



Equity Advisory Group – Equity Lens Session

Meeting Date: 10/23/2024
 Time: 12:00 pm – 1:30 pm
 Location: Zoom Meeting

Attendees:

Facilitator	Present	EAG Member	Member Organizations
Amber Lenhart	<input type="checkbox"/>	Clyde Abrahamson	Spokane Indian Housing Authority
Avista Team Member	<input type="checkbox"/>	Margee Chambers	Spokane Clean Air
Kelly Dengel	<input type="checkbox"/>	Connie Kliewer	NEWESD101
Alvaro Figueroa	<input type="checkbox"/>	Clair Trapp	Rural Resources
Dan Blazquez	<input type="checkbox"/>	Joe Reilly	SNAP
Amanda Ghering	<input checked="" type="checkbox"/>	KJ January	Spectrum
Christine Tasche	<input type="checkbox"/>	William von Bracht	Othello, school English as 2nd language
Kelsey Solberg	<input type="checkbox"/>	Michele Bennington	Community member at large
	<input type="checkbox"/>	Brook Beeler	Department of Ecology Eastern Region
	<input type="checkbox"/>	Jupiter McGee	Sunrise Spokane Affiliation (youth led) (Facebook)
	<input type="checkbox"/>	Vanessa Strange	Spokane Public Library
	<input checked="" type="checkbox"/>	Tami Dillion	Providence
	<input type="checkbox"/>	Latrice Williams	Community Member/ WA state board of Equity
	<input checked="" type="checkbox"/>	Cindy Kimmet	Takesa Village
	<input type="checkbox"/>	Carmen Groom	SNAP
	<input type="checkbox"/>	Sandra Childers	Rural Resources
	<input checked="" type="checkbox"/>	Sue Lani Madsen	Washington Rural Environmental Network (WREN)
	<input checked="" type="checkbox"/>	Jean Kindem	Aging & Long-Term Care of Eastern Washington
	<input checked="" type="checkbox"/>	Karen Boone	Red Cross
		Guests	
		Joshua Dennis	WUTC

Agenda

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EAG Equity Lens Session Meeting Notes

I. Welcome & Introductions

Overview of Meeting: Rules and Intent

II. Partner Share

- This weekend the 26th, Dom and Bomb is hosting a fashion show and proceeds go to Spectrum Spokane. Please attend, there is a free session in the afternoon and a paid one in the evening.
- Spectrum Hosting a movie night at the Lantern, graphic to follow.
- UTC is currently working on rulemaking for HB1829 Duel fuel system plans (PSE), if interested in conversations see link to follow from Joshua

III. Vulnerable Populations Discussion

Reviewed WAC 480-100-605 definitions of highly impacted communities and vulnerable populations. How Avista used the WA Department of Health (DOH) health disparities map to use highly impacted communities to help identify vulnerable populations combined with the Justice 40 mapping to overlay the data and determine which customers are located in named communities and ensure we are not unintentionally missing customers.

Member: I am curious to know, following the election what kind of emphasis will be made by the winning party that will impact the justice 40 map. Maybe we can discuss at the next meeting if needed.

Member: Citizenship, so the immigrant population is vulnerable, and the community that KJ represents is not included, also those with disabilities.

Facilitator: We had a lot of conversations on how people are not mappable and we may not know exactly where all these populations live and how we identify them on a mapping level.

Member: Mapability is an interesting challenge, I had not thought of that, but how do we acknowledge resiliency as an issue, poverty may or may not be the reason, they may not have an alternate source of heat during the winter, so losing access to power or gas may be a threat as they do not have an alternate source of heat. As an EMT I have visited houses where they are relying solely on space heaters to stay warm all in one room. If power goes out they are severely distressed.

