

CEIP Public Participation Appendix C-4

Community-based organization outreach materials

From April - November 2021, PSE engaged with community-based organizations (CBOs) to solicit input to develop the CEIP, collect comments on the draft CEIP and to help inform engagement strategies.

Materials in this appendix include the following:

- [CBO engagement summary](#)
- [CBO meeting activity notes](#)
- [CBO multilingual meeting overview and presentation](#)
- [Spring 2021 CBO presentation template](#)

Meetings with community-based organizations

As outlined in PSE's public participation plan, an ongoing outreach goal is to build and/or strengthen relationships with community-based organization (CBOs). One goal during the draft CEIP time period was to conduct eight go-to-you interactive meetings with CBOs, one meeting per county where PSE serves electric customers.

From May through July 2021, the CEIP team contacted 22 CBOs in PSE's electric service area through emails and phone calls, with an approximate 74 percent response rate. By July 2021, PSE completed a total of seven go-to-you meetings with CBOs representing six counties serving youth, LGBTQIA+, seniors, people with disabilities, university students, and BIPOC populations. Meetings focused on raising awareness about the CEIP, collecting input to develop CBIs, and discussing potential barriers and burdens to participation in the clean electricity transition. A total of 46 people attended the seven go-to-you meetings.

Through the go-to-you meetings, CBOs identified various common threads of feedback including:

- Reduce the amount of income vulnerable populations spend on electricity
- There is interest in using technologies like rooftop solar to increase the resiliency and self-sufficiency of vulnerable populations
- Economic benefits of the clean electricity transition need to be accessible to the people who need them
- Value clean air and community health
- Ensure that educational materials are accessible, culturally, and linguistically relevant
- PSE must build and re-build trust with community members and customers as a part of advancing its equity goals

All CBO input related to CBIs can be found in Chapter 3: Customer Benefit Indicators (CBIs).

All go-to-you meetings were held virtually due to the COVID-19 pandemic. The team used interactive online platforms such as Mural and MentiMeter to engage participants and capture feedback. Please see Table 1 for dates of engagements.

As part of procedural equity, it is important to compensate community members and CBOs for sharing their expertise, stories and experiences, and meeting times. Compensation was offered to all CBOs through a donation to their organization.

Outreach is actively in progress and more organizations will be contacted to meet the outreach goals of engaging more BIPOC groups, offering multilingual sessions, and reaching populations across PSE's electric service territory. The CEIP team was met with more challenges than anticipated scheduling CBO meetings given the timeline for engagement, CBO capacity, ongoing challenges related to the COVID-19 pandemic, and others. PSE is committed to meet our initial goals of engagement and beyond. PSE will continue to expand the avenues for participation to meet CBOs where they are, whether that is a go-to-you meeting, a survey, and in-person event, 1-1 calls, or other creative avenues.

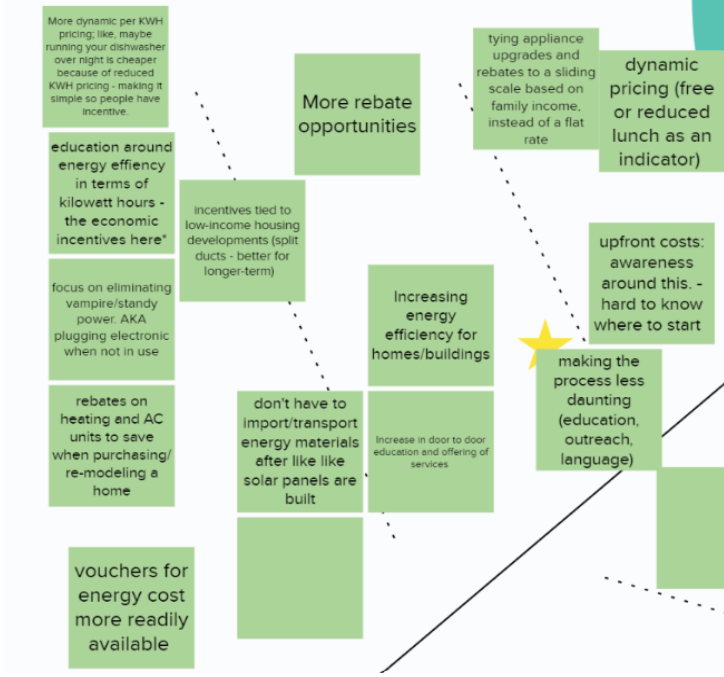
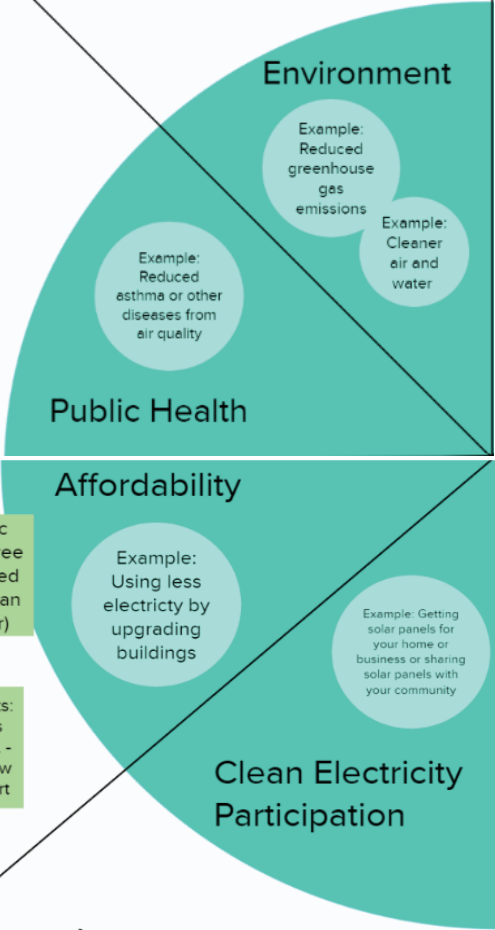
Table 1: CBO Engagement Dates

CBO Name	Date of Engagement	Engagement Type
The Rainbow Center	June 14, 2021	CBO
Provail	May 28, 2021	CBO
NAACP Bremerton	May 24, 2021	CBO
Boys and Girls Club of Skagit County	May 25, 2021	CBO
WWU's Institute for Energy Studies	May 20, 2021	CBO
Opportunity Council of Island County	June 16, 2021	CBO
Island Senior Resources	June 22, 2021	CBO
El Centro de la Raza	August 24, 2021	Multilingual (Spanish)
*CBO Draft CEIP Lunch and Learn	October 27, 2021	Draft CEIP
*Draft CEIP Information Session	November 11, 2021	Draft CEIP

*CBO Draft CEIP lunch and Learns, and Information sessions were held to provide stakeholders with an update on the CEIP and how their input shaped the development of the CEIP. Meeting notes and materials can be found in Appendix C-7

CBO meeting activity notes

Puget Sound Energy
 Clean Energy Benefits
 Boys and Girls Club of
 Skagit County
 May 24, 2021

