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Introduction

In 2019, the Washington legislature passed the Clean Energy Transformation Act (CETA), which requires the transition to a carbon free electric supply in Washington by 2045. CETA aligns with Avista's own clean energy goals. In 2021, Avista worked with its advisory groups, including its Equity Advisory Group (EAG), to undergo a process of public engagement and finalize its first Clean Energy Implementation Plan (CEIP) required by CETA. In this plan, Avista included Customer Benefit Indicators (CBIs) that will show how customers are benefitting from the transition to clean energy through:

- The equitable distribution of energy and non-energy benefits and reduction of burdens to Named Communities;
- Long-term and short-term public health and environmental benefits; and,
- Energy security and resiliency.

Avista will continue to work with environmental justice and public health advocates, tribes, representatives from highly impacted communities, vulnerable populations, advisory groups, and other community partners to refine the Company's approach to equitable engagement in an effort to ensure an equitable and sustainable transition to clean energy.

The utility began engagement for the implementation of the CEIP in 2022 and will further enhance its customer engagement in the Spring of 2023 by way of this Public Engagement Plan (PEP). The PEP defines the goals, responsibilities, tools, and timeline for public involvement activities related to public and stakeholder engagement for the continued implementation of the Company's CEIP.

Project Purpose

The purpose of this project is to ensure participation of all relevant groups and individuals in monitoring the impact of the existing CEIP, including public feedback in the upcoming biennial CEIP update due on November 1, 2023.

Engagement Parameters

The engagement process will span two years and inform Avista's next CEIP to be filed in late 2025. Effective engagement will take feedback from previous engagements into account, while offering strategies and plans for engagement including but not limited to pop-up events, communication via social media, partnerships with local community partners, and progress monitoring to determine the efficacy of communications and engagement strategies toward improving Community Benefit Indicators.

The PEP includes the following elements:

- Methods and language considerations for seeking and considering input from:
 - Vulnerable Populations and Highly Impacted Communities.

- All other customers.
- Methods and strategies for reducing barriers to participation, including but not limited to, language, cultural, economic, or other factors.
- Plans to provide information and data in broadly understood terms through meaningful participant education.
- A proposed schedule of public meetings or engagement, including advisory group meetings.
- A proposed list of significant topics that will be discussed.

Engagement Goals and Objectives

Public Engagement Plan Purpose

This PEP will help Avista to educate and inform customers on the benefits of transitioning to clean energy. This plan has outlined barriers to participation and strategies for reducing those barriers in future engagement efforts pertaining to Avista's CEIP and Company programs. This will help ensure that a representative sample of Avista's customers are reached and engaged in the implementation of the CEIP.

Outreach Goals

The following goals were developed to achieve the purpose described above:

- Establish early and continuous public participation opportunities that provide timely information to all interested parties.
- Provide multiple methods for public input to gain an understanding of the values and needs of residents.
- Provide reasonable public access to information to enhance the public's knowledge and ability to participate.
- Promote an open, inclusive, and transparent public involvement process by providing clear and consistent information that is easy to understand and disseminated in multiple formats based on audience needs.
- Implement measures for seeking input from and considering the needs of those traditionally underserved Named Communities, such as low-income, minority, disabled, and non-English speaking individuals.
- Promote and increase education of Company programs such as energy efficiency and energy assistance opportunities.

The Company is adhering to the requirements outlined in WAC 480-100-655(1) in addition to the following:

- Convene advisory groups at regular meetings open to the public to monitor the impact of Customer Benefit Indicators on Named Communities
- Offer meeting summaries
- Monitor barriers to participation identified in previous phases of engagement
- Outline methods of participation to ensure inclusive distribution of information about programs and participation in programs and initiatives

Target Audiences

Avista has a varying customer base and is diligently working to ensure that customers of all demographic backgrounds, interests, and perspectives are participants in the CEIP engagement process. The target audiences for this engagement plan will consist of community partners and customers with an emphasis on hard-to-reach customer.

The following specific categories of community members and stakeholders will be targeted for participation through the engagement process outlined in this PEP:

- Residential and Business customers that Avista serves in Washington;
- Nonprofits serving populations identified as Named Communities, particularly those nonprofits that have expressed interest in partnering with Avista in previous engagement efforts;
- Low Income Housing Tax Credit Communities and Apartments;
- Schools and Universities; and,
- Churches and other Faith Based Organizations.

A comprehensive list of stakeholders from each of the above groups was compiled during previous engagement efforts. This process will include those stakeholders and continue to build the list to improve inclusion. Area local media outlets will be engaged according to Avista's standard procedures for disseminating project information.

Public Outreach Plan

Engagement Methods

Avista will conduct quarterly engagement in anticipation of both its biennial CEIP and future CEIP updates. Engagement will allow opportunities for stakeholders to give feedback about Company programs, overall CEIP implementation, CBIs, and ways to participate in Company programs.

