



Equity Advisory Group Meeting: Integrated System Planning for Deepest Need – *Finalizing approach to distribute energy benefits*

September 21, 2026



Welcome and Introductions

Ariam Ford, Uncommon Bridges

Facilitator



Safety Moment

Em Piro, Puget Sound Energy

Energy Equity Program Manager - Community Partnerships





Wildfire Prevention: Utilities & Communities Working Together

How Utilities Mitigate Wildfire Year Round

- 🌳 Trim/inspect trees
- ⚡ Upgrade Equipment:
 - Tree wire (*pictured*), undergrounding, aging infrastructure
- 🌡️ Monitor weather:
 - Activate Enhanced Powerline Settings or Public Safety Power Shutoffs when risk is extreme

What You Can Do

- ✓ Update your contact info with PSE
- ✓ Register for Life Support status if needed
- ✓ Build a family emergency plan + kit
- ✓ Report trees growing near power lines
- ✓ Get a free Wildfire Ready Plan (dnr.wa.gov)

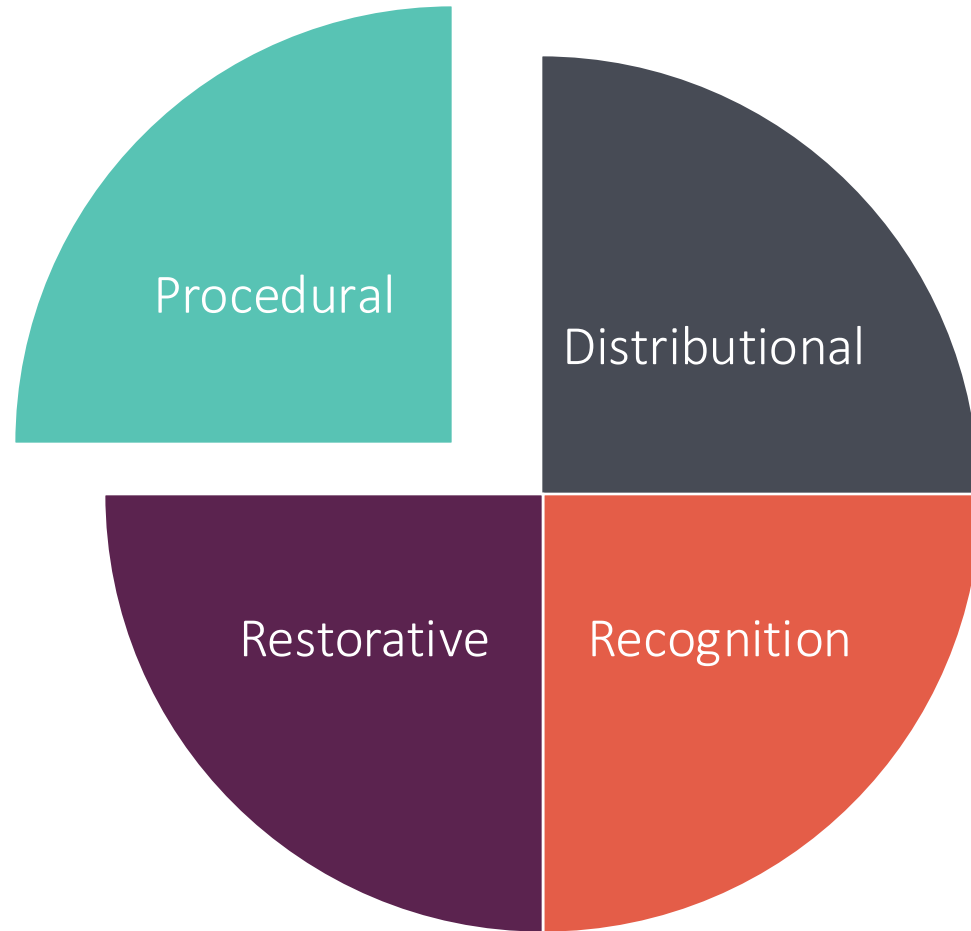


Equity Moment

Megan Walsh, Equity Advisory Group



Tonight's equity focus

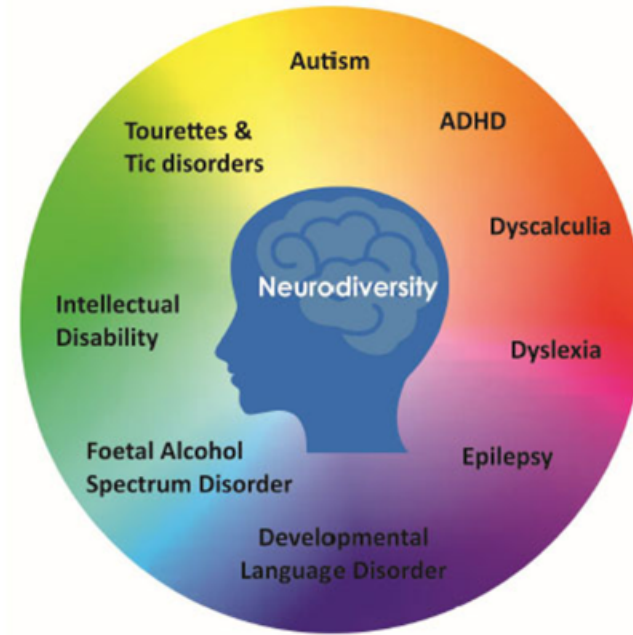


Neurodiversity Considerations in Presentations

Some PowerPoint presentations and other online and written materials can be extremely difficult for many neurodivergent people to navigate and absorb.

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



