

DRAFT PUBLIC PARTICIPATION PLAN

CLEAN ENERGY IMPLEMENTATION PLAN
IMPLEMENTATION PHASE JANUARY 2022-APRIL 2023



DRAFT: October 14, 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
Named Communities	Reference to Highly Impacted Communities and Vulnerable Populations
PSE	Puget Sound Energy
VP	Vulnerable Populations

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 the implementation phase of the first Clean Energy Implementation Plan (CEIP) in accordance with the Clean Energy Transformation Act (CETA). This plan identifies opportunities for stakeholders to stay involved with CEIP activities and tools the project team will use to share information and gather feedback. The public participation plan also includes a general schedule of public participation activities.

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

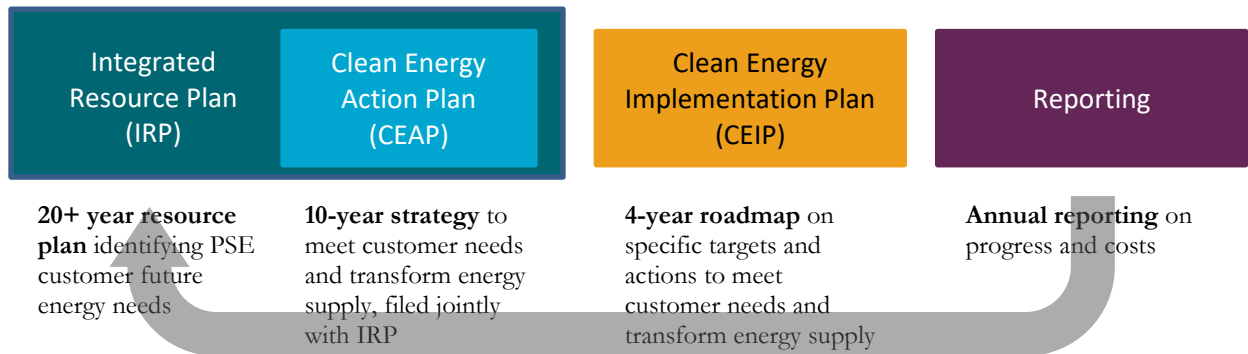
This public participation plan was developed by Puget Sound Energy staff in collaboration with their public participation consultants: Maul Foster & Alongi, Triangle Associates and Advocacy BL/ACK. The plan includes updates and additional detail based on feedback collected from customers and other stakeholders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

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

Background

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

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



The CEIP must include:

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

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

The process will include engagement with:

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

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

1.2 Broad public participation for CEIP development

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

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

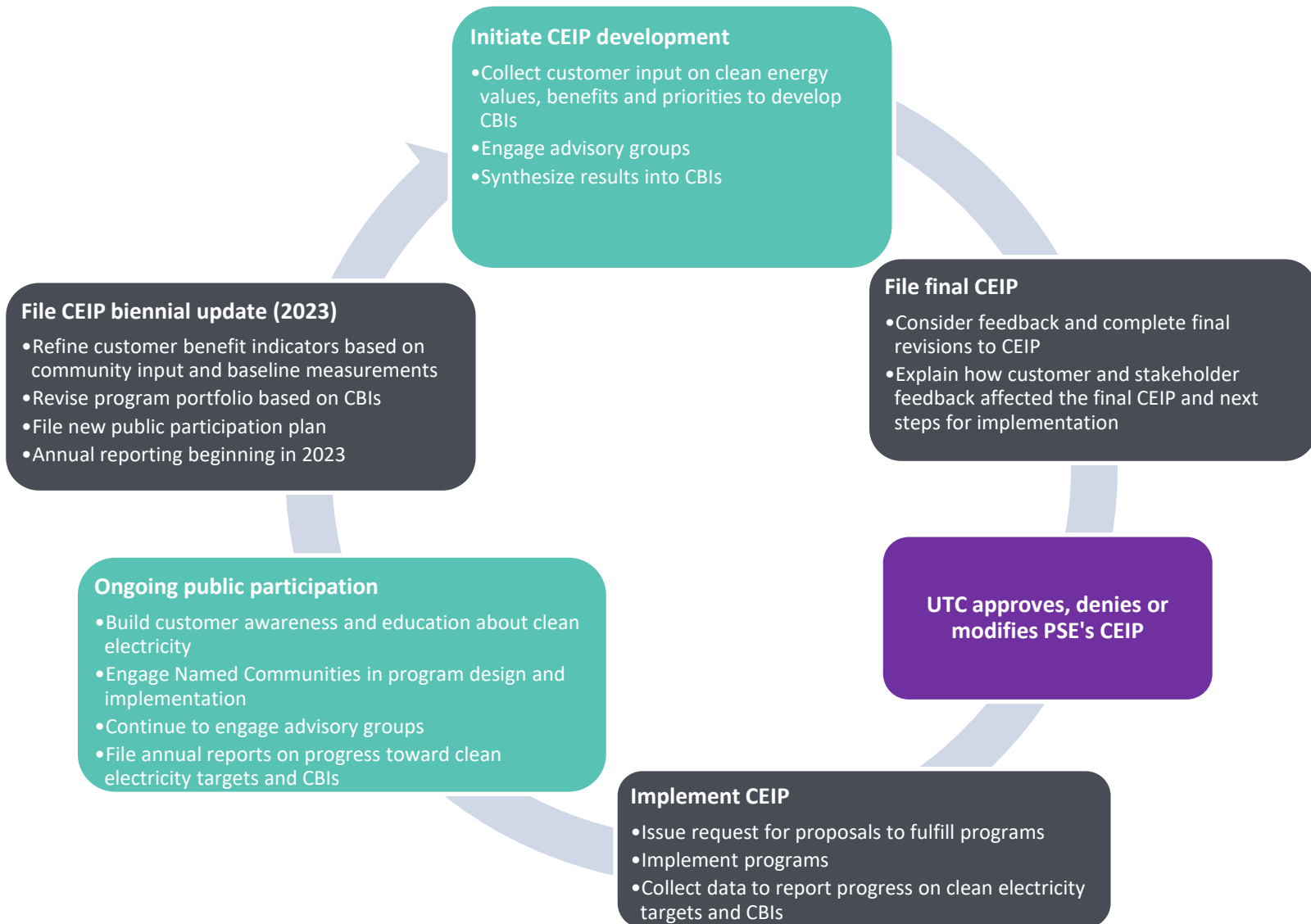
With the filing of the final CEIP, the plan goes to the UTC for a comment period and hearing, with an approval, denial or modification decision expected by mid-2022.

