

**Session 1:** Wednesday, March 18, 2026, 12:00pm

**Session 2:** Friday, March 20, 2026, 07:30am



# Equity Advisory Group – Equity Lens Session

March 2026

| [www.myavista.com/eag](http://www.myavista.com/eag)



# Agenda

Topic	Presenter
Welcome, introductions, agenda, and shared expectations	Amber Lenhart, Facilitator
Connections/Partner Shares	Connections/Partners
Equity Considerations in Conservation Potential Assessment	Kim Boynton, Manager Energy Efficiency Analytics
Clean Energy Implementation Survey	Ana Matthews, Customer Engagement Manager
Energy Education Video	Ariana Lake, Senior Communications Manager
Questions & Discussion	Amber
Wrap-up and Adjourn	Amber

# Shared Expectations

- 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.

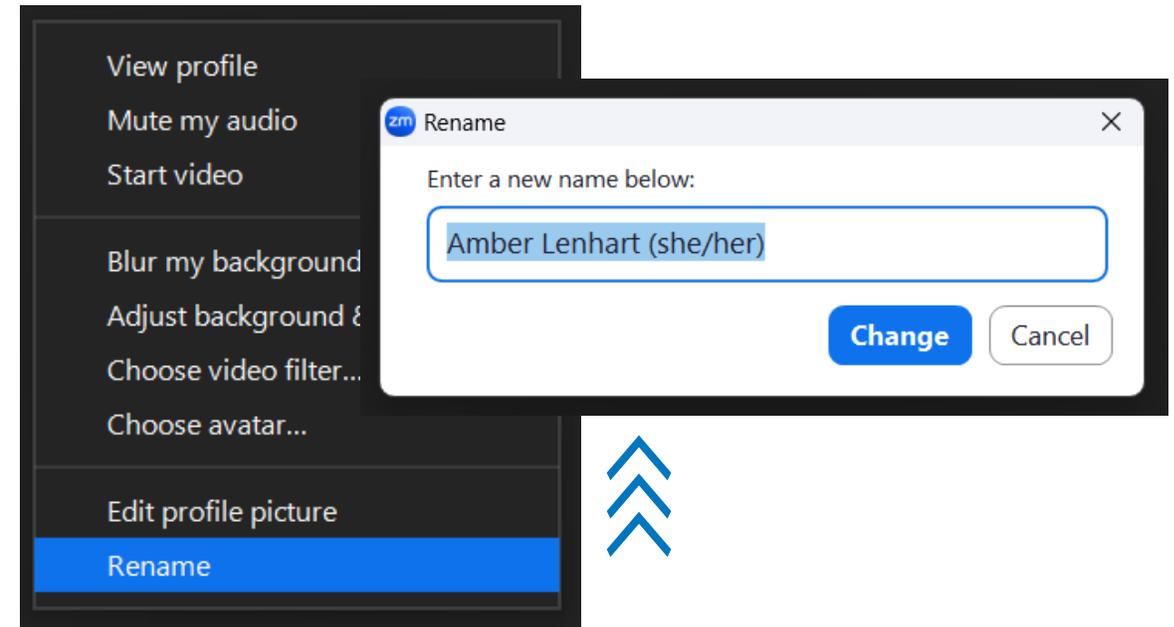
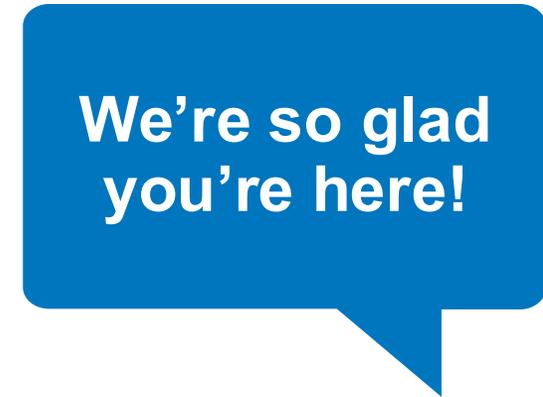


# Introductions

Please share in the chat:

- Your name
- Organization or community

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



# Welcome!



**Maliek Martin**  
**Community Engagement**  
**Coordinator**  
**Spokane Workforce**  
**Council**

# Spectrum of Public Participation

INCREASING IMPACT ON THE DECISION

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	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.
<b>PROMISE TO THE PUBLIC</b>	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.

