



PUBLIC PARTICIPATION PLAN UPDATE

**CLEAN ENERGY IMPLEMENTATION PLAN
MAY 2023-APRIL 2025**



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Acronyms

Acronym	Full name
CBI	customer benefit indicator
CBO	community based organization
CCEAP	Customer Education and Awareness Program
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
Named communities	Reference to highly impacted communities and vulnerable populations
PSE	Puget Sound Energy
VP	vulnerable populations



1. Introduction

This public participation plan update (plan update) is the first required update since Puget Sound Energy (PSE) submitted our first Clean Energy Implementation Plan (CEIP) in December 2021, in accordance with the Clean Energy Transformation Act (CETA). This plan update iterates on the [2021 Public Participation Plan](#) that supported the initial CEIP implementation period through April 2023. This update describes how PSE will engage customers and community members, especially named communities, between May 2023 and April 2025. This plan update fulfills the requirements of WAC 480-100-655(2) as described in [Appendix A: Regulatory Crosswalk](#).

1.1. Plan Purpose

This plan update identifies our public participation objectives as we work to engage interested parties in clean energy planning and implementation activities, and the tools we expect to use to share information and gather feedback. The update also includes a proposed schedule of public participation activities.

This plan update was developed by PSE staff in collaboration with our public participation consultants: Maul Foster & Alongi, Triangle Associates, and Advocacy BL/ACK. The update includes revisions and additional details based on feedback from our Equity Advisory Group (EAG) and lessons learned since development of the previous plan.

This plan update is a living document allowing for approaches, methodology, schedules, tools, and tactics to evolve as additional information is collected and evaluated. While the original plan and much of our planned engagement was heavily influenced by the changing conditions resulting from the COVID-19 pandemic, this update offers a step forward as we envision a period of time with far fewer restrictions on our abilities to engage with communities in person.

We anticipate filing a new public participation plan by May 1, 2025, consistent with WAC 480-100-655(2). The 2025 plan is expected to be a major revision incorporating lessons learned from the first CEIP implementation period while supporting development of a new CEIP due in late 2025.

1.2. Background

The CEIP is a critical piece of our long-term energy planning efforts to eliminate carbon emissions from our region's electricity supply and meet the goals of CETA, the 2019 law that enables PSE to move further and faster on delivering clean electricity.

To help plan for the transition, PSE considers the goals of CETA in our 20+ year Integrated Resource Plan (IRP), as well as our 10-year Clean Energy Action Plan (CEAP) and four-year CEIP. The CEIP, which may be updated biennially, creates a four-year roadmap informed by the needs and strategies identified in the IRP and the CEAP. This public participation plan update supports PSE's 2023 CEIP Biennial Update in addition to various other engagement activities related to CEIP implementation.



In addition to meeting CETA’s goals, PSE is making equity a key priority by working to ensure our CEIP equitably distributes clean energy and non-energy benefits and reduces burdens to named communities¹.

This public participation plan update builds on experience and expands opportunities for PSE to better understand the broader scope of our customers’ values, priorities, and perspectives around clean electricity and equity, as well as initiate and strengthen our relationships with community-based organizations and those they serve. The update illustrates how PSE is building public participation centered on the core tenets of equity, including procedural, recognition, distributive, and restorative justice (further discussed in [Section 1.5: Equity Goals](#)).

In 2021, PSE collaborated with the EAG to develop guiding principles for implementation (see below) to help ensure accessibility, accountability, and affordability in the clean electricity transition. These guiding principles help us advance equity as we continue to engage customers in CEIP planning and implementation activities.

Equity Advisory Group Overarching Guiding Principles²

- Equity requires that we ensure all customers benefit from clean electricity through an intentional effort to engage and advance the interests of named communities.
- Named communities bear a disproportionate burden of environmental risk and have historically faced barriers to clean electricity benefits, particularly low-income, senior, immigrant and Black, Indigenous, and People of Color (BIPOC) communities.
- In this work, we seek to increase equity in electricity for named communities by addressing accessibility, affordability, and accountability during the clean electricity transition and beyond.

1.3. Engagement Tracks

This plan update aims to create participation opportunities for all customers with a focus on named communities, in three distinct tracks: 2023 CEIP Biennial Update, ongoing CEIP implementation, and clean energy education and awareness.

1.3.1. Biennial Update Engagement

In this track, PSE will engage interested parties in the development of the 2023 CEIP Biennial Update, which we will submit on or before Nov. 1, 2023.³ In support of that update, we will build on our initial engagement during the development of the CEIP by revisiting conversations that began in 2021 and expanding our engagement into new spaces.

Although the specific topics of discussion are to be determined, as we await Washington Utilities and Transportation Commission (Commission) guidance in the 2021 CEIP decision, we anticipate expanding our discussions of customer

¹ The [2021 CEIP](#) outlines Highly Impacted Communities and Vulnerable Populations (referenced together as named communities, and individually defined in WAC 480-100-605, pg. 48).

² [2021 CEIP](#), pg. 236

³ WAC 480-100-640(11)



benefit indicators and related metrics, as well as assessing burdens and benefits of named communities and PSE customers.

Our approach to engagement will rely on multiple tools described in further detail in [Section 2: Participation Tools](#) and will focus on the following audiences.

Engagement with Community Based Organizations

Conversations with community based organizations (CBOs) have strengthened our relationships and trust with them and the communities they serve. For example, PSE contacted 22 CBOs in our electric service area to offer go-to-you meetings during development of the 2021 CEIP, with an approximate 74 percent response rate.

By July 2021, PSE completed a total of seven go-to-you meetings with CBOs representing six counties serving youth, LGBTQIA+, seniors, people with disabilities, university students, and BIPOC populations. We will build on that direct engagement model used in 2021, and other engagement efforts at PSE as referenced below, to engage CBOs that serve named communities as we prepare our 2023 CEIP Biennial Update.