Guest: Has the EAG considered a distributed equity analysis that directly impact the community, it is ok to discuss a DEA in future meetings

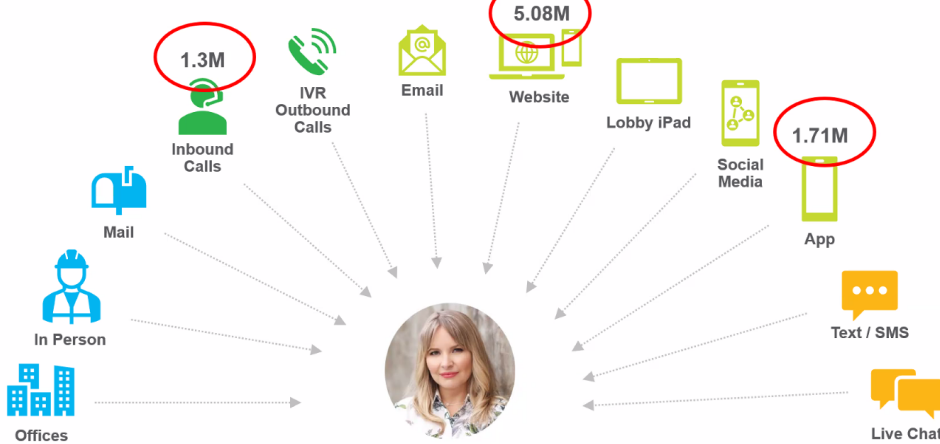
Member: What about the elderly population, ALTCEW state council has a lot of information about the disabled and elderly community and how they may be affected by work Avista may be planning to do

Member: Add Mead area where in justice 40

IV. Multi-Language Strategy Update

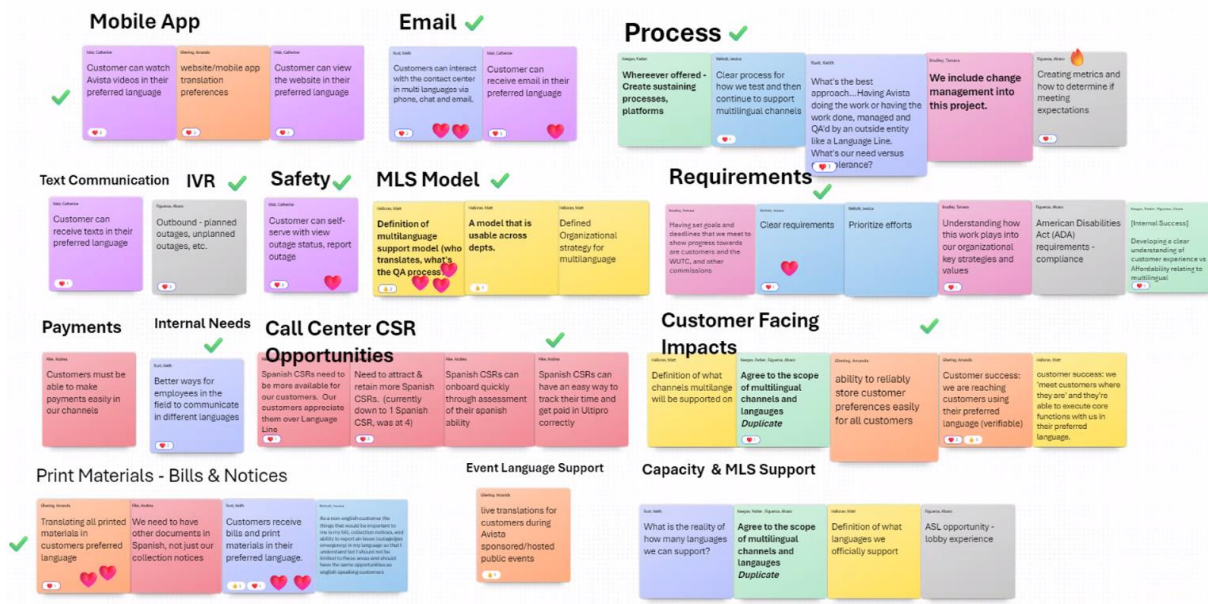
Customer facing channels, how we interact with customers and how they interact with us:

