

Session 1: Wednesday, March 19, 2025, 12:00pm

Session 2: Friday, Mon March 21, 2025, 07:30am



Equity Advisory Group – Equity Lens Session

March 2025

| www.myavista.com/ceta



Introductions & Agenda

Topic	Topic Owner
Welcome, introductions overview of the meeting: rules and intent	Amber Lenhart
Connections/Partner Shares	Connections/Partners
2025-2027 Public Participation Plan	Tamara Bradley
Questions & Discussion	Amber Lenhart
Wrap-up and Adjourn	Amber Lenhart

Ground Rules

- ☐ **Stay present** mentally and physically when possible.
- ☐ **Listen** with an open mind and be open to new ideas.
- ☐ **Participate** in discussion, share concerns and ideas, and give others space to do so.
- ☐ **Ask questions** at any time. Use Zoom's "raise hand" feature or chat during presentations.
- ☐ **Work together** to consider different perspectives and support the meeting goal(s).
- ☐ **Respect** the role of the facilitator to guide the group process.



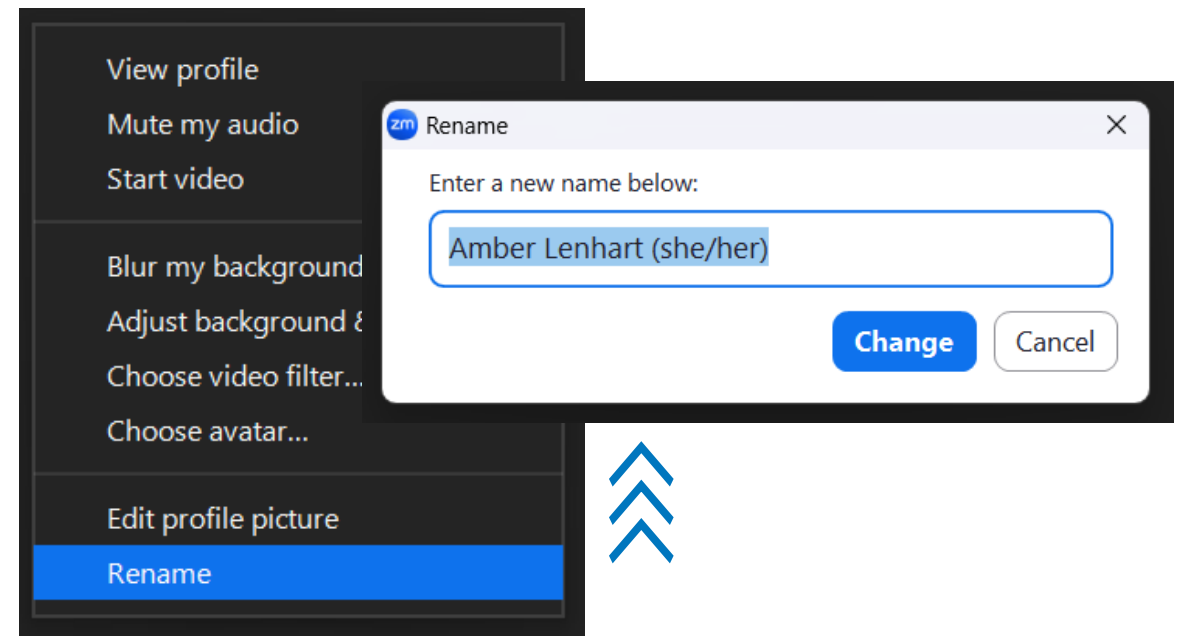
Introductions

Please share in the chat:

