



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 have increased public engagement, performed it quickly, and all during a pandemic. PSE broadened outreach to include:

- Engaging and consulting with four 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 Activities

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 highlights the roadmap PSE used to engage stakeholders in developing the 2021 draft CEIP.

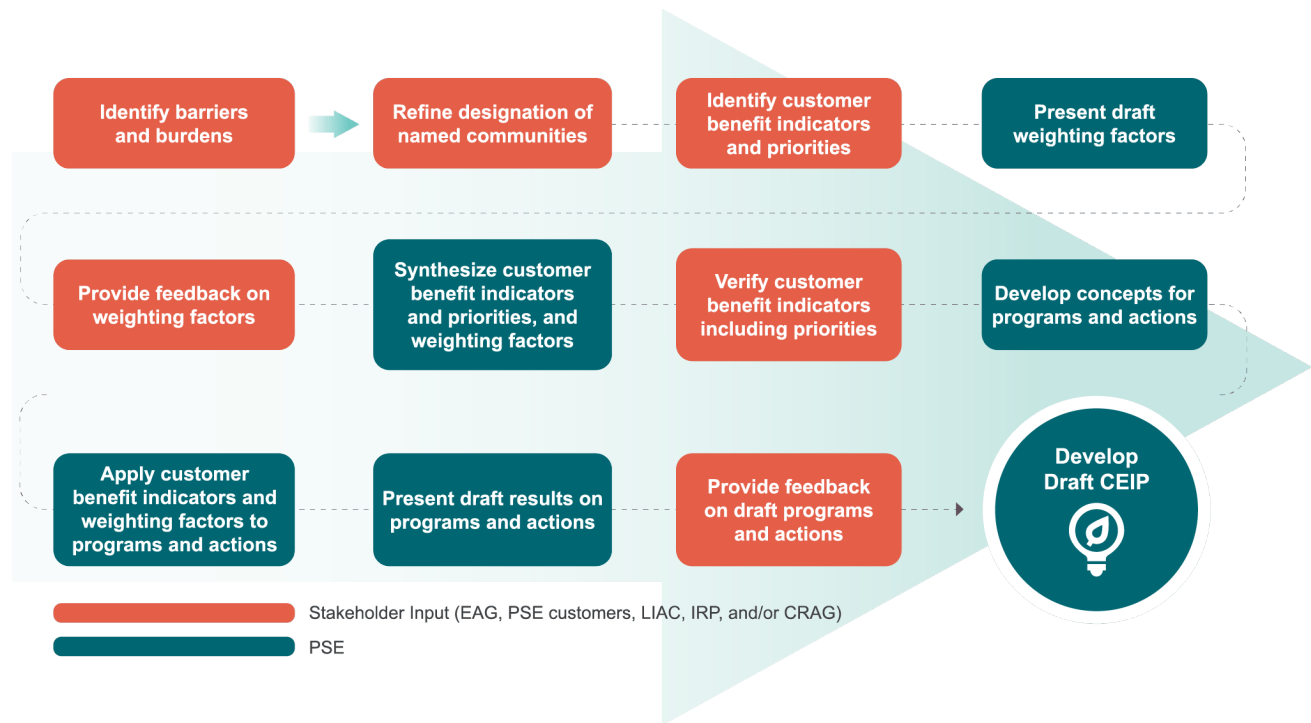
The public participation goals and objectives related to CEIP development included:

- 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 (often referred to as Named Communities⁵¹)
- 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 with emphasis on vulnerable populations and highly impacted communities
- Engage expertise of:
 - Equity Advisory Group and other PSE advisory groups
- Evaluate:
 - Public participation process

⁵¹ PSE'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 3, Customer Benefit Indicators, Highly Impacted Communities and Vulnerable Populations.

Figure 6-1: CEIP Stakeholder Engagement Process



PSE engaged the groups in Table 6-1 in the public participation process based on their role for the CEIP.