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# Today's Equity Lens Session Goals

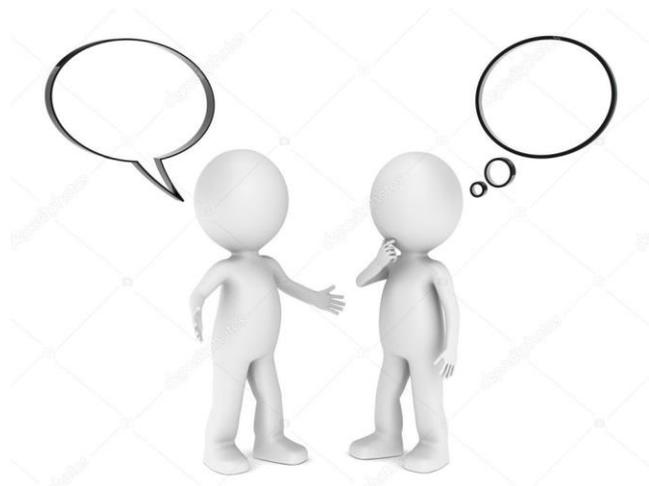


## Inform & Consult

(1) Provide the EAG with an overview of the Conservation Potential Assessment and gather input on equity considerations

(2) Present the 2026 Clean Energy Implementation Plan survey to the EAG and ask for input on strategies for community and customer engagement.

(3) Share the first quarter public participation video and seek recommendations for distribution approaches that will increase awareness and generate strong viewership



# Partner Shares



- Do you have a "win" to celebrate?
- What upcoming events or opportunities do you want to share with other EAG members and their communities?
- What pressing issues or needs are you hearing about in your communities or organizations that we should consider or work together to address?



# Equity Considerations in Conservation Potential Assessment

Kim Boynton, Manager Energy Efficiency Analytics

# Accounting for Equity in the CPA (WA NG)

For every CPA filing under RCW 80.28.380, the Company must consult with Staff, its energy efficiency advisory group, and **equity advisory group on how to appropriately incorporate equity considerations into its analysis.**

# Some Definitions

## Conservation Potential Assessment (CPA)

**Definition:** The Conservation Potential Assessment identifies the 22-year potential for energy efficiency and provides data on resources specific to Avista's service territory.

**Use:** The CPA is used to determine how much energy efficiency should be identified as a resource in the Integrated Resource Plan.

## What is Energy Efficiency?

Energy efficiency is the practice of using less energy to perform the same task or provide the same service. Energy efficiency can also take the form of energy conservation which involves reducing energy use by changing behaviors. Energy Efficiency is implemented using measures.

## What are measures?

Measures are the individual solutions identified in the CPA that provide energy efficiency such as an efficient heat pump, insulation, smart thermostats, or home energy reports.

# Equity Considerations

1. Segmentation based on Named Community Census Tracts
2. Incremental Cost – adjusting for specific measures
  - Incremental costs are difference in costs between a baseline measure and an efficient measure. Incremental costs are born by the consumer.
3. Ramp Rates – adjusting for specific measures
  - Ramp rates measure the relative speed that a measure is adopted over time.



# Washington's Energy Future & Priorities: 2026 Survey

Ana Matthews, Customer Engagement Manager

# 2026 Clean Energy Implementation Plan (CEIP) Survey



- 3rd survey – 2022, 2024, and 2026
  - 2024: 1,900 survey participants/156K WA electric customers: 1.2% participation
  - 2026: Launch April 20 and conclude May 8
- Intent: to measure how customers and the community feel about and engage with Avista’s clean energy initiatives
- 8 energy questions and 10 demographic
  - Strong break between energy questions and demographic
  - Emphasis on anonymity and optional

# 2024 Survey Highlights

Key findings from the results include that Washington electric customers feel

It's important to keep energy affordable and reliable while transitioning to cleaner energy sources.

Two of the biggest benefits of clean energy are reducing climate change impacts and bringing innovation/technology to communities.

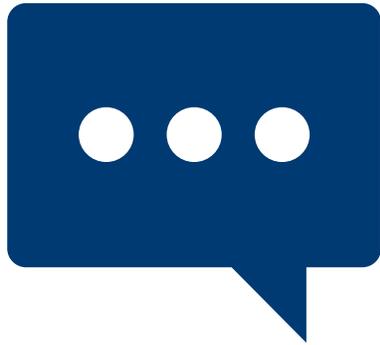
The possibility of increased bill costs is the biggest potential burden of the transition to cleaner energy.

Among those who answered the optional demographic questions, most identified as white, heterosexual, English-speaking, and college-educated

**Most important:** affordable, reliable, and clean energy

**Benefits** that are most important: reduce climate impacts, decrease dependency on fossil fuels, improve air quality, create clean energy jobs, bring innovation/technology

# EAG Guiding Principles



## Plain Language

Language updated to make it easier to understand and less technical.