1.3 Engaging the public in CEIP implementation

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

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

CEIP planning cycle



1.4 Desired outcomes, goals and objectives

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

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

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

Public participation goal	Objective details	Long-term desired outcomes
Build trust and relationship 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 • Demonstrate accountability to previous commitments to named communities 	<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 transcultural for culturally specific groups and languages • PSE builds trust with Named Communities
Build customer education	<ul style="list-style-type: none"> • Set a foundation for delivering educational information and engaging audiences in a way that is culturally sensitive and reduces barriers to access • Customers have 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, etc.) ○ Clean electricity technology and benefits ○ The Clean Energy Transformation Act (CETA) ○ PSE clean electricity planning efforts, including the CEIP 	<p>Awareness</p> <ul style="list-style-type: none"> • Customers can describe clean electricity as a concept • Customers are aware of the state-defined carbon reduction goals in the CETA and PSE’s role in the clean electricity transition • Customers are aware that PSE has a 4-year plan to implement clean energy and why it was developed • How PSE is deploying CEIP programs and investments in communities, and progress made on commitments <p>Knowledge/Attitude</p> <ul style="list-style-type: none"> • Customers can name multiple forms of clean electricity provided by their PSE • Customers can name benefits of clean electricity that relate to their daily life

		<ul style="list-style-type: none"> Customers value the benefits of clean electricity and understand related costs <p>Action</p> <ul style="list-style-type: none"> Engage on customer benefit indicator development
Share information and be transparent	<ul style="list-style-type: none"> Make CEIP reporting information accessible and publicized Help customers understand progress on 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 stakeholders 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"> PSE CEIP team and PSE’s program-related teams work together to engage Named Communities on program design and implementation components Customers perceive that the PSE CEIP team and PSE programs are coordinated and avoid duplicative outreach efforts Customers can easily get the resources they need to act on clean energy and energy efficiency
Align Tribal outreach efforts with CEIP communications	<ul style="list-style-type: none"> CEIP tasks are regularly coordinated with outreach tasks and messages to Tribes Tribal engagement process is transparent for other interested parties 	<ul style="list-style-type: none"> Tribal engagement is authentic and builds relationship Community members understand how PSE works with Tribes

1.4.1 Equity Goals

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

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

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

1.5 Roles and responsibilities

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

Stakeholder	CEIP implementation role
Equity Advisory Group²	<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 Progress Report • Review CEIP progress and hold PSE accountable to CEIP commitments • Advise PSE on equity related to program design and 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"> • 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
All PSE customers and community members	<ul style="list-style-type: none"> • Participate in clean electricity program • 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

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

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

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

2 AUDIENCES AND ENGAGEMENT TOOLS

2.1 Audiences

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

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

2.1.1 Audiences and potential interests

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

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

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

Tribes and the Clean Energy Implementation Plan

Tribes are sovereign nations with a unique and important perspective on their communities’ needs, ranging from natural resources to education. PSE will use the appropriate channels with tribal governments and customers. PSE’s tribal liaison will contact each 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 develop an engagement plan specific for Tribal communities that is coordinated with other Tribe engagement activities.

