Exh. CMM-2T Docket UE-230172

Witness: Christina M. Medina

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION,

Complainant,

Docket UE-230172 (Consolidated)

v.

PACIFICORP dba
PACIFIC POWER & LIGHT COMPANY

Respondent.

In the Matter of

ALLIANCE OF WESTERN ENERGY CONSUMERS'

Petition for Order Approving Deferral of Increased Fly Ash Revenues

Docket UE-210852 *(Consolidated)*

PACIFICORP

REBUTTAL TESTIMONY OF CHRISTINA M. MEDINA

TABLE OF CONTENTS

I.	PURPOSE AND SUMMARY OF TESTIMONY	. 1
II.	PACIFICORP'S EQUITY RELATED ACTIVITIES	. 1
III.	COMMUNITY-BASED SOCIAL MARKETING	. 7
IV.	LANGUAGE ACCESS PLAN	12
V.	CONCLUSION	16

ATTACHED EXHIBITS

Exhibit No. CMM-3—2023 Clean Energy Implementation Plan Public Participation Plan Exhibit No. CMM-4—The Energy Project's Response to PacifiCorp Data Request No. 004

1		I. PURPOSE AND SUMMARY OF TESTIMONY
2	Q.	Are you the same Christina M. Medina who previously submitted direct
3		testimony in this proceeding on behalf of PacifiCorp dba Pacific Power & Light
4		Company (PacifiCorp or the Company)?
5	A.	Yes.
6	Q.	What is the purpose of your rebuttal testimony?
7	A.	My rebuttal testimony responds to general equity concerns raised in response testimony
8		by Molly A. Brewer (witness Brewer) on behalf of the Washington Utilities and
9		Transportation Commission Staff (Staff). The rebuttal testimony of Matthew D. McVee
10		(witness McVee) provides further rebuttal to the equity concerns raised by witness
11		Brewer. 1 My rebuttal testimony also responds to proposals regarding the
12		implementation of community-based social marketing for low-income assistance
13		programs, and the development of a language access plan raised in the response
14		testimony by Shaylee N. Stokes (witness Stokes) on behalf of The Energy Project
15		(TEP). As discussed below, I recommend the Commission reject TEP proposals. ²
16		II. PACIFICORP'S EQUITY RELATED ACTIVITIES
17	Q.	Does witness Brewer acknowledge the Company's equity-related actions that were
18		not proposed in the Multi-Year Rate Plan (MYRP)?
19	A.	No. It appears that witness Brewer has a narrower view of the Company's equity-

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related requirements. PacifiCorp considers equitable actions or modifications to its

 ¹ McVee, Exh. MDM-2T at 26-47.
 ² Unless personal pronouns are specified by a witness in their testimony, in my rebuttal testimony I use "they/them" when using a pronoun to refer to a witness.

operations that were not explicitly proposed within this case to be relevant.³ This includes the substantial equity work outlined in the Company's Clean Energy Implementation Plan (CEIP). The Company adopts a broader interpretation of the Commission's guidance and does not believe it is necessary to wait for approval in a subsequent rate case to implement equitable modifications to its operations. Equity serves as a guiding principle for actions that the Company takes within its Washington service area, which generally aligns with the Commission's equity discussion in the *Cascade* order.⁴

Q. Can you provide an example from your direct testimony?

A.

Yes. For instance, my direct testimony discussed the Company's extreme weather disconnection moratorium that PacifiCorp implemented. The Company does not believe that it should have refrained from independently implementing this program and instead included it as a proposal in its multi-year rate plan to comply with the equity requirement. The Company strongly believes that it is more reasonable to implement equitable modifications to its operations as soon as practicable, without waiting for them to be proposed and approved in a subsequent rate plan proposal. This is especially true given the time between multi-year rate filings. Such an unnecessary delay can result in unequitable outcomes for our customers, and would appear contrary to prior Commission guidance.

³ Brewer, Exh. MAB-1T at 22:14 ("Because these actions were outside of this case, they didn't factor into Staff's position.").

