

**EXH. CLW-25
DOCKETS UE-220066/UG-220067 et al.
2022 PSE GENERAL RATE CASE
WITNESS: CAROL L. WALLACE**

**BEFORE THE
WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION**

**WASHINGTON UTILITIES AND
TRANSPORTATION COMMISSION,**

Complainant,

v.

PUGET SOUND ENERGY,

Respondent.

**Docket UE-220066
Docket UG-220067**

In the Matter of the Petition of

PUGET SOUND ENERGY

**For an Order Authorizing Deferred
Accounting Treatment for Puget Sound
Energy's Share of Costs Associated
with the Tacoma LNG Facility**

Docket UG-210918

**TWELFTH EXHIBIT (NONCONFIDENTIAL) TO THE
PREFILED DIRECT TESTIMONY OF**

CAROL L. WALLACE

**IN SUPPORT OF PETITION TO AMEND FINAL ORDER
ON BEHALF OF PUGET SOUND ENERGY**

NOVEMBER 17, 2023

Customer Outreach

In person and partner tactics for Bill Discount Rate


11.13.23



Customer Outreach tactics



- Over 170 scheduled activities with paper applications and tablets including sign up workshops, tablings, presentations and partner staff training as well as 1:1 appointments at libraries and non profits
- Contract with Centro Rendu and Latino Community Fund for series of workshops and program promotion
- Training the trainer - including case workers, staff, volunteers at non profits and community organizations
- Partnering with non profits to provide interpreters for workshops – examples include Mixteco, Vietnamese, Spanish, Mam, Cantonese, Mandarin
- Outreach activities include other applicable PSE assistance programs, free/low cost energy efficiency and renewables



Customer Outreach – information sharing

Sharing Bill Discount Rate information through partner:

- Newsletters
- Social Posts
- Fliers
- Email distribution lists
- Podcasts
- Facebook live events

Distribution of posters to:

- Small businesses
- Employee lunch rooms at larger businesses
- Local assistance organizations

Meal distribution organizations

- Meals on wheels
- Food banks
- Free produce boxes delivery programs





Results for BDR launch – Outreach First 6 weeks 10/1-11/11

Total customers engaged: **1,550**

Total events: **99**

Total Signups: **648**

Percent signups of all engaged: **42%**

Signup workshops accounted for 73% of applications by Outreach team

Collateral/3rd party sharing: 17,236 customers reached

- Paper fliers distributed to organizations
- Organizational
 - Newsletters
 - Social Channels
 - Email blasts

Senior focused events: 18

Spanish focused events: 33

Examples of organizations reached



Examples of organizations we're partnering with include:

- Kitsap Immigrant Assistance Center
- Centro Rendu
- King County Catholic Community Services
- APOYO – Kittitas county
- Navy Marine Corp Relief Society
- Unity Care NW
- Burlington Senior Center
- Seamar Health
- Open Doors for Multicultural Families
- Kitsap County Juvenile and Family Court
- Woodland Senior Living
- CIRC Senior Living
- Latino Community Fund
- Early Head Start Program
- Helpline House
- Veteran's Stand Down
- Cross Cultural Center without Walls
- Vamos Outdoor Project
- Deming Library
- Enterprise for Equity

Organizations we partnered with sharing information

Upper Skagit Library
PSE Assistance Appointments: Bill Discount Rate
 15 min
 Upper Skagit Library

Come meet Juan Farias Torres, the PSE Outreach Manager in Skagit County. He will be enrolling individuals in the new rate discount program. Eligible PSE customers have the opportunity to receive a discount of 5% to 45% on their monthly bill. The application process is straightforward and requires no documentation (although the PSE bill is appreciated), but make sure your name is on the bill before applying.

Select a Date & Time

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Time zone

Home Maintenance 101 Workshops
 5d · 🌐

We are so excited to learn about Energy Conservation! Thank you Zach at **Puget Sound Energy** for showing us how we can save money on energy costs!

See you at our next event at the Tacoma Public Library Moore Branch on December 2nd at 3 p.m. to learn about Winter Home Maintenance!

KIAC: Centro de Asistencia para Inmigrantes de Kitsap
 Kitsap Immigrant Assistance Center · 1d · 🌐

HOY!

¡PODRÍAS CALIFICAR PARA UN DESCUENTO EN TU FACTURA DE ELECTRICIDAD!

Aplica en persona:

Miércoles 8 de Noviembre
 4:30 - 7:00 de la tarde

Miércoles 13 de Diciembre
 4:00 - 7:00 de la tarde

KIAC: 3627 Wheaton Way, Bremerton (debajo de El Campesino)

Hay que traer:

- Factura de Puget Sound Energy (PSE)
- Nombres y fechas de nacimiento de todas las personas viviendo en el hogar
- Conocimiento de los ingresos de todos (pero NO se pide comprobante)

Preguntas: 360-440-2376 o 360-616-2722 o [PSE.com/es/discount](https://pse.com/es/discount)

IRIS : Immigrant Resources... + Follow
 55 followers
 2d · Edited · 🌐

IRIS : Immigrant Resources & Immediate Support has partnered with **Puget Sound Energy** to assist Mixteco and Spanish-speaking families whose income is below the poverty threshold in Skagit and Whatcom counties to sign up for discounts on their energy bills. **Evergreen Goodwill of Northwest Washington** Job Training & Education has provided computers at their LifZone hubs by **Comcast** to make this happen.

