

Pacific Power's  
— 2024 —  
Washington Draft  
Language Access Plan

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# PACIFIC POWER’S 2024 WASHINGTON DRAFT LANGUAGE ACCESS PLAN

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## Acknowledgments

This body of work could not have been made possible without collaboration. Pacific Power recognized early on that the production of a document centered on language and access could not be accomplished by a single individual or group. Nor should it. We acknowledge the community agency partners, community-based organizations, multicultural agency partners, representatives of various Washington agencies and trusted community leaders for the time spent in consultation and collaboration with us leading up to the creation of this initial draft document. We acknowledge each for the lived experiences they brought to every conversation, moment of consultation and collaborative effort needed to achieve further language access in Pacific Power's Washington service area. Also worth recognizing are the communities that helped shepherd the best practices outlined within this document, and that paved the road for others, including us, to implement.

We appreciate this opportunity to highlight the diverse communities we serve and the internal staff who work tirelessly behind the scenes to provide programs and services of the highest caliber, and to conduct a bit of storytelling by highlighting the successes that could not have been possible without partnerships built on trust. We hope this document helps to uplift and empower communities as we collectively work to deliver quality messaging and outreach materials across Washington.

## Introduction

Communication is critically important. It can resolve conflicts, empower others and create opportunities for growth and understanding – and language is at the heart of communication. Sometimes words fail to describe just how important language is to each one of us. Why? Because language involves more than words. An individual may change their language according to who their audience is, almost naturally. They may adjust the words they choose to use, stress certain patterns in their sentences, use hands to accentuate a specific part of their message or story, or pause and make eye contact when the meaning of a communication is more important than the actual verbal message.

As human beings, we interpret and assign meaning to words and sentences because we cannot assume that common knowledge is shared among all audience members. To be an effective communicator and relay information appropriately to specific audiences, one must also listen. Listen to people – not just to the meaning of what they *say*, but the meaning conveyed through how they say it. In the words of Natasha Holstein, founder of *Avisa Multicultural Marketing*, “It’s more than language – it’s identity, culture matters!”

Our goal in developing an initial draft Language Access Plan in Washington is to ensure that effective communication is taking place at all points of contact between Pacific Power and the diverse customers and communities we serve. To ensure effective language access planning, communication and implementation, we recognize the need to engage and successfully communicate with all types of audiences. This requires that we provide communication options to a diverse range of individuals, including those with limited English proficiency – defined as individuals who do not speak English as their primary language and who have a limited ability to read, speak, write or understand English.

## Background

In April 2023, PacifiCorp, d/b/a Pacific Power & Light Company, filed its most recent general rate case in Washington with the Washington Utilities and Transportation Commission under Docket No. UE-230172. In March 2024, Pacific Power and parties to the rate case reached a partial multiparty settlement agreement outlining various stipulation items, one of which included the development of a draft Language Access Plan for the company’s communities and customers in Washington. The settlement states that the company will develop a Language Access Plan as detailed below:

- Develop a draft Language Access Plan within six months of the Commission’s final order in this proceeding and share the draft Language Access Plan with the Low-Income Advisory Group, Demand-Side Management Advisory Group and Equity Advisory Group.
- PacifiCorp will work with the Low-Income Advisory Group, DSM Advisory Group and Equity Advisory Group to further develop the Language Access Plan and seek consensus on a final Language Access Plan.

- PacifiCorp will make their best effort to implement the Language Access Plan prior to the filing of PacifiCorp’s next Washington general rate case and will provide this timeline to the Low-Income Advisory Group, DSM Advisory Group and Equity Advisory Group after the Language Access Plan is finalized.
- In each Low-Income Bill Assistance annual report, PacifiCorp will report on the accomplishment of any objectives in the Language Access Plan and assess the need to update the Language Access Plan.

While a requirement, Pacific Power sees this body of work as an opportunity to highlight diverse activities, available resources and the contributors who have worked in partnership with us to further language access. We continuously work toward providing excellent service and communications to all our customers while carrying out our mission of providing reliable, safe and low-cost electrical service, and we hope this draft document demonstrates our desire to strengthen our relationships with the customers and communities we serve while highlighting the importance of language access for all.

## **Pacific Power’s Washington Service Area**

PacifiCorp is the largest grid operator in the Western U.S., serving the growing energy needs of 2.1 million customers while working to be environmentally conscious stewards of critical energy infrastructure, including an expansive transmission network and the largest wind generation fleet in the West. Our business divisions – Pacific Power, serving customers in California, Oregon and Washington, and Rocky Mountain Power, serving customers in Idaho, Utah and Wyoming – are leaders in providing safe, reliable and low-cost power to diverse communities across our region.

Pacific Power provides electrical service to 144,000 customers throughout the Yakima and Walla Walla regions in Washington. Pacific Power’s service area extends across the south-central and southeastern parts of Washington. Throughout the five counties the company serves, 43% of customers identify as Hispanic or Latino/a/e. This includes customers who identify as being of Spanish-speaking background and trace their origin or descent from Mexico, Puerto Rico, Cuba, Central and South America and other Spanish-speaking countries.



(Above: Pacific Power's Washington Service Area Map)

## Language Data

Within Pacific Power's service area, 31% of households speak some level of Spanish. While English proficiency has been shown to be on the rise among Latinos, many are still characterized as having some level of limited English proficiency. Through the application of customer/residential surveys and available program information, Pacific Power has identified the need to reach out specifically to this customer group in a culturally appropriate manner to truly engage and connect with the company's non-English-speaking customers.

The table below shows estimated statistics regarding the language spoken at home for residents of counties in Washington served at least in part by Pacific Power.

