

Session 1: Wednesday, July 23, 2025, 12:00pm

Session 2: Friday, July 25, 2025, 07:30am



Equity Advisory Group – Equity Lens Session

July 2025

| www.myavista.com/ceta



Introductions & Agenda

Topic	Topic Owner
Welcome, introductions overview of the meeting: rules and intent	Amber Lenhart
Connections/Partner Shares	Connections/Partners
Comment & Action Review	Tamara Bradley, Manager of Social Impact
Language Strategy	Amanda Ghering, Regulatory Affairs Manager
Questions & Discussion	Amber Lenhart
Wrap-up and Adjourn	Name

Ground Rules

- ☐ **Stay present** mentally and physically when possible.
- ☐ **Listen** with an open mind and be open to new ideas.
- ☐ **Participate** in discussion, share concerns and ideas, and give others space to do so.
- ☐ **Ask questions** at any time. Use Zoom's "raise hand" feature or chat during presentations.
- ☐ **Work together** to consider different perspectives and support the meeting goal(s).
- ☐ **Respect** the role of the facilitator to guide the group process.



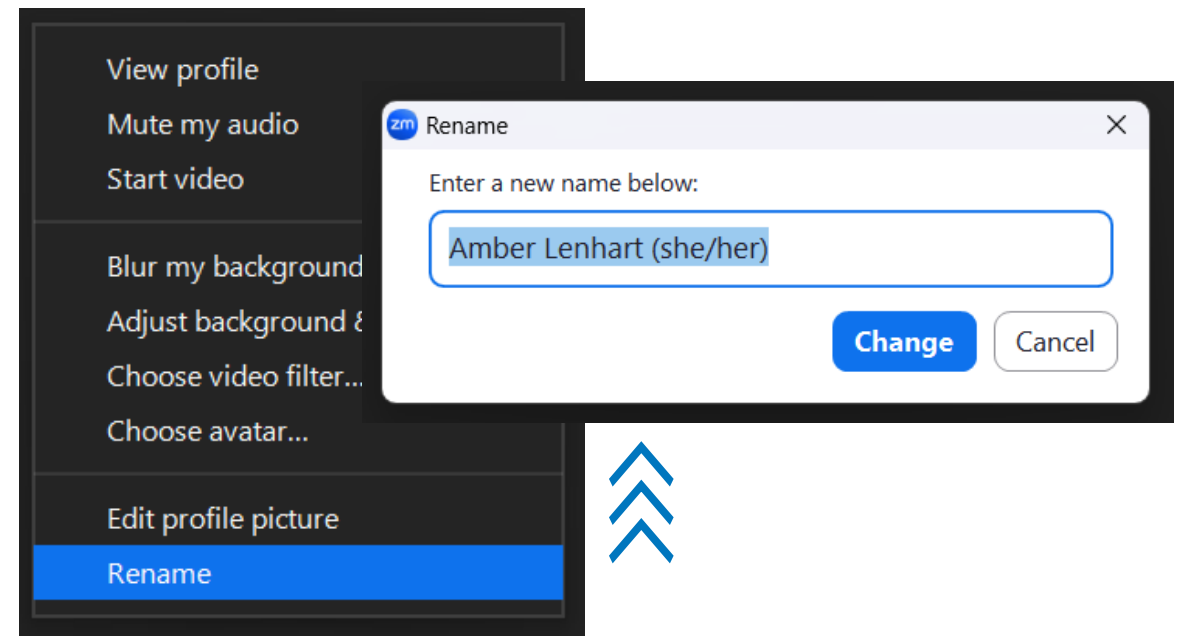
Introductions

Please share in the chat:

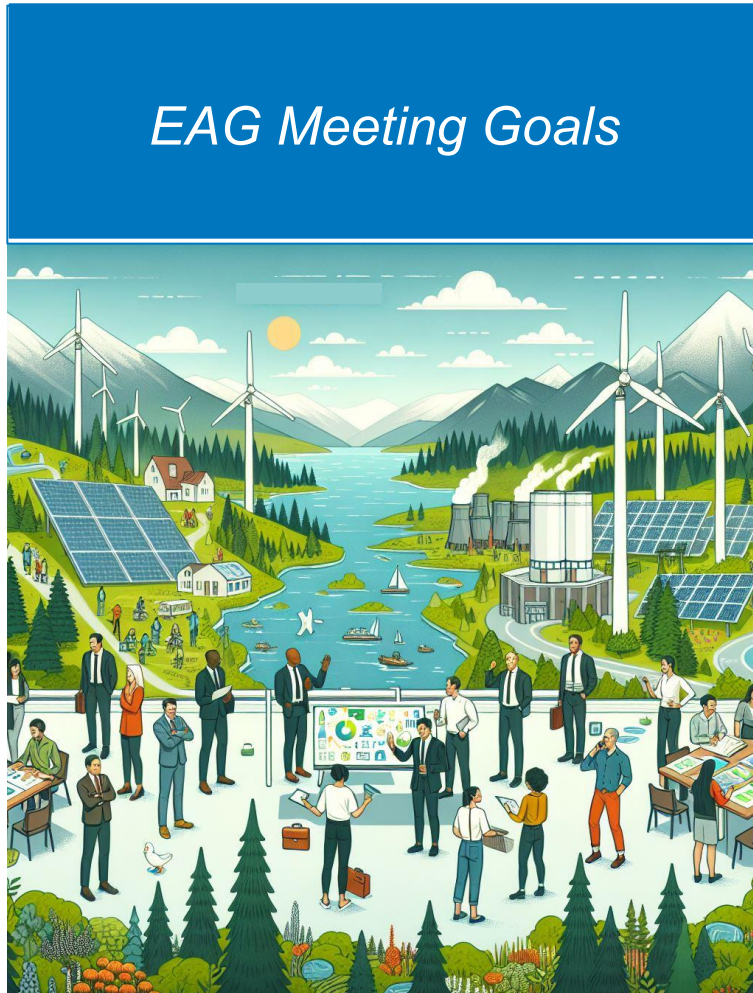
- ☐ Your name
- ☐ Organization or community

Optional: Consider including >>> your pronouns in your Zoom name

We're so glad
you're here!



