

Session 1: Wednesday, October 23, 2024, 12:00pm

Session 2: Friday, October 25, 2024, 07:30am



Equity Advisory Group – Equity Lens Session

*Vulnerable Populations &
Language Access*

October 2024

| <https://www.myavista.com/ceta>



Introductions & Agenda

Topic	Topic Owner
Welcome, introductions overview of the meeting: rules and intent	Amber Lenhart
Partner Shares	Partners
Vulnerable Populations	Dan Blazquez
Language Access	Alvaro Figueroa
Wrap-up and Adjourn	Dan Blazquez

Guest Introductions

- Name
- Pronouns
- Organization or community



Today's Equity Lens Session October 2024

Vulnerable Populations & Language Access



EAG Equity Lens Session Meeting Goals:

- 1. Provide consultation pertaining to identifying Vulnerable Populations**
- 2. Discuss Avista's multi-language strategy and potential future projects**

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.

Rules for Engagement



- Encouraged to actively participate in discussions
- Each member will be provided time to speak
- Healthy and civil debate is encouraged
- Members should be open to new ideas and concepts
- Respectful of differing opinions
- Collectively, the group should strive to align varying options (e.g., identify shared goals for different perspectives)

Partner Shares

- ❑ Upcoming relevant community events or opportunities
- ❑ Pressing issues facing our community or a need someone might be able to address
- ❑ Challenges your organization is facing (especially around equity)





Avista Vulnerable Populations

Dan Blazquez, Avista Customer Engagement Manager

Agenda

- **Why are we talking vulnerable populations:**
 - Washington Administrative Code (WAC)
 - Equity
- **History of the Maps**
 - Justice40
 - Washington State Department of Health (DOH)
- **Defining Vulnerable Populations**
 - Who they are in WA
 - How they are identified in Avista's Washington Service Territories
 - Maps: Here are the maps Avista is using, so what are we missing?

Named Communities

Per WAC 480-100-605

Highly Impacted Communities

A Community designated by the Department of Health based on the cumulative impact analysis required by RCW 19.405.140 or a community located in census tracts that are fully or partially on “Indian Country,” as defined in 18 U.S.C. Sec. 1151.

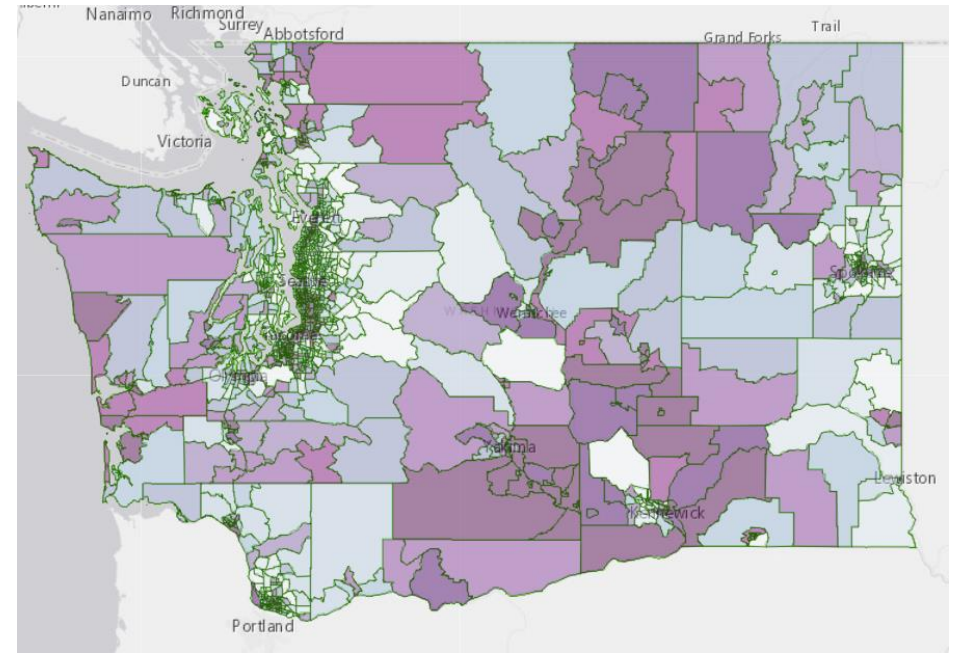
Vulnerable Populations

Communities that experience a disproportionate cumulative risk from environmental burdens due to adverse socioeconomic factors (such as unemployment, high housing costs); and sensitivity factors such as low birth weight and higher rates of hospitalization.

A total of 48 census tracts were identified as Named Communities.

Highly Impacted Communities

- CETA requires the Washington Department of Health (DOH) to determine each utility's Highly Impacted Communities.
- DOH used the combined average score of four categories.
- Those communities with a resulting score of nine or higher were areas determined to need immediate attention.



Environmental Exposures	Environmental Effects	Socioeconomic Factors	Sensitive Populations
<ul style="list-style-type: none">○ NOx-diesel emissions○ Ozone concentration○ PM 2.5 concentration○ Populations near heavy traffic○ Toxic releases from facilities	<ul style="list-style-type: none">○ Lead risk from housing○ Proximity to hazardous waste treatment facilities○ Proximity to risk management plan facilities○ Wastewater discharges	<ul style="list-style-type: none">○ Limited English○ No high school diploma○ People of color○ Population living in poverty (<= 185% of federal poverty level)○ Transportation expense○ Unaffordable housing (>30% of income)○ Unemployed %	<ul style="list-style-type: none">○ Death from cardiovascular disease○ Low birth weights

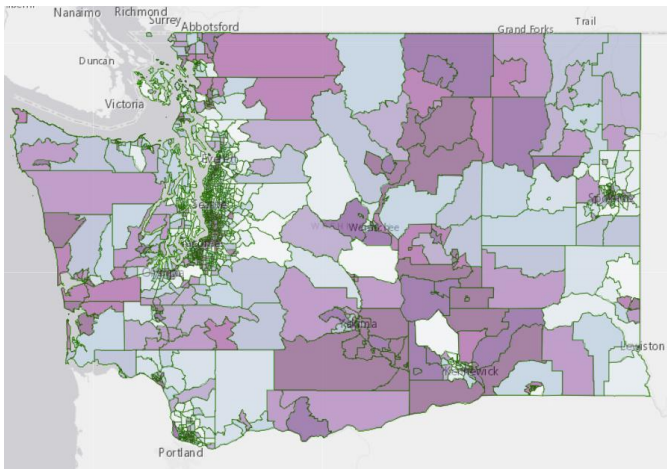
Vulnerable Populations - 2021



Vulnerable Population and Justice 40

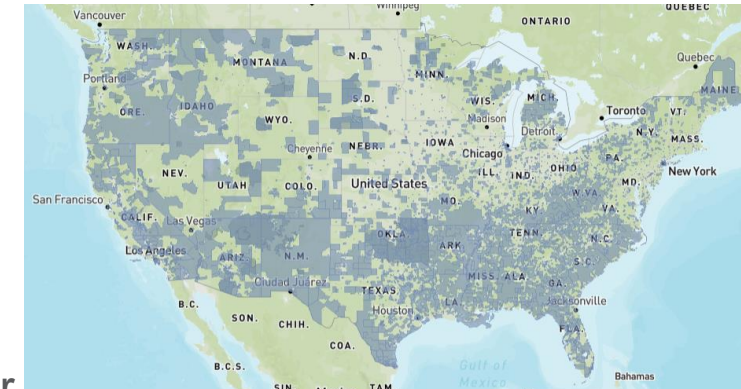
Washington Environmental Health Disparities Map

- Environmental Exposures
- Environmental Effects
- Socioeconomic Factors
- Sensitive Populations

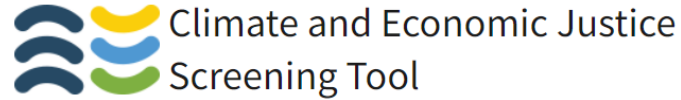


Federal Climate and Economic Justice Screening Map

- Climate Change
- Energy
- Health
- Housing
- Legacy Pollution
- Transportation
- Water and Wastewater
- Workforce Development



Avista's Identification of Vulnerable Populations



The Washington Environmental Health Disparities Map

Washington Tracking Network (WTN)
 4 Categories
 12 Measurements

WTN's mission is to provide health and environmental data and tools, develop partnerships, and inform decision policy and programmatic decisions, with the goal of improving health and health equity in Washington.

<https://chronos.wa.gov/ehd/WTN/About>

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Justice 40
 Climate and Economic Justice Screening Tool

Burden Thresholds: 5
 Associated Socioeconomic thresholds: 30

Census tracts that are overburdened and underserved are highlighted as being disadvantaged. Federally Recognized Tribes, including Alaska Native Villages, are also considered disadvantaged communities.

Health (4) H4P percentile Top of least one of them: - Asthma - Diabetes - Heart disease - Low life expectancy Meet H4P percentile Top five tracts	Climate Change (4) H4P percentile Top of least one of them: - Expanded agriculture loss - Expanded building loss risk - Expanded transportation loss risk - Projected flood risk Meet H4P percentile Top five tracts
Housing (5) H4P percentile Top of least one of them: - Historic underinvestment - Housing need - Lack of green space - Lack of indoor planning - Lead paint Meet H4P percentile Top five tracts	Legacy Pollution (5) H4P percentile Top of least one of them: - Abandoned mine land - Formerly used defense sites - Priority to reuse brown water facilities - Priority to reuse management plan facilities - Priority to reuse land sites Meet H4P percentile Top five tracts
Transportation (3) H4P percentile Top of least one of them: - Diesel particulate matter exposure - Transportation barriers - Traffic congestion and noise Meet H4P percentile Top five tracts	Workforce Development (4) H4P percentile Top of least one of them: - Long-term isolation - Low median income - Poverty - Unemployment Meet H4P percentile Top five tracts
Energy (2) H4P percentile Top of least one of them: - Energy cost - PM 2.5 pollution Meet H4P percentile Top five tracts	Water and Wastewater (2) H4P percentile Top of least one of them: - Loading and storage tanks and releases - Sludge discharge Meet H4P percentile Top five tracts

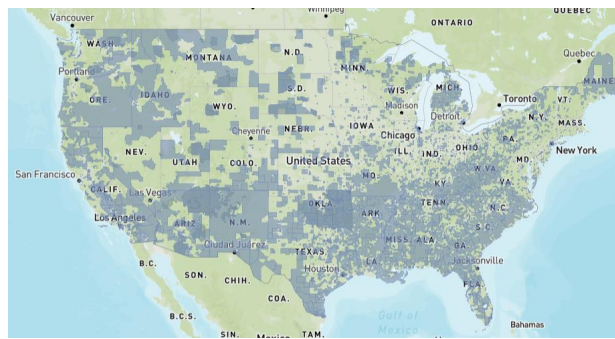
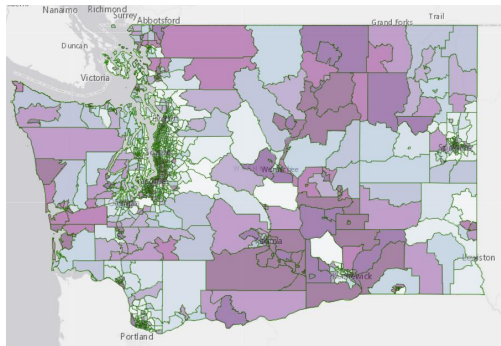
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Vulnerable Population and Justice 40

Legend:
 - Alaska NPS Service Area
 - Justice 40 Disadvantaged Population
 - Justice 40 Disadvantaged Population
 - Justice 40 Disadvantaged Population
 - Justice 40 Disadvantaged Population