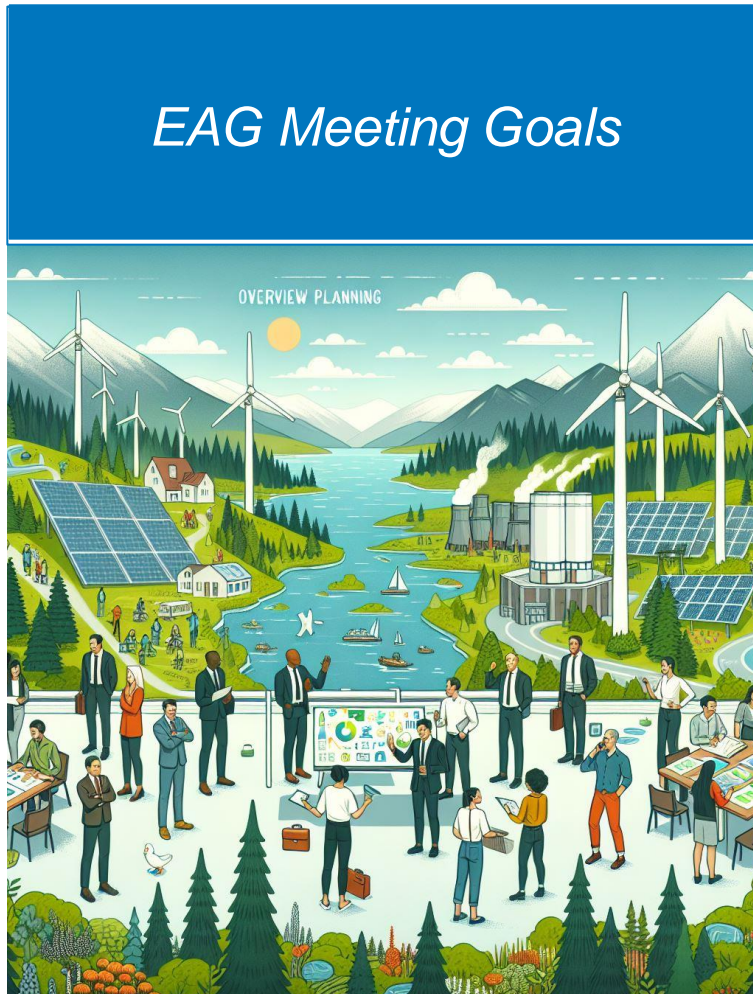
- ☐ Your name
- ☐ Organization or community

Optional: Consider including >>> your pronouns in your Zoom name

We're so glad
you're here!



Today's Equity Lens Session March 2025



EAG Equity Lens Session Meeting Goals:

1. Inform EAG members of 2025-2027 Public Participation Plan content.
2. Obtain feedback on components of Public Participation Plan.

IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, 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.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

© IAP2 International Federation 2018. All rights reserved. 20181112_v1

Connection Question

What do you look forward to in spring?



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)





2025-2027 Public Participation Plan

Tamara Bradley, Manager of Social Impact

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

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



Quarterly Newsletter



Need help with your energy bill? We can help.