Today's Equity Lens Session Goals



EAG Equity Lens Session Meeting Goals:

1. Examine the themes that emerged from the May EAG discussion and evaluate Avista's actionable steps (consult).
2. Advise EAG members on Avista's progress on its language strategy and outline next steps (Inform).

Spectrum of Public Participation

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, 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.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Connection Question

**Which season is
your favorite?
Least favorite?
Why?**



Partner Shares

- Upcoming relevant community events or opportunities
- Pressing issues facing our community or a need someone might be able to address
- Challenges your organization is facing (especially around equity)





EAG Comment & Action Review

Tamara Bradley| Manager of Social Impact

EAG Comments & Actions

Area	Comment	Avista's Response
Communication Methods	<ul style="list-style-type: none"> Remember that different strategies might work better for each community. Use trusted messengers and community leaders to help spread the word, such as mayors; pastors; commissioners; fire chiefs; board members of hospitals, fire districts, and school districts; teachers and coaches; etc. Host meetings in locations connected with community leaders (e.g., churches or community centers). Share announcements in printed media such as weekly newspapers, free distributed media (e.g., Huckleberry Press, Lincoln Advertiser, etc.), and school district mailings (e.g., Peach Jar), or on bulletin boards in places like post offices, grocery stores, social services, and other places where people frequent, especially in rural communities. Use separate mailings for surveys or event announcements (i.e., not included with utility bills), and find creative ways to reach energy users (who might not be on the utility account) Consider leveraging sponsorship opportunities to spread awareness and increase visibility of Avista's good work. Attend community events across the service territory, such as farmers' markets, fire district events, library events, local fairs or summer events, BINGO and networking events, city or county council briefings, NAACP, Spokane Pride, Unity in the 	<ul style="list-style-type: none"> Various marketing channels Video production (MED/NCIF) Language strategy Discussion around leveraging local free distributed media DH partnership

EAG Comments & Actions

Area	Comment	Avista's Response
Messages	<ul style="list-style-type: none">▪ Clearly communicate why participation is important—even if people don't feel like they have the technical knowledge required—and how feedback will be used.▪ Report back to the community how their feedback has made a difference in programs and decisions (e.g., through interim updates and reports).▪ For meetings or presentations, indicate whether there will be time provided for comments and feedback.▪ Clearly communicate the anticipated effort associated with participation (e.g., whether there will be group activities/discussions, the amount of time needed, etc.).	<ul style="list-style-type: none">▪ EAG action review▪ Committed to explain the “why”▪ Assess opportunities to proactively share information about public filings with advisory groups.▪ Identify effective methods—such as email updates, meeting briefings, or website notifications—to ensure timely and accessible communication.

EAG Comments & Actions

Area	Comment	Avista's Response
Convenience	<ul style="list-style-type: none"> ▪ Incentivize participation by providing gift cards, bill credits, drawings for prizes, etc. ▪ Consider providing free childcare, activities for kids, and other support for caregivers. ▪ Provide food as an incentive and to offset competing priorities, especially for families and caregivers. ▪ Keep engagements short and leverage existing meetings or gatherings. Examples in rural areas could include conservation districts, growers' meetings, school events, Junior Livestock shows, county fairs, Friday night football games and basketball tournaments, community days, pancake breakfasts, quilt shows, and auctions. ▪ Provide multiple ways to participate, (e.g., virtually, rebroadcast, etc.) ▪ Consider offering meetings or presentations at multiple times (e.g., during lunch and after the workday). Multiple focused meetings, surveys, and presentations over time may be more reasonable than one longer event. 	<ul style="list-style-type: none"> ▪ Customer affordability and Avista's responsibility ▪ Swag to outreach events ▪ Meeting customers where they are at ▪ Tracking outreach ▪ Consider activities – talk about what we do have ▪ Advisory group date, time, and variance ▪ Ceta website (recording, notes, upcoming events)

EAG Comments & Actions

Area	Comment	Avista's Response
Community Partnerships	<ul style="list-style-type: none">▪ Leverage partnerships to reach more people and grow visibility of Avista programs and opportunities.▪ Take time to build trusting relationships with leaders in named communities (potential trusted messengers) and develop two-way relationships with community organizations beyond annual events. Ensure community organizations will benefit from partnership (for example, through resources and opportunities). Use events to celebrate and engage named communities.▪ Organizations to consider for partnerships include the Carl Maxey Center, MLK Center, HBPA, senior centers, Latinos en Spokane, SIRC, and other organizations working with immigrants.▪ Consider creating an event kit to respond quickly to short notice invitations to community events.	<ul style="list-style-type: none">▪ Partnership Program (DH)▪ Bi-directional relationship▪ Outreach season▪ Outreach coordination

EAG Comments & Actions

Area	Comment	Avista's Response
Inclusion & Accessibility	<ul style="list-style-type: none"> ▪ Keep safety in mind, including perceived safety of meeting spaces (for example, ICE or police presence, safe time and location, accessible parking, etc.). Sharing feedback may make people feel vulnerable or bring up past traumas; meet people where they are in safe environments, be prepared to share resources, and avoid shame. ▪ Avoid a sense of urgency and allow for enough time to gather feedback and survey responses. ▪ Understand cultural values of a group and consider adaptations to improve feelings of inclusion. Some communities may prefer to learn and absorb first, then discuss and digest within their community, and only then provide their feedback. ▪ Avoid technical jargon and acronyms. Take the time to educate participants on topics before asking for their feedback. Consider sharing technical information in advance so people can take time to better understand it before engaging. 	<ul style="list-style-type: none"> ▪ Setting the stage (psychological safety) ▪ Respecting the pause ▪ Sending materials in advance ▪ One-on-one ▪ Story/Journey of EAG ▪ EAG member spotlight

EAG Comments & Actions

Area	Comment	Avista's Response
Survey Quality	<ul style="list-style-type: none">▪ Make it clear that demographic questions are anonymous (if this is the case) and explain why the data are useful.▪ Make the first three questions count to capture attention.▪ Avoid biasing surveys and using polarizing language; consider pilot testing wording and questions with different audiences.▪ Use simple language and keep surveys under five minutes.▪ Ensure surveys are available in the languages spoken by the audiences you hope to reach.	<ul style="list-style-type: none">▪ We reviewed and discussed the feedback related to survey quality and are committed to incorporating those suggestions into the design and delivery of our clean energy surveys.

