

## **CEIP Public Participation Appendix C-1**

### **Public Participation Plan materials**

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Public Participation Planning documents describe PSE's strategies and techniques to inform and engage the public during the development and implementation of the CEIP as well as metrics that evaluate the effectiveness of our public participation efforts.

Materials in this appendix include the following:

- [Public Participation Plan \(2021\)](#)
- [Public Participation metrics \(April – December 2021\)](#)
- [Public Participation Plan \(2022- 2023\)](#)

# PUBLIC PARTICIPATION PLAN

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## CLEAN ENERGY IMPLEMENTATION PLAN



*Updated: September 1, 2021*

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## ACRONYMS

| Acronym     | Full name                            |
|-------------|--------------------------------------|
| <b>CBO</b>  | Community-Based Organization         |
| <b>CEAP</b> | Clean Energy Action Plan             |
| <b>CEIP</b> | Clean Energy Implementation Plan     |
| <b>CETA</b> | Clean Energy Transformation Act      |
| <b>CRAG</b> | Conservation Resource Advisory Group |
| <b>EAG</b>  | Equity Advisory Group                |
| <b>HIC</b>  | Highly Impacted Communities          |
| <b>IRP</b>  | Integrated Resource Plan             |
| <b>LIAC</b> | Low Income Advisory Committee        |
| <b>PSE</b>  | Puget Sound Energy                   |
| <b>VP</b>   | Vulnerable Populations               |

Updated Sept. 1, 2021: Addendum added (Chapter 4) outlining PSE's public participation opportunities during the extended schedule for developing the CEIP. PSE will submit the draft CEIP on Oct. 15, 2021 and final CEIP on Dec. 17, 2021.

# 1 INTRODUCTION

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## 1.1 Plan Purpose

This public participation plan describes how Puget Sound Energy (PSE) staff and their consultant team will collaborate with key stakeholders to involve customers and community members in developing the first Clean Energy Implementation Plan (CEIP) in accordance with the Clean Energy Transformation Act (CETA). This plan identifies opportunities for stakeholder input on CEIP elements and tools the project team will use to share information and gather feedback. The public participation plan also includes a general schedule of public participation activities.

The schedule for the first CEIP is compressed to meet deadlines set by the Washington Utilities and Transportation Commission (UTC), which regulates PSE. Given the short timeline, this plan intends to create opportunity for all customers to engage in the CEIP planning process with emphasis on including the interests and needs of vulnerable populations and highly impacted communities. The duration of this public participation plan extends through the development and review process of the CEIP in 2021 as well as the first two years of CEIP implementation in 2022 and 2023.

This public participation plan was developed by Puget Sound Energy staff in collaboration with their public participation consultants: Maul Foster & Alongi, Triangle Associates and Advocacy BL/ACK. This project team developed the public participation plan by conducting an internal planning workshop to consider CEIP requirements, public participation opportunities, stakeholder expectations and recent feedback collected from members of PSE's advisory groups.

The public participation plan is intended to be a living document and will be updated as additional information is collected and evaluated during public participation activities. The approach is considerate of and will adapt to current social distancing requirements related to the COVID-19 pandemic as needed. Specifically, PSE anticipates updating this document in summer and fall 2021 to include a revised public participation plan with the Final CEIP submittal on Dec. 17, 2021<sup>1</sup>.

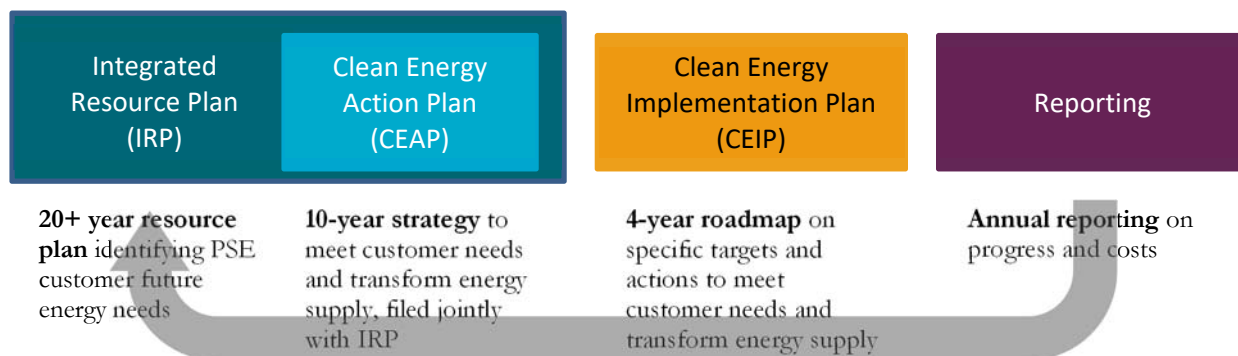
### Background

The Clean Energy Implementation Plan (CEIP) is an important piece of our long-term energy planning efforts to eliminate carbon emissions from our region's electricity supply and meet the goals of Washington's Clean Energy Transformation Act (CETA), a new law that enables PSE to move further and faster on delivering clean electricity.

To help plan for the transition, PSE considers CETA goals in its 20+ year Integrated Resource Plan (IRP), as well as the new 10-year Clean Energy Action Plan (CEAP) and the four-year CEIP. The CEIP will create a four-year roadmap informed by the needs and strategies identified in the IRP and the CEAP.

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<sup>1</sup> Dates updated on Sept. 1, 2021 to reflect CEIP process extension.



The CEIP must include:

- Interim targets for meeting CETA standards over a four-year period
- Specific targets for: energy efficiency, demand response, and renewable energy for a four-year period
- Specific actions we'll take over the four-year period
- Identification of highly impacted communities (HIC) and vulnerable populations (VP)
- Assessment of current benefits and burdens on customers, and description of how our specific actions will mitigate risks to HIC and VP
- Proposed customer benefit indicators for progress on improving equitable distribution of benefits and burden reduction

The public participation process for the CEIP will create opportunities for PSE customers and community members to influence the specific targets and actions to be implemented over the CEIP's four-year cycle.

The process will include engagement with:

- PSE electric customers, including highly impacted communities and vulnerable populations
- PSE's inaugural Equity Advisory Group
- PSE's other advisory groups: IRP stakeholders, Low Income Advisory Committee, and Conservation Resources Advisory Group

In addition to meeting CETA's carbon reduction goals, PSE is making equity a key priority by working to ensure an equitable distribution of clean energy and non-energy benefits and reducing burdens to vulnerable populations and highly impacted communities through CEIP implementation. This public participation process also creates opportunities for PSE to better understand the broader scope of PSE customers' values, priorities and perspectives around clean electricity and equity, as well as initiate or strengthen PSE relationships with community-based organizations.

#### **Participation constraints for the 2021 CEIP**

The timeline for developing this first CEIP is approximately four months (mid-April through late July). Given this compressed timeline, PSE endeavors to meet the intent of the CETA and CEIP regulations by conducting broader outreach to all customers and targeting its engagement with highly impacted communities and vulnerable populations.

At the same time, we acknowledge that much of the public participation efforts needed for CEIP development and implementation depend on building relationships and venues for two-way

communication, which takes time to develop. As the 2021 CEIP is the first CEIP, we anticipate designing continuing engagement efforts that will extend into the implementation period to help shape our reporting and/or future CEIP processes. These efforts will include ongoing tribal engagement, engaging customers in refining the definition of vulnerable populations, and better understanding our customers' prioritized benefits.

## 1.2 Public participation in CEIP development

PSE is seeking customer and community input to understand the kinds of benefits they want to result from our region's clean electricity transformation. PSE will consider customer and community input when evaluating programs to create customer benefits while achieving clean energy targets on our path to 100 percent clean electricity by 2045. The process graphic below shows the steps for public participation for developing the CEIP.



## 1.3 Roles and responsibilities

The following table describes roles and responsibilities among parties involved in the CEIP development and implementation processes.<sup>2</sup>

<sup>2</sup> This section helps address WAC 480-100-655 (1)(a) and (b), as well as WAC 480-100-655 (2)(a).

| Stakeholder   | CEIP development role  | CEIP implementation role  |
|---|--|---|
| <b>Equity Advisory Group</b>                                  | <ul style="list-style-type: none"> <li>• Lead conversations on equity for the CEIP</li> <li>• Refine energy resource planning equity terms:                             <ul style="list-style-type: none"> <li>○ Highly impacted communities</li> <li>○ Vulnerable populations</li> </ul> </li> <li>• Provide input for CEIP related to:                             <ul style="list-style-type: none"> <li>○ Public participation</li> <li>○ Clean electricity values</li> <li>○ Customer benefit indicators, including energy and non-energy benefits and reduction of burdens</li> <li>○ Draft programs and actions</li> </ul> </li> <li>• Support outreach activities</li> </ul> | <ul style="list-style-type: none"> <li>• Advise on and support public participation activities</li> <li>• Continue to refine CEIP elements, especially customer benefit indicators, for the next CEIP</li> <li>• Review CEIP progress and hold PSE accountable to CEIP commitments</li> <li>• Advise PSE on equity related to program implementation</li> <li>• Discuss and provide insights into equity topics that arise through CEIP implementation efforts</li> </ul> |
| <b>Vulnerable populations and highly impacted communities</b> | <ul style="list-style-type: none"> <li>• Provide input for CEIP development related to:                             <ul style="list-style-type: none"> <li>○ Participation in clean energy transition, including identification of barriers to participation</li> <li>○ Clean electricity values</li> <li>○ Customer benefits and priorities, including energy and non-energy benefits and reduction of burdens</li> <li>○ Draft CEIP</li> </ul> </li> </ul>   | <ul style="list-style-type: none"> <li>• Participate in clean electricity program design and implementation</li> <li>• Update and engage on ongoing measurement of customer benefits</li> <li>• Provide feedback on:                             <ul style="list-style-type: none"> <li>○ PSE progress on CEIP interim targets, specific targets and actions</li> <li>○ Improvements for next CEIP process</li> </ul> </li> </ul>   |
| <b>PSE customers and community members</b>                    | <ul style="list-style-type: none"> <li>• Provide input for CEIP related to:                             <ul style="list-style-type: none"> <li>○ Public participation</li> <li>○ Clean electricity values</li> <li>○ Customer benefits and priorities</li> <li>○ Draft CEIP</li> </ul> </li> </ul>   | <ul style="list-style-type: none"> <li>• Participate in clean electricity program design and implementation</li> <li>• Update and engage on ongoing measurement of customer benefits</li> <li>• Provide feedback on:                             <ul style="list-style-type: none"> <li>○ PSE progress on CEIP interim targets, specific targets and actions</li> <li>○ Improvements for next CEIP process</li> </ul> </li> </ul>   |

| Stakeholder   | CEIP development role  | CEIP implementation role   |
|---|--|--|
| <b>Other PSE advisory groups</b><br>(e.g., Low Income Advisory Group, Conservation Resources Advisory Group and IRP stakeholders) | <ul style="list-style-type: none"> <li>• Provide input on:               <ul style="list-style-type: none"> <li>○ Public participation</li> <li>○ Customer benefits and priorities</li> <li>○ Draft programs and actions</li> <li>○ Draft CEIP</li> </ul> </li> </ul>  | <ul style="list-style-type: none"> <li>• Provide feedback on CEIP implementation related to:               <ul style="list-style-type: none"> <li>○ PSE progress on CEIP interim targets, specific targets, and actions</li> <li>○ Public participation preferences</li> <li>○ Improvements for next CEIP process</li> </ul> </li> </ul> |
| <b>Puget Sound Energy</b>   | <ul style="list-style-type: none"> <li>• Conduct public participation</li> <li>• Convene, staff and consider feedback from advisory groups</li> <li>• Prepare and file Draft and Final CEIP</li> <li>• Prepare feedback report</li> <li>• Implement CEIP</li> <li>• Update public participation plan for implementation</li> </ul> | <ul style="list-style-type: none"> <li>• Implement CEIP</li> <li>• Report CEIP progress</li> <li>• Respond to stakeholder comments to improve public participation and implementation</li> </ul>   |
| <b>Utilities and Transportation Commission</b>  | <ul style="list-style-type: none"> <li>• Consult with PSE during development of draft CEIP</li> <li>• Review public participation plan</li> <li>• Review Draft CEIP</li> <li>• Approve Final CEIP</li> <li>• Oversee implementation</li> </ul>   | <ul style="list-style-type: none"> <li>• Monitor PSE implementation progress</li> </ul>  |

## 1.4 Desired outcomes, goals and objectives

PSE has developed the following desired outcomes, goals and objectives to guide public participation plan development.

### 1.4.1 Desired outcomes

- **An equitable and durable Clean Energy Implementation Plan** that meets CETA requirements and is approved by the UTC
- **A baseline process for developing the CEIP**, which may be improved in future CEIP processes
- **Equitable, meaningful engagement** with individual customers, organizations and advisory groups that sets a foundation for public participation in implementation of the CEIP and for future CEIP processes
- **Broader and stronger relationships with community-based organizations around clean energy topics**, particularly organizations that serve vulnerable and highly impacted communities



- **An accountable process** in which PSE demonstrates it has listened to customers, community members and stakeholders and conveys information in a way that allows stakeholders to understand how their input affected outcomes
- **Maintain and improve trust** with PSE customers, community members and stakeholders

## 1.4.2 Public participation goals and objectives

PSE is partnering with our customers, community organizations and advisory groups to develop and implement the CEIP roadmap in a way that addresses our customer needs, including those of highly impacted communities and vulnerable populations, and CETA milestones.

PSE has two related public participation goals for the development and implementation phases of the CEIP.<sup>3,4</sup>

### **Goal 1: CEIP Development (April – December 2021)<sup>5</sup>**

Increase awareness about the clean electricity transition according to CETA and seek feedback from PSE customers, community members and stakeholders to develop an equitable and durable CEIP.

The following participation objectives will contribute to this goal:

- **Educate and increase awareness about:**
  - Clean electricity transition, as well as other electricity topics as needed
  - Roles of PSE, customers, and our regulator (UTC) related to the CEIP
- **Collect input on:**
  - Community values as they relate to clean electricity transition, customer benefits, programs, actions and implementation approach
- **Solicit feedback on:**
  - Customer benefit indicators
  - Distribution of clean energy and non-energy benefits
  - Reduction of barriers with emphasis on vulnerable populations and highly impacted communities
  - Analysis of actions, targets, programs, and expected outcomes
  - Implementation approach
- **Be clear and transparent about:**
  - Comments heard and how they affected the final outcome
- **Build relationships with:**
  - Community-based organizations with emphasis on vulnerable populations and highly impacted communities
- **Engage expertise of:**
  - Equity Advisory Group and other PSE advisory groups
- **Evaluate:**

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<sup>3</sup> This section helps address WAC 480-100-655 (2).

