemption guidance enhance culturally responsive and sovereign to sovereign engagement.
- **Language access embedded in implementation:** Program concepts are aligned with PSE's Commission required Language Access Plan, with full implementation targeted for 2026.
- **Foundation for ongoing participation established:** The pilot shifts engagement from episodic input to sustained empowerment groups and long-term community capacity to access and shape clean energy benefits.

4.3. Grid-focused customer engagement pilot

Puget Sound Energy piloted a customer engagement framework in 2023 to better understand the impacts and customer energy burdens from power outages in the Maple Valley/Lake Youngs area. PSE solicited customer input from approximately 200 customers in this Named Community utilizing surveys, postcards, and one-on-one conversations to inform project needs and solutions for a distribution system reliability project. This customer engagement framework informed the delivery system planning process and helped identify ways customer input can provide an equitable distribution of benefits to named communities.

Key outcomes include:

Puget Sound Energy developed the Grid Resiliency and Clean Energy (GRACE) program in 2024 as an outcome of the 2023 grid focused customer engagement pilot. GRACE is designed to support equitable participation by Tribes in PSE's service territory and other named communities through intentional engagement and the coordinated delivery of energy related programs that reflect local priorities and infrastructure needs.

In 2025, PSE conducted targeted outreach to four Tribes through a combination of virtual and in-person engagements. The GRACE program was received favorably. However, most Tribes indicated they were not prepared to move forward with implementation. Identified barriers included the absence of Tribal

strategic energy plans, limited staffing capacity to support energy-related programming, and the need for additional education regarding PSE programs available to Tribal communities.

PSE views these initial engagements as foundational and intends to continue education focused outreach and relationship building efforts to support future participation in GRACE and other PSE products and services as Tribal readiness and capacity evolve.

5. Tribal engagement

PSE has undertaken targeted, Tribal-specific engagement efforts to ensure that public participation commitments are implemented in a manner consistent with Tribal sovereignty and the unique needs of individual Tribes. Rather than relying on generalized outreach, PSE has focused on sovereign-to-sovereign engagement, relationship-based coordination, and tailored program delivery approaches that reflect Tribal preferences, priorities, and access barriers identified through engagement.

Key engagement strategies include the use of dedicated Tribal roles and presence, such as a Tribal government relations manager and regional Tribal outreach managers to support ongoing, day-to-day coordination with Tribes. These roles are intended to build durable relationships, improve communication pathways, and ensure Tribal input is reflected in program design and implementation. PSE outreach managers have partnered directly with Tribes to co-design and host Tribal pop-up events, providing hands-on assistance with account setup, program enrollment, digital literacy, and access to energy assistance resources. Examples include tailored engagement activities with the Nisqually, Nooksack, and Suquamish Tribes.

A key outcome of this engagement has been the identification and resolution of structural and informational barriers affecting Tribal customers. In response to Tribal feedback, PSE developed a step-by-step guidance process and enhanced internal training to improve dissemination of Tribal utility tax exemption information for eligible customers living on Tribal lands. This work ensured that customer care and energy advisor staff provide consistent, accurate information, while outreach teams share the guidance directly through Tribal engagement channels. Importantly, this effort reflects Tribe-specific guidance and recognizes that each Tribe must be engaged individually as a sovereign nation.

Collectively, these efforts have produced measurable progress toward CEIP public participation objectives by moving Tribal engagement from episodic consultation to implementation-focused partnership.

The work also established a foundation for expanding Tribal-specific reliability solutions, such as battery microgrids and targeted pilots, and for sustaining long-term engagement in future planning cycles.

Key outcomes include:

- Improved access to existing programs and benefits
- Stronger trust and communication between PSE and Tribal governments
- Clearer pathways for incorporating Tribal priorities into future DER, reliability, and equity-focused initiatives
- Tribal Strategic Energy Planning Toolkit

PSE developed a Tribal Strategic Energy Planning Toolkit⁹ to support tribal nations in achieving their energy sovereignty goals, launched publicly at the September 2025 Affiliated Tribes of Northwest Indians' Energy Sovereignty Summit. This toolkit emerged from PSE's ongoing dialogue with tribal leaders about energy sovereignty.