Onboarding



**ESTABLISHES
CLARITY AND
PURPOSE**



**BUILDS TRUST
AND
CONNECTION**



**ENHANCES
PARTICIPATION**



**PROMOTES
EQUITY AND
INCLUSION**



**IMPROVES
GROUP
EFFECTIVENESS**



Multi-Language Update

Amanda Ghering, Regulatory Affairs Manager

July 2025

Contents

- *Multi-Language Quick Recap*
- *Our Customers*
- *MLS Discovery Strategy Refresh*
- *2025 MLS Projects*
- *Multi-Language Roadmap*

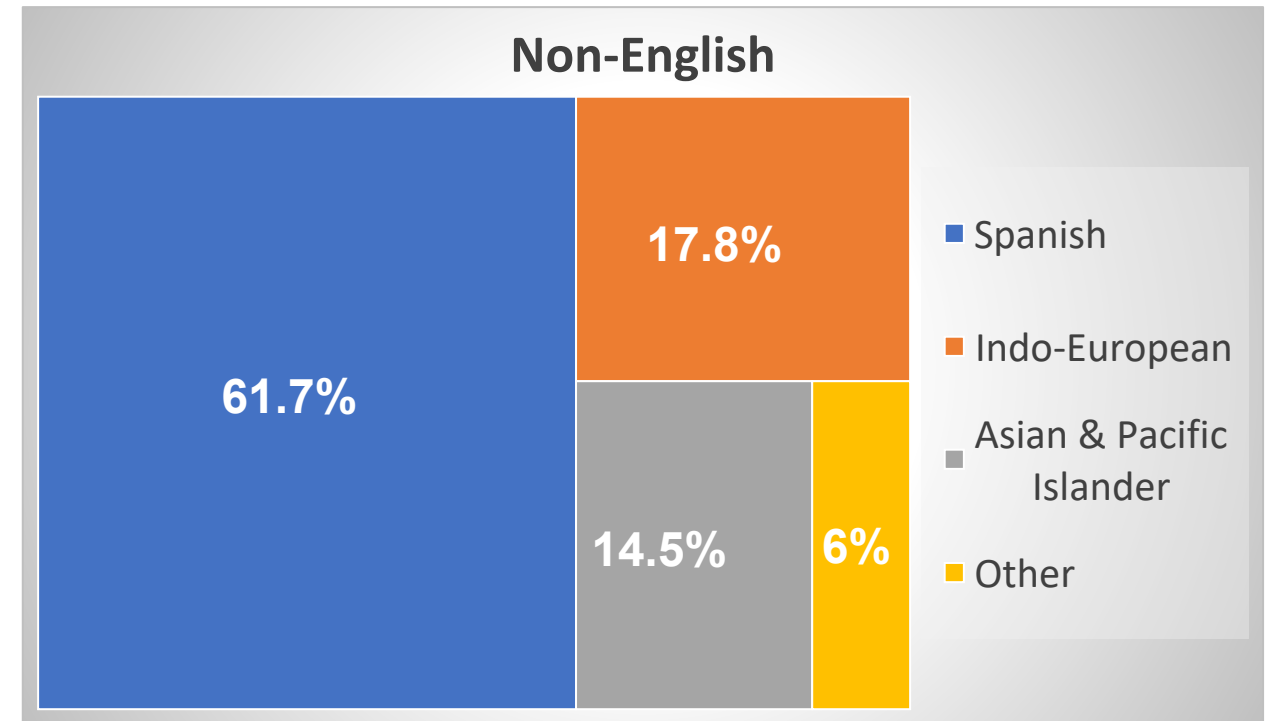
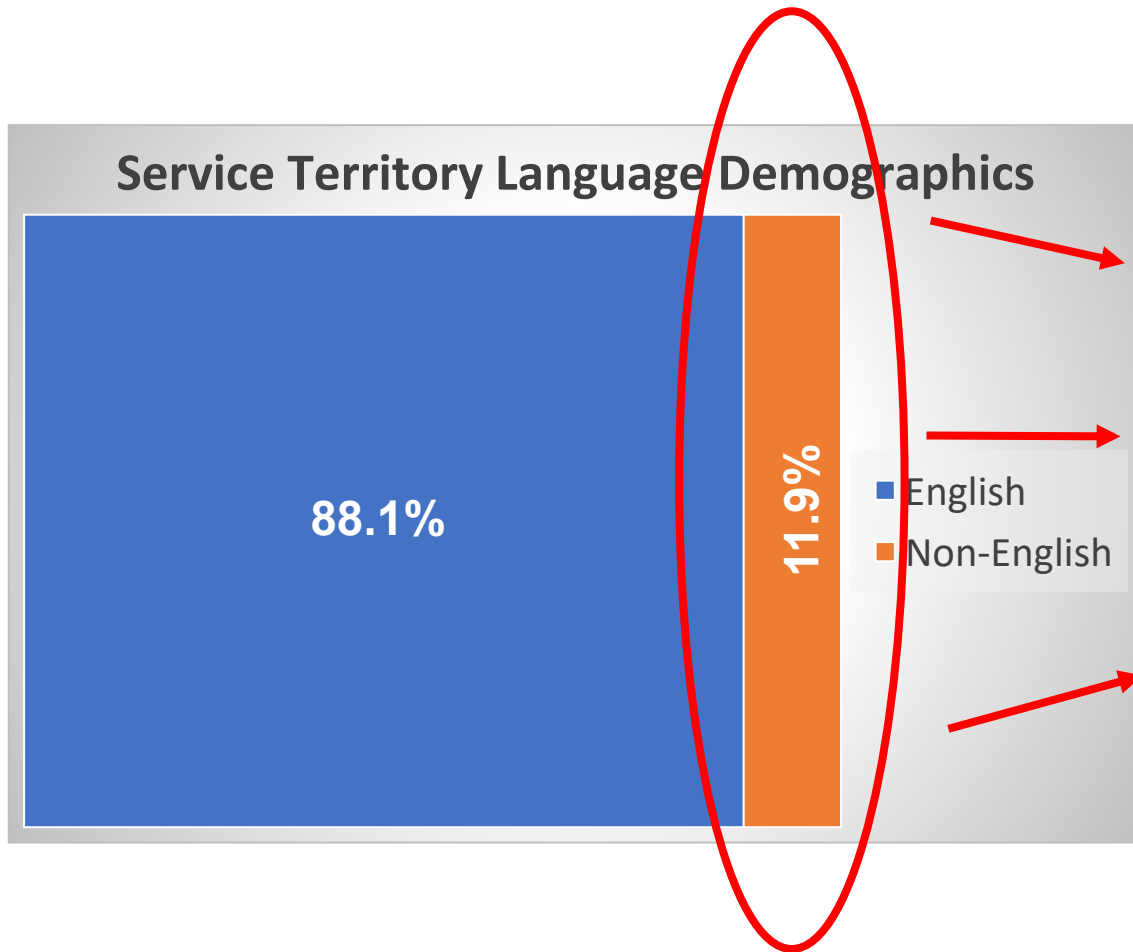