<sup>4</sup> In implementing these goals, PSE efforts will generally align with the International Association for Public Participation (IAP2) methodologies for public participation.

<sup>5</sup> Dates updated on Sept. 1, 2021 to reflect CEIP process extension.

- Public participation process

## **Goal 2: CEIP Implementation (2022 – 2023)**

Report progress and request feedback from PSE customers, community members and stakeholders on CEIP implementation outcomes.

The following participation objectives will contribute to this goal:

- **Educate and increase awareness about:**
  - Clean electricity transition, as well as other electricity topics as needed
  - Clean electricity programs available to customers
  - How and why PSE developed the CEIP and the actions, targets and implementation approach it contains
  - How PSE is deploying clean electricity programs and investments in communities
- **Be clear and transparent about:**
  - Progress on CEIP commitments
  - Cost of implementation activities
- **Solicit feedback on:**
  - CEIP progress and PSE accountability to CEIP commitments
  - Program design and implementation
  - Customer benefit indicators and other metrics
  - Ongoing discussions of barriers to participation and mitigation
  - Ongoing equity conversations with vulnerable populations and highly impacted communities that arise through CEIP development effort
- **Build relationships with:**
  - Community-based organizations with emphasis on vulnerable populations and highly impacted communities
- **Continue to inform and consult:**
  - Equity Advisory Group regarding ongoing equity conversations that arise through CEIP development efforts
  - Other PSE advisory groups on focus areas that relate to CEIP topics
- **Evaluate:**
  - Implementation process

### **1.4.3 Equity Goals**

The CEIP development and implementation processes create opportunities for PSE to grow and advance equity in clean energy transition activities to ensure that all customers benefit from and participate in the clean energy transition. The equity goals PSE will pursue include:

- Ensure project information is accessible to non-technical audiences
- Convene and build relationship with the new Equity Advisory Group created by the CEIP process
- Work with Equity Advisory Group to refine PSE’s definitions of vulnerable populations and highly impacted communities
- Understand and incorporate the needs and input of vulnerable populations and highly impacted communities in the CEIP
- Develop equitable engagement strategies and policies that can be replicated in future planning activities

- Strengthen and expand relationships with community-based organizations that serve vulnerable populations and highly impacted communities
- Identify and mitigate barriers to participation with emphasis on barriers to vulnerable populations and highly impacted communities
- Continue to engage with frontline community members through implementation to refine PSE's definition of vulnerable populations and their priorities

## 2 AUDIENCES AND ENGAGEMENT TOOLS

### 2.1 Audiences

The following table includes a preliminary list of audiences to engage in development and implementation of the CEIP. Given the available time to conduct public participation for this first CEIP, PSE will consider the potential positive and negative effects of CEIP implementation and focus public participation activities on audiences considered to be vulnerable populations or highly impacted communities. The Equity Advisory Group will help define these audiences.

This audience table does not exclude any individual or group of people from participating in CEIP development and implementation.

#### 2.1.1 Audiences and potential interests

| Audience  | Potential interests  |
|---|--|
| <b>PSE customers and community members</b>  |  |
| Vulnerable populations and highly impacted communities in PSE service area <sup>6</sup> | Changes to utility bills, changes in pollution levels, distribution of benefits and burdens of the clean energy transition         |
| Residential customers   | Changes to utility rates, changes in pollution levels, program participation   |
| Business and commercial   | Changes to utility rates, changes in pollution levels, program participation   |
| Cities and counties   | Communication of carbon reduction planning, targets and actions, changes in pollution levels, distribution of benefits and burdens |
| <b>PSE employees</b>  |  |
| All PSE employees   | Company commitments, community relationships   |

<sup>6</sup> Current understanding is based on PSE 2021 Integrated Resource Plan Appendix K. These definitions may continue to be refined by the Equity Advisory Group in the course of their work.

| Audience                                       | Potential interests   |
|--|---|
| CEIP staff                                     | CETA compliance, distribution of benefits and burdens   |
| <b>PSE Advisory Groups</b>                     |   |
| Equity Advisory Group                          | Customer benefits equitable distribution of benefits and burdens Draft CEIP's programs, targets and actions |
| Integrated Resource Plan stakeholders          | Customer benefits; Draft CEIP's programs, targets and actions   |
| Low Income Advisory Committee                  | Customer benefits, energy assistance, energy burden reduction and barrier reduction                         |
| Conservation Resource Advisory Group           | Customer benefits, energy efficiency, and barrier and burden reduction                                      |
| <b>Utilities and Transportation Commission</b> |   |
| Staff  | Public participation, CETA compliance   |
| Commissioners                                  | Public participation, CETA compliance   |

**Tribes and the Clean Energy Implementation Plan**

PSE’s tribal liaison will contact each Tribe in PSE’s service area to identify opportunities for and barriers to participation in CEIP development and implementation, based on their interests and capacity. We will use the information gathered to inform future CEIP processes.

PSE also welcomes participation from members of Tribes as individual community members and other indigenous customers in broader public participation activities as we develop and implement this first CEIP.

**Local government engagement**

The PSE Local Government Affairs team will continue to coordinate with the CEIP public participation team to share information with cities and counties in PSE’s service area about public participation opportunities. Many local governments have climate action plans and may be interested in the targets and actions developed in the CEIP as well as implementation of programs in their jurisdictions.

## 2.1.2 Community-based organizations

A key component of CEIP public participation activities is building relationships with community-based organizations (CBOs) to better reach vulnerable populations and highly impacted communities. CBOs are important and trusted service providers for the communities they serve. PSE collaboration with CBOs creates opportunities for project audiences to learn about and engage with the CEIP through people and venues familiar to them, while creating opportunities for PSE staff to build relationship and trust with community members.

PSE has strong relationships with many organizations throughout our service area. As part of public participation for the CEIP project, PSE will be specifically seeking to strengthen or initiate relationships with CBOs who serve the populations and interests listed below.

- Black/African American
- Latinx
- Asian Pacific Islander
- Low-income
- People with disabilities
- LGBTQIA+
- Environmental health
- Youth
- Seniors
- Native/Indigenous
- Students
- Renters
- Homeless

## 2.2 Public participation tools

The following sections describe tools the project team will use to engage community members in the CEIP process and instances when we will evaluate the tool’s effectiveness. Tools will be selected or adapted to meet the needs of project audiences in compliance with COVID-19 safety guidelines.

### 2.2.1 Share information

| Tool  | Description   |
|---|---|
| Project website:<br>cleanenergyplan.pse.com | A project website will be a key tool for providing information about the CEIP, including sharing public participation opportunities, hosting project information, collecting feedback on online surveys, documenting Equity Advisory Group meeting materials, etc.  |
| Email updates / e-newsletters               | E-newsletters are brief, high-level summaries of project activities. They can take the form of a newsletter, formatted email, or blog. They are distributed electronically via email listserv and/or social media. They can be used to drive participants to the website, webinars or other project activities. They can be sent on a schedule or as dictated by project milestones.<br><br>Participants will be invited to join a project email list to be kept up to date on the project and on opportunities to participate. |

| <b>Tool</b>   | <b>Description</b>   |
|---|--|
| Project fact sheet and flyers                         | Printable handouts that provide project information and describe opportunities to engage with CEIP development.  |
| Meeting summaries from Equity Advisory Group meetings | PSE will prepare meeting summaries of Equity Advisory Group meetings, the topics discussed, the feedback received, and demonstrates how PSE has addressed the feedback for developing or implementing the CEIP. Summaries will be posted to <a href="http://cleanenergyplan.pse.com">cleanenergyplan.pse.com</a> . |
| Utility bill inserts                                  | PSE will share information in bill inserts sent to customers.  |
| Social media (targeted)                               | PSE will share information on its corporate social media accounts, including Facebook, Twitter, and LinkedIn.  |
| Media releases (targeted)                             | PSE will announce major project activities through local media outlets.  |
| Paid media  | PSE will share information and educate customers about programs and participation opportunities through advertising and paid media.  |
| Partner channels                                      | PSE will ask community and project partners to help distribute project information and announcements to reach audiences.   |
| PSE website   | PSE will reference the CEIP project on its primary website and link to <a href="http://cleanenergyplan.pse.com">cleanenergyplan.pse.com</a> .  |

## 2.2.2 Collect and compile input

| <b>Tool</b>   | <b>Description</b>   |
|---|--|
| Community surveys   | PSE will make use of surveys to collect detailed comments on key components of the CEIP.   |
| Project email ( <a href="mailto:ceip@pse.com">ceip@pse.com</a> ) and web comment form | Stakeholders may submit comments or questions electronically at any time using the project email or the web comment form on the project website.   |
| Voicemail: (425) 818-2051   | Project staff will monitor a dedicated voicemail system for the CEIP process to collect verbal comments and respond to information requests.   |
| “Go to you” meetings with CBOs  | PSE will work with CBOs to hold “go to you” interactive presentations to share information, build trust, and provide space for their input and feedback on CEIP topics. This approach maximizes their time and simplifies their involvement. CBOs will receive a stipend for their work. |
| Online open house   | An online open house will be used to explain the contents of the draft CEIP and seeks comments from customers and stakeholders (approximately Aug. 15 – Sep. 15).  |

|  |   |
|--|---|
| Organizational briefings, as requested | These are presentations available to small groups of stakeholders (e.g., established groups, clubs, councils, etc.) They support dissemination of accurate information and can support 2-way communication with interested parties. |
|--|---|

### 2.2.3 Bring people together

| Tool                                 | Description   |
|--------------------------------------|---|
| Advisory group meetings and webinars | Project staff will present project information for PSE advisory group members to discuss, react to and comment on. Advisory groups include: Equity Advisory Group, IRP stakeholders, Low Income Advisory Committee and Conservation Resource Advisory Group.<br><br>They allow interested parties to provide input and/or engage in dialogue with the project team and each other on the designated topics. |
| Multilingual listening sessions      | Organize multilingual listening sessions with the two most common language groups in PSE’s service area, Spanish and Chinese (Mandarin). Sessions will also include interactive presentations and opportunities to build trust and provide space for feedback and input. Session participants will receive a stipend for their time.  |
| Focus groups                         | PSE may organize a focus group with stakeholders to collect detailed comments on critical topics for CEIP development. Focus group participants will receive a stipend for their time.  |

### 2.2.4 Evaluation

#### Information shared

PSE will monitor the prevalence of use different information sharing materials receive.

- **Website:** Number of visits, time spent on site, language pages visited
- **E-newsletter:** Open rate, click rate
- **Project fact sheet:** Number of people and organizations who receive the fact sheet

#### Comments collected

PSE will monitor the number of comments and inquiries from different sources

- **Project email:** Number of comments and inquiries received via ceip@pse.com or other staff email
- **Web comment form:** Number of comments collected through the form
- **Voicemail:** Number of comments and inquiries received through project voicemail line
- **Surveys:** Number of surveys completed
- **Community meetings:** Number of people who participate in “Go to you” meetings with CBOs, multilingual sessions and/or focus groups



## 2.2.5 Efforts to remove barriers

The following table describes potential barriers to public participation and strategies PSE will employ to mitigate them for the first CEIP.<sup>7</sup> The table is informed both by input PSE collected from discussions with PSE’s existing advisory groups in March 2021 and the Equity Advisory Group in April 2021, as well as PSE-led customer research. As such, we’re applying learnings from both to help us provide information in language accessible and broadly understood terms, including explaining where electricity comes from today and sharing about PSE programs.

| Barriers   | Strategies   |
|--|--|
| <p><b>English as a second language</b><br/>                     People cannot engage with information if it’s not in their language. People who speak different languages also seek information through different media outlets than English-speakers.</p>   | <ul style="list-style-type: none"> <li>• Accommodate Spanish, Russian, Traditional Chinese, Vietnamese</li> <li>• Translate project fact sheets, flyers, websites, surveys</li> <li>• Host in-language events (multilingual sessions) with interpreters to enable English-speaking project staff to speak directly with community members</li> <li>• Ask partner organizations to use their communication channels to share project information</li> </ul> |
| <p><b>Low-income / under-resourced</b><br/>                     Low-income communities have less time and fewer resources to spend on civic processes compared to more affluent households. Find ways to engage this audience at service locations they frequent or partner with community resource providers.</p> | <ul style="list-style-type: none"> <li>• Partner with CBOs to meet these communities where they seek services</li> <li>• Compensate people for their participation in multilingual sessions and/or focus groups</li> <li>• Ask partner organizations to use their communication channels to share project information</li> </ul>   |
| <p><b>Cultural barriers</b><br/>                     Many communities of color have not been included in civic processes historically. Build relationships with community groups who hold the trust of these communities to gain their engagement.</p>   | <ul style="list-style-type: none"> <li>• Pursue CBOs partnerships</li> <li>• Ask partner organizations to use their communication channels to share project information</li> </ul>   |
| <p><b>Internet access</b><br/>                     Many people do not have reliable access to the internet. Provide alternative ways for people to receive information and share comments.</p>   | <ul style="list-style-type: none"> <li>• Distribute paper materials to community-based organizations</li> </ul>  |

<sup>7</sup> This section addresses WAC 480-100-65 (2)(b)

| Barriers | Strategies  |
|----------|---|
|          | <ul style="list-style-type: none"><li>• Provide phone option to receive information and submit comments</li></ul> |

As we conduct our public participation process for developing the first CEIP, we anticipate learning more from the EAG and named communities on removing barriers. As such, we will update these strategies and file a new public participation plan with the final CEIP.