Direct Engagement with Named Communities

Building on past work with CBOs, we will work to host community meetings directly with members of named communities. Topics will be informed by discussion with CBOs, but will be in support of refining and improving the 2023 CEIP Biennial Update. Additionally, in 2021, we successfully held one Spanish language event for the CEIP and have expanded our understanding of the value of multilingual events in other spaces since that time. We aim to hold multiple events in 2023 within named communities to engage with people directly for the 2023 CEIP Biennial Update.

Advisory Bodies

Advisory bodies, which include the EAG, IRP interested parties, Low Income Advisory Committee (LIAC), and Conservation Resource Advisory Group (CRAG), are fundamental to our progress towards an equitable transition to clean energy. Consistent with the approach in 2021, PSE will engage its advisory bodies in topics related to the 2023 CEIP Biennial Update.

Since the 2021 CEIP, we have engaged the EAG in key processes including integrated resource and delivery system planning, included EAG members on the Green Power Solar Grant Award Selection committee and Climate Commitment Act planning feedback group, and received feedback and guidance from EAG members on a wide range of topics including new program design and bill assistance.

All Interested Parties

As we did in 2021, PSE will provide regular updates to interested parties via established communication channels including the CEIP website and distribution list. If time allows, PSE anticipates sharing draft content related to the CEIP Biennial Update with interested parties to get their feedback.



1.3.2. Implementation

In this track, PSE will focus on engagement with customers to implement the programs and specific actions from the 2021 CEIP. As we work to implement aspects of the CEIP, PSE is expanding its programs and services, with a focus on named communities, and with an eye towards understanding the barriers those communities face to participate in our programs.

Although not a direct action in the CEIP, PSE conducted engagement related to the Transportation Electrification Plan (TEP) in 2022 to identify barriers to owning electric vehicles and infrastructure. Interested parties were invited to participate in a virtual 90-minute focus group designed to further understand transportation electrification (TE) barriers and benefits and gather feedback on education and outreach best practices.

Participants shared concerns about the infrastructure required to support electric vehicle chargers in single-family homes, including parking, repairing the electrical wiring in existing homes, or the additional cost of retrofitting homes during construction.

This work on TE informed the engagement design for Distributed Energy Resources (DER) and Demand Response (DR) programs and services that are key components of our CEIP implementation efforts and an equitable clean energy transition. For many in named communities, these options are not only about clean energy, but also about community well-being, public health, and economic development.

Centering equity in product design by inviting named communities and their service providers to the design table will be critical in ensuring all communities can benefit from future DER/DR products.

1.3.3. Education and Awareness

In this track, PSE will focus on educating customers on clean electricity and raising awareness of PSE's clean energy goals. PSE will continue to develop and refine the CEIP Customer Education and Awareness Program (CCEAP) – a new team focused on engaging named communities during the 2023-2025 CEIP implementation phase. The CCEAP is a direct result of EAG feedback advising PSE to design and implement a named communities education and awareness program.

The program will provide customer education about clean electricity, highlight customer benefits, address customer concerns, and aim to reduce barriers to access information about PSE's clean energy transformation.

The program will seek input on baseline understanding of clean energy and targeted messaging through multiple methods, including:

- Surveys
- CBO outreach
- Public feedback during ongoing outreach efforts

The CCEAP's mission is for customers to learn about PSE's clean electricity transition and clean energy investments by:



- **Meeting customers where they are** with useful and engaging information, with the purpose of increasing access to and understanding of clean energy
- **Empowering customers and communities** who bear the highest energy burdens and experience critical barriers to make informed decisions about their energy use
- **Building understanding** about clean energy and its benefits in order to illuminate pathways for customer participation

Successfully meeting the long-term objectives described above will require PSE to build new capabilities and understandings of how to engage named communities and overcome social and cultural barriers while competing for customer time, interest, and attention.

Along the way, we are learning what works well and what doesn't, and applying lessons learned from activities occurring beyond the scope of the CEIP. As an example, during the summer to early fall of 2022, PSE implemented a campaign to provide awareness and access for Spanish-speaking customers who may benefit from PSE's assistance programs. We learned from the previous year, that general Spanish mass broadcast advertising did not have the right kind of reach. Therefore, in 2022 we chose a different path utilizing a localized, community-centric approach in order to reach those who are not active on social media, email, and other internet-dependent channels.

During the campaign period, applications for PSE HELP were up 7 percent for the same period during the previous year, and visits to PSE's bill assistance pages in Spanish were 500 percent higher than visits recorded in the two months before the campaign. Our experience with this campaign offers a blueprint for ways to effectively and more deeply engage customers who face multiple, layered barriers such as financial burdens, English proficiency, and digital literacy.

1.4. Desired Outcomes, Goals and Objectives

PSE developed the following desired outcomes, goals, and objectives to guide public participation plan implementation. These outcomes, goals, and objectives expand those presented in the previous plan and are built upon feedback heard from the EAG, our other advisory bodies, and interested parties.

While this plan update focuses on May 2023 through April 2025, these goals and objectives are reflective of our long-term desired outcomes for our public participation efforts.

Goal	Objective	Long-term Desired Outcomes
Build trust and relationships with named communities	<ul style="list-style-type: none"> • Create focused messages and communication tools that suit the needs of named communities • Identify and act on opportunities to reciprocate relationships with CBOs based on their needs • Create new relationships with CBOs not engaged previously 	<ul style="list-style-type: none"> • Relationships with CBOs: <ul style="list-style-type: none"> ○ are reciprocal ○ create opportunities for better outreach with the specific needs of their communities • Informational materials are transcoded for culturally specific groups and languages⁴

⁴ The top five most commonly spoken languages in our service area according to customer demographic data and Crisis Affected Customer Assistance Program are Spanish, Russian, Traditional Chinese, Vietnamese, and Hindi (May 2021).