Recommendations

- 1) **[Strategy]** As a utility, we are adopting **Spanish** as the second official language for customer facing channels and customer services. We understand we have diverse linguistic customers living in our service territory, and our approach is to focus on the largest non-English linguistic customer demographic – Spanish – and continue to evaluate other languages to eliminate communication gaps and improve services. **[adopted – efforts are active and ongoing]**
- 2) **[Project]** The multi-language team recommends **Russian** as the third language to be released on myavista.com following phase 1 (Spanish) business requirements. **[approved – release pending Q3 2025]**
- 3) **[Project]** The multi-language team recommends to move forward with the implementation of a **Spanish** automated phone system option. Our numbers show there are multiple opportunities to increase self-serve options through this customer facing channel. **[approved – discovery complete, timeline pending]**

Language, By the Numbers

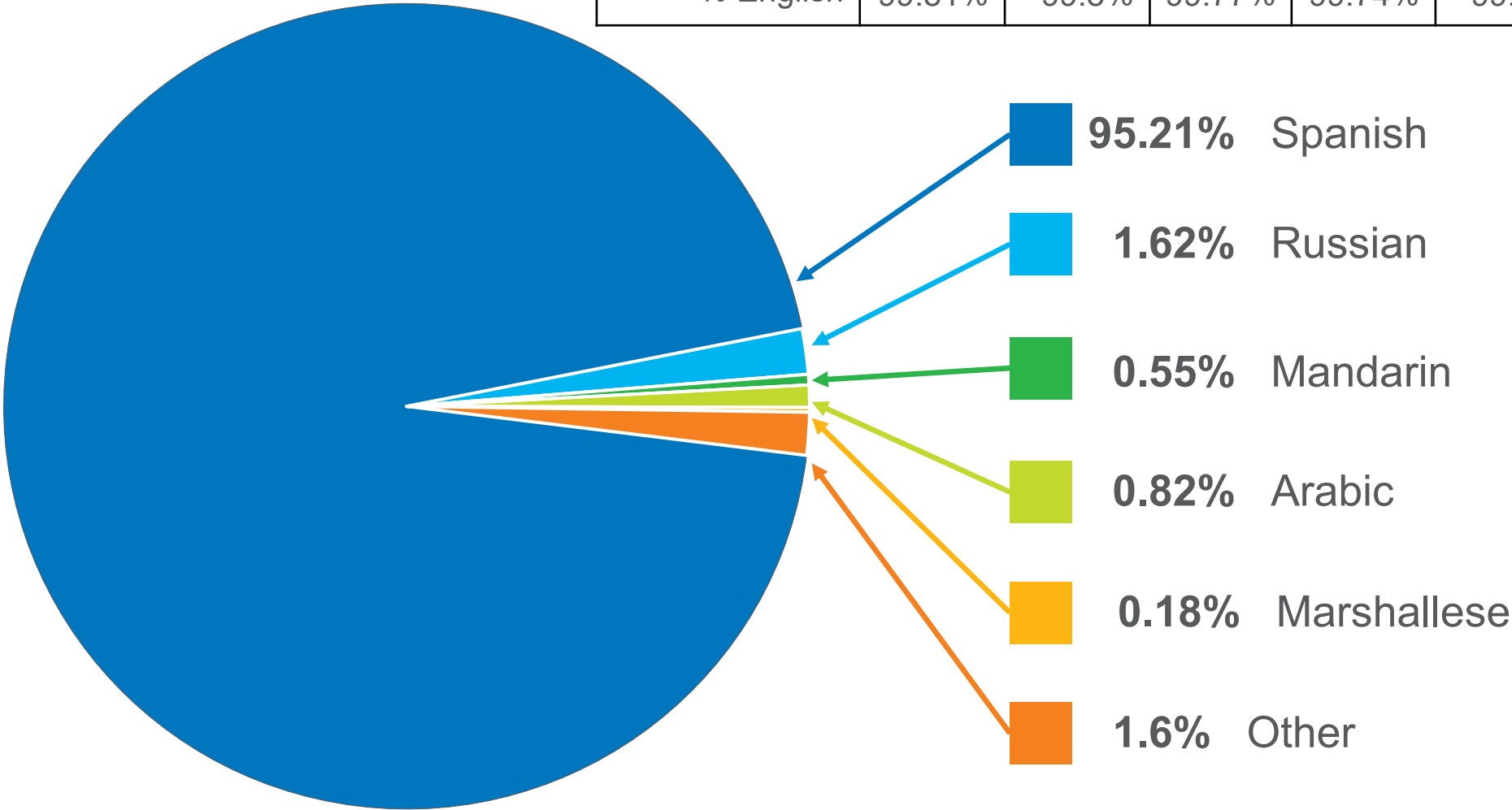
Service Territory Language Demographics – 2018-2022



