

Equity Advisory Group: April 2024

Meeting Date: 04/16/2024

Time: 8:30 am-3 pm

Location: In-Person (Avista Campus)
& Zoom Meeting Option

Brainstorm of possible customer impacts and CBIs (**bold** indicates metrics identified as new and meaningful by the EAG; all are presented for consideration):

- New energy resources
 - o Job creation
 - Where (geography) new jobs are created
 - Types of new jobs created
 - **Access to/participation in apprenticeships (by named communities)**
 - **Career and trade training events in schools**
 - **Hiring and job fairs in areas with low graduation rates**
 - **Proportion of jobs that pay a living wage**
 - o New resources in different places
 - Active construction activities
 - Environmental impacts from resources
- Energy efficiency initiatives and programs
 - o Customer knowledge of energy use and energy savings
 - o Change in who has access to programs (eligibility)
 - o **Administrative burden** (relevant to Avista metrics around program enrollment, info access barriers)
 - Change in experience based on accessing in-person vs. online
 - New outreach methods and partners
 - Change in access for people who only use mobile phones
 - Competing customer priorities and needs
 - **Change in customer knowledge of energy and utilities**
 - Per meeting Energy Program Manager reaching out to EAG Members (Bidgely programs).
 - **Change in community-level concern/prioritization of energy (i.e. is it relevant?)**
 - How much of a priority in general to people compared to other issues? Are people concerned with energy?
 - Administrative policy changes to improve access
 - Improved communications, access, and policy that develop trust in the community.
 - Ability to address community-identified needs and barriers
 - Coordinated effort between public facing employees, community/customers, and internal technical teams.
 - Universal program design (balancing requirements and ease of access) as relevant to restorative and procedural justice.
 - New, innovative models to break barriers to access

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- **Time spent applying for programs and rebates**
 - Handle time is tracked but rebate program timeline process is not tracked.
- **Customer stress related to bill costs, administrative burden, etc.**
 - Currently tracked through customer service satisfaction survey metrics.
- Demand response pilots
 - Incentives for customers
- Named Communities Investment Fund
 - Community partnerships
 - Change in need for staff at partner organizations (observation)
 - New partners engaged related to customer outreach (e.g., schools, etc.)
 - Economic development in named communities (outcome metric)
- Public participation
 - Messaging and communication (e.g., by language)
 - Local and community-based success stories
 - **Change in customer satisfaction with Avista interactions**
 - Change in public sentiment toward Avista
 - Audience-specific messages (messaging the WHY to customers)
 - Change in number of public comments to Avista
 - **Direct outreach to community (e.g., events)**
- General: Changes in awareness of equity and equity impacts among Avista employees

Opportunities for collaboration:

- Job training and “trade nights” with NEWESD101 and other school systems; for example CTE directors (e.g., CDL program at Othello)
- Work with groups like ALTCEW, SNAP, etc. to help people who need more support overcoming access or knowledge barriers
- Engage school counselors and faith-based institutions
- Collaborate with new partners around workforce development, such as Big Table, The Way of Justice, work force groups, unions, Spokane Regional Domestic Violence Coalition, etc.
- Provide matching funds for grants
- Table at community events, e.g., library, Riverfront Park, Unity in the Community, etc.