**Table A – Language Spoken at Home in Pacific Power’s Washington Service Counties**

	<b>Number of Residents</b>	<b>Percent of Residents</b>
<b>Benton County (pop. 199,764)</b>		
Speak only English	160,413	80.3%
—	—	—
Speak lang. other than Eng.	39,351	19.7%
<i>Spanish</i>	30,656	15.4%
<i>Other</i>	8,695	4.3%
<b>Columbia County (pop. 3,810)</b>		
Speak only English	3,559	93.4%
—	—	—
Speak lang. other than Eng.	251	6.6%
<i>Spanish</i>	214	5.6%
<i>Other</i>	37	1.0%
<b>Garfield County (pop. 2,201)</b>		
Speak only English	2,119	96.3%
—	—	—
Speak lang. other than Eng.	82	3.7%
<i>Spanish</i>	64	2.9%
<i>Other</i>	18	0.8%
<b>Yakima County (pop. 238,663)</b>		
Speak only English	135,289	56.7%
—	—	—
Speak lang. other than Eng.	103,374	43.3%
<i>Spanish</i>	98,598	41.3%
<i>Other</i>	4,776	2.0%
<b>Walla Walla County (pop. 59,059)</b>		
Speak only English	47,551	80.5%
—	—	—
Speak lang. other than Eng.	11,508	19.5%
<i>Spanish</i>	9,456	16.0%
<i>Other</i>	2,052	3.5%
<b>Combined Pacific Power Service Counties (pop. 503,497)</b>		
Speak only English	348,931	69.3%
—	—	—
Speak lang. other than Eng.	154,566	30.7%
<i>Spanish</i>	138,988	27.6%
<i>Other</i>	15,578	3.1%

Source: U.S. Census Bureau, 2023 1-year American Community Survey estimates. Population numbers include all individuals over five years old. Statistics represent total combined population of counties served in part or in whole by Pacific Power, not the number of customers served by Pacific Power (note that a single utility customer, such as a multifamily residence, may represent a number of individuals).



Pacific Power’s Washington service area includes 27.6% of residents who speak Spanish and 3.1% who speak a language other than English or Spanish. By comparison, Washington’s population as a whole includes 78.9% who speak only English and 21.1% who speak a language other than English, with 8.8% of the state speaking Spanish and 12.3% speaking another language.

This data underscores the need for Pacific Power to specifically provide Spanish-language resources and information to customers. Research provided by *Avisa Multicultural Marketing* shows that generally, Hispanic communities receive information in the following ways:

## How do Hispanic communities receive information?



Listen to radio  
11.5 hours per week  
(Audio Today 2023)



Send/Receive nearly  
1,000 texts per  
month; 68% use  
WhatsApp



Watch over 15 hours  
of television per week  
(Nielsen Q1, 2022)



Stream more than 24  
hours of video per  
week (Nielsen Q1, 2022)



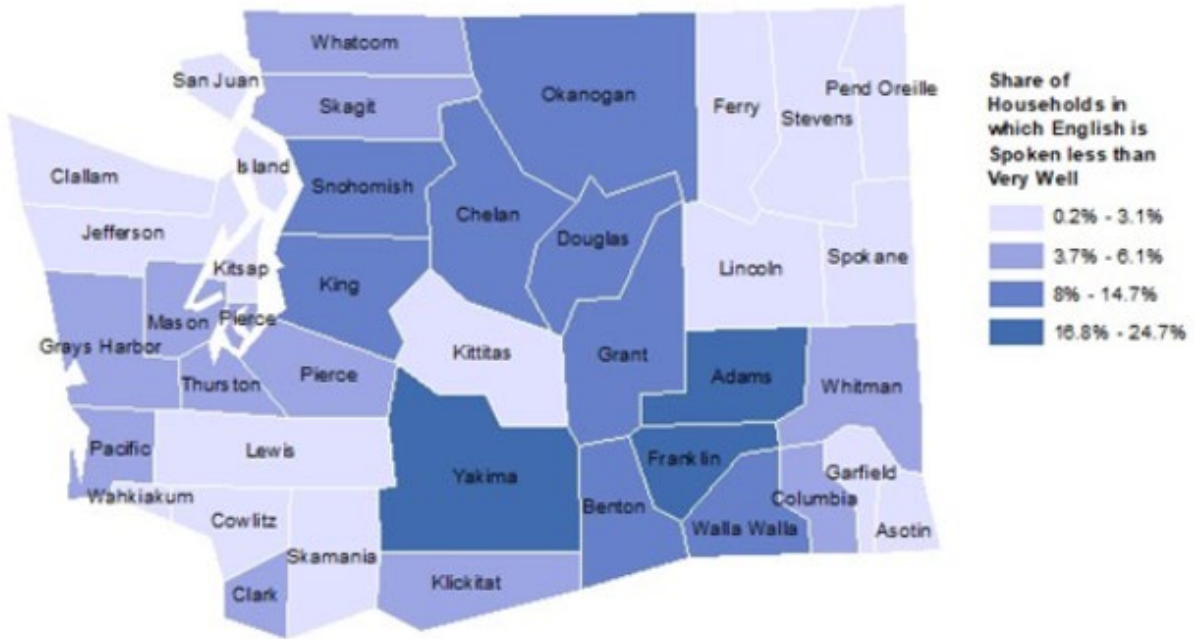
In assessing the ways in which Spanish speakers generally consume information, it is noted that Spanish speakers receive key information from a mix of different sources. Access to smart devices supports texting and the use of social media platforms to communicate and connect. Radio, while perhaps seen by some as a less common media form, is still widely relied on as a trusted source of information by the Hispanic community and caters to those who prefer the relaying of information via audio media.

### *State Language Data (Language Spoken at Home)*

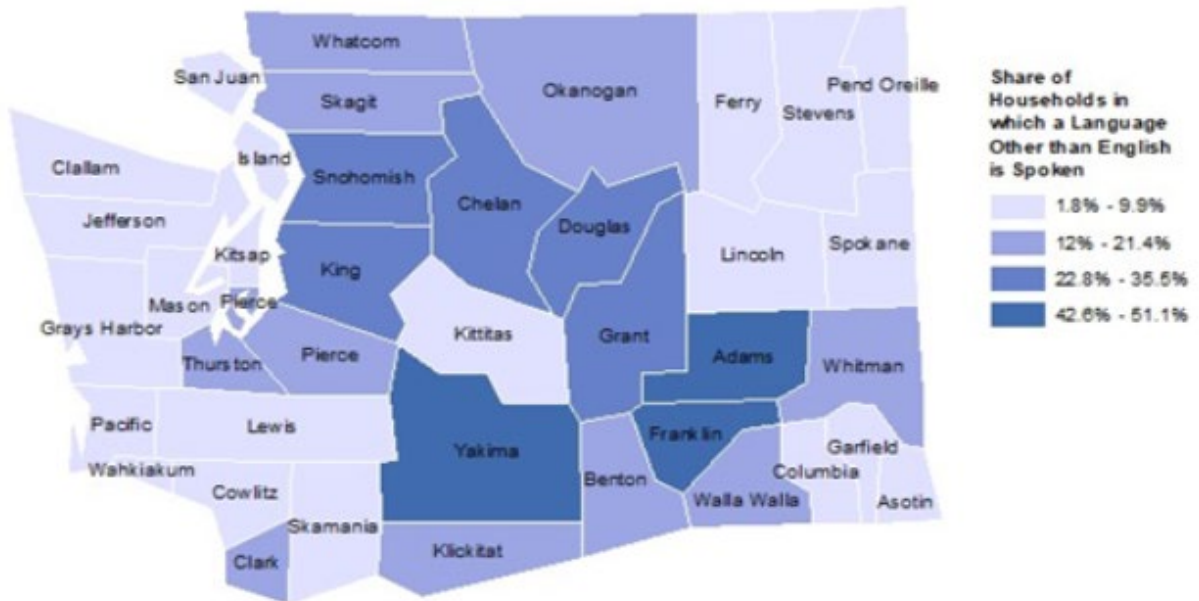
Washington’s Office of Financial Management conducted extensive analysis of languages, specifically those spoken at home, for residents of the state. Information provided on the agency’s website ([OFM.WA.gov](http://OFM.WA.gov)) shows the following:



