



**Equity Advisory Group – Equity Lens Session**

Meeting Date: 10/25/2024  
 Time: 7:30 am – 9 am  
 Location: Zoom Meeting

**Attendees:**

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

**Agenda**

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## EAG Equity Lens Session Meeting Notes

### I. Welcome & Introductions

#### Overview of Meeting: Rules and Intent

### II. Partner Share

- Repeat from the 10/25 meeting:
  - 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
- Night of the Light hosted by “Giving Back Spokane” Friday, October 25, 2024 from 6-9 pm at the downtown Pavilion and it’s free. Wear your 70s clothes to honor Expo ’74.
- [Events - Spokane Public Library](#)
  - Saturday, October 26, 2024 from 10 am- 4 pm: 33 artists market at the Hive,
  - Saturday, October 26 from 11am -2 pm: WSU Health Fair at Shadle Park Library

### 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 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 named communities and ensure we are not unintentionally missing customers.

**Facilitator:** Repeated the comments from Wednesday’s meeting regarding the aging population, those with disabilities, LBQ +, and younger generation

**Member:** It’s interesting to note what’s able to be mapped, not all populations are mappable. That was comment from Wednesday that I thought was interesting.

**Company:** WSU is doing a statewide survey for LGBTQ populations that should be published in 2025

**Member:** Can you back to the post-it note slide, let’s make sure those items are covered by the maps.

### IV. Multi-Language Strategy Update

Language, by the Numbers:





**Member:** I'm surprised at the amount of German!

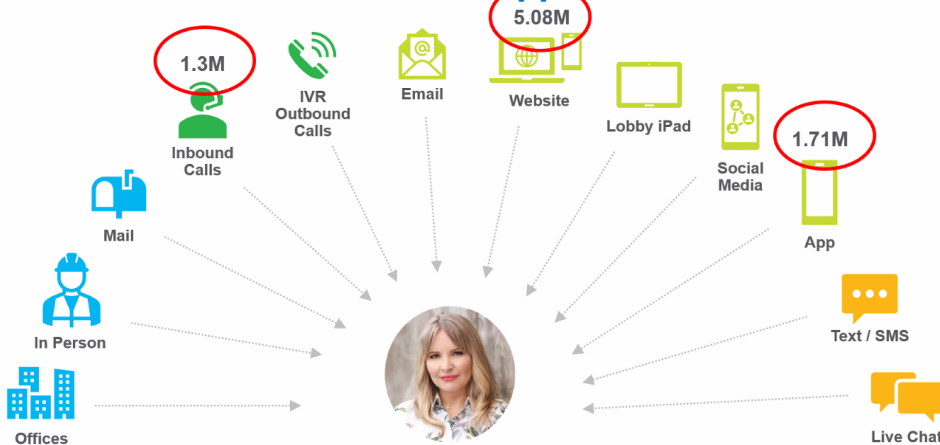
**Member:** With the German Hutterites, they're usually bi-lingual. They speak a dialect of German, but they also speak English.

**Facilitator:** Looking at the map of US and the languages, it makes me think about patterns of immigration and trends. I know in our community the change happens quickly with an influx of folks from a particular region or area. The data sources may not keep up with the trends. How can Avista be on top of these quickly changing language trends?

**Company:** We're very community orientated and have connections to non-profits (such as SNAP, Thrive and Ahana) who can speak to the change and if we're meeting the needs. We evaluate the call center calls and look at the language data monthly – if there are changes or barriers, the call center lets us know. Employees in general are good at providing feedback. And we have a chief economist who looks at data for our area, and he informs us of change/trends. We have many metrics but using them well is the key. It doesn't do anyone good if we're not looking at it regularly and incorporating it into our process and projects we're considering.