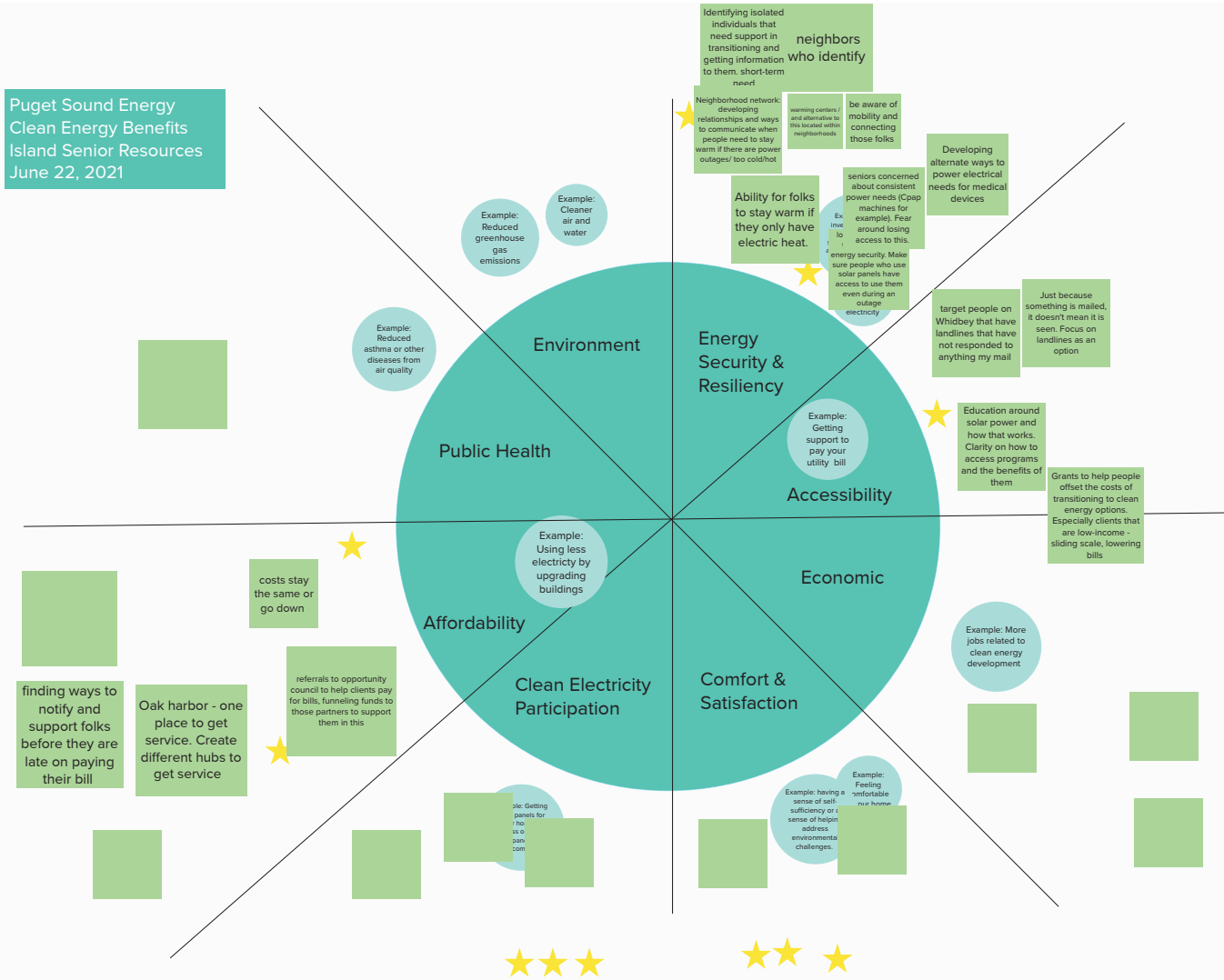


Puget Sound Energy
Clean Energy Benefits
Island Senior Resources
June 22, 2021

What are some examples of benefits in each category? Which are most important to you?

Are there potential benefits missing?

Are there other values or benefits you have not yet shared that are part of your vision for an equitable and clean electricity future in your community?



Participation: Benefits related to direct access to clean electricity devices like solar panels and batteries in your community.

Comfort and Satisfaction: Benefits that improve your sense of comfort or satisfaction at home and in your community.

Affordability: Benefits that result in more people being able to pay for the things they need to thrive.

Economic: Benefits related to job creation and commercial activity.

Environment: Benefits that result in a clean and sustainable environment.

Public Health: Benefits that result in the improved safety and health of community members.

Energy Resiliency: Benefits that make my community more prepared to respond to a major natural disaster.

Accessibility: Benefits that ensure customers have access to clean electricity despite household income or other challenges.



**Puget Sound Energy
Clean Energy Benefits
Opportunity Council
June 16, 2021**

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**Puget Sound Energy
Clean Energy Benefits
The Rainbow Center
June 14, 2021**

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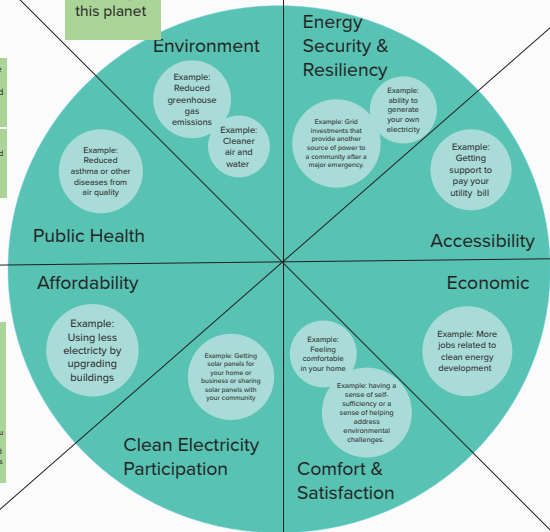
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generational wellbeing on this planet

where are the coal plants located? -- and the areas it is impacting

coal burning and its effects on health

equitable distribution in services to the different areas PSE serves

adjustments in zoning, what will happen to PSE's service area?

Making sure rates don't push people who are living in poverty in an impossible situation

Sometime we pay for our clients energy bills

farmers, Native population

With the addition of wind turbines for example, who are you displacing? How do you compensate and mitigate those effects to the communities?

Building codes shifting at the same time to ensure energy efficiency

Will certain parts of geographic areas get upgraded before others? Certain neighborhoods BIPOC and LGBTQ - ensuring those are not left