Goal	Objective	Long-term Desired Outcomes
Build customer education	<ul style="list-style-type: none"> • Demonstrate accountability to commitments to named communities • Set a foundation for delivering educational information and engaging audiences in a way that is culturally sensitive and reduces barriers to access • Focus on providing education and information for named communities • Provide customers access to accurate and relevant information about: <ul style="list-style-type: none"> ○ Energy basics (e.g., how power gets to you, electricity supply today) ○ Clean electricity technology and benefits ○ Community impacts of the CETA ○ PSE clean electricity planning efforts, including CEIP projects and programs 	<ul style="list-style-type: none"> • PSE builds trust with named communities <p>Awareness/Understanding</p> <ul style="list-style-type: none"> • Customers understand the concept of clean electricity and ways they can participate • Customers are aware of state-defined carbon reduction goals in CETA and PSE’s role in the clean electricity transition • Customers understand PSE has a plan to implement clean energy and why it was developed • Customers are aware PSE is deploying CEIP programs and investments in communities, and progress made on commitments <p>Attitude/Perception</p> <ul style="list-style-type: none"> • Customers understand the benefits and value of clean electricity as they relate to their daily lives • Customers feel empowered to participate at their desired level • Customers value the benefits of clean electricity and understand related costs <p>Action</p> <ul style="list-style-type: none"> • Engage in customer benefit indicator development
Share information and be transparent	<ul style="list-style-type: none"> • Publicize CEIP reporting, making information accessible. Help customers understand progress on customer benefit indicators (CBIs) and carbon reduction goals 	<ul style="list-style-type: none"> • Community members feel PSE is accountable to its commitments • Community members feel shared ownership and pride on progress toward PSE’s goals
Continue working with PSE advisory groups	<ul style="list-style-type: none"> • Engage with EAG to embed equity into electricity planning processes • Update and consult with LIAC, CRAG and IRP interested parties on CEIP topics related to their expertise 	<ul style="list-style-type: none"> • PSE’s electricity system produces more equitable outcomes for named communities • Advisory groups have opportunity to ask questions and provide advice on CEIP implementation and reporting tasks
Support clean electricity program design and actions	<ul style="list-style-type: none"> • Coordinate CEIP tasks with program development teams • Make PSE a resource where customers find clean electricity resources 	<ul style="list-style-type: none"> • CEIP and program-related teams work together to engage named communities on program design and implementation components • Customers perceive that the PSE teams and programs are coordinated and avoid duplicative outreach efforts • Customers can easily get the resources they need to act on clean energy and energy efficiency



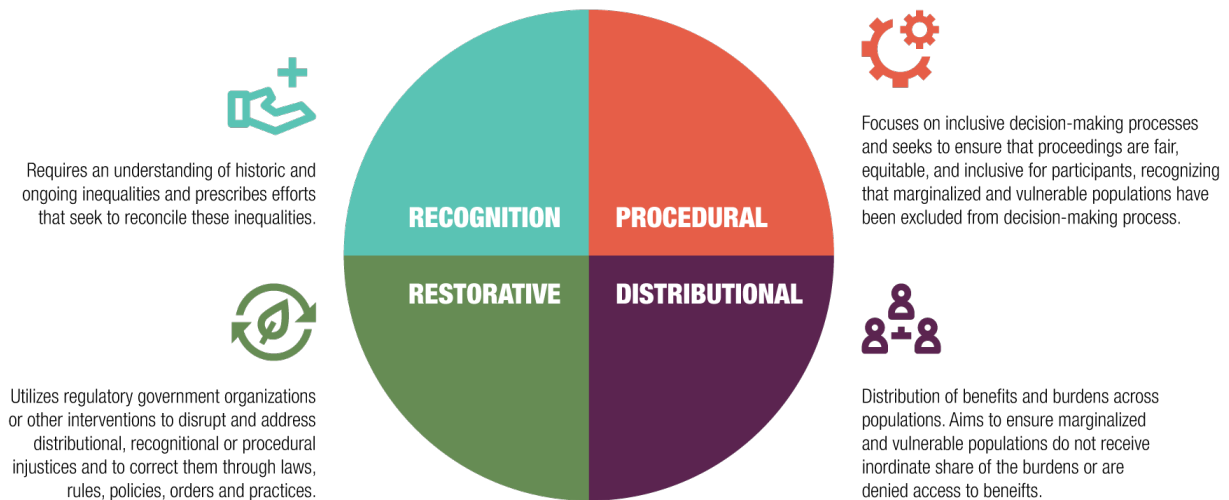
Goal	Objective	Long-term Desired Outcomes
Align Tribal government outreach efforts with CEIP communications	<ul style="list-style-type: none"> • We partner early to share project information and ensure meaningful engagement with Federally Recognized Tribal Governments in Washington State • CEIP tasks are regularly coordinated with outreach tasks and communication to Tribes • Tribal government engagement process is transparent and in alignment for other interested parties 	<ul style="list-style-type: none"> • Tribal government engagement is authentic and builds relationship • Community members understand how PSE works with and engages with 17 Tribal nations in our service area

1.5. Equity Goals

The Clean Energy Transformation Act provided an opportunity 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, and we have been embedding equity considerations into our clean energy planning since its enactment.

The Commission provided guidance regarding expectations for utility implementation of equity through its 2022 decision in the Cascade Natural Gas Corporation rate order, stating its commitment to “ensuring that systemic harm is reduced rather than perpetuated by its processes, practices, and procedures.”⁵ Integral to this work is exploring the concept of energy justice and its core tenets.

Core tenets of energy justice as outlined by the Commission



Although the CEIP was developed before this guidance was published, PSE’s CEIP considers many of the principles embedded in these core tenets. In 2021, in collaboration with the EAG, PSE developed an Equity Assessment Framework (see graphic below), which first identifies named communities, assesses historic and existing disparities

