



Equity Advisory Group – Equity Lens Session

Meeting Date: 03/21/2025
 Time: 7:30 – 9:00 am
 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 type="checkbox"/>	Margee Chambers	Spokane Clean Air
<i>Kelly Dengel</i>	<input type="checkbox"/>	Connie Kliewer	NEWESD101
<i>Tamara Bradley</i>	<input type="checkbox"/>	Clair Trapp	Rural Resources
<i>Amanda Ghering</i>	<input type="checkbox"/>	Joe Reilly	SNAP
	<input type="checkbox"/>	KJ January	Spectrum
	<input type="checkbox"/>	William von Bracht	Othello, school English as 2nd language
	<input type="checkbox"/>	Michele Bennington	Community member at large
	<input checked="" type="checkbox"/>	Brook Beeler	Department of Ecology Eastern Region
	<input type="checkbox"/>	Jupiter McGee	Sunrise Spokane Affiliation (youth led) (Facebook)
	<input checked="" type="checkbox"/>	Vanessa Strange	Spokane Public Library
	<input type="checkbox"/>	Tami Dillion	Providence
	<input type="checkbox"/>	Latrice Williams	Community Member/ WA state board of Equity
	<input checked="" type="checkbox"/>	Cindy Kimmet	Takesa Village
	<input type="checkbox"/>	Carmen Groom	SNAP
	<input type="checkbox"/>	Sandra Childers	Rural Resources - Colville
	<input checked="" type="checkbox"/>	Sue Lani Madsen	Washington Rural Environmental Network (WREN)
	<input checked="" type="checkbox"/>	Andrew Gardner	Spokane Public School District
	<input type="checkbox"/>	Jean Kindem	Aging & Long-Term Care of Eastern Washington
	<input type="checkbox"/>	Karen Boone	Red Cross
		Guests	
	<input type="checkbox"/>	<i>Joshua Dennis</i>	WUTC
	<input type="checkbox"/>	<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

- Spokane Public Library is seeking input as we write our 5 year plan: [Help Shape the Future of Spokane Public Library with Vision 2030 - Spokane Public Library](#)
- Under WREN, Sue Lani was able to advocate for a bill with rural voices in mind and the bill was amended to include a rural landowner perspective.

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 totaling \$5 million, \$2 million for energy efficiency efforts and \$3 million for community investments to also support our CBIs that you all helped us develop.

Member: Does a “Named Community” have to be an incorporated town or city?

Company: No, the Named Community designation doesn't have to be part of an incorporated town or city.

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.

Member: I know during Hoopfest, we have many people coming to Spokane. Do you have a booth during Hoopfest?

Company: We don't have a booth, especially with so many "out of town" visitors. But, we are engaged in the event with volunteers and provide network communications for the event.

Member: Can Avista go to my community's BBQ event and have a booth?

Company: Yes, we'd be interested in that and would like to know more when you have a date set. Let's connect on this outside the meeting.

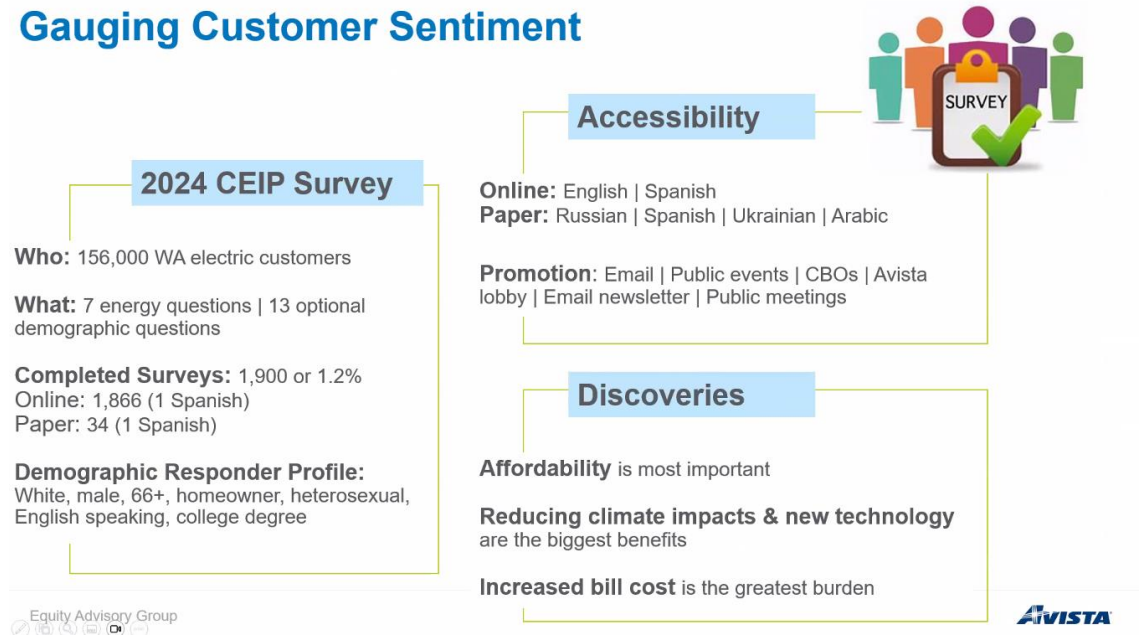
Community Events



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



Member: It's so helpful to have good data with these surveys.
Member: Seems it would be likely that a self-selected response survey would attract those with a need or agenda - i.e affordability or climate anxiety. Rural broadband is always an issue in a web-based survey.