Partnering for safety



Upcoming Events

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



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

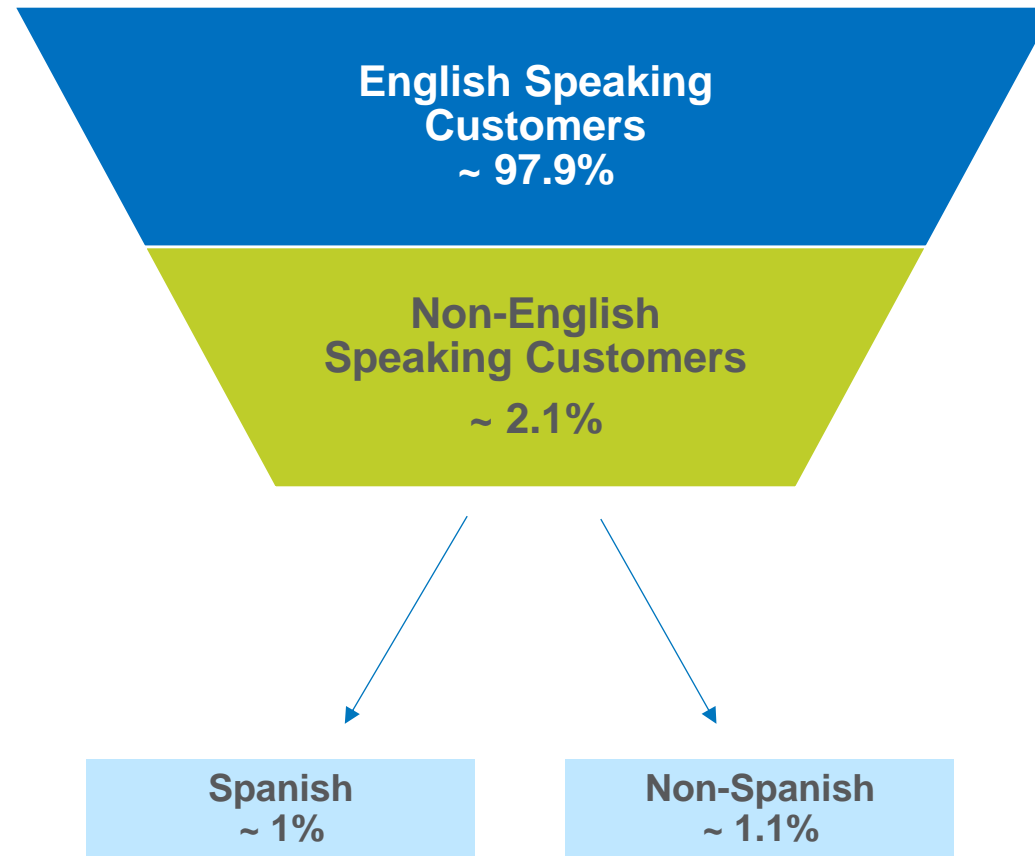
Affordability is most important

Reducing climate impacts & new technology
are the biggest benefits

Increased bill cost is the greatest burden

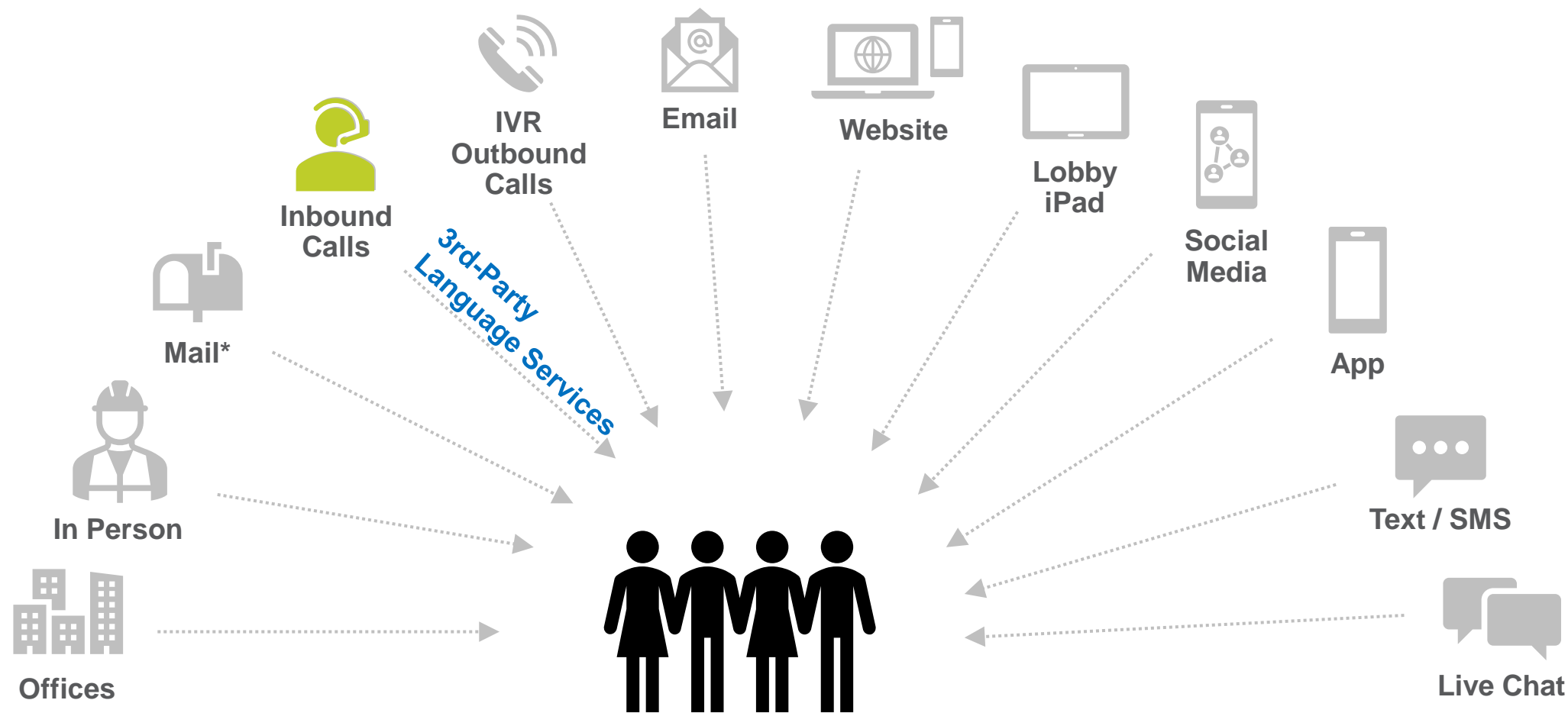
Increasing Washington's Multi-Language Access