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

Local government engagement

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

2.1.2 Named Communities and community-based organizations

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

In 2021, the Equity Advisory Group advised PSE on the Vulnerable Populations definition specifically include economic stress, housing burden, race/ethnicity, historically redlined communities, disability, seniors, language, mental health and home care. The table below provides a summary of vulnerability factors⁴.

Factors	Definition
Disability	Percentage of HHs reporting a member with disability
Cardiovascular Disease	Rate of death from cardiovascular disease
Low Birth Weight Rates	Rate of low birth weight
Higher rates of Hospitalization	Rate of hospitalization
Heat Islands	TBD
Arrearage/Disconnections	Percentage of customers in arrearage/disconnected per block group

⁴ For a more detailed discussion of Highly Impacted Communities and Vulnerable Populations, refer to the Draft CEIP, Chapter 3, Draft customer benefit indicators, Highly Impacted Communities and Vulnerable Populations.

Factors	Definition
Access to Digital/Internet Resources	Percentage of low digital engagement customers
Access to Food	Low income and low access food flag
Access to Health Care	Percentage of population with primary care provider
Educational Attainment Level	Percentage of customers with less than or high school education
Estimated Energy Burden	Percentage of energy burdened customers
Historical Red Line Influence	TBD
Home Care	TBD
Housing Burden	Percentage of population paying more than 30% income for housing
Linguistic Isolation	Percentage of households with limited English proficiency
Mental Health/Illness⁵	TBD
Poverty	Percentage of households in Poverty
Race (Black, Indigenous, and People of Color, referred to as BIPOC)	Percentage of households identifying as BIPOC
Renter vs. Owner	Estimated percentage of customers renting
Seniors with fixed income	Estimated percentage of customers over 65 at 80% or lower AMI
Transportation Expense	Percentage of households with greater than 35-minute commute
Unemployment	Percentage of households experiencing unemployment

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

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

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. Based on feedback from the EAG, PSE is considering partnership options with CBOs to help convene, educate and coordinate with the communities they serve on an ongoing basis.

2.2 Public participation tools

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

2.2.1 Share information

Tool	Description
Project website: 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.
Project fact sheet and flyers	Printable handouts that provide project information and describe opportunities to engage with CEIP development.
Transcreated fact sheets	PSE will work with transcreation service providers to develop culturally appropriate informational materials that provide resources about the CEIP and clean electricity. Materials will be developed for PSE’s customers who read Spanish, Russian, Hindi, Vietnamese and Traditional Chinese.
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.

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

2.2.2 Collect and compile input

Tool	Description
Informal community surveys	PSE will make use of surveys to collect detailed comments on key components of the CEIP.

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

2.2.3 Bring people together

Tool	Description
Advisory group meetings and webinars	<p>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.</p> <p>They allow interested parties to provide input and/or engage in dialogue with the project team and each other on the designated topics.</p>
Multilingual sessions	<p>Organize multilingual listening sessions with the two most common language groups in PSE’s service area, Spanish and Traditional 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.</p>
Community ambassador program (pilot)	<p>Pilot a community ambassador program where trusted community members help engage communities on CEIP-related topics.</p>

2.2.4 Evaluation

Information shared

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

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

Comments collected

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

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

Event participation

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

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

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

2.2.5 Efforts to remove barriers

The following table describes potential barriers to public participation and strategies PSE will employ to mitigate them for the first CEIP.⁶ 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, Hindi (Top five most commonly spoken languages in service area according to PSE customer demographic data and Crisis Affected Customer Assistance Program as of May 2021) • 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 • Seek long-term programmatic partnerships with CBOs for CEIP engagement, including

⁶ This section addresses WAC 480-100-65 (2)(b)

Barriers	Strategies
	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 community-based organizations • Provide phone option to receive information and submit comments
<p>Reading level PSE customers have a wide range of education backgrounds and</p>	<ul style="list-style-type: none"> • Provide information using common words and short sentences that allow all audiences to understand.

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

3 APPROACH AND PLAN

3.1 Approach

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

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

3.1.1 Clean electricity education and awareness

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

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

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

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

These activities include:

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

3.1.2 CEIP implementation topics

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

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

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

3.1.3 Ongoing engagement with PSE’s advisory groups

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

- EAG engagement: Given that this group is still new, PSE will work with the EAG in early 2022 to continue to refine their governance and to co-develop a session plan for the 2022-2023 period. Session topics may include: reflecting on the final CEIP and next steps; education on PSE (e.g., energy efficiency, IRP process, other areas of PSE); deeper dives on clean energy topics of interest; CEIP implementation topics (e.g., program design, outreach and education, measurement, continued CBI development, evaluation of new resources, reporting, etc.); Equity Forum; planning for 2023 CEIP Update engagement; and other equity topics.
- LIAC and CRAG engagement: PSE anticipates providing twice yearly updates to the LIAC and CRAG and seeking their input on topics related to their areas of interest (e.g., energy assistance and energy efficiency, respectively).