Resources:

<https://www.verywellmind.com/what-is-neurodivergence-and-what-does-it-mean-to-be-neurodivergent-5196627>

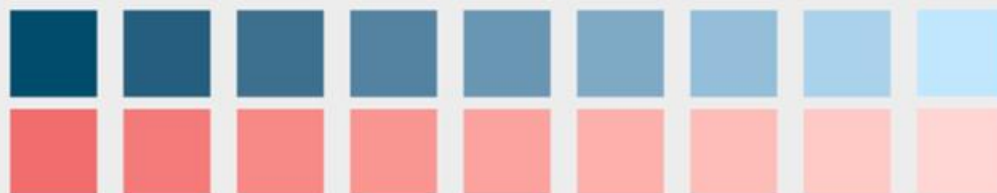
<https://www.brightcarbon.com/blog/designing-presentations-for-cognitive-disabilities/>

USING A FONT LIKE THIS
CAN BE MUCH EASIER FOR
NEURODIVERGENT
READERS TO PROCESS

SOME FONTS YOU MAY WANT TO TRY

APERCU	CORBEL
BRANDON GROTESQUE	FUTURA PT
BROTHER 1816	LATO
CENTURY GOTHIC	RALEWAY
COLFAX	ROBOTO

SINGLE HUE SCALES CAN MINIMIZE HIGH CONTRAST, WHICH CAN
BE OVERSTIMULATING FOR THOSE WHO ARE NEURODIVERGENT



A PROPER MIX OF TEXT AND
IMAGES ENSURE A VISUAL
HIERARCHY, MAKING IT
EASIER TO PROCESS

Agenda

- ◆ Welcome & Equity Moment
- ◆ Energy Equity News Briefs
- ◆ ISP for Deepest Need
- ◆ BREAK
- ◆ EAG Discussion and Feedback
- ◆ Public Comment
- ◆ Adjourn

Let's work together for a successful meeting.



PSE

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
- In the chat ... describe what lens you are representing today?

Let's work together for a successful meeting.



PSE

Public Comment

- The public comment period will start at 6:50 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.
- A facilitator is monitoring the YouTube chat. You may ask questions or make comments throughout the meeting.

