



# Equity Advisory Group

*Customer Barriers to Participation*

April 20<sup>th</sup> & 22<sup>nd</sup>, 2022

# Introductions & Agenda

Topic	Topic Owner
Welcome & Introductions	Amber
Overview of the Meeting: rules and intent	Amber
EAG Value & Structure Recap/Outcomes	Amber
EAG Member Spotlight	Amber
Public Participation & Clean Energy Implementation Plan	Tamara
Survey Results and Discussion	Amber
Your Support Team and Next Meeting	Amber

# Guest Introductions

- Name
  - Pronouns
- Organization
- Interest in attending



# Today's Meeting

## Equity Lens Session April 2022



Review the EAG value and structure outcomes from our March session.



Gain better insight and understanding on customer barriers to participation.

INCREASING LEVEL OF PUBLIC IMPACT				
INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.

# Rules for Engagement



- Encouraged to actively participate in discussions
- Each member will be provided time to speak
- Healthy and civil debate is encouraged
- Members should be open to new ideas and concepts
- Respectful of differing opinions
- Collectively the group should strive to align varying options (e.g., identify shared goals for different perspectives)



# EAG

*value & structure recap/outcomes*

April 20<sup>th</sup> & 22<sup>nd</sup>, 2022

# EAG

## *value & structure*

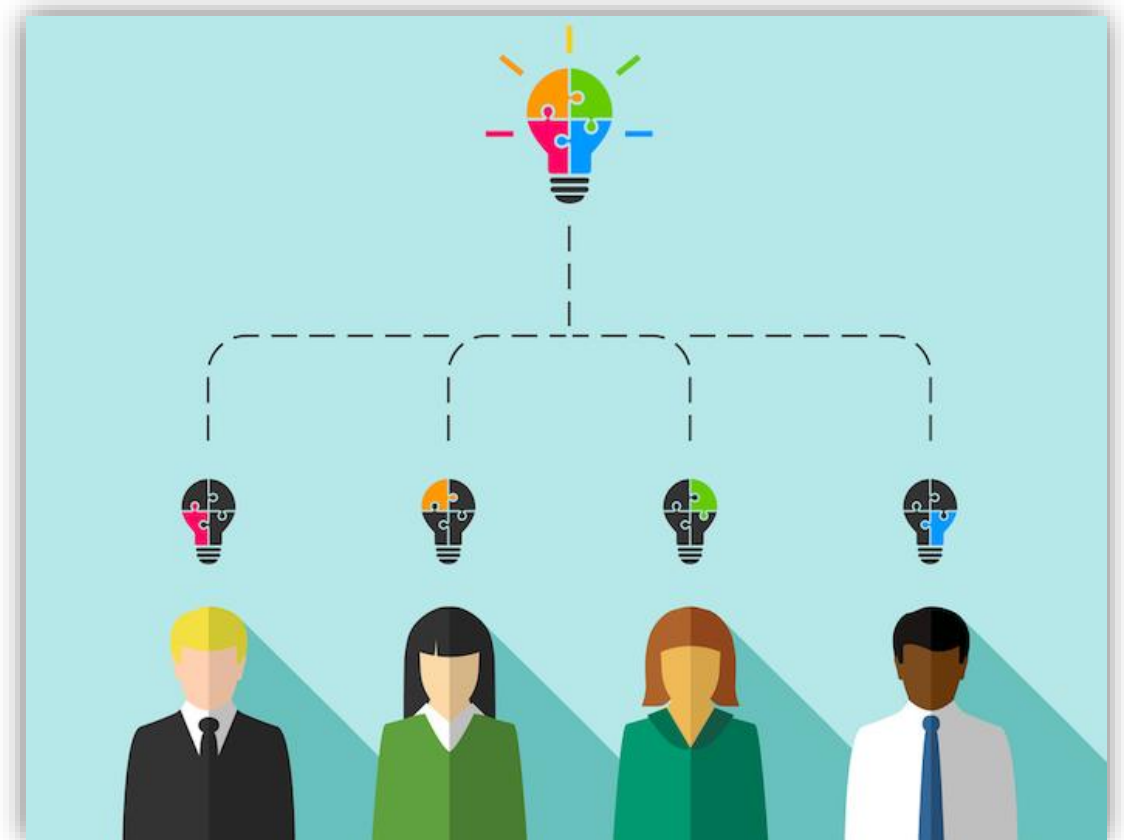
- In March 2022, the Company and EAG facilitator will assess the success of the Equity Lens Session format and if needed, will make adjustments for improvement and schedule sessions for the upcoming six months.



# EAG

## value & structure recap/outcomes

- ✓ Members understand their role in the advisory group.  
*- Wasn't as clear in the beginning when the EAG formed.*
- ✓ Members are comfortable expressing their thoughts and insights during the meetings.
- ✓ Members felt the meetings were “safe” when sharing thoughts and opinions.
- ✓ Members feel that Avista is actively listening, and their voice is heard.
- ✓ Members like our monthly topics but advise that sometimes they get to “technical.”
- ✓ Members expressed ongoing conversations around our customer benefit indicators – which we intend to do.





# EAG

## *value & structure recap/outcomes*

- ✓ We will continue offering two available days (Wednesday & Friday) to attend each month?
- ✓ We will continue with the two current time slots. (Wednesday 4:30 – 6:00pm & Friday session is 7:30-9:00am)
- ✓ Avista will an email prior to the meetings with the agenda and who is tentatively schedule to attend each session.
- ✓ We will send any “pre-work” that might be related to the session ahead of time, if needed.
- ✓ After the sessions, we will send a high level wrap up email that touches on the main discussion areas from each session.



