



## Equity Advisory Group – Equity Lens March Session

Meeting Date: March 20, 2026

Time: 7:30 am

Location: Zoom meeting

### Attendees:

<i>Facilitator</i>	<i>Present</i>	<i>EAG Member</i>	<i>Member Organizations</i>
		Clyde Abrahamson	Spokane Indian Housing Authority
<b><i>Avista Team Members</i></b>		Brook Beeler	Department of Ecology Eastern Region
<i>Ana Matthews</i>		Karen Boone	Community Advocate
<i>Amanda Ghering</i>		Margee Chambers	Spokane Clean Air
<i>Ariana Barrey</i>		Sandra Childers	Rural Resources - Colville
<i>Kelly Dengel</i>	3/20/26	George Dahl	Spokane County Housing & Community Development
<i>Kim Boynton</i>		Tami Dillion	Providence Healthcare
	3/20/26	Andrew Gardner	Spokane Public Schools
		Carmen Groom	SNAP
		KJ January	Spectrum
		Cindy Kimmet	Takesa Village
		Jean Kindem	Aging & Long-Term Care of Eastern Washington
	3/20/26	Connie Kliewer	NEWESD101
		Vladimir Kronin	Slavic Community
		Sue Lani Madsen	Washington Rural Environmental Network (WREN)
	3/20/26	Malieq Martin	Spokane Workforce Council
		Vanessa Strange	Spokane Public Library
		Lynn Suksdorf, Phd	Rural Community Member
		William von Bracht	Othello, school English as 2 <sup>nd</sup> language
	3/20/26	Latrice Williams	Community Member/ WA state board of Equity
		<b><i>Guests</i></b>	
		<i>Paul Koenig, WUTC</i>	
		<i>Brian Fouhy, Avista</i>	

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## EAG Equity Lens Session Meeting Notes

### **I. Welcome & Introductions**

The Equity Advisory Group meeting began with introductions, welcoming a new member from Spokane Workforce Council.

Members shared updates and initiatives such as

- Spokane Workforce Council hosted a PECHE coalition meeting, bringing together 35 people from 9 organizations to discuss community engagement and support for various communities.
- A successful bike giveaway event at Francis Scott, where 70 fifth graders received bikes, helmets, and safety equipment.
- Spokane County's progress in reducing regional homelessness, with positive reports shared with local officials.
- A professional development event for rural special education teachers focusing on technology and assistive tools.
- Washington UTC's ongoing equity efforts within their organization

#### **Partner Shares**

1. Avista's Clean Energy Implementation Plan (CEIP) was presented to and approved by the Washington Utilities & Transportation (WUTC); theme of that conversation was community collaboration; grateful to the EAG members for being so significant in the development of the CEIP
2. Spectrum Center upcoming events:
  - a. Wills and Estate: <https://www.instagram.com/p/DVr0hwlj1bH/>
  - b. Gayme on (Day Party): <https://www.instagram.com/p/DVrLVWVARhk/>

### **II. Agenda Item I: Equity Considerations in Conservation Potential Assessment**

Kim Boynton explained the Conservation Potential Assessment (CPA), which is part of Avista's Integrated Resource Planning process, focusing on energy savings over 20 years.

He detailed how energy efficiency measures, such as more efficient furnaces and water heaters, can reduce energy consumption while maintaining service quality. Kim then outlined three ways to incorporate equity considerations into the CPA model: using named community census tracts instead of just low-income census tracts for segmentation, adjusting the incremental cost of measures for low-income customers, and modifying ramp rates to reflect the slower adoption of certain measures in equity-focused segments.

## **Agenda Item II: Clean Energy Implementation Survey**

Ana presented information on a customer survey about clean energy, highlighting key findings such as the importance of affordability, reliability, and clean energy sources.

She noted that the survey would be launched on April 20th and concluded on May 8th, with most responses expected in the first week. Ana expressed a desire to hear from a more diverse population in the next survey.

Ana discussed feedback from previous meetings that shaped their approach to plain language, demographic sensitivity, and leveraging community partner networks. She highlighted improvements to the survey, including clearer terms, simplified vocabulary, and an incentive to make it more engaging. Ana also mentioned expanding the online survey to include more languages and addressing the needs of renters by partnering with community organizations. The team plans to utilize various communication channels, including social media, print ads, and employee networks, to reach a broader audience.

Members raised questions about including additional languages in the survey, which Ana acknowledged and said they would consider expanding to include more languages.

The meeting focused on a survey about energy and clean energy in Washington, with discussions on its distribution and engagement strategies. Latrice raised concerns about the survey's reach, particularly regarding language barriers, and inquired about its dissemination methods. Ariana clarified that the survey would be shared through various channels, including social media, emails, and translated versions in small publications targeting specific communities. Ana highlighted the involvement of Malik in connecting with community representatives to spread awareness, and introduced an incentive where nonprofits nominated by survey respondents could win grants. The group discussed the survey's messaging, considering which appeals might encourage participation.

### **Member Comments/Questions in the Chat:**

- Where do you get the categories of groups needed for the surveys? The population of folks who speak in other languages than the list you just gave may provide different feedback. How do you plan to get a more rounded outcome with the other languages
- I'm thinking Punjabi, creole, etc. There's a large population there
- It's imperative we meet customers where they are. Many are focused on day-to-day survival, and ensuring stability is vital for them. From a community lens with limited understanding of energy, you'd think "clean" would be more expensive.

## **Agenda Item III: Energy Education Video**

Ariana presented plans for a 20–30-minute educational video featuring Avista leadership, which will include chapters on topics like affordability and wildfire safety, with captions in Spanish and Russian.

The new 30-minute public participation video will be emailed to EAG members when completed, and request feedback on dissemination strategies to help maximize viewership. Members are encouraged to share the video with networks to boost participation.

The group discussed the new educational video with members' recommendation to focus survey messaging on basic energy needs rather than clean energy specifics, as some customers prioritize affordability over environmental factors.

Members shared ideas for potential distribution channels including schools, libraries, and community events, with several members suggesting hosting viewing events with Avista staff present to answer questions.

### **Member Comments/Questions in the Chat:**

- That would be smart. Provide catering for attendees
- How about the next community event speak to that rep and see if you can slide a 15 min session
- I think there needs to be a large push in the middle schools and high schools as well. We need to plant seeds now for tomorrow.
- They're already doing apprenticeship seed planting in elementary school.
- Right. If we start the information young, they create a new cycle of "what's important" to the generation
- We have to find what is IMPORTANT. We lean on that engagement and branch off from there.
- Spokane Riverkeeper provides great marketing that's consumer digestible and to get them up to date on what is currently happening.

## **III. Your Support Team and Next Meeting**

The group confirmed attendance plans for the upcoming April in-person meeting from 9:30 AM to 2:30 PM, with breakfast refreshments and lunch provided.

Ana will send out (or resend) meeting notice/RSVP email for the April in-person meeting with location details and response link.