



Equity Advisory Group – Equity Lens Session

Meeting Date: 03/19/2025
 Time: 12:00 pm – 1:30 pm
 Location: Zoom Meeting

Attendees:

<i>Facilitator</i>	<i>Present</i>	<i>EAG Member</i>	<i>Member Organizations</i>
<i>Amber Lenhart</i>	<input type="checkbox"/>	Clyde Abrahamson	Spokane Indian Housing Authority
<i>Avista Team Member</i>	<input checked="" type="checkbox"/>	Margee Chambers	Spokane Clean Air
<i>Kelly Dengel</i>	<input checked="" type="checkbox"/>	Connie Kliewer	NEWESD101
<i>Tamara Bradley</i>	<input type="checkbox"/>	Clair Trapp	Rural Resources
	<input type="checkbox"/>	Joe Reilly	SNAP
<i>Amanda Ghering</i>	<input checked="" type="checkbox"/>	KJ January	Spectrum
<i>Ariana Barrey</i>	<input type="checkbox"/>	William von Bracht	Othello, school English as 2nd language
	<input type="checkbox"/>	Michele Bennington	Community member at large
	<input type="checkbox"/>	Brook Beeler	Department of Ecology Eastern Region
	<input type="checkbox"/>	Jupiter McGee	Sunrise Spokane Affiliation (youth led) (Facebook)
	<input type="checkbox"/>	Vanessa Strange	Spokane Public Library
	<input checked="" type="checkbox"/>	Tami Dillion	Providence
	<input type="checkbox"/>	Latrice Williams	Community Member/ WA state board of Equity
	<input type="checkbox"/>	Cindy Kimmet	Takesa Village
	<input checked="" type="checkbox"/>	Carmen Groom	SNAP
	<input checked="" type="checkbox"/>	Sandra Childers	Rural Resources - Colville
	<input type="checkbox"/>	Sue Lani Madsen	Washington Rural Environmental Network (WREN)
	<input checked="" type="checkbox"/>	Jean Kindem	Aging & Long-Term Care of Eastern Washington
	<input checked="" type="checkbox"/>	Karen Boone	Red Cross
		Guests	
		<i>Joshua Dennis</i>	WUTC
		<i>Jean Marie Dryer</i>	ATG

Agenda

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EAG Equity Lens Session Meeting Notes

I. Welcome & Introductions

Overview of Meeting: Rules and Intent

II. Partner Share/ Connections

- Aging & Long Term Care has changed facilities but are still providing the same services they have in the past.
- Providence is having a hiring fair next Thursday from 9-4 in the auditorium.
- The final application deadline for Leadership Spokane is approaching, login and submit an application if you are interested
- Spectrum is having a clothing swap On March 29th from 11am-6pm, grab clothes try them on. They're also hosting an event where funds will go to Spectrums gender affirming program on March 28th and 29th.
- SNAP all eyes are on the news. Outreach is ramping up- finding adequate venues and costs are an issue. We're working on how to serve LIHEAP Supplemental and Arrearage grants. Struggling to meet the need for water assistance, there isn't much, if any. We've opened a new office, Pacific Ave for energy, homeless services, resource rides, and rental assistance.

III. 2025-2027 Public Participation Plan

This upcoming plan is not drastically different from 2023, but we are maturing these activities with your input.

2025 – 2027 Public Participation Plan



Participation Strategies

- Virtual public meetings
- Quarterly email newsletter
- Equity Advisory Group/NCIF
- Community events
- Biennial CEIP survey
- CEIP webpage improvements
- Increase multi-language access
- Educational videos
- Targeted paid social media
- Community partnerships
- Named Communities

Quarterly public meetings for all Washington electric customers and learn about clean energy related topics. We promote these meetings through customer emails, our website, social media, and flyers with QR codes. We are always interested in learning new ways to increase participation in these meetings.

Virtual Public Participation Meetings

- Quarterly
- Customer email, website, social media, flyers with QR codes
- CEIP topics
- Interactive
- Increased participation
- Next meeting: March 26 from 7:30-8:30am, 12:00-1:00pm on Energy Efficiency programs



We also have our quarterly newsletter, we currently have approximately 100 subscribers.

Quarterly Newsletter



Need help with your energy bill? We can help.



Partnering for safety



Upcoming Events

We have been working on growing our Equity Advisory Group so we can continue to hear from members from within our community. We greatly appreciate all your feedback and input. We also have our Named Community Investment Fund of \$5 million – \$2 million for energy efficiency efforts and \$3 million for community investments. These investments also support our CBIs that you all helped us develop.

Member: What type of projects can people apply for?

Company: Many project types can apply, check out our application here: https://www.cybergrants.com/avista/ceta_quiz/

NCIF/ Equity Advisory Group

We support equity in energy.