# EAG

## *value & structure recap/outcomes (continued)*

- ✓ We will continue to meet monthly but will discuss with the group moving forward when a break may be needed (summer/holidays).
- ✓ Most felt that an in-person meeting 1-2 times a year would be beneficial. This will be an ongoing conversation – needs to be done in an equitable fashion.
- ✓ Both sessions discussed how it would be beneficial to learn more about some of your organizations. In the future we may asked for volunteers to give a 15 to 20-minute overview for the group.
- ✓ We would like our EAG members to learn about one another. One idea was to highlight the same member for both sessions...lets start that today!





# EAG

*Member Spotlight*

April 20<sup>th</sup> & 22<sup>nd</sup>, 2022

# Margee Chambers (she/hers)

## Member Spotlight

### Where do you work and what is your title?

I work for the Spokane Regional Clean Air Agency as a SIP Planning / Rule Writer. I coordinate and develop regulations and State Implementation Plans (SIPs) to meet local, state and federal laws, regulations and policies.

I have worked for the agency since 2000. I have held several positions prior to my current position: Public Information Specialist and then Compliance Assistance / Pollution Prevention.

Spokane Clean Air's mission is to preserve, enhance and protect Spokane County's air resources for current and future generations.

### Where do you live?

I live and work in Spokane, WA. I moved here from the Seattle-area in 1995.



# Margee Chambers (she/hers)

## Member Spotlight

In your own words, how do you define equity?

Equity can mean many things depending on the context. Its base definition for me is that equity is being fair, impartial, and provide what is needed to succeed. Equity is eliminating barriers and leveling the playing field.

Tell us why equity is important to you?

From the environmental perspective, equity is spreading environmental advantages equally in the community and eliminating environmental disadvantages. Everyone needs to breathe clean air to live their best life. As American Lung Association used to say, if you can't breathe, nothing else matters.

If you had to walk into a room with one song that was consistently playing, what would that song be?

Well, it would need to be a long song, so the song is repeating every 30 minutes rather than every 3 minutes, or I would go crazy. So, long songs are often classical music pieces. How about music from one of the masters – Beethoven's Emperor Piano Concerto No 5, or his Pastoral Symphony No 6.





# Customer Barriers to Participation

April 20<sup>th</sup> & 22<sup>nd</sup>, 2022



# Public Participation Meetings

## *Avista's Clean Energy Implementation Plan*

- ✓ Review of Highly Impacted Communities using the cumulative impact analysis pursuant to RCW 19.405.140;
- ✓ Identification of Vulnerable Population characteristics;
- ✓ Identification of barriers and burdens to participation in the transition to clean energy;
- ✓ Recommended approaches for ensuring that all customers benefit from the transition to clean energy; and,
- ✓ Development and prioritization of CBIs.



# Identified Barriers

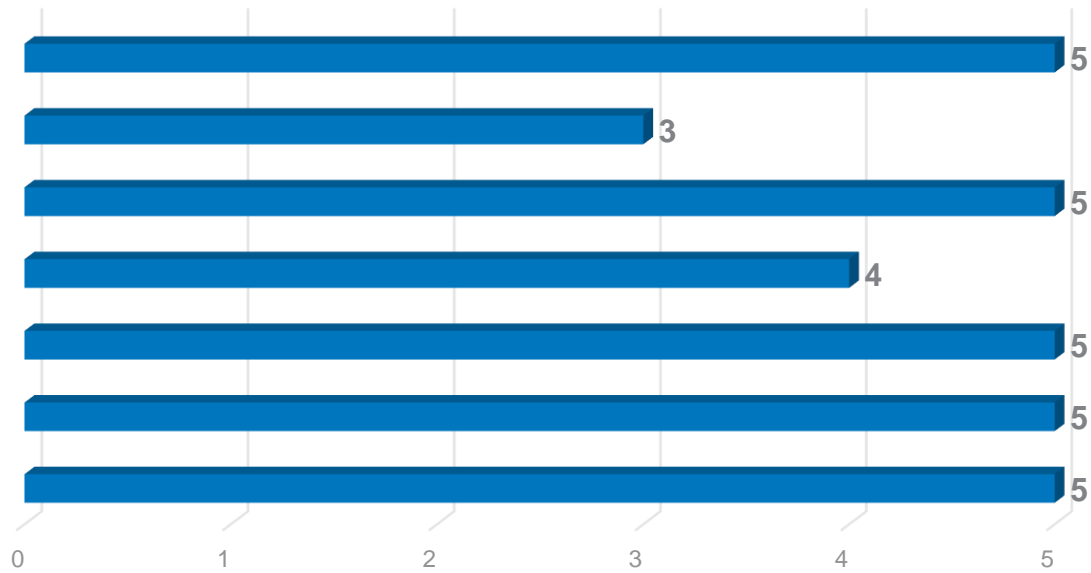
## *Avista's Clean Energy Implementation Plan*

Barriers	Strategies
<b>Non-English Speaking</b> Communication methods only in English results in lack of participation for those who cannot understand the outreach or information	<ul style="list-style-type: none"><li>• Translate CETA website and meeting materials in Spanish</li><li>• Provide translated CETA materials to community organizations</li><li>• Outreach to "trusted advisors" who may be able to translate to non-English speaking customers</li></ul>
<b>Language/Communication Methods</b>	<ul style="list-style-type: none"><li>• Develop CETA meeting materials in broadly understood terms</li></ul>
<b>Cultural Barriers</b> Customers may be part of a culture that may not reach out for help, or undocumented workers afraid of retribution	<ul style="list-style-type: none"><li>• Outreach to "trusted advisors" used to help inform customers</li><li>• Education may alleviate fears of participation</li></ul>
<b>Economic Barriers</b>	<ul style="list-style-type: none"><li>• Provide printed CETA material to individuals who do not have internet access and can only call into the public meetings</li></ul>