Washington Residential Customer Languages*



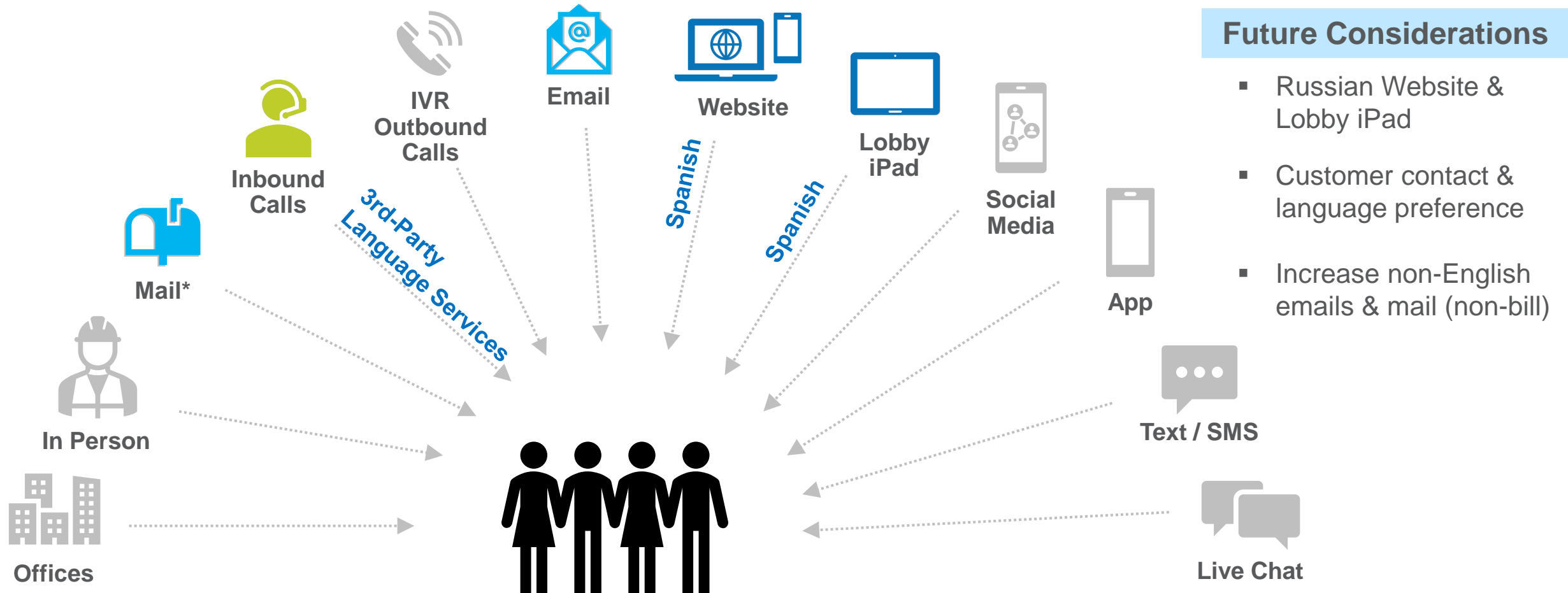
*Based on Public Participation Partner's independent study included in Avista's 2023 Public Participation Plan

Multi-Language Access Prior to 2024



*Includes bills, collection notices, post cards, letters, program offers

Multi-Language Access Today & the Future



*Includes bills, collection notices, post cards, letters, program offers

Educational Videos & Targeted Social Media



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.*

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

+ EAG Input

Tenants (renters)	Monolingual (no written language)	Youth (some help families navigate resources)	Houseless populations	People who are unhoused and/or experiencing homelessness	Individuals who do not read	Migrant workers
Fossil fuel industry workers	LGBTQIA2S+	Older homes with older infrastructure	American Indian and Alaska Native (on/off reservation)	Religious and spiritual people	People who are unhoused and/or experiencing homelessness	Youngest generation (high school, college)
Undocumented individuals	Non-English speakers (e.g., Spanish, Vietnamese, Russian/Slovak)	Peaceful Valley	BIPOC	Rural	People who fall between the cracks	People with disabilities
Low-Income	NE Spokane households	Neighboring communities and states	Eastside of Spokane	FOCUS POPULATIONS		

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

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	
Avista's Projected Named Community Population		143,357 or 58%**	