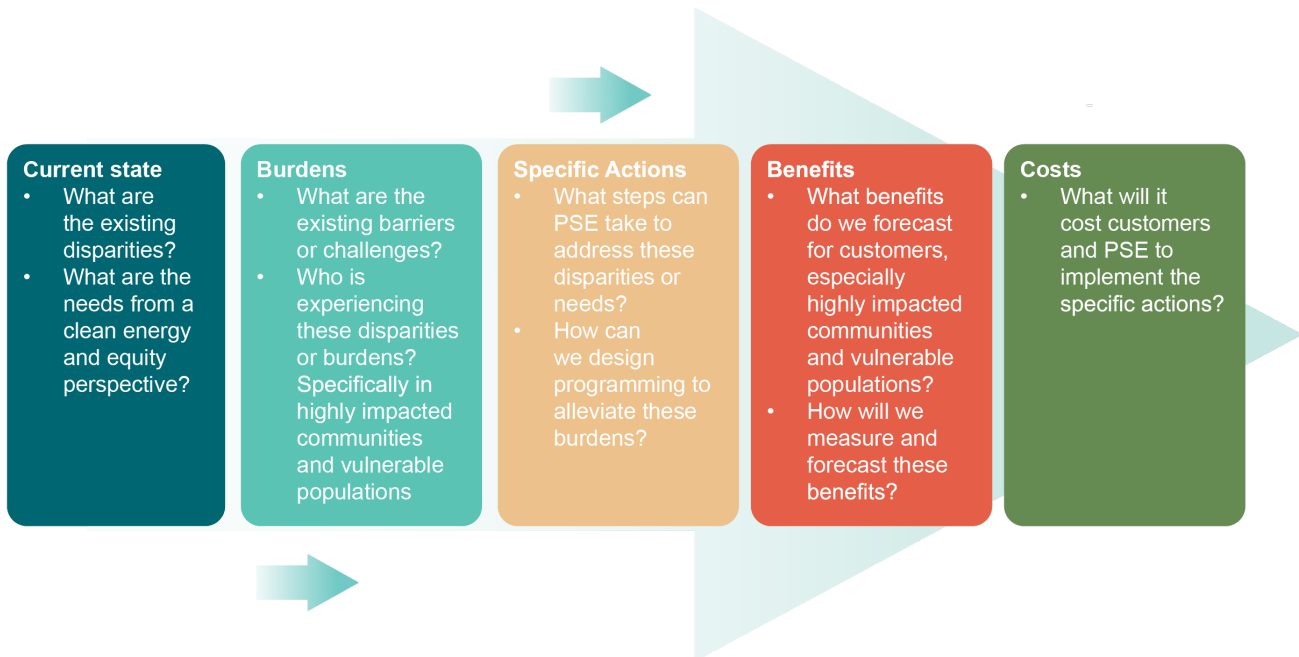
⁵ Cascade Natural Gas Corporation, Final Order 09, pg., paragraph 55



and burdens (i.e., recognition equity) and then considers what actions PSE could take to address those disparities or burdens.

From there, we can assess what benefits may accrue to customers from a given set of utility actions, with an eye towards ensuring named communities do not receive a disproportionate share of the burdens (i.e., distributional equity). We recognize, consistent with recent Commission guidance, that we must take a proactive approach to ensure “systemic harm is reduced rather than perpetuated”, and listening to and learning from named communities will be critical for us to be successful in reducing systemic harm through our programs and actions.

2021 CEIP Equity Assessment Framework



We are also considering procedural equity as we work to ensure that our public participation engagement process, and design of programs and services are fair, equitable, and inclusive. To that end, we will pursue the following equity goals related to public participation:

- Ensure project information is accessible to non-technical audiences
- Continue to engage the EAG
- Understand and incorporate the needs and input of named 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 named communities
- Identify and mitigate barriers to participation with emphasis on barriers to named communities
- Engage with frontline community members through implementation to refine PSE’s definition of named communities and their priorities



1.6. Roles and Responsibilities

The following table describes roles and responsibilities among parties involved in the CEIP implementation phase.

Interested Parties	CEIP Implementation Role
Equity Advisory Group	<ul style="list-style-type: none"> • Advise on and support public participation and education activities • Continue to refine CEIP elements, especially customer benefit indicators for the 2023 CEIP Biennial Update • Review CEIP progress and hold PSE accountable to its commitments • Advise PSE on equity related to program design and implementation • Discuss and provide insights into equity topics that arise through CEIP implementation efforts
Named communities	<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"> ○ Progress on CEIP interim targets, specific targets, and actions ○ Improvements for next CEIP process
All PSE customers and community members	<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"> ○ Progress on CEIP interim targets, specific targets, and actions ○ Improvements for next CEIP process
Other PSE advisory bodies: <ul style="list-style-type: none"> • Low Income Advisory Committee • Conservation Resource Advisory Group • Integrated Resource Plan interested parties 	<ul style="list-style-type: none"> • Provide feedback on CEIP implementation related to: <ul style="list-style-type: none"> ○ Progress on CEIP interim targets, specific targets, and actions ○ Level of desired advisory group participation in CEIP implementation ○ Improvements for next CEIP process
Puget Sound Energy	<ul style="list-style-type: none"> • Implement CEIP • Report CEIP progress • Consider and respond to public comments to improve public participation and implementation
Utilities and Transportation Commission	<ul style="list-style-type: none"> • Monitor PSE implementation progress

2. Audiences

The audiences for this plan update and associated engagement are wide-ranging given the variety of customers, advisory bodies, and interested parties served.

The following table includes a list of audiences who are invited to engage in implementation of the CEIP and their potential interests as identified from the 2021 customer benefits survey results and ongoing engagement work. Based on feedback from the EAG, PSE will center its broader public participation efforts on named communities. However, this approach will not exclude anyone from participating in CEIP development and implementation, as PSE encourages involvement and participation from any individual or group of people



2.1. Audiences and Potential Interests

Type	Audience	Potential Interests
Customers and community members	Named communities in PSE service area	Affordable electricity, benefits/changes in environment and public health, program participation, equitable distribution of benefits and burdens of the clean energy transition, and dependability of clean energy
Customers and community members	Residential customers	Affordable electricity, benefits/changes in environment and public health, and program participation
Customers and community members	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)
Customers and community members	Cities and counties	Communication of carbon reduction planning, targets and actions, changes in pollution levels, distribution of benefits and burdens
Customers and community members	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
Customers and community members	Labor and trade allies	Affordable electricity, job-related CBIs and principles, workforce development
Advisory body	Equity Advisory Group	Affordability, 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
Advisory body	Integrated Resource Plan interested parties	Customer benefits, CEIP programs, progress made on CEIP commitments
Advisory body	Low Income Advisory Committee	Customer benefits, energy assistance, energy burden reduction and barrier reduction, progress made on CEIP commitments
Advisory Body	Conservation Resource Advisory Group	Customer benefits, energy efficiency programs, progress made on CEIP commitments
Commission	Staff	Public participation, CETA compliance, progress made on CEIP commitments, equity
Commission	Commissioners	Public participation, CETA compliance, progress made on CEIP commitments, equity
Employees	All PSE employees	Company commitments, community relationships, progress made on CEIP commitments, equity

2.2. Tribal Governments

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. For example, working with PSE’s tribal liaison, PSE staff will engage with tribal governments and tribal members 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 engagement approaches specific for tribal communities that is coordinated with PSE’s company-wide tribal engagement activities.