Avista-Customer Interaction Opportunities



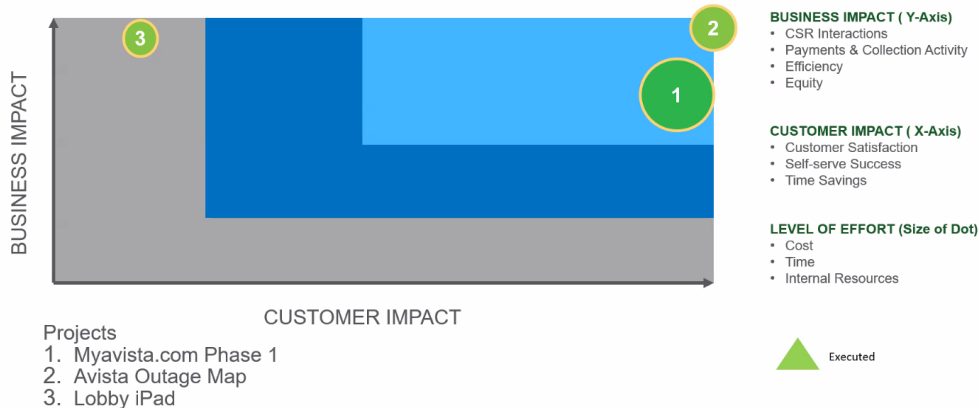
With the top 3 communication channels being the website, the mobile app, and inbound calls.

Prior to 2024, multi-language customers or non-English speaking customers only had one avenue of communication with Avista which was an inbound phone call. We met as an internal team to discuss barriers for customers and what potential solutions could be. We organized opportunities into categories as shown below:



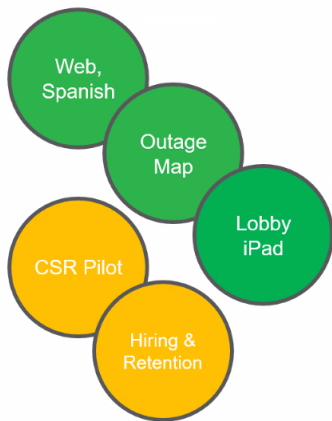
Ranked opportunities based on business impact and customer impact

Roadmap | Opportunity Scoring and Mapping



Here are the proposed projects listed below: we will ask a poll question in a moment to receive your input on what you think are the most beneficial projects to work on next.

MLS Priority



Project prioritization underway-

1. (Complete) Myavista.com Phase 1 (Spanish)
2. (Complete) Avista Outage Map
3. (Complete) Lobby iPad
4. [1] Spanish Automated Phone System
5. [1] Bills
6. [1] Email – External Communications
7. [1] Notices & Letters
8. [2] Text Campaigns
9. [2] Avista Mobile App
10. [2] Customer Language Preferences
11. [2] Rebates
12. [3] Myavista.com, *Russian*
13. [3] Bidgely – energy usage vendor on website
14. [3] Non-HTML, Web
15. [3] Bill Inserts
16. [3] Email – CSR-facing Communications
17. [3] Chat
18. [3] Two Way Text

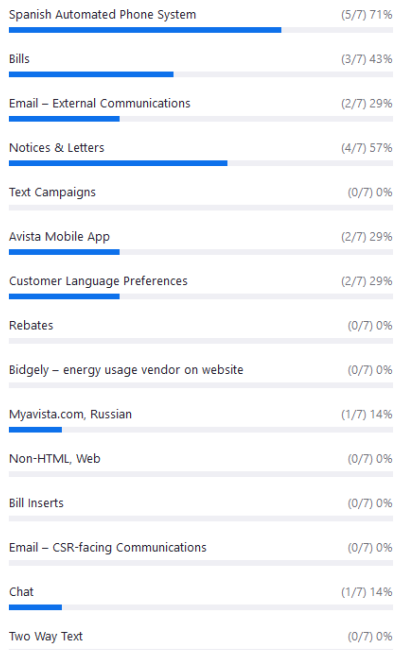
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MLS Choose Top 2 or 3 Priorities