## Demographic Sensitivity

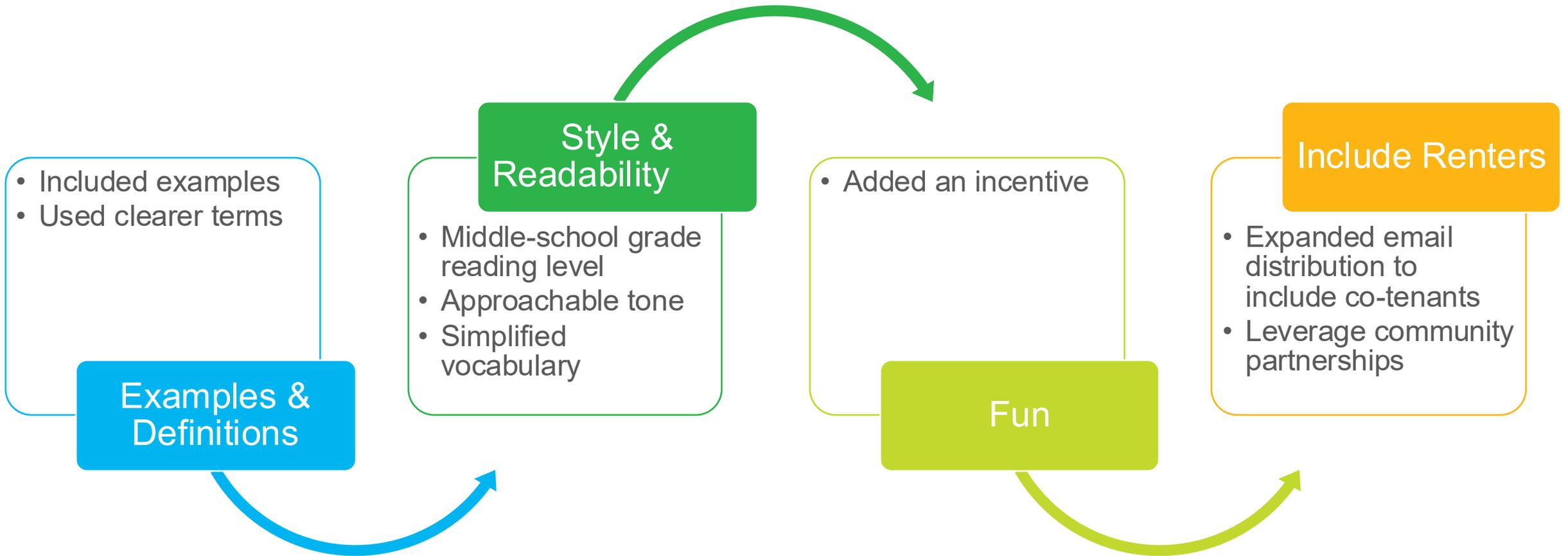
More clarity around how information is protected and how Avista uses it.



## Community Outreach

Enhanced community partner engagement and communication/marketing.

# 2024 EAG Feedback Impact



# 2026 Improvements

Expanding online surveys to include translation Russian, Ukrainian, and Arabic.

Survey sent to customers who preference for receiving communications in Spanish

Creating an incentive offering that benefits community

Marketing presence on social media (targeted) and in small publications

Enhanced materials for community partner engagement

Communication and education to Avista employees

# Marketing & Communications

## Strategic Approach

**Trusted messengers, community partners, culturally-relevant outreach**

**Diverse language access**

**Multi-channel promotional approach**

## Key Tactics

**Paid:** Social media ads; Specialty print media ads

**Shared:** Community groups share pre-drafted posts, flyers, and digital content

**Owned:** Direct customer emails (English + Spanish); CETA newsletter; employee communications; Multilingual printed surveys; Informational flyer

2026 CETA/CEIP Survey  
Communications & Marketing Plan

**Communications Overview and Objectives**  
Washington's Energy Future and Priorities: 2026 Avista Survey, as committed to in the Company's Clean Energy Implementation Plan (CEIP), aims to better understand the experiences and needs of Washington electric customers.

Previous participation in this survey has been low—less than 1%—with very few respondents identifying as non-white or speaking languages other than English. To address these gaps, the communications effort uses **new trusted messenger channels and multilingual/multicultural outreach** so more customers feel invited, represented, and equipped to participate.

The campaign focuses on prompting Avista electric customers to complete the survey through clear, accessible, culturally relevant messaging distributed across community partners, Avista-owned channels, and expanded language commitment to equitable engagement.

