

Puget Sound Energy Equity Advisory Group Meeting #9

Meeting Summary

Monday, October 4, 2021 | 4 – 6:45 p.m.

Meeting purpose & topics

The meeting purpose was to:

- Address questions heard on draft CEIP costs and resources, and review topics discussed at the September 24 EAG meeting
- Shared understanding of outreach and engagement for draft CEIP and implementation
- Seek EAG's questions and input on:
 - Named Communities approach.
 - Program implementation and principles.
 - Outreach and education
- Share updates on the Income-Qualified Discount Rate design

The EAG meeting was held as an online only meeting and took place from 4 – 6:45 p.m. It was divided into sections as follows:

1. **Opening:** 4 – 4:10 p.m.
 - a. Welcome and safety moment
 - b. Agenda review and goals for EAG #9
 - c. Partner discussion
2. **Addressing EAG questions on draft CEIP components and recap from Sept. 27 meeting:** 4:10 – 4:30 p.m.
3. **Public outreach and engagement for draft CEIP comment period and implementation:** 4:30 – 4:40 p.m.
4. **Working group discussion:** 4:40 – 5:05 p.m.
5. **Working group report outs:** 5:05 – 5:25 p.m.
6. **Public comment:** 5:25 – 5:35 p.m.
7. **CEIP meeting ended at:** 5:35 p.m.
8. **EAG discussion on income-qualified discount rate design:** 5:45 – 6:45 p.m.

[The full meeting packet can be found online \(link\).](#)

Meeting action items

Below is a summary of the action items from the October 4, 2021 Equity Advisory Group meeting on the Clean Energy Implementation Plan (CEIP).

What	Who	When
Provide additional context on renewable lifecycle cost calculations.	PSE	October 22
Reshare partner toolkit with EAG members	MFA	October 18
Share list of CBOs that PSE has engaged with	PSE	October 22
Refine draft implementation principles and reshare with the EAG	PSE	October 18

Meeting summary

Opening

Opening remarks

Rose McKinney James, Advocacy BL/ACK, introduced herself as the facilitator and welcomed EAG members, presenters, and those observing via YouTube to the ninth Equity Advisory Group meeting.

Diann Strom, Strategic Engagement Advisor, PSE, provided a safety moment on the Great Shakeout.

Meeting logistics and agenda

Rose reviewed the following before EAG members broke into pairs for partner discussion:

- **Facilitator reminders:** Meeting conduct and information.
- **Zoom logistics:** Logistics of using the Zoom platform.
- **Observer and public comments:** Observers/public are watching via a YouTube live stream and will have an opportunity to provide public comment at the end of the meeting. As a result of public commenter feedback, PSE has added a call-in number to facilitate easier access to the public comment feature.
- **Agenda and goals:** Agenda and goals for the meeting.

Addressing EAG questions on draft CEIP components and recap from Sept. 27 meeting

Brian Tyson, Manager of Clean Energy Planning and Implementation, outlined how PSE will respond to EAG feedback and address EAG questions on cost, accelerate equity by resource type, and provide more information on the scale of Distributed Energy Resource (DER) programs for named communities. The feedback reports for the September 27 and October 4 meetings will be combined and shared on October 22.

Brian discussed how PSE arrived at the current clean energy mix, including the consideration of cost effectiveness, resource adequacy, CETA guidelines, and Customer Benefit Indicators. Targeted Requests for Proposals (RFPs) will determine the program mix.

Ben Farrow, Director of Clean Energy Strategy, reviewed draft CEIP costs and explained how PSE evaluates resource decisions by looking first at energy efficiency before adding generating resources due to the low lifecycle cost.

An EAG member asked about the breakdown of wind and solar and if PSE considered environmental costs and climate change scenarios in their calculations. Ben explained that wind generates a higher potential output compared to solar and is 2-3 times less expensive than solar in the Pacific Northwest, although that may change over time. He acknowledged the balance of providing more clean energy faster, minimizing impacts, and cost considerations. PSE will follow up with more information on the lifecycle cost calculations.

Ben reviewed costs and CEIP actions that can reduce customer bills, beginning with energy efficiency and demand response programs. Those programs, future renewable energy programs, and multi-family solar programs will be built out between 2022-2025.

An EAG member asked if a program that would allow customers to buy solar panels and sell electricity back to PSE would be available instead of renting roof space.

An EAG member asked if the draft CEIP shows how energy efficiency, new large-scale resources, and DER programming will be equitably distributed. Brian reviewed how equity is advanced across CEIP resources, and how the 2023 progress report will show how those areas are being addressed.

Public outreach and engagement

Diann shared the comment period outreach plan and tools for the draft CEIP comment period, including the Partner Toolkit, outreach to CBOs, and feedback from PSE's four advisory groups. Most outreach will occur online through the online open house, which will be available in multiple languages, and a survey. Outreach will also include targeted emails and ads.

An EAG member asked PSE to resend the Partner Toolkit. It will be sent to EAG members when it is finalized in a few weeks. Other EAG members asked about the survey content, including questions for small businesses, and the length.