The tribal nations we work with in the service area include: Confederated Tribes Of The Chehalis Reservation, Lummi Nation, Muckleshoot Tribe, Nisqually Indian Tribe, Nooksack Indian Tribe, Port Gamble S'Klallam Tribe, Puyallup Tribe, Samish Indian Nation, Sauk-Suiattle Indian Tribe, Skokomish Indian Tribe, Snoqualmie Indian Tribe, Squaxin Island Tribe, Stillaguamish Tribe Of Indians, Suquamish Tribe, Swinomish Indian Tribal Community, Tulalip Tribes, and Upper Skagit Indian Tribe.

We also welcome participation from members of tribes as individual community members and other Indigenous customers in broader public participation activities as we progress towards implement of our CEIP.

2.3. Local Government Engagement

Our 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. Our staff will continue meeting and working with local governments and organizations, sharing lessons learned with our partners in the clean energy journey.

2.4. Named Communities and Community-Based Organizations

In 2021, the EAG advised PSE on the definition of named communities specifically to include economic stress, housing burden, race/ethnicity, historically redlined communities, disability, seniors, language, mental health, and home care. This list of vulnerability factors we consider when engaging named communities remains unchanged from 2021, pending any guidance in the Commission's CEIP decision, and provides a summary of vulnerability factors identified by the EAG.⁶

A key component of the CEIP public participation activities is building relationships and trust with CBOs, as discussed in previous sections, to better reach named communities. These organizations are important and trusted service providers for the communities they serve. Our 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 engage with, so we have further reach. Based on feedback from the EAG, PSE is and will continue to partner with CBOs to help convene, educate, and coordinate with the communities they serve on an ongoing basis.

⁶ [2021 CEIP](#), pg. 48



3. Public Participation Tools

The following sections describe the menu of tools we anticipate using to engage community members in the CEIP implementation process and how we will evaluate tool effectiveness. Tools will be selected or adapted to meet the needs of project audiences.

3.1. Share Information

Tool	Description
Project website: www.cleanenergyplan.pse.com	The CEIP website is a tool for providing information about the CEIP, including sharing public participation opportunities, hosting project information, collecting feedback on online surveys, documenting EAG activities and meeting materials, etc.
Email updates / e-newsletters	E-newsletters are brief, high-level summaries of activities and events. They take the form of a newsletter, formatted email, or blog. They are distributed electronically via email and/or social media. They are used to drive participants to the project website, webinars, or other project activities. They can be sent on a schedule or as dictated by project milestones. All interested parties are invited to join the ceip@pse.com email list to be kept up to date on the project and on opportunities to participate.
Fact sheets and flyers	Printable handouts that provide information and describe opportunities to engage.
Transcreated fact sheets	Culturally appropriate informational materials that provide resources about the CEIP, clean electricity, and related programs. Potential languages include Spanish, Russian, Hindi, Vietnamese, and Traditional Chinese.
Meeting summaries from EAG meetings	We prepare meeting summaries of EAG meetings, the topics discussed, the feedback received, and demonstrate how PSE has addressed the feedback for developing or implementing the CEIP. We post these on the CEIP website .
The Voice newsletter	We share information in The Voice (bill insert) sent to customers.
Social media (targeted)	We share information on its corporate social media accounts, including Facebook, Twitter, and LinkedIn.
Media releases (targeted)	We announce major project activities through local media outlets.
Paid media	We share information and educate customers about programs and participation opportunities through advertising and paid media.
Partner channels	We ask community and project partners to help distribute project information and announcements to reach audiences. This includes advisory group member affiliations, CBOs, chambers of commerce, and environmental groups.
PSE website	We reference the CEIP project on its primary website and links to



Tool	Description
	cleanenergyplan.pse.com .
Annual public participation reports	We prepare annual public participation reports that share community engagement activities conducted and comments heard during the time period and explain what PSE will do with the customer information.
Targeted mailings	Targeted mailings are a tool to advertise CEIP engagement opportunities and share clean electricity education for community members who are less likely to have reliable access to the internet. Target audiences for mailings include low-income customers, seniors, and customers who speak limited English.
Community events and outreach	Community events, trainings, workshops, and other outreach activities are opportunities to educate, drive awareness, and provide information about the clean energy transition.
Multilingual awareness and education campaign	Broad and targeted informational outreach tools used to build customer awareness and understanding of clean electricity programs and PSE's carbon reduction goals. Campaign tools include transcreated materials, with anticipated expansion to community event participation, and social media.
Interactive educational opportunities	Unique opportunities to educate named communities about clean energy and PSE's transition in an interactive and non-traditional setting.
Trusted messengers	Seek out and partner with trusted community members who can help engage communities and deliver clean electricity education.

3.2. Collect and Compile Input

Tool	Description
Informal community surveys	We make use of surveys to collect detailed comments on key components of the CEIP.
Statistical surveys	We 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 (ceip@pse.com) and web comment form	Interested parties 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 monitors a dedicated voicemail system for the CEIP process to collect verbal comments and respond to information requests.
CBO “go to you” presentations	We 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. Organizations receive a stipend for their work.
CBO “working dinner” workshops	We seek collaboration with CBOs that serve named communities to convene “working dinner” events. These events create a festive and friendly environment that draws community members to attend and discuss CEIP topics with



Tool	Description
	communities they trust and PSE staff.
Community meetings	We host unique meetings to engage community members who expect to interact with PSE in this more traditional way. Our staff are available to answer questions and solicit comments on CEIP topics.
Virtual community meetings	We present content prepared for 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. We used 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 interested parties (e.g., established groups, clubs, councils). They support dissemination of accurate information and can support two-way communication with interested parties.