## 3 APPROACH AND WORK PLAN

### 3.1 Approach

The draft CEIP must be filed with the UTC by Aug. 15, 2021 and the final CEIP must be filed with the UTC by Oct. 1.<sup>8</sup> Given the available time to conduct public participation, the approach focuses on using specific tools to collect input and outreach from vulnerable populations and highly impacted communities and using broader tools to inform and engage a wide range of customers across PSE’s service area. The diagram below summarizes planned public participation activities.

| Apr-Jun 2021   | Jul-Oct 2021   | 2022-2023   |
|--|--|---|
| <b>Develop CEIP with public participation focused on equity</b>  | <b>Solicit comments on draft CEIP</b>  | <b>Implement CEIP<br/>Continue public participation</b>   |
| <b>Public participation objectives</b>   |  |   |
| <b>Collect input on:</b> <ul style="list-style-type: none"> <li>• Clean energy values</li> <li>• Customer benefit interests and priorities</li> <li>• Ideas to advance equity</li> </ul>   | <b>Compile and respond to feedback on CEIP, including:</b> <ul style="list-style-type: none"> <li>• Analysis of actions, targets and expected outcomes</li> <li>• Proposed approach to clean electricity implementation</li> </ul> | <b>Keep the conversation going</b> <ul style="list-style-type: none"> <li>• Evaluate and improve the next CEIP process</li> <li>• Share updates and solicit comments on CEIP progress reports</li> <li>• Engage customers on program design and implementation</li> </ul> |
| <b>Comment collection activities</b>   |  |   |
| <ul style="list-style-type: none"> <li>• Survey</li> <li>• “Go to you” meetings with CBOs</li> <li>• Multilingual sessions</li> <li>• Project website</li> <li>• Bill insert (May)</li> </ul>  | <ul style="list-style-type: none"> <li>• Online open house and survey</li> <li>• Continued outreach to CBOs</li> </ul>   | <ul style="list-style-type: none"> <li>• Continue relationships with CBOs</li> <li>• Stakeholder evaluation interviews</li> <li>• Surveys</li> </ul>  |
| <b>PSE Advisory Group activities</b>   |  |   |
| <ul style="list-style-type: none"> <li>• Convene Equity Advisory Group (EAG)</li> <li>• Engage with EAG on CEIP topics and approach, including outreach activities</li> <li>• Engage other advisory groups on customer benefits</li> </ul> | <ul style="list-style-type: none"> <li>• Solicit input from advisory groups on draft programs and actions</li> <li>• Encourage participation in the online open house and survey</li> </ul>  | <ul style="list-style-type: none"> <li>• Continue to discuss equity topics with EAG</li> <li>• Finalize EAG process for next CEIP</li> <li>• Evaluate and improve next CEIP process</li> <li>• Engage all Advisory Groups on biennial CEIP update</li> </ul>              |
| <b>Information sharing tools (throughout project)</b>  |  |   |
| <ul style="list-style-type: none"> <li>• Project website</li> <li>• Fact sheet and flyers</li> <li>• E-newsletters</li> <li>• Targeted media and social media</li> </ul>   | <ul style="list-style-type: none"> <li>• Bill inserts</li> <li>• Briefings</li> <li>• Responding to inquiries via website, email, phone</li> <li>• Employee communications</li> </ul>  |   |

<sup>8</sup> Note: On Aug. 12, 2021, UTC granted PSE an extension to the CEIP process. PSE will file the draft CEIP filing on Oct. 15 and the final CEIP on Dec. 17, 2021. The updates to the approach and work plan are reflected in Chapter 4.

### 3.2 Work Plan for CEIP development

The table below describes the focus areas, outreach format and timing of public participation activities for project audiences for development of the CEIP development.<sup>9</sup> The work plan for the implementation phase will be submitted by Oct. 1, 2021.<sup>10</sup>

| Audience   | Focus areas for public participation  | Outreach format / Timing   |
|--|---|--|
| All  | <ul style="list-style-type: none"> <li>• General education on CEIP and public participation opportunities</li> </ul>  | <ul style="list-style-type: none"> <li>• Website / April launch</li> <li>• Bill insert / May</li> <li>• E-newsletters to interested stakeholder mailing list – approximately April, June, Aug and Oct</li> </ul>   |
| Vulnerable populations and highly impacted communities | <ul style="list-style-type: none"> <li>• Clean energy values</li> <li>• Customer benefit indicators and priorities (focus on energy + non-energy benefits)</li> <li>• Burden reduction</li> </ul> | <ul style="list-style-type: none"> <li>• CBO presentations / late April + May</li> <li>• Online survey / May                             <ul style="list-style-type: none"> <li>○ Clean energy program values</li> <li>○ Customer benefits and priorities</li> </ul> </li> <li>• Multilingual sessions / late April + May</li> <li>• Online open house / ~Aug. 15 – Sep. 15                             <ul style="list-style-type: none"> <li>○ Feedback on draft CEIP</li> </ul> </li> </ul> |
| General Residential PSE Customers                      | <ul style="list-style-type: none"> <li>• Clean energy values</li> <li>• Customer benefit indicators and priorities</li> </ul>   | <ul style="list-style-type: none"> <li>• Online survey / May                             <ul style="list-style-type: none"> <li>○ Clean energy program values</li> <li>○ Customer benefits and priorities</li> </ul> </li> <li>• Online open house / ~Aug. 15 – Sep. 15                             <ul style="list-style-type: none"> <li>○ Feedback on draft CEIP</li> </ul> </li> </ul>   |
| Business and Commercial Customers                      | <ul style="list-style-type: none"> <li>• Clean energy business values</li> <li>• Customer benefit indicators and priorities</li> </ul>  | <ul style="list-style-type: none"> <li>• Online survey focused on business / May</li> <li>• Online open house / ~Aug. 15 – Sep. 15                             <ul style="list-style-type: none"> <li>○ Feedback on draft CEIP</li> </ul> </li> </ul>  |

<sup>9</sup> This section addresses WAC 480-100-655(2)(d) and (e).

<sup>10</sup>

| Audience              | Focus areas for public participation   | Outreach format / Timing   |
|-----------------------|--|--|
| Equity Advisory Group | <ul style="list-style-type: none"> <li>• Lead discussion on equity</li> <li>• Public participation</li> <li>• Clean energy values</li> <li>• Customer benefit interests and clean energy priorities, with a key focus on energy + non-energy benefits, and burden reduction</li> <li>• Barrier reduction</li> <li>• Refine definition for vulnerable populations and highly impacted communities</li> <li>• Draft CEIP programs and actions</li> </ul> | <p>EAG Meetings are tentatively planned for:</p> <ul style="list-style-type: none"> <li>• Meeting #2 on barriers, burdens and opportunities – May 3 from 4-7 p.m.</li> <li>• Meeting #3 on measuring equity – May 17 from 4-7 p.m.</li> <li>• Meeting #4 small group meeting on customer benefits – May 22, 24-26 at TBD time</li> <li>• Meeting #5 on advising on customer benefit indicators and weightings – June 21 from 4-7 p.m.</li> <li>• Meeting #6 equity forum – Week of July 5</li> <li>• Meeting #7 on draft programs and actions – July 26 from 4-7 p.m.</li> <li>• Meetings #8-10 will be outlined in updated public participation plan</li> </ul> <p>Also encouraged to participate in public participation tools</p> |
| IRP stakeholders      | <ul style="list-style-type: none"> <li>• Public participation</li> <li>• Customer benefit indicators and clean energy priorities</li> <li>• Draft CEIP programs and actions</li> </ul>   | <ul style="list-style-type: none"> <li>• Briefing on CEIP, EAG and public participation / March</li> <li>• Online survey / May <ul style="list-style-type: none"> <li>○ Clean energy program values</li> <li>○ Customer benefits and priorities</li> </ul> </li> <li>• Convene for meeting on customer benefits and priorities / May 26 from 1-3:30 p.m.</li> <li>• Convene for briefing on Draft CEIP's programs and actions / July 29 from 1-3:30 p.m.</li> <li>• Online open house / ~Aug. 15 – Sep. 15 <ul style="list-style-type: none"> <li>○ Feedback on draft CEIP</li> </ul> </li> <li>• Briefing on Final CEIP and implementation next steps, etc. / Fall 2021</li> </ul>  |

| <b>Audience</b>                             | <b>Focus areas for public participation</b>   | <b>Outreach format / Timing</b>   |
|---|---|---|
| <p>Low Income Advisory Committee</p>        | <ul style="list-style-type: none"> <li>• Public participation</li> <li>• Customer benefit indicators and clean energy priorities</li> <li>• Draft CEIP programs and actions</li> <li>• Energy assistance, energy burden reduction and barrier reduction</li> </ul>  | <ul style="list-style-type: none"> <li>• Online survey / May               <ul style="list-style-type: none"> <li>○ Clean energy program values</li> <li>○ Customer benefits and priorities</li> </ul> </li> <li>• Online open house / ~Aug. 15 – Sep. 15               <ul style="list-style-type: none"> <li>○ Feedback on draft CEIP</li> </ul> </li> </ul> <p>Consult at LIAC Meetings:</p> <ul style="list-style-type: none"> <li>• Briefing on CEIP, EAG and public participation / March</li> <li>• Discuss customer benefits and priorities / May</li> <li>• Briefing on Draft CEIP’s programs and actions / July</li> <li>• Briefing on Final CEIP and implementation next steps, etc. / Fall 2021</li> </ul>  |
| <p>Conservation Resource Advisory Group</p> | <ul style="list-style-type: none"> <li>• Public participation</li> <li>• Customer benefit indicators and clean energy priorities</li> <li>• Draft CEIP programs and actions</li> <li>• Energy efficiency and Biennial Conservation Plan</li> <li>• Energy efficiency, and barrier and burden reduction</li> </ul> | <ul style="list-style-type: none"> <li>• Online survey / May               <ul style="list-style-type: none"> <li>○ Clean energy program values</li> <li>○ Customer benefits and priorities</li> </ul> </li> <li>• Online open house / ~Aug. 15 – Sep. 15               <ul style="list-style-type: none"> <li>○ Feedback on draft CEIP</li> </ul> </li> </ul> <p>Consult at CRAG Meetings:</p> <ul style="list-style-type: none"> <li>• Briefing on CEIP, EAG and public participation / March</li> <li>• Discuss customer benefits and priorities / June</li> <li>• Briefing on Draft CEIP’s programs and actions / July</li> <li>• Briefing on Final CEIP and implementation next steps, etc. / Fall 2021</li> </ul> |

| Phases   | Inputs that shape the Draft CEIP  |                               |              |                                      | Review of Draft CEIP  |          | Implementation               |
|--|---|-------------------------------|--------------|--------------------------------------|---|----------|------------------------------|
|  | Late Apr.   | May                           | Jun.         | Jul.                                 | Aug. 15   | Sept. 15 | Oct.                         |
| Focus areas  | <ul style="list-style-type: none"> <li>Clean energy values</li> <li>Customer benefits and priorities</li> <li>Ideas for advancing equity</li> </ul> |                               |              | Input on draft programs and actions  | <ul style="list-style-type: none"> <li>Input on Draft CEIP</li> </ul> |          | Program implementation       |
| Vulnerable populations and highly impacted communities | CBO presentations   |                               |              |                                      |   |          |                              |
|  | Multi-lingual sessions  |                               |              |                                      |   |          |                              |
|  |   | Online survey                 |              |                                      | Online open house / comments  |          |                              |
| General customers                                      |   | Online survey                 |              |                                      | Online open house / comments  |          |                              |
| Business and commercial customers                      |   | Online survey                 |              |                                      | Online open house / comments  |          |                              |
| Equity Advisory Group                                  | EAG meetings 1-7  |                               |              |                                      | Online open house / comments  |          | EAG meeting #8 on Final CEIP |
| IRP stakeholders                                       |   | Online survey                 |              | Meeting on draft program & actions   | Online open house / comments  |          | Meeting: Final CEIP          |
|  |   | Meeting on customer benefits  |              |                                      |   |          |                              |
| Low Income Advisory Committee                          |   | Online survey                 |              |                                      | Online open house / comments  |          |                              |
|  |   | Briefing on customer benefits |              | Briefing on draft programs & actions |   |          | Briefing: Final CEIP         |
| Conservation Resources Advisory Group                  |   | Online survey                 |              |                                      | Online open house / comments  |          |                              |
|  |   | Briefing on customer benefits |              | Briefing on draft programs & actions |   |          | Briefing: Final CEIP         |
| All  | Email update  | Bill insert<br>Press release  | E-newsletter |                                      | E-newsletter  |          | E-newsletter                 |

## 4 SEPT. 2021: ADDENDUM TO APPROACH AND WORK PLAN

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### Schedule extension

On Aug. 12, 2021, the UTC approved PSE's request to extend the CEIP process by 60+ days<sup>11</sup>. PSE requested to extend the CEIP process in response to EAG and other stakeholder feedback. This extension allows for more time to engage with advisory groups and for PSE to address feedback between the draft and final CEIP.

This addendum is intended to update Chapter 3 on our public participation approach and work plan for CEIP development. This addendum outlines additional advisory group meetings and adjusted schedule for public participation opportunities leading up to the final CEIP filing on Dec. 17, 2021.

PSE will submit a revised public participation plan with the final CEIP, which will describe public participation during CEIP implementation from 2022-2023. A draft version of the revised public participation plan will be included in the draft CEIP filing on Oct. 15, 2021.

### 4.1 Updated approach

According to the schedule update, the draft CEIP must be filed with the UTC by Oct. 15, 2021 and the final CEIP must be filed with the UTC by Dec. 17, 2021. The diagram on the next page summarizes planned public participation activities within the updated schedule<sup>12</sup>.

Some of the public participation activities enumerated under the “Develop CEIP with public participation focused on equity” phase, such as the informal survey, project website and bill insert, were completed in the second quarter of 2021. Other activities, such as the “go to you meetings” with CBOs and multilingual sessions, continue during the schedule extension with the intent to meet our initial goals of two multilingual sessions and eight CBO meetings.

Scheduling CBO meetings and multilingual sessions have been more challenging than anticipated given CBO capacity and ongoing challenges related to the COVID-19 pandemic. Based on feedback from EAG members, we intend to use the additional time provided by the extended schedule to add one-to-two more activities to reach BIPOC community members, as scheduling allows.

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<sup>11</sup> Reference UTC docket UE-210571 Order 01 dated Aug. 19, 2021.

<sup>12</sup> This diagram is an update of the version shown in Chapter 3.1 Approach.