**Percent of households where English is spoken less than “very well”  
(Population aged 5 and above, 2022)**



**Percent of households where language other than English is spoken  
(Population aged 5 and above, 2022)**



*Additional Information*

Pacific Power has sought to incorporate feedback from its customers and members of the public in Washington. In 2021, the company assembled an Equity Advisory Group to help inform and advise the company on issues most important to the communities Pacific Power serves in Washington. In 2021, Pacific Power sought external input – primarily from the company’s Washington Equity Advisory Group – for the designation of Pacific Power’s *Vulnerable Populations*.

The list of vulnerable populations currently includes the following:

- |   |  |
|---|--|
| <b>1. People with lower education attainment</b>              | <b>12. Those with immigration status other than U.S. citizen</b> |
| <b>2. Adults 65 years old and above</b>                       | <b>13. People who speak limited English</b>                      |
| <b>3. Young children</b>                                      | <b>14. Renters</b>   |
| <b>4. People with hearing impairments</b>                     | <b>15. Multi-generational households</b>                         |
| <b>5. People with disabilities</b>                            | <b>16. Multi-family households</b>                               |
| <b>6. People with medical equipment at home</b>               | <b>17. People experiencing homelessness</b>                      |
| <b>7. Diverse supplier business owners</b>                    | <b>18. People living in rural areas</b>                          |
| <b>8. Energy burdened individuals/families</b>                | <b>19. People living in different land statuses</b>              |
| <b>9. Asset Limited, Income Constrained, Employed persons</b> | <b>20. Agricultural and/or farm workers</b>                      |
| <b>10. Low-income migrants</b>                                | <b>21. Those with gas-heated homes</b>                           |
| <b>11. Other low-income individuals</b>                       | <b>22. Single parents</b>  |

Pacific Power then used available data at the appropriate granularity to determine the number (or percentage) of individuals in our service area who might be considered part of a vulnerable population. This analysis was compared to statewide numbers or percentages of these populations at the time. The results of this analysis are included in the following table:

**Table B – Proportion or Count of Vulnerable Populations within Pacific Power’s Service Area Compared to Statewide**

#	Vulnerable Population	PacifiCorp Service Area Proportions	Washington Statewide Proportions
1	Population over 25 years and over with high school diploma (or equivalent) or below <sup>a</sup>	48.2%	30.3%
2	Total population 65 years and over <sup>a</sup>	14.6%	15.1%
3	Total population under 5 years <sup>a</sup>	7.6%	6.1%
4	People with a hearing impairment <sup>b</sup>	14.9%	No data
5	Total civilian noninstitutionalized population with a disability <sup>a</sup>	13.7%	12.7%
6	Households that use in-home medical equipment at least 3 hours a week <sup>b</sup>	15.7%	No data
7	Minority & Women’s Business Enterprises <sup>c</sup> (total certified)	26	2,363
8	Energy Burdened Households <sup>b,d</sup>	13.2%	15.1%
9	Asset Limited, Income Constrained, Employed <sup>e</sup>	30.8%	24.7%
10	Low-income migrants <sup>b</sup>	2.0%	No data
11	Percentage of families and people whose income in the past 12 months is below poverty level <sup>a</sup>	12.1%	7.2%
12	Total population foreign born <sup>a</sup>	16.9%	14.3%
13	Language spoken at home by population 5 years and over: Language other than English <sup>f</sup>	30.7%	21.1%
14	Occupied housing units that are renter-occupied <sup>a</sup>	36.1%	37.0%
15	Number of grandparents living with their own grandchildren under 18 years <sup>a</sup>	2.8%	1.8%
16	Population in households living with other nonrelatives <sup>a</sup>	2.9%	4.8%
17	People experiencing homelessness and/or do not have permanent housing <sup>b</sup>	0.6%	No data
18	Households located in rural areas <sup>g</sup>	3.3%	5.2%
19	People living in different land statuses	No data	No data
20	Civilian employed population 16 years and over: Agriculture, forestry, fishing & hunting, mining <sup>a</sup>	15.1%	2.9%
21	Occupied housing units using utility gas for house heating fuel <sup>a</sup>	25.5%	34.5%
22	Total households: male or female householder, no spouse/partner present, living alone with own children <sup>a</sup>	17.0%	15.9%

Table adapted from PacifiCorp’s 2021 Clean Energy Implementation Plan Revised, filed March 2023.

<sup>a</sup> U.S. Census Bureau, American Community Survey, 2019 5-year estimates

<sup>b</sup> PacifiCorp Residential Customer Survey, 2021

<sup>c</sup> Wash. Office of Minority & Women’s Business Enterprises, Directory of Certified Firms (total, not percentage)

<sup>d</sup> Washington Department of Commerce, Utility Energy Program Assistance Survey Tool

<sup>e</sup> United Way Washington: ALICE Project

<sup>f</sup> U.S. Census Bureau, American Community Survey, 2023 1-year estimates

<sup>g</sup> US Department of Agriculture, 2010, Rural-Urban Commuting Areas

Data specifically related to language reflects Pacific Power’s proportion of customers who speak a language other than English at home (aged over 5 years) was higher than that of the state as a whole (line 13).

Data related explicitly to language showed us that Pacific Power’s proportion of customers who speak a language other than English at home (aged over five years) was higher than that of the state (line 13).

Moreover, the data reveals a significant number of customers with hearing impairments. This underscores the potential barriers that audio-based services may present for this group. The implementation of alternative language access options is therefore not solely a necessity but also a promising opportunity to enhance the satisfaction of customers and ensure their information needs are met when interacting with Pacific Power.

Tools designed to support customers with hearing impairments – which offer mutually beneficial outcomes – are not just about meeting a need. They significantly improve the experiences of both customers and employees, leading to more efficient interactions and a greater likelihood of understanding. This reinforces our commitment to, and ability to uphold, customer service excellence.

