

May One-on-One Community Visits with the WA Equity Advisory Group

Duration: 45-60 min

INTRODUCTIONS

- Introductions [for Kimberly]
 - Name, organization, experience with the EAG/reason for joining
- Meeting objectives [external]:
 - Get to know one another in-person!
 - Hear more about energy-related challenges you and your community may be facing
 - Better understand the affiliated organizations of our Equity Advisory Group (EAG) members
 - Hear about their experience in the EAG so far, what's going well and what you're looking forward to working on together

QUESTIONS

Introduction

- How long have you lived in Yakima/Walla Walla?
- How did you get started at [Organization Name]?
- Can you reintroduce your organization and the key roles they play in the community

Energy challenges

- Thinking back on the past year or so, what are some of the biggest challenges you/your community are facing related to energy?
- If you could solve one energy problem in Yakima/Walla Walla, what would it be?
- Which of the programs that we've talked about in the EAG so far do you think will be most beneficial to your community, and why?

Specific feedback on EAG

- General Feedback:
 - How would you characterize your experience with the EAG so far?
 - How does your involvement in the EAG support your mission, either personal or organizational?
 - Is there anything you are hoping to get out of the EAG meetings that you haven't so far? What might that look like?
 - What do you hope PacifiCorp learns from its EAG meetings?
- Facilitation:
 - How could the facilitation team support your participation more effectively?
 - Are there any energy issues we have not covered that you'd like to cover?

Take Aways from Meetings with EAG Organizations May 23-25, 2022

Observations:

- EAG organizations have incredibly strong relationships with their communities.
- EAG organizations are Trusted Messengers within their communities.
- Communities expect PacifiCorp to deliver reliable energy
- EAG members fill many different roles within their communities.
- EAG organizations are well known to each other and work together to expand their reach of services. They try to fill service gaps and want to avoid duplication.

For PacifiCorp to Remember

- Many customers are in survival mode. We need to provide information in a way that is easy to consume. We should also ensure that the application process for programs we provide does not create additional barriers for customers.
- Partner with EAG Organizations to build trust.
- Be a connector between our EAG organizations. We should consider making space for this during our EAG meetings.
- Energy may not be a first priority for many CBOs but there are connections we can make to the work all the EAG members are doing.

Communication

- Emails are ineffective
- Even snail mail is relatively ineffective
- For the Spanish community, phone calls are the most effective (will have to be strategic of the timing of phone calls. Many work long hours during seasonal agricultural peaks)
- Teach directly in Spanish without translation/interpretation
- Build partnerships over time
- Find ways to connect directly
- Developing English and Spanish handouts that can be shared with EAG members so they can be able to distribute in their organizations/events regarding our programs
- Billboard advertising
- Grocery store advertising
- Social media not as effective for Generation X
- Pacific Power website to be more user friendly
- Limit or eliminate the use of digital banner ads as they are ineffective especially in high impacted communities
- Continue to partner with local radio/tv stations talent in Yakima that are known to local residents to record spots promoting our energy saving programs

Community Challenges:

- Affordable housing/Housing Infrastructure
- Crime
- Activities for middle schoolers and at-risk teenagers
- Access to Transportation
- Absentee landlords

- Agriculturally-based companies in the area are old school – not early adopters. Demonstrating success is key. Identify a local leader to make it happen.
- Technological literacy
- Businesses need employees
- Work schedule inflexibility

Opportunities for PacifiCorp to Engage and Share Information

- Conference for the Greater Good (Asian Pacific Islander Coalition)
- Career Opportunities – Apprenticeships; Women in Technology (Perry Tech, Yakima Power)
- Volunteering in Community
- Table-tops (Opportunities Industrialization Center)
- Farmers Markets (Asian Pacific Islander Coalition)
- Ag Tech Symposium (Yakima County Development Association)
- Workforce Training (Yakima Country Development Association)
- Educational workshops for adults and children (La Casa Hogar; Pilipino Hall)
- Ray sponsors “canning workshops” as one example of local engagement that is culturally effective
- Ray is very interested in community solar as an opportunity to engage and bring benefits to hard-to-reach customers

EAG Organization Potential Resources

- In-house Radio and TV stations
- Audio equipment to tape public service announcements
- Meeting rooms (SonBridge, Pilipino Hall, La Casa Hogar)

Follow-ups

- “Andrew” – Yakima Main Street Coordinator – Toni has his contact information
- Steve Weiss – Leading Force
- Project – Electric bus to transport workers between job sites
- Everyone should watch “Turning Red” to understand what it is like to be a middle schooler
- Erendira’s question about whether there are programs for the “Missing Middle”?
 - May be good to see an energy audit that is being conducted
- Isidra mentioned an opportunity for Kim to join a DEI forum in the Yakima community
- Energy education came up many times and is a real opportunity for the Company
- Kate to send Norman the TE Plan for WA
- Can we replace the “bulb bin” in the SonBridge store?
- Paul mentioned the City of Yakima has a grant writer and that may be of some interest as we think about grant opportunities
- Paul is contemplating an energy curriculum for his organization
- Following up with creative agency on retrieving original files so the booklet provided by Erendira can be updated with current content and shared with customers.

EAG 2022 Members	Affiliation
Adam Rieker	Perry Technical Institute
Angelica Reyes	La Casa Hogar
Erendira Cruz	The Sustainable Living Center
Giovanni Severino	Latino Community Fund
Isidra Sanchez	Opportunities Industrialization Center
Jonathan Smith	Yakima County Development Association
Nathan Johnson	Yakima Health District
Noemi Ortiz	NW Community Action Center
Norman Thiel	SonBridge
Paul Tabayoyon	Asian Pacific Islander Coalition
Raymond Wiseman	Yakama Power
Sylvia Schaeffer	Blue Mountain Action Council

Monday May 23rd

Tuesday May 24th

8:00		Ray Wiseman (Yakama Power; Toppenish, WA)
8:30		
9:00		
9:30		TRAVEL
10:00	TRAVEL	AVAILABLE SLOT
10:30	Jackie & Cory ~4 hrs.	AVAILABLE SLOT
11:00		AVAILABLE SLOT
11:30	Kim ~2 hrs. (10am-Noon)	AVAILABLE SLOT
12:00 PM	LUNCH	LUNCH
12:30 PM	LUNCH	LUNCH
1:00 PM	Sylvia Schaeffer (Walla Walla)	Paul Tabayoyon (Yakima, WA)
1:30 PM		
2:00 PM	TRAVEL	TRAVEL
2:30 PM	Erendira Cruz (Walla Walla, WA)	Adam Rieker (Perry Tech. Yakima, WA)
3:00 PM		
3:30 PM	TRAVEL	TRAVEL
4:00 PM	Norman Thiel (Walla Walla, WA)	Isidra (OIC Yakima, WA)
4:30 PM		
5:00 PM		

Town/City

Yakima

Yakima

Walla Walla

Not provided:

Yakima

Yakima

Yakima

Toppenish

Walla Walla

Yakima

Yakama Nation (Toppenish)

Walla Walla

Wednesday May 25th

Not available:

Jonathan Smith (Yakima, WA)

TRAVEL

Angelica Reyes (Yakima, WA)

TRAVEL/WRAP-UP

LUNCH

LUNCH

TRAVEL

Jackie & Cory ~4 hrs.