The term “energy sovereignty” varies significantly among tribes based on their distinct cultural values, governance structures, and long-term community goals. Through years of engagement, PSE learned that energy sovereignty priorities range from energy independence and economic development to environmental stewardship and grid resilience. The diversity inherent in energy sovereignty requires PSE to establish flexible partnership frameworks tailored to each tribe's specific needs.

In our commitment to working with our tribal customers to help them implement their vision of energy sovereignty, PSE heard several issues, including the following:

- Few tribes had a documented strategic energy plan that they were executing. In cases where a tribe had a documented strategic energy plan, the tribe may not have shared the plan publicly or used it to guide the work they instructed their incumbent utility companies or other service providers to perform
- Few tribes had resources available to develop a strategic energy plan on their own or to fund the development of a plan through a third party
- Funding from the federal and state governments for energy-related projects in years past created significant new interest in the deployment of energy projects. Without a documented strategic energy plan, however, projects were taking longer to design because PSE and tribal administrative personnel were iteratively educating one another and redesigning projects to fit the requesting tribe's needs
- Funding from the federal and state governments for energy-related projects can vary greatly from year to year, which may cause some tribes to re-evaluate priorities and rethink deployment of limited tribal resources

PSE compiled this feedback, identified planning and implementation gaps that tribal nations may encounter, and consulted third party coordinators and federal resources that might address them. Throughout the process, we continually sought feedback on the planning toolkit. The resulting toolkit will be updated based on ongoing feedback from tribal nations and energy staff who use it.

⁹ <https://www.pse.com/en/pages/in-your-community/community-engagement>

6. Customer outreach

PSE's Customer Outreach team functions as a dedicated, regionally based unit designed to deliver equitable access to clean energy programs for customers experiencing significant barriers to participation. Early in the implementation period the team conducted a barriers assessment and restructured the team to better meet the needs of named communities.

Through early data analysis supported by field assessments and local expertise, the team identified primary obstacles, including language, literacy, cultural trust, documentation, technology access and familiarity, mobility and transportation, and childcare—for seniors, limited English proficiency (LEP) customers, and low-income households.

As a first step to address barriers PSE began developing annual geographic outreach plans with a focus on named communities. Since that time the team has more than doubled in size and diversified with focus on residential and Tribal and small business customers. The team adopted a barrier-removal model built on trusted partnerships, multilingual support, and on-site enrollment assistance for residential, small-to-medium business (SMB), and Tribal communities.

This approach led to thousands of verified customer engagements and enrollments across energy assistance, energy efficiency (EE), demand response (Flex), renewables, and EV programs, notably improving access for LEP, low-income, senior, rural, renter, and Tribal customers. These activities are essential for ensuring all customers can participate equitably in the clean energy transition.

6.1. On-site enrollment

We facilitated enrollment through workshops, tabling events, and one-on-one appointments, using both paper applications and tablets. When customers lacked internet access, our team supplied self-addressed stamped envelopes.

6.2. Train-the-trainer programs

PSE provided caseworkers, nonprofit staff, and volunteers with comprehensive resources to enhance their enrollment capacity.

6.3. Language accessibility

By 2025, our interpreter partnerships supported ten languages (Amharic, Arabic, Chinese, English, Korean, Mandarin, Russian, Somali, Spanish, Vietnamese) at select events. In 2024, we strengthened staffing by hiring four additional Spanish-speaking outreach managers.

6.4. Reducing documentation barriers

Our Outreach team identified documentation requirements as obstacles for some participants through field observations; we offered in-person assistance, paper application options, and tailored guidance on program rules to address these challenges.

6.5. Flexible engagement strategies

Responding to participant concerns about in-person events, our team delivered virtual workshops and office hours—including sessions in Spanish—to facilitate enrollment. We coordinated with a community organization supporting farmworkers to provide outbound call appointments in Spanish, diversifying outreach channels and reducing risk for vulnerable populations.

6.6. Trusted venues for engagement

We engaged participants at senior housing facilities, manufactured home parks, tribal locations, ESL classes, and community events within targeted geographies. Library pop-up events centralized PSE program resources, and our partnerships with over 300 community-based organizations broadened dissemination.

6.7. Advancing digital equity

In 2025, PSE expanded collaboration with Evergreen Goodwill's Digital Equity Bus to address technology and mobility barriers, registering customers for Flex and assistance programs directly where they are located.