Named Communities Investment Fund (NCIF)

Named Communities are those most vulnerable to the effects of pollution and climate change, due to socioeconomic and other factors. NCIF is a competitive grant program that provides funding for projects, programs, and initiatives benefiting these communities.

[Apply today](#)



Equity Advisory Group (EAG)

A group of community partners in Washington that provide Avista with input, feedback, and guidance around equity and community engagement as it relates to the shift to clean energy.

[Learn more](#)

Community Events – We have been working to meet customers where they are and getting out into the communities we serve instead of having people come to us.

Community Events



We conducted a survey in 2024 to gauge customer sentiment toward clean energy efforts Avista is undertaking. We plan to conduct this survey every two years and we need your help to improve our outreach efforts to hear from a large variety of demographics. Here are those survey result:

Gauging Customer Sentiment


2024 CEIP Survey

Who: 156,000 WA electric customers

What: 7 energy questions | 13 optional demographic questions

Completed Surveys: 1,900 or 1.2%
 Online: 1,866 (1 Spanish)
 Paper: 34 (1 Spanish)

Demographic Responder Profile:
 White, male, 66+, homeowner, heterosexual,
 English speaking, college degree



Accessibility

Online: English | Spanish
Paper: Russian | Spanish | Ukrainian | Arabic



Promotion: Email | Public events | CBOs | Avista lobby | Email newsletter | Public meetings

Discoveries

Affordability is most important

Reducing climate impacts & new technology are the biggest benefits


Increased bill cost is the greatest burden





Our CETA webpage was developed quickly at the beginning of CETA and we made a commitment to improving our website and here is a before and after view of these enhancements. It is much more user friendly and easier to navigate.

CETA Webpage Improvements

Before







CETA landing page with four new pages:

- Public Meetings
- Equity Advisory Group
- Named Communities Investment Fund
- Clean Energy Implementation Plan

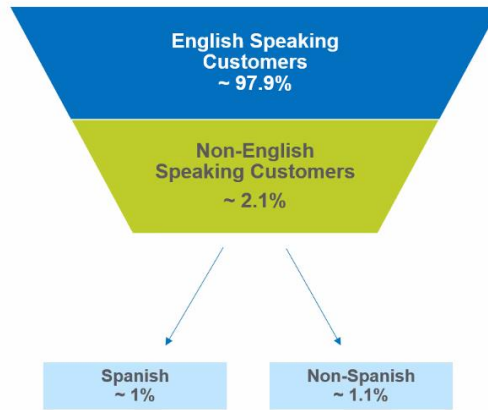
- Improved user experience
- Incorporates multi-language access
- Engaging and informative
- Meets requirements

Increasing multilingual access in our Washington service territory has been a large part of our 2023 public participation plan. Here is a view of our languages in our Washington state service territory. We started an internal Multi-Language Strategy team to focus on expanding communication efforts in multiple languages to support our customers who do not speak English as their primary language.

Increasing Washington's Multi-Language Access

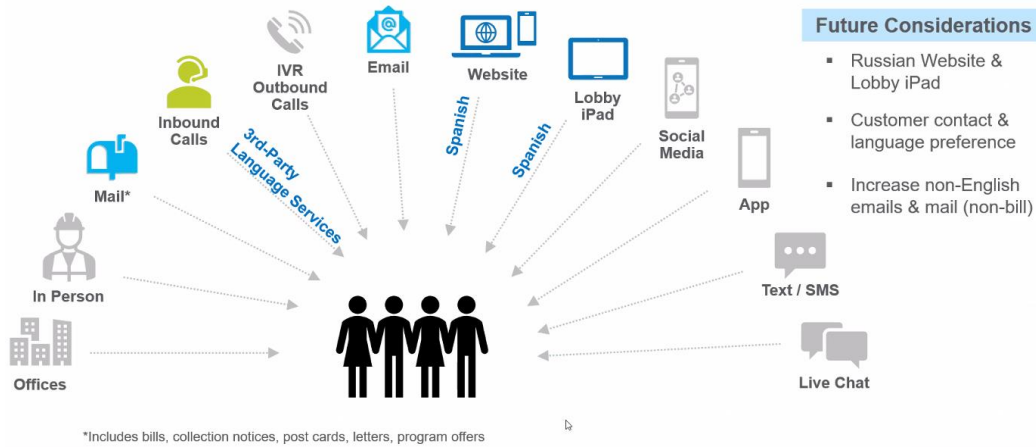
Washington Residential Customer Languages*



*Based on Public Participation Partner's independent study included in Avista's 2023 Public Participation Plan

We have a goal of increasing the channels for customers to interact with us in their preferred language. We have expanded Spanish on our website and lobby iPads and are working on incorporating the same for our Russian speaking customers.