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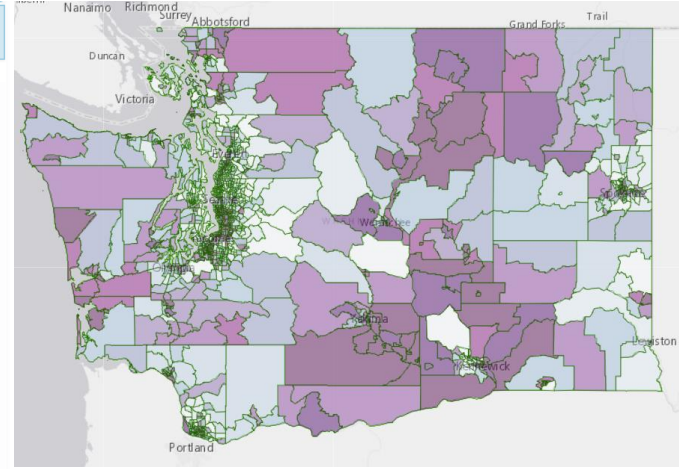
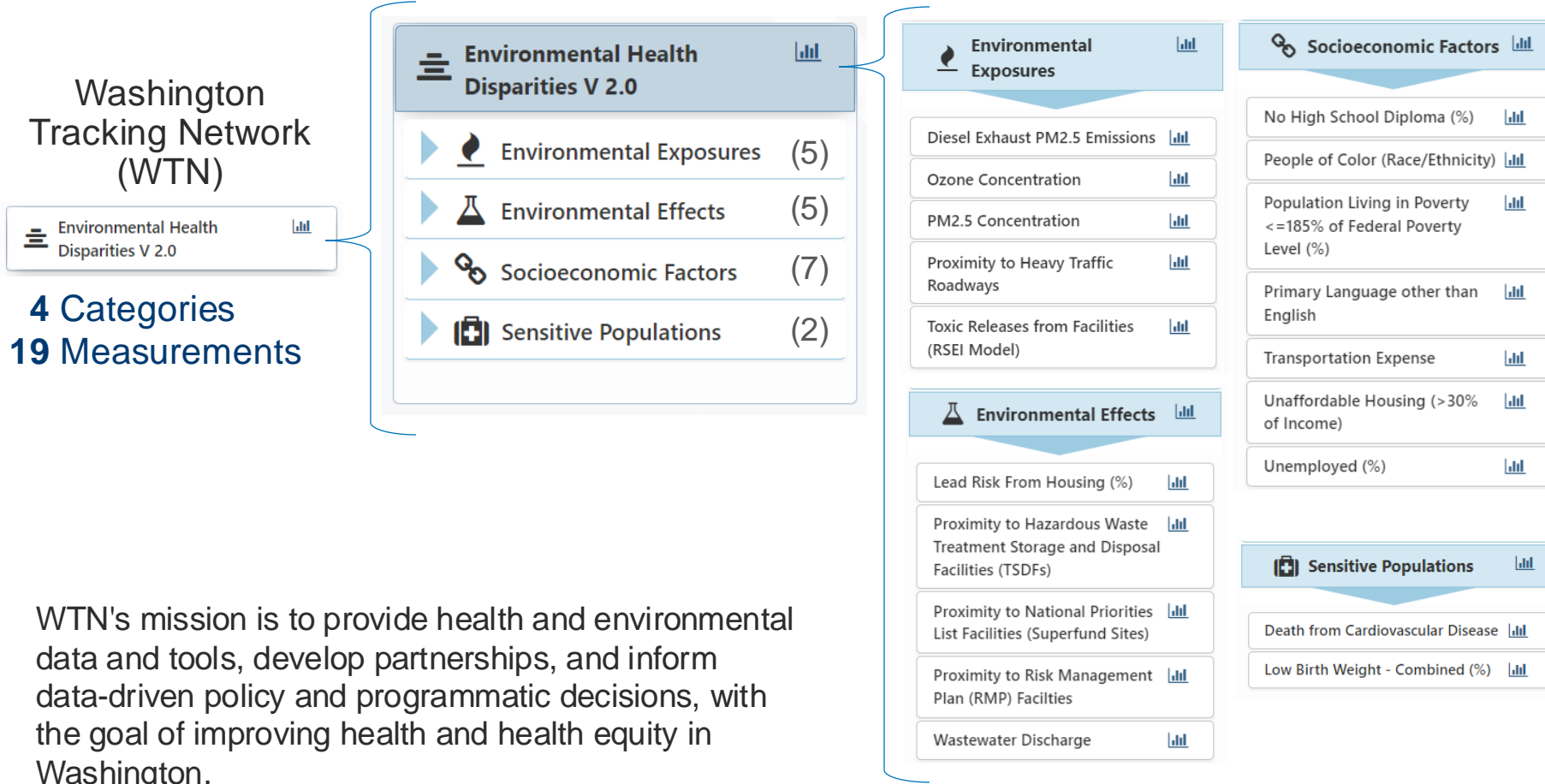


Avista's Map Uses All of the Following Measurements

WTN DHI & Justice 40 Measurements (11) - Asthma - Diabetes - Heart disease - Low life expectancy - PM 2.5 pollution - Diesel particulate matter exposure - Lead paint - Energy cost - PM 2.5 pollution - Long-term isolation - Low median income - Poverty - Unemployment - Historic underinvestment - Housing need - Lack of green space - Lack of indoor planning - Lead paint - Energy cost - PM 2.5 pollution - Long-term isolation - Low median income - Poverty - Unemployment	WTN DHI Measurements (4) - Asthma - Diabetes - Heart disease - Low life expectancy - PM 2.5 pollution - Diesel particulate matter exposure - Lead paint - Energy cost - PM 2.5 pollution - Long-term isolation - Low median income - Poverty - Unemployment	Justice 40 Measurements (17) - Abandoned mine land - Formerly used defense sites - Priority to reuse brown water facilities - Priority to reuse management plan facilities - Priority to reuse land sites - Diesel particulate matter exposure - Sludge discharge - Energy cost - PM 2.5 pollution - Long-term isolation - Low median income - Poverty - Unemployment - Historic underinvestment - Housing need - Lack of green space - Lack of indoor planning - Lead paint - Energy cost - PM 2.5 pollution - Long-term isolation - Low median income - Poverty - Unemployment
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The Washington Environmental Health Disparities Map



WTN's mission is to provide health and environmental data and tools, develop partnerships, and inform data-driven policy and programmatic decisions, with the goal of improving health and health equity in Washington.

<https://fortress.wa.gov/doh/wtnibl/WTNIBL/Map/EHD>

- The Washington Environmental Health Disparities Map evaluates environmental health risk factors in communities.
- It estimates a cumulative environmental health impact score for each census tract reflecting pollutant exposures and factors that affect people's vulnerability to environmental pollution.

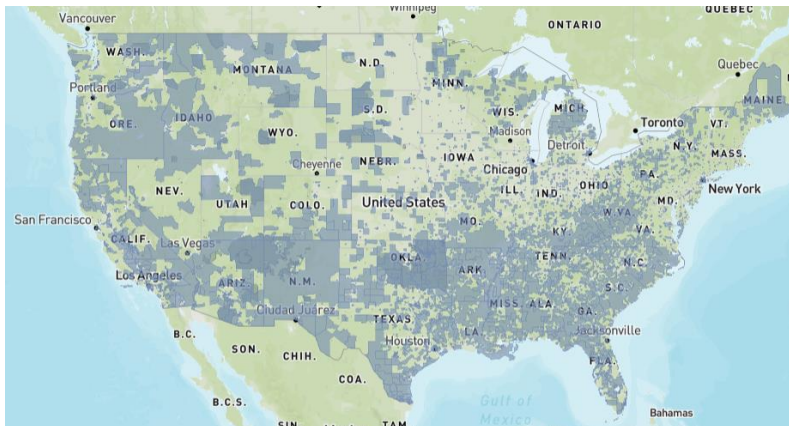
Justice 40

Climate and Economic Justice Screening Tool

Burden Thresholds 8

Associated Socioeconomic thresholds 30

Census tracts that are overburdened and underserved are highlighted as being disadvantaged. Federally Recognized Tribes, including Alaska Native Villages, are also considered disadvantaged communities.



Health (4)

≥90th percentile for at least one of these:

- Asthma
- Diabetes
- Heart disease
- Low life expectancy

And ≥65th percentile for low income

Housing (5)

≥90th percentile for at least one of these:

- Historic underinvestment
- Housing cost
- Lack of green space
- Lack of indoor plumbing
- Lead paint

And ≥65th percentile for low income

Transportation (3)

≥90th percentile for at least one of these:

- Diesel particulate matter exposure
- Transportation barriers
- Traffic proximity and volume

And ≥65th percentile for low income

Energy (2)

≥90th percentile for at least one of these:

- Energy Cost
- PM 2.5 in the air

And ≥ 65th percentile for low income

Climate Change (4)

≥90th percentile for at least one of these:

- Expected agriculture loss
- Expected building loss rate
- Expected population loss rate
- Projected flood risk

And ≥65th percentile for low income

Legacy Pollution (5)

≥90th percentile for at least one of these:

- Abandoned mine land
- Formerly used defense sites
- Proximity to hazardous waste facilities
- Proximity to risk management plan facilities
- Proximity to Superfund sites

And ≥65th percentile for low income

Workforce Development (4)

≥90th percentile for at least one of these:

- Linguistic isolation
- Low median income
- Poverty
- Unemployment

And <10% High School education

Water and Wastewater (2)



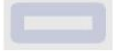



≥90th percentile for at least one of these:

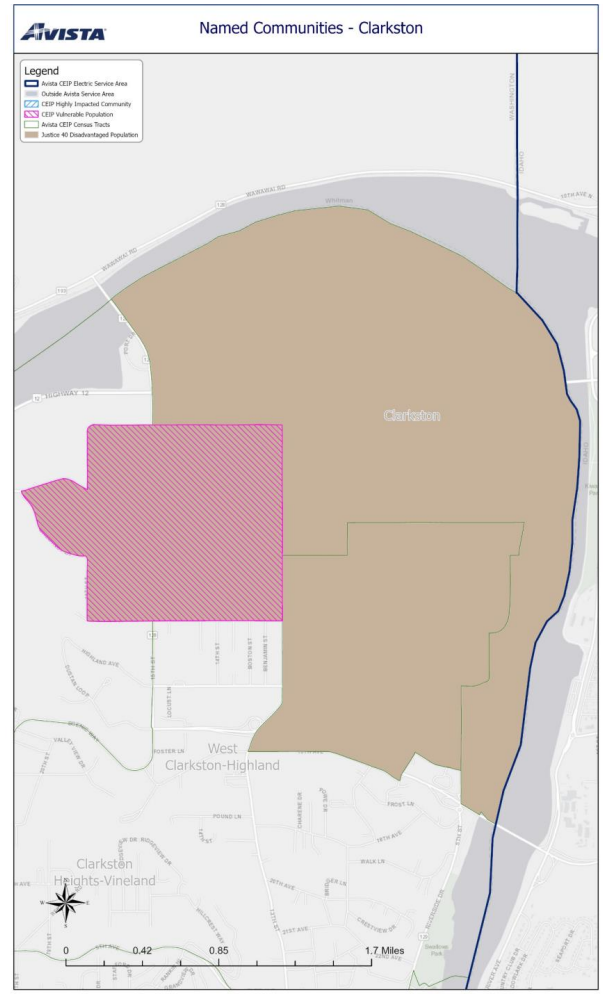
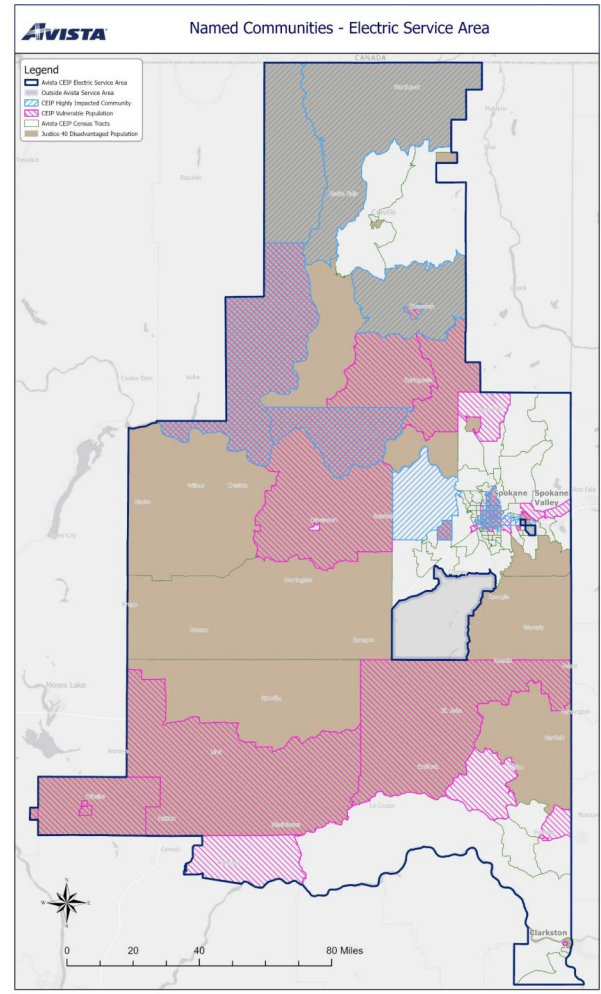
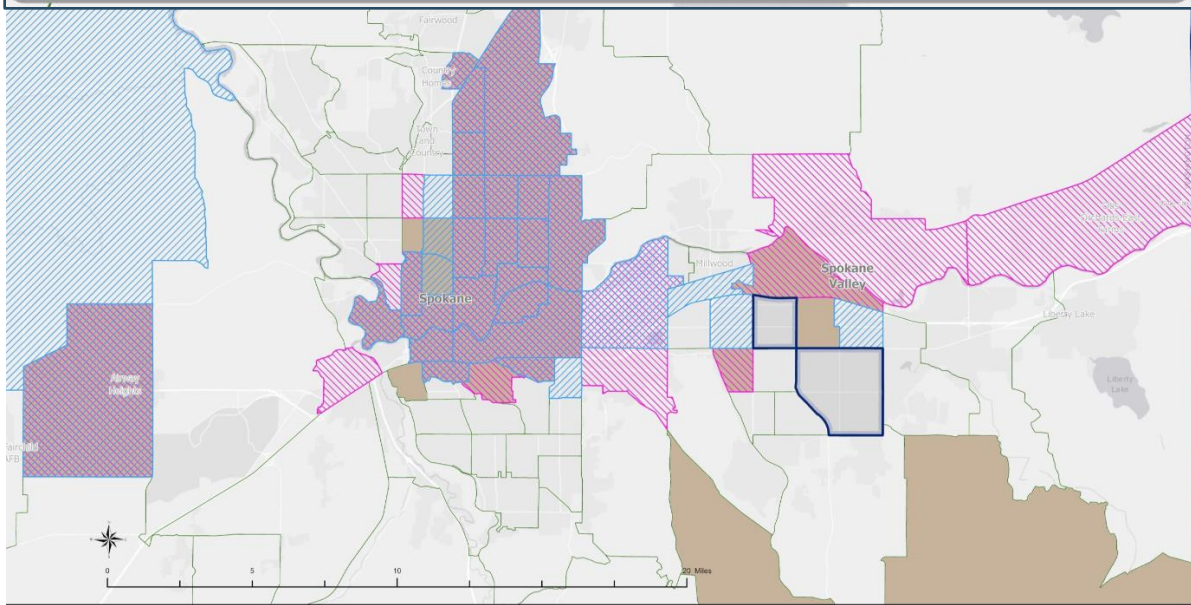
- Underground storage tanks and releases
- Waste discharge