Meeting Methods

The following meeting methods will be used to engage stakeholders about the implementation of Avista's CEIP.

Popup events

Popup meetings and/or events will be held at existing community outreach activities and community partner organization sponsored events. Avista will continue to partner with Community Based Organizations (CBOs), especially those located or servicing Named Communities making customers aware of programs and offers to reduce energy burden. Avista may attend at least one of these events per quarter and bring printed and translated

materials to the event. Avista will bring surveys, program applications, and lightbulbs or other energy efficiency related items as an incentive for participation. Avista will coordinate with CBOs to provide survey links, program applications, and educational videos to be utilized as appropriate.

Virtual Public Meetings

Virtual public meetings will be conducted to share information and address frequently asked questions. The purpose of these meetings will be to educate customers on CEIP implementation and to receive real-time feedback. These meetings should be only 1-1.25 hours long and include dial in options. Virtual public meetings can be conducted as webinars with a dial in option to accommodate many attendees. A future strategy may also include Live language interpretation to ensure inclusive access. The meetings can potentially be advertised using multiple methods including email, customer service line message, social media, bill inserts, newsletters, digital and print flyers distributed to community partners and during popup events. These meetings should be recorded and posted to the Company's website.

As an alternative to webinar style meetings, virtual meetings could be prerecorded, including language subtitles, and distributed along with a survey. The purpose of this style of meeting would be to educate customers on the CEIP implementation. This would allow participants to view it at their leisure instead of trying to attend a meeting at a set time. Pre-recorded meetings would be short in duration, lasting no more than 15-20 minutes.

Data Collection Methods

Feedback will be sought from customers to identify their perspectives on Avista's transition to clean energy. Participants will be offered the opportunity to provide input and ask questions through an online survey with paper survey forms distributed to community partners and administered during pop-up events. A project hotline can be made available for stakeholders to provide feedback as well.

This feedback will be used, along with documentation of questions asked during popups, for development of CEIP updates and future CEIPs, as well as for a frequently asked questions and answer (FAQ&A) list. This FAQ&A list can be posted to the Company's CEIP webpage, used to develop additional educational videos, and featured in monthly newsletters

Communication Methods

The following communication methods will be used to communicate with and engage the public in an equitable, inclusive, accessible, and transparent way. These tactics would be

utilized to promote how to participate in in Company programs, for specific events, meetings and additional opportunities for feedback, such as surveys.

Educational Videos

Avista will create short educational videos to present elements of the CEIP in a clear and easy to digest manner. Videos could be shared with Avista channels and also be sent to community partners to share through their channels. For example, Avista could share educational materials with residents of the Latinos en Spokane community organization as well as the Spokane Indian Housing Authority, along with survey links and program applications through the Housing Authority's Facebook page as well as their webpage.

Project Webpage

Avista's "Washington's Clean Energy Future" webpage is used to house relevant information, including an overview of the engagement process. The site will continue to include updates, announcements, online survey links, public comment and meeting summaries, the project schedule, and opportunities for public participation.

Social Media

Outreach events and meetings could be advertised using Avista's social media accounts, including Facebook, Twitter, and Instagram. These posts will contain basic information about the CEIP implementation process as well as information about the upcoming opportunities for participation. Survey links or the project webpage link may also be shared via social media accounts.

Phone Tree Messaging

The Avista phone tree and hold messaging will be utilized to help entice participation in the online survey. These pre-recorded messages will be played while customers are on hold waiting for a representative or as part of the phone tree messaging. The messages will include quick information about the online survey and a link for more information.

Survey and Feedback Promotion

A media kit will be developed for survey efforts. This kit will be distributed to Avista staff members, community partners, stakeholders, and others to help in the promotion of engagement opportunities. The media kit could include the following materials:

Press Release

A press release may advance outreach efforts by alerting the media of Avista's Public Participation Planning process. This press release will include information about Avista's Clean Energy initiative and upcoming engagement opportunities, as well as information

on how to participate. The press release can be distributed by Avista to mass media outlets including those that serve minority populations.

Flyers

Flyers will be created to advertise surveys, meetings, and opportunities for participation. Flyers will include a brief overview of the CEIP, information about the survey or meetings, a link to the project website, and any other necessary information.

Graphics and Presentation Slides

Graphics and presentation slides will be developed to help community partners spread the word about engagement opportunities. These graphics can be shown on digital displays, such as revolving screens in waiting rooms or shown during live events, such as church meetings.

Newsletter Copy and Partner Social Media

Text for newsletters will be developed as part of the media kit. This text can be used by stakeholders and community partners through their existing communication channels. Additionally, social media content and graphics will be provided for partners to use on their existing social media platforms.