PSE Energy Equity News Briefs

Em Piro, PSE, Energy Equity Program Manager

Troy Hutson, PSE, Energy Equity Director



PSE Energy Equity News Brief



Housekeeping Current Events

Integrated System Planning for Deepest Need – *Finalizing approach to distribute energy benefits*

Brian Tyson, Manager, Clean Energy Planning & Implementation

Uche Nwude, Energy Equity Initiatives Manager

Ray Outlaw, Manager, Communications Initiatives



This meeting will help clarify how PSE plans to distribute and measure clean energy benefits for deepest need customers.

PSE

We will ...

- **Review** EAG and customer feedback on Deepest Need priorities and benefit distribution approaches
- **Share** a possible approach for measuring clean energy benefits for Deepest Need customers in the 2027 ISP
- **Gather** EAG input to help finalize how Deepest Need benefits are designated, defined, and measured

At this meeting, the EAG will **consult*** with PSE on the proposed approach to minimum designations for the 2027 ISP.

Why are we discussing this topic?

-  The Commission expects meaningful advisory group engagement throughout the ISP development process
-  Deepest need customers were originally defined through collaboration with EAG members

**Consult - To obtain public feedback on analysis, alternatives and/or decisions. See Appendix for descriptions of all IAP2 engagement types.*

2026 PSE EAG Priority Action Plan Worksheet

EAG Priority	Goal Statement	System Level Impact	2026 EAG Actions	EAG Audience
Accessibility	Everyone can access PSE's programs and services with relative ease. No one faces unfair obstacles; operations are culturally responsive and respect the diverse experiences of all communities.	Greater leverage of the existing connection PSE has with named communities and deepest-need customers in PSE investments.	- Advocate for and advise on expanding systems that ease enrollment access - Provide guidance on systemic obstacles to program participation for customers with diverse needs and circumstances	PSE Staff, Community-Based Organizations and Other Agencies
Affordability	All customers, especially those in named communities, view energy affordability as standard. The cost of energy is no longer a barrier to accessing essential services. By using data and community input to guide decisions, investments, and results are fair and equitable for everyone in all communities.	 Elimination of high energy burden.	- Advocate for a more equitable rate structure - Advocate and provide perspective on finding "hidden" customers who need access but are missed by current identification methods	The UTC, PSE Staff
Accountability	PSE is a reliable partner that demonstrates how commitment to equity can enhance the well-being of customers. Its accountability systems help lessen burdens and give more power to the voices of the community.	 Quantitative and qualitative results reflect the experiential results of distributional equity efforts.	- Support and advise PSE to build trust and stronger accountability measures - Guide and provide perspective on accountability mechanisms that demonstrate how equity commitments translate into community benefits, reflected by community experience	PSE Staff
Advocacy	Through strong partnerships and community involvement, PSE and the EAG work together to create lasting change. They advocate for fair energy policies and make sure that solutions led by the community help shape a clean and equitable energy future.	Policy and practice change in the areas of energy affordability, reliability, sufficiency, and abundance.	Leverage collaboration and influence to affect rules, laws, and business practices governing energy utilities	PSE, Tribes, the UTC, and other regulators, legislatures, business communities, and Named Communities



The everyday realities of deepest need customers should shape all considerations and decision making.

Deepest need: customers experiencing severe energy burden (>10%) alongside other compounding challenges that limit access to essential resources.

Currently, PSE serves 104,533 Deepest Need customers
Average Household Income: \$26,000