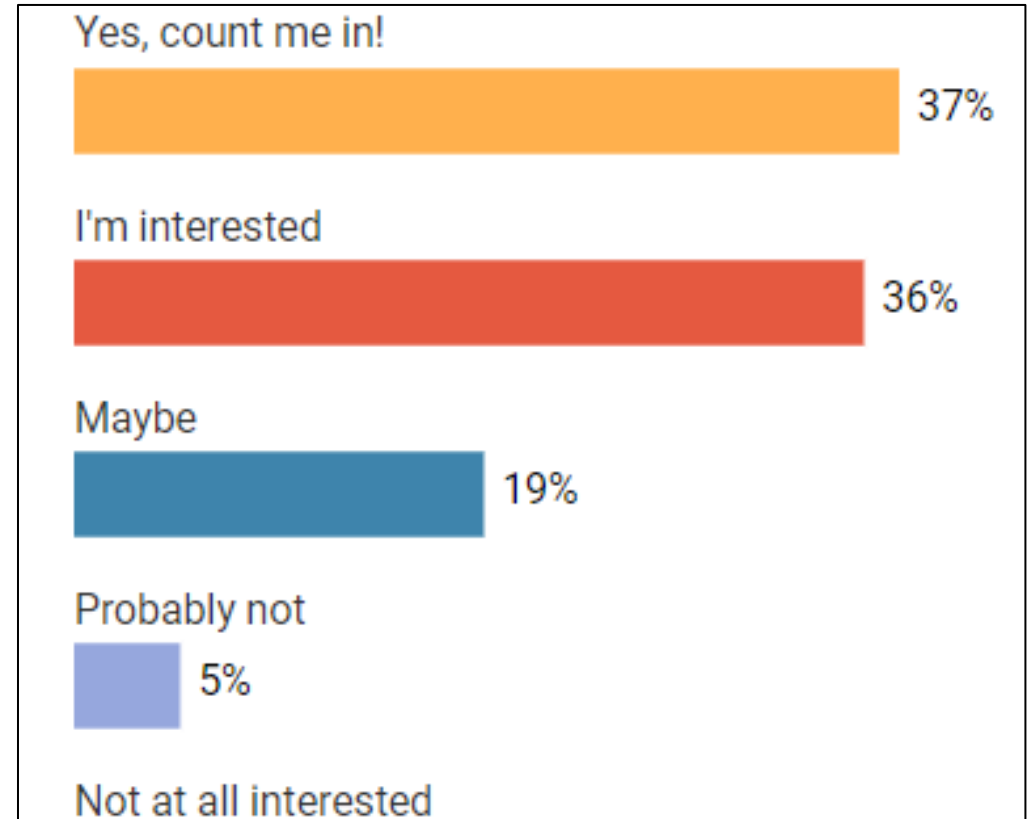


# Survey Results & Discussion

Q1: Level of Interest in Learning the Ways Avista is Supporting a Cleaner Energy Future