3.3. Bringing People Together

Tool	Description
Advisory group meetings and webinars	Our staff presents project information for PSE advisory group members to discuss, react to, and for community engagement. Advisory groups include EAG, IRP interested parties, LIAC, and CRAG. 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	Sessions may include interactive presentations and opportunities to build trust and provide space for feedback and input. Session participants 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.

3.4. Evaluation

To evaluate our progress, we monitor engagement with information sharing methods and collect data to support reporting as described in the following table.

Type	Metric
Information shared	<ul style="list-style-type: none"> • Website: Number of visits, time spent on site, language pages visited • E-newsletter: Open rate, click rate • Fact sheet: Number of people and organizations who receive the fact sheet
Comments collected	<ul style="list-style-type: none"> • 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



Type	Metric
	<ul style="list-style-type: none"> • 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
Community participation	<ul style="list-style-type: none"> • Engaged conversations • Number of participants • Distribution of educational materials • Event details (e.g., event name, location, etc.)
Multilingual education and outreach	<ul style="list-style-type: none"> • Uses methods above for specific languages

3.5. Efforts to Remove Barriers

The following table describes potential barriers to public participation and strategies PSE may employ to mitigate them. The table is informed both by input PSE collected from discussions with PSE’s existing advisory groups and ongoing customer research and engagement activities.

Barriers	Strategies
<p>Limited English proficiency 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, and Hindi • Translate project fact sheets, flyers, websites, and 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 • Make events child-friendly (games, childcare, etc.) • 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"> • Ask partner organizations to use their communication channels to share project information • Seek long-term programmatic partnerships with CBOs for CEIP engagement, including curriculum development for awareness and education
<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 CBOs, focusing on county specific parameters • Continue to explore further alternate outlets such as local radio • Presence at large events with regional and cultural focus for in-person engagement • Provide toll-free phone option to receive information and submit comments



Barriers	Strategies
Reading level PSE customers have a wide range of education backgrounds	<ul style="list-style-type: none"> • Provide information using Plain Talk – common words and short sentences that allow all audiences to understand

As we conduct our public participation process for implementing the CEIP, we will continue to learn more from the EAG and named communities on removing barriers. As such, we may update our strategies in subsequent plan filings.

4. Approach and Plan

PSE is committed to robust and ongoing public participation. The approach for this implementation phase focuses on: (1) engagement to support the 2023 CEIP Biennial Update; (2) CEIP implementation; (3) clean electricity education and awareness, including program design and progress evaluation and reporting; and (4) ongoing consultation with PSE’s advisory bodies.

4.1. Biennial Engagement

With the CEIP defining future clean electricity investments, PSE’s public participation efforts will focus on how we deliver on those investments. Acknowledging that we do not have a formal decision on the 2021 CEIP yet and any resulting guidance, we are designing a flexible plan for 2023 and 2024 that can be adapted as we learn more.

Engagement topics may include, but are not limited to the following:

- Sharing information about PSE’s final CEIP and 2023 CEIP Biennial Update, including fulfilling requirements related to customer notice as outlined in WAC 480-100-655(2)(iv) and (3).
- Engaging advisory bodies, 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.

4.2. Implementation

Puget Sound Energy will continue developing and implementing strategies for centering program design and action (including education and outreach) on the needs of named communities. 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, and likely others.

We will further expand programs and services with a focus on named communities, with feedback incorporated into future phases of engagement. Engagement in program design will continue throughout CEIP implementation as we grow the resources available to customers.



Iteration and adaptability remain paramount throughout this work, as feedback will be incorporated into future phases of engagement. We also hold ourselves accountable to participants every step of the way to ensure that their feedback and participation is captured accurately and informs program and product design.

4.3. 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, CETA, and PSE’s clean electricity planning efforts. We agree and believe this is essential to ensuring an equitable transition to a clean energy future.

During the first implementation phase (2022-2023), PSE worked to develop strategies to appropriately deliver communications and engage these audiences in a way that is culturally sensitive and reduces barriers to access. Some examples include the 2022 income-eligible Spanish language campaign experience and lessons learned described above, and new tools developed to translate pse.com into six languages (Spanish, Mandarin, Vietnamese, Russian, Korean, and Hindi) for those that speak languages other than English.

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, particularly in named communities. This education and awareness program will continue to incorporate lessons learned, culturally appropriate curated messaging, and strive for continuous improvement throughout the second phase of implementation.

In 2023 we are continuing 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 mid-to-late 2023.

These activities include but are not limited to:

- 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 2023 – early 2024, PSE expects to launch a multilingual education campaign, which will include advertising, outreach, events participation, social media, and partnerships. In addition, PSE will continue to transcreate [pse.com](https://www.pse.com) pages to improve accessibility for customers.

4.4. Advisory Groups

Puget Sound Energy will continue to engage the EAG, LIAC, CRAG, and IRP interested parties on the CEIP. These advisory bodies helped shape the 2021 CEIP, and they remain critical to future CEIP progress.



4.4.1. Equity Advisory Group

We will continue to work closely with the EAG and its Steering Committee to co-develop a work plan for the 2023-2025 period. Topics will include informing the 2023 CEIP Biennial Update and also may include:

- Reflecting on the final CEIP, resulting Commission decision, and next steps
- Education on PSE plans or programs (e.g., energy efficiency, IRP process, other areas of PSE)
- Ongoing deeper dives on clean energy topics of interest
- CEIP implementation topics (e.g., baseline data development, program design, outreach and education, measurement, continued CBI refinement, continued development of CBI weighting methodology, evaluation of new resources, reporting, etc.)
- Equity Forum⁷
- Other equity topics

PSE will also continue to expand EAG engagement in other parallel activities such as Climate Commitment Act planning, as capacity and member interest allows.