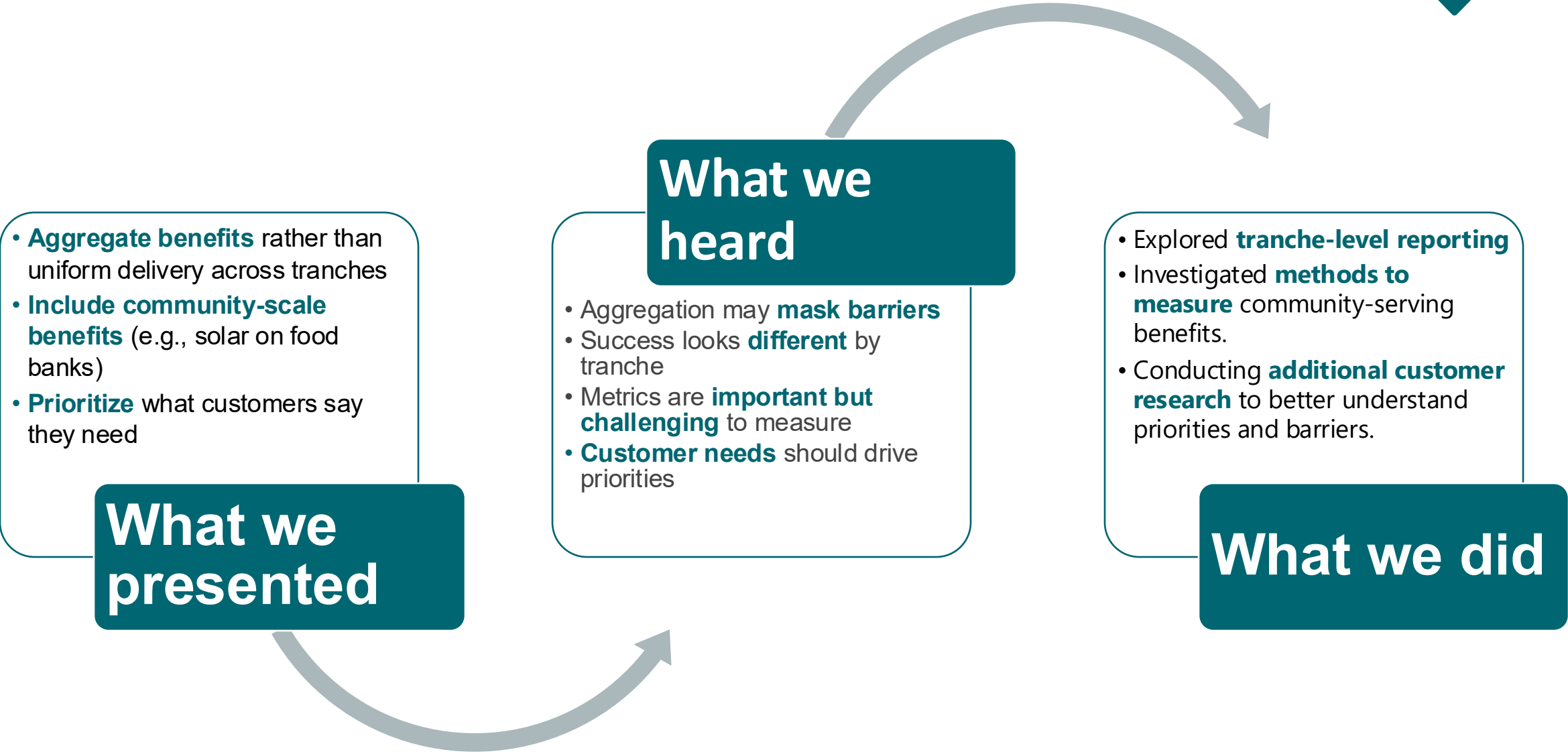
- **74%** live on **less than \$30,000** annually
- **56%** live on **less than \$20,000** annually
- **28%** live on **less than \$10,000** annually or report no income

Deepest Need customers often face competing priorities such as housing, food, healthcare, childcare, and utility bills.

Figures are based on 2024 Deepest Need customer data and are subject to validation against current data