**EAG Members**

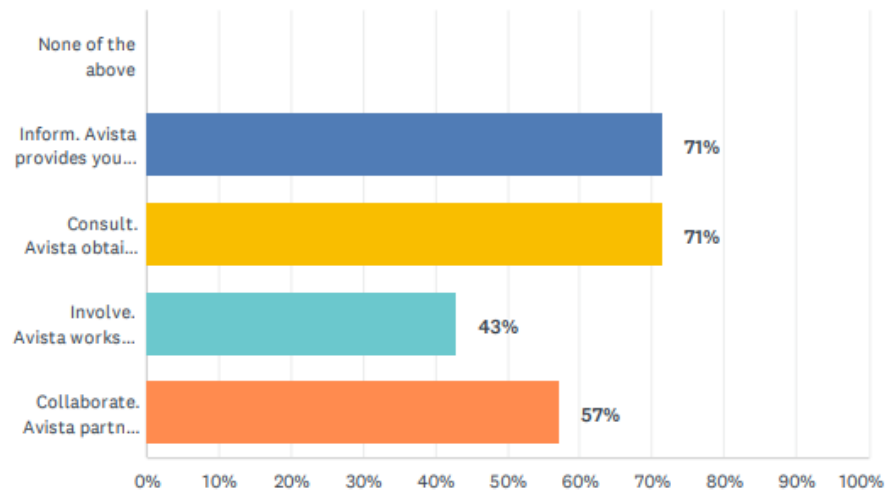


**Other Customers**

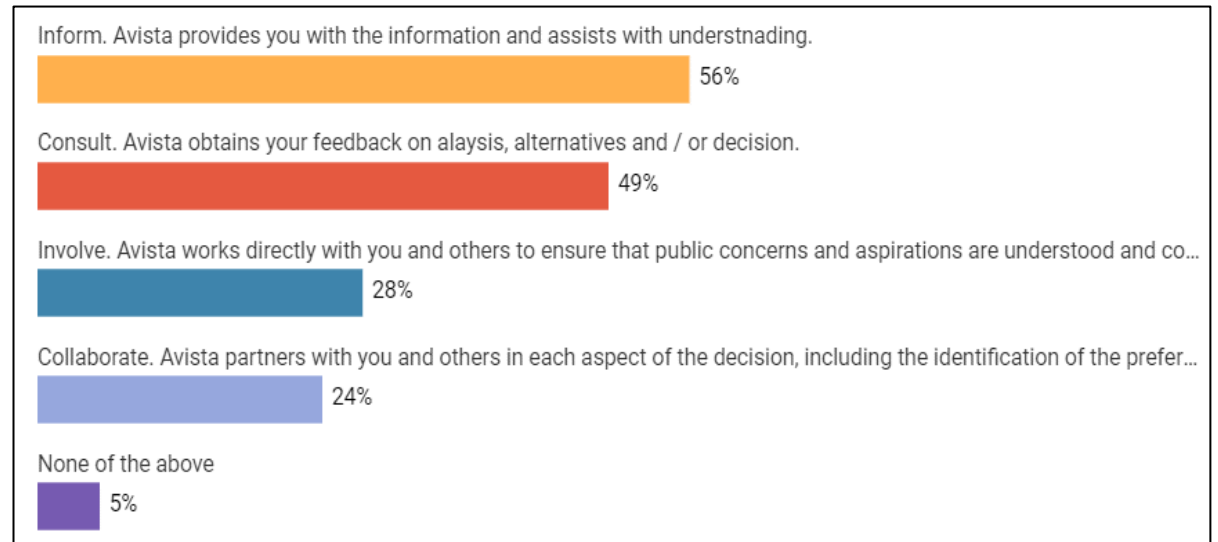
# Survey Results & Discussion

Q2 What level of participation are you interested in? Select all that apply.