**Updated public participation approach for draft CEIP schedule extension**

| Apr-Sept 2021   | Oct-Dec 2021  | 2022-2023   |
|---|---|---|
| <b>Develop CEIP with public participation focused on equity</b>   | <b>Solicit comments on draft CEIP</b>   | <b>Implement CEIP<br/>Continue public participation</b>   |
| <b>Public participation objectives</b>  |   |   |
| <b>Collect input on:</b> <ul style="list-style-type: none"> <li>✓ Clean energy values</li> <li>✓ Customer benefit interests and priorities</li> <li>✓ Ideas to advance equity</li> </ul>  | <b>Compile and respond to feedback on CEIP, including:</b> <ul style="list-style-type: none"> <li>• Analysis of actions, targets and expected outcomes</li> <li>• Proposed approach to clean electricity implementation</li> </ul>                  | <b>Keep the conversation going</b> <ul style="list-style-type: none"> <li>• Evaluate and improve the next CEIP process</li> <li>• Share updates and solicit comments on CEIP progress reports</li> <li>• Engage customers on program design and implementation</li> </ul>   |
| <b>Comment collection activities</b>  |   |   |
| <ul style="list-style-type: none"> <li>✓ Survey</li> <li>✓ Project website</li> <li>✓ Bill insert (May)</li> <li>• “Go to you” meetings with CBOs</li> <li>• Multilingual sessions</li> </ul>   | <ul style="list-style-type: none"> <li>• Online open house<sup>13</sup> with a survey to collect feedback on the draft CEIP*</li> <li>• Continued outreach to CBOs</li> <li>• Bill insert (October)*</li> </ul>                                     | <ul style="list-style-type: none"> <li>• Continue relationships with CBOs</li> <li>• Stakeholder evaluation interviews</li> <li>• Surveys</li> </ul>  |
| <b>PSE Advisory Group activities</b>  |   |   |
| <ul style="list-style-type: none"> <li>✓ Convene Equity Advisory Group (EAG)</li> <li>• Engage with EAG on draft CEIP components, including vulnerable population factors, customer benefit indicators, inclusive outreach activities and program design guidance*</li> <li>• Engage other advisory groups on customer benefit indicators and draft CEIP components*</li> </ul> | <ul style="list-style-type: none"> <li>• Solicit input from advisory groups on draft CEIP*</li> <li>• Encourage participation in the online open house</li> </ul>   | <ul style="list-style-type: none"> <li>• Continue to partner with EAG on guidance for implementation topics, including program design, inclusive outreach, and evaluation of new resources*</li> <li>• Evaluate and improve next CEIP process</li> <li>• Engage all Advisory Groups on progress reporting, evaluation of new resources through CBIs, and the biennial CEIP update*</li> </ul> |
| <b>Information sharing tools* (throughout project)</b>  |   |   |
| <ul style="list-style-type: none"> <li>• Project website</li> <li>• Fact sheet and flyers</li> <li>• E-newsletters</li> <li>• Targeted media and social media</li> <li>• Targeted advertising</li> <li>• Targeted emails</li> </ul>   | <ul style="list-style-type: none"> <li>• Bill inserts</li> <li>• Briefings</li> <li>• Responding to inquiries via website, email, phone</li> <li>• Employee communications</li> <li>• Partner toolkit</li> <li>• Targeted press releases</li> </ul> |   |

\* Updated 9/1/21

<sup>13</sup> An online open house is a temporary website where community members can interact with project materials and submit comments at any time of day while the website is available.

## 4.2 Work plan for CEIP development

During this schedule extension, PSE will focus public participation opportunities for general customers on awareness and education on clean electricity and the CEIP, and opportunities to provide input on the draft CEIP. PSE will engage our advisory groups through additional meetings, and encourage members to take part in general public participation opportunities.

PSE will also work to address the conditions of the UTC Order (Docket UE-210571 Order 1)<sup>14</sup>, including:

- Condition 1: Post a matrix on the CEIP website by Sept. 18, 2021 with the CEIP content required by WAC 480-100-640.
- Conditions 1-4: Share status updates during the advisory group meetings hosted by PSE in September and early October.
- Condition 5: Post a summary on the CEIP website by Sept. 18, 2021 of all advisory group answers to questions regarding the prioritization of customer benefit indicators, as well as results from residential and business customer surveys.<sup>15</sup>

The table below is an addendum to the table shown in Chapter 3.2 and provides focus areas, outreach format and timing of public participation activities for each project audience during the schedule extension period. The plan for the implementation phase, including future advisory group meetings, will be submitted with the final CEIP on Dec. 17, 2021.

| Audience | Focus areas for public participation  | Outreach format / Timing  |
|----------|---|---|
| All      | <ul style="list-style-type: none"> <li>• General education on clean energy</li> <li>• Draft CEIP</li> </ul> | <ul style="list-style-type: none"> <li>• E-newsletters to CEIP stakeholder mailing list – approximately August, October and December</li> <li>• Bill insert / October</li> <li>• Customer email / October</li> <li>• Targeted advertising (print and social media) / October</li> <li>• Online open house on draft CEIP / ~Oct. 18-Nov. 12</li> </ul> |

<sup>14</sup> UTC docket UE-210571 Order 1: <https://www.utc.wa.gov/casedocket/2021/210571/docsets>

<sup>15</sup> The survey results from the customer and business customer surveys from May-early June 2021 are available on the CEIP website under the “Community Input” section. These were informal surveys to seek input into customer benefits. <https://cleanenergyplan.pse.com/>

| Audience   | Focus areas for public participation   | Outreach format / Timing  |
|--|--|---|
| Vulnerable populations and highly impacted communities <sup>16</sup> | <ul style="list-style-type: none"> <li>• General education on clean energy</li> <li>• Draft CEIP</li> </ul>  | <ul style="list-style-type: none"> <li>• CBO presentations / August-November</li> <li>• Multilingual sessions / August-November</li> <li>• Targeted emails on draft CEIP17 / October</li> <li>• Targeted advertising / October</li> <li>• Notifications through community partners / October</li> <li>• Online open house on draft CEIP / ~Oct. 18-Nov. 12</li> </ul> <p>Note: Strategic outreach to these communities will be further informed by EAG input.</p>   |
| General Residential PSE Customers                                    | <ul style="list-style-type: none"> <li>• General education on clean energy</li> <li>• Draft CEIP</li> </ul>  | <ul style="list-style-type: none"> <li>• Online open house on draft CEIP / ~Oct. 18-Nov. 12</li> </ul>  |
| Business and Commercial Customers                                    | <ul style="list-style-type: none"> <li>• General education on clean energy</li> <li>• Draft CEIP</li> </ul>  | <ul style="list-style-type: none"> <li>• Online open house on draft CEIP / ~Oct. 18-Nov. 12</li> </ul>  |
| Equity Advisory Group <sup>18</sup>                                  | <ul style="list-style-type: none"> <li>• Draft CEIP targets, programs, actions and cost</li> <li>• Implementation guidance, including program design and public participation</li> <li>• Inclusive outreach for the draft CEIP comment period</li> <li>• Draft CEIP</li> <li>• Equity Forum</li> </ul> | <p>EAG Meetings are tentatively planned for:</p> <ul style="list-style-type: none"> <li>• Meeting #7 on draft CEIP programs, actions and cost / Sept. 13 from 4-6:30 p.m.</li> <li>• Meeting #8 on draft CEIP implementation guidance / Sept. 27 from 4-6:30 p.m.</li> <li>• Meeting #9 to discuss draft CEIP components / Oct. 4 from 4-6:30 p.m.</li> <li>• Meeting #10 on draft CEIP / Nov. 1 from 4-6:30 p.m.</li> <li>• Equity forum / date TBD</li> </ul> <p>Members are encouraged to participate in other public participation activities, including the online open house.</p> |

<sup>16</sup> Outreach tools like the online open house and targeted emails will be available in PSE’s six primary languages spoken by customers – English, Spanish, Hindi, Mandarin, Vietnamese, and Russian. PSE’s top primary languages spoken are described in the Equity Advisory Group materials from May 17, 2021.

<sup>17</sup> These emails target customers who may be low-income, non-English speaking and/or BIPOC customers.

<sup>18</sup> In addition to CEIP meetings, the EAG will also meet to establish governance for the group (e.g., charter, structure).

| Audience                             | Focus areas for public participation  | Outreach format / Timing  |
|--------------------------------------|---|---|
| IRP stakeholders                     | <ul style="list-style-type: none"> <li>• Draft CEIP targets, programs, actions and cost</li> <li>• Public participation with IRP stakeholders</li> <li>• Draft CEIP</li> </ul>  | <ul style="list-style-type: none"> <li>• Convene for meeting on draft CEIP targets, programs, actions and cost / Sept. 14 from 1-4 p.m.</li> <li>• Convene to discuss draft CEIP components / Oct. 6 from 1-3:30 p.m.</li> <li>• Online open house on draft CEIP / ~Oct. 18-Nov. 12</li> <li>• Briefing on draft CEIP / Nov. 3 from 1-4 p.m.</li> </ul> |
| Low Income Advisory Committee        | <ul style="list-style-type: none"> <li>• Draft CEIP targets, programs, actions and cost</li> <li>• Public participation with LIAC stakeholders</li> <li>• Draft CEIP</li> </ul> | <ul style="list-style-type: none"> <li>• Online open house on draft CEIP / ~Oct. 18-Nov. 12</li> </ul> <p>Consult at LIAC Meetings:</p> <ul style="list-style-type: none"> <li>• Briefing on draft CEIP targets, programs, actions and cost/ Sept. 28</li> <li>• Briefing on draft CEIP / Nov. 9</li> </ul>   |
| Conservation Resource Advisory Group | <ul style="list-style-type: none"> <li>• Draft CEIP programs, actions and cost</li> <li>• Public participation with CRAG stakeholders</li> <li>• Draft CEIP</li> </ul>          | <ul style="list-style-type: none"> <li>• Online open house on draft CEIP / ~Oct. 18-Nov. 12</li> </ul> <p>Consult at CRAG Meetings:</p> <ul style="list-style-type: none"> <li>• Briefing on draft CEIP targets, programs, actions and cost / Sept. 29</li> <li>• Briefing on draft CEIP / Oct. 20</li> </ul>   |

| Phases  | Inputs that shape the CEIP   |                                       | Review of Draft CEIP   |                        | File Final CEIP                                 |
|---|--|---------------------------------------|--|------------------------|---|
| Month   | Aug. 2021  | Sept. 2021                            | Oct. 2021  | Nov. 2021              | Dec. 2021                                       |
| <b>Focus areas</b>  | <ul style="list-style-type: none"> <li>Clean energy values</li> <li>Customer benefits and priorities</li> <li>Ideas to advance equity</li> <li>Input on draft CEIP components</li> </ul> |                                       | Feedback on Draft CEIP   |                        | PSE files the Final CEIP <sup>19</sup>          |
| <b>Vulnerable populations and highly impacted communities</b> | CBO presentations  |                                       | CBO outreach on draft CEIP, targeted emails, other tactics advised by EAG  |                        |   |
|   | Multi-lingual sessions   |                                       |  |                        |   |
|   |  |                                       | Online open house / comments (~Oct. 18-Nov. 12)  |                        |   |
| <b>General customers</b>                                      |  |                                       | Online open house / comments (~Oct. 18-Nov. 12)  |                        |   |
| <b>Business and commercial customers</b>                      |  |                                       | Online open house / comments (~Oct. 18-Nov. 12)  |                        |   |
| <b>Equity Advisory Group</b>                                  |  |                                       | EAG meetings 7-10  |                        |   |
|   |  |                                       | Online open house / comments   |                        |   |
| <b>IRP stakeholders</b>                                       |  | Meeting on draft CEIP components      | Meeting on draft CEIP components   | Meeting on draft CEIP  |   |
|   |  |                                       | Online open house / comments   |                        |   |
| <b>Low Income Advisory Committee</b>                          |  | Briefing on draft CEIP components     |  | Briefing on Draft CEIP |   |
|   |  |                                       | Online open house / comments   |                        |   |
| <b>Conservation Resources Advisory Group</b>                  |  | Briefing on draft CEIP components     | Briefing on draft CEIP   |                        |   |
|   |  |                                       | Online open house / comments   |                        |   |
| <b>All</b>  |  | E-newsletter to CEIP stakeholder list | <ul style="list-style-type: none"> <li>E-newsletter to CEIP stakeholder list</li> <li>Bill insert</li> <li>Customer email</li> <li>Targeted advertising</li> </ul> |                        | E-newsletter to CEIP stakeholder list on filing |

<sup>19</sup> Additional notification(s) will be shared in Jan. 2022 to meet WAC 480-100-655, Section 3.

## CEIP Public Participation Metrics

April – December 2021

| Tool  | Time period                                | Metric                       | Quantity |
|---|--|------------------------------|----------|
| <b>Website:<br/>cleanenergyplan.pse.com</b> | <b>March 1 -<br/>December 13,<br/>2021</b> |                              |          |
|   |  | Overall visits               | 12,691   |
|   |  | Overall pageviews            | 15,673   |
|   |  | Overall average time on site | 0:03:52  |
|   |  | Spanish visits               | 173      |
|   |  | Vietnamese visits            | 129      |
|   |  | Traditional Chinese visits   | 94       |
|   |  | Russian visits               | 101      |
|   |  | Hindi visits                 | 43       |
| <b>E-newsletters</b>                        | <b>March 1 -<br/>December 13,<br/>2021</b> |                              |          |
| <b>CEIP E-newsletter #1</b>                 | <b>April 14, 2021</b>                      |                              |          |
|   |  | Recipients                   | 38       |
|   |  | Open rate                    | N/A      |
|   |  | Click rate                   | N/A      |
| <b>CEIP E-newsletter #2</b>                 | <b>April 29, 2021</b>                      |                              |          |
|   |  | Recipients                   | 67       |
|   |  | Open rate                    | N/A      |
|   |  | Click rate                   | N/A      |
| <b>CEIP E-newsletter #3</b>                 | <b>May 12, 2021</b>                        |                              |          |

| Tool                                   | Time period                   | Metric     | Quantity |
|--|-------------------------------|------------|----------|
|  |                               | Recipients | 78       |
|  |                               | Open rate  | 45%      |
|  |                               | Click rate | 23%      |
| <b>CEIP E-newsletter #4</b>            | <b>May 19, 2021</b>           |            |          |
|  |                               | Recipients | 114      |
|  |                               | Open rate  | 47%      |
|  |                               | Click rate | 15%      |
| <b>CEIP E-newsletter #5</b>            | <b>June 16, 2021</b>          |            |          |
|  |                               | Recipients | 502      |
|  |                               | Open rate  | 65%      |
|  |                               | Click rate | 8%       |
| <b>CEIP E-newsletter #6<br/>Notice</b> | <b>July 23, 2021</b>          |            |          |
|  |                               | Recipients | 505      |
|  |                               | Open rate  | 59%      |
|  |                               | Click rate | 5%       |
| <b>CEIP E-newsletter #7</b>            | <b>August 6, 2021</b>         |            |          |
|  |                               | Recipients | 515      |
|  |                               | Open rate  | 61%      |
|  |                               | Click rate | 8%       |
| <b>CEIP E-newsletter #8<br/>Notice</b> | <b>September 1,<br/>2021</b>  |            |          |
|  |                               | Recipients | 522      |
|  |                               | Open rate  | 60%      |
|  |                               | Click rate | 12%      |
| <b>CEIP E-newsletter #9</b>            | <b>September 10,<br/>2021</b> |            |          |
|  |                               | Recipients | 523      |
|  |                               | Open rate  | 42%      |
|  |                               | Click rate | 5%       |