Language Line

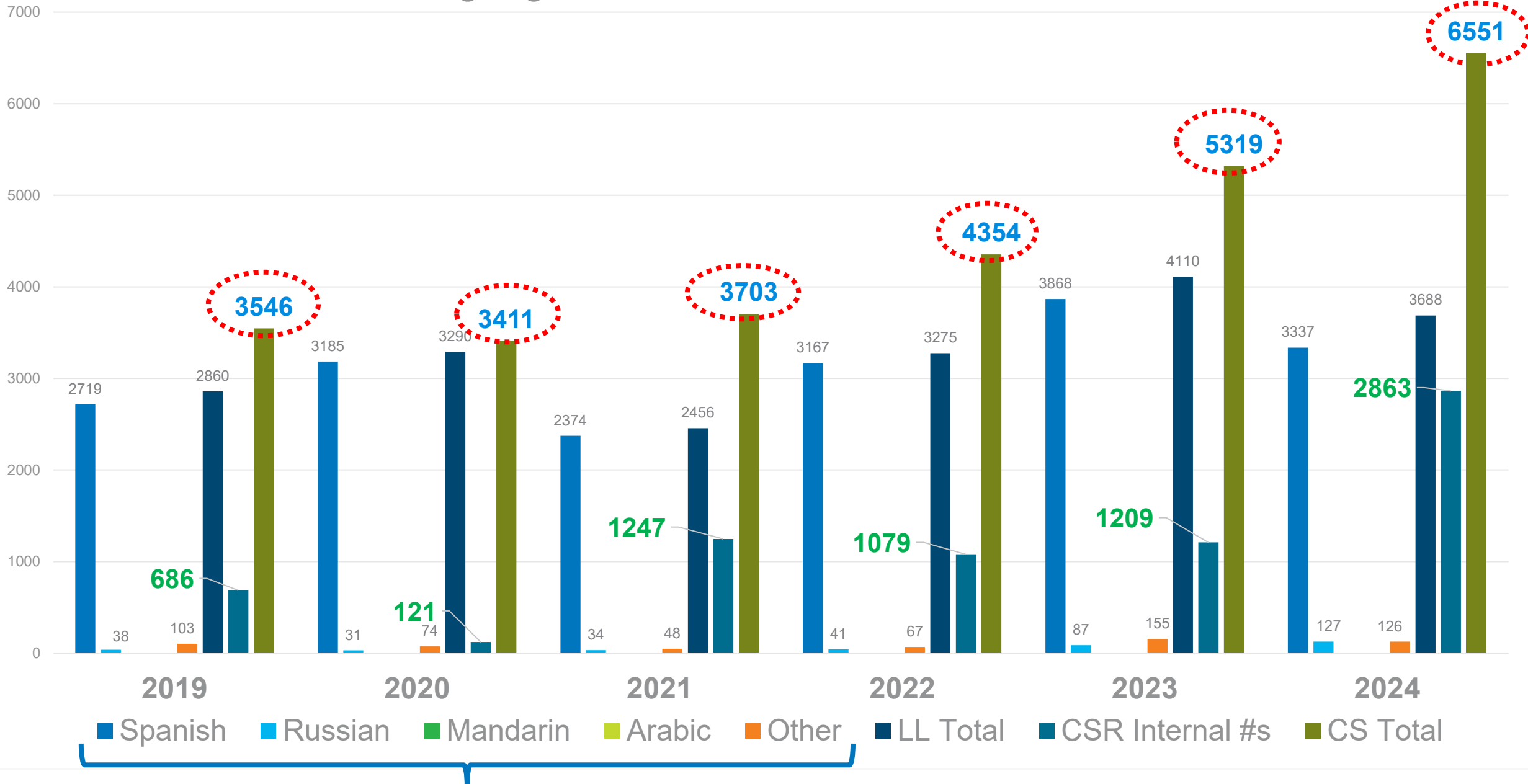
6 Year Average - 2019-2024

Year	2019	2020	2021	2022	2023	2024
% Non-English	0.19%	.20%	.23%	.26%	.30%	.39%
% English	99.81%	99.8%	99.77%	99.74%	99.7%	99.61%