- IRP stakeholders: PSE anticipates providing twice yearly updates to IRP stakeholders and seeking their input on topics related to their areas of interest (e.g., evaluation of new resources through CBIs, energy resources). In addition, PSE anticipates beginning the 2023 IRP Report process in 2022, so additional opportunities for engagement with the CEIP team may arise.

3.2 Summary table of planned public participation activities

The diagram below summarizes planned public participation activities.

Q1/Q2 2022	Q3/Q4 2022	Q1/Q2 2023
Educate on CEIP and keep the conversation going	Implement CEIP Educate about clean electricity and CEIP	Implement CEIP Engage on development of CEIP Progress Report
Public participation objectives		
<ul style="list-style-type: none"> • Inform about CEIP and how to get involved in UTC process • Reflect on how we can improve future CEIP processes • Conduct survey on understanding around clean electricity 	<ul style="list-style-type: none"> • Educate on clean electricity and CEIP • Share updates • Continue relationships with CBOs • Engage customers on program design 	<ul style="list-style-type: none"> • Educate on clean electricity and CEIP • Share updates on CEIP progress to date • Seek input into 2023 CEIP update process planning • Engage customers on program design • Continue relationships with CBOs
PSE advisory group activities		
<ul style="list-style-type: none"> • Brief each advisory group 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 • Update other advisory groups at least twice yearly on CEIP 	<ul style="list-style-type: none"> • Engage all Advisory Groups on CEIP progress report (meet at least quarterly)
Information sharing tools		
<ul style="list-style-type: none"> • Project website • Fact sheet and flyers • E-newsletters • Media and social media • Partner toolkit 	<ul style="list-style-type: none"> • Bill inserts • Briefings • Responding to inquiries via website, email, phone • Employee communications • Targeted emails 	
Feedback gathering tools		
<ul style="list-style-type: none"> • Surveys • Focus groups • Online open house • Community meetings 	<ul style="list-style-type: none"> • Comment forms / email • Briefings • “Go to you” meetings • Pilot new tools, like ambassador program 	
Mitigating barriers		
<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 	<ul style="list-style-type: none"> • Partner with CBOs • Compensate low-income/under-resourced people for participation (need to further define) • Ask partner organizations to use their communication channels 	

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

The table below describes the focus areas, outreach format and timing of public participation activities for project audiences for CEIP implementation from January 2022 through April 30, 2023.⁷ The timing is approximate based on UTC approval of the CEIP and ramp up of new programs and materials. As with any public participation plan, PSE anticipates listening, learning and adjusting as new information arises.

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

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

Audience	Focus areas for public participation	Outreach format / Timing (approximate)
Equity Advisory Group ⁸	<ul style="list-style-type: none"> • Lead discussion on equity • Reflecting on the final CEIP and next steps • 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 development, evaluation of new resources, procurement process, reporting, etc) • Planning for 2023 CEIP Update engagement 	<ul style="list-style-type: none"> • EAG meeting: Reflecting on final CEIP and next steps / Jan. 2022 • Equity Forum / Q1 2022 <p>EAG Meetings are tentatively planned for every other month in 2022 and 2023. Schedule will be co-developed with EAG and dates will be posted to CEIP website.</p>
IRP stakeholders	<ul style="list-style-type: none"> • Reflecting on the final CEIP and next steps • Clean electricity implementation • Clean electricity targets and reporting 	<ul style="list-style-type: none"> • Email update on final CEIP and UTC next steps/ Jan. 2022 • The CEIP Team will provide informational updates and consult the IRP twice per year
Low Income Advisory Committee	<ul style="list-style-type: none"> • Reflecting on the final CEIP and next steps • Clean electricity implementation • Clean electricity targets and reporting • Energy assistance, energy burden reduction and barrier reduction 	<ul style="list-style-type: none"> • Email update on final CEIP and UTC next steps/ Jan. 2022 • The CEIP Team will provide informational updates and consult the LIAC twice per year
Conservation Resource Advisory Group	<ul style="list-style-type: none"> • Reflecting on the final CEIP and next steps • 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 UTC next steps/ Jan. 2022 • The CEIP Team will provide informational updates and consult the CRAG twice per year

⁸ In addition to CEIP meetings, the EAG will also meet to establish governance for the group (e.g., charter, structure, session plan).