| Tool                         | Time period               | Metric                        | Quantity |
|------------------------------|---------------------------|-------------------------------|----------|
| <b>CEIP E-newsletter #10</b> | <b>September 23, 2021</b> |                               |          |
|                              |                           | Recipients                    | 522      |
|                              |                           | Open rate                     | 39%      |
|                              |                           | Click rate                    | 4%       |
| <b>CEIP E-newsletter #11</b> | <b>October 15, 2021</b>   |                               |          |
|                              |                           | Recipients                    | 519      |
|                              |                           | Open rate                     | 44%      |
|                              |                           | Click rate                    | 10%      |
| <b>CEIP E-newsletter #12</b> | <b>October 18, 2021</b>   |                               |          |
|                              |                           | Recipients                    | 520      |
|                              |                           | Open rate                     | 40%      |
|                              |                           | Click rate                    | 8%       |
| <b>CEIP E-newsletter #13</b> | <b>October 28, 2021</b>   |                               |          |
|                              |                           | Recipients                    | 532      |
|                              |                           | Open rate                     | 40%      |
|                              |                           | Click rate                    | 7%       |
| <b>CEIP E-newsletter #14</b> | <b>November 11, 2021</b>  |                               |          |
|                              |                           | Recipients                    | 532      |
|                              |                           | Open rate                     | 48%      |
|                              |                           | Click rate                    | 11%      |
| <b>CEIP E-newsletter #14</b> | <b>December 9, 2021</b>   |                               |          |
|                              |                           | Recipients                    | 658      |
|                              |                           | Open rate                     | 50%      |
|                              |                           | Click rate                    | 6%       |
| <b>Partner packets</b>       |                           |                               |          |
|                              | May 1 - June 1, 2021      | Visits to partner packet page | 48       |



| Tool   | Time period                        | Metric   | Quantity |
|--|------------------------------------|--|----------|
|  | October 15 - November 12, 2021     | Visits to partner packet page                    | 51       |
| <b>Project inquiries</b>                       | <b>March 1 - December 13, 2021</b> |  |          |
|  |                                    | Web comment form                                 | 135      |
|  |                                    | ceip@pse.com                                     | 193      |
|  |                                    | Voice message                                    | 4        |
|  |                                    | EAG meeting observer comments                    | 15       |
| <b>Clean energy values and benefits survey</b> | <b>May 1 - June 1, 2021</b>        |  |          |
| <b>General customer survey</b>                 |                                    |  |          |
|  |                                    | General survey respondents - all                 | 921      |
|  |                                    | General survey respondents - Spanish             | 8        |
|  |                                    | General survey respondents - Russian             | 7        |
|  |                                    | General survey respondents - Vietnamese          | 4        |
|  |                                    | General survey respondents - Traditional Chinese | 2        |
|  |                                    | General survey respondents - Hindi               | 2        |
| <b>Business customer survey</b>                |                                    |  |          |
|  |                                    | Business survey respondents - all                | 194      |
|  |                                    | Business survey respondents - small/medium       | 114      |

| Tool                                | Time period                           | Metric                                       | Quantity |
|-------------------------------------|---------------------------------------|--|----------|
|                                     |                                       | Business survey respondents - major accounts | 80       |
| <b>Community meetings</b>           | <b>March 1 - December 13, 2021</b>    |  |          |
|                                     |                                       | CBO "go-to-you" meetings                     | 7        |
|                                     |                                       | Multilingual sessions                        | 1        |
|                                     |                                       | Draft CEIP stakeholder sessions              | 2        |
| <b>Advisory group meetings</b>      | <b>March 1 - December 13, 2021</b>    |  |          |
| <b>EAG meetings</b>                 |                                       |  |          |
|                                     |                                       | Number of EAG meetings                       | 11       |
| <b>IRP Stakeholder meetings</b>     |                                       |  |          |
|                                     |                                       | Number of IRP Stakeholder meetings           | 5        |
| <b>LIAC meetings</b>                |                                       |  |          |
|                                     |                                       | Number of LIAC consultations                 | 4        |
| <b>CRAG meetings</b>                |                                       |  |          |
|                                     |                                       | Number of CRAG consultations                 | 4        |
| <b>Draft CEIP online open house</b> | <b>October 18 - November 14, 2021</b> |  |          |
|                                     |                                       | Unique Pageviews                             | 6,757    |
|                                     |                                       | Overall Pageviews                            | 7,939    |
|                                     |                                       | Overall Average Time on Site                 | 0:03:06  |
|                                     |                                       | Spanish Visits                               | 1,628    |

| Tool                     | Time period                                   | Metric                               | Quantity |
|--------------------------|---|--------------------------------------|----------|
|                          |   | Vietnamese Visits                    | 572      |
|                          |   | Traditional Chinese Visits           | 480      |
|                          |   | Russian Visits                       | 519      |
|                          |   | Hindi Visits                         | 464      |
| <b>Draft CEIP survey</b> | <b>October 18 -<br/>November 14,<br/>2021</b> |                                      |          |
|                          |   | Respondents - all                    | 301      |
|                          |   | Respondents - English                | 250      |
|                          |   | Respondents - Spanish                | 26       |
|                          |   | Respondents - Russian                | 3        |
|                          |   | Respondents - Vietnamese             | 2        |
|                          |   | Respondents - Traditional<br>Chinese | 8        |
|                          |   | Respondents - Hindi                  | 0        |
|                          |   | Paper surveys                        | 12       |

# PUBLIC PARTICIPATION PLAN

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CLEAN ENERGY IMPLEMENTATION PLAN  
IMPLEMENTATION PHASE JANUARY 2022-APRIL 2023



*December 17, 2021*

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## ACRONYMS

| Acronym                  | Full name   |
|--------------------------|---|
| <b>CBI</b>               | Customer Benefit Indicator  |
| <b>CBO</b>               | Community-Based Organization  |
| <b>CEAP</b>              | Clean Energy Action Plan  |
| <b>CEIP</b>              | Clean Energy Implementation Plan                                    |
| <b>CETA</b>              | Clean Energy Transformation Act                                     |
| <b>CRAG</b>              | Conservation Resource Advisory Group                                |
| <b>EAG</b>               | Equity Advisory Group   |
| <b>HIC</b>               | Highly Impacted Communities   |
| <b>IRP</b>               | Integrated Resource Plan  |
| <b>LIAC</b>              | Low Income Advisory Committee                                       |
| <b>Named communities</b> | Reference to Highly Impacted Communities and Vulnerable Populations |
| <b>PSE</b>               | Puget Sound Energy  |
| <b>VP</b>                | Vulnerable Populations  |

# 1 INTRODUCTION

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## 1.1 Plan Purpose

This public participation plan describes how Puget Sound Energy (PSE) staff and their consultant team will collaborate with key stakeholders to involve customers and community members in the implementation phase of the first Clean Energy Implementation Plan (CEIP) in accordance with the Clean Energy Transformation Act (CETA). This plan identifies opportunities for stakeholders to stay involved with CEIP activities and tools the project team will use to share information and gather feedback. The public participation plan also includes a general schedule of public participation activities.

This public participation plan is an update to the plan submitted in May 2021. Following submission of the final CEIP, this plan focuses on the first 1.5 years of CEIP implementation from Jan. 2022 through April 2023.

For questions on this plan, please email [ceip@pse.com](mailto:ceip@pse.com)

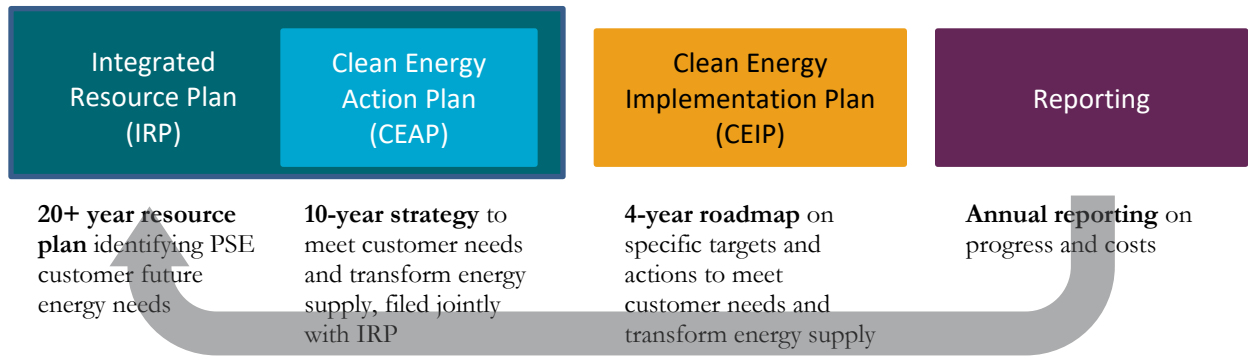
This public participation plan was developed by Puget Sound Energy staff in collaboration with their public participation consultants: Maul Foster & Alongi, Triangle Associates and Advocacy BL/ACK. The plan includes updates and additional detail based on feedback collected from customers and other stakeholders during the draft CEIP development process.

The public participation plan is intended to be a living document and will be updated as additional information is collected and evaluated during public participation activities. The approach is considerate of changing conditions related to the COVID-19 pandemic and may be adjusted as needed. Specifically, PSE anticipates filing a new plan on May 1, 2023 as we prepare for the 2023 Biennial CEIP Update (the next major milestone in the CEIP planning process).

### **Background**

The Clean Energy Implementation Plan (CEIP) is an important piece of our long-term energy planning efforts to eliminate carbon emissions from our region's electricity supply and meet the goals of Washington's Clean Energy Transformation Act (CETA), a new law that enables PSE to move further and faster on delivering clean electricity.

To help plan for the transition, PSE considers CETA goals in its 20+ year Integrated Resource Plan (IRP), as well as the new 10-year Clean Energy Action Plan (CEAP) and the four-year CEIP. The CEIP will create a four-year roadmap informed by the needs and strategies identified in the IRP and the CEAP.



The CEIP must include:

- Interim targets for meeting CETA standards over a four-year period
- Specific targets for: energy efficiency, demand response, and renewable energy for a four-year period
- Specific actions we'll take over the four-year period
- Identification of highly impacted communities (HIC) and vulnerable populations (VP) – referred together as “named communities”
- Assessment of current benefits and burdens on customers, and description of how our specific actions will mitigate risks to named communities
- Proposed customer benefit indicators for progress on improving equitable distribution of benefits and burden reduction

The public participation process for the CEIP will create opportunities for PSE customers and community members to influence the specific targets and actions to be implemented over the CEIP's four-year cycle.

The process will include engagement with:

- PSE electric customers, including highly impacted communities and vulnerable populations
- PSE's Equity Advisory Group
- PSE's other advisory groups: IRP stakeholders, Low Income Advisory Committee, and Conservation Resources Advisory Group

In addition to meeting CETA's carbon reduction goals, PSE is making equity a key priority by working to ensure an equitable distribution of clean energy and non-energy benefits and reducing burdens to vulnerable populations and highly impacted communities through CEIP implementation. This public participation process also creates opportunities for PSE to better understand the broader scope of PSE customers' values, priorities and perspectives around clean electricity and equity, as well as initiate or strengthen PSE relationships with community-based organizations.

## 1.2 Broad public participation for CEIP development

In 2021, PSE worked with customers, advisory groups and stakeholders to shape the final CEIP, filed on Dec. 17, 2021. We've incorporated customer input and advice from our Equity Advisory Group to shape our decisions for clean electricity investments, as well as customer engagement and program design, to help guide equitable distribution of benefits and burden reduction in this transition.

- We collected community input on clean electricity values, customer benefit interests and priorities, and ideas to advance equity in energy. This community input shaped development of customer benefit indicators (CBIs), which describe qualities or outcomes customers want to result from our clean electricity actions. The CBIs are having a direct impact in shaping our clean electricity resources, so our decisions consider both lowest cost and benefits to customers.
- We listened and learned from our new Equity Advisory Group on opportunities for making the transition more equitable through:
  - Identification of highly impacted communities and vulnerable populations.
  - Proactive education and engagement with customers within these communities, with specific emphasis on a strong and sustained effort to provide relevant information to these communities about the energy system, clean electricity technology and benefits, and opportunities for participation in programs.
  - Principles for inclusive program design and implementation.

With the filing of the final CEIP, the plan goes to the UTC for a comment period and hearing, with an approval, denial or modification decision expected by mid-2022.

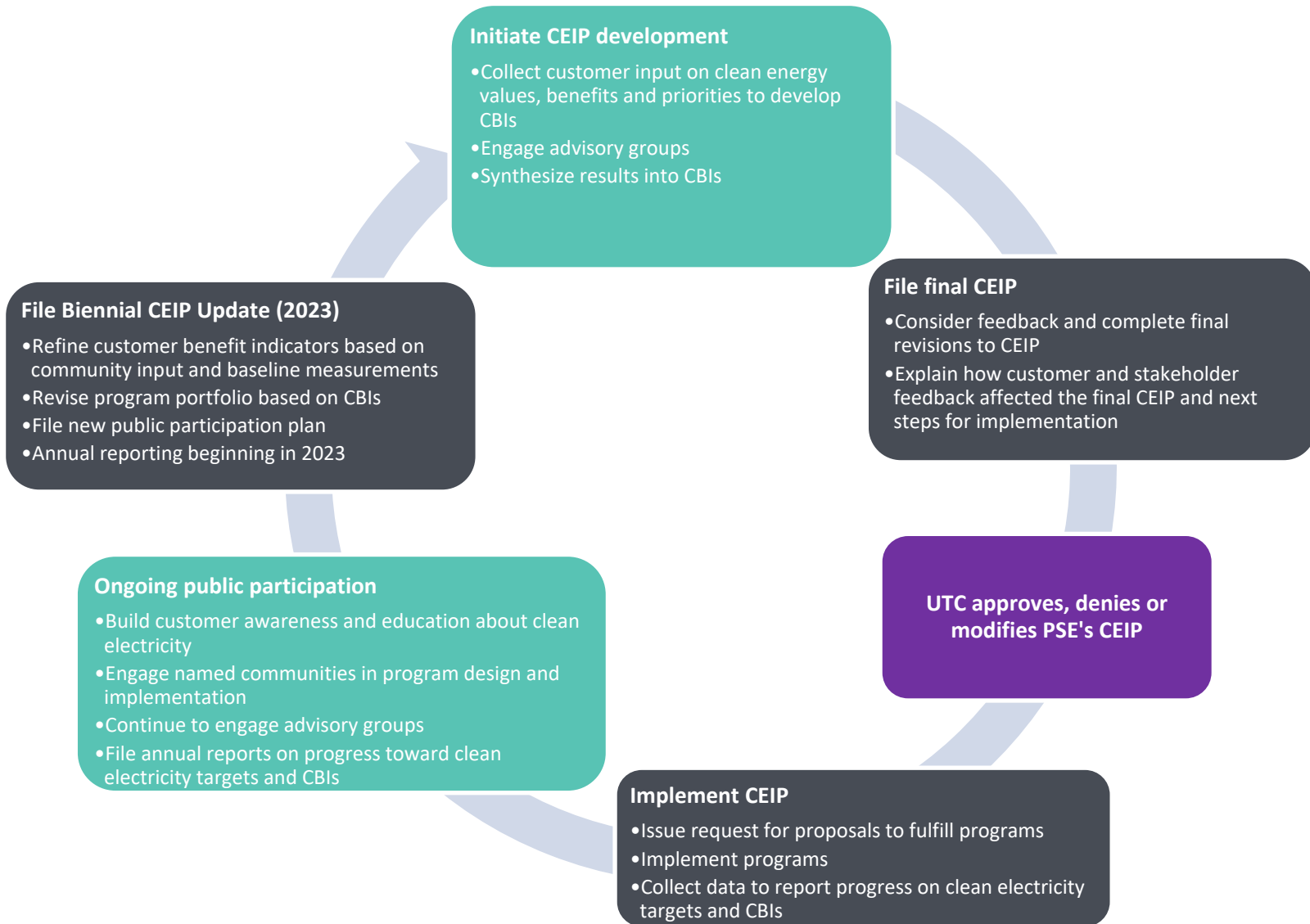
### **1.3 Engaging the public in CEIP implementation**

During the implementation phase of 2022-2023, we will build off of our earlier work to continue building relationships and venues for two-way communication with vulnerable populations and highly impacted communities while making opportunity for all customers to remain involved. Engagement activities during implementation will help shape our reporting and future CEIP development processes. These efforts will include ongoing tribal engagement, engaging customers in refining the definition of vulnerable populations, and better understanding our customers' prioritized benefits.