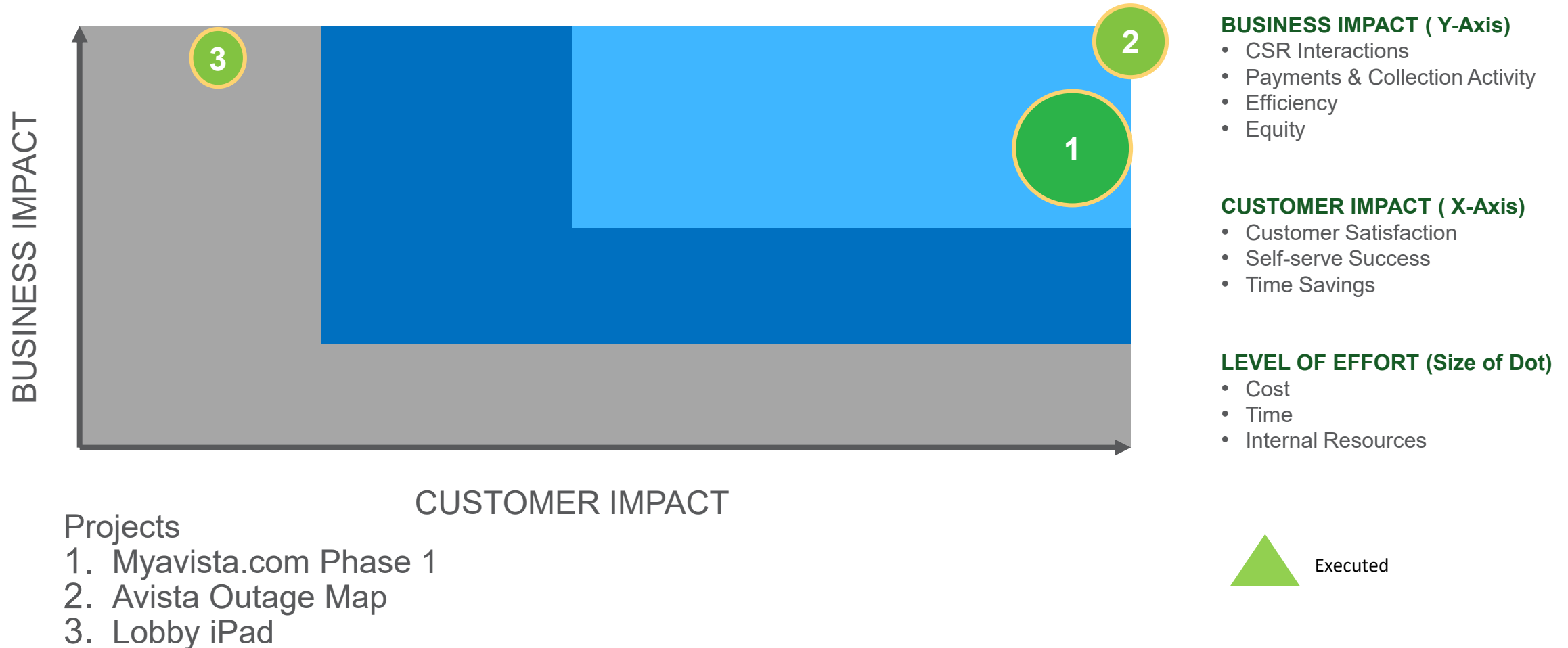
■ Spanish ■ Russian ■ Mandarin ■ Arabic ■ Marshallese ■ Other

Language Line Service- Count, 2019-2024

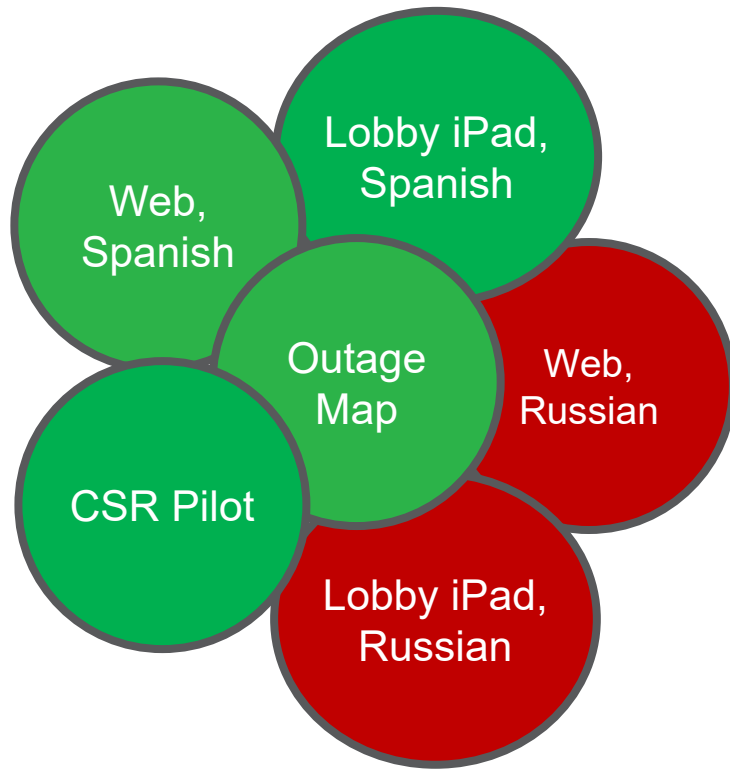


Discovery Strategy

Roadmap | Opportunity Scoring and Mapping



MLS Priority



Project prioritization
underway-

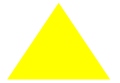
1. (Complete) Myavista.com Phase 1 (Spanish)
2. (Complete) Avista Outage Map
3. (Complete) Lobby iPad
4. (Complete) CSR Pilot
5. [1] Spanish Automated Phone System *Discovery*
6. [1] Bills
7. [1] Email – External Communications *In Progress | Execution*
8. [1] Notices & Letters *Discovery*
9. [2] Text Campaigns
10. [2] Avista Mobile App
11. [2] Customer Language Preferences *Discovery | In Progress*
12. [2] Rebates
13. [3] Myavista.com, *Russian In Progress | Execution*
14. [3] Bidgely – energy usage vendor on website
15. [3] Non-HTML, Web
16. [3] Bill Inserts
17. [3] Email – CSR-facing Communications
18. [3] Chat
19. [3] Two Way Text