Both of these points underscore the critical importance of language accessibility, which emphasizes the need to provide information through diverse and inclusive methods. Embracing a range of communication approaches is essential, as every individual and community communicates uniquely, sometimes through verbal, nonverbal, auditory and/or visual means.

## **Communications**

Pacific Power has made conscious efforts to expand and enhance our outreach to and communication with our underserved, under-resourced and multicultural communities to ensure the widespread and nondiscriminatory availability of accurate, timely and important information for all customers. One tactic that Pacific Power employs is the use of customized communications strategies in different settings and for different audiences. The company provides a wide array of different materials and resources to customers to ensure all have a minimum of one reliable avenue to engage and receive relevant information. This includes (but is not limited to) website content, email updates, program flyers, advisory group updates, utility bill inserts, bill messages, interactive voice response messages and social media announcements.

Below, we highlight a few specific areas in which considerable resources have been applied to support language accessibility.

### ***External Engagement***

Pacific Power is dedicated to developing and refining its external engagement approaches to broaden accessibility and engagement with frontline communities, Tribes, equity and environmental justice organizations, community-based organizations and others in Washington.

Through external engagement and advisory groups, Pacific Power continues to seek direct feedback from interested parties to build an inclusive and accessible process for input and collaboration. This includes increasing participation from communities that have not traditionally participated in utility planning processes, providing the company with a better understanding of community needs and perspectives, identifying barriers to participation and providing input on how to address these barriers, acting as a conduit to exchange information and ideas between the company and communities, and assisting with community outreach.

***How do we connect with customers/community through external engagement?***

Methods and channels used within meetings should foster inclusive and transparent communication. Communication methods and channels include:

- Spanish translation of select materials posted on the website, which demonstrates our commitment to inclusivity and diversity.
- Cross-channel communication between the community and advisory group members and Pacific Power subject matter experts on public participation and programmatic matters.
- Other tools, aspects of or accommodations in our process that address barriers to participation that may exist from language, cultural, economic or other factors or would otherwise support an inclusive environment and full participation by all attendees.

***What language access measures do we offer in these spaces? What have we heard in these spaces regarding language accessibility needs?***

Advisory groups and workshops: Language and accessibility are vital to involving the public in making better decisions and more thoughtful community plans. Public engagement and outreach methods foster learning from existing advisory groups and the community. We are working to establish and improve public participation processes that embrace inclusive design, which fosters proactive and easy-to-understand communications.

Accessibility tools are provided and regularly updated based on feedback regarding language considerations and translation support from advisory group members. This feedback helps determine if the support needs to be expanded. Some readily available and utilized tools include real-time ASL interpretation, closed captioning and Spanish translation.

The Zoom platform is also used to promote greater accessibility, as its language interpretation tool offers support for up to 25 different languages, as well as AI-supported note-taking and recording options – all of which we hope will enhance the user or participant experience.

## ***Programs***

One of the reasons Pacific Power staff work hard to proactively engage with customers is to connect them to the company's programs that can provide great benefits and help offset rising energy costs. One such program, the Low-Income Bill Assistance Program which allows qualifying customers to earn a discount of 15% to 72% on their bill, is a widely advertised program. In Washington, 48% of Pacific Power's customers are enrolled in this program. The company runs a campaign in the spring and fall of each year to engage with customers and encourage them to sign up and/or renew their application if needed. The outreach strategy for the program centers around engagement and uses a variety of different platforms, including:

### ***Radio***

Pacific Power uses voiceover recordings in Spanish that are then provided to local radio talent who run them throughout campaign periods.

### ***Print***

Pacific Power prints ads in local Spanish newspapers to connect with customers who rely on written media to receive key information and updates.

### ***Social Media***

Pacific Power runs paid social media campaigns in Spanish (and English) on Facebook and Instagram.

### ***Email***

Pacific Power sends emails to customers in Spanish to provide customers with the latest program information and related opportunities.

### ***Community Church Ads***

Pacific Power runs a Spanish print ad in local community church bulletins. Trusted by their communities, local churches can connect customers to information in both English and Spanish, and in some cases in additional languages.

### ***Community-Based Organizations/Agency Relational Partnerships***

Pacific Power partners with local trusted community action agency partners to provide community members with assistance in applying for utility programs and incentives. These entities are well connected, trusted and geographically located across the counties the company serves in Washington. In many cases, these community action agency partners have bilingual staff who have the skills to connect with and assist customers with limited English proficiency. These partners have greater insight into their own communities and can provide quick specialized assistance to community members seeking support or services. Pacific Power is proud to partner with several community action agency partners.





El programa de Asistencia para Facturas de Bajos Ingresos (LIBA) reduce las facturas de energía de Pacific Power para hogares que califiquen por sus ingresos. En promedio, los participantes ahorran \$650 cada año.

Facturas de energía reducidas	Crédito aplicado hacia la factura neta	Ahorro promedio de \$650 anual
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Inscribirse en LIBA es fácil, ¡inscríbase hoy!

Si vive en el Condado Norte de Yakima llame al Centro de Oportunidades de Industrialización de Washington al **509-955-7100**.

Si vive en el Condado Sur de Yakima llame al Centro de Acción Comunitario Noroeste al **509-529-4980** o envíe un correo electrónico a **LIBA@yvwfc.org**.

También puede visitar **PacificPower.net/LIBA** para aprender más.



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The Low Income Bill Assistance (LIBA) program reduces Pacific Power energy bills for income qualifying households. On average, participants save about \$650 each year.

Reduced energy bills	Credit applied toward net bill	Average savings of \$650 a year
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Enrolling in LIBA is easy, so sign up today!

If you live in Walla Walla, Columbia or Garfield counties, call Blue Mountain Action Council at **509-529-4980**.

You can also visit **PacificPower.net/LIBA** to learn more.



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*(Above: Example of an advertisement provided by Pacific Power on the Low-Income Bill Assistance Program in Spanish and English. Both provide the same information in the same format, using plain language and green color lettering in places to draw attention to key information.)*



### *Multicultural Campaigns – Wattsmart Residential & Business Programs*

Pacific Power has worked diligently to help customers save money on their energy costs and increase awareness of potential savings options. The Wattsmart® program, which centers around energy efficiency resources, is available to both residents and business customers in Pacific Power’s service area across Washington. The program allows a qualifying customer to save money when they upgrade to energy-efficient products such as appliances, heating and cooling, water heating and other equipment. Pacific Power partners with local agencies to provide low-income weatherization services to income-qualifying homeowners and renters living in single-family homes, mobile homes and apartments.