The process graphic below illustrates PSE's CEIP planning cycle and ongoing public participation during the implementation.



## CEIP planning cycle



## 1.4 Desired outcomes, goals and objectives

PSE has developed the following desired outcomes, goals and objectives to guide public participation plan implementation. These outcomes, goals and objectives are built upon feedback heard from the Equity Advisory Group, PSE’s other three advisory groups, and stakeholders.

While this public participation plan focuses on Jan. 2022 through April 30, 2023, some of the desired outcomes, especially those around customer education, will extend through 2025.

For customer education, PSE expects to spend 2022-mid-2023 laying the groundwork for an education campaign. Successfully meeting the long-term outcomes described below will require PSE to build new capabilities and understandings of how to engage named communities, and overcome significant barriers in educating on complex energy concepts while competing for customer time, interest and attention.

| Public participation goal   | Objective details  | Long-term desired outcomes  |
|---|--|---|
| <p><b>Build trust and relationship with named communities</b></p> | <ul style="list-style-type: none"> <li>• Create focused messages and communication tools that suit the needs of named communities</li> <li>• Identify and act on opportunities to reciprocate relationships with CBOs based on their needs</li> <li>• Create new relationships with CBOs not engaged previously</li> <li>• Demonstrate accountability to previous commitments to named communities</li> </ul>  | <ul style="list-style-type: none"> <li>• Relationships with CBOs:               <ul style="list-style-type: none"> <li>○ are reciprocal</li> <li>○ create opportunities for better outreach with the specific needs of their communities</li> </ul> </li> <li>• Informational materials are transcultural for culturally specific groups and languages</li> <li>• PSE builds trust with named communities</li> </ul>  |
| <p><b>Build customer education</b></p>                            | <ul style="list-style-type: none"> <li>• Set a foundation for delivering educational information and engaging audiences in a way that is culturally sensitive and reduces barriers to access</li> <li>• Customers have access to accurate and relevant information about:               <ul style="list-style-type: none"> <li>○ Energy basics (e.g., how power gets to you, electricity supply today, etc.)</li> <li>○ Clean electricity technology and benefits</li> <li>○ The Clean Energy Transformation Act (CETA)</li> <li>○ PSE clean electricity planning efforts, including the CEIP</li> </ul> </li> </ul> | <p><b>Awareness</b></p> <ul style="list-style-type: none"> <li>• Customers can describe clean electricity as a concept</li> <li>• Customers are aware of the state-defined carbon reduction goals in the CETA and PSE’s role in the clean electricity transition</li> <li>• Customers are aware that PSE has a 4-year plan to implement clean energy and why it was developed</li> <li>• How PSE is deploying CEIP programs and investments in communities, and progress made on commitments</li> </ul> <p><b>Knowledge/Attitude</b></p> <ul style="list-style-type: none"> <li>• Customers can name multiple forms of clean electricity provided by their PSE</li> <li>• Customers can name benefits of clean electricity that relate to their daily life</li> </ul> |

|  |  |   |
|--|--|---|
|  |  | <ul style="list-style-type: none"> <li>Customers value the benefits of clean electricity and understand related costs</li> </ul> <p><b>Action</b></p> <ul style="list-style-type: none"> <li>Engage on customer benefit indicator development</li> </ul>  |
| <b>Share information and be transparent</b>                              | <ul style="list-style-type: none"> <li>Make CEIP reporting information accessible and publicized</li> <li>Help customers understand progress on CBIs and carbon reduction goals</li> </ul>                                       | <ul style="list-style-type: none"> <li>Community members feel PSE is accountable to its commitments</li> <li>Community members feel shared ownership and pride on progress toward PSE’s goals</li> </ul>  |
| <b>Continue working with PSE advisory groups</b>                         | <ul style="list-style-type: none"> <li>Engage with EAG to embed equity into electricity planning processes</li> <li>Update and consult with LIAC, CRAG and IRP stakeholders on CEIP topics related to their expertise</li> </ul> | <ul style="list-style-type: none"> <li>PSE’s electricity system produces more equitable outcomes for named communities</li> <li>Advisory groups have opportunity to ask questions and provide advice on CEIP implementation and reporting tasks</li> </ul>  |
| <b>Support clean electricity program design and actions</b>              | <ul style="list-style-type: none"> <li>Coordinate CEIP tasks with program development teams</li> <li>Make PSE a resource where customers find clean electricity resources</li> </ul>   | <ul style="list-style-type: none"> <li>PSE CEIP team and PSE’s program-related teams work together to engage named communities on program design and implementation components</li> <li>Customers perceive that the PSE CEIP team and PSE programs are coordinated and avoid duplicative outreach efforts</li> <li>Customers can easily get the resources they need to act on clean energy and energy efficiency</li> </ul> |
| <b>Align Tribal government outreach efforts with CEIP communications</b> | <ul style="list-style-type: none"> <li>CEIP tasks are regularly coordinated with outreach tasks and messages to Tribes</li> <li>Tribal government engagement process is transparent for other interested parties</li> </ul>      | <ul style="list-style-type: none"> <li>Tribal government engagement is authentic and builds relationship</li> <li>Community members understand how PSE works with Tribes</li> </ul>   |

### 1.4.1 Equity Goals

The CEIP implementation process creates opportunities for PSE to grow and advance equity in clean electricity transition activities to ensure that all customers benefit from and participate in the clean electricity transition. The equity goals PSE will pursue include:

- Ensure project information is accessible to non-technical audiences
- Continue to engage the Equity Advisory Group created by the CEIP process
- Understand and incorporate the needs and input of vulnerable populations and highly impacted communities in the CEIP and program design and implementation
- Develop equitable engagement strategies and policies that can be replicated in future planning activities

- Strengthen and expand relationships with community-based organizations that serve vulnerable populations and highly impacted communities
- Identify and mitigate barriers to participation with emphasis on barriers to vulnerable populations and highly impacted communities
- Engage with frontline community members through implementation to refine PSE’s definition of vulnerable populations and their priorities

## 1.5 Roles and responsibilities

The following table describes roles and responsibilities among parties involved in the CEIP implementation phase.<sup>1</sup>

| Stakeholder   | CEIP implementation role  |
|---|---|
| <b>Equity Advisory Group<sup>2</sup></b>                      | <ul style="list-style-type: none"> <li>• Advise on and support public participation and education activities</li> <li>• Continue to refine CEIP elements, especially customer benefit indicators for the 2023 Biennial CEIP Update</li> <li>• Review CEIP progress and hold PSE accountable to CEIP commitments</li> <li>• Advise PSE on equity related to program design and implementation</li> <li>• Discuss and provide insights into equity topics that arise through CEIP implementation efforts</li> </ul> |
| <b>Vulnerable populations and highly impacted communities</b> | <ul style="list-style-type: none"> <li>• Participate in clean electricity program design and implementation</li> <li>• Update and engage on ongoing measurement of customer benefits</li> <li>• Provide feedback on:                             <ul style="list-style-type: none"> <li>○ PSE progress on CEIP interim targets, specific targets and actions</li> <li>○ Improvements for next CEIP process</li> </ul> </li> </ul>   |
| <b>All PSE customers and community members</b>                | <ul style="list-style-type: none"> <li>• Participate in clean electricity program</li> <li>• Update and engage on ongoing measurement of customer benefits</li> <li>• Provide feedback on:                             <ul style="list-style-type: none"> <li>○ PSE progress on CEIP interim targets, specific targets and actions</li> <li>○ Improvements for next CEIP process</li> </ul> </li> </ul>   |

<sup>1</sup> This section helps address WAC 480-100-655 (1)(a) and (b), as well as WAC 480-100-655 (2)(a).

<sup>2</sup> In addition to CEIP meetings, the EAG will also meet to continue establishing governance for the group (e.g., charter, structure, annual work plan).

| Stakeholder   | CEIP implementation role   |
|---|--|
| <p><b>Other PSE advisory groups</b></p> <ul style="list-style-type: none"> <li>• Low Income Advisory Group</li> <li>• Conservation Resource Advisory Group</li> <li>• IRP stakeholders</li> </ul> | <ul style="list-style-type: none"> <li>• Provide feedback on CEIP implementation related to:               <ul style="list-style-type: none"> <li>○ PSE progress on CEIP interim targets, specific targets, and actions</li> <li>○ Level of desired advisory group participation in CEIP implementation</li> <li>○ Improvements for next CEIP process</li> </ul> </li> </ul> |
| <p><b>Puget Sound Energy</b></p>  | <ul style="list-style-type: none"> <li>• Implement CEIP</li> <li>• Report CEIP progress</li> <li>• Respond to stakeholder comments to improve public participation and implementation</li> </ul>   |
| <p><b>Utilities and Transportation Commission</b></p>   | <ul style="list-style-type: none"> <li>• Monitor PSE implementation progress</li> </ul>  |

## 2 AUDIENCES AND ENGAGEMENT TOOLS

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### 2.1 Audiences

The following table includes a general list of audiences to engage in implementation of the CEIP, as well as potential interests based on general interests and 2021 customer benefits survey results.

The audiences are wide ranging given the variety of customers, advisory groups and stakeholders served. Based on feedback from the Equity Advisory Group, PSE will center its broader public participation efforts on named communities. At the same time, this audience table does not exclude any individual or group of people from participating in CEIP development and implementation.

#### 2.1.1 Audiences and potential interests

| Audience   | Potential interests  |
|--|--|
| <b>PSE customers and community members</b>   |  |
| Named communities, which are vulnerable populations and highly impacted communities in PSE service area <sup>3</sup> | Affordable electricity, benefits/changes in environment and public health, program participation, distribution of benefits and burdens of the clean energy transition, and dependability of clean energy |
| Residential customers  | Affordable electricity, benefits/changes in environment and public health, and program participation   |
| Business and commercial  | Affordable electricity, program participation, and benefits/changes in environment, public health, and economic activity for the region (e.g., jobs and training)  |
| Cities and counties  | Communication of carbon reduction planning, targets and actions, changes in pollution levels, distribution of benefits and burdens   |

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<sup>3</sup> For a more detailed discussion of Highly Impacted Communities and Vulnerable Populations, refer to the Draft CEIP, Chapter 3, Draft customer benefit indicators, Highly Impacted Communities and Vulnerable Populations.

| Audience   | Potential interests  |
|--|--|
| Community-based organizations, including economic development, schools and faith communities | Affordable electricity, distribution of benefits and burdens, economic and workforce development, engagement of named communities, progress made on CEIP commitments                                 |
| Labor and trade allies   | Affordable electricity, job-related CBIs and principles, workforce development   |
| <b>PSE employees</b>   |  |
| All PSE employees  | Company commitments, community relationships, progress made on CEIP commitments  |
| CEIP staff   | CETA compliance, distribution of benefits and burdens  |
| <b>PSE Advisory Groups</b>   |  |
| Equity Advisory Group  | Customer benefits, equitable distribution of benefits and burdens, CEIP programs, targets and actions, economic and workforce development, outreach and education, progress made on CEIP commitments |
| Integrated Resource Plan stakeholders  | Customer benefits, CEIP programs, progress made on CEIP commitments  |
| Low Income Advisory Committee  | Customer benefits, energy assistance, energy burden reduction and barrier reduction, progress made on CEIP commitments   |
| Conservation Resource Advisory Group   | Customer benefits, energy efficiency programs, progress made on CEIP commitments   |
| <b>Utilities and Transportation Commission</b>   |  |
| Staff  | Public participation, CETA compliance, progress made on CEIP commitments   |
| Commissioners  | Public participation, CETA compliance, progress made on CEIP commitments   |

### **Tribal governments and the Clean Energy Implementation Plan**

Tribes are sovereign nations with a unique and important perspective on their communities’ needs, ranging from natural resources to education. PSE will use the appropriate channels with tribal governments and customers. PSE’s tribal liaison will contact each tribal government in PSE’s electric service area to identify opportunities for and barriers to participation in CEIP implementation, based on their interests and capacity. We will use the information gathered to develop an engagement plan specific for tribal communities that is coordinated with PSE’s company-wide tribal engagement activities.

PSE also welcomes participation from members of tribes as individual community members and other Indigenous customers in broader public participation activities as we develop and implement this first CEIP.

### **Local government engagement**

The PSE Local Government Affairs team will continue to coordinate with the CEIP public participation team to share information with cities and counties in PSE’s service area about public participation opportunities. Many local governments have climate action plans and may be interested in the targets and actions developed in the CEIP as well as implementation of programs in their jurisdictions.