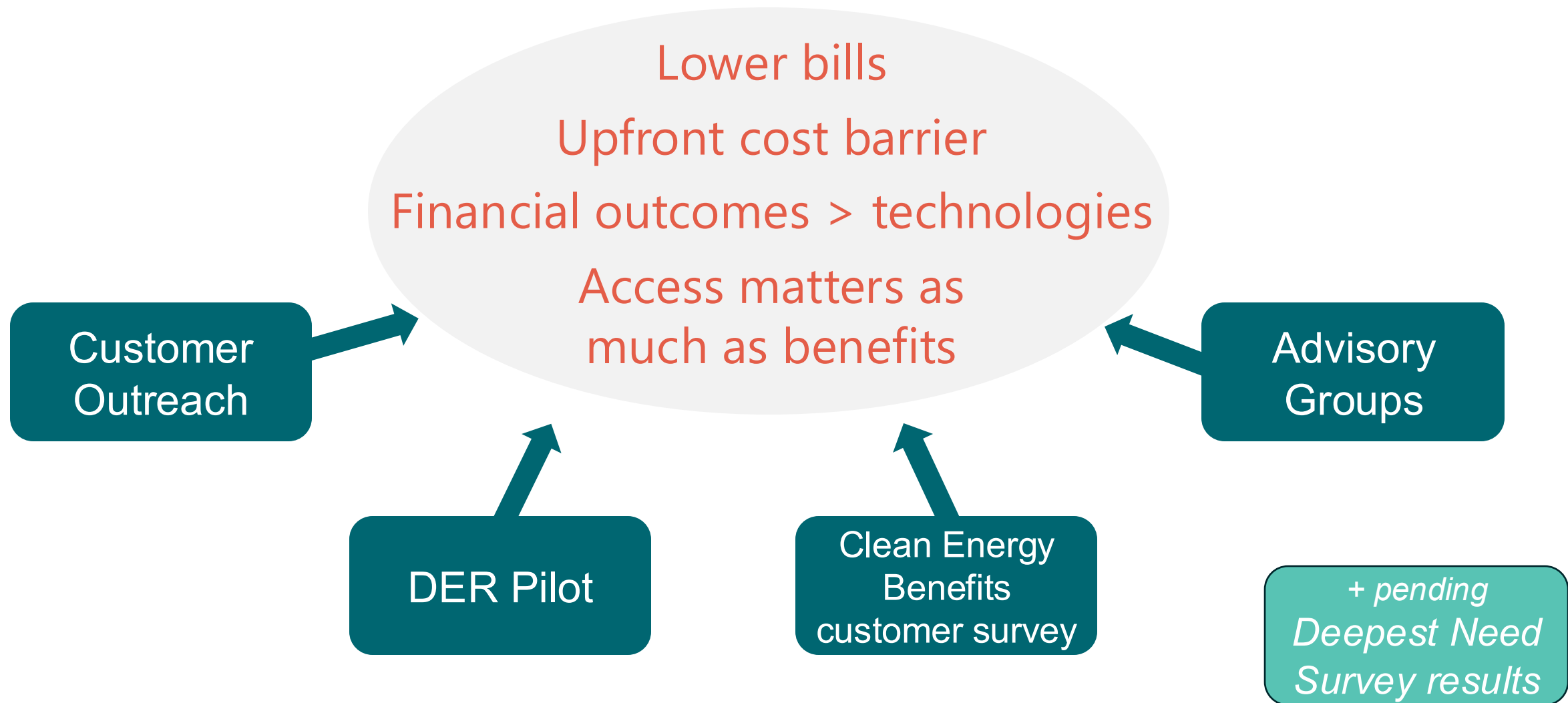
Image: PSE Customer Outreach meets one-on-one with a customer, in partnership with the Evergreen Goodwill Digital Equity Bus

EAG feedback reinforced the importance of *measuring meaningful benefits* in addition to delivery targets.



Deepest Need customers consistently identify affordability as their highest energy priority.

PSE



Survey findings, combined with today's discussion, will help inform how PSE prioritizes and measures benefits for deepest need customers in the 2027 ISP.

PSE

Why add a survey?