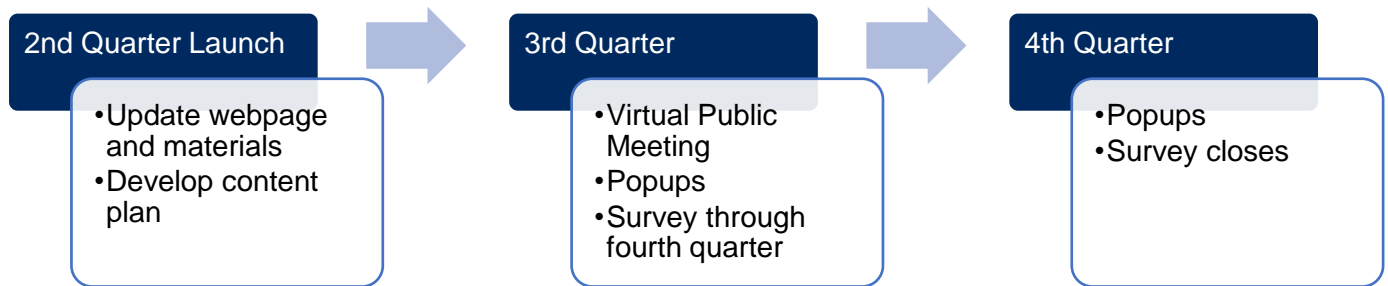
CEIP Videos

Short videos may be developed to advertise the CEIP customer survey, including an overview of the project and information on how to obtain a copy of the survey (electronic link and contact information to request a paper copy). Additionally, as mentioned above, educational videos may be developed to reach more customers pertaining to the Company's CEIP and ongoing clean energy efforts.

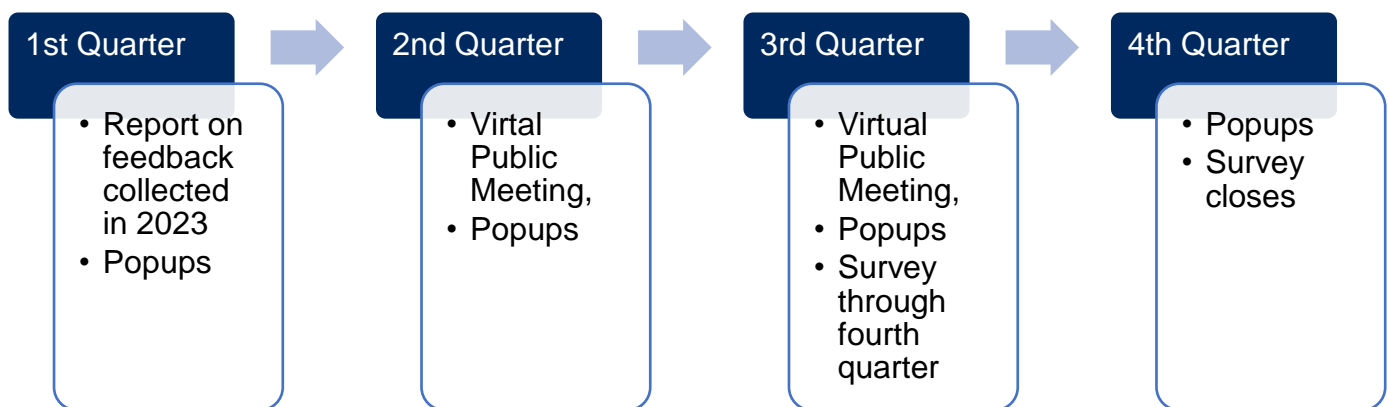
Timeline

The following timeline reflects the key components for public engagement between the second quarter of 2023 and the fourth quarter of 2024. In addition to the events listed below, it will be necessary to conduct additional outreach throughout the year including advisory group meetings, distribution of communication materials, and additional stakeholder outreach.

2023 Timeline



2024 Timeline



Communicating Results

To increase transparency with the public and ensure accountability, a public engagement summary will be created annually. The summary will detail all public outreach and engagement activities, results from public input, and an evaluation of engagement activities. This includes but is not limited to the following:

- Public Engagement Virtual Meeting Summaries and Participation Numbers
- Notification Methods
- Named Communities Outreach Efforts
- Any Survey Results
- Public Comments

These summaries will be shared with participants and included on the project website and in the appendix of the final Public Participation Plan.

Monitoring Outreach and Involvement

Successful engagement will consist of engaging and involving a representative sample of Avista's customers. In other words, the demographic makeup of participants will mirror, or be as close as possible to the demographic makeup of Avista's customers. Additionally, successful engagement will involve as many individuals from Named Communities as possible.

To measure success, voluntary demographic data on age, gender identity, racial/ethnic identity, annual household income, disability status, and English proficiency of the participant will be collected in the survey using Voluntary Demographic survey questions. Additionally, data on participation numbers at events, communication method response numbers, analytics on online engagement activities, and online survey participation will be collected and continuously monitored to analyze the success of engagement activities.

Throughout the engagement period, Avista intends to collect information about how and where participants applying for programs found out about the program. This information will be used to refine future engagement and create more effective opportunities for outreach.