

PUBLIC PARTICIPATION PLAN

CLEAN ENERGY IMPLEMENTATION PLAN



Updated: September 1, 2021

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ACRONYMS

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

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.

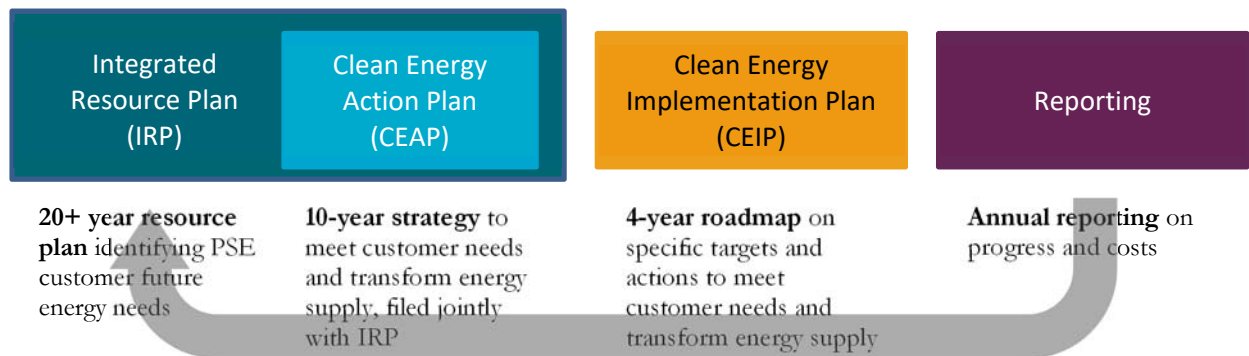
The public participation plan is intended to be a living document and will be updated as additional information is collected and evaluated during public participation activities. The approach is considerate of and will adapt to current social distancing requirements related to the COVID-19 pandemic as 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, 2021¹.

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.

¹ 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

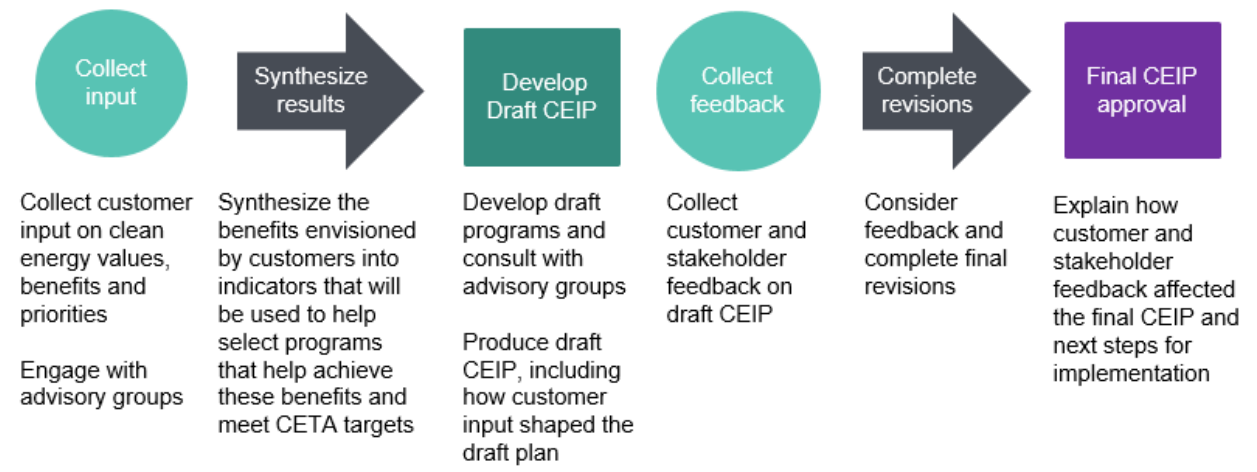
The timeline for developing this first CEIP is approximately four months (mid-April through late July). Given this compressed timeline, PSE endeavors to meet the intent of the CETA and CEIP regulations by conducting broader outreach to all customers and targeting its engagement with highly impacted communities 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.²