2025 Customer Facing Projects

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								
TWO WAY TEXT								



Executed



Available



Not Available

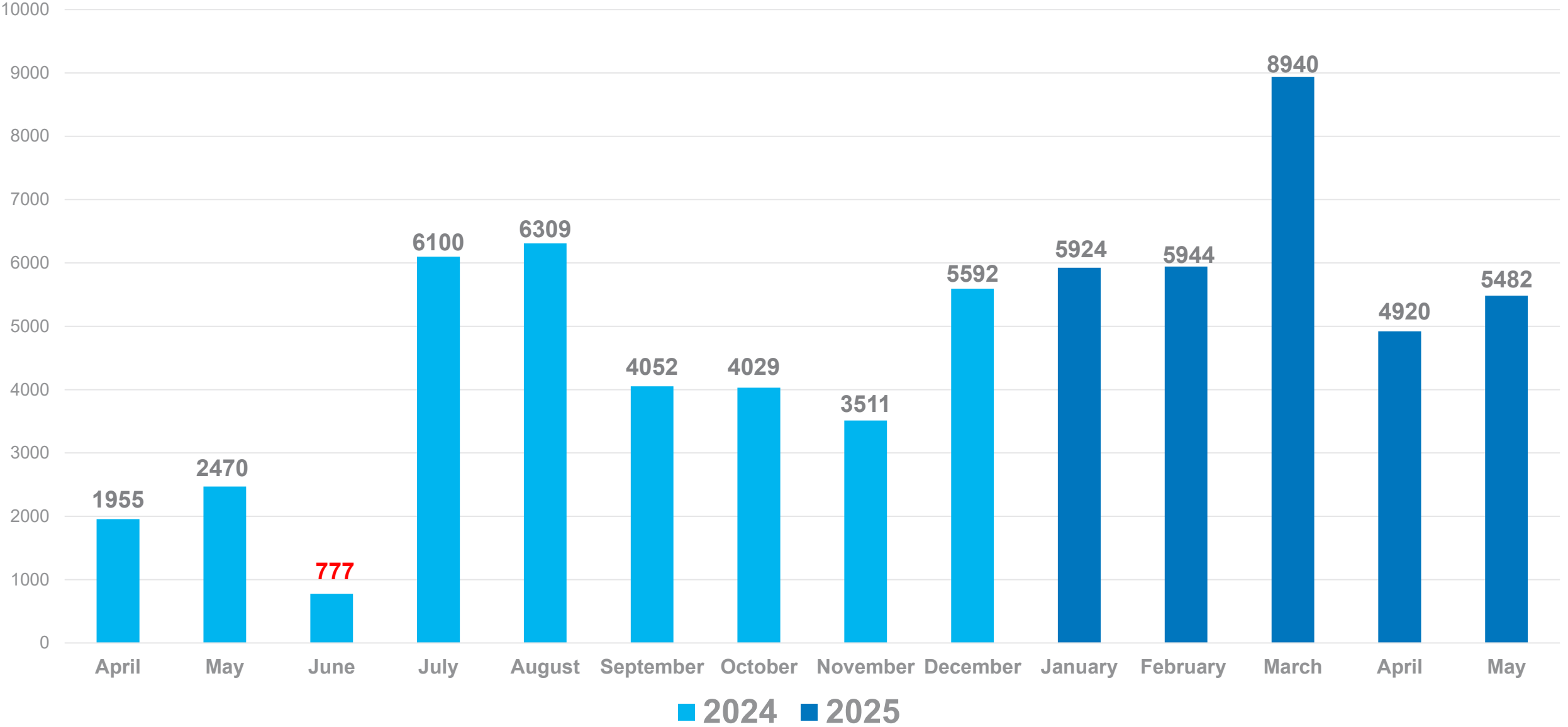


Dependency



Needs More Discovery

2024-2025 Myavista.com Spanish Visits



PROJECT	SPANISH	RUSSIAN	ARABIC	MANDARIN	UKRAINIAN	VIETNAMESE	MARSHALLESE	DARI
MYAVISTA.COM	April-24	August-25						
SPANISH IVR								
AVISTA BILLS								
EMAIL - COMMUNICATIONS								
NOTICES & LETTERS	August-21	+	+	+	+	+	+	+
TEXT CAMPAIGNS								
MOBILE APP	+		+	+				
CUSTOMER PREFERENCES								
REBATES								
IN PERSON PAYMENT SOLUTION	September-24	August-25						
STORM CENTER	June-24							
BIDGELY								
Non-HTML (Web)								
INSERTS								
TWO WAY TEXT								



Executed



Available



Not Available



Dependency



Needs More Discovery

Времена года меняются, а
ваш счет - нет.

Биллинг на уровне комфорта выравнивает
сезонные максимумы и минимумы вашего счета.

Записаться

Войти

Адрес электронной почты: [\(Забыли электронную почту?\)](#)

Пароль: [\(Забыли пароль?\)](#)

Show

☐ Помни меня*

*Если вы находитесь на общественном компьютере, не выбирайте "Запомнить меня".

Первый раз
пользуетесь?

[Зарегистрировать
аккаунт](#)