Answered: 7 Skipped: 0



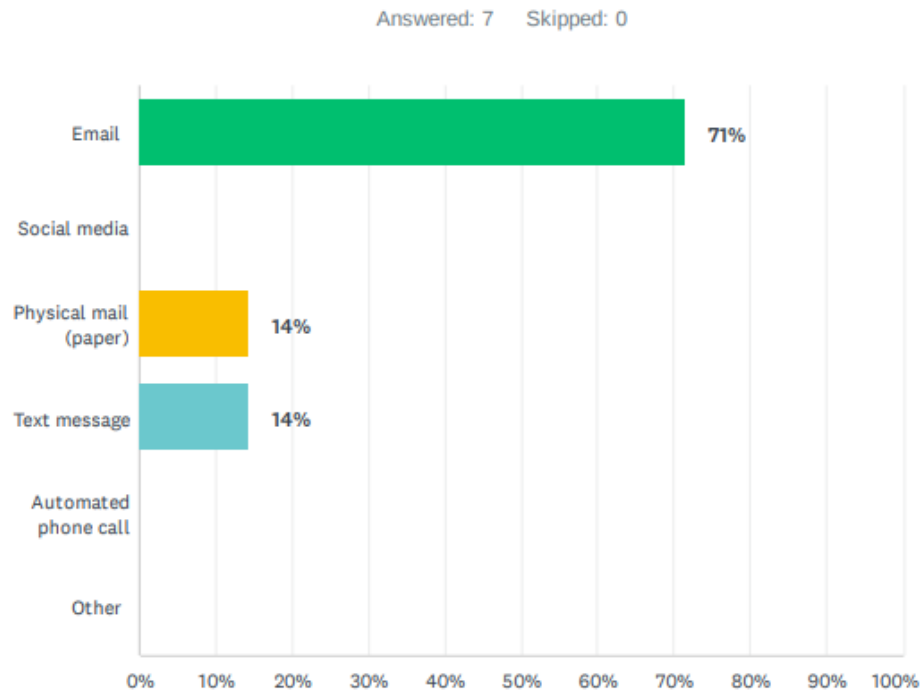
**EAG Members**



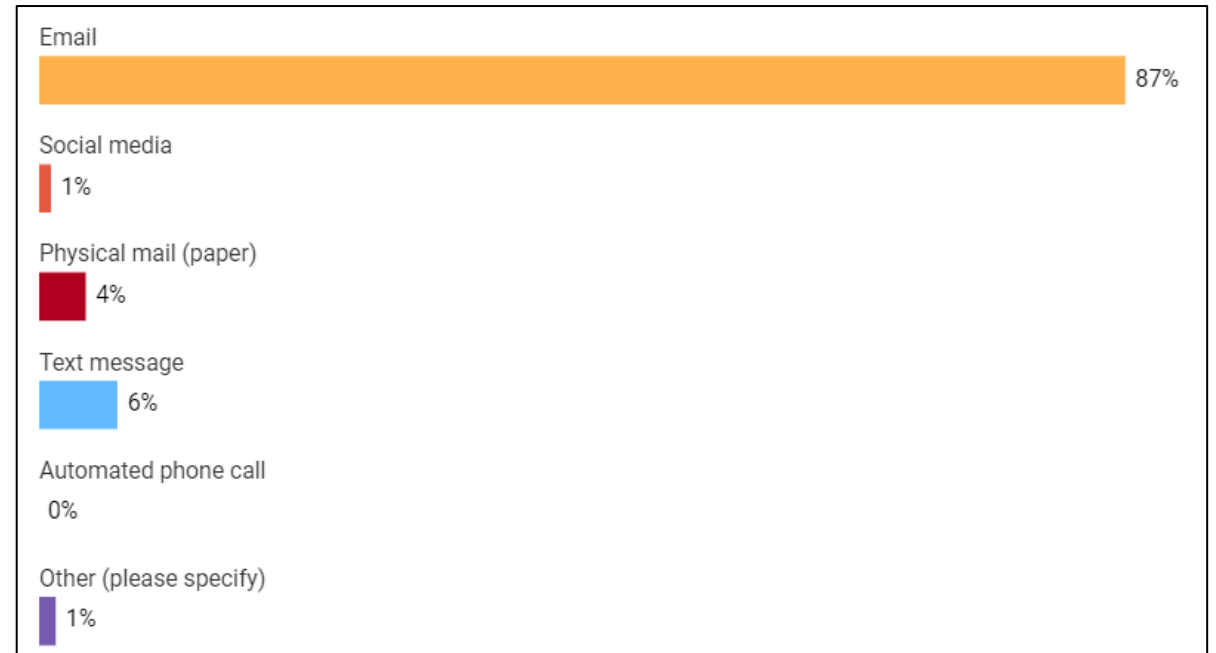
**Other Customers**

# Survey Results & Discussion

Q3 How would you prefer to learn about participation opportunities?



**EAG Members**



**Other Customers**

# Survey Results & Discussion

Q4 Which social media platform do you most often use?

Answered: 0 Skipped: 7

⚠ No matching responses.

ANSWER CHOICES	RESPONSES
Facebook	0%
Twitter	0%
LinkedIn	0%
Other	0%
Total Respondents: 0	

**EAG Members**

*Total: 6 responses*

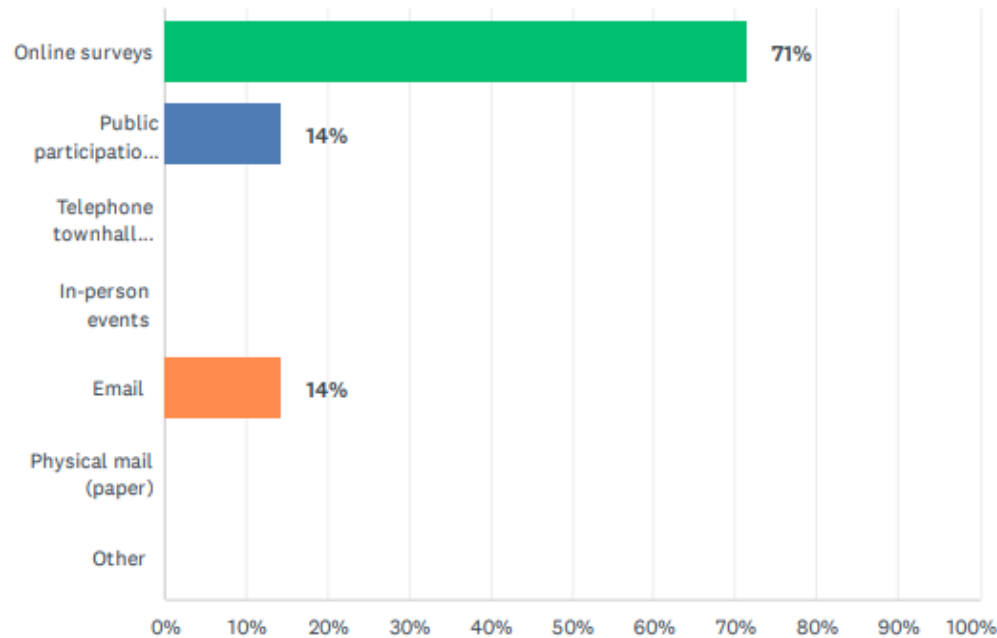
Total		Total
1	Facebook	100%
2	Twitter	0%
3	LinkedIn	0%
4	Other (please specify)	0%