⁴ WUTC v. Cascade Nat. Gas Corp., Docket No. UG-210755, Order 09 at ¶58 (Aug. 23, 2022) ("Recognizing that no action is equity-neutral, regulated companies should inquire whether each proposed modification to their rates, practices, or operations corrects or perpetuates inequities.") (emphasis added).

⁵ Medina, Exh. CMM-1T at 9:22-10:2.

1	Q.	Do you have other examples of eq	uitable actions and modifications to
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Company has pursued:

- 2 PacifiCorp's operations in addition to those described in your direct testimony?
- Yes. The Company is continually promoting equity within its Washington service
 area. The following is a non-exhaustive list of additional equitable actions that the
- 6 Establish an Electric Vehicle (EV) grant program: On May 20, 2022, PacifiCorp filed its 2022 Washington State Transportation Electrification Plan 7 8 (Plan) with the Commission in Docket No. UE-220359 and supplemented its 9 original filing with an addendum on September 28, 2022. This is PacifiCorp's 10 first filed Plan since legislation was enacted in 2019. The Commission 11 acknowledged the Plan on October 27, 2022, which enabled PacifiCorp to begin 12 developing the proposed programs, that included a communities grant program, 13 outreach and education program, and managed charging pilot program. These 14 programs broaden the previous EV programs by allowing for multiple project 15 types to participate, with benefits and preference targeted towards Named 16 Communities. The overall goal is to provide exploratory programs that will help 17 to plan, promote, or deploy electric transportation technology and projects across 18 the service area, including within Named Communities. These programs have 19 been shared with stakeholders for feedback and review.
 - Program Changes Tied to Utility Actions within the CEIP: PacifiCorp made several changes to residential and non-residential customer energy efficiency programs to increase the focus on delivery of benefits to Named Communities.
 These utility actions were based on input received from the Equity Advisory

Group (EAG) and relevant Customer Benefit Indicators (CBIs). Changes
included, but were not limited to: expanding the tariff applicability for the
installation of energy efficiency improvements; increasing the funds that are
available for repairs from 15 percent to 30 percent of the annual reimbursement
on energy efficient measures; and updating income guidelines to be consistent
with RCW 19.405.020(25). Before these changes, certain income-qualified homes
could not receive energy efficiency improvements due to the extent of critical
maintenance needed before the energy efficiency improvements could be made.
The utility actions (including updates as needed) will be included in the 2024-
2025 Biennial Conservation Plan filing due November 1, 2023. Similarly, as a
result of the Company's CEIP, the Company has launched Demand Response
programs. PacifiCorp has leveraged the EAG as a channel to build awareness of
the Company's newly developed Demand Response programs, as they have been
rolled out in 2022 and 2023. Program staff presented at approximately five EAG
meetings in 2022 and three in 2023 to-date to discuss plans for program design of
Demand Response programs. Additionally, PacifiCorp hosted a technical
workshop on Demand Response in January 2023, to which EAG members and
Staff were invited. Specifically, the Company sought feedback on community
groups to target with messaging, in-person events to attend, suggestions for ways
to reach small businesses, and ultimately how to partner with the EAG to get the
message out.

• Select Outreach and Engagement Activities: PacifiCorp has taken steps to foster greater engagement and continue the efforts to improve the community

outreach mechanism. For instance, PacifiCorp created a Community Calendar to further participation in the local community events happening in Washington and is shared quarterly with the Washington EAG. The Company has also added a new bilingual outreach coordinator for small businesses in highly impacted communities to the program delivery team. The outreach coordinator is a trusted community partner who offers meaningful insight and a relevant voice to programs and their benefits through participation. Additionally, the need to increase focus on supporting agricultural workers in the region prompted PacifiCorp to develop and deliver 14 presentations at fruit packing houses to approximately 780 agricultural workers. The presentation content was educational, focusing on programs and actions intended to ease the energy burden and support greater participation and benefits for the attendees and their families. PacifiCorp distributed 850 pieces of informational collateral on energy efficiency, bill assistance, and weatherization information.