All communications success is closely

**Campaign achievement goals:**

- Meet or exceed a 2% overall completion rate
- Increase responses from Spanish-speaking customers
- Secure survey participation from Ukrainian, Arabic, and Marshallese customers

**Timeline Overview**  
April 20-May 8

**Audiences**  
**Primary:** Avista Washington Electric Customers  
**Secondary:** All other Avista Washington Customers

**Key Messages**

- **Avista is inviting electric customers to share their experiences and needs.**
  - As the state moves toward net-zero, we need to know how we can best serve you.
- **Avista is focused on hearing from real experiences from community members.**

Asset	Format	Design	Finalized	Published	Cost
Information sheet	Printed asset	Simple graphic design flyer	Finalized by April 15	April 22 eNews	\$1,200
FYI Info to Customer Service Reps	Email (internal only)	Internal email FYI	April 20	N/A	N/A
Contributed article	Fig Tree	In a similar format as a press release	April 17	N/A	N/A

**Accessibility Considerations**

- Multiple channel types are used to accommodate varying levels of digital literacy.
- Survey available online in 6 languages (Spanish, Russian, Ukrainian, Arabic, and Marshallese, English) to ensure equitable participation.
- Survey promotion one-sheet available in 6 languages (Spanish, Russian, Ukrainian, Arabic, and Marshallese, English) for community partners and in-person distribution.
- Email outreach sent to customers on the Spanish-language mailing list, written in Spanish.
- Incentive structure—participants "vote" for a local nonprofit to receive a \$1,000 community grant from the Avista Foundation, ensuring compensation aligns with EAG guidance that contributions should be valued.
- Demographic questions adjusted in response to EAG feedback to ensure respectful, culturally safe data collection.

**Reporting & Analytics**

- Paid social media reporting on impressions and clicks
  - Want to have details per platform; Hanna Agency to provide this data
- Additional 'impressions' data may be available from newspaper ad buys
- Survey completion rates
- Email open rates
- Unique tracking code for:
  - Printed material QR code
  - Social media ad link
  - Small newspaper QR code

**2024 → 2026 Adjustments**

- Expanding language translation (printed survey) to include Marshallese (SurveyMonkey (digital format) doesn't offer this.)
- Using a Spanish-only email list of customers with a translated email

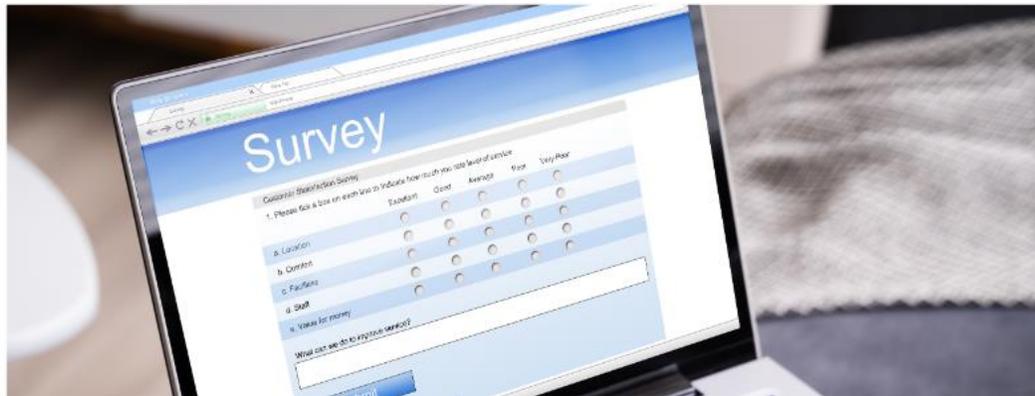
# Survey Incentive

## Encourages engagement

Incentive structure **motivates customers** to take the survey while also supporting organizations they care about.

## Strengthens community

Top **three nonprofits** with the most customer nominations each receive a **\$1,000 Avista Foundation grant**.



# A new approach



With support from

Avista *foundation* 

# Seeking your guidance

Take our survey and help your favorite nonprofit win a \$1,000 grant

**OR**

Take this survey to help shape the future of clean energy in Washington

**How do you describe your gender?**

1. Female
2. Male
3. Non-binary
4. Transgender
5. Two-Spirit
6. Another Identity(self-describe) [comment box]



# Energy Education Video

Ariana Lake, Senior Communications Manager

# Customer Educational Video



## Video Overview

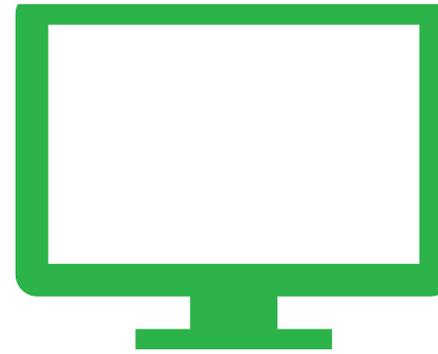
A ~**20-minute video** that answers common energy questions and explains the key topics.