- ✓ Validate previous research
- ✓ Better understand customer priorities
- ✓ Identify barriers
- ✓ Add quantitative data to complement engagement findings

Process



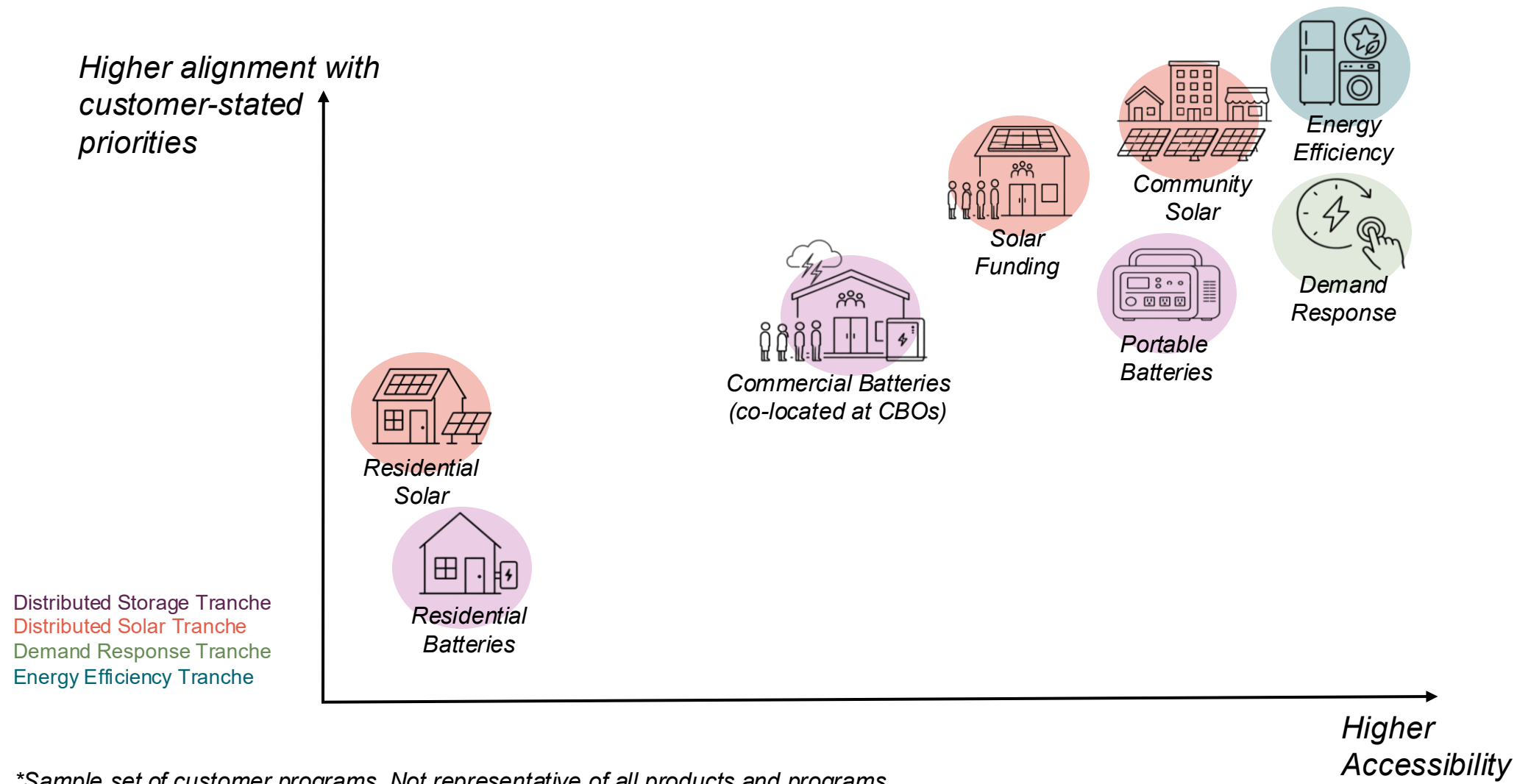
Survey findings, combined with today's discussion, will help inform how PSE prioritizes and measures benefits for deepest need customers in the 2027 ISP.