lack of trust in PSE and not having trust that PSE will do this equitably

PSE to provide financial support

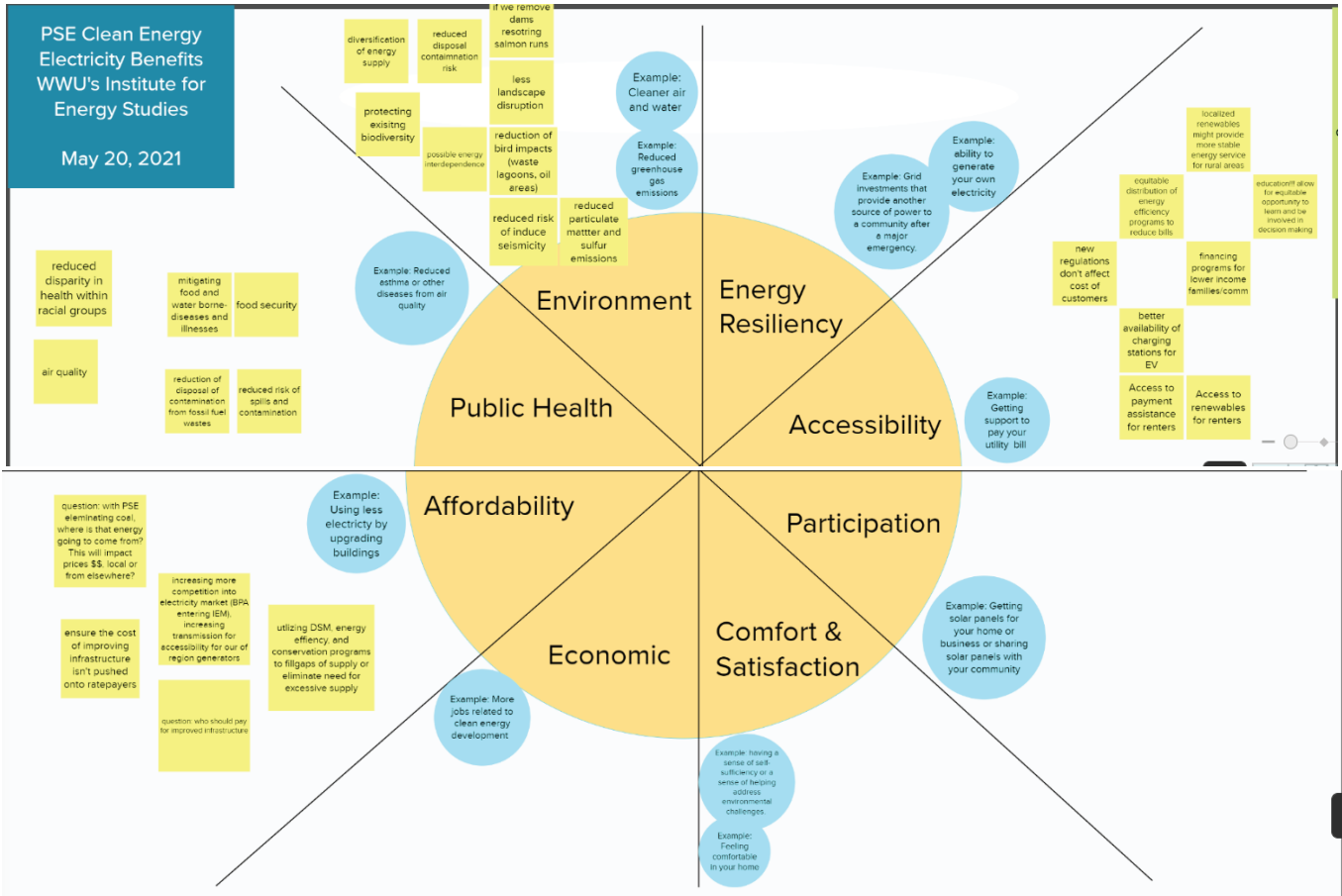
PSE could partner with local community or trade college, and allow Rainbow Center and partners to reach out to low-income neighborhoods

PSE has a real opportunity to be accountable to its customers

We listened This is what we learned This is what we are doing differently

PSE Clean Energy Electricity Benefits
WWU's Institute for Energy Studies

May 20, 2021



Multilingual Sessions

In addition to engaging community-based organizations, with our consultant Triangle Associates, PSE hosted multilingual sessions (see note above about limitations). We held the first multilingual session in August 2021 with Spanish-speaking participations from El Centro de la Raza. This focus group provided feedback on their understanding of clean electricity and energy efficiency, and ideas for making program design and implementation more accessible and understandable to communities. Two El Centro staff and six community members participated. Below are key takeaways from the discussion.

There is a need for more inclusive education around clean energy.

- Participants knew some about clean energy but wanted to know more about how clean energy is generated and the different resources available to be more involved in the conversation.
- Make engagements relatable, in-language, and action-oriented.
- Focus on educating families and communities to build awareness about actions they can take to be a part of the decision-making process.

Make outreach and program information accessible and easy to understand.

- Materials are too dense and hard to understand.
- Provide multiple avenues to get help navigating PSE programs and information by phone, email, or website.
- Implement family programs with easy-to-understand, step-by-step instructions that help households reduce energy consumption.
- Utilize community locations and gathering places to share information and encourage self-guided education.
- Provide stipends for participation.
- Provide in-language information and materials.

Consider programs for homeowners, renters, and low-income populations.

- Share information on energy efficiency or CEIP programs for both homeowners and renters. Renters have additional barriers to accessing energy and electricity information and less decision-making power.
- Provide incentives for landlords or multifamily units to participate in programs.
- Gas and electricity can be expensive necessities for homeowners and renters. Provide incentives to cover the cost of implementation for programs or provide low-income programs to encourage participation and share information about reducing energy consumption and electricity or gas bills.

PSE continues work to host another multilingual session with a partner organization.

El Rey Radio Sessions

PSE was invited by an Equity Advisory Group member to share about PSE's clean electricity efforts on [El Rey 1360's](#) radio show during El Centro de la Raza's hour segment which occurs every Tuesday.

PSE staff and outreach consultant attended the radio show on June 15 and November 2, 2021. The format consisted of a 15–20-minute dialogue with the radio host and five minutes at the end for listeners to call in to ask any questions. No listeners called in during either date.

The overarching goals were **to engage, build awareness, and grow PSE's relationship with the Latinx and Spanish-speaking community** of the Seattle metropolitan area.

The focus of the June 15 radio show was to:

- Introduce PSE staff
- Share about PSE, CETA, and the CEIP process
- Discuss the benefits of the clean electricity transition for customers
- Share about PSE's community engagement activities

The focus of the November 2 radio show was to:

- Provide updates on the draft CEIP and what customers can expect during implementation
- Share what PSE heard from customers, specifically during the Spanish in-language workshop
- Inform listeners on how to learn more and comment on the draft CEIP via the:
 - Online open house
 - Survey
 - CEIP website




PSE plans to continue the partnership with El Centro and El Rey to provide continuous updates on the CEIP and for the chance to connect with listeners.

Diálogo: Transición a la Energía Limpia



Un poco sobre Puget Sound Energy



-  Servicio combinado de electricidad y gas natural
-  Servicio de electricidad
-  Servicio de gas natural



La Ley de Transformación de Energía Limpia (CETA)






Las metas de la Ley de Transformación de Energía Limpia (CETA) de Washington:

Hitos de la electricidad



- Comprometiendo a Washington a suministrar electricidad libre de emisiones de gases de efecto invernadero para el 2045.
- La asequibilidad y confiabilidad
- Para asegurarse de que todos los clientes se beneficien de la transformación a energía limpia.

¿Qué se considera un recurso de energía limpia?

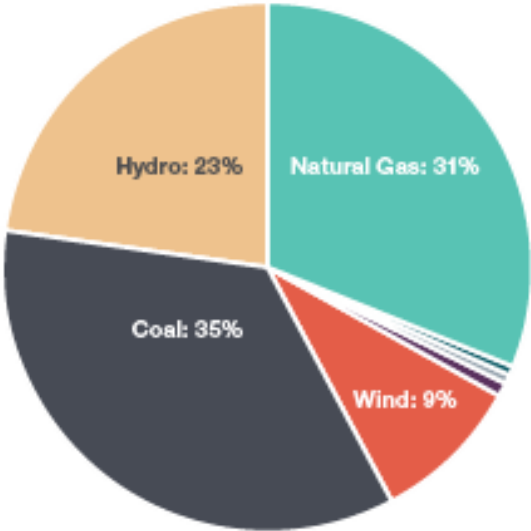
- Para CETA, las empresas de servicios se centran en los recursos eléctricos
- Recursos de electricidad limpia:
 -  Energía renovable, como energía hidroeléctrica, eólica, solar, geotérmica, etc.
 -  Programas de eficiencia energética
 -  Programas de respuesta a la demanda
 -  Recursos energéticos distribuidos, como energía solar de techo, baterías
 -  Recursos no emisores, como la nuclear u otras tecnologías nuevas que no provocan emisiones de gases de efecto invernadero.