Finalized an Energy Burden Assessment: PacifiCorp hired Empower

Dataworks to prepare a 2022 Energy Burden Assessment (EBA) for the

Company's residential customers in Washington. In the EBA, Empower

Dataworks highlighted that the "[Low Income Bill Assistance] program design is

very good at targeting benefits to higher burden customers" and overall, "program

administration/overhead is very efficient relative to other programs in the state."

High-level takeaways also noted "good coordination between PacifiCorp and the

local agencies on culturally appropriate marketing and program design." Finally,

⁶ Stokes, Exh. SNS-4 at 17.

7	Ο.	How do you respond to witness Brewer's testimony pertaining to equity and
6		Northwest Community Action Center (NCAC) serves Lower Yakima County.
5		serves Upper Yakima County, and Yakima Valley Farm Workers Clinic dba
4		Walla counties, Opportunities Industrialization Center of Washington (OIC)
3		Blue Mountain Action Council (BMAC) serves Columbia, Garfield, and Walla
2		PacifiCorp partners with three agencies to administer and deliver the program:
1		the study identified a series of recommendations for continued improvement.

Q. How do you respond to witness Brewer's testimony pertaining to equity and capital planning?

Witness McVee provides a response to witness Brewer's testimony on capital planning in his rebuttal testimony. However, it is my understanding much of the Company's *planning* does not occur within a general rate case. While Staff has commended the Company for implementing an equity questionnaire in its Request for Proposals processes, it is crucial to understand that both the Integrated Resource Plans and Clean Energy Implementation Plans undergo extensive public input and comment. PacifiCorp aims to actively involve and consider the public in shaping its plans for a renewable energy future in Washington. In particular, the company's Public Participation Plan (PPP) for its CEIP ensures robust and inclusive participation. In particular, the PPP is built upon the following four pillars: (1) Engaging members of the public with appropriate outreach, methods, timing, and language considerations; (2) Addressing barriers to participation; (3) Making data accessible and available to members of the public and CEIP stakeholders; and (4) Incorporating learnings from existing advisory groups. I have attached the PPP as Exhibit CMM-3 to my rebuttal testimony.

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⁷ McVee, Exh. MDM-2T at 40-47.

⁸ Brewer, Exh. MAB-1T at 22:4-6.

Q. Is there a pending policy docket related to the equity requirement?

2 A. Yes. The Commission initiated an equity-focused proceeding in docket A-230217.

3 The Commission recently clarified that it would solicit stakeholder input concerning

the four tenets of equity justice in turn, first exploring Procedural Justice, followed by

Distributional Justice, Recognition Justice, and then Restorative Justice, and noting

6 the Commission expectation is that will take about two years to complete. The

Company looks forward to collaboratively working with the Commission, Staff, and

other stakeholders in this proceeding to gain a better collective understanding on this

important topic.

III. COMMUNITY-BASED SOCIAL MARKETING

- Q. Please describe witness Stokes' proposal related to community-based social
- marketing.

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A. Witness Stokes recommends that the Commission order PacifiCorp to establish a

community-based outreach program with a budget of at least \$100 thousand for the first

three years. ⁹ This program would involve collaboration between PacifiCorp and

Community Action Agencies to identify Community Based Organizations (CBOs) that

would receive compensation for marketing low-income programs. If approved, witness

Stokes suggests that PacifiCorp and the Low-Income Advisory Committee (LIAC)

work together to determine the specific implementation details of the program.

- Q. Do you agree with witness Stokes proposal?
- 21 A. Not at this time.

Rebuttal Testimony of Christina M. Medina

⁹ Stokes, Exh. SNS-1T at 24-27.