And ≥65th percentile for low income

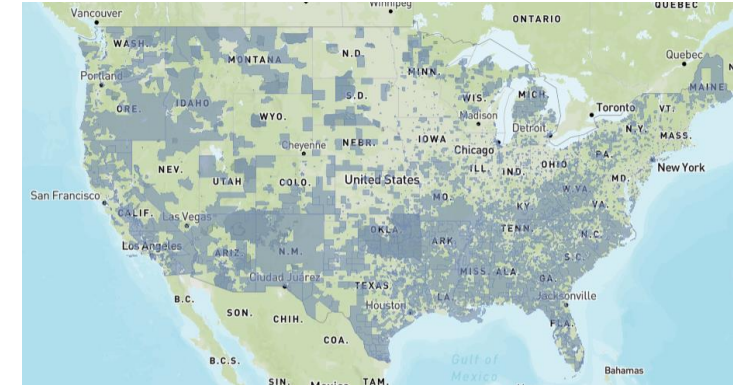
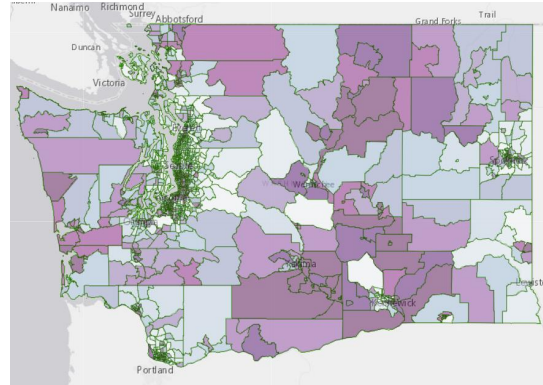
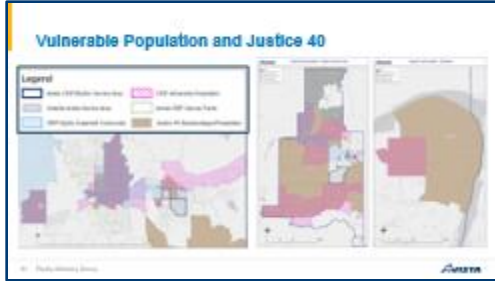
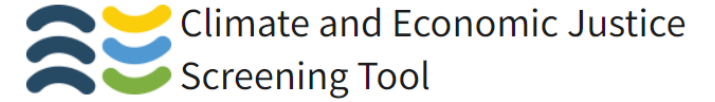
Vulnerable Population and Justice 40

Legend

-  Avista CEIP Electric Service Area
-  CEIP Vulnerable Population
-  Outside Avista Service Area
-  Avista CEIP Census Tracts
-  CEIP Highly Impacted Community
-  Justice 40 Disadvantaged Population



Avista's Map Uses All of the Following Measurements



Same

Unique

Unique

WA DOH & Justice 40 Measurements (11)

- Unemployed %
- Proximity to risk management plan facilities
- Proximity to hazardous waste treatment facilities
- Toxic releases from facilities
- Poverty
- Populations near heavy traffic
- PM 2.5 concentration
- Diesel particulate matter exposure
- Limited English (Linguistic isolation)
- Lead paint
- Unaffordable Housing (>30% of income)

WA DOH Measurements (4)

- Low birth weight
- No high school diploma
- People of color
- Wastewater discharge

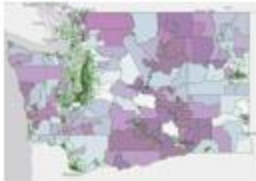
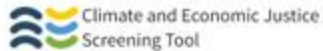


Justice40 Measurements (17)

- Abandoned mine land
- Asthma
- Diabetes
- Energy Costs
- Expected agriculture loss
- Expected population loss rate
- Formerly used defense sites
- Historic underinvestment
- Lack of green space
- Lack of indoor plumbing
- Low life expectancy
- Projected flood risk
- Proximity to Superfund sites
- Transportation barriers
- Underground storage tanks and releases
- Waste discharge

What's Missing?

Avista's Map Uses All of the Following Measurements



Same

Unique

Unique

WA DOH & Justice 40 Measurements (11)

- Unemployed %
- Proximity to risk management plan facilities
- Proximity to hazardous waste treatment facilities
- Toxic releases from facilities
- Poverty
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- Transportation barriers
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- Waste discharge





Multi-Language Efforts

Alvaro Figueroa, Customer Solutions Program Manager

October 2024

Contents

- *Multi-Language Overview*
- *Our Customers*
- *Customer Facing Channels*
- *Foundation, Organization*
- *Language Projects*
- *Multi-Language Roadmap*



Overview

Multi-Language Strategy (MLS)

Avista is identifying opportunities using a holistic approach for multi-language needs. The objective of the MLS is to solution around effective long-term organizational changes and project implementations to provide adequate assistance, information, and accessibility for non-English speaking customers.

Our goal is to build a multi-language roadmap to help meet **customer needs**, and legislative requirements as set forth by the public utility commissions (PUCs) and other government bodies. This includes evaluating options to translate customer facing channels such as the website, mobile app, the IVR, and more. The success of the new translated customer facing channels will increase self-service success rates and reduce hands-on assistance to resolve customer questions and concerns.

The MLS is designed to be a strong foundation for Avista to continue meeting changing customer needs, demands, and preferences.



Multi-Language Charter, est. Aug. 2023

Purpose

- To align on multi-language needs and define a strategy for serving Avista's diverse community. This strategy aims to identify problem statement(s) and evaluate multi-language customer needs.

Scope

- Create definitions, identify requirements, analyze current processes, implement changes, establish success metrics, and establish a program-level roadmap.

How

- Establishing a sustainable model that incorporates ongoing assessment of multi-language needs, value, and processes. This includes creating metrics, and accountability for the multi-language strategy roadmap.

Key factors in multi-language decision making process



Cost



Platforms



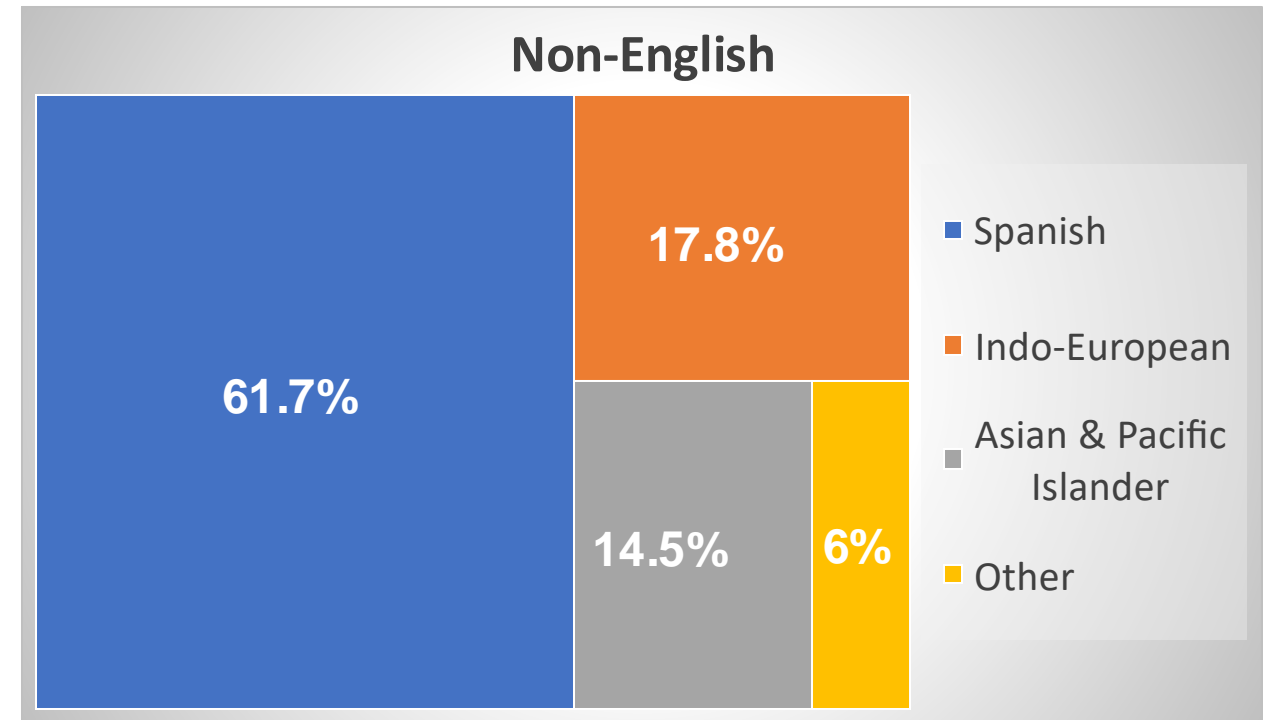
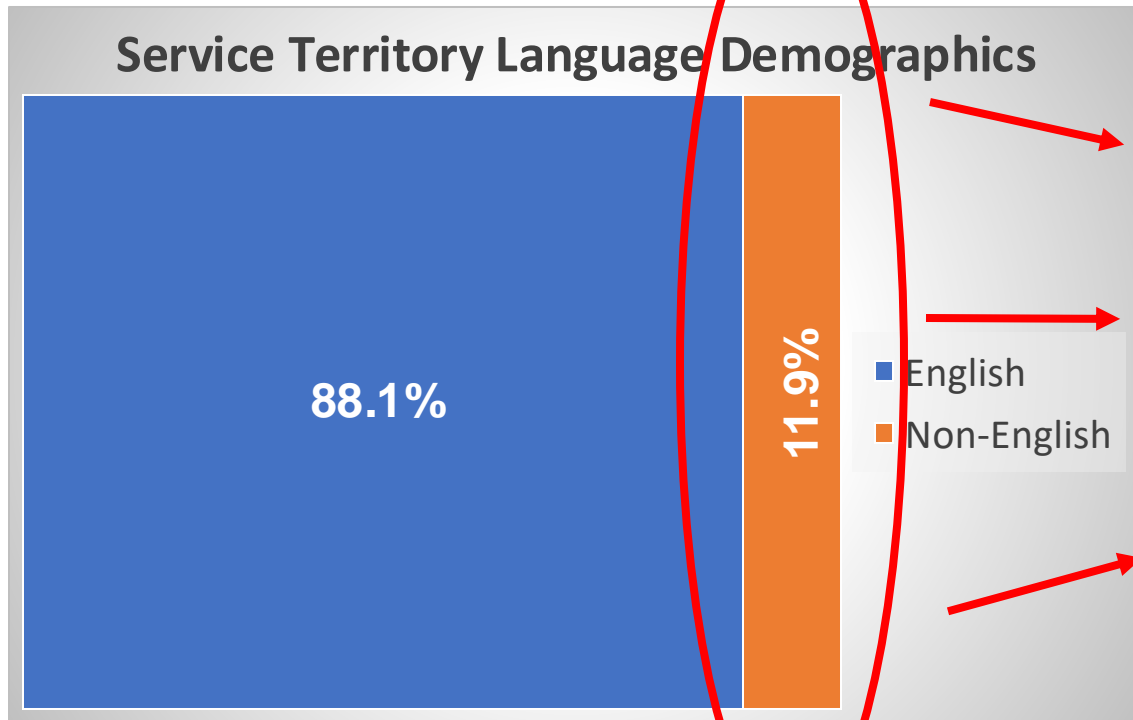
Languages