² 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
Equity Advisory Group	<ul style="list-style-type: none"> • Lead conversations on equity for the CEIP • Refine energy resource planning equity terms: <ul style="list-style-type: none"> ○ Highly impacted communities ○ Vulnerable populations • Provide input for CEIP related to: <ul style="list-style-type: none"> ○ Public participation ○ Clean electricity values ○ Customer benefit indicators, including energy and non-energy benefits and reduction of burdens ○ Draft programs and actions • Support outreach activities 	<ul style="list-style-type: none"> • Advise on and support public participation activities • Continue to refine CEIP elements, especially customer benefit indicators, for the next CEIP • Review CEIP progress and hold PSE accountable to CEIP commitments • Advise PSE on equity related to program implementation • Discuss and provide insights into equity topics that arise through CEIP implementation efforts
Vulnerable populations and highly impacted communities	<ul style="list-style-type: none"> • Provide input for CEIP development related to: <ul style="list-style-type: none"> ○ Participation in clean energy transition, including identification of barriers to participation ○ Clean electricity values ○ Customer benefits and priorities, including energy and non-energy benefits and reduction of burdens ○ Draft CEIP 	<ul style="list-style-type: none"> • Participate in clean electricity program design and implementation • Update and engage on ongoing measurement of customer benefits • Provide feedback on: <ul style="list-style-type: none"> ○ PSE progress on CEIP interim targets, specific targets and actions ○ Improvements for next CEIP process
PSE customers and community members	<ul style="list-style-type: none"> • Provide input for CEIP related to: <ul style="list-style-type: none"> ○ Public participation ○ Clean electricity values ○ Customer benefits and priorities ○ Draft CEIP 	<ul style="list-style-type: none"> • Participate in clean electricity program design and implementation • Update and engage on ongoing measurement of customer benefits • Provide feedback on: <ul style="list-style-type: none"> ○ PSE progress on CEIP interim targets, specific targets and actions ○ Improvements for next CEIP process

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

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.^{3,4}

Goal 1: CEIP Development (April – December 2021)⁵

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:**

³ This section helps address WAC 480-100-655 (2).

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

⁵ 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
PSE customers and community members	
Vulnerable populations and highly impacted communities in PSE service area ⁶	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
PSE employees	
All PSE employees	Company commitments, community relationships

⁶ 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
PSE Advisory Groups	
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
Utilities and Transportation Commission	
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: 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. Participants will be invited to join a project email list to be kept up to date on the project and on opportunities to participate.

Tool	Description
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 cleanenergyplan.pse.com .
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 cleanenergyplan.pse.com .

2.2.2 Collect and compile input

Tool	Description
Community surveys	PSE will make use of surveys to collect detailed comments on key components of the CEIP.
Project email (ceip@pse.com) 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.
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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. 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.⁷ 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>English as a second language 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"> • Accommodate Spanish, Russian, Traditional Chinese, Vietnamese • Translate project fact sheets, flyers, websites, surveys • Host in-language events (multilingual sessions) with interpreters to enable English-speaking project staff to speak directly with community members • Ask partner organizations to use their communication channels to share project information
<p>Low-income / under-resourced 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"> • Partner with CBOs to meet these communities where they seek services • Compensate people for their participation in multilingual sessions and/or focus groups • Ask partner organizations to use their communication channels to share project information
<p>Cultural barriers 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"> • Pursue CBOs partnerships • Ask partner organizations to use their communication channels to share project information
<p>Internet access 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"> • Distribute paper materials to community-based organizations

⁷ This section addresses WAC 480-100-65 (2)(b)

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

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. 1.⁸ 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
Develop CEIP with public participation focused on equity	Solicit comments on draft CEIP	Implement CEIP Continue public participation
Public participation objectives		
Collect input on: <ul style="list-style-type: none"> Clean energy values Customer benefit interests and priorities Ideas to advance equity 	Compile and respond to feedback on CEIP, including: <ul style="list-style-type: none"> Analysis of actions, targets and expected outcomes Proposed approach to clean electricity implementation 	Keep the conversation going <ul style="list-style-type: none"> Evaluate and improve the next CEIP process Share updates and solicit comments on CEIP progress reports Engage customers on program design and implementation
Comment collection activities		
<ul style="list-style-type: none"> Survey “Go to you” meetings with CBOs Multilingual sessions Project website Bill insert (May) 	<ul style="list-style-type: none"> Online open house and survey Continued outreach to CBOs 	<ul style="list-style-type: none"> Continue relationships with CBOs Stakeholder evaluation interviews Surveys
PSE Advisory Group activities		
<ul style="list-style-type: none"> Convene Equity Advisory Group (EAG) Engage with EAG on CEIP topics and approach, including outreach activities Engage other advisory groups on customer benefits 	<ul style="list-style-type: none"> Solicit input from advisory groups on draft programs and actions Encourage participation in the online open house and survey 	<ul style="list-style-type: none"> Continue to discuss equity topics with EAG Finalize EAG process for next CEIP Evaluate and improve next CEIP process Engage all Advisory Groups on biennial CEIP update
Information sharing tools (throughout project)		
<ul style="list-style-type: none"> Project website Fact sheet and flyers E-newsletters Targeted media and social media 	<ul style="list-style-type: none"> Bill inserts Briefings Responding to inquiries via website, email, phone Employee communications 	

⁸ 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.⁹ The work plan for the implementation phase will be submitted by Oct. 1, 2021.¹⁰

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

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

¹⁰

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

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

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"> Clean energy values Customer benefits and priorities Ideas for advancing equity 			Input on draft programs and actions	<ul style="list-style-type: none"> Input on Draft CEIP 		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 Press release	E-newsletter		E-newsletter		E-newsletter

4 SEPT. 2021: ADDENDUM TO APPROACH AND WORK PLAN

Schedule extension

On Aug. 12, 2021, the UTC approved PSE's request to extend the CEIP process by 60+ days¹¹. 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 schedule¹².

