

**EXH. TAH-7
DOCKETS UE-240004/UG-240005
2024 PSE GENERAL RATE CASE
WITNESS: TROY A. HUTSON**

**BEFORE THE
WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION**

**WASHINGTON UTILITIES AND
TRANSPORTATION COMMISSION,**

Complainant,

v.

PUGET SOUND ENERGY,

Respondent.

**Docket UE-240004
Docket UG-240005**

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

TROY A. HUTSON

ON BEHALF OF PUGET SOUND ENERGY

FEBRUARY 15, 2024

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**SIXTH EXHIBIT
TO THE PREFILED DIRECT TESTIMONY OF
TROY A. HUTSON**

Q. What are some of the community engagement efforts being made by PSE in Named Communities?

A. Community engagement efforts that occur across many PSE departments are detailed below. These efforts build trust, gather, evaluate and integrate community input, increase program enrollment, and continuously learn and understand named communities.

CEIP's Public Participation Plan: PSE continues to implement the CEIP's Public Participation plan,¹ including the additional conditions set forth from the Commission's Order from June 6, 2023.²

CEIP Customer Education and Awareness Program (CCEAP): The CEIP Customer Education and Awareness Program (CCEAP) was formed to enable customers in Named Communities to learn about PSE's clean electricity transition and clean energy investments by:

- Meeting customers where they are with useful and engaging information, with the purpose of increasing access to and understanding of clean energy,

¹ Docket UE-210795, Clean Energy Implementation Plan Biennial CEIP Update, Appendix C (Nov. 1, 2023).

² Docket UE-210795, Final Order 08 ¶ 316, Conditions 27 & 28.

- Empowering customers and communities who bear the highest energy burdens and experience critical barriers to make informed decisions about their energy use, and
- Building understanding about clean energy and its value and benefits in order to illuminate pathways for customer participation.

Community listening is the cornerstone of the program. The program creates experiential learning opportunities and provides accessible content about clean energy. The program will consistently adjust its messaging and engagement tactics to reach specific communities based on community input about engagement preferences, and energy topics of the greatest interest to communities and customers.

Customer Energy Management (CEM): The Customer Energy Management (CEM) team empowers customers to reduce and shift their energy use. Its core projects are the deployment of the Biennial Conservation Plan (BCP), demand response, and targeted electrification programs. Advancing equity is an important aspect of certain programs tailored for customers such as small businesses, multifamily properties, and customers with low-to-moderate incomes. CEM also developed a Community Engagement Plan so that PSE is listening to the voices of customers in Named Communities.

Community Affairs: PSE's Community Affairs team members are located throughout PSE's service territory and partners with Community Based Organizations (CBO) representing many in our named communities, listens to

1 feedback, and shares what resources PSE has to help the clientele/community that
2 they serve.

3 **Customer Outreach:** PSE's Customer Outreach team are customer advocates
4 that use locally based knowledge and relationships to help businesses and Named
5 Communities. They build partnerships in the communities, share program
6 collateral, teach workshops and connect customers directly to programs. They
7 also help customers identify ways to reduce their energy bill and meet their
8 sustainability goals, while supporting PSE's clean energy future.

9 **Bill Discount Rate:** With the launch of PSE's Bill Discount Rate on October 1,
10 2023, PSE implemented a robust customer outreach campaign where efforts were
11 focused on reaching seniors, native Spanish speakers, and gas and dual fuel
12 customers. Further details can be found in the Prefiled Direct Testimony of Carol
13 L. Wallace, Exh. CLW-1T.

14 **Equity Advisory Group & Forum Events:** PSE's Equity Advisory Group
15 (EAG) hosted two Equity Forums listening events in September 2023 where EAG
16 members and CBOs were invited to attend. These events provided space for
17 dialogue among community leaders and members to share their experiences
18 related to barriers to addressing community needs, including access to clean
19 energy programs and services. Participants also discussed potential solutions to
20 overcome these barriers. The forums took place in Mt. Vernon and Renton, WA
21 and were sponsored by PSE. The EAG and PSE acknowledge that these two

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locations do not represent all communities in PSE’s service area. These two listening events offered PSE additional understanding of the lived experiences of customers in named communities and future opportunities to partner with communities, such as setting up a clean energy living lab at Skagit Valley College for community members to learn about clean energy technologies. The forums provided a valuable space for community members to voice their experiences, form relationships, and meet in person after much virtual collaboration in recent years. PSE is considering when and how to host additional equity forums or similar gatherings in the future in support of their overall equity and clean energy goals.