of Languages

Language, By the Numbers

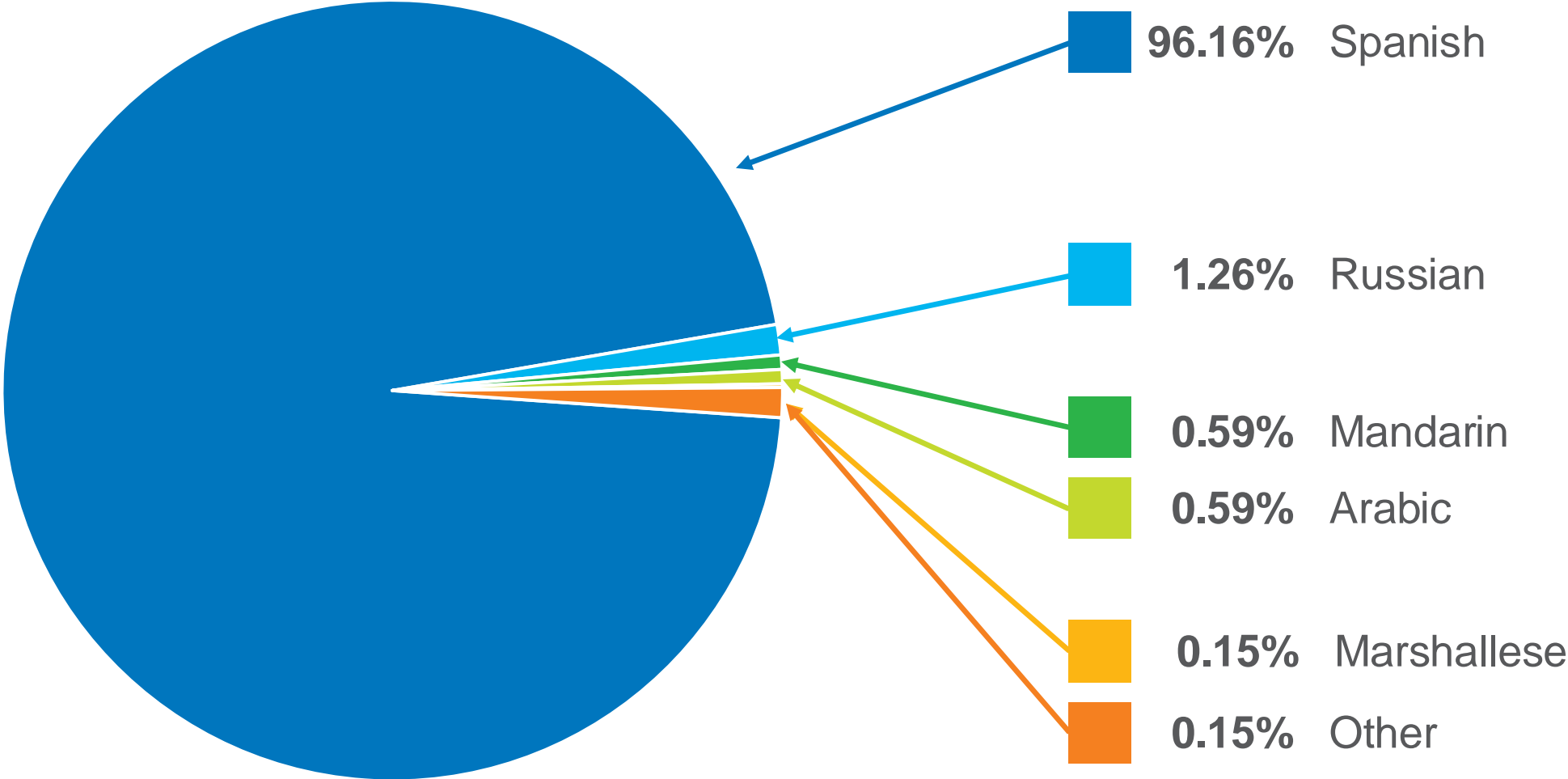
Service Territory Language Demographics – 2018-2022



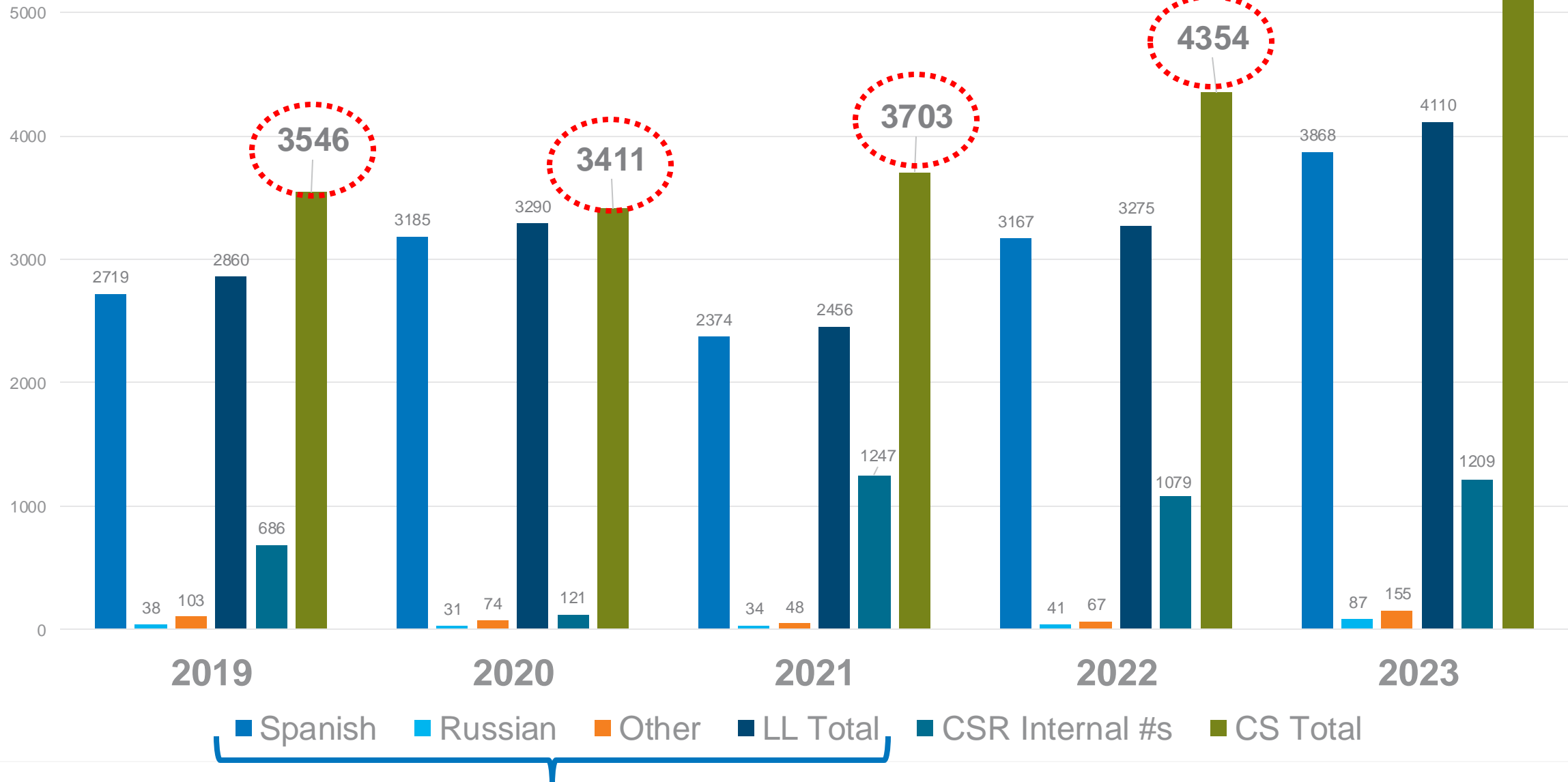
Language Line

Year	2019	2020	2021	2022	2023
% Non-English	0.15%	0.19%	0.15%	0.20%	0.23%
% English	99.85%	99.81%	99.85%	99.80%	99.77%

5 Year % Non-English Average - 2019-2023



Language Line Service- Count, 2019-2023



Most Commonly Spoken Language Other than English



Slate

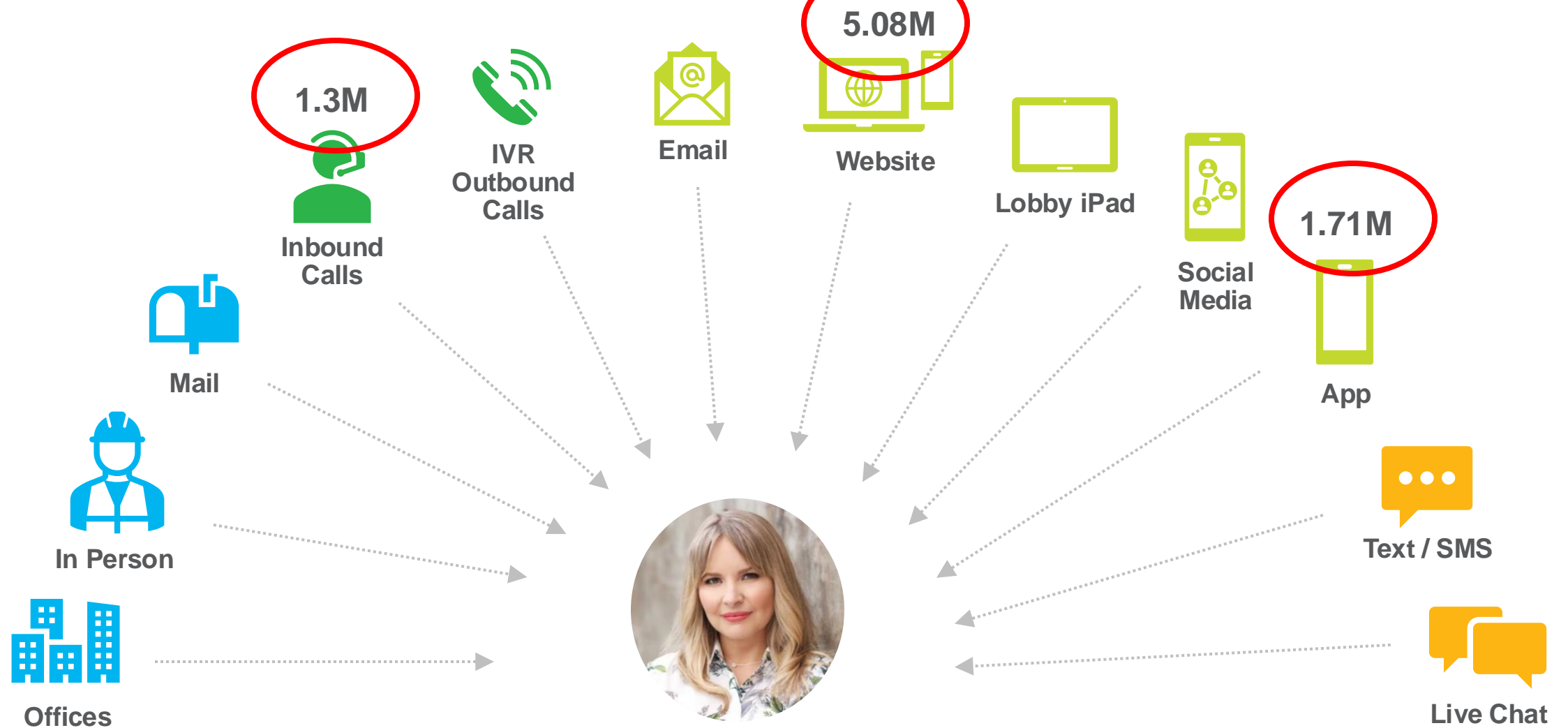
Most Commonly Spoken Language Other than English or Spanish