Suministro eléctrico de PSE

In 2019, el suministro eléctrico de PSE fue:

- 33% limpia – hidroeléctrica, eólica, solar
- 35% carbón
- 31% gas natural
- ~1% otros

Fuel	Percentage
Coal	35%
Hydroelectric	23%
Natural Gas	31%
Nuclear	<1%
Other*	<1%
Wind	9%
Total	100%



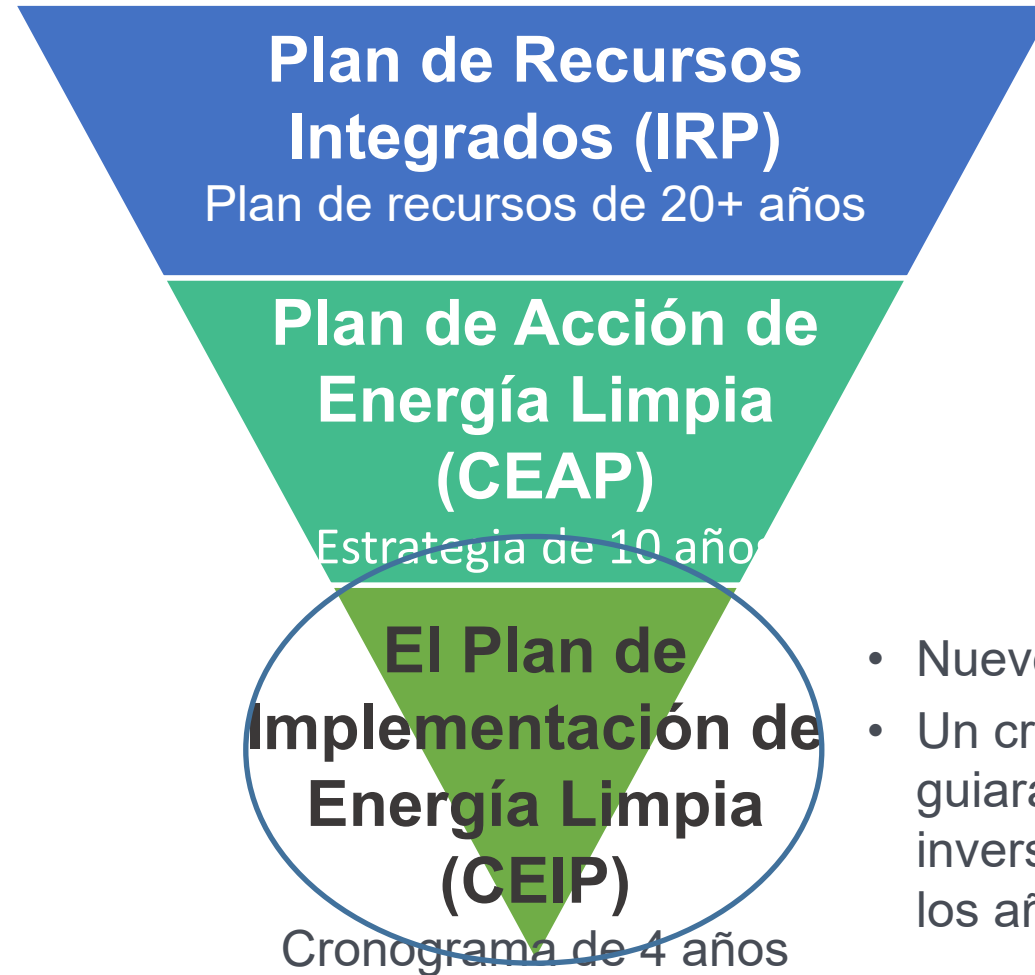
Nuclear: <1%
Other*: <1%
Solar: 1%

Source: Published by the Washington Department of Commerce, October 2020, with data reported by PSE in August 2020.

* Biomass, non-biogenic and petroleum.



Proceso de planificación de recursos eléctricos de PSE



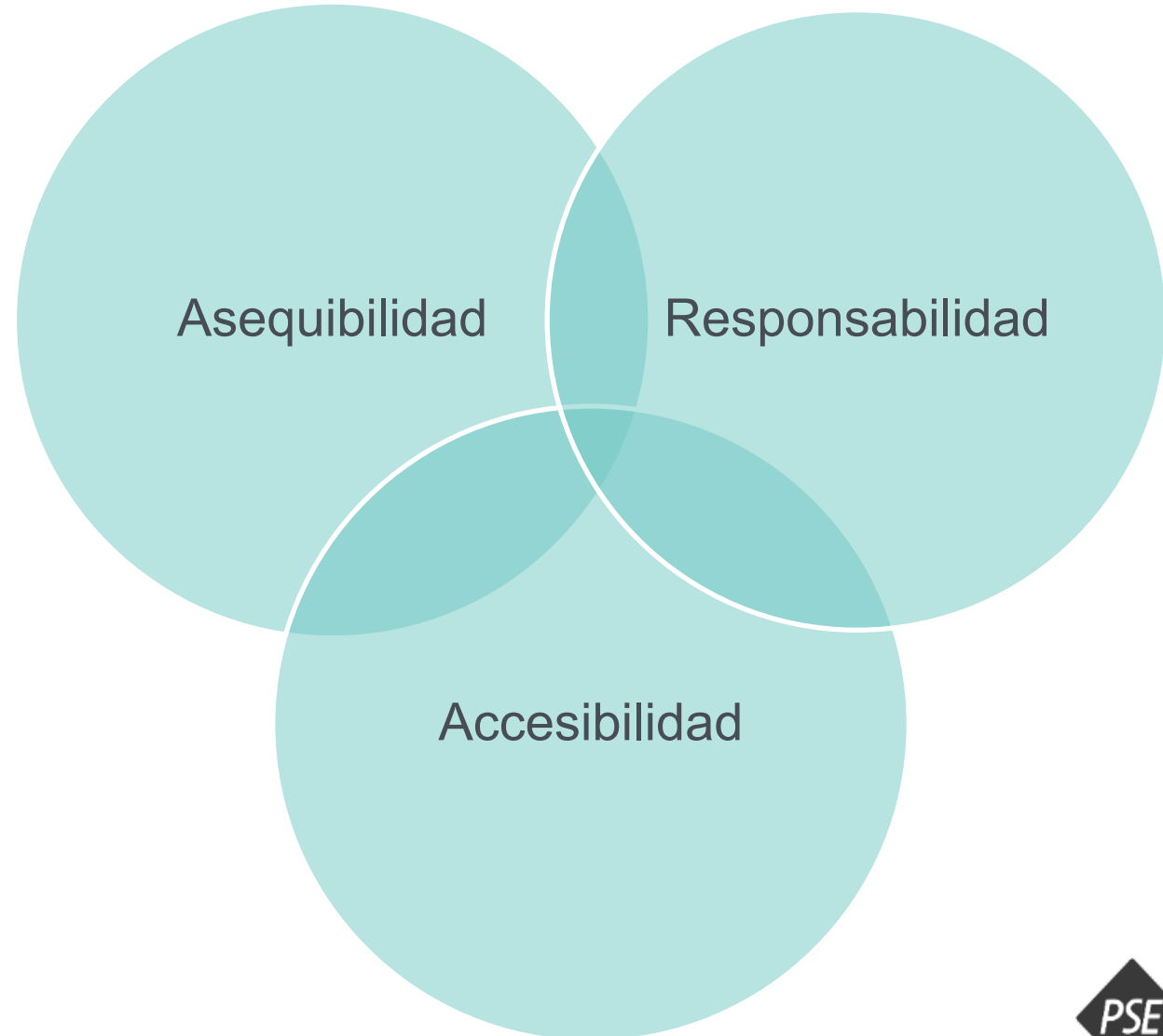
- Nuevo plan de CETA
- Un cronograma de cuatro años que guiará los programas, acciones e inversiones de energía limpia para los años 2022 a 2025 de PSE.