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.

¹¹ Reference UTC docket UE-210571 Order 01 dated Aug. 19, 2021.

¹² 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
Develop CEIP with public participation focused on equity	Solicit comments on draft CEIP	Implement CEIP Continue public participation
Public participation objectives		
Collect input on: <ul style="list-style-type: none"> ✓ Clean energy values ✓ Customer benefit interests and priorities ✓ Ideas to advance equity 	Compile and respond to feedback on CEIP, including: <ul style="list-style-type: none"> • Analysis of actions, targets and expected outcomes • Proposed approach to clean electricity implementation 	Keep the conversation going <ul style="list-style-type: none"> • Evaluate and improve the next CEIP process • Share updates and solicit comments on CEIP progress reports • Engage customers on program design and implementation
Comment collection activities		
<ul style="list-style-type: none"> ✓ Survey ✓ Project website ✓ Bill insert (May) • “Go to you” meetings with CBOs • Multilingual sessions 	<ul style="list-style-type: none"> • Online open house¹³ with a survey to collect feedback on the draft CEIP* • Continued outreach to CBOs • Bill insert (October)* 	<ul style="list-style-type: none"> • Continue relationships with CBOs • Stakeholder evaluation interviews • Surveys
PSE Advisory Group activities		
<ul style="list-style-type: none"> ✓ Convene Equity Advisory Group (EAG) • Engage with EAG on draft CEIP components, including vulnerable population factors, customer benefit indicators, inclusive outreach activities and program design guidance* • Engage other advisory groups on customer benefit indicators and draft CEIP components* 	<ul style="list-style-type: none"> • Solicit input from advisory groups on draft CEIP* • Encourage participation in the online open house 	<ul style="list-style-type: none"> • Continue to partner with EAG on guidance for implementation topics, including program design, inclusive outreach, and evaluation of new resources* • Evaluate and improve next CEIP process • Engage all Advisory Groups on progress reporting, evaluation of new resources through CBIs, and the biennial CEIP update*
Information sharing tools* (throughout project)		
<ul style="list-style-type: none"> • Project website • Fact sheet and flyers • E-newsletters • Targeted media and social media • Targeted advertising • Targeted emails 	<ul style="list-style-type: none"> • Bill inserts • Briefings • Responding to inquiries via website, email, phone • Employee communications • Partner toolkit • Targeted press releases 	

* Updated 9/1/21

¹³ 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)¹⁴, 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.¹⁵

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

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

¹⁵ 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 ¹⁶	<ul style="list-style-type: none"> • General education on clean energy • Draft CEIP 	<ul style="list-style-type: none"> • CBO presentations / August-November • Multilingual sessions / August-November • Targeted emails on draft CEIP17 / October • Targeted advertising / October • Notifications through community partners / October • Online open house on draft CEIP / ~Oct. 18-Nov. 12 <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"> • General education on clean energy • Draft CEIP 	<ul style="list-style-type: none"> • Online open house on draft CEIP / ~Oct. 18-Nov. 12
Business and Commercial Customers	<ul style="list-style-type: none"> • General education on clean energy • Draft CEIP 	<ul style="list-style-type: none"> • Online open house on draft CEIP / ~Oct. 18-Nov. 12
Equity Advisory Group ¹⁸	<ul style="list-style-type: none"> • Draft CEIP targets, programs, actions and cost • Implementation guidance, including program design and public participation • Inclusive outreach for the draft CEIP comment period • Draft CEIP • Equity Forum 	<p>EAG Meetings are tentatively planned for:</p> <ul style="list-style-type: none"> • Meeting #7 on draft CEIP programs, actions and cost / Sept. 13 from 4-6:30 p.m. • Meeting #8 on draft CEIP implementation guidance / Sept. 27 from 4-6:30 p.m. • Meeting #9 to discuss draft CEIP components / Oct. 4 from 4-6:30 p.m. • Meeting #10 on draft CEIP / Nov. 1 from 4-6:30 p.m. • Equity forum / date TBD <p>Members are encouraged to participate in other public participation activities, including the online open house.</p>

¹⁶ 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.

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

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

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

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