Отправить



Оплатите счет



Переезд / выезд



Сообщите об отключении

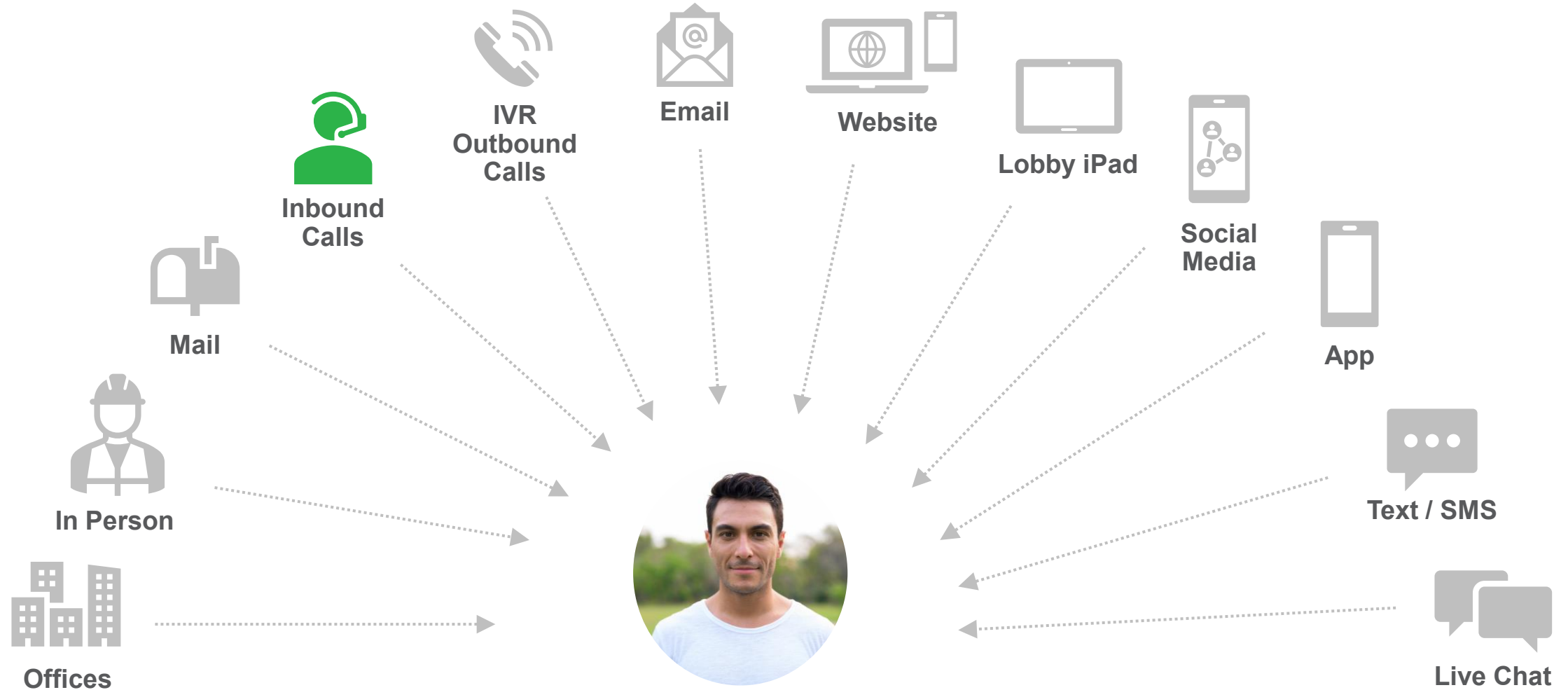


Сообщите об утечке газа

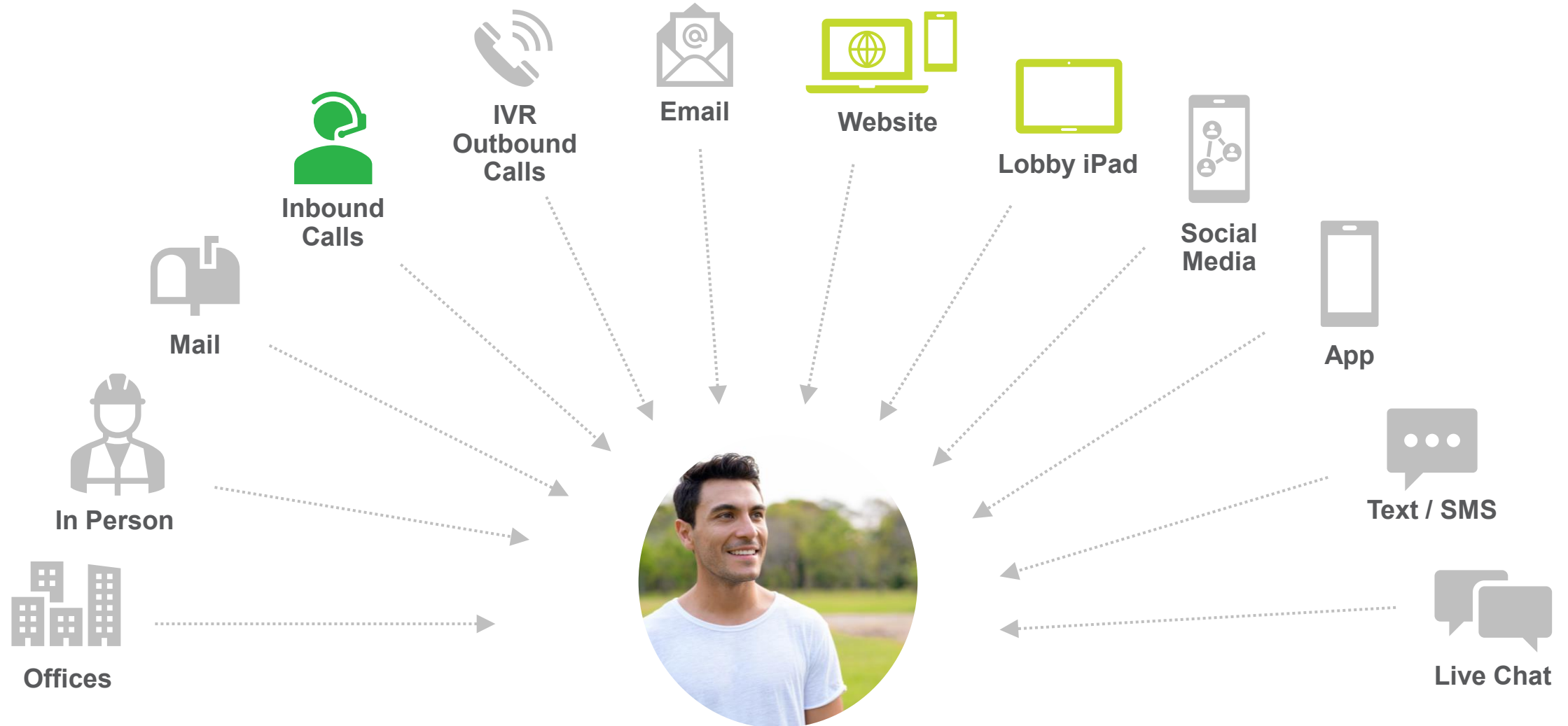


Новый клиент?