Equidad en Energía

Inclusión de valores y beneficios comunitarios



Ayuda que PSE entienda los intereses de sus clientes que guiarán los programas, acciones e inversiones de energía limpia



Valores y beneficios

Medio Ambiente

Salud Pública

Económico

Accesibilidad

Asequibilidad

Resiliencia y Seguridad
Energética

Participación de
Electricidad Limpia

Confort y Satisfacción

Plan de Participación Pública del CEIP

Discusión con organizaciones comunitarias y grupos

Sesiones de español y mandarín

Coordinación con los grupos asesores de PSE

Sitio web del proyecto

Casa Abierta por el web

Grupos focales

Encuestas

Novedades por correo electrónico

Contacto

- Póngase en contacto con Lucila Gambino: lgambino@triangleassociates.com
- Sitio web de CEIP: <https://www.cleanenergyplan.pse.com/es>
- Correo electrónico de PSE: ceip@pse.com

Dialogue: Transition to Clean Energy



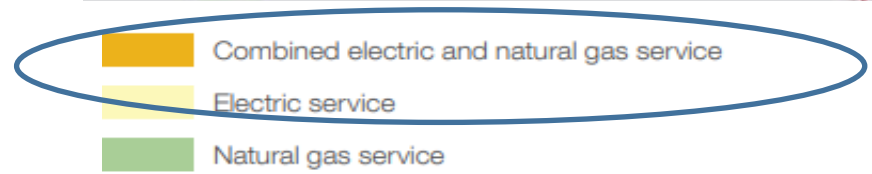
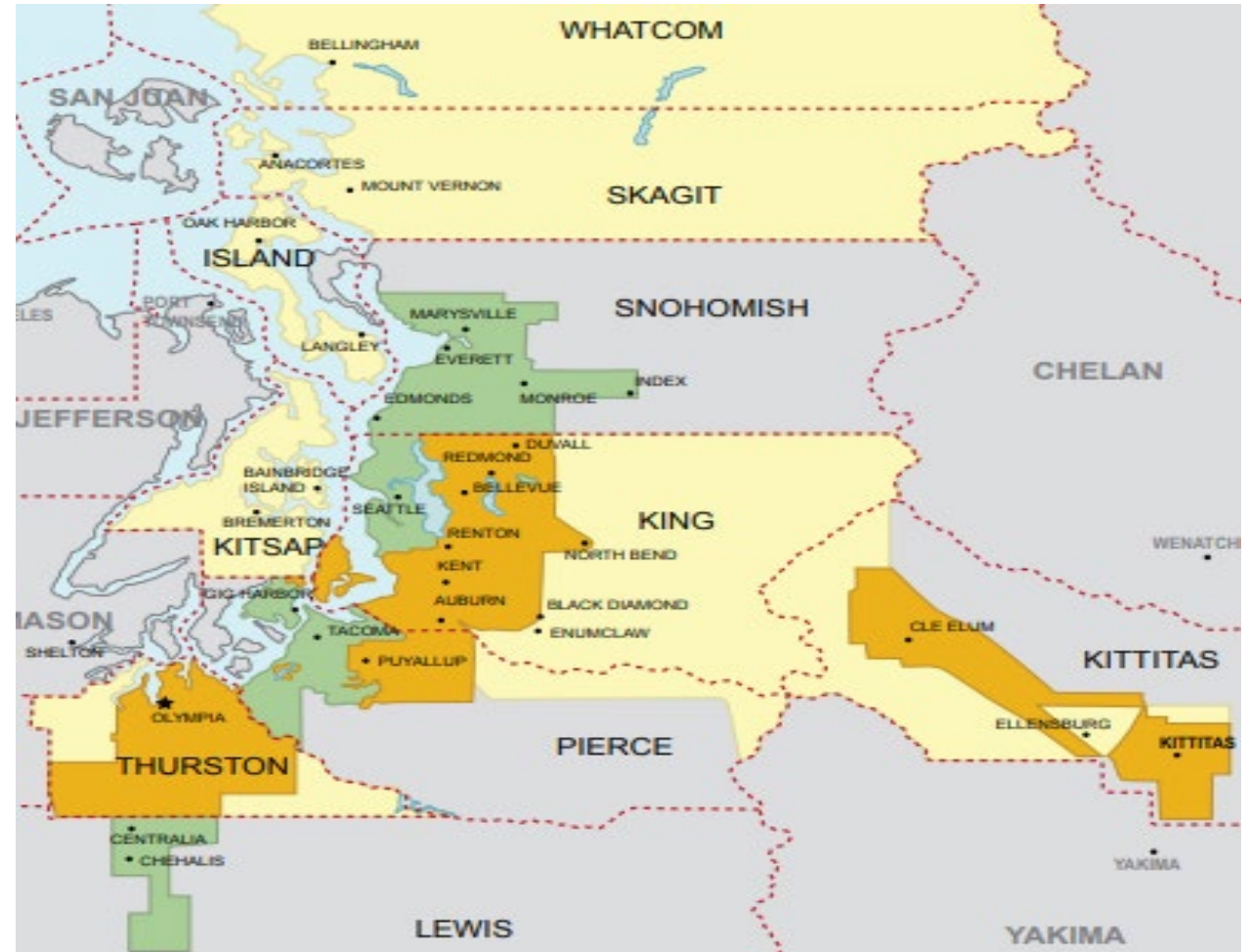


Objectives

- ⚡ Provide background on the Clean Energy Transformation Act (CETA) and Clean Energy Implementation Plan (CEIP)
- ⚡ Explore potential benefits of the clean energy transition and which are most important to you/to students
- ⚡ Discuss challenges and burdens as it relates to clean energy
- ⚡ Build relationship and trust

About Puget Sound Energy

- Washington's largest utility, serving 1.5 million customers
- Headquartered in Bellevue, with service area covering 6,000 square miles
- 3,100+ employees live and work in the communities they serve
- Investor-owned utility regulated by Washington Utilities and Transportation Commission (UTC)



Clean Energy Transformation Act (CETA)

Washington's Clean Energy Transformation Act (CETA) goals:

Achieve clean energy milestones



2025

Coal-free
electricity



2030

Carbon-neutral
electric system



2045






100%
clean electricity

Ensure all customers benefit

Through:

- Equitable distribution of energy and non-energy benefits and reduction of burdens to vulnerable populations and highly impacted communities
- Public health and environmental benefits and reduction of costs and risk
- Energy security and resiliency

What's considered a clean energy resource?