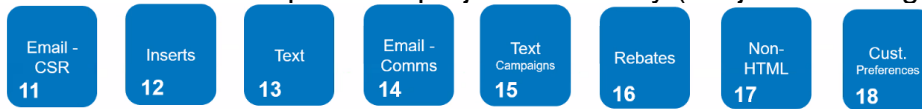
Poll | 1 question | 7 of 11 (63%) participated

1. Multilingual Strategy Project Priority (Multiple Choice)

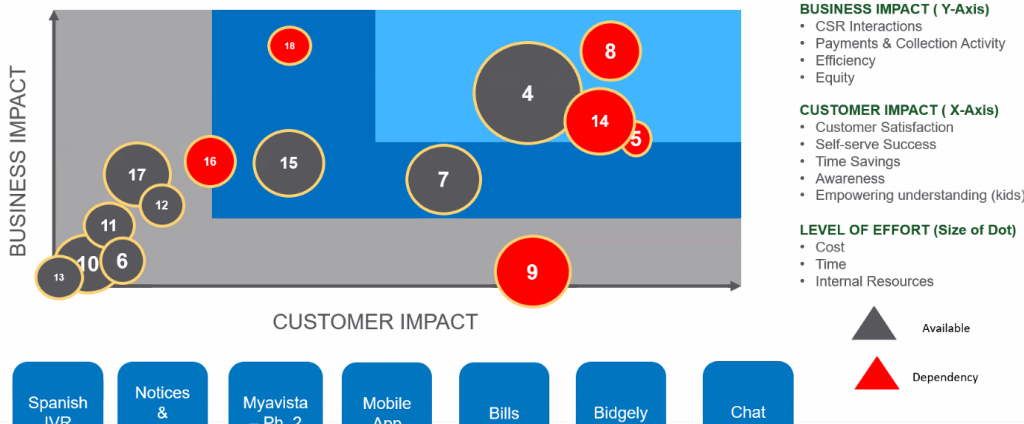
7/7 (100%) answered



Here is how we ranked the potential projects internally (subject to change after this EAG conversation




ROADMAP | OPPORTUNITY SCORING AND MAPPING



Member: How does this fit in with named communities and what Dan presented? When you look at who is accessing those services, are those that are the most vulnerable accessing services that Avista offers to the greatest extent that they could, I am wondering if anyone in your service area is having conversations with people to help challenge some of their beliefs, those who don't reach out for help even if they need the police they won't reach out.

Company: How to be equitable, we created a visual tool that helps us to determine next steps, we try to identify those languages that are within our service territory.

PROJECT	SPANISH	RUSSIAN	ARABIC	MANDARIN	UKRAINIAN	VIETNAMESE	MARSHALLESE	DARI
MYAVISTA.COM	April-24							
SPANISH IVR								
AVISTA BILLS								
EMAIL - COMMUNICATIONS								
NOTICES & LETTERS	August-21	+	+	+	+	+	+	+
TEXT CAMPAIGNS								
MOBILE APP	+		+	+				
CUSTOMER PREFERENCES								
REBATES								
IN PERSON PAYMENT SOLUTION	September-24							
STORM CENTER	June-24							
BIDGELY								
Non-HTML (Web)								
INSERTS								
EMAIL - CSR								
CHAT SUPPORT								

 Executed
 Available
 Not Available
 Dependency
 Needs More Discovery

V. Your Support Team and Next Meeting

- Next meeting is scheduled for Wednesday November 20th and Friday November 20th.
- Please sign up for our quarterly newsletter if you have not already and we hope to see you all in October.

VI. Additional Resources

<i>Resource Link</i>	<i>Description</i>
Washington's Clean Energy Future	Avista page for CETA related activities
Clean Energy Transformation Act	Clean Energy Transformation Act - Washington State Department of Commerce
Chapter 19.405 RCW	Laws and Regulations: Revised Code of Washington Investor-owned utilities
Chapter 480-100 WAC	Laws and Regulations: Washington Administrative Code Investor-owned utilities
WA Energy Strategy	Washington State Energy Strategy
CETA Overview	CETA overview and interim assessment