Table 6-1: Advisory Group and Roles

Advisory Group	Traditional 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">Public participation, specifically for outreach to named communitiesCustomer benefit indicators, specifically on energy and non-energy benefits and burden reductions to named communitiesDefining vulnerable population factorsDraft programs and actions to help ensure equitable distribution of benefits and burden reductionImplementation:<ul style="list-style-type: none">Program design, specifically related to equityOutreach and education, specifically related to named communitiesProgress reportsEvaluation of new resources

Advisory Group	Traditional Focus/Role	Role for CEIP
Integrated Resource Plan (IRP) stakeholders	Resource planning for IRP Typically weighs in on modeling scenarios, sensitivities, and assumptions	Provide input to shape <ul style="list-style-type: none"> • CBIs • Draft programs and actions • IRP participation in implementation • Implementation: <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	Provide input to shape: <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 • Implementation: <ul style="list-style-type: none"> — Progress reports
Conservation Resources Advisory Group (CRAG)	Energy efficiency programs and development of PSE's Biennial Conservation Plan	Provide input to shape: <ul style="list-style-type: none"> • CBIs • Draft programs and actions • CRAG participation in implementation • Implementation: <ul style="list-style-type: none"> — Progress reports
Named communities (Customers and Community-based organizations)		Provide input to shape: <ul style="list-style-type: none"> • CBIs, specifically for energy and non-energy benefits and burden reductions • Draft CEIP • Public participation, including barriers to participation • Implementation
Customers and community members		Provide input to shape: <ul style="list-style-type: none"> • Public participation • CBIs • Draft CEIP

The Table 6-2 summarizes the public input activities PSE completed to inform the Draft CEIP.

Table 6-2: Audience, format, and input

Audience	Input format	Quantity
Residential customers	Residential customer survey submissions	921
Business customers	Business customer survey submissions	194
Vulnerable populations	CBO meetings	7
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

Formation of Equity Advisory Group

In spring 2021, PSE convened an inaugural Equity Advisory Group 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 highly 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 Q1 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 6-3 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 6-3: 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
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

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 Equity Advisory Group 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 below.

Table 6-4: EAG Meetings

EAG Meeting	Date	Meeting Objectives
Meeting 1	April 19, 2021	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

EAG Meeting	Date	Meeting Objectives
Meeting 6	July 26, 2021	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Seek EAG input and questions on program implementation, including EAG's input on guiding principles for implementation
Meeting 10	Nov. 1, 2021	Draft objectives: <ul style="list-style-type: none"> • Seek EAG's input on draft CEIP • Share about equity considerations for DER RFP and seek EAG input

Other Advisory Groups Meetings

As part of the CEIP process, PSE engaged with its established 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.

Table 6-5: Other Advisory Group Meetings

Advisory Group	Date	Meeting Objectives
IRP Stakeholders Meeting 1	March 5, 2021	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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.
CRAG Meeting 2	June 2, 2021	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Refreshed on the energy resource planning process, update on CBIs, and preview 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	<ul style="list-style-type: none"> Refreshed on the energy resource planning process, update on CBIs, and preview 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.

Advisory Group	Date	Meeting Objectives
IRP Stakeholders Meeting 3	July 29, 2021	<ul style="list-style-type: none"> Refreshed on the energy resource planning process, answered IRP/CEIP process questions, update on CBIs, and preview 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Briefed on draft CEIP targets, programs, actions and cost Sought feedback on draft CEIP components and LIAC participation
CRAG Meeting 4	Sept. 29, 2021	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Shared about draft CEIP updates Sought input on draft DER concept scorecard and IRP participation
CRAG Meeting 5	Oct. 20, 2021	<ul style="list-style-type: none"> Draft objective: Share about draft CEIP and seek feedback
IRP Stakeholder Meeting 6	Nov. 3, 2021	<ul style="list-style-type: none"> Draft objective: Share about draft CEIP and seek feedback
LIAC Meeting 5	Nov. 9, 2021	<ul style="list-style-type: none"> Draft objective: Share about draft CEIP and seek feedback

Community Input

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.

From May through July 2021, the CEIP team contacted seven CBOs in PSE's electric service area and organized meetings with their community members. Meetings focused on raising awareness about the CEIP and collecting input to develop CBIs. The list of community-based organizations is in Table 6-6.

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

Note: This activity continues 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. Based on feedback from EAG members, we are using the additional time provided by the extended schedule to add one or two more activities to reach BIPOC community members, as scheduling allows.