To date, we have enrolled over 25 families in the program. These families face multiple barriers to participating in discount services that they desperately need. Barriers include language and the inability to use computers. IRIS and Puget Sound Energy are tackling this inequity by providing interpreters, computers, and volunteers.

#immigrantswelcome #refugeeswelcome #accessibility #digitalliteracy #languagebarriers #whatcomcounty #equity #digitalequity #skagitcounty



St. Vincent de Paul Bremerton
 Nov 1 · 🌐

Make sure you stop into our Assistance Office & Foodbank on Thursday 11/2/2023

Maria from **Puget Sound Energy** will be here from 10:30am-12:30pm helping clients with the New Discounted Rate Program. Based off your income you can receive anywhere from 5%-45% off your PSE Utility Bill 🥰

Helpline House
 Oct 16 · 🌐

Worried about your PSE bill payment? You may qualify at pse.com/discount

Get a monthly savings of up to 45% discount on your bill. Grab your PSE utility bill or your PSE account number and login or drop by:

- Walk into Helpline House
- Oct 18, 2-4:30 PM application assistance
- Oct 25, 11-2:00 PM application assistance
- Walk into the Bainbridge Library
- Oct 24, 4:30-5:00 PM presentation
- 5-7:30 PM application assistance

Questions? Email Maria.Dozeman@pse.com or call 206.502.3256. Also, Helpline House has more details at the front desk to take home! English and Español are available!

Pay Less for Your Energy
 Get a monthly discount of up to 45% discount on your bill

See if you qualify at pse.com/discount or stop by one of the listed workshops for information and assistance applying. Bring your utility bill or your PSE account number.

HELPLINE HOUSE

October 18, 2-4:30 PM
October 25, 11-2:00 PM

ShareNet ShareNet Food Bank
 Oct 25 · 🌐

Energy assistance from **Puget Sound Energy**, apply online or stop by Village Green for assistance on selected dates. We will also host some application assistance if needed, dates tbd.

PAY LESS FOR YOUR ENERGY
 Get a monthly discount of up to 45% off your utility bill. **PSE.COM/DISCOUNT** to apply online or for assistance applying stop by:

VILLAGE GREEN COMMUNITY CENTER
 24119 DuBay Road NE
 Skagit County
 360375-2523

OCTOBER 24, 9-11:00 AM
NOVEMBER 1, 9-12:00 PM
 Bring PSE account number/utility bill

Applying online takes just 5 minutes when you have



Unique opportunities opened

Affordable apartment complex, person signed up at food bank and now has brought in 5 neighbors to sign up, asked if we could train her on how to do the application so she can help her homebound neighbors.

Pierce County Health Department Lunch and Learn – opened up 3 additional opportunities to train county wide outreach and assistance staff

Facebook Live event featuring Spanish language influencer and Mam interpreter promoting workshops and BDR program in Kitsap County

Desk time at local libraries and organizations for 1:1 application assistance, tabling near screening appointment at city admin building

Partnering with a senior housing non profit organization for workshops/tablings at 6 different locations

What we've learned

There were sign up events that were over capacity for the room rented, tons of interest. Booking additional events at same location is beneficial.

Train the trainers work! – Multiple trainers have reported back their excitement over signing customers up for this program.

Additional training on power shut offs or a customer service call center liaison would be very helpful to navigate some issues that are brought to our attention during these events.

Customers and organizations are so grateful for this TANGIBLE benefit we can provide, near instantly. This increases attendance and interest from the organizations to help often with no official partnership needed (sponsorship/contract)

Food banks attendance is highest near end of month

Tablings are less impactful for signups, as customers often don't have their information handy

Barriers identified

- The vast majority of Seniors and Spanish-speaking customers that are coming to in person sign ups would not have been able to navigate the application without in person assistance.
- The needs we see from these customers are extreme. Grocery gift cards (gas/food) would also be well received as we are seeing customers experiencing extreme poverty coming to these events.
- Additional support for customers could include a free meal, paying for room rentals, childcare and providing interpreters at more workshops.
- Removing barriers like REQUIRED documents or SSN required
- Literacy - there are many customers who are not literate and need assistance filling out application overcome by verbally walking through application process with customer.
- Paper applications + self addressed stamp envelopes for those without technology



As Juan was leaving a workshop and walking to his car, another car pulled up and an elderly lady got out. She was late to the workshop because she didn't have a ride and couldn't find anyone to bring her. The lady was so apologetic for arriving late and asked if Juan would be willing to help her. Juan said yes, pulled out a tablet and helped her sign up. She was so grateful and kind. He later found out that this lady is known to her community as "grandma" because she helps care for children while their farm worker parents are at work. He also learned that she doesn't have any immediate family in the area, her only family is the people and kids she watches over. This experience reminded us of why it is that we do this job and why we believe sharing PSE resources is so important.



