

**EXH. AJP-__X
DOCKET UE-210795
2022 PSE CEIP
WITNESS: AUSTIN J. PHILLIPS**

**BEFORE THE
WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION**

In the Matter of
PUGET SOUND ENERGY, INC.
2021 Clean Energy Implementation Plan

Docket UE-210795

**EXHIBIT TO THE CROSS-EXAMINATION OF
AUSTIN J. PHILLIPS
ON BEHALF OF NW ENERGY COALITION AND FRONT AND CENTERED**

JANUARY 24, 2023

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

**Docket UE-210795
Puget Sound Energy
PSE 2021 Clean Energy Implementation Plan**

FRONT AND CENTERED AND NW ENERGY COALITION DATA REQUEST NO. 047:

DATA REQUESTS DIRECTED TO: Kara Durbin

Re: Equity Data

Please provide a complete list of each “outreach and marketing campaign” in a community with high energy burden identified by PSE as referenced on page 3 of the 2022-2023 Biennial Conservation Plan.

Response:

This terminology is based on language used before the Clean Energy Implementation Plan incorporated the definition of “named communities.” The types of outreach and marketing campaigns Puget Sound Energy uses to engage these communities include social media organic content and paid advertising, email, search engine marketing, digital advertising, bill inserts, radio advertising, print advertising, press releases, direct mail, print collateral, pse.com content, presentations, along with in-person and virtual events.

Programs targeted to these communities include:

- Low-Income Weatherization
- Efficiency Boost
- Space Heat
- Awareness Campaign
- Smart Thermostats