Online survey

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. The survey also informed the development of PSE's first CEIP). In consideration 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. Demographics were collected to provide PSE the data to indicate how we were reaching all of our community members. 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 of improvement 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. 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

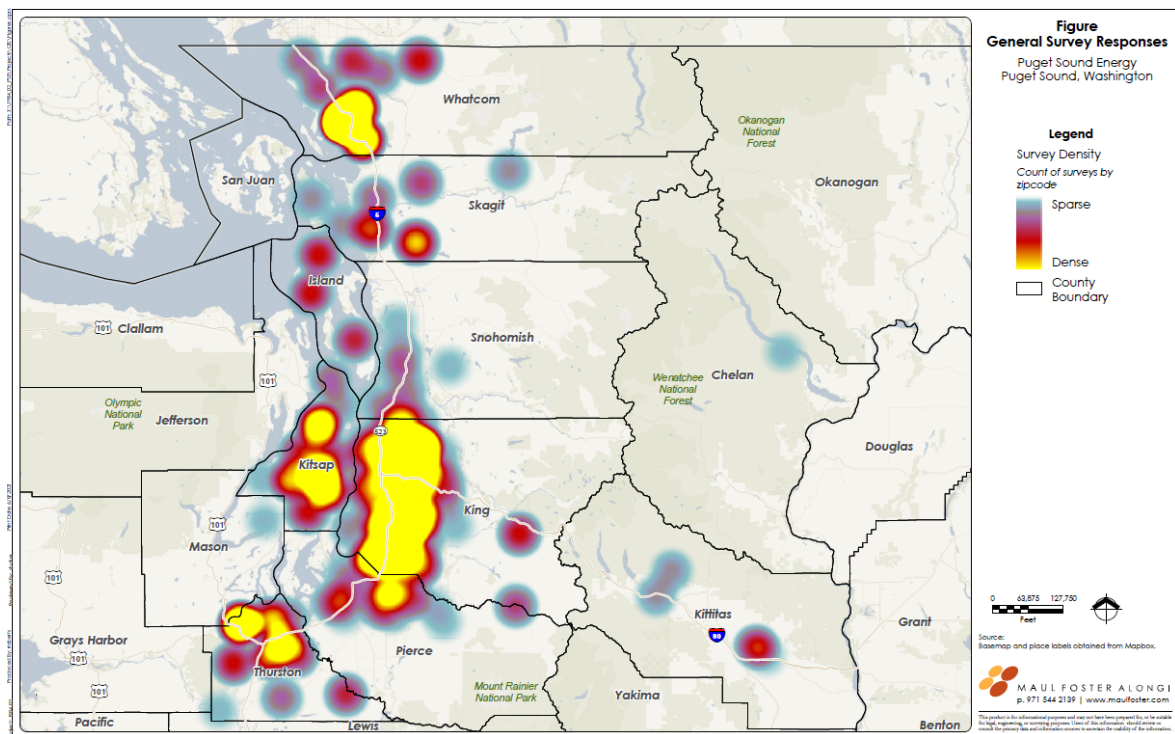


Table 6-9: Business Survey Responses

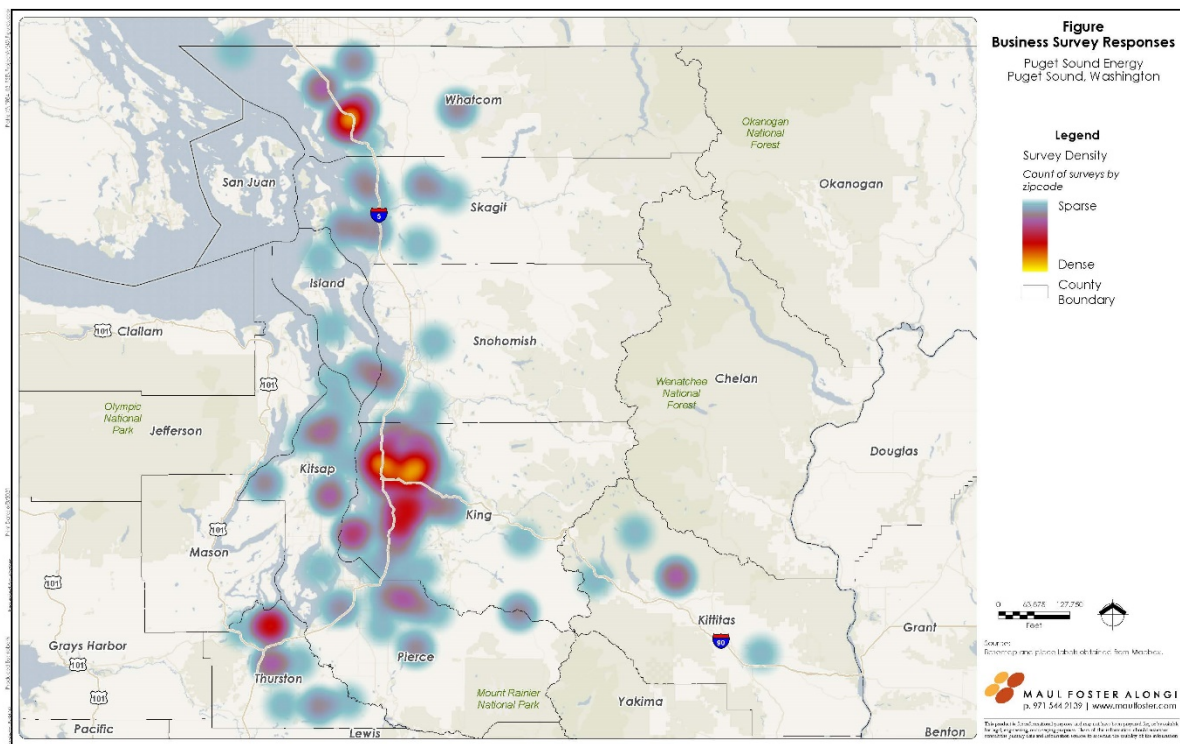
Business Size	Responses
Small/medium businesses	114
Large businesses	80
Total Business Responses	194

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



Stakeholder Input Themes

In spring 2021, PSE gathered input from customers and 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.

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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 that offering low-income households and other vulnerable populations the ability to generate their electricity through solar panels as a way of 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.

Multilingual session

In addition to engaging community-based organizations, with our consultant Triangle Associates, PSE hosted multilingual sessions (see note above about limitations). We held the first multilingual session in August 2021 with Spanish-speaking participations from El Centro de la Raza. This focus group 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. PSE continues work to host another multilingual session with a partner organization.

Draft CEIP comment period

PSE will engage customers, advisory groups, and stakeholders on the draft CEIP. PSE will review and consider the feedback to shape the final CEIP.

Public Participation Outcomes

We describe high-level stakeholder comment themes and how they shaped various components of the CEIP through public participation in Table 6-10.⁵²