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

### Avista-Customer Interaction Opportunities



**Company:** Take a guess at three top-most customer facing channels

**Member:** Mail and phone calls

**Member:** Social media and app

**Member:** Website, app and inbound calls

**Company:** Answer – website, app and inbound calls

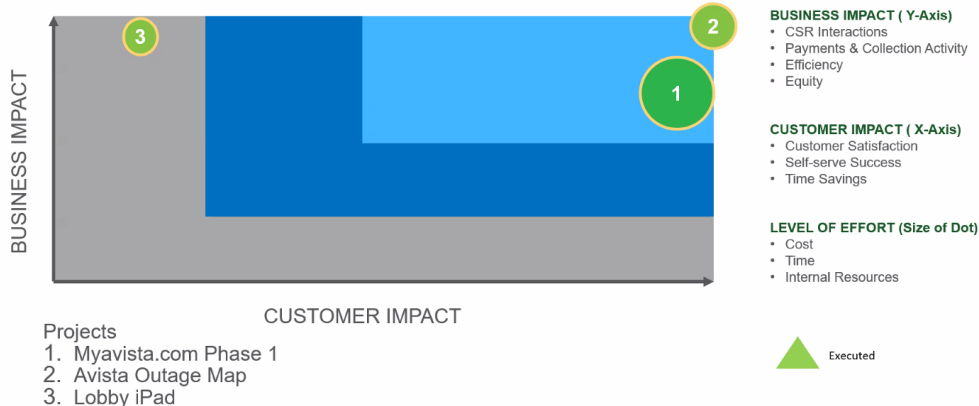
barriers for customers and what potential solutions could be. We organized opportunities into categories as shown below:

**Member:** Are the metrics of the top three channels quarterly or annually?  
**Company:** There are annual numbers from 2023.



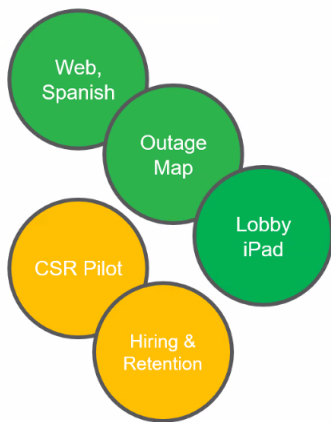
Ranked opportunities based on business impact and customer impact

## 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-

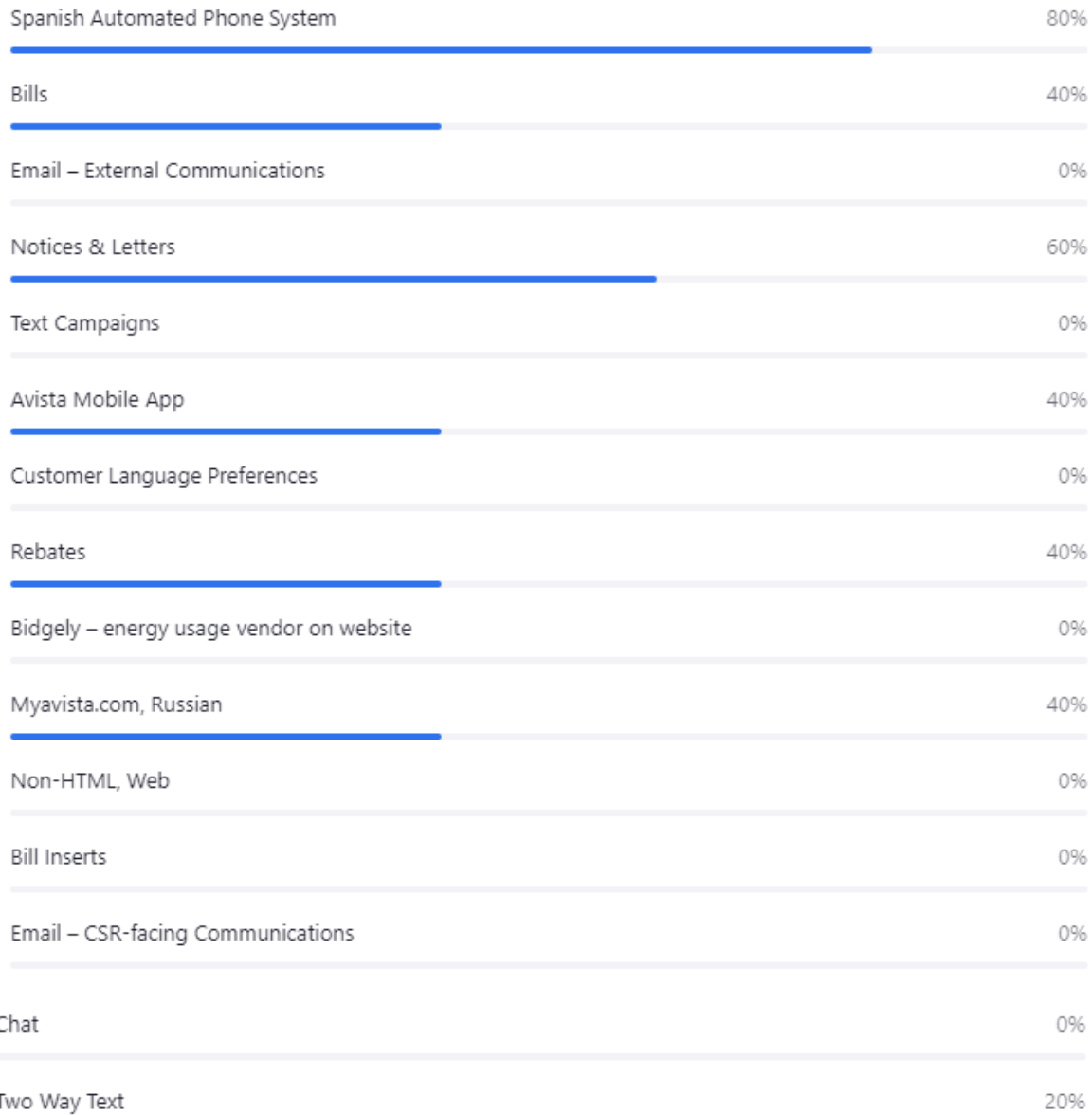
1. **(Complete) Myavista.com Phase 1 (Spanish)**
2. **(Complete) Avista Outage Map**
3. **(Complete) Lobby iPad**
4. [1] Spanish Automated Phone System
5. [1] Bills
6. [1] Email – External Communications
7. [1] Notices & Letters
8. [2] Text Campaigns
9. [2] Avista Mobile App
10. [2] Customer Language 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