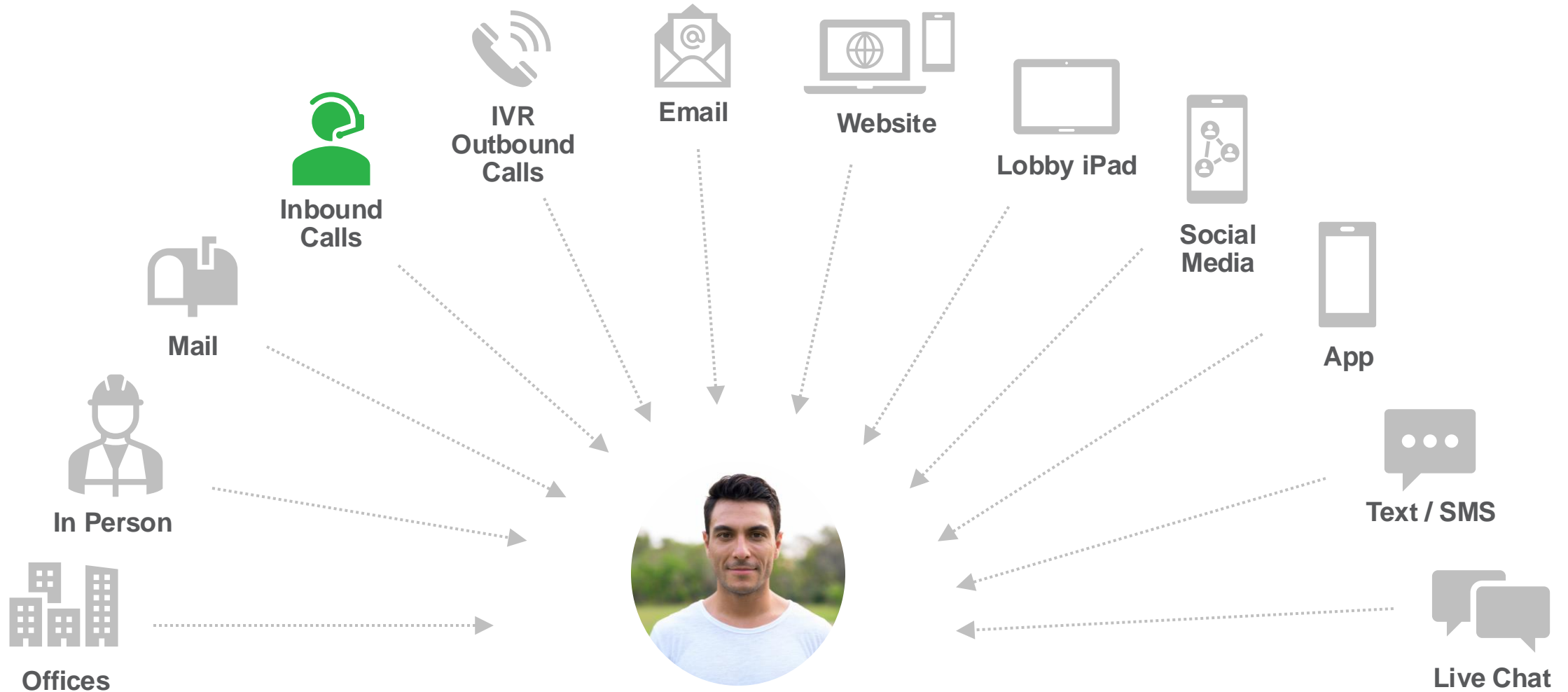
Slate

Customer Facing Channels

Avista-Customer Interaction Opportunities



Avista Multi-Customer Interaction Opportunities



Building Blocks

Core Team Exercise - what does progress look like, what does success look like, what does customer experience mean to you in the lens of a non-English speaker?

Customer: Language Access Across Our Channels

<p>Sherry Amodeo</p> <p>Translating all printed materials in customers preferred language</p> <p>👍 1</p>	<p>Sherry Amodeo</p> <p>live translations for customers during Avista sponsored/hosted public events</p> <p>👍 1</p>	<p>Hollan, Matt</p> <p>customer success: we 'meet customers where they are' and they're able to execute core functions with us in their preferred language.</p>	<p>Sherry Amodeo</p> <p>Customer success: we are reaching customers using their preferred language (verifiable)</p> <p>👍 1</p>	<p>Wahli, Jenise</p> <p>An auto-logged customer the thing that would be important to this is my bill, contact outage, and ability to report an issue (page/bug/ emergency) in my language so that I understand but I should not be limited to those areas and should have the same opportunities as english speaking customers</p>
<p>Max Calhoun</p> <p>Customer can watch Avista videos in their preferred language</p> <p>👍 1</p>	<p>Max Calhoun</p> <p>Customer can self-serve with view outage status, report outage</p>	<p>Max Calhoun</p> <p>Customer can receive email in their preferred language</p>	<p>Max Calhoun</p> <p>Customer can receive texts in their preferred language</p>	<p>Max Calhoun</p> <p>Customers must be able to make payments easily in our channels</p>
<p>Max Calhoun</p> <p>Customer can view the website in their preferred language</p>	<p>Russ, Keith</p> <p>Customers can interact with the contact center in multi languages via phone, chat and email.</p>	<p>Russ, Keith</p> <p>Customers receive bills and print materials in their preferred language.</p>	<p>Max Calhoun</p> <p>We need to have other documents in Spanish, not just our collection notices</p>	

Internal Language Needs

<p>Russ, Keith</p> <p>Better ways for employees in the field to communicate in different languages</p> <p>👍 1</p>	<p>Hollan, Matt</p> <p>A model that is usable across depts.</p> <p>👍 1</p>	<p>Max Calhoun</p> <p>Spanish CSRs can onboard quickly through assessment of their spanish ability</p>	<p>Max Calhoun</p> <p>Spanish CSRs can have an easy way to track their time and get paid in Ultipro correctly</p>
<p>Max Calhoun</p> <p>Spanish CSRs need to be more available for our customers. Our customers appreciate them over Language Line</p>	<p>Max Calhoun</p> <p>Need to attract & retain more Spanish CSRs. (currently down to 1 Spanish CSR, was at 4)</p>		

Process

<p>Erin, Felicia</p> <p>Wherever offered - Create sustaining processes, platforms</p>	<p>Wahli, Jenise</p> <p>Clear process for how we test and then continue to support multilingual channels</p>	<p>Hollan, Matt</p> <p>Definition of multilanguage support model (who translates, what's the QA process?)</p> <p>👍 1</p>	<p>Russ, Keith</p> <p>What's the best approach...Having Avista doing the work or having the work done, managed and QA'd by an outside entity like a Language Line. What's our need versus cost tolerance?</p>	<p>Sherry Amodeo</p> <p>We include change management into this project.</p>	<p>Sherry Amodeo</p> <p>ability to reliably store customer preferences easily for all customers</p>
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Requirements

<p>Sherry Amodeo</p> <p>Having set goals and deadlines that we meet to show progress towards are customers and the WUTC, and other commissions</p>	<p>Wahli, Jenise</p> <p>Clear requirements</p>	<p>Hollan, Matt</p> <p>Defined Organizational strategy for multilanguage</p>	<p>Wahli, Jenise</p> <p>Prioritize efforts</p>	<p>Sherry Amodeo</p> <p>Understanding how this work plays into our organizational key strategies and values</p>	<p>Sherry Amodeo</p> <p>Ice cream social after the work is done.</p>
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Customer Facing Impacts

<p>Hollan, Matt</p> <p>Definition of what channels multilange will be supported on</p>	<p>Erin, Felicia, Figueroa, Max</p> <p>Agree to the scope of multilingual channels and languages</p> <p><i>Duplicate</i></p>	<p>Sherry Amodeo</p> <p>website/mobile app translation preferences</p>	<p>Erin, Felicia</p> <p>[Internal Success]</p> <p>Developing a clear understanding of of CX vs Affordability relating to multilingual</p>
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Capacity

<p>Russ, Keith</p> <p>What is the reality of how many languages we can support?</p>	<p>Erin, Felicia, Figueroa, Max</p> <p>Agree to the scope of multilingual channels and languages</p> <p><i>Duplicate</i></p>	<p>Hollan, Matt</p> <p>Definition of what languages we officially support</p>
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Mobile App



Mia Catherine
Customer can watch Avista videos in their preferred language

Quincy Aranda
website/mobile app translation preferences

Mia Catherine
Customer can view the website in their preferred language

Email



Rust Keith
Customers can interact with the contact center in multi languages via phone, chat and email.

Mia Catherine
Customer can receive email in their preferred language

Process



Kegan Parker
Wherever offered - Create sustaining processes, platforms

Wahid Javica
Clear process for how we test and then continue to support multilingual channels

Rust Keith
What's the best approach...Having Avista doing the work or having the work done, managed and QA'd by an outside entity like a Language Line. What's our need versus tolerance?

Bradley Tanara
We include change management into this project.

Rigera Alvaro
Creating metrics and how to determine if meeting expectations

Text Communication

IVR



Safety



MLS Model



Mia Catherine
Customer can receive texts in their preferred language

Rigera Alvaro
Outbound - planned outages, unplanned outages, etc.

Mia Catherine
Customer can self-serve with view outage status, report outage

Hollan Matt
Definition of multilanguage support model (who translates, what's the QA process)

Hollan Matt
A model that is usable across depts.

Hollan Matt
Defined Organizational strategy for multilanguage

Requirements



Bradley Tanara
Having set goals and deadlines that we meet to show progress towards are customers and the WUTC, and other commissions

Wahid Javica
Clear requirements

Wahid Javica
Prioritize efforts

Bradley Tanara
Understanding how this work plays into our organizational key strategies and values

Rigera Alvaro
American Disabilities Act (ADA) requirements - compliance

Kegan Parker, Rigera Alvaro
[Internal Success]
Developing a clear understanding of customer experience vs Affordability relating to multilingual.

Payments

Internal Needs



Call Center Opportunities



Customer Facing Impacts



Rita Andrus
Customers must be able to make payments easily in our channels

Rust Keith
Better ways for employees in the field to communicate in different languages

Rita Andrus
Spanish CSRs need to be more available for our customers. Our customers appreciate them over Language Line

Rita Andrus
Need to attract & retain more Spanish CSRs. (currently down to 1 Spanish CSR, was at 4)

Rita Andrus
Spanish CSRs can onboard quickly through assessment of their spanish ability

Rita Andrus
Spanish CSRs can have an easy way to track their time and get paid in Ultipro correctly

Hollan Matt
Definition of what channels multilanguage will be supported on

Kegan Parker, Rigera Alvaro
Agree to the scope of multilingual channels and languages
Duplicate

Quincy Aranda
ability to reliably store customer preferences easily for all customers

Quincy Aranda
Customer success: we are reaching customers using their preferred language (verifiable)

Hollan Matt
customer success: we 'meet customers where they are' and they're able to execute core functions with us in their preferred language.

Print Materials - Bills & Notices

Event Language Support

Capacity & MLS Support

Quincy Aranda
Translating all printed materials in customers preferred language

Rita Andrus
We need to have other documents in Spanish, not just our collection notices

Rust Keith
Customers receive bills and print materials in their preferred language.

Wahid Javica
As a non-english customer the things that would be important to me is my bill, collection notices, and ability to report an issue (outage/gas emergency) in my language so that I understand but I should not be limited to these areas and should have the same opportunities as english speaking customers

Quincy Aranda
live translations for customers during Avista sponsored/hosted public events

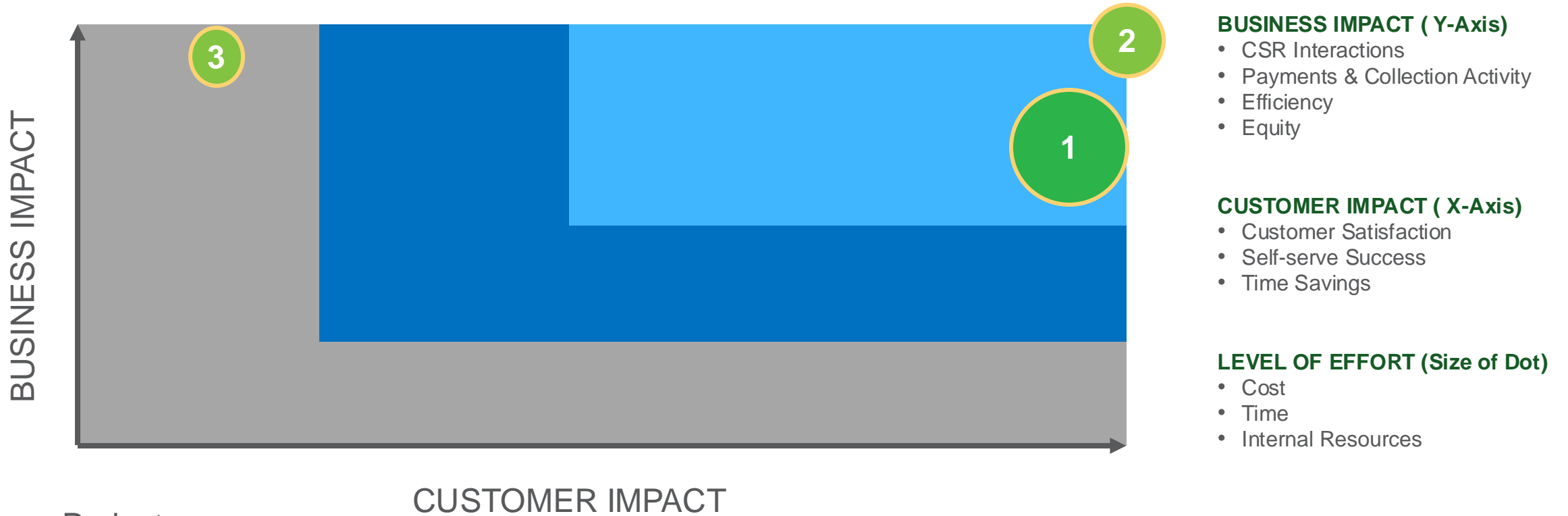
Rust Keith
What is the reality of how many languages we can support?