⁵² In the Final CEIP, PSE will include whether issues raised in the comments were addressed and incorporated into the final CEIP, as well as documentation of the reasons for not including public input (WAC 480100-655 (1) (i))

Table 6-10: Summary of Stakeholder Comment Themes and Use of Feedback

Theme	Stakeholders Engaged	Use of feedback
Customer benefit indicators*	<ul style="list-style-type: none"> Residential customers Business customers Vulnerable populations, including CBOs EAG IRP LIAC CRAG 	<p>PSE used customer, advisory group, and stakeholder feedback to develop the customer benefit indicators. PSE consulted with advisory groups on the customer benefit indicators and draft metrics and sought feedback on the metrics and prioritization of them.</p> <p>Chapter 3 provides further descriptions on how PSE used this input and feedback to develop the indicators, metrics and prioritization.</p>
Metrics for customer benefit indicators*	<ul style="list-style-type: none"> EAG IRP LIAC CRAG 	<p>PSE also provided advisory groups a summary of how their input was used to inform customer benefit indicator development and feedback regarding prioritization. This summary is available in Appendix C.</p>
Clean electricity program scoring method including how to use customer benefit indicators*	<ul style="list-style-type: none"> EAG IRP LIAC CRAG 	
Definition of vulnerable populations	<ul style="list-style-type: none"> EAG 	<p>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.</p> <p>See description in Chapter 3 and Table 3-14.</p>
Implementation approach—Updated public participation plan, including: <ul style="list-style-type: none"> Calls for broad customer education on clean electricity Ideas for reducing barriers 	<ul style="list-style-type: none"> Vulnerable populations, including CBOs EAG IRP LIAC CRAG 	<p>To date, PSE used input from the EAG, LIAC, and community-based organizations to develop customer education goals and outcomes, and to inform barrier reduction considerations in the public participation plan.</p>