Pacific Power has teamed up with a multicultural marketing agency, Avisa Multicultural Marketing, to develop communications strategies to best reach Spanish-speaking communities. Pacific Power staff worked in partnership with Avisa Multicultural Marketing to create a multicultural earned media plan that includes relevant messaging, working closely with local influencers and media partners trusted by the community all while *engaging communities where they are*. Radio and TV interviews, influencer Facebook posts, digital and print media drove awareness and traffic to the Spanish Wattsmart landing page ([PacificPower.net/Ahorre](http://PacificPower.net/Ahorre)), where customers are empowered to use insights and make changes to reduce their energy costs and lower their carbon footprint.



*Wattsmart Program Representative Agustin Moreno (right) at [Univision KUNW](http://UnivisionKUNW.com) Spanish-language TV station with [Martin Ortiz](#) (left), news presenter, 2023.*

## *Blue Sky Renewable Energy*

Pacific Power offers customers the opportunity to participate in the Blue Sky Renewable Energy program to support renewable energy growth in the West. Participants in this voluntary program purchase 100-kilowatt-hour “blocks” of renewable energy by paying a few dollars more per month on their energy bill, depending on how many blocks they wish to purchase. Through their support, our Blue Sky participants also help fund valuable community projects such as solar arrays and batteries that reduce energy costs for nonprofits, schools, municipal governments and other organizations through sustainable renewable energy.

Blue Sky also reflects Pacific Power’s commitment to language access. The program has a Spanish-language [landing page](https://joinbluesky.com/wa/es/) (joinbluesky.com/wa/es/) that is featured with a link and callout on the English-language [landing page](https://joinbluesky.com) (joinbluesky.com). The program also sends Spanish-language acquisition emails to customers in Washington and Oregon to spread awareness of the program and invite further participation.

## *Websites / Webpages*

A key source of information made available to customers and visitors alike is Pacific Power’s website. The company provides several webpages that are offered in both English and Spanish. In recent years, the company has worked to implement simple and short vanity URLs so that customers and visitors can easily access content from Pacific Power’s various webpages. Whether someone is visiting Pacific Power’s website to pay their bill, learn about assistance options, explore program offerings, find educational information or connect with a company representative or phone number hotline, the availability of information in more than one language offers accessible options to engage and get connected.

Pacific Power’s primary website URLs:

[PacificPower.net/](https://PacificPower.net/) (English home page)

[PacificPower.net/es](https://PacificPower.net/es) (Spanish-language home page)

## *Energy Resource Center*

An additional resource available to Pacific Power customers is the company’s [Washington Energy Resource Center](https://PacificPower.net/Resource-Center) (PacificPower.net/Resource-Center). In 2021, Pacific Power staff began the yearly practice of meeting community members where they are, quite literally – company representatives traveled across Pacific Power’s Washington service area to meet with members of the public and the company’s Equity Advisory Group in one-on-one settings. Discussions covered a wide range of different topics. These conversations inspired what would become more concrete ideas in Pacific Power’s Equity Advisory Group meeting space about how to better engage with communities and provide key resources and information to them. A few meetings and months later, the Washington Energy Resource Center was created.

Pacific Power’s Washington Energy Resource Center is a webpage hosted on the company’s core website that provides information in both English and Spanish ([PacificPower.net/Ahorre](https://PacificPower.net/Ahorre)).

Included is an overview of the programs and resources that are available to Washington customers to help lower their energy bills and usage. There is also foundational educational information on energy and electricity topics. This was provided because the company learned from various community representatives that awareness and knowledge of this information was missing in many communities, and Pacific Power could connect these same people and communities with this valuable information. It would also provide a platform for Pacific Power to highlight key facts and resources.

Pacific Power's Washington Energy Resource Center includes content, links to resources and videos. These items provide an option for more than one type of customer or visitor, and acknowledges that every individual learns and consumes information in a preferred way. Customers who prefer written materials can access links to PDF program information in both English and Spanish, and customers who prefer audio and visual communications can access videos.

### *Customer Notices*

Another way that Pacific Power communicates with its customers and communities is through its customer notices. For example, customers receive billing information in one of two ways: electronically or by mail. Customers have the option to log in to their Pacific Power account to select their communications preferences for receiving communications, including billing information, or as an alternative, may contact Pacific Power's customer service team (1-888-221-7070 or 1-888-225-2611 in Spanish) to speak to an agent who can help update their communications preferences.

Periodically, Pacific Power will send mailings to customers. These can be delivered with the Pacific Power bill statement or sent as a separate letter or postcard. These letters include a customer service phone number should the customer have follow-up questions that need to be addressed. These offerings provide customers with more than one option to engage with the information and communicate with the company. Notices are also sent for items related to regulatory updates or changes to energy rates.

### *Emergency Management / Wildfire Mitigation Communications*

Pacific Power recognizes that adequate and clear communication is a key component of successful implementation of emergency management and wildfire safety communications. The company's Wildfire Mitigation Plan and related activities employ a communication plan that allows for informational updates to customers using multiple methods of contact.

- Pacific Power works with public safety partners (including local, county, Tribal and state emergency management agencies) as they are a key part of communication plans during extreme weather events. They provide essential insight into the geographic and cultural demographics of affected areas to advise on protocols that address limited broadband access, language access and medical, vision or hearing impairment needs. Pacific Power’s initial communication with local public safety agencies starts as early as possible when weather forecasts indicate an extreme weather event is possible. The company also communicates with these partners throughout the year to maintain relationships and provide information about any changes to operational practices or planning.
- Pacific Power’s Public Safety Power Shutoff webpage ([PacificPower.net/PSPS](https://www.pacificpower.net/PSPS)) provides timely and detailed information regarding potential and actual PSPS events for a specific location. The website has the bandwidth to manage site traffic under extreme demand because it has implemented bandwidth capacity to a level that will allow for increased customer access while maintaining site integrity. The PSPS webpage provides visitors with an interactive map where users can input an address to see if a residence or business could be affected by a PSPS. The website is easily accessible by mobile device, and a Pacific Power app is available for mobile devices, which enables customer access to real-time outage updates and information. To ensure that the website information is provided in identified prevalent languages, the PSPS webpage has a message in nine languages – including Chinese traditional, Chinese simplified, Tagalog, Vietnamese, Mixteco, Zapoteco, Hmong, German and Spanish that states “A customer care agent can speak with you about wildfire safety and preparedness. Please call 888 221-7070.” The company continues to work with public safety partners and community-based organizations to determine if additional languages should be included.
- Customers with specific language needs can contact the company’s customer service number (1-888-221-7070) and request to speak with an agent that speaks their preferred language. Pacific Power employs a dedicated Spanish-speaking customer care team (1-888-225-2611) and contracts with a 24/7 service that provides interpretation in real-time over the phone in 351 languages and dialects. Customer care agents have received training to facilitate a conversation between the customer and interpretive service to ensure the customer receives the information they are looking for.
- Direct customer notifications are made by way of outbound calls, text messaging and email notifications. Company representatives may make personal outbound calls with known vulnerable customers as time allows during extreme weather events.
- Additional methods of notification include the use of social media sites including Facebook and X (formerly known as Twitter).
- Through input from public safety partners and community-based organizations, the company has deployed English and Spanish paid media campaigns to raise awareness and promote action on wildfire preparedness and safety.