Multi-Language Access Today & the Future



We are working on our first video of a series of videos, this will be about energy assistance options and will be translated into five priority languages as identified below. And we are working on using social media to share NCIF stories and raise awareness about our public participation meetings.

Educational Videos & Targeted Social Media



Equity Advisory Group

CEIP Educational Videos

Highlighting success stories of actual Avista customers

- My Energy Discount video & others to be promoted on social media
- Translated subtitles in priority languages (Spanish, Russian, Ukrainian, Arabic and Marshallese)

Targeted Paid Social Media

Increase audience reach with paid social media

- Paid NCIF stories had a ~42% impression increase compared to non-paid NCIF stories.
- Paid post for Q4 public meeting – attendance more than doubled compared to prior quarters.



IV. Named Communities Identification

We used the following information to identify vulnerable populations in our 2021 CEIP and improved those definitions with the assistance of the EAG for its biennial update in 2023:

Named Communities Identification

2022 – 2025 CEIP

WA DOH Map: Environmental Exposure | Environmental Effects | Socioeconomic Factors | Sensitive Populations | Tribal Census Tracts

- **Highly Impacted Communities*:** All sensitivities combined score 9 or higher or Tribal Census Tracts
- **Vulnerable Populations:** Socioeconomic & Sensitive Populations at 9 or higher



2023 Biennial CEIP

- Retained WA DOH map for Highly Impacted & Vulnerable Populations
- Additions based on discussions with EAG & advisory groups

Federal Climate and Economic Justice 40 Map: Climate Change | Energy | Health | Housing | Legacy Pollution | Transportation | Water & Wastewater | Workforce Development (all sensitivities, all scores)

* WAC 480-100-605

For reporting data and metrics, we have been using the original mapping from our 2021 CEIP to show who were identified in Named Communities. We are looking to expand our map and accept new versions of the Justice 40 map and the WA DOH Map. The new version of the map brings us from 43% of our WA service territory being in a Named Community to 58%.

Named Communities* Populations

Avista Electric Residential Households (as of Q4 2024)		245,564**
	2021 CEIP	2025 CEIP
Washington State Department of Health (DOH)	DOH V1 2019	DOH V2
Highly Impacted Communities	15,157	+ 19,610
Vulnerable Populations	43,010	+ 6,967
Both HIC & VP	47,700	+ 2,556
Total	105,587 or 43%	134,720 or 55%**
Federal Climate and Economic Justice 40 Map		J40 V2 2024
All sensitives & scores added to Vulnerable Populations		+ 8,637

*The Named Community designation is not a direct correlation to known low-income customers

**2025 CEIP Named Community percentage based on Washington electrical residential household count

WUTC Staff: Did Avista consider the average energy burden of the 58% of Avista's Projected Named Community Population? What is the average energy burden of the Named Community Population?

Company: We do not have that right now, but we will get it and provide it to the group.

V. 2025 Public Participation Plan – Open Comment Period

We are currently drafting our 2025 Public Participation Plan. We will send our draft to our advisory groups for comments and input. We will send that out no later than April 1st and we ask that you return your feedback no later than April 15th so we can review and incorporate your edits into the report where we can and file it with the Commission no later than May 1, 2025.

VI. Questions and Discussion

Member: I think that most of the community is still unaware of Avista and all that lies beyond paying a monthly bill. When I look at most of your questions, I think that there are so many ways in which you can connect with the community in a manner in which you guys are not seen as the boogie man and where the community respects the role that Avista plays in everyday life and the importance that you play in everyday life.

Company: We are trying to reach out to communities more, we went to the plant sale at Inchelium, and senior centers, community events etc., and we encourage this group to send us community events that you feel we should be in attendance, we are happy to look into those.

Facilitator: In Spokane, groups like Latinos en Spokane and MiA - Mujeres in Action are great partners for outreach

Member: I would love to work with you, we work on a community health needs assessment and we use that to determine how to engage with the community. It would be great to see how this works in other spaces so we can collaborate on this when there is so much cross over between who we work with.

Member: At Aging & Long-Term Care we have people who are in the 5 county areas that represent. If you could come and do a presentation that shows how to save on electricity bills that we could share with our populations, that would be a great thing.

Member: The neighborhood days that are held in the summertime in different neighborhoods throughout Spokane may be an excellent place to have booths. I would suggest that someone come and stand in front of the booth and engage the community instead of staying behind the booth. Could you have info that helps teach little kids about electricity etc., to help engage people.

VII. Your Support Team and Next Meeting

- Next meeting is scheduled for Wednesday April 23rd and Friday April 25th.
- Please sign up for our quarterly newsletter if you have not already and we hope to see you all in October.
- Provide any additional comments or feedback to us at ceta@avistacorp.com