- For CETA, utilities are focused on electric resources
- Clean electricity resources could include:
 -  Renewable energy – like hydropower, wind, solar, geothermal, etc
 -  Energy efficiency programs
 -  Demand response programs
 -  Distributed energy resources, like roof-top solar, batteries
 -  Non-emitting resources, like nuclear or other new technologies that don't cause greenhouse gas emissions

PSE's diversified electric supply

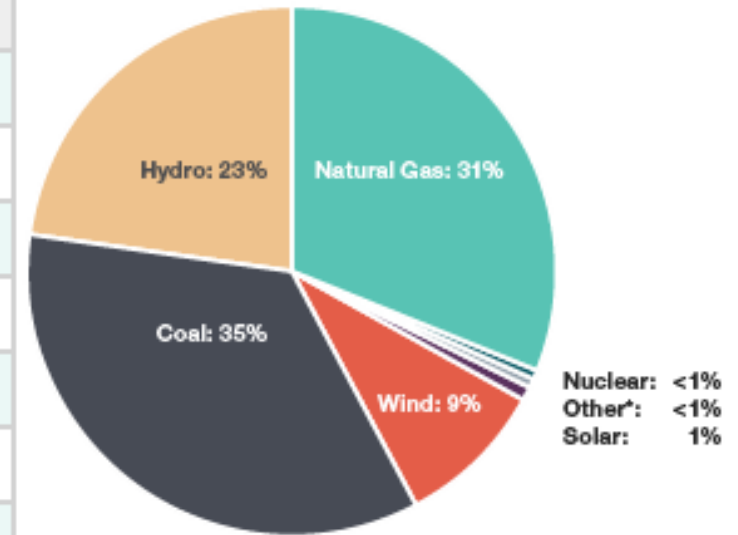
In 2019, PSE's electric supply was:

- 33% clean – hydro, wind and solar
- 35% coal
- 31% natural gas
- ~1% other

PSE is on it's way to carbon-free electricity

- Coal free by 2025
- Carbon neutral by 2030
- 100% clean electricity by 2045

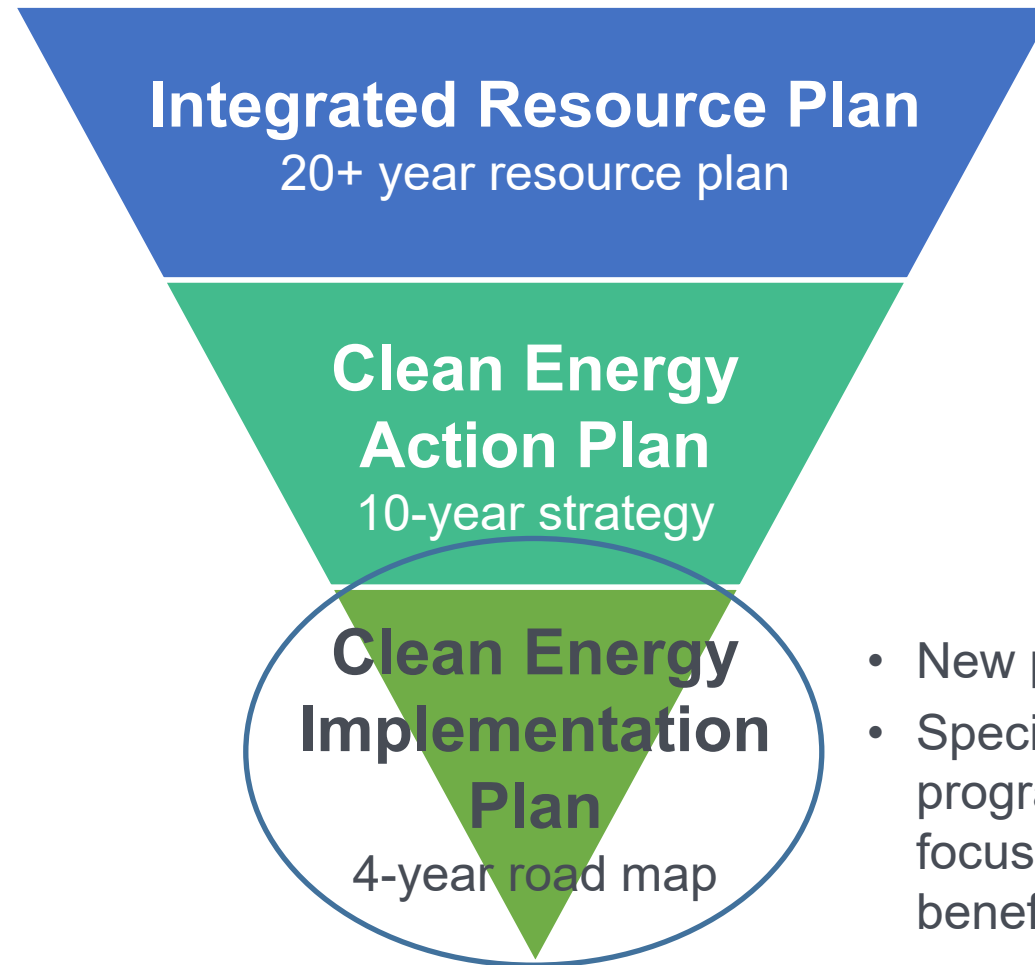
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PSE electric resource planning process



- New plan under CETA
- Specifies PSE's targets, actions, programs and investments with focus on equitable distribution of benefits


CEIP Public Participation Plan efforts



Outreach to
Community
Based
Organizations/
Groups



Spanish and
Mandarin
sessions



Coordination
with PSE
advisory groups

Project website

Online open
house

Focus group
(as needed)