7. Education and Awareness

Through customer listening and research, we know that education and awareness about energy programs and bill savings are crucial steps toward participation for named communities, especially for clean energy programs that require longer periods for customers to make informed choices and extend trust with PSE. PSE is investing in research, partnership and co-creation with communities with high access barriers, and a range of tried-and-true and innovative engagement approaches.

7.1. Customer research and community listening

In 2023 PSE conducted a survey of named communities regarding their awareness and interest levels in clean energy. The results uncovered mostly positive attitudes toward the clean energy transition, basic understanding about clean energy, and high interest in how the clean energy transition will impact customer bills. The findings also surfaced important distinctions across sub-segments within named

communities, pointing to opportunities for campaigns and messaging with audiences with relatively lower energy literacy such as young adults.

The survey was followed by focus groups with customers with language access barriers and longer-term listening engagements with Vietnamese and Tribal communities.

7.2. Awareness campaigns

PSE awareness campaigns are important complements to marketing and outreach efforts aimed at immediate customer sign-ups. Tactics such as video, paid social media, advertising in multicultural media, and radio spots, among others, keep PSE programs top of mind for when customers are ready to enroll.

Two of PSE's major awareness campaign efforts have included:

- An annual energy awareness campaign in Vietnamese, Spanish, and English, which encourages actions to conserve energy, use PSE's home energy report tools, and learn about heat pump technology and rebate programs, along with energy assistance options.
- Ongoing seasonal messaging about Flex, PSE's demand response programs. In addition to growing and maintaining enrollment in demand response, we produce educational content on pse.com, mailers, and email to encourage optimal participation during demand response events.

7.3. Educational campaigns and content

PSE' creates and distributes educational campaigns, content, and events for customers with barriers to information. While PSE's campaigns run on an ongoing basis with different focuses, highlights from the 2021-2025 compliance period include:

- A heat pump campaign introducing customers to heat pump technology, how it works, and its benefits
- Community solar educational content which also encompassed information about PSE's income-eligible community solar program
- Collateral available for commercial customers – with particular emphasis on accessible content in non-English languages – about PSE energy savings programs. These work in concert with on-the-ground outreach to small businesses in named communities and ongoing awareness campaigns in multiple languages.
- Content we created also extended to interactive experiences and tools for one-on-one discussions, such as table-top community building models that highlight clean energy measures in real-life situations. These have been used at community events and outreach engagements to help explain topics that can be difficult to explain.

7.4. Community co-created campaigns

PSE took direction from community advisory groups to develop two campaigns with tailored messaging and visuals for young adults and Latino communities. The campaigns, which were run in 2025, raised awareness about PSE demand response programs, energy assistance, EV education resources, and renewables programs. Co-creation gives named communities the opportunity to identify the PSE programs that are most relevant to them and to shape how PSE markets those programs.

A co-creation approach to marketing represents a major shift to traditional marketing. We continue to bring this approach forward for campaigns with named communities as their intended audience.

7.5. Clean energy micro-exhibit

In 2024, PSE began developing a traveling clean energy micro-exhibit in partnership with MOHAI (the Museum of History and Industry), informed by an advisory group of community members. The micro-exhibit uses hands-on interactives to explain energy efficiency, demand response, and DERs and how they are orchestrated to enable the clean energy transition. After an initial opening at MOHAI, PSE will partner with community organizations to host the exhibit so that it reaches communities with barriers to information and participation.

8. Conclusion

Based on the engagement activities and outcomes described in this report, PSE has met the public participation requirements applicable to the 2021–2025 CEIP implementation period.

PSE satisfied the public participation planning and reporting requirements by filing a [Public Participation Plan \(October 15, 2021\)](#) and the required update, [Public Participation Plan Update \(May 1, 2023\)](#), and by implementing the stated objectives through broad and targeted engagement with customers, community-based organizations, Tribes, and advisory groups. PSE incorporated community input into program design, barrier removal, and accountability practices, including in-language access and sovereign-to-sovereign Tribal engagement.

Collectively, these actions demonstrate that public participation has been iterative, inclusive, and outcomes-oriented, and that PSE has maintained a documented feedback loop from engagement to decisions to implementation, thereby demonstrating compliance with PSE CEIP requirements for the 2021-2025 implementation period.