1 Q. Can you please explain PacifiCorp's current marketing activities for low-income 2 assistance programs in Washington? 3 Yes. With input received from partner Community Action Agencies, the Low-Income A. 4 Bill Assistance program (LIBA) marketing and outreach campaigns run in the Spring 5 and Fall through various physical and digital media. These include: 6 Website; 7 Social media (Facebook and Twitter); 8 Digital media ads including cinema video advertisements; 9 Bill messages; 10 English/Spanish radio ads in the Yakima service area; 11 English movie theatre advertisements in Walla Walla; 12 English and Spanish newspaper advertisements; 13 Community organizations English/Spanish handouts; 14 Church pamphlets; 15 Gas toppers placed at gas stations in Yakima; 16 Community Outreach local spokesperson – leveraged Wattsmart outreach in 2022 17 to deliver program information to employees of fruit storage and packing 18 facilities; and 19 Leveraging Wattsmart Residential pilot program with local spokesperson for 20 various radio, print and tv interviews and attend local events. 21 Q. What is the annual budget for these marketing activities in Washington?

The annual budget is \$60 thousand.

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A.

1	Q.	Is witness Stokes proposal excessive given PacifiCorp's current marketing
2		budget?
3	A.	Yes. Given that the current budget for marketing activities is only \$60 thousand,
4		witness Stokes budget proposal is excessive as it would require this Commission to
5		order PacifiCorp to provide at-least \$100 thousand of customer funds to be
6		transferred directly to CBOs, without any detail concerning accountability or
7		cost-effectiveness.
8	Q.	Does witness Stokes provide any reasoning why at least \$100 thousand is an
9		appropriate level of funding for this program?
10	A.	No. Witness Stokes only states that such funding would be necessary "[t]o ensure
11		sufficient funding for sustained engagement by CBOs." However, witness Stokes
12		does not provide any further detail explaining why this specific level of funding is
13		necessary.
14	Q.	Does witness Stokes provide any support that transferring ratepayer funds to
15		CBOs is cost-effective?
16	A.	No. While witness Stokes mentions that program details would be determined in LIAC
17		meetings, the current record lacks evidence to support the Commission's order of at
18		least \$100 thousand of ratepayer funds to CBOs as a cost-effective measure. For
19		instance, there is no proposal outlining how much of the proposed \$100 thousand
20		amount would be allocated for covering administrative expenses versus actual

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Rebuttal Testimony of Christina M. Medina

advertising of low-income programs.

¹⁰ Stokes, Exh. SNS-1T at 27:18-19.

1	Q.	Does witness Stokes provide any detail on the oversight of customer funds given
2		to CBOs?
3	A.	No.
4	Q.	Do you agree with witness Stokes' premise that CBOs could provide value in
5		improving the effectiveness of low-income program marketing?
6	A.	Yes. PacifiCorp acknowledges the value of CBOs and their importance in the
7		communities they serve. PacifiCorp would be open to receiving feedback and input
8		from CBOs on how to potentially improve its advertising efforts and invites CBOs to
9		reach out to the Company or attend its LIAC meetings. Although PacifiCorp would
10		be open to receiving feedback and input from CBOs on how to potentially improve its
11		marketing activities, it is not convinced at this time that directly providing CBOs with
12		customer funds is in the public interest. PacifiCorp would be willing to discuss this
13		proposal, including all the details of such a proposal, within the context of LIAC
14		meetings.
15	Q.	Has PacifiCorp made any efforts to connect with CBOs in its service area?
16	A.	Yes. PacifiCorp has made efforts to connect with CBOs in its service area. The
17		Company maintains contracts with various community action agencies / community-
18		based organizations to help shape and deliver the Company's low-income programs.
19		This includes Northwest Community Action Center located in Toppenish,
20		Washington that serves the lower Yakima County, OIC of Yakima that serves the
21		upper Yakima Valley, Blue Mountain Action Council located in Walla Walla,
22		Washington that serves Walla Walla, Garfield, and Columbia counties and Yakama

Nation Housing Authority within the Yakama Nation Reservation. Additionally,

PacifiCorp has made efforts to connect with community-based organizations by way
of its outreach in local community events as well as through presentations in
collaboration with local non-profit organizations. Company representatives have
connected with community-based organizations such as Yakima Valley Farm
Workers Clinic through its health and resource fairs, the Asian Pacific Islander
Coalition, the Central Washington Hispanic Chamber of Commerce, and the
Salvation Army to name a few.