Kegan Parker, Rigera Alvaro
Agree to the scope of multilingual channels and languages
Duplicate

Hollan Matt
Definition of what languages we officially support

Rigera Alvaro
ASL opportunity - lobby experience

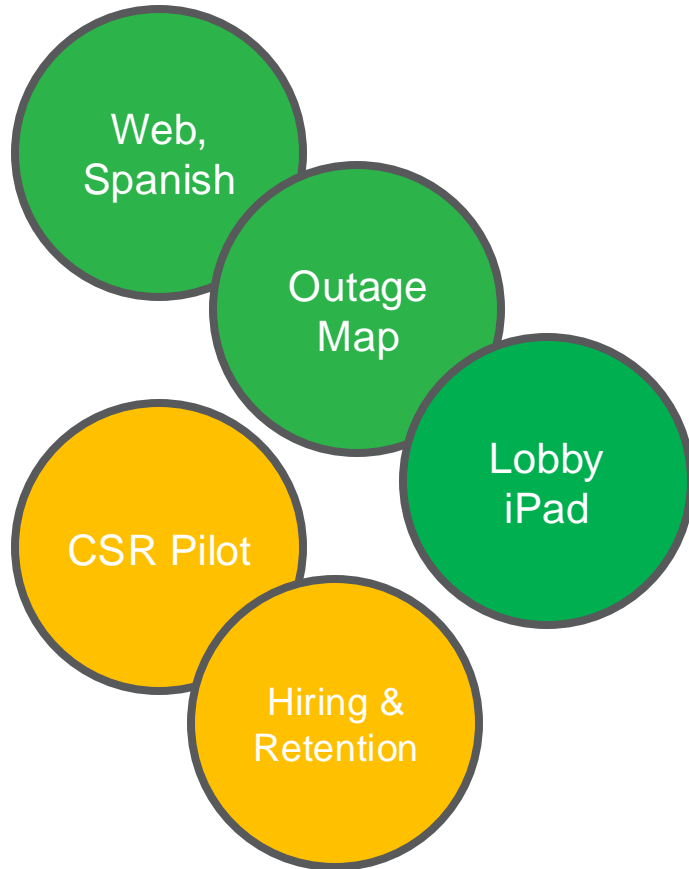
Roadmap | Opportunity Scoring and Mapping



- Projects
1. Myavista.com Phase 1
 2. Avista Outage Map
 3. Lobby iPad

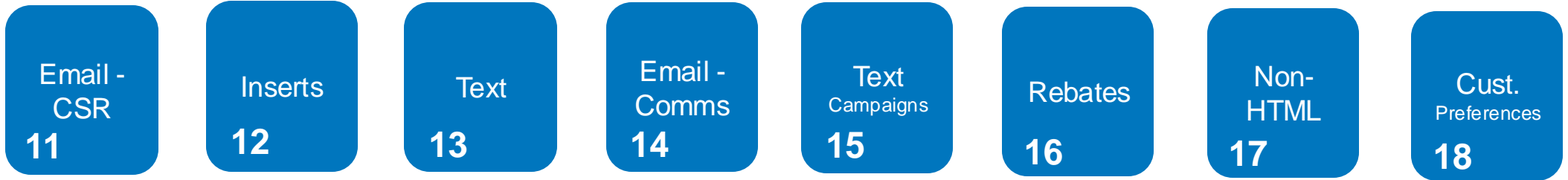


MLS Priority

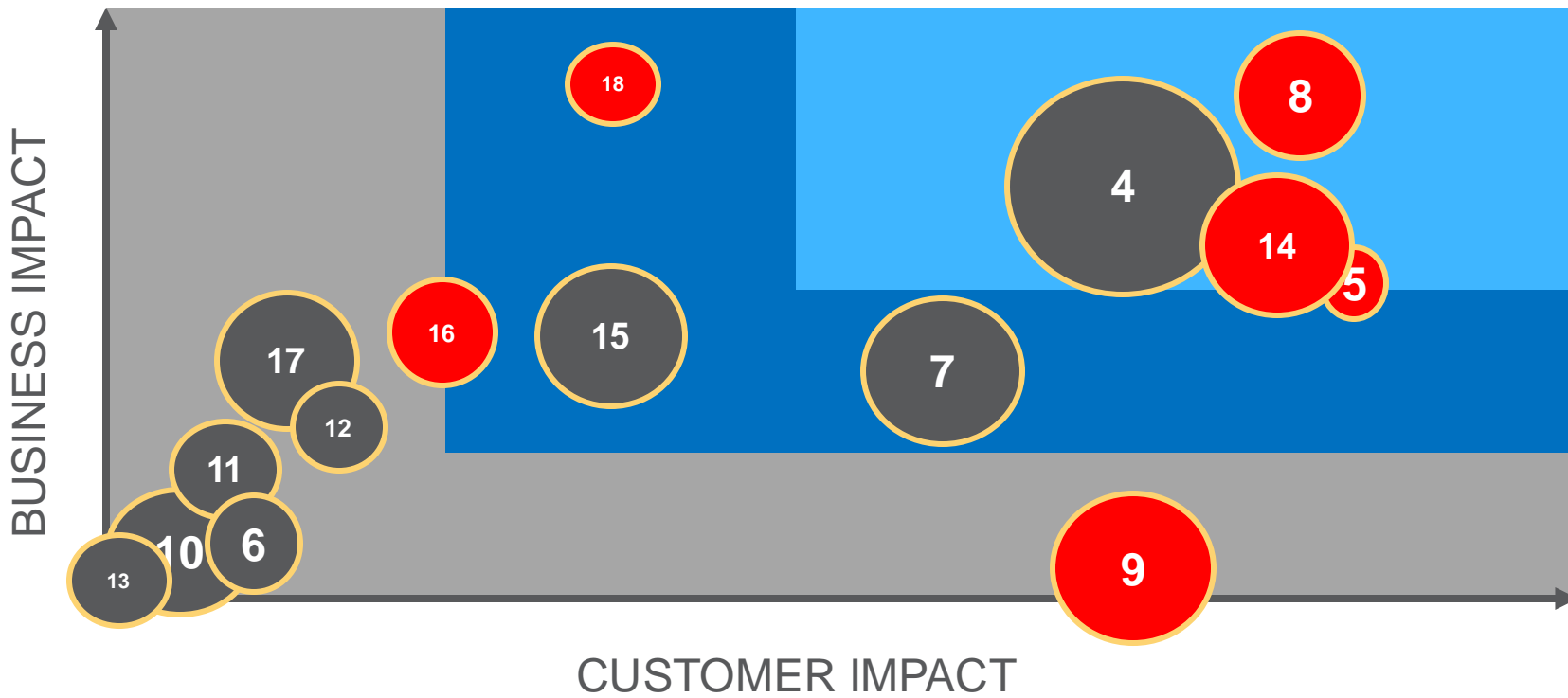


Project prioritization
underway-

1. **(Complete) Myavista.com Phase 1 (Spanish)**
2. **(Complete) Avista Outage Map**
3. **(Complete) Lobby iPad**
4. [1] Spanish Automated Phone System
5. [1] Bills
6. [1] Email – External Communications
7. [1] Notices & Letters
8. [2] Text Campaigns
9. [2] Avista Mobile App
10. [2] Customer Language Preferences
11. [2] Rebates
12. [3] Myavista.com, **Russian**
13. [3] Bidgely – energy usage vendor on website
14. [3] Non-HTML, Web
15. [3] Bill Inserts
16. [3] Email – CSR-facing Communications
17. [3] Chat
18. [3] Two Way Text



ROADMAP | OPPORTUNITY SCORING AND MAPPING



BUSINESS IMPACT (Y-Axis)

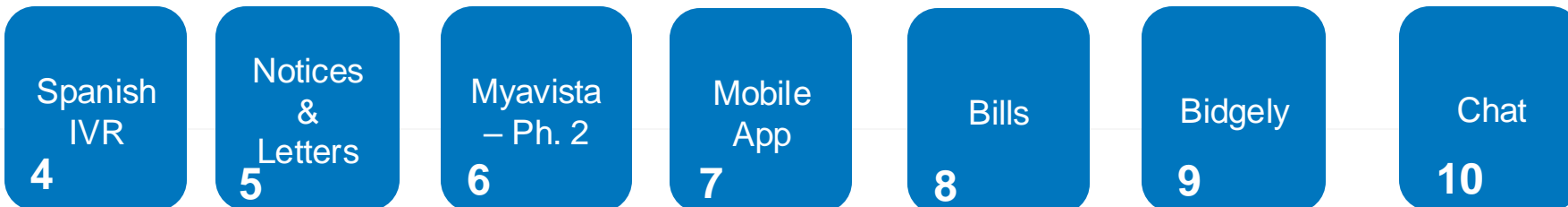
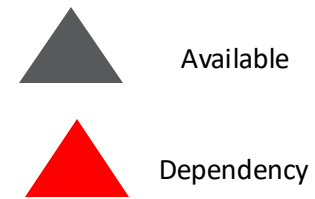
- CSR Interactions
- Payments & Collection Activity
- Efficiency
- Equity

CUSTOMER IMPACT (X-Axis)

- Customer Satisfaction
- Self-serve Success
- Time Savings
- Awareness
- Empowering understanding (kids)

LEVEL OF EFFORT (Size of Dot)

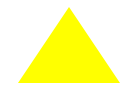
- Cost
- Time
- Internal Resources



PROJECT	SPANISH	RUSSIAN	ARABIC	MANDARIN	UKRAINIAN	VIETNAMESE	MARSHALLESE	DARI
MYAVISTA.COM	April-24							
SPANISH IVR								
AVISTA BILLS								
EMAIL - COMMUNICATIONS								
NOTICES & LETTERS	August-21	+	+	+	+	+	+	+
TEXT CAMPAIGNS								
MOBILE APP	+		+	+				
CUSTOMER PREFERENCES								
REBATES								
IN PERSON PAYMENT SOLUTION	September-24							
STORM CENTER	June-24							
BIDGELY								
Non-HTML (Web)								
INSERTS								
EMAIL - CSR								
CHAT SUPPORT								
TWO WAY TEXT								