PSE

What we heard from EAG → What changed

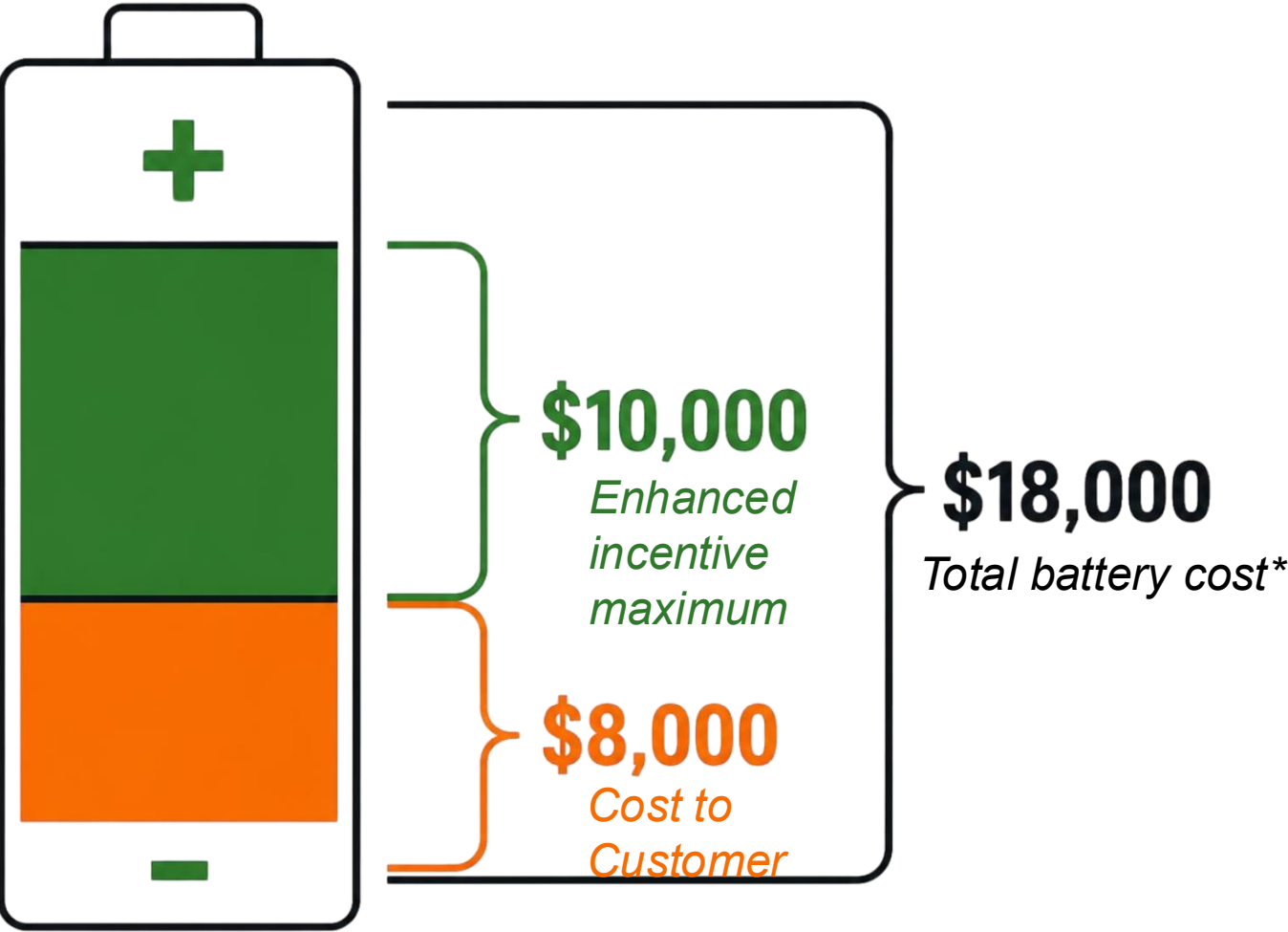
- Simplify language
 - Improve accessibility
 - Expand participation
 - Increase representation
 - Allow flexibility in responding
- Simplified terminology and response options
 - Translated into Spanish, Chinese, and Russian
 - Extended survey period
 - Added reminder communications
 - Expanded in-person outreach
 - Made sensitive demographic questions optional

Resources that combine strong customer benefits with lower participation barriers may create greater value for deepest need customers.