Q. Should the Commission defer to the LIAC on how customer funds should be spent for marketing low-income assistance programs?

Yes. Witness Stokes acknowledges that the details of this program, if ordered by the Commission, should be determined within LIAC meetings. ¹¹ However, it is concerning that witness Stokes proposes the Commission order the implementation of this program without any input from the LIAC. It is essential to consider procedural justice, as emphasized by the Commission in its *Cascade Order*. ¹² The Commission should not bypass the LIAC and dictate the method on how these programs should be advertised, because the LIAC acts in a representative capacity for the Company's low-income customers, and their input holds significant value. They are in the best position to determine if such a program aligns with their needs and if it is the most effective use of limited customer funds.

Q. Do you have an alternative recommendation?

21 A. Yes. PacifiCorp is willing to work collaboratively with TEP and will include this 22 proposal as an agenda item to be discussed in a forthcoming LIAC meeting.

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¹¹ Stokes, Exh. SNS-1T at 27:22-23.

¹² WUTC v. Cascade Nat. Gas Corp., Docket No. UG-210755, Order 09 at ¶56 (Aug. 23, 2022).

1 IV. LANGUAGE ACCESS PLAN 2 Q. Please describe witness Stokes' proposal related to the development of a language 3 access plan. 4 A. Witness Stokes proposes that the Commission should order the Company to develop a 5 language access plan. 13 While the Company already offers various services and 6 outreach programs to assist customers who speak languages other than English, witness 7 Stokes believes that a formal language access plan is necessary, and should be 8 developed in consultation with the LIAC and EAG. The proposed timeline for this plan 9 includes: developing the plan within six months of the final order in this proceeding, 10 soliciting input from the LIAC and EAG within seven months, making a subsequent 11 filing with the Commission containing the final plan within 12 months (pursuant to 12 WAC 480-07-885), and maintaining and revising the plan as needed with approval and 13 feedback from the LIAC and EAG. 14 Q. Do you agree with witness Stokes' proposal? 15 A. No. Does PacifiCorp's CEIP acknowledge the need to increase its Spanish outreach to 16 Q. 17 customers? 18 Yes. Page 96 of the 2021 CEIP provides: A. 19 PacifiCorp also recognizes the need to continue to increase Spanish 20 outreach to customers. While this work has already begun, PacifiCorp 21 will continue to increase the number of ads and direct outreach (mail, 22 email, and collateral) in Spanish. PacifiCorp will also create additional 23 program webpages and materials in Spanish on its website, including 24 education materials on a new webpage dedicated to educational 25 content. Educational sources will include content, videos and resources 26 for customer and community use. Spanish ads will drive directly to

these Spanish webpages. Digital and printed materials in Spanish will

¹³ Stokes, Exh. SNS-1T at 21-24.

1 2 3 4		be available to customers and community organizations to provide information about program offerings. PacifiCorp also will continue to identify and expand outreach to non-profits that provide services to named communities. ¹⁴
5	Q.	Can you explain what actions and services the Company provides for its
6		customer who speak a primary language other than English?
7	A.	PacifiCorp understands the importance of equal access to information, and that varied
8		communication approaches, paired with a myriad of delivery modalities, are the tools
9		that foster connections with the customers and communities the Company is honored
10		to serve. To that end, PacifiCorp has developed various pathways, public engagement
11		spaces, and methods on how feedback is utilized and captured through various public
12		channels. These include:
13		• The development of a Multicultural Marketing Campaign in Yakima and Walla
14		Walla;
15		• Creating messaging in culturally relevant language and means of
16		communications;
17		Partnering with local, trusted community members to spread program and
18		incentive messages within the community and facilitate conversations;
19		• Using data to understand and leverage the known communication methods of our
20		customers;
21		• Exemplifying the usability, and value of programs and benefits by sharing real-
22		life examples and case studies of participation in local communities;
23		Our Customer Care call center offers the following to improve and support

¹⁴ In the Matter of PacifiCorp, dba Pacific Power & Light Co. Clean Energy Implementation Plan, Docket No. UE-210829, Revised 2021 Clean Energy Implementation Plan at 92 (Mar. 13, 2023).