## **2.1.2 Named communities and community-based organizations**

PSE’s CEIP outlines Highly Impacted Communities and Vulnerable Populations (referenced together as named communities, and individually defined in WAC 480-100-605). In brief, highly-impacted Communities are defined by Department of Health around pollution burden, environmental effects and impacts to the human body and communities of people. Vulnerable populations include communities who experience a disproportionate cumulative risk from environmental burdens.

In 2021, the Equity Advisory Group advised PSE on the Vulnerable Populations definition specifically include economic stress, housing burden, race/ethnicity, historically redlined communities, disability, seniors, language, mental health and home care. The table below provides a summary of vulnerability factors<sup>4</sup>.

| <b>Factors</b>                         | <b>Definition</b>                                    |
|--|--|
| <b>Disability</b>                      | Percentage of HHs reporting a member with disability |
| <b>Cardiovascular Disease</b>          | Rate of death from cardiovascular disease            |
| <b>Low Birth Weight Rates</b>          | Rate of low birth weight                             |
| <b>Higher rates of Hospitalization</b> | Rate of hospitalization                              |
| <b>Heat Islands</b>                    | TBD  |

<sup>4</sup> For a more detailed discussion of Highly Impacted Communities and Vulnerable Populations, refer to the CEIP, Chapter 3, Highly Impacted Communities and Vulnerable Populations, and Customer Benefit Indicators.



| Factors  | Definition  |
|--|---|
| <b>Arrearage/Disconnections</b>  | Percentage of customers in arrearage/disconnected per block group |
| <b>Access to Digital/Internet Resources</b>                                | Percentage of low digital engagement customers                    |
| <b>Access to Food</b>  | Low income and low access food flag                               |
| <b>Access to Health Care</b>   | Percentage of population with primary care provider               |
| <b>Educational Attainment Level</b>  | Percentage of customers with less than or high school education   |
| <b>Estimated Energy Burden</b>   | Percentage of energy burdened customers                           |
| <b>Historical Red Line Influence</b>                                       | TBD   |
| <b>Home Care</b>   | TBD   |
| <b>Housing Burden</b>  | Percentage of population paying more than 30% income for housing  |
| <b>Linguistic Isolation</b>  | Percentage of households with limited English proficiency         |
| <b>Mental Health/Illness<sup>5</sup></b>                                   | TBD   |
| <b>Poverty</b>   | Percentage of households in Poverty                               |
| <b>Race (Black, Indigenous, and People of Color, referred to as BIPOC)</b> | Percentage of households identifying as BIPOC                     |
| <b>Renter vs. Owner</b>  | Estimated percentage of customers renting                         |
| <b>Seniors with fixed income</b>   | Estimated percentage of customers over 65 at 80% or lower AMI     |
| <b>Transportation Expense</b>  | Percentage of households with greater than 35-minute commute      |
| <b>Unemployment</b>  | Percentage of households experiencing unemployment                |

<sup>5</sup> PSE does not yet have a method to measure outreach to populations that align with the mental health or home care factors of the vulnerable population definition. We will continue to work with the EAG and our partners to make progress on these factors.

A key component of CEIP public participation activities is building relationships with community-based organizations (CBOs) to better reach vulnerable populations and highly impacted communities. CBOs are important and trusted service providers for the communities they serve. PSE’s collaboration with CBOs creates opportunities for project audiences to learn about and engage with the CEIP through people and venues familiar to them, while creating opportunities for PSE staff to build relationship and trust with community members.

PSE has strong relationships with many organizations throughout our service area. As part of public participation for CEIP implementation, PSE will specifically seek to strengthen or initiate relationships with CBOs who serve named communities and expand the number we engaged with, so we have further reach. Based on feedback from the EAG, PSE is considering partnership options with CBOs to help convene, educate and coordinate with the communities they serve on an ongoing basis.

## 2.2 Public participation tools

The following sections describe tools the project team will use to engage community members in the CEIP implementation process and instances when we will evaluate the tool’s effectiveness. Tools will be selected or adapted to meet the needs of project audiences in compliance with COVID-19 safety guidelines.

### 2.2.1 Share information

| Tool  | Description   |
|---|---|
| Project website:<br>cleanenergyplan.pse.com | A project website will be a key tool for providing information about the CEIP, including sharing public participation opportunities, hosting project information, collecting feedback on online surveys, documenting Equity Advisory Group meeting materials, etc.  |
| Email updates / e-newsletters               | E-newsletters are brief, high-level summaries of project activities. They can take the form of a newsletter, formatted email, or blog. They are distributed electronically via email listserv and/or social media. They can be used to drive participants to the website, webinars or other project activities. They can be sent on a schedule or as dictated by project milestones.<br><br>Participants will be invited to join a project email list to be kept up to date on the project and on opportunities to participate. |
| Project fact sheet and flyers               | Printable handouts that provide project information and describe opportunities to engage with CEIP development.   |
| Transcreated fact sheets                    | PSE will work with transcreation service providers to develop culturally appropriate informational materials that provide resources about the CEIP and clean electricity. Materials will be developed for PSE’s customers who read Spanish, Russian, Hindi, Vietnamese and Traditional Chinese.   |

| Tool  | Description   |
|---|---|
| Meeting summaries from Equity Advisory Group meetings | PSE will prepare meeting summaries of Equity Advisory Group meetings, the topics discussed, the feedback received, and demonstrates how PSE has addressed the feedback for developing or implementing the CEIP. Summaries will be posted to <a href="http://cleanenergyplan.pse.com">cleanenergyplan.pse.com</a> .                            |
| The Voice newsletter                                  | PSE will share information in The Voice (bill insert) sent to customers.  |
| Social media (targeted)                               | PSE will share information on its corporate social media accounts, including Facebook, Twitter, and LinkedIn.   |
| Media releases (targeted)                             | PSE will announce major project activities through local media outlets.   |
| Paid media  | PSE will share information and educate customers about programs and participation opportunities through advertising and paid media.   |
| Partner channels                                      | PSE will ask community and project partners to help distribute project information and announcements to reach audiences. This may include advisory group member affiliations, community-based organizations, chambers of commerce and environmental groups.   |
| PSE website   | PSE will reference the CEIP project on its primary website and link to <a href="http://cleanenergyplan.pse.com">cleanenergyplan.pse.com</a> .   |
| Annual public participation reports                   | PSE will prepare annual public participation reports that share the community engagement activities conducted and comments heard during the time period and explains what PSE will do with the customer information. The public participation reports will be posted to the CEIP website and filed with 2023 Biennial CEIP Report to the UTC. |
| Targeted postcard mailings                            | Targeted postcard mailings will be used to advertise CEIP engagement opportunities for community members who are less likely to have reliable access to the internet. Target audiences for postcard mailings include low-income customers, seniors, and customers who speak limited English.  |
| Community events                                      | Events that PSE outreach staff attend will have information about CEIP and other clean electricity resources available.   |
| Multilingual awareness and education campaign         | Use a number of broad and targeted informational outreach tools to build customer awareness and understanding of clean electricity programs and the PSE’s carbon reduction goals. Campaign tools will initially include transcreated materials, with anticipated expansion to community event participation, and social media.                |

## 2.2.2 Collect and compile input

| Tool  | Description   |
|---|---|
| Informal community surveys  | PSE will make use of surveys to collect detailed comments on key components of the CEIP.  |
| Statistical surveys   | PSE will conduct annual surveys of its customers to collect statistically valid data about customer awareness and attitudes about clean electricity technologies and resources, the clean electricity transition, and clean electricity benefits.   |
| Project email ( <a href="mailto:ceip@pse.com">ceip@pse.com</a> ) and web comment form | Stakeholders may submit comments or questions electronically at any time using the project email or the web comment form on the project website.  |
| Multilingual voicemail: (425) 818-2051  | Project staff will monitor a dedicated voicemail system for the CEIP process to collect verbal comments and respond to information requests.  |
| CBO “go to you” presentations   | PSE will work with CBOs to hold “go to you” interactive presentations to share information, build trust, and provide space for their input and feedback on CEIP topics. This approach maximizes their time and simplifies their involvement. CBOs will receive a stipend for their work.                                  |
| CBO “working dinner” workshops  | PSE will seek collaboration with CBOs that serve vulnerable populations and highly impacted communities to convene “working dinner” events. These events are meant to create a festive and friendly environment that draws community members to attend and discuss CEIP topics with communities they trust and PSE staff. |
| General community meetings  | PSE will host open house-style meetings to engage community members who expect to interact with PSE in this more traditional way. PSE staff will be available to answer questions and solicit comments on CEIP topics.  |
| Virtual community meetings  | PSE will present the content prepared for the general community meetings on a virtual meeting platform to provide information, answer questions and solicit comments on CEIP topics.  |
| Online open house   | An online open house is a temporary website where community members can interact with project materials and submit comments at any time of day while the website is available. PSE will use an online open house to share information about the first CEIP reporting period and invite comments.                          |
| Organizational briefings, as requested  | These are presentations available to small groups of stakeholders (e.g., established groups, clubs, councils, etc.) They support dissemination of accurate information and can support 2-way communication with interested parties.   |

### 2.2.3 Bring people together

| Tool                                 | Description  |
|--------------------------------------|--|
| Advisory group meetings and webinars | Project staff will present project information for PSE advisory group members to discuss, react to and comment on. Advisory groups include Equity Advisory Group, IRP stakeholders, Low Income Advisory Committee and Conservation Resource Advisory Group.<br><br>They allow interested parties to provide input and/or engage in dialogue with the project team and each other on the designated topics. |
| Multilingual sessions                | Organize multilingual listening sessions with the top five most common language groups in PSE’s service area, Spanish, Traditional Chinese (Mandarin), Russian, Vietnamese and Hindi. Sessions will also include interactive presentations and opportunities to build trust and provide space for feedback and input. Session participants will receive a stipend for their time.                          |
| Community ambassador program (pilot) | Pilot a community ambassador program where trusted community members help engage communities on CEIP-related topics.   |

### 2.2.4 Evaluation

#### Information shared

PSE will monitor the prevalence of use different information sharing materials receive.

- **Website:** Number of visits, time spent on site, language pages visited
- **E-newsletter:** Open rate, click rate
- **Project fact sheet:** Number of people and organizations who receive the fact sheet

#### Comments collected

PSE will monitor the number of comments and inquiries from different sources

- **Project email:** Number of comments and inquiries received via ceip@pse.com or other staff email
- **Web comment form:** Number of comments collected through the form
- **Voicemail:** Number of comments and inquiries received through project voicemail line
- **Surveys:** Number of surveys completed
- **Community meetings:** Number of people who participate in “Go to you” meetings with CBOs, multilingual sessions and/or focus groups

#### Event participation

PSE will collect event participation details for CEIP-related events.

- **Engaged conversations**
- **Number of participants**
- **Event details (e.g., event name, location, etc)**

As part of our efforts for 2022-2023, we will develop metrics for the multilingual education and outreach campaign.

## 2.2.5 Efforts to remove barriers

The following table describes potential barriers to public participation and strategies PSE will employ to mitigate them for the first CEIP.<sup>6</sup> The table is informed both by input PSE collected from discussions with PSE’s existing advisory groups in March 2021 and the Equity Advisory Group in April 2021, as well as PSE-led customer research. As such, we’re applying learnings from both to help us provide information in language accessible and broadly understood terms, including explaining where electricity comes from today and sharing about PSE programs.

| Barriers   | Strategies  |
|--|---|
| <p><b>Limited English proficiency</b><br/>                     People cannot engage with information if it’s not in their language. People who speak different languages also seek information through different media outlets than English-speakers.</p>  | <ul style="list-style-type: none"> <li>• Accommodate Spanish, Russian, Traditional Chinese, Vietnamese, Hindi (Top five most commonly spoken languages in service area according to PSE customer demographic data and Crisis Affected Customer Assistance Program as of May 2021)</li> <li>• Translate project fact sheets, flyers, websites, surveys</li> <li>• Host in-language events (multilingual sessions) with interpreters to enable English-speaking project staff to speak directly with community members</li> <li>• Ask partner organizations to use their communication channels to share project information</li> </ul> |
| <p><b>Low-income / under-resourced</b><br/>                     Low-income communities have less time and fewer resources to spend on civic processes compared to more affluent households. Find ways to engage this audience at service locations they frequent or partner with community resource providers.</p> | <ul style="list-style-type: none"> <li>• Partner with CBOs to meet these communities where they seek services</li> <li>• Compensate people for their participation in multilingual sessions and/or focus groups</li> <li>• Ask partner organizations to use their communication channels to share project information</li> </ul>  |
| <p><b>Cultural barriers</b><br/>                     Many communities of color have not been included in civic processes historically. Build relationships with community groups who hold the trust of these communities to gain their engagement.</p>   | <ul style="list-style-type: none"> <li>• Pursue CBOs partnerships</li> <li>• Ask partner organizations to use their communication channels to share project information</li> <li>• Seek long-term programmatic partnerships with CBOs for CEIP engagement, including</li> </ul>   |

<sup>6</sup> This section addresses WAC 480-100-65 (2)(b)

| Barriers   | Strategies   |
|--|--|
|  | curriculum development for awareness and education   |
| <p><b>Internet access</b><br/>                     Many people do not have reliable access to the internet. Provide alternative ways for people to receive information and share comments.</p> | <ul style="list-style-type: none"> <li>• Distribute paper materials to community-based organizations</li> <li>• Provide phone option to receive information and submit comments</li> </ul> |
| <p><b>Reading level</b><br/>                     PSE customers have a wide range of education backgrounds and</p>  | <ul style="list-style-type: none"> <li>• Provide information using common words and short sentences that allow all audiences to understand.</li> </ul>                                     |

As we conduct our public participation process for implementing the first CEIP, we anticipate learning more from the EAG and named communities on removing barriers. As such, we expect to update these strategies and file a new public participation plan by May 1, 2023.

# 3 APPROACH AND PLAN

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## 3.1 Approach

The final CEIP was filed with the UTC on Dec. 17, 2021. Following approval by the UTC, the public participation approach for the implementation phase focuses on: (1) clean electricity education and awareness; (2) CEIP implementation topics, including program, design and measurement, and reporting; and (3) ongoing consultation with PSE's advisory groups. Building off of the public participation efforts from development of the CEIP, PSE will use specific tools to collect input and outreach from vulnerable populations and highly impacted communities and use broader tools to inform and engage a wide range of customers across PSE's service area.

In addition, the PSE CEIP team will partner with PSE's Energy Efficiency, New Products and Services, and other teams to engage with vulnerable populations and highly impacted communities on program design and implementation.

### 3.1.1 Clean electricity education and awareness

As part of the EAG process, we heard the need for a strong and sustained effort to provide accurate and relevant information to named communities about the energy system, clean electricity technology and benefits, the Clean Energy Transformation Act, and PSE's clean electricity planning efforts. We agree and believe this is essential to ensuring an equitable transition to a clean energy future.