Executed



Available



Not Available



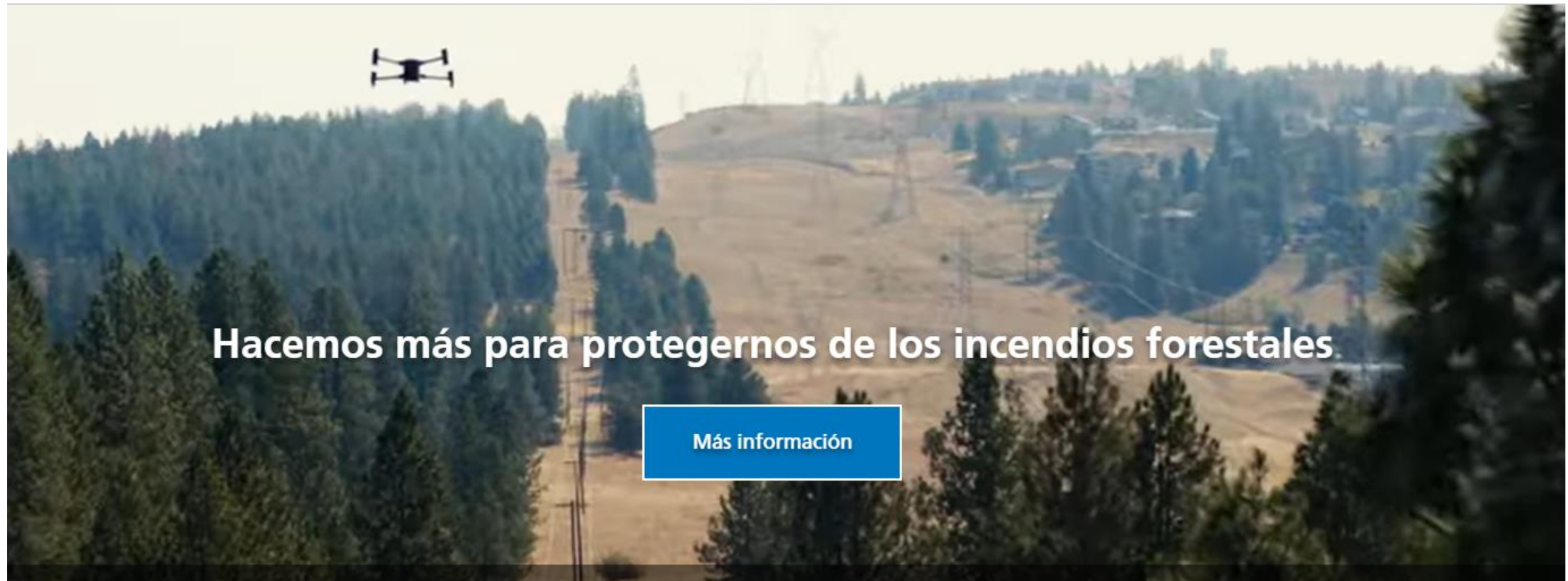
Dependency



Needs More Discovery

Myavista.com

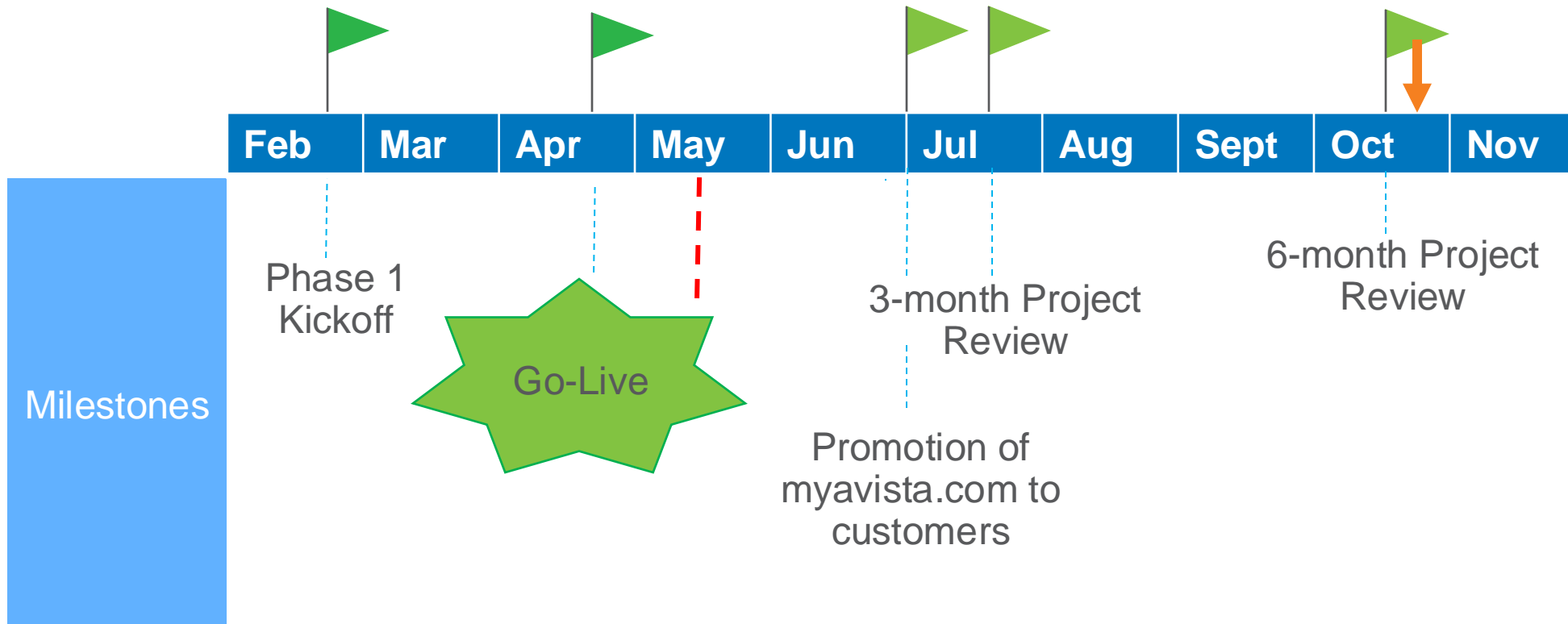
Cuenta: 8843650000 Dirección: 611 S Custer Rd



Hacemos más para protegernos de los incendios forestales

[Más información](#)[Pague su factura](#)[Entrada y salida](#)[Informar de una interrupción](#)[Informar de una fuga de gas](#)[¿Nuevo cliente?](#)

2024 Project Timeline: Spanish Myavista.com



2024 Apr. – Sept.

Month	Unique Page Visits
A	1955
M	2,470*
J	777*
J	6,100
A	6,309
S	4,052

"It's awesome to know you're making it easier for customers who have a language barrier to be able to receive the assistance in Spanish. Thanks to you and Avista"

"Spanish website will be helpful"



"It's good to hear Avista is providing Spanish services"

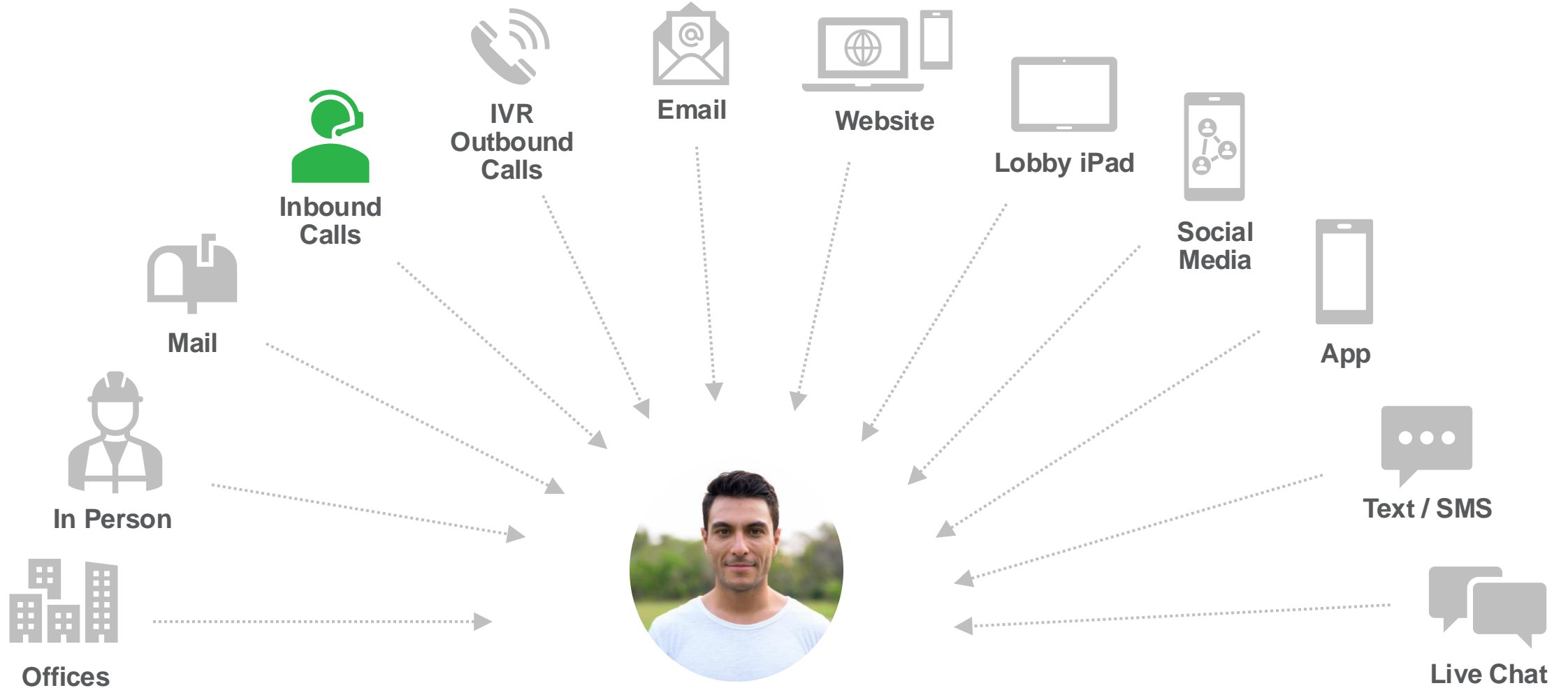
"My kids are the ones that help me if I don't understand but it's nice to be able to call in and have my questions answered in Spanish"

"It's good to know there's a Spanish website now available"

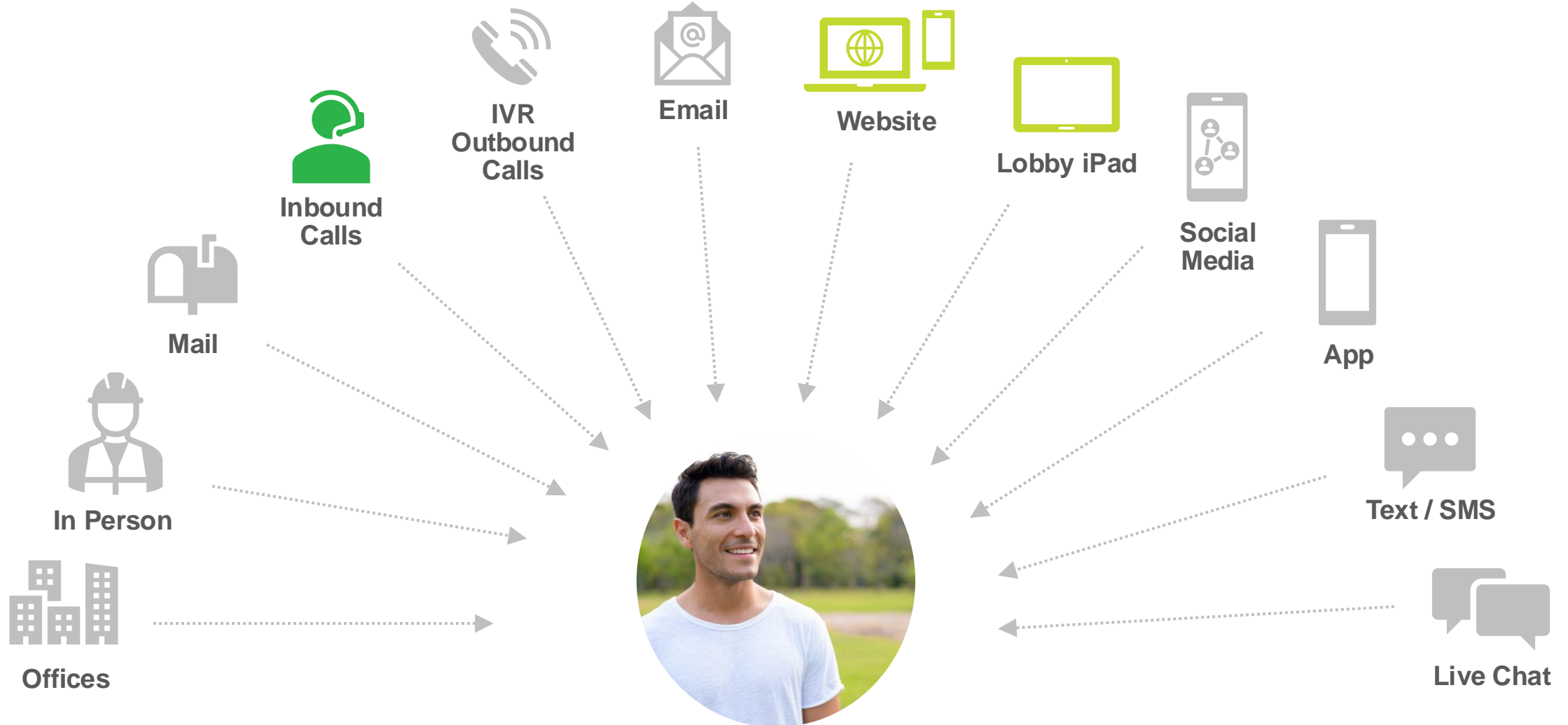
"We appreciate the help for us that don't speak English. It makes it so much easier"

"I wasn't aware of the online options. I will definitely be using the website or even app so my payments post same day and don't have to worry or be charged a service fee"