**Sample set of customer programs. Not representative of all products and programs*

Programs that require high up front investment may remain inaccessible despite significant incentives.



Example: Residential Battery Storage

**Entry level costs for illustrative purposes; installation and purchase costs vary significantly*

A sustainable framework should measure both investments, and the benefits those investments create.



PSE

Current Situation

The 2027 ISP requires minimum designations across multiple resource tranches: distributed storage, distributed solar, demand response, energy efficiency.

Proposed Direction

- **Measure** investments across resource tranches.
- **Evaluate** the customer benefits those investments create, including broader community-scale benefits where relevant.
- **Prioritize** investments that maximize customer-stated priorities: affordability, resilience, and access.

A sustainable framework should measure both investments, and the benefits those investments create.

Possible metrics:

ENERGY EFFICIENCY

~6.8% (based on previous 3-year average)

Proportional share target

Metric: Incentives delivered

DEMAND RESPONSE

~6.8%

Proportional share target

Metric: Incentives delivered

DER SOLAR

~6.8%

Proportional share target

Metric: percent of \$ invested/spent

DER STORAGE

Community benefit

Reframe the measure to reflect community benefit

Metric: to be determined

PSE

We are seeking EAG input on how investments should be valued, measured, and incorporated into the 2027 ISP framework.

PSE

- **Goal:** deliver *meaningful* benefits to Deepest Need customers
- Benefits currently measured only by individual participation
- Community-scale investments may offer an additional path
- Customer priorities:

Affordability
Resilience
Access

How should we balance community-scale benefits with individual benefits for deepest need customers?



"Elements of Power" by Angie Hinojos, a PSE "ARTility" Collaboration

Break

The public comment period will start at 6:50 p.m.

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

Join the Zoom meeting:

- a) Visit <https://zoom.us/join>
- b) Insert Meeting ID: **880 4612 8281**
- c) Call in to the meeting:
 - a) Call number: +1 253 215 8782 US
 - a) Insert Meeting ID: **880 4612 8281**

Appendix

IAP2 Feedback Levels

Inform - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult - To obtain public feedback on analysis, alternatives and/or decisions.

Involve - To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate - To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower - To place final decision making in the hands of the public.

Tranches of resources are ...

PSE

Energy efficiency

e.g., insulation, appliances

Demand response

e.g., adjusting power use during peak events

Distributed solar

e.g., customer-owned solar, Community Solar

Distributed storage

e.g., customer-owned batteries

How do DER solar and storage programs align with deepest need customer needs.....



Resource/Program	Alignment with Deepest Need Customer Needs	Potential Investment Priority
DER -Solar Grants	Enables community-serving organizations to reinvest savings into services that benefit customers with the greatest need	High
Community Solar (Income Eligible)	Reduces participation barriers and provides direct bill savings without requiring homeownership or significant upfront costs	High
DER - Net Metering	Participation is limited by homeownership requirements and upfront costs, particularly for DN customers with limited financial capacity	Lower
DER – Storage (Commercial)	Can provide access to resilience and reliability benefits through critical community serving facilities during outages and emergencies	High
DER - Portable Batteries	Provides critical backup power for medically vulnerable customers with severe medical needs at no cost	High
DER – Storage (Residential)	Even with enhanced incentives, upfront costs may remain a barrier for DN customers with tight household budgets.	Lower

The greater a resource's potential to provide meaningful benefit and access to Deepest Need customers, the higher its investment priority.

For lower-priority residential DER programs affordability and access barriers may persist despite available incentives, limiting participation among DN customers

2024 Deepest Need Income analysis



PSE

Customer Count: 104,533

Avg. Annual Income Net \$25,876.86

Annual Net Income	Count	Percent
\$0	7,112	6.8%
\$0.12	12	0.0%
Up to \$10K	22,369	21.4%
Up to \$20k	29,450	28.2%
Up to \$30k	18,850	18.0%
Up to \$40k	9,527	9.1%
Up to \$50k	4,667	4.5%
Up to \$100k	9,096	8.7%
Up to \$200k	3,450	3.3%