Theme	Stakeholders Engaged	Use of feedback
<p>Draft programs and actions, including:</p> <ul style="list-style-type: none"> • Questions and suggestions on draft CEIP content and costs • Calls for increasing the clean energy interim target • Using CBIs for all resource decisions • Feedback to increase the distributed solar and battery storage actions, as well as to focus on programs for Named Communities including adding more hybrid options • Concerns about lease-to-own programs for DERs 	<ul style="list-style-type: none"> • EAG • IRP • LIAC • CRAG 	<p>PSE shared highlights of the draft programs and actions with advisory groups at September and October 2021 meetings. PSE responded to many questions during the September meetings and continues to address those questions at October meetings. Many of the questions and suggestions for draft CEIP content are addressed in this document.</p> <p>On increasing the clean energy interim target, PSE is conducting analysis around renewable energy to understand the implications of increasing the ramp up rate. PSE will address this in the final CEIP.</p> <p>On using customer benefit indicators for every resource, this is addressed in Chapter 3.</p> <p>PSE's distributed solar and battery storage actions are consistent with the 2021 IRP and CEAP; however, the program concept mix could be adjusted based on the results of the Targeted DR/DER RFP.</p> <p>PSE is documenting feedback on the DER concept mix for consideration during program design.</p>
Implementation approach: guiding principles for equity	<ul style="list-style-type: none"> • EAG 	<p>PSE summarized comments heard from EAG members through the CEIP development process draft preliminary guiding principles for CEIP implementation, which are shown in Chapter 8.</p> <p>PSE will continue working with the EAG on these principles at the Nov. 1, 2021 meeting.</p>
Feedback on draft CEIP	<ul style="list-style-type: none"> • Residential customers • Business customers • Vulnerable populations, including CBOs • EAG • IRP • LIAC • CRAG 	<p>PSE will engage customers, advisory groups and stakeholders on the draft CEIP in October and November.</p> <p>PSE will review and consider the feedback to shape the final CEIP.</p>

Theme	Stakeholders Engaged	Use of feedback
<p>Suggestions for improving the CEIP development process:</p> <ul style="list-style-type: none"> • Providing more time for stakeholder feedback on CEIP topics • Add acronym list to presentations • Add breakout group questions to the posted presentation ahead of the meeting • Addressing feedback heard and how it was used at the start of meetings • Facilitating feedback reports in meeting materials • Posting final meeting materials earlier on the day the meeting 	<ul style="list-style-type: none"> • IRP • EAG 	<p>In response to stakeholder feedback, PSE: successfully petitioned to extend the CEIP process to allow more time for stakeholder discussions; added acronym lists to all CEIP-related presentations; added breakout group questions in the posted presentation; addressed feedback at the start of meetings; and added links or copies of feedback reports to meeting materials. As for posting final meeting materials, PSE posts materials three business days in advance, and we continue to work to hone and/or address stakeholder feedback up until the meeting time. We will continue to use the “added” and “updated” notes to help in presentations to help identify slides that have changed.</p>
<p>Additional feedback and questions heard on 2021 Integrated Resource Plan</p>	<ul style="list-style-type: none"> • IRP stakeholders 	<p>PSE responded to questions on the 2021 IRP during briefings with IRP stakeholders and in feedback forms available on the CEIP website.</p> <p>PSE also committed to addressing specific feedback related to the 2021 IRP, which is documented in Chapter 8.</p>

* EAG focus on energy, non-energy and burden reduction topics

See Chapter 3, Customer Benefit Indicators, Highly Impacted Communities and Vulnerable Populations for a detailed account of how PSE used public participation to develop the customer benefit indicators.

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 activities will include:

- Building trust and relationship with named communities
- Educate and build customer awareness about the clean electricity transition

- Share information and be transparent about progress toward CEIP targets
- Continue working 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
- Support clean electricity program design and action
- Align Tribal outreach efforts with CEIP communications

The 2022–2023 public participation plan is included in Appendix C.