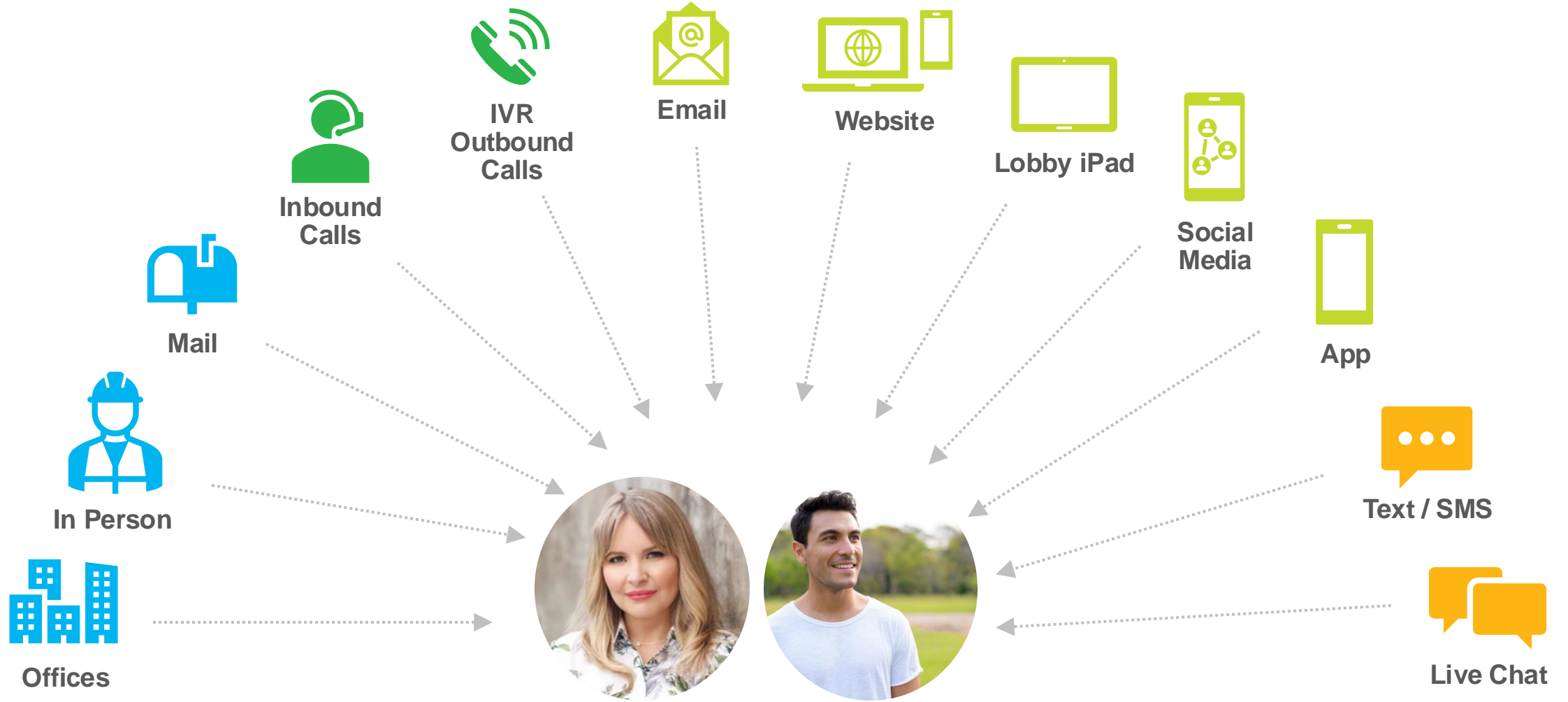
Avista Multi-Customer Interaction Opportunities



Avista-Customer Interaction Opportunities, Spanish



Avista-Customer Interaction Opportunities



Multi-Language Roadmap

Multi-Language Roadmap

2005 to Present

2021

2023

2024

Est. 2025



- ✓ MLS CSRs, 3rd Party Interpreters, and Text Telephone Devices (TTY/TDD)



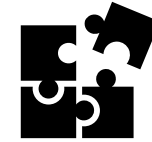
- ✓ Past due & Final Notice *Spanish*



- ✓ Multi-Language Strategy Team



- ✓ Myavista.com, *Spanish*



Spanish automated phone system

- ✓ Multi-Language Mobile App Discovery

- ✓ Storm Center, Outage Map *Spanish*

Myavista.com, *Russian*

- ✓ Multi-Language Web Discovery

- ✓ In-Person Payment Solution *Spanish*

MLS Strategy Adoption(s)

Recommendations

- 1) **[Strategy]** As a utility, we are adopting **Spanish** as the second official language for customer facing channels and customer services. We understand we have diverse linguistic customers living in our service territory, and our approach is to focus on the largest non-English linguistic customer demographic – Spanish – and continue to evaluate other languages to eliminate communication gaps and improve services.
- 2) **[Project]** The multi-language team recommends **Russian** as the third language to be released on myavista.com following phase 1 (Spanish) business requirements.
- 3) **[Project]** The multi-language team recommends to move forward with the implementation of a **Spanish** automated phone system option. Our numbers show there are multiple opportunities to increase self-serve options through this customer facing channel.

Q&A

Thank you!



Session 1: Wednesday, October 23, 2024, 12:00pm
Session 2: Friday, October 25, 2024, 07:30am

AVISTA

Equity Advisory Group – Equity Lens Session

*Vulnerable Populations &
Language Access*

October 2024 | <https://www.myavista.com/ceta>

AVISTA

Avista Clean Energy Future Newsletter:

Click Here



Sign up for our quarterly CEIP newsletter

Next EAG Equity Lens Session Meetings

Afternoon: 12pm – 1:30pm

Wednesday, November 20th







Friday, November 22nd

Morning: 7:30am to 9:00am

Amber Lenhart
amber@sip-nw.org
509.475.9575

Dan Blazquez
Dan.Blazquez@avistacorp.com
509.495.7685

Clean Energy Transformation Act (CETA) Resources

<i>Resource Link</i>	<i>Description</i>
Washington's Clean Energy Future	Avista page for CETA related activities 
Clean Energy Transformation Act	Clean Energy Transformation Act - 
Chapter 19.405 RCW 	Laws and Regulations: Revised Code of Washington Investor-owned utilities
Chapter 480-100 WAC 	Laws and Regulations: Washington Administrative Code Investor-owned utilities
WA Energy Strategy 	Washington State Energy Strategy
CETA Overview 	CETA overview and interim assessment

DRAFT

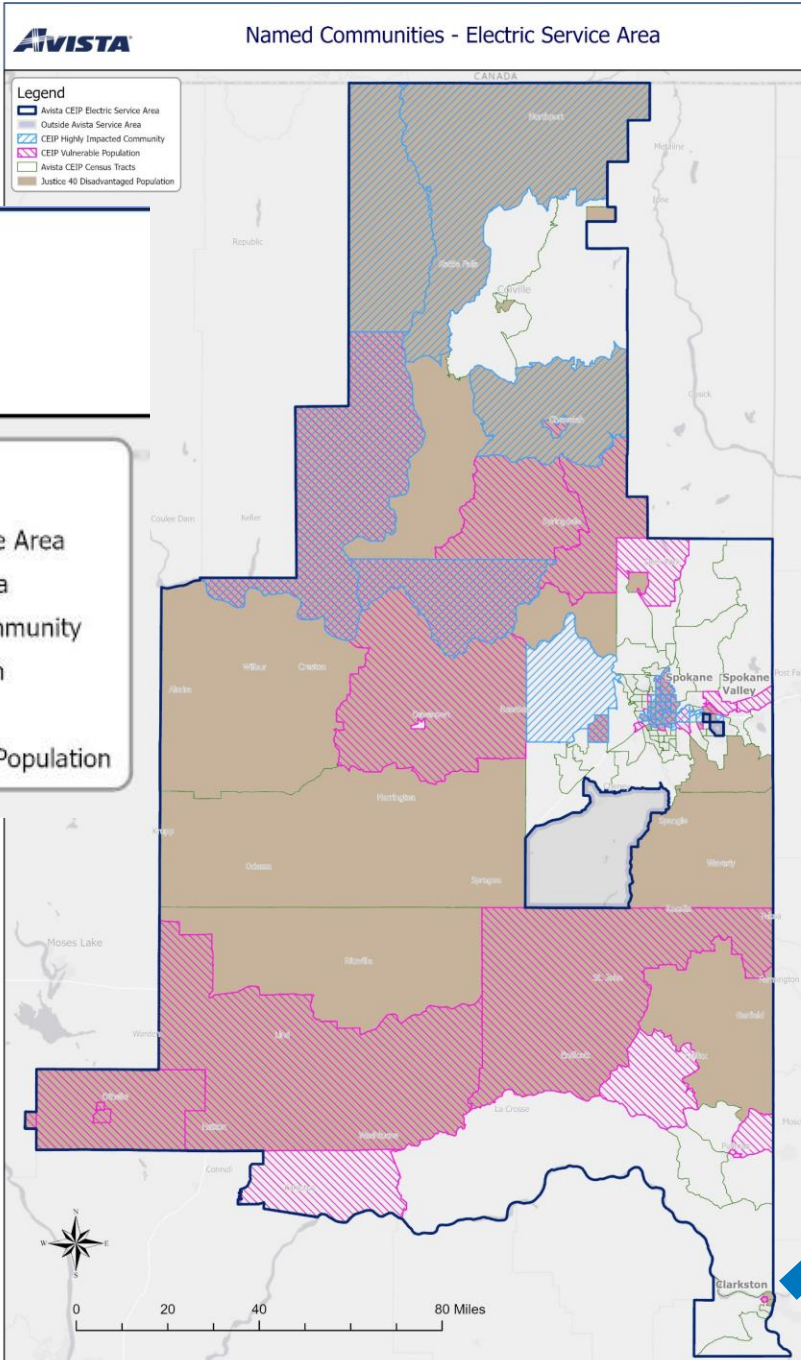


Appendix



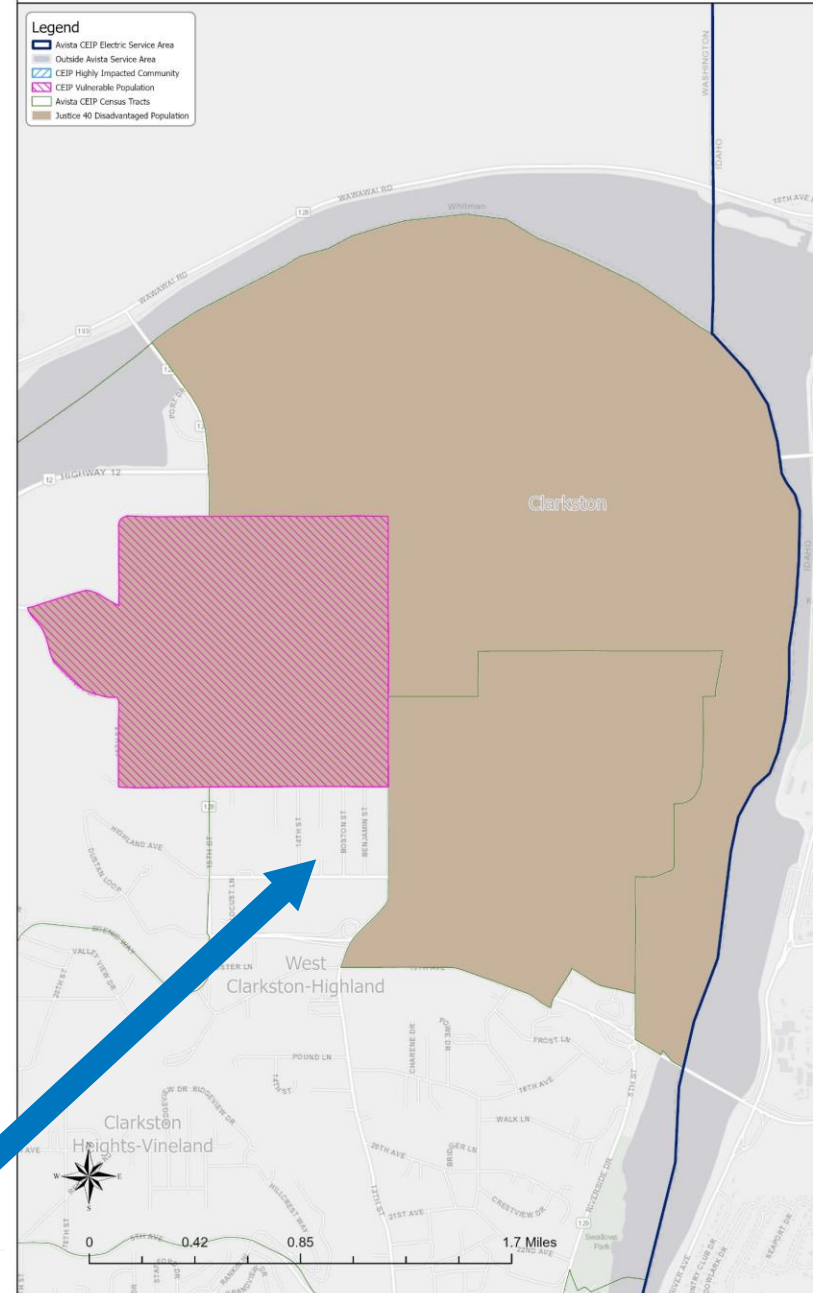
Legend

- Avista CEIP Electric Service Area
- Outside Avista Service Area
- CEIP Highly Impacted Community
- CEIP Vulnerable Population
- Avista CEIP Census Tracts
- Justice 40 Disadvantaged Population



Named Communities - Clarkston

- Avista CEIP Electric Service Area
- Outside Avista Service Area
- CEIP Highly Impacted Community
- CEIP Vulnerable Population
- Avista CEIP Census Tracts
- Justice 40 Disadvantaged Population



Vulnerable Population and Justice 40