- Pacific Power offers supporting materials including print and digital collateral pieces such as factsheets, flyers, brochures, infographics and safety checklists. These items are accessible through the company wildfire safety webpages and are offered physically at public meetings and community events in both English and Spanish. They are also provided to community-based organizations and public safety partners for use at events or to hand out to the public.

Pacific Power’s communications team continues to update materials to ensure that information distributed is relevant, accessible and actionable. Each year prior to fire season, Pacific Power distributes updated wildfire safety information to press outlets across the company’s service area as an additional outreach measure.

## Language Services

### *Interpretation Services*

Over the years, Pacific Power has offered Spanish and American Sign Language interpretation services at emergency preparedness and wildfire safety public events, during regulatory public engagement sessions and to support program media campaigns. The company has accumulated data over the years that captures the breadth of services and investments in these areas. Pacific Power staff evaluate progress year after year to ensure interpretation investments continue to align with current customer language needs. This will ensure access to timely and accurate information.

**Table C – Non-English communication channels used, by program or topic**

<b>Program or Topic</b>	<b>Language</b>	<b>2020</b>	<b>2022</b>	<b>2023</b>
Billing Options / Customer Service	Spanish	4	1	2
Energy Assistance (Low-Income Bill Assistance)	Spanish	5	10	5
Wattsmart Residential	Spanish	3	9	11
Wattsmart Business	Spanish	3	9	9
Energy Efficiency Education	Spanish	1	1	1
Wildfire Safety/Resilience	Spanish	1	3	2
Safety/Preparedness	Spanish	1	3	4
Planning for the Future	Spanish	2	4	3
Energy Resource Center	Spanish	0	1	1
Regulatory/Clean Energy Implementation Plan	Spanish	0	2	6
<b>Total</b>		<b>17</b>	<b>43</b>	<b>44</b>

### *Translation Services*

Transcreation, or the full adaptation of content from one language to another, goes beyond translation to ensure that valuable resources and information are provided in the original tone and style, while respecting the nuanced cultural and other contexts of a language’s speakers. Transcreation allows Pacific Power to truly engage with customers who speak a language other than English when the company provides them with essential information.

A specific example of this work in action was the company’s June 2024 Yakima County, Washington, public forum on wildfire safety and planning. The forum included American Sign Language and Spanish-language interpretation, translation and transcreation of content.

**Table D – Number of Programs for which Pacific Power Provides Translation Services or Translated Material in Washington**

<b>Program</b>	<b>No. of Languages (incl. English)</b>	<b>Format (e.g. telephone translation, brochure, notices, website)</b>
Billing Options / Customer Service	351*	Telephone
Billing Options / Customer Service	2	Website, bill message
Energy Assistance (Low-Income Bill Assistance)	2	Advertising, social media, brochures
Disconnection Notices	2	Mail/email notices, telephone calls
Wattsmart Residential	2	Advertising, bill inserts, emails, social media, brochures
Wattsmart Business	2	Advertising, emails, direct mail, brochures
Energy Efficiency Education	2	Brochures
Wildfire Safety/Resilience	10	Advertising, website, email, brochures
Safety/Preparedness	2	Social media, website, email
Planning for the Future	2	Advertising
Energy Resource Center	2	Website, brochures
Regulatory/Clean Energy Implementation Plan	2	Website, meetings, meeting materials
<b>Total</b>	<b>351*</b>	

*(\*PacifiCorp has a dedicated call center team of Spanish-speaking representatives. For customers who may speak other languages, the company’s call center works with a contracted interpretation service to assist with questions in over 350 different languages.)*



## Training & Internal Development

### *Front Line Staff/ Customer Call Center*

Customers with specific language needs can contact the company’s customer service line and request to speak with a customer care agent who speaks their preferred language. The company employs several bilingual (Spanish and English) customer care professionals to support language access. The company’s dedicated call center team works with a contracted interpretation service that can assist with questions in over 350 different languages. This interpretation service provides 24/7 interpretation of spoken communications in real-time over the phone in Chinese, Cantonese, Mandarin, Tagalog, Vietnamese and a variety of other languages and dialects year-round. Customer care agents have received communications training to facilitate a conversation between the customer and interpretation service to ensure the customer receives the information they seek. Table E shows calls held in 2023 in languages other than English, offering insights into the language access needs of customers.

**Table E – PacifiCorp’s call counts for languages other than English in 2023:**

<b>PacifiCorp 2023 Calls by Language</b>		
<b>Language</b>	<b>Call Total</b>	<b>Percentage</b>
Spanish	20,698	97.137%
Portuguese	152	0.713%
Mandarin	83	0.390%
Russian	57	0.268%
Arabic	43	0.202%
Vietnamese	40	0.188%
French	35	0.164%
Somali	21	0.099%
Dari/Farsi	19	0.089%
Korean	18	0.084%
Iranian Farsi/Persian	16	0.075%
Ukrainian	15	0.070%
Kinyarwanda	12	0.056%
Amharic	11	0.052%
Swahili	11	0.052%
Farsi-Afghan-Dari	9	0.042%
Cantonese	7	0.033%
Pashto	7	0.033%
Tigrinya	6	0.028%
Japanese	5	0.023%
Oromo	4	0.019%
Thai	4	0.019%
Creole	3	0.014%



<b>PacifiCorp 2023 Calls by Language (Cont.)</b>		
<b>Language</b>	<b>Call Total</b>	<b>Percentage</b>
Hmong	3	0.014%
Maymay	3	0.014%
Rohingya	3	0.014%
Romanian	3	0.014%
Turkish	3	0.014%
Cambodian/Khmer	2	0.009%
Hindi	2	0.009%
Lao	2	0.009%
Tamil	2	0.009%
Bosnian	1	0.005%
Burmese	1	0.005%
Greek	1	0.005%
Khmer/Cambodian	1	0.005%
Krio	1	0.005%
Lingala	1	0.005%
Mongolian	1	0.005%
More/Moshey	1	0.005%
Punjabi	1	0.005%
<b>Total</b>	<b>21,308</b>	<b>100%</b>