*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

2025 Public Participation Plan Open for Comment

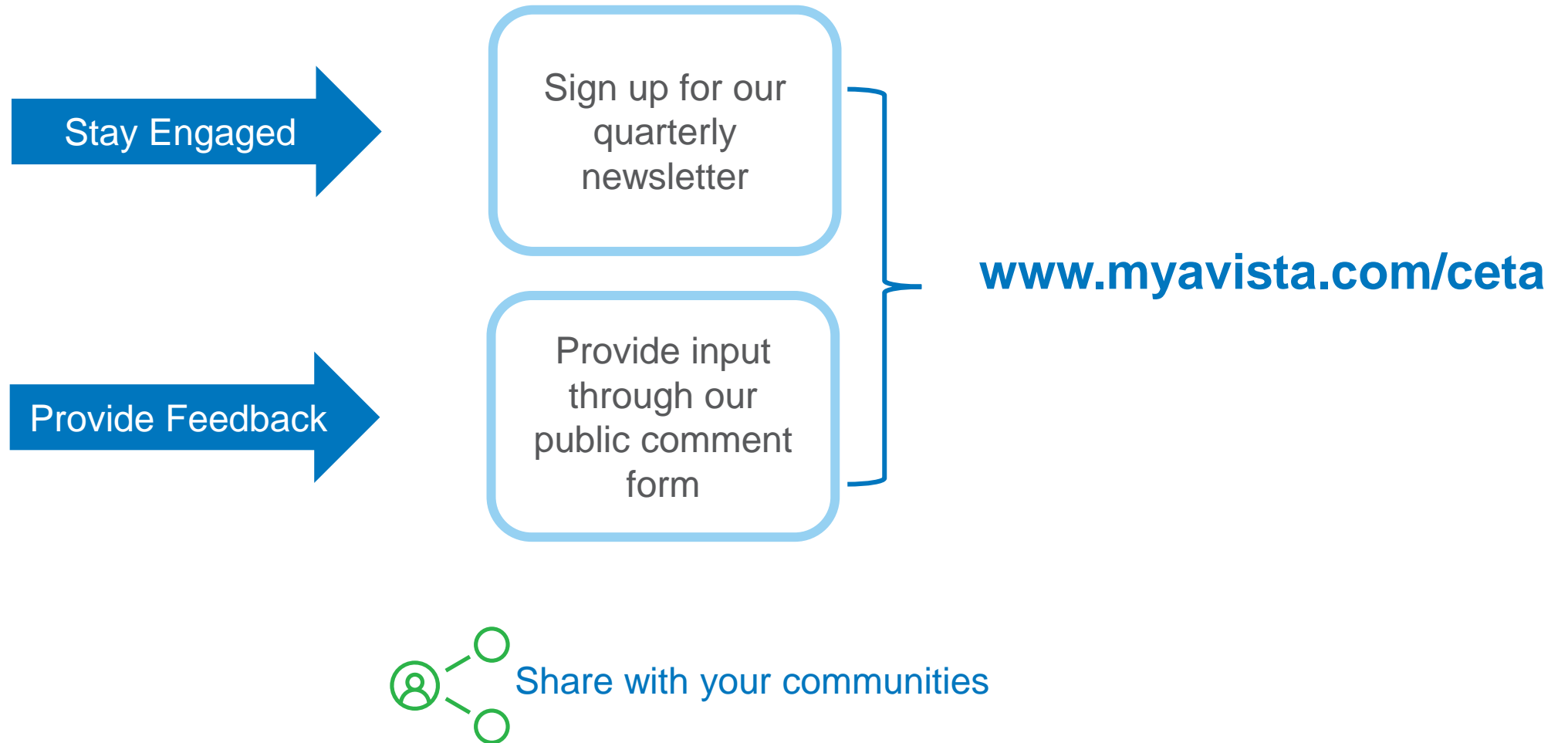
- Public Participation Plan draft available: April 1, 2025
- Comment deadline: April 15, 2025
- Email: ceta@avistacorp.com
- File with Washington UTC: May 1, 2025



Questions and Discussion

- ☐ What clarifying questions or curiosities do you have about the presentation?
- ☐ What disparities, root factors, or inequities (historic and current) are related to this topic?
- ☐ How could Avista improve engagement strategies related to this topic, if at all?
- ☐ What new ways could help measure and track benefits and reduced burdens related to this topic?
- ☐ What steps, practices, or policies could help reduce future inequities related to this topic?

Thank you



Next EAG Equity Lens Session Meetings

Afternoon: 12pm – 1:30pm

Wednesday, April 23rd

Friday, April 25th

Morning: 7:30am to 9:00am

Amber Lenhart
amber@sip-nw.org
509.475.9575

Avista's EAG Team Email
ceta@avistacorp.com