4.4.2. Low Income and Conservation Resource Advisory Groups

PSE anticipates engaging the LIAC and CRAG and seeking their input on topics related to their areas of interest in support of the CEIP Biennial Update, as appropriate (e.g., energy assistance and energy efficiency, respectively).

4.4.3. Integrated Resource Planning

PSE anticipates engaging IRP interested parties and seeking their input on topics related to their areas of interest in support of the biennial update, as appropriate (e.g., evaluation of new resources through CBIs, energy resources).

4.5. Summary of Planned Activities

The table below summarizes planned public participation objectives and advisory group activities by year and quarter.

Quarter/Year	Q2–Q4 2023	2024	Q1–Q2 2025
CEIP Activity	<ul style="list-style-type: none"> • Implement CEIP • Develop 2023 biennial CEIP update • Design clean electricity and CEIP education • Design and develop programs 	<ul style="list-style-type: none"> • Implement CEIP • Implement clean electricity and CEIP education • Design and develop programs 	<ul style="list-style-type: none"> • Implement CEIP • Develop 2025 Public Participation Plan • Initiate development of 2025 CEIP • Evaluate and fine tune clean electricity and CEIP education • Design and develop programs
Public	<ul style="list-style-type: none"> • Seek input into 2023 	<ul style="list-style-type: none"> • Educate on clean electricity 	<ul style="list-style-type: none"> • Educate on clean electricity

⁷ The equity forum is an EAG-led concept expected to occur in fall 2023 to directly engage CBOs and named communities in a collaborative conversations.



Quarter/Year	Q2–Q4 2023	2024	Q1–Q2 2025
Participation Objectives	biennial CEIP update process planning <ul style="list-style-type: none"> Engage customers on program design Establish program and plan for clean electricity education Continue and expand relationships with CBOs 	and CEIP <ul style="list-style-type: none"> Continue and expand relationships with CBOs Engage customers on program design Reflect on how we can improve future CEIP processes 	and CEIP <ul style="list-style-type: none"> Continue relationships with CBOs Reflect and iterate on clean electricity education Seek input into 2025 public participation and CEIP planning
Advisory Bodies Activities ⁸	<ul style="list-style-type: none"> Inform advisory bodies about CEIP, and seek feedback to shape future CEIP process EAG hosts equity forum Ongoing EAG meetings 	<ul style="list-style-type: none"> Regularly engage EAG on CEIP and equity topics Provide CEIP update to other advisory groups 	<ul style="list-style-type: none"> Engage advisory bodies on 2025 CEIP as appropriate

4.6. Engagement Tools

Building off of the public participation efforts from development of the CEIP, PSE will use specific tools to collect input and engage named communities and use broader tools to inform and engage a wide range of customers across PSE’s service area.

The following is a list of tools and approaches that may be used throughout this implementation period. This list will evolve as new information and best practices are refined.

Share Information	Gather Feedback	Mitigate Barriers
<ul style="list-style-type: none"> Project website Fact sheet and flyers E-newsletters Press releases Social media Partner toolkit Bill inserts (The Voice) Briefings Responding to inquiries via website, email, phone Employee communications Targeted emails 	<ul style="list-style-type: none"> Surveys Focus groups Online open house Community meetings Comment forms / email Briefings “Go to you” meetings Pilot new tools, like ambassador program 	<ul style="list-style-type: none"> Translated/transcreated CEIP materials and website Host in-language events Distributed paper materials to CBOs Provide phone option to receive info and submit comments Partner with CBOs Compensate for participation Leverage partner organizations communication channels

4.7. General Schedule

The table below describes the focus areas, outreach format, and timing of public participation activities for project audiences for CEIP implementation from May 2023 through April 30, 2025. The timing is approximate based on

⁸ PSE will include CEIP-related public meeting dates, times, and materials on the CEIP website – cleanenergyplan.pse.com.



Commission approval of the CEIP and development 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"> • Energy basics • Clean electricity technology and benefits • The Clean Energy Transformation Act • Clean electricity planning efforts, including the CEIP 	<ul style="list-style-type: none"> • Website / Ongoing • The Voice bill insert / Q3 2023, 2024, 2025 • E-newsletters to CEIP mailing list / approximately every other month • Attend community events / Q4 2023, 2024, 2025 • Awareness/education campaigns / Q4 2023, 2024, 2025
Named communities, including CBOs serving them	<ul style="list-style-type: none"> • Clean energy education topics, including energy basics, clean electricity technology and benefits, CETA, and clean electricity planning efforts, including the CEIP • Customer benefits (focus on energy and non-energy benefits) • Barrier and burden reduction • Program design guidance 	<ul style="list-style-type: none"> • CBO biennial update engagement (up to 16 events per year) / Q2-Q4 2023, 2024 • Named community direct engagement workshops (up to 8 events per year) / Q2-Q4 2023, 2024 • Multilingual sessions (up to 3 per year) / Q2-Q4 2023, 2024 • Multilingual education campaign / 2024, 2025 • Attend community events / Q4 2023, 2024, 2025 • Awareness/education campaigns / Q4 2023, 2024, 2025
Residential customers	<ul style="list-style-type: none"> • Clean electricity technology and benefits • PSE clean electricity planning and implementation efforts, including the CEIP and CETA 	<ul style="list-style-type: none"> • See “all” audience for additional opportunities
Business and commercial customers	<ul style="list-style-type: none"> • Clean electricity technology and benefits to businesses • Clean electricity planning efforts and implementation efforts, including the CEIP and CETA • Focus on small and medium businesses located in or heavily serving named communities 	<ul style="list-style-type: none"> • See “all” audience for additional opportunities
Cities and counties	<ul style="list-style-type: none"> • PSE clean electricity planning and implementation efforts, including the CEIP and CETA • Focus on cities and counties located in or heavily serving named communities 	<ul style="list-style-type: none"> • Briefings and education / ongoing
Labor and trade allies	<ul style="list-style-type: none"> • PSE clean electricity planning and implementation efforts, including the CEIP and CETA 	<ul style="list-style-type: none"> • Briefings and education / ongoing
Equity Advisory Group	<ul style="list-style-type: none"> • Lead discussion on equity • Reflecting on the final CEIP and next steps 	<ul style="list-style-type: none"> • EAG meetings • Equity forum / anticipated fall 2023