## Influenced by EAG

Created in direct **response to EAG feedback.**

Includes questions from **current EAG members.**



## Shift From Quarterly Virtual Meeting

**Replaces our Q1** quarterly meeting with a more **flexible, customer-friendly format** that can be viewed anytime.



## Language Accessibility

Video will include on-screen captions in **Spanish & Russian.**

# What's next?

- Will be completed by March 31, 2026
- Promoted via a variety of channels:
  - Social media
  - Avista website
  - YouTube channel
  - Direct email (customers, partners, EAG, etc.)
  - Clean energy newsletter





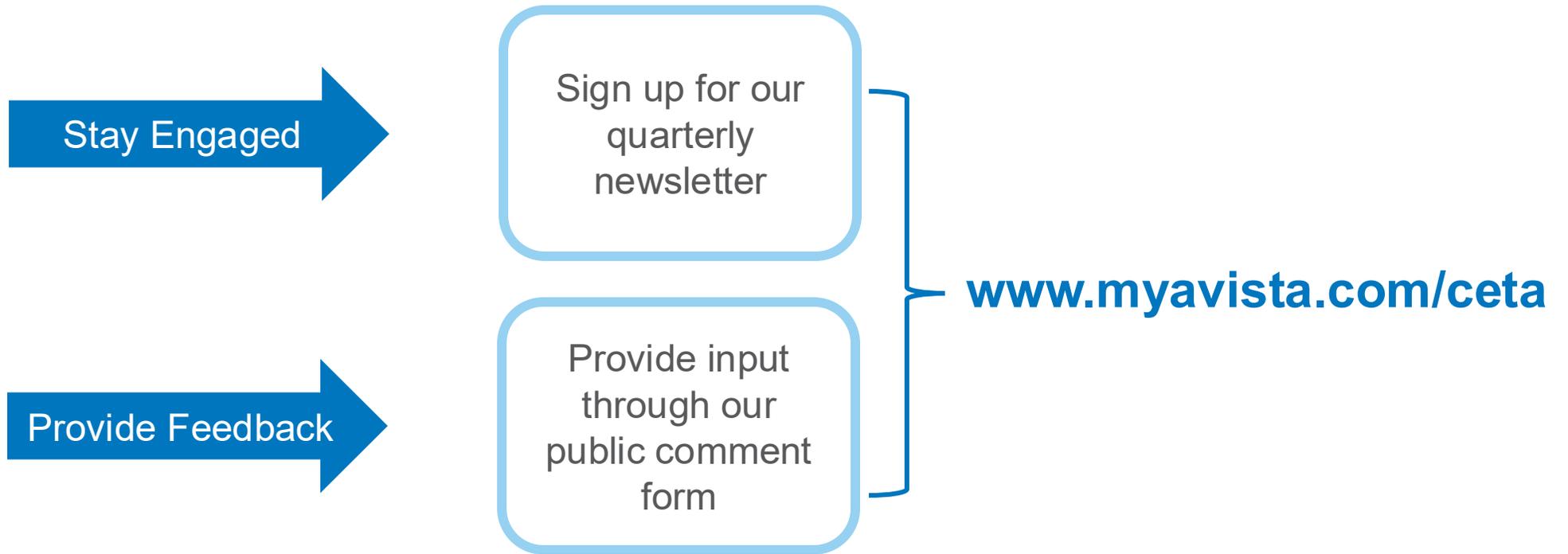
# Questions and Discussion

Amber Lenhart

# Questions and Discussion

- What clarifying questions or curiosities do you have about the presentations?
- What disparities, root factors, or inequities (historic and current) are related to these topics?
- How could Avista improve engagement strategies related to these topics, if at all?
- What new ways could help measure and track benefits and reduced burdens related to these topics?
- What steps, practices, or policies could help reduce future inequities related to these topics?
- How does this affect your community? What steps will you take after learning about these topics?

# Thank you



# Next EAG Equity Lens Session Meetings

**In-person meeting**

**at Avista in Spokane**

**Wednesday, April 22nd**

**9:30 am Meet & Greet**

**10:00 am to 2:30 pm Meeting**

**Please RSVP by either accepting the meeting notice or by emailing Ana by Friday, March 27th**

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