**Other Customers**

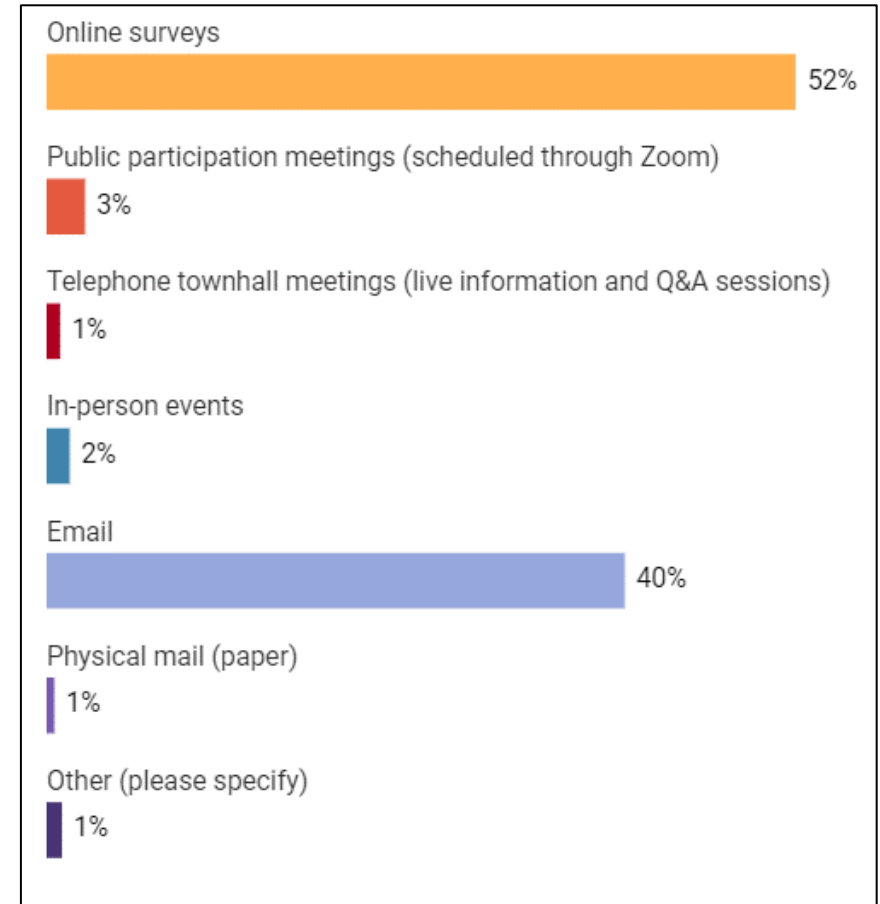
# Survey Results & Discussion

## Q5 How would you prefer to provide your feedback to Avista?

Answered: 7 Skipped: 0



**EAG Members**

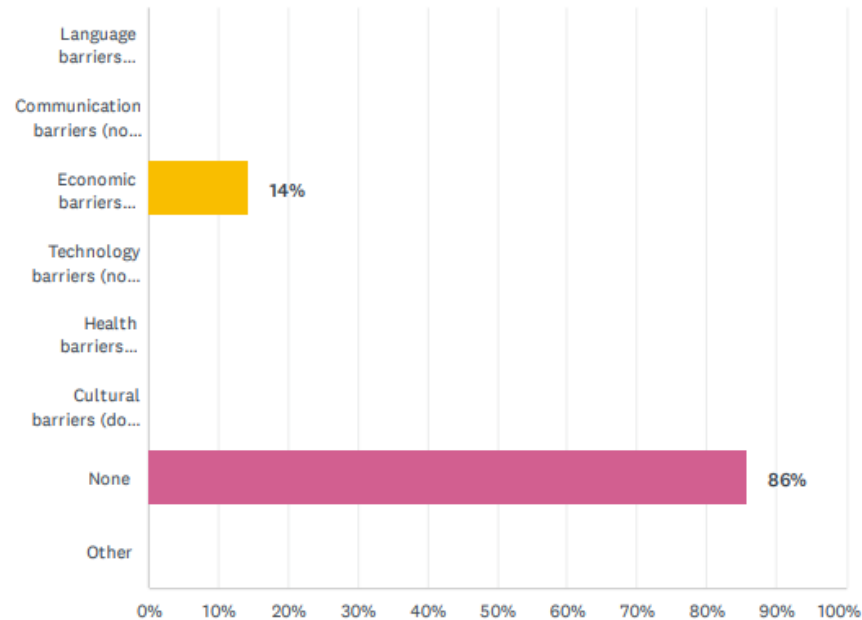


**Other Customers**

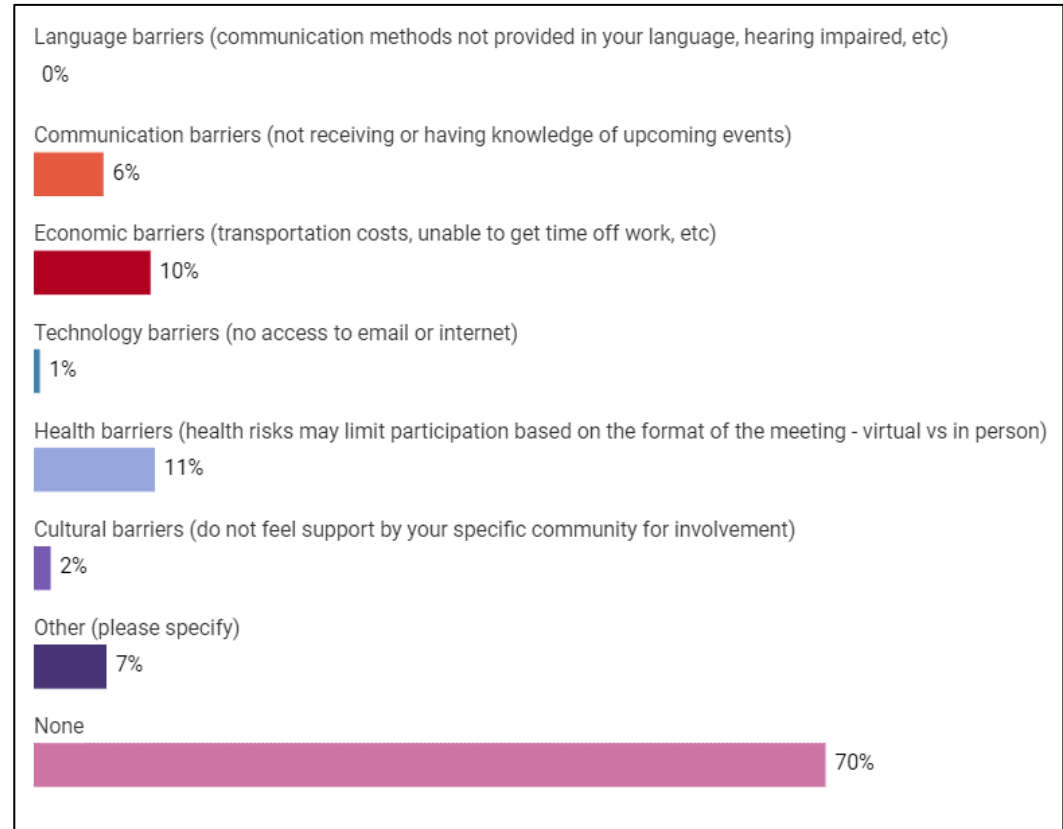
# Survey Results & Discussion

Q6 What barriers to participation do you face, if any? Select all that apply.