You are viewing the poll results (shared by host)

## MLS Choose Top 2 or 3 Priorities Copy Saved

### 1. Multilanguage Strategy Project Priority (Multiple Choice)

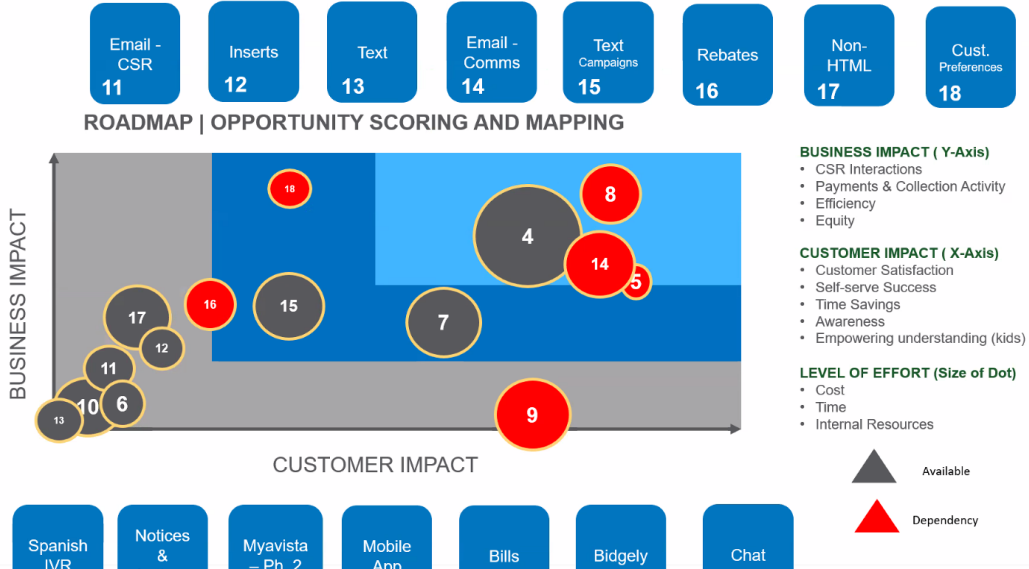
100% answered



Your answer:

Close

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



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