*(Information provided by PacifiCorp's customer call center team, 2023. Received data was based on activities conducted in all six states served by PacifiCorp.)*

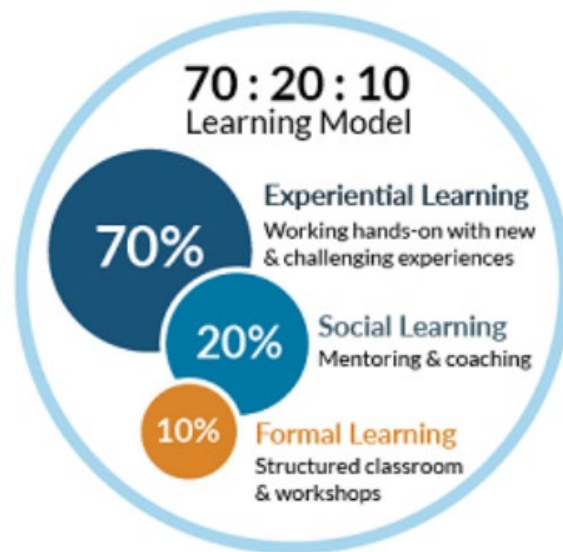
### ***Commitment to Using Clear and Plain Language***

PacifiCorp's customer and corporate communications team understands the value of using plain language in customer-facing communications and employs an editing process that considers the accessibility of information to everyday customers and readers. The team strives to comprehensively explain complex technical concepts regarding electric service, rates, regulatory matters, infrastructure development, new technologies and other topics in a manner accessible to diverse audiences, including those who do not speak English as their primary language.

## *PacifiCorp Learning & Development Team*

Pacific Power recognizes that to deliver exceptional customer service, each employee must be supported with the tools and resources to provide it. PacifiCorp’s learning and development team’s mission is to create effective and appropriate learning opportunities that help retain top talent, improve productivity and keep employees engaged and motivated. The learning and development team offers a range of training opportunities and support services to help employees and teams build a foundation for the knowledge, skills and abilities that lead to positive outcomes. From in-person to online, instructor-led to computer-based training, the PacifiCorp learning and development team assists in planning, developing, conducting and assessing training using the latest proven learning methods.

A component of Berkshire Hathaway Energy’s 70/20/10 career development model, the team is committed to supporting education and training for all employees.



*(Berkshire Hathaway Energy’s learning model emphasizes multiple distinct types of learning that help contribute to an employee’s success.)*

## *Internal Language Access Resources for Employees*

Accessibility features are made available within the programs the company uses. Commonly used are Microsoft and Articulate for job aid and course creation. Articulate Rise 360 and Storyline 360 broadly support [Web Content Accessibility Guidelines 2.1 AA criteria](#) and provides success criteria for [Rise 360 Accessibility Conformance Report – Articulate Support](#) and [Articulate Storyline 360 Accessibility Conformance Report – Articulate Support](#). Microsoft Sways are available as an alternative method for some training, such as those needing to complete training via mobile phone or limited internet bandwidth, which provides additional [Accessibility features in Sway – Microsoft Support](#).

Employees also have access to self-assigned courses in the company’s learning management system, such as introduction to writing, business vocabulary and common industry acronyms.

## Evaluation

### *Effectiveness*

How do we know we are being effective with the language access tactics we roll out?

### Surveys

Pacific Power often uses surveys to better understand customer behaviors and needs, and to collect data when other sources cannot provide what the company is looking for. One survey administered by Pacific Power in its Washington service area is the Residential Survey. This survey is administered in English and Spanish and includes a phone interview option for a specific number of customers. Last administered in the fall of 2023, Pacific Power’s Residential Survey was administered by a third-party contracted group (MDC Research) that fielded the survey over the course of a month. Pacific Power then worked to evaluate data from the survey.

A key portion of Pacific Power’s Residential Survey includes demographic-focused questions intended to help the company better understand the individuals and groups within Pacific Power’s service area. Questions that include information on education, household member ages, employment status and, importantly, primary language(s) spoken at home. Table F below illustrates the results from Pacific Power’s Residential Survey regarding the primary language spoken at home. Pacific Power received 4,828 responses to the question “What is the primary language(s) spoken at home.” Of note, given low survey response rates for non-English speakers, the results below differ from the results available from the U.S. Census Bureau. Also, the total of Table F below exceeds 100 percent, as respondents were allowed to select multiple languages spoken at home.

Below is the specific question that was included in Pacific Power’s latest Residential Survey that addressed language:

Q34. What is the primary language(s) spoken at home?

*Please select all that apply.*

- 11 English
- 12 Spanish
- 13 Mandarin, Cantonese or similar
- 14 Japanese
- 15 Korean
- 16 French
- 17 Russian
- 18 Vietnamese
- 19 Tagalog
- 20 Somali
- 21 Hindi, Bengali or similar

- 22 Swahili or similar
- 23 German
- 24 Pacific Island language
- 25 Tribal language
- 99 Other (Please specify): \_\_\_\_\_
- 98 Prefer not to answer

**Table F – 2023 Residential Survey Results for Primary Language(s) spoken in Homes within Washington Service Area**

<b>Language</b>	<b>All Households</b>
English	91.9%
Spanish	7.9%
Other language not listed	0.5%
German	0.4%
French	0.2%
Tagalog	0.2%
Tribal language	0.2%
Japanese	0.1%
Mandarin, Cantonese, or similar	0.1%
Pacific Island language	0.1%
Russian	0.1%
Vietnamese	0.1%
Hindi, Bengali or similar	0.0%
Korean	0.0%
Somali	0.0%
Swahili or similar	0.0%
<i>Prefer not to answer / no response</i>	4.9%

Pacific Power recognizes that surveys can be a limited source of information, as only a percentage of the target audience engages with and completes them. That said, including survey questions that involve language needs and/or preferences helps the company understand whether existing communications are reaching customers or if changes need to be made. An opportunity for Pacific Power in its next Washington Residential Survey is to target language access more specifically to identify if customer needs are being met by the company in its communications. This addition and further analysis could help the company focus additional attention to target customer groups with more unique language access needs.

**Customer Benefit Indicators**

Pacific Power has come a long way in developing its Customer Benefit Indicators. A product of the 2019 Clean Energy Transformation Act law in Washington, Pacific Power’s Clean Energy Implementation Plan Customer Benefit Indicators were created in collaboration with parties and the company’s Washington Equity Advisory Group. These metrics are designed to measure the benefits and impacts to customers in Washington as the company moves towards a clean energy future.

