

Session 1: Wednesday, November 20, 2024, 12:00pm

Session 2: Friday, November 22, 2024, 07:30am



Equity Advisory Group – Equity Lens Session

*Meaningful Public Engagement
2025 Public Participation Plan*

November 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
Meaningful Public Engagement: 2025 Public Participation Plan	Dan Blazquez with DH
Wrap-up and Adjourn	Dan Blazquez

Guest Introductions

- Name
- Pronouns
- Organization or community



Today's Equity Lens Session November 2024

Meaningful Public Engagement: 2025 Public Participation Plan



EAG Equity Lens Session Meeting Goals:

1. Review framework
2. Get feedback on Public Engagement 2025 -2027

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)





Meaningful Public Engagement: 2025 Public Participation Plan

Dan Blazquez

From the 2023 Public Participation Plan

INCREASING LEVEL OF PUBLIC IMPACT				
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2025 PPP Attributes

- Due May 1, 2025
- Includes update regarding public participation from the *past* 2 years.
- Includes activities and actions for the *next* 2 years.
- Will integrate input from DH
- Will be reviewed with EAG and other advisory groups prior to filing



Avista PPP Timeline

2024 Timeline as Proposed in 2023 PPP Filing



Activities	Completed	In Progress
Educational Videos		<input checked="" type="checkbox"/>
Popup Events	<input checked="" type="checkbox"/>	
Virtual Public Meetings	<input checked="" type="checkbox"/>	
Survey	<input checked="" type="checkbox"/>	
CEIP Newsletter	<input checked="" type="checkbox"/>	
Public Comment Form	<input checked="" type="checkbox"/>	
Web Site Update	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

DH Communications

- Alex. Evans (she/her)
 - Associate Vice President
- Ruben Escobedo (he/him)
 - Account Manager



2025 PPP Strategy Considerations

Maximize impact of existing efforts



Center community expertise and wisdom



Generate demand for energy efficient products and programs



Empower customers with information they need



Organize internal workflow to streamline communication



Research

GOALS:

- **Gain a better understanding of existing community engagement programs** through the lens of priority audiences and stakeholders.
- **Help identify strengths and opportunities for expansion** based on community engagement best practices within and outside the energy industry.
- **Build more subject matter expertise and understanding** to create a more cogent action plan.
- **Ensure focus is on areas of the plan with potential for greatest impact** to audiences and customers.

ACTIVITIES:

- **Held two strategy sessions** with Avista's social impact, communications, regulatory, leadership teams and NCIF.
- **Conducted insight interviews** with Avista team members and key community leaders/stakeholders.
- **Engaged the EAG through a partner survey** to understand their experience with Avista's community engagement efforts.
- **Completed landscape research** of other equity-centered, community engagement clean energy programs of similar/peer organizations.
- **Reviewed existing community engagement, outreach and communications materials.**

1. Maximize impact of existing efforts

- **Need:**

- Refine and complete the highest-leverage tactics outlined in the 2023 PPP to ensure we reach all named communities in culturally responsive and accessible ways.

- **Solution:**

- Continue regular cadence of ongoing efforts, improve usability and design of Avista's CETA webpage, prioritize creating educational videos and support language access across all communications.

- **How:**

- Avista will continue to convene community meetings and provide communications in priority languages, when possible, as well as develop a series of informational videos on a range of topics.

2. Center community expertise and wisdom

- **Need:**

- Relationships with community – particularly named communities – that build trust and foster meaningful engagement with Avista

- **Solution:**

- Grow and deepen relationships with five community-based organizations serving named communities in Avista's Washington service area throughout 2025.

- **How:**

- Avista will work with the EAG to define priority organizations, then reach out to organization leadership to discuss partnership and invite participation on the EAG. Avista will listen and respond to the needs and desires of community organizations, planning communication and engagements that are most meaningful.

3. Enhance customer education about green energy

- **Need:**

- Community members currently have a limited understanding of the significance of green energy, demand generation and how it personally impacts them.

- **Solution:**

- Enhance customer education about green energy with a focus on reaching named communities.

- **How:**

- Through community feedback, Avista will identify gaps in existing communication materials and initiatives related to clean energy and develop materials that are culturally relevant and linguistically appropriate for named communities.

4. Empower customers with information they need

- **Need:**

- Community conversations showed that named communities have low awareness of both future programs changes and current program offerings from Avista.

- **Solution:**

- Develop a customer impact plan that proactively identifies programs and services likely to affect customers that educates, informs and engages through preferred communications channels.

- **How:**

- Define customer impact milestones, identify programs and services to mitigate changes and impacts, and ensure the plan is accessible and relevant to diverse communities.

5. Organize internal workflow

- **Need:**

- A strong internal structure to improve teamwork and communication across departments involved in community engagement.

- **Solution:**

- Implement an internal framework that supports community engagement by clarifying roles, establishing a regular meeting schedule and providing ongoing training.

- **How:**

- Enhance departmental collaboration by streamlining meetings, implementing new tools and tracking systems, and allocate staff resources effectively to support community engagement efforts.

Q&A

2025 PPP Strategy Considerations

Maximize impact of existing efforts



Center community expertise and wisdom



Generate demand for energy efficient products and programs



Empower customers with information they need



Organize internal workflow to streamline communication



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AVISTA

- What do you want to see in a Public Participation Plan?
- What are your Public Participation priorities?

Thank you!



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AVISTA

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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, December 18







Friday, December 20

Morning: 7:30am to 9:00am

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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