Answered: 7 Skipped: 0



**EAG Members**



**Other Customers**

# Survey Results & Discussion

Q7 What is the primary language spoken in your household?

Answered: 6 Skipped: 1

#	RESPONSES	DATE
1	English	4/14/2022 3:48 PM
2	English	4/14/2022 1:45 PM
3	English	4/14/2022 12:12 PM
4	english	4/14/2022 7:50 AM
5	English	4/11/2022 4:09 PM
6	English	4/11/2022 12:15 PM

Primary language (Open End)

What is the primary language spoken in your household?

Total: 0 responses

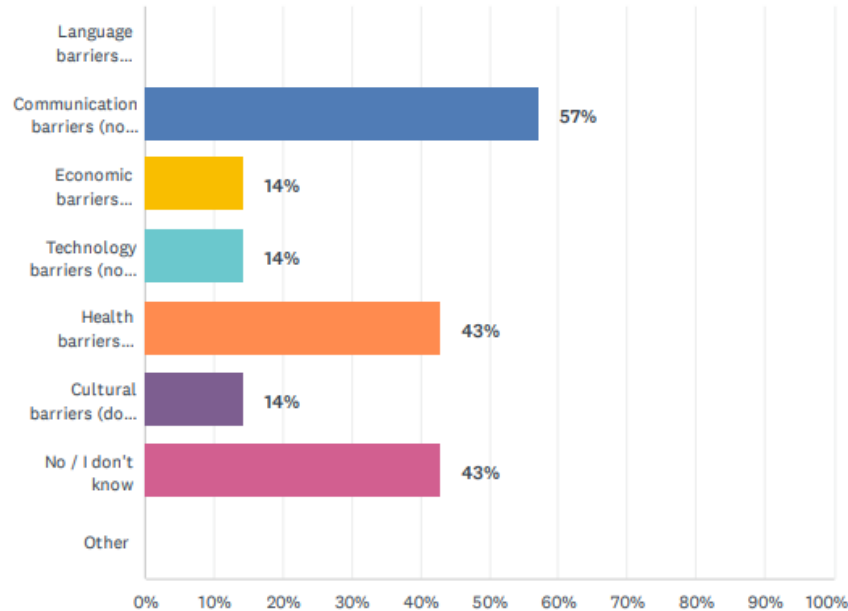
EAG Members

Other Customers

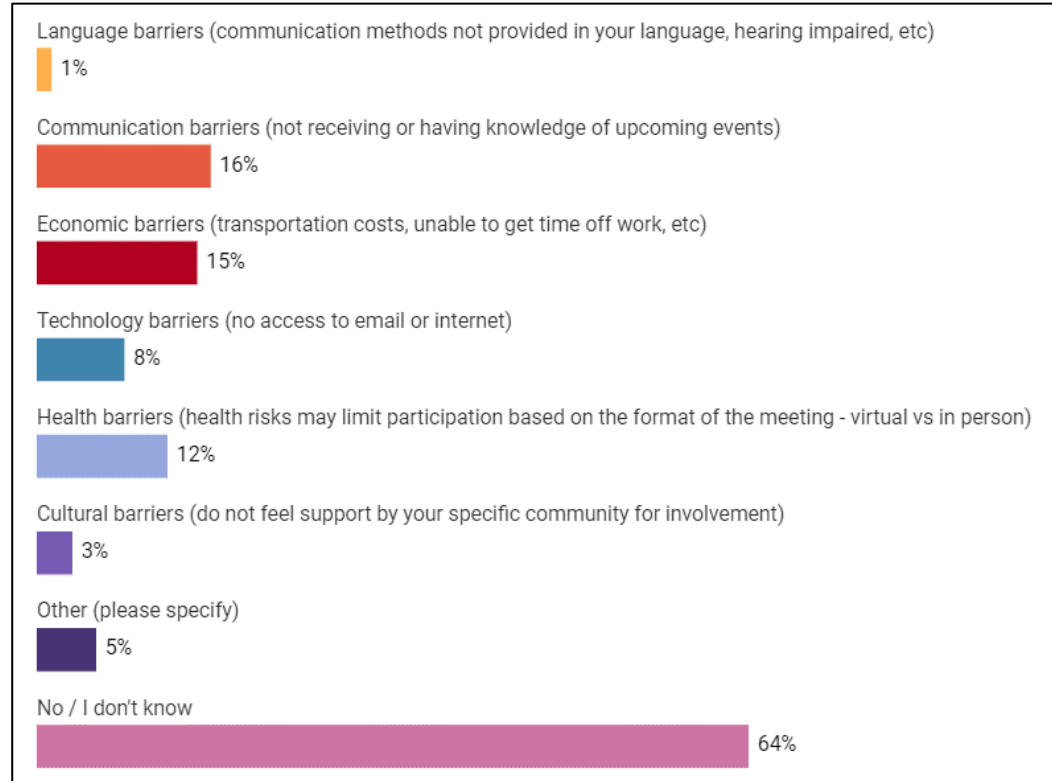
# Survey Results & Discussion

Q8 Thinking about your friends and family, are you aware of any barriers to participation that would limit them providing input? Select all that apply.