To appropriately deliver communications and engage these audiences in a way that is culturally sensitive and reduces barriers to access, investment in new tools and capabilities is needed. These do not exist at PSE today. In particular, these target audiences are traditionally harder to reach and therefore take additional and specialized resources.

As such, PSE will be taking a multi-year approach to clean energy education and awareness, with the goal of increasing awareness of our clean energy investments and benefits among named communities.

2022 will be our foundational year to build a customer education program, with specific activities to enable a broader and deeper information and education campaign in years 2023-2025. PSE anticipates consulting with the EAG on this effort in 2022.

These activities include:

- Transcreation of relevant pse.com webpages.
- Message development and testing, and development of performance measurement tools.
- Development of foundational in-language materials and advertising.
- In late 2022-early 2023, PSE will launch the multilingual education campaign, which will include advertising, outreach, events participation, social media and partnerships. In addition, PSE will continue to transcreate pse.com pages to provide more accessibility for customers.



### 3.1.2 CEIP implementation topics

With the CEIP defining what clean electricity investments will be made over the next four year, PSE's public participation efforts will now focus on how we deliver on those investments. We've heard questions from the EAG and other advisory groups about program details, like what's the design, who benefits, and who participates. In addition, the EAG has provided guiding principles for implementation. For 2022 and 2023, PSE anticipates:

- Sharing information about PSE's final CEIP, including fulfilling requirements related to customer notice as outlined in WAC 480-100-655 (2) (iv) and (3).
- Advisory group evaluation of how CEIP planning process went and opportunities for improvement.
- Developing and implementing strategies for centering program design and implementation (including education and outreach) on the needs of named communities. We anticipate this effort will include consultation with the EAG, CBOs and members of named communities, as well as PSE's Energy Efficiency, New Products and Services and Customer Solutions teams.
- Engaging advisory groups, customers and others on ongoing topics, such as baseline data measurement and tracking, refining and/or developing future CBIs, further development of CBI weighting methodology, barrier/burden reductions, and reporting.
- Providing regular updates via the project website, e-newsletters, and other informational tools, as well as an annual public participation report.

As this is PSE's first CEIP implementation period, new topics may arise for discussion. In addition, PSE anticipates beginning outreach related to the 2023 Biennial CEIP Update as early as Q1 2023 and through Q3 2023. Additional details on this outreach and participation effort will be outlined in future updates to this plan, and/or PSE's new public participation plan due on May 1, 2023.

### 3.1.3 Ongoing engagement with PSE's advisory groups

PSE will continue to engage the EAG, LIAC, CRAG and IRP stakeholders on the CEIP. These advisory groups helped shaped the CEIP, so engaging on implementation of the CEIP and reporting of are the next step in the process.

- EAG engagement: Given that this group is still new, PSE will work with the EAG in early 2022 to continue to refine their governance and to co-develop a session plan for the 2022-2023 period. Session topics will focus on education, CEIP implementation and capacity building. Topics may include: reflecting on the final CEIP and next steps; education on PSE (e.g., energy efficiency, IRP process, other areas of PSE); deeper dives on clean energy topics of interest; CEIP implementation topics (e.g., baseline data development, program design, outreach and education, measurement, continued CBI development, continued development of CBI weighting methodology, evaluation of new resources, reporting, etc.); Equity Forum; planning for 2023 Biennial CEIP Update engagement; and other equity topics.

- LIAC and CRAG engagement: PSE anticipates providing twice yearly updates to the LIAC and CRAG and seeking their input on topics related to their areas of interest (e.g., energy assistance and energy efficiency, respectively).
- IRP stakeholders: PSE anticipates providing twice yearly updates to IRP stakeholders and seeking their input on topics related to their areas of interest (e.g., evaluation of new resources through CBIs, energy resources). In addition, additional opportunities may arise for engagement with the IRP stakeholders during the 2023 IRP Progress Report process.

### 3.2 Summary table of planned public participation activities

The diagram below summarizes planned public participation objectives and advisory group activities.

| Q1/Q2 2022  | Q3/Q4 2022   | Q1/Q2 2023  |
|---|--|---|
| <b>Educate on CEIP and keep the conversation going</b>  | <b>Implement CEIP<br/>Educate about clean electricity and CEIP</b>   | <b>Implement CEIP<br/>Engage on development of 2023 biennial CEIP update</b>  |
| <b>Public participation objectives</b>  |  |   |
| <ul style="list-style-type: none"> <li>• Inform about CEIP and how to get involved in UTC process</li> <li>• Reflect on how we can improve future CEIP processes</li> <li>• Conduct survey on understanding around clean electricity</li> </ul> | <ul style="list-style-type: none"> <li>• Educate on clean electricity and CEIP</li> <li>• Share updates</li> <li>• Continue to foster relationships with CBOs</li> <li>• Engage customers on program design</li> </ul>       | <ul style="list-style-type: none"> <li>• Educate on clean electricity and CEIP</li> <li>• Share updates on CEIP progress to date</li> <li>• Seek input into 2023 biennial CEIP update process planning</li> <li>• Engage customers on program design</li> <li>• Continue relationships with CBOs</li> </ul> |
| <b>PSE advisory group activities</b>  |  |   |
| <ul style="list-style-type: none"> <li>• Brief each advisory group about CEIP, and seek feedback to shape future CEIP process</li> <li>• EAG hosts Equity Forum</li> <li>• Ongoing EAG meetings</li> </ul>                                      | <ul style="list-style-type: none"> <li>• Regularly engage EAG on CEIP and equity topics</li> <li>• Provide CEIP update to other advisory groups</li> </ul>   | <ul style="list-style-type: none"> <li>• Engage all Advisory Groups on biennial CEIP update</li> </ul>  |
| <b>Information sharing tools</b>  |  |   |
| <ul style="list-style-type: none"> <li>• Project website</li> <li>• Fact sheet and flyers</li> <li>• E-newsletters</li> <li>• Press releases</li> <li>• Social media</li> <li>• Partner toolkit</li> </ul>                                      | <ul style="list-style-type: none"> <li>• Bill inserts (The Voice)</li> <li>• Briefings</li> <li>• Responding to inquiries via website, email, phone</li> <li>• Employee communications</li> <li>• Targeted emails</li> </ul> |   |
| <b>Feedback gathering tools</b>   |  |   |
| <ul style="list-style-type: none"> <li>• Surveys</li> <li>• Focus groups</li> <li>• Online open house</li> <li>• Community meetings</li> </ul>  | <ul style="list-style-type: none"> <li>• Comment forms / email</li> <li>• Briefings</li> <li>• “Go to you” meetings</li> <li>• Pilot new tools, like ambassador program</li> </ul>   |   |
| <b>Mitigating barriers</b>  |  |   |

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Translated/transcreated CEIP materials and website</li><li>• Host in-language events</li><li>• Distributed paper materials to CBOs</li><li>• Provide phone option to receive info and submit comments</li></ul> | <ul style="list-style-type: none"><li>• Partner with CBOs</li><li>• Compensate low-income/under-resourced people for participation (need to further define)</li><li>• Ask partner organizations to use their communication channels</li></ul> |
|---|---|

\* PSE will include CEIP-related EAG and IRP stakeholder meeting dates, times, and materials on the CEIP website – [cleanenergyplan.pse.com](http://cleanenergyplan.pse.com)

### 3.3 General schedule for CEIP public participation activities for Jan. 2022-Apr. 2023

The table below describes the focus areas, outreach format and timing of public participation activities for project audiences for CEIP implementation from January 2022 through April 30, 2023.<sup>7</sup> The timing is approximate based on UTC approval of the CEIP and ramp up of new programs and materials. As with any public participation plan, PSE anticipates listening, learning and adjusting as new information arises.

| Audience  | Focus areas for public participation  | Outreach format / Timing (approximate)  |
|---|---|---|
| All   | <ul style="list-style-type: none"> <li>• Energy basics</li> <li>• Clean electricity technology and benefits</li> <li>• The Clean Energy Transformation Act (CETA)</li> <li>• PSE clean electricity planning efforts, including the CEIP</li> </ul>  | <ul style="list-style-type: none"> <li>• Website / Ongoing</li> <li>• The Voice bill insert / Q1 2022, early 2023</li> <li>• E-newsletters to CEIP interested stakeholder mailing list / approximately every other month</li> <li>• Attend community events / 2023</li> <li>• Awareness/education campaigns / 2023</li> </ul>   |
| Vulnerable populations and highly impacted communities, including CBOs serving them | <ul style="list-style-type: none"> <li>• Clean energy education topics, including energy basics, clean electricity technology and benefits, CETA, and PSE clean electricity planning efforts, including the CEIP</li> <li>• Customer benefits (focus on energy + non-energy benefits)</li> <li>• Barrier and burden reduction</li> <li>• Program design guidance</li> </ul> | <ul style="list-style-type: none"> <li>• CBO “go to you” presentations to up to 16 organizations / Q2-Q4 2022, Q2 2023</li> <li>• CBO “working dinner” workshops (1 per electric service area county) / Q2-Q4 2022, Q2 2023</li> <li>• Multilingual sessions (anticipate 1 per language<sup>8</sup>) / Q2-Q3 2022, Q2 2023</li> <li>• Multilingual education campaign / end of 2022/early 2023 thru 2023</li> </ul> |
| General Residential PSE Customers   | <ul style="list-style-type: none"> <li>• Clean electricity technology and benefits</li> <li>• PSE clean electricity planning and implementation efforts, including the CEIP and CETA</li> </ul>   | <ul style="list-style-type: none"> <li>• See “all” audience for additional opportunities</li> <li>• General community meetings / Q2 2023</li> </ul>   |

<sup>7</sup> This section addresses WAC 480-100-655(2)(d) and (e).

<sup>8</sup> PSE’s top five languages as of 12/2021: Spanish, Mandarin, Russian, Vietnamese and Hindi.

| Audience                          | Focus areas for public participation  | Outreach format / Timing (approximate)  |
|-----------------------------------|---|---|
| Business and Commercial Customers | <ul style="list-style-type: none"> <li>• Clean electricity technology and benefits to businesses</li> <li>• PSE clean electricity planning efforts and implementation efforts, including the CEIP and CETA</li> </ul>   | <ul style="list-style-type: none"> <li>• See “all” audience for additional opportunities</li> </ul>   |
| Cities and counties               | <ul style="list-style-type: none"> <li>• PSE clean electricity planning and implementation efforts, including the CEIP and CETA</li> </ul>  | <ul style="list-style-type: none"> <li>• Briefings led by PSE’s Local Government Affairs team / ongoing</li> </ul>  |
| Labor and trade allies            | <ul style="list-style-type: none"> <li>• PSE clean electricity planning and implementation efforts, including the CEIP and CETA</li> </ul>  | <ul style="list-style-type: none"> <li>• Briefings led by PSE’s Government Affairs and Public Policy team <ul style="list-style-type: none"> <li>○ Initial briefing(s) anticipated in early 2022 to further understand engagement interests and needs</li> </ul> </li> </ul>  |
| Equity Advisory Group             | <ul style="list-style-type: none"> <li>• Lead discussion on equity</li> <li>• Reflecting on the final CEIP and next steps</li> <li>• Equity Forum</li> <li>• Education on PSE (e.g., energy efficiency, IRP process, other areas of PSE, CETA)</li> <li>• Deeper dives on clean energy topics of interest</li> <li>• CEIP implementation topics (e.g., program design, outreach and education, measurement, continued CBI development, evaluation of new resources, procurement process, reporting, etc)</li> <li>• Planning for 2023 CEIP Update engagement</li> </ul> | <ul style="list-style-type: none"> <li>• EAG meeting: CEIP briefing / ~late Jan. 2022</li> <li>• Equity Forum / ~Q2 2022</li> </ul> <p>PSE anticipates up to eight meetings in 2022 and is considering options for at least one of those meetings being in-person (dependent on COVID-19 policies). PSE is working with the EAG on session planning for 2022 focused on energy education, CEIP implementation, and capacity building.<sup>9</sup></p> <p>The meeting schedule is being co-developed with EAG and dates will be posted to CEIP website at <a href="http://cleanenergyplan.pse.com">cleanenergyplan.pse.com</a></p> |

<sup>9</sup> In addition to CEIP meetings, the EAG will also meet to establish governance for the group (e.g., charter, structure, session plan).

| Audience                             | Focus areas for public participation   | Outreach format / Timing (approximate)   |
|--------------------------------------|--|--|
| IRP stakeholders                     | <ul style="list-style-type: none"> <li>• Reflecting on the final CEIP and next steps</li> <li>• Clean electricity implementation</li> <li>• Clean electricity targets and reporting</li> </ul>   | <ul style="list-style-type: none"> <li>• Email update on final CEIP and UTC next steps/ Dec. 2021</li> <li>• The CEIP Team will provide informational updates and consult the IRP stakeholders twice per year. Meeting dates will be posted to the CEIP website in advance.               <ul style="list-style-type: none"> <li>○ CEIP briefing / ~Jan. 2022</li> <li>○ Additional dates TBD</li> </ul> </li> </ul> |
| Low Income Advisory Committee        | <ul style="list-style-type: none"> <li>• Reflecting on the final CEIP and next steps</li> <li>• Clean electricity implementation</li> <li>• Clean electricity targets and reporting</li> <li>• Energy assistance, energy burden reduction and barrier reduction</li> </ul> | <ul style="list-style-type: none"> <li>• Email update on final CEIP and UTC next steps/ Dec. 2021</li> <li>• The CEIP Team will provide informational updates and consult the LIAC twice per year. The CEIP Team will plan to provide updates during LIAC meetings.               <ul style="list-style-type: none"> <li>○ CEIP briefing / ~Jan. 2022</li> <li>○ Additional dates TBD</li> </ul> </li> </ul>         |
| Conservation Resource Advisory Group | <ul style="list-style-type: none"> <li>• Reflecting on the final CEIP and next steps</li> <li>• Clean electricity implementation</li> <li>• Clean electricity targets and reporting</li> <li>• Energy efficiency, and barrier and burden reduction</li> </ul>              | <ul style="list-style-type: none"> <li>• Email update on final CEIP and UTC next steps/ Dec. 2021</li> <li>• The CEIP Team will provide informational updates and consult the CRAG twice per year. The CEIP Team will plan to provide updates during CRAG meetings.               <ul style="list-style-type: none"> <li>○ CEIP briefing / ~Mar. 2022</li> <li>○ Additional dates TBD</li> </ul> </li> </ul>         |