Survey

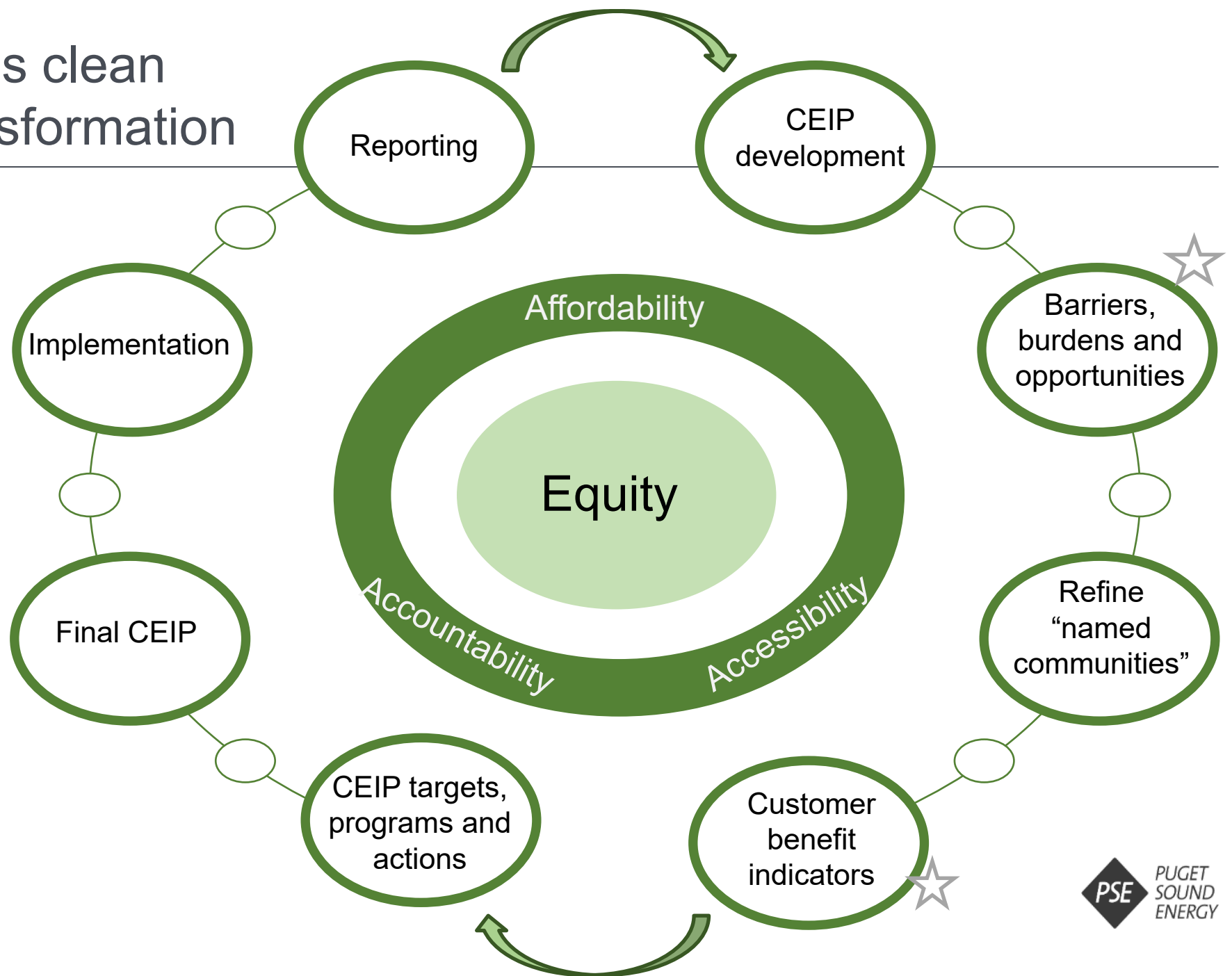
Email updates

Equity in PSE's clean electricity transformation

Customer values and benefits



Helps PSE understand customer interests that will inform programs, actions and investments



Contact

- Contact Lucila Gambino at: lgambino@triangleassociates.com
- PSE CEIP website: <https://cleanenergyplan.pse.com>
- Email PSE at: ceip@pse.com

Dialogue: Transition to Clean Energy



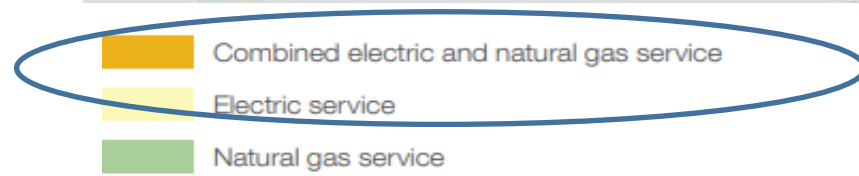
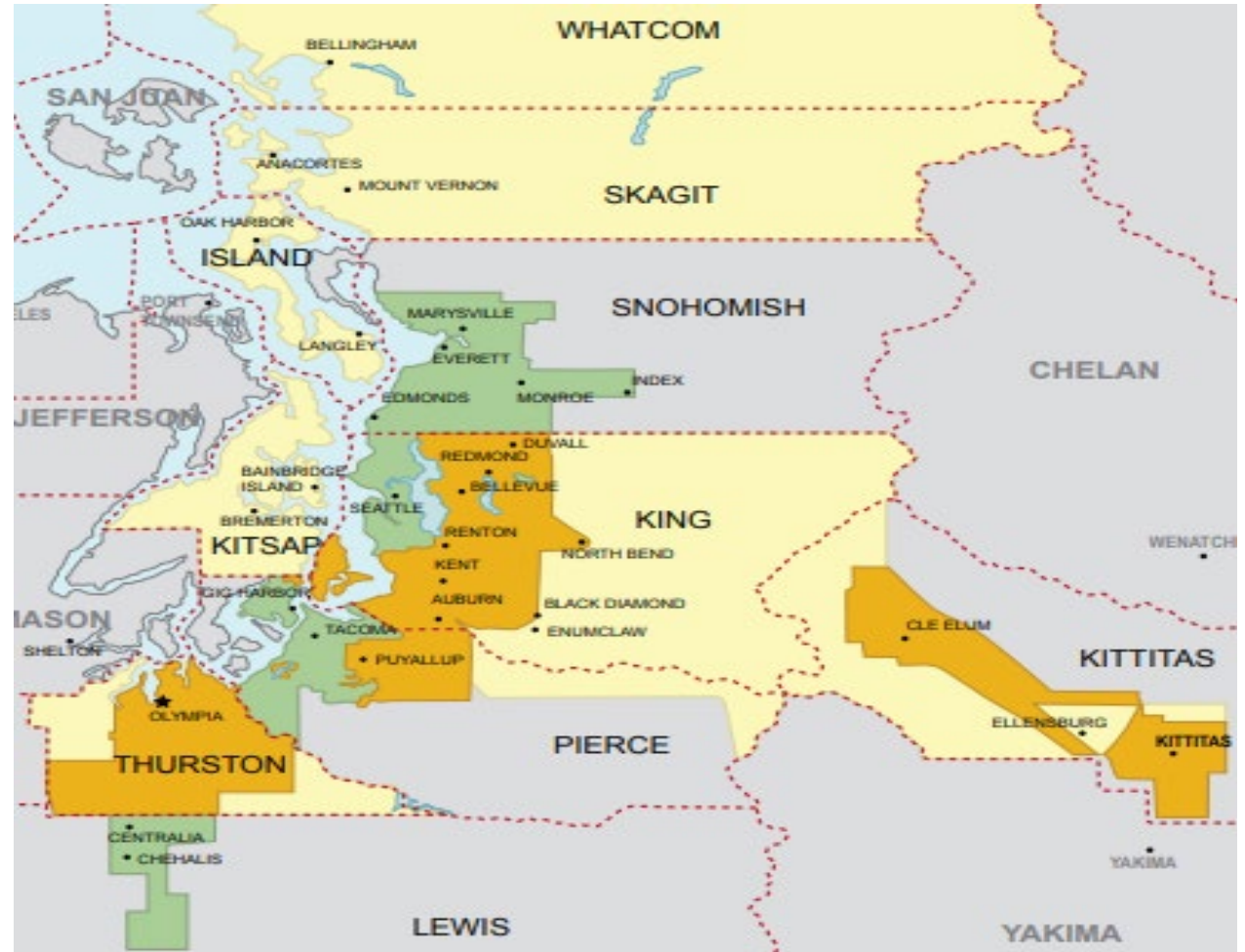