Answered: 7 Skipped: 0



**EAG Members**



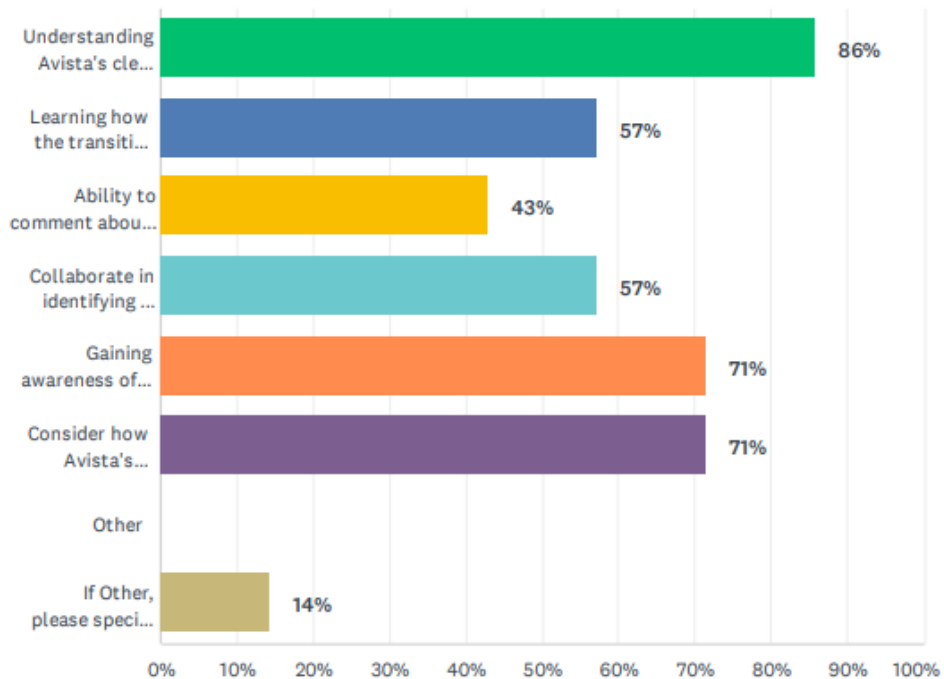
**Other Customers**



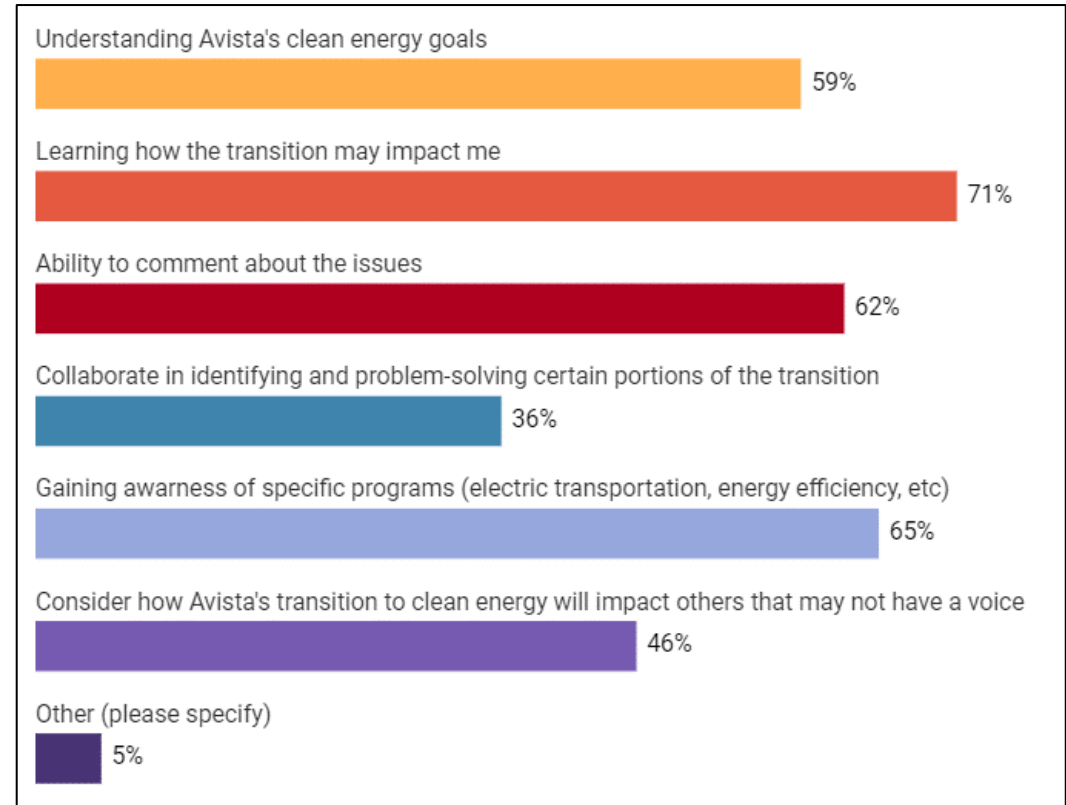
# Survey Results & Discussion

Q9 What interests you about being involved in the participation process? Select all that apply.

Answered: 7 Skipped: 0



**EAG Members**



**Other Customers**

# Customer Barriers to Participation

## *open discussion*



Besides the barriers listed in our survey, what other barriers may limit customers from being able to express their thoughts and insights?

Are there other ways in which Avista might communicate with the public about the ability to be either informed or involved (*remember the laundromat idea*).

How might we have an interactive and engaging session on participation with a larger audience? *For example: should we utilize a polling feature when asking questions?*

Are there other thoughts or opinions on how Avista can better engage our customers?

# Next Meeting | Support Team

Evening:  
Wednesday, May  
18th @ 4:30 to 6:00  
pm

**Wed. 18 May**

**Fri. 20 May**

Morning: Friday,  
May 27th @ 7:30 to  
9:00 am

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**Thank you**