Seth Baker, Communications Specialist, Maul Foster & Alongi, shared that the previous survey had questions specific to business customers and the team is currently evaluating different strategies. EAG feedback is welcome. The survey will be shorter than the previous survey. An EAG member noted that it was important the survey be accessible.

Seth asked EAG members to consider if they saw any barriers that would prevent people from engaging with the online open house. PSE and MFA are working to keep the reading level accessible, looking to partner with CBOs to share paper resources, and using trusted messengers to share information.

An EAG member asked if live interpretation will be available. Diann clarified that the online open house will be a website with translated content.

An EAG member suggested adding an interactive element to the survey with an open-ended question to allow participants to contribute to design thinking if they are interested.

Another EAG member asked how PSE will incentivize customers to participate and suggested offering gift cards. Seth shared that PSE will provide a chance for participants to enter to win a gift card. In addition, PSE will offer to meet with CBOs. PSE will continue to think about how to make subject matter relevant. Seth asked EAG members to consider if any messages would be more relevant with their communities.

An EAG member asked if there will be a chat platform on the project website, and if the EAG could see a list of CBOs that PSE engaged with. PSE will share the list of CBOs following with meeting.

Group discussion:

EAG held a larger working group discussion in lieu of small groups to discuss draft CEIP principles. Rose reviewed the draft implementation principles for the CEIP and asked EAG members to consider gaps, suggest edits or changes, and think about best practices.

Several EAG members asked about the meaning of “named communities” and if they have been identified. PSE is working to identify Highly Impacted Communities (HICs) identified by the Department of Health and vulnerable populations (VPs) that are not geographically located to ensure benefits are distributed broadly. Rose clarified that “named communities” is regulatory terminology. PSE has and will continue to share the findings with the EAG.

Another EAG member asked if the five languages used for translation coincides with the identified communities. PSE will follow up with this information.

EAG members provided the following comments related to the draft implementation principles:

- It is important to share clear, easy-to-understand and easy to read information with graphics through outreach and education.

- Include environmental health impacts and a commitment to safe environmental practices.
- Include customers in the conversation.
- Include a principle related to job creation, business development, and capacity building.
- Incorporate metrics and target-specific goals to measure progress.
- Acknowledge and recognize past harms and commit to reducing future harm.
- Focus on relationship building with communities and external partners.
- Include a commitment to increasing knowledge and access.
- Consider how to improve participation from all customers and communities.

PSE will refine the draft implementation principles based on the EAG feedback and share the revisions with the EAG at the November meeting.

Observer comment

Rose provided step-by-step instructions for observers to join the meeting and provide verbal public comments. Observers could also leave written public comments by completing an online comment form at <https://cleanenergyplan.pse.com/equity-advisory-group> or emailing ceip@pse.com.

Two observers joined the online meeting and provided public comment. A summary of the comments is below:

- A member of the Conservation and Resource Advisory Group (CRAG) shared that the CRAG continues to listen and appreciate the feedback from the EAG and looks forward to more opportunities for collaboration.
- An observer acknowledged the expertise of the EAG members and asked if the EAG assists with CEIP outreach and messaging.

Rose ended the CEIP portion of the meeting at 5:35 p.m. and the EAG took a break before discussing the income-qualified discount rate.

EAG meeting materials on the CEIP are available at cleanenergyplan.pse.com.

The meeting officially adjourned at 6:45 p.m.

Attachment A: Meeting attendees

Equity Advisory Group (EAG) members

1. Susana Bailén Acevedo, Community advocate
2. Jenny Harding, GSBA and New Chapter Weddings and Events
3. Emily Larson Kubiak, Sustainable Connections
4. Michele Ogden, Tacoma Urban League (*not present*)
5. Estela Ortega, El Centro de la Raza
6. TJ Protho, Vadis
7. Kate Sander, HopeSource
8. John Sternlicht, Economic Development of Alliance of Skagit County (*not present*)
9. Dennis Suarez, Washington Soldiers Home
10. Teresa Taylor, Lummi Indian Business Council's Office of Economic Policy
11. Mariel Thuraingham, Front and Centered
12. Cheryn Weiser, Island Senior Resources (*not present*)
13. Karia Wong, CISC

Puget Sound Energy (PSE)

1. Theresa Burch, Manager of Customer Solutions
2. Ben Farrow, Director, Clean Energy Strategy
3. Wendy Gerlitz, State and Regional Policy Consultant
4. Birud Jhaveri, Manager of Pricing and Cost Service
5. Mackenzie Martin, Community Projects Manager
6. Diann Strom, Strategic Engagement Lead
7. Brian Tyson, Manager, Clean Energy Planning and Implementation
8. Carol Wallace, Director of Customer Solutions
9. Michael Wehling, Senior Market Analyst

Advocacy BL/ACK

1. Rose McKinney-James, Managing Principle

Maul Foster & Alongi

1. Seth Baker, Communications Specialist
2. Will Henderson, Communications Specialist

Triangle Associates

1. Lucila Gambino, Associate
2. Claire Wendle, Project Associate