Member: When we were working with our community with indoor air quality, we had a QR code on our materials to get people directly to the online survey.

Facilitator: Regarding the indoor air quality survey, did you financially incentivize the survey?

Member: We did not incentivize the survey – we were focused on providing a short, quick survey.

Member: Organizational networking is a focus for the WREN this year. We can make facilitating this type of outreach (surveys) an example of why folks should belong to an organization that has a rural focused network. (No need to discuss, pass this along to Paul Kimmel.)

Company: This information will be shared with Paul Kimmel at Avista.

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

After

Equity Advisory Group

Topic	2022-2023 CETA Targets and Progress	Date	Time
Topic	2022-2023 CETA Targets and Progress	January 14, 2023	9:30-10:30 am
Topic	2022-2023 CETA Targets and Progress	January 11, 2023	10:00-11:00 am
Topic	2022-2023 CETA Targets and Progress	January 16, 2023	9:30-10:30 am

CETA landing page with four new pages:

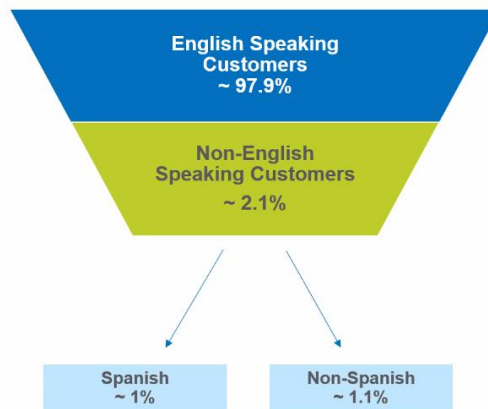
- Public Meetings
- Equity Advisory Group
- Named Communities Investment Fund
- Clean Energy Implementation Plan

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

Increasing multilanguage access in our Washington service territory have 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

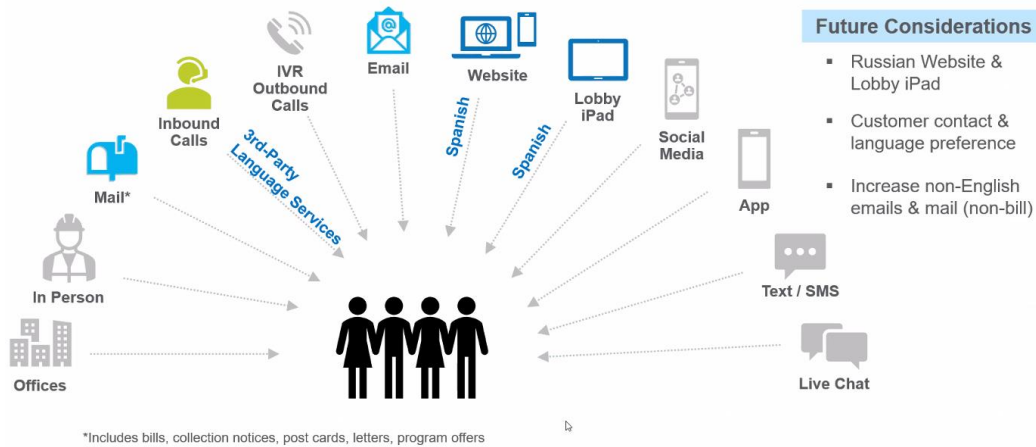
Washington Residential Customer Languages*



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

We have a goal of increasing the avenues customers can 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 in 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.*

Member: AI brings us very close, if not already there, to real-time language translation of any website. Got this hit from one query to google (<https://www.weglot.com/>) With this technology, it seems like language isn't as much of a barrier.

Company: We are using that Weglot survey to provide website language translation services. As long as you have access to translation technology, we'd agree that language is becoming less of a barrier.

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	2023 Biennial CEIP
<p>WA DOH Map: Environmental Exposure Environmental Effects Socioeconomic Factors Sensitive Populations Tribal Census Tracts</p> <ul style="list-style-type: none"> ▪ Highly Impacted Communities*: All sensitivities combined score 9 or higher or Tribal Census Tracts ▪ Vulnerable Populations: Socioeconomic & Sensitive Populations at 9 or higher 	<ul style="list-style-type: none"> ▪ Retained WA DOH map for Highly Impacted & Vulnerable Populations ▪ Additions based on discussions with EAG & advisory groups <p>Federal Climate and Economic Justice 40 Map: Climate Change Energy Health Housing Legacy Pollution Transportation Water & Wastewater Workforce Development (all sensitivities, all scores)</p>
<p>+ EAG Input</p> <p>FOCUS POPULATIONS</p>	
* 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 takes 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

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'm wondering with the 58% in a Named Communities, does Avista think that number will go even higher?

Company: We don't know how the metrics will increase, but we'd hope they wouldn't. However, when we've identified people who qualify for low-income financial assistance, we've noticed the population has increased. And,

Member: Wind installations in Lincoln County aren't popular and how do those views play into the CETA conversation and inequities in having a turbine the size of the Space Needle in their area.

Company: Avista is considering equity with capital investments and ensure that we engage the community to hear from them when a project like this is considered. We're starting to implement this process for our capital investments.

Member: This conversation is hard because the community members don't receive a financial benefit from these installations – they lease the land, not own it. Where does industrial development go, how are these rural voices heard and how are the inequities addressed?

Company: Avista is aware of the proposed wind installation in Lincoln County. Avista doesn't own any wind resource but does receive the output from various wind farms. If this new wind farm does go through, Avista does not plan to receive output from this site.

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