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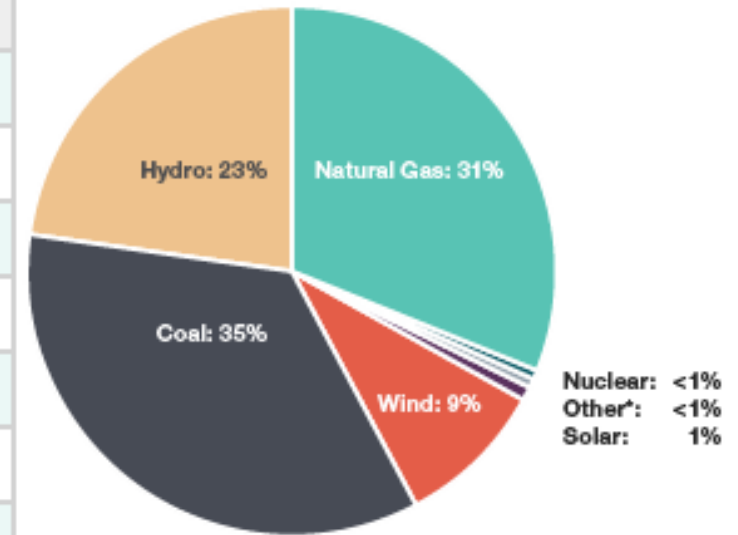
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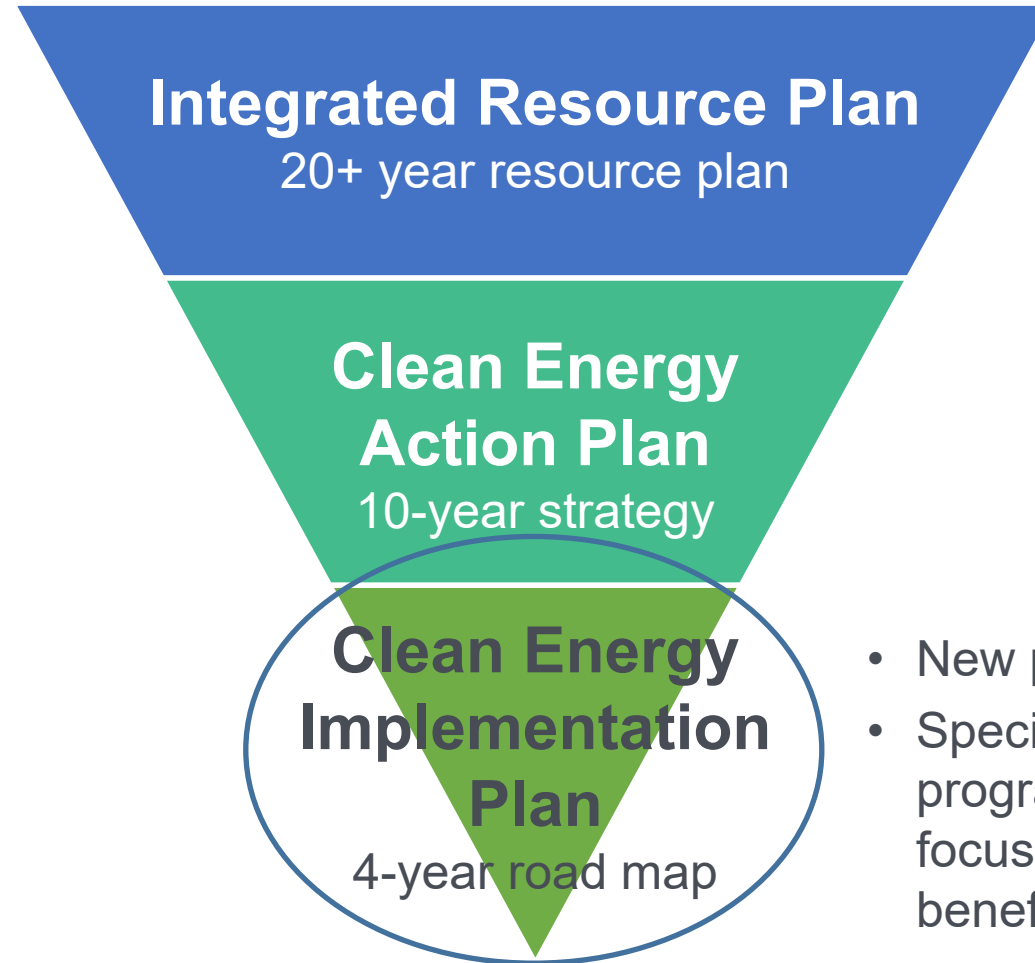
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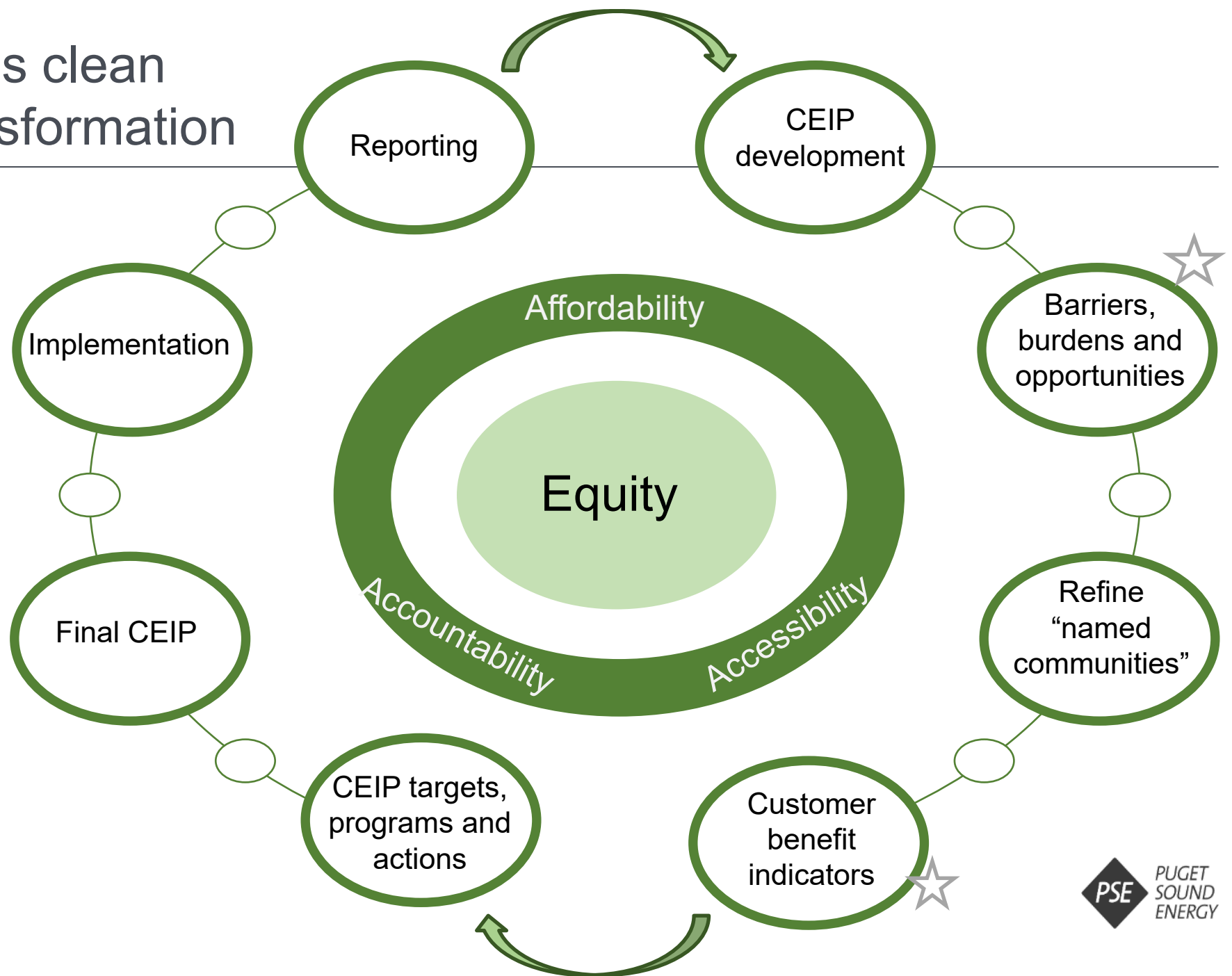
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