1		expanded customer accessibility:
2		 Language translation services are available 24/7;
3		 Hearing impaired customers may engage with PacifiCorp through
4		Telecommunications Relay call services;
5		 Collection notices in Washington are offered in English, Spanish,
6		Russian Cambodian, Laotian and Vietnamese; and
7		 Direct agent support line for Spanish speaking customers is available
8		24/7. ¹⁵
9	Q.	Are you familiar with the concept of a "language access plan"?
10	A.	No, witness Stokes' testimony is the first time I have come across this concept. The
11		Company issued a data request to determine if TEP could provide an example of a
12		language access plan from another utility. In response, TEP explained that it was not
13		aware of any language access plan by any other regulated utility in Washington and
14		was not able to provide a copy of any language access plan for reference. 16 Given the
15		that the Company does not possess an example of a language access plan, it may be
16		difficult for the Company to develop one if ordered by the Commission.
17	Q.	Do you agree with witness Stokes' proposal for a language access plan?
18	A.	Not at this time. Similar to my testimony regarding the CBO proposal, there is no
19		record in this proceeding indicating whether the LIAC or EAG would support the
20		specific method of a language access plan. Witness Stokes suggests that the
21		Commission order the development of the plan without seeking input from the LIAC or
22		EAG to determine if they agree with the concept of a language access plan, or if they

PacifiCorp also has a version of its website in Spanish: https://www.pacificpower.net/es.

16 Medina, Exh. CMM-4.

1		believe the development of such a plan is a worthwhile use of limited resources. As
2		mentioned earlier, it is crucial to consider procedural justice, as emphasized by the
3		Commission in its Cascade Order. The Commission should not bypass the LIAC or
4		EAG and directly dictate the method on how the Company engages with customers
5		who do not have English as their primary language. The LIAC and EAG act in a
6		representative capacity for the Company's low-income customers and Named
7		Communities, and their input is highly valuable. They are best positioned to provide
8		insights on how to effectively address language barriers and ensure equitable access to
9		services. However, the Company is willing to work collaboratively with TEP and have
10		a discussion of their proposal at forthcoming LIAC and EAG meetings.
11	Q.	If the Commission orders the development of a language access plan, does witness
12		Stokes provide any reason as to why the Company must develop a language access
13		plan within six months after the final order in this proceeding?
14	A.	No, witness Stokes does not provide a specific reason for the six-month timeline. It
15		appears to be an arbitrary deadline. As mentioned earlier, PacifiCorp would prefer to
16		discuss any relevant proposals within the context of advisory group meetings.
17		Furthermore, the Company believes it is important to take the necessary time to
18		inclusively and thoughtfully develop any proposal in collaboration with interested
19		stakeholders. This approach ensures that any proposal effectively assists customers who
20		do not have English as their primary language, rather than rushing to meet an arbitrary

- Q. Does witness Stokes provide any reason as to why the Commission should order a subsequent filing within twelve months?
- A. No, witness Stokes does not provide a specific reason for the Commission to order a subsequent filing within twelve months. The deadline of twelve months appears to be arbitrary. However, it is possible that the rationale behind this timeline is to allow sufficient time for stakeholder input following the development of the language access plan. Furthermore, witness Stokes does not explain why the Commission should order the Company to make a subsequent filing, which would initiate an entirely new docket, rather than a compliance filing in this proceeding pursuant to WAC 480-07-880.

10 V. CONCLUSION

- 11 Q. Please summarize your recommendations to the Commission.
- 12 A. I recommend the Commission reject TEP's community-based social marketing and
 13 language access plan recommendations, and find that the Company has appropriately
 14 considered equity as part of its MYRP.
- 15 Q. Does this conclude your rebuttal testimony?
- 16 A. Yes.