Pacific Power’s current Customer Benefit Indicators include:

Customer Benefit Indicators	
1	Increase culturally and linguistically responsive outreach and program communication including <b>increased availability of translation services for all PacifiCorp Programs, including credit, collection, and payment</b>
2	Increase community-focused efforts and investments
3	Increase participation in company energy and efficiency programs and billing assistance programs
4	Increase efficiency of housing stock and small businesses, including low-income housing
5	Increase renewable energy resources and reduce emissions
6	Decrease households experiencing high energy burden
7	Improve indoor air quality
8	Reduce frequency and duration of energy outages
9	Reduce residential customer disconnections
10	<b>Increase Named Community clean energy</b>

*(Note: Pursuant to Pacific Power’s 2021 Revised Clean Energy Implementation Plan Settlement Conditions, new additions to the company’s Customer Benefit Indicators are reflected in **blue** text.)*

Pacific Power is adding additional individual metrics to Customer Benefit Indicator 1, which will include the following:

- Number of programs for which Pacific Power provides translation services or translated materials, and
- Number of languages PacifiCorp uses for translated materials.

This Customer Benefit Indicator was designed to more appropriately engage with customers to reduce burdens and increase non-energy benefits for Washington customers. Pacific Power is tracking outreach in non-English languages and the percentage of Pacific Power survey responses received in Spanish. These metrics capture the breadth and effectiveness of our outreach in languages other than English and our ability to receive feedback from customers that prefer languages other than English.

### **Adaptive Practices/Processes**

Pacific Power’s teams work to continuously provide updates to materials and tactics to ensure information shared is relevant, accessible and actionable.

Below is an example of how this practice is followed in relation to wildfire safety and preparedness information:



### *Relational Partnerships*

One area that Pacific Power prides itself in is building strong partnerships with community partners. The company has continued to collaborate with various groups to develop best practices, knowing that the impact is greater when we work together. Pacific Power works to adopt effective outreach practices employed by community partners. Some of the groups Pacific Power has worked alongside on different activities include:

- Washington State Agencies
- Community-Based Organizations
- Community Action Agencies
- Trusted Community Messengers
- Small Business Networks
- Trade Allies

Pacific Power knows these frontline groups hold expertise in engaging with members of the public effectively. They provide key services and information to community members in a variety of ways based on the preferences of each individual. This includes providing language accessibility measures to ensure all have the same opportunity to connect and engage with resources and information shared. Pacific Power staff invest time and, in some instances, resources to support the work these groups conduct in the community for a more positive impact.

Learnings that have come from discussions with community representatives include:

- The use of plain language is necessary.
- Meeting communities/people “where they are” is important.
- Show up and support the community through organized community events.
- Embracing “Distributive Leadership” where all are recognized as subject matter experts.
- Do not duplicate engagement efforts as it exhausts resources and people; instead, work alongside others who have the same goals or objectives.

Elevating the voices and the needs of historically under-engaged and underrepresented communities should be a key focus for all.

## *Leadership / Accountability*

How is the company supporting language access?

- The implementation of specific language access policies and procedures.
- Prioritize language accessibility for both employees and customers (ex: could develop a training/informational online seminar on this topic specifically; externally, could be a topic to further explore with Washington Advisory Groups).

## *Learnings & Additional Growth Opportunities*

- Emphasis on the importance of relational partnerships (partnerships built on trust).
- Highlight some lived experience examples (internal and external).
- Create a communication support system; disseminating language assistance services information not when an issue arises but as a common practice with a bundle of other available resources to support employee growth which in turn will pay dividends externally for customers and communities alike.
- Policies and procedures (can call out as an area for improvement, this is limited at least in the realm of language accessibility); access to additional language resources remains a bit unclear from sources.
- Methods and approaches to improving language accessibility evolve as more information and tools emerge in the market. We acknowledge the need to foster a corporate culture that leans into continued exploration and education on best practices and available tools to eventually employ such strategies to improve outcomes for our customers. We see opportunities to develop and foster partnerships as we surface best practices.
- What are some of our practices around procurement with third-party communications and marketing teams? What are our expectations around prioritizing language accessibility as a definable outcome?

## **Conclusion**

### *Our Considerations for Ongoing Improvements*

At Pacific Power, we are aware that the work of ensuring language access for our customers and communities is ongoing. We are committed to finding ways to continuously expand and improve our Language Access Plan and the day-to-day work it reflects on behalf of customers. The company is actively exploring additional ways to expand language access in the near-term:

- The company will provide valuable information in additional languages on the [Contact Us](#) section of our website, a key gateway for further engagement with customers.



- Pacific Power will leverage relationships with Equity Advisory Group members to identify additional low-cost communication channels and trusted community partners to potentially expand opportunities for information sharing and engagement in languages other than English and Spanish.
- The company plans to engage with local television media in our Washington service area twice a year – before wildfire season in the spring and summer months and before winter storms – to pitch stories that explain how customers speaking a variety of languages can access essential preparedness resources and contact the company for further information.

### *Ongoing Commitment to Inclusion and Belonging*

Pacific Power is committed to fostering inclusion and belonging for our customers, communities and employees. The company continues to build a workplace that is inclusive and welcoming, enriches the lives of our employees, enhances the communities in which we live and work, and delivers positive business results. We are committed to regulatory integrity, including upholding all local, state and federal laws and regulations governing hiring and employment practices. We are committed to our employees and to workplaces where all employees can thrive and grow. We are committed to customer service and the environmentally conscious stewardship of essential infrastructure. We are committed to operational excellence and delivering strong business results.

During employee recruitment, we strive for a diverse pool of applicants and an unbiased evaluation of candidates. Pacific Power demonstrates this in its hiring practices, which include:

- Posting language that accurately and specifically defines job responsibilities, desired candidate skills and experience requirements.
- Identification of recruiting opportunities, including job posting sites and career fairs.
- Efforts to utilize diverse interview panels and/or the inclusion of diversity-related interview questions.

For us, perfection is not the goal; rather, this draft document serves as the starting point for continued conversations with community and the refinement of best practices to better serve our customers across Washington. The language access needs of our customers and community will never be stagnant. We anticipate continuous reflection and discussions among our partners and internally to stay on top of emerging needs and multicultural catered activities that will ensure we can effectively communicate with our customers and communities whether in an emergency or to support routine business matters. We are committed to ensuring the widespread and nondiscriminatory availability of accurate, timely and important information for all our customers.

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