Audience	Focus Areas for Public Participation	Outreach Format / Timing (approximate)
	<ul style="list-style-type: none"> • Inform 2023 CEIP Biennial Update • Equity forum • Education on PSE (e.g., energy efficiency, IRP process, other areas of PSE, CETA) • Deeper dives on clean energy topics of interest • CEIP implementation topics (e.g., program design, outreach and education, measurement, continued CBI refinement, evaluation of new resources, procurement process, reporting) • Planning for 2025 Public Participation Plan and CEIP 	<p>Annually, PSE anticipates 8-10 full EAG and steering committee meetings; in 2023 PSE anticipates 6-8 planning committee meetings to support the equity forum.</p> <p>The meeting schedule will continue to be co-developed with the EAG and dates will be posted to CEIP website at cleanenergyplan.pse.com.</p>
IRP interested parties	<ul style="list-style-type: none"> • Reflecting on the final CEIP and next steps • Inform 2023 CEIP Biennial Update • Clean electricity implementation • Clean electricity targets and reporting 	<ul style="list-style-type: none"> • Email update on final CEIP and Commission decision • The CEIP Team will provide informational updates and consult the IRP interested parties up to twice per year. Meeting dates will be posted to the CEIP website in advance. • Additional dates TBD
Low Income Advisory Committee	<ul style="list-style-type: none"> • Reflecting on the final CEIP and next steps • Inform 2023 CEIP Biennial Update • Clean electricity implementation • Clean electricity targets and reporting • Energy assistance, energy burden and barrier reduction 	<ul style="list-style-type: none"> • Email update on final CEIP and Commission decision • Updates and consultation with the LIAC up to twice per year, during established LIAC meetings
Conservation Resource Advisory Group	<ul style="list-style-type: none"> • Reflecting on the final CEIP and next steps • Inform 2023 CEIP Biennial Update • Clean electricity implementation • Clean electricity targets and reporting • Energy efficiency, and barrier and burden reduction 	<ul style="list-style-type: none"> • Email update on final CEIP and Commission decision • Updates and consultation with the CRAG up to twice per year, during established CRAG meetings



Appendix A: Regulatory Compliance Matrix

The matrix below describes CEIP requirements found in Washington Administrative Code (WAC) 480-100-655 Subsection 2 and explains how PSE’s 2023 Public Participation Plan Update complies with the requirements.

WAC 480-100-655, Subsection 2, Participation Plan and Education

The utility must involve advisory groups in developing the timing and extent of meaningful and inclusive public participation throughout the development and duration of the CEIP, including outreach and education serving vulnerable populations and highly impacted communities. On or before May 1st of each odd-numbered year, the utility must file with the commission a plan that outlines its schedule, methods, and goals for public participation and education both during the development of its CEIP and throughout the implementation of the plan. The utility must include the following in its participation plan:

WAC 480-100-655(2)	2023 Public Participation Plan Compliance
<p>(a) Timing, methods, and language considerations for seeking and considering input from:</p> <p>(i) Vulnerable populations and highly impacted communities for the creation of or updates to customer benefit indicators and weighting factors for the utility's compliance with WAC 480-100-610(4)(c)(i); and</p> <p>(ii) All customers, including vulnerable populations and highly impacted communities, for the creation of, or updates to, customer benefit indicators and weighting factors for the utility's compliance with WAC 480-100-610 (4)(c)(ii) and (iii).</p>	<p>Section 1.4 identifies our public participation goals, objectives, and desired outcomes.</p> <p>Section 2.1 identifies audiences, including advisory groups, vulnerable populations, highly impacted communities and all customers.</p> <p>Section 3 describes the menu of public participation methods we anticipate using to engage vulnerable populations, highly impacted communities and all customers, and how we will evaluate effectiveness.</p> <p>Section 4.7 describes the public participation timing (general schedule).</p>
<p>(b) Identification of barriers to public participation including, but not limited to, language, cultural, economic, or other factors, and strategies for reducing barriers to public participation.</p>	<p>Section 3.5 describes potential barriers to public participation and mitigation strategies, including:</p> <ul style="list-style-type: none"> • Limited English proficiency • Low-income / under-resourced • Cultural barriers • Internet access <p>This information is informed by input PSE collected from initial discussions with existing advisory groups in March 2021, PSE-led customer research, ongoing conversations with the Equity Advisory Group, and lessons learned from outreach and engagement occurring through PSE’s programs and services.</p>
<p>(c) Plans to provide information and data in broadly understood terms through meaningful participant education.</p>	<p>Section 3, identifies the menu of tools we anticipate using to provide easily accessible information and data.</p> <p>Sections 1.3.3 and 4.3 describes how PSE will continue to develop and refine customer education. This plan update introduces our new Customer Education and Awareness Program (CCEAP) that is focused on engaging vulnerable populations and highly impacted communities.</p>



WAC 480-100-655(2)	2023 Public Participation Plan Compliance
<p>(d) A proposed schedule of public meetings or engagement, including advisory group meetings.</p> <p>(e) A proposed list of significant topics that will be discussed.</p> <p>(f) The date the utility will file the final CEIP with the commission.</p>	<p>Section 4.7 includes a proposed schedule of activities and describes known significant topics and formats by audience.</p> <p>Section 1.3.1 identifies the anticipated filing date of the 2023 CEIP Biennial Update.</p>
<p>(g) A link to a website accessible to the public and managed by the utility, to which the utility posts and makes publicly available the following information: (i) Meeting summaries and materials for all relevant meetings, including materials for future meetings; (ii) A current schedule of advisory group meetings and significant topics to be covered; (iii) Information on how the public may participate in CEIP development; and (iv) Final plans and biennial CEIP updates posted within 30 days of final commission action.</p>	<p>Section 3.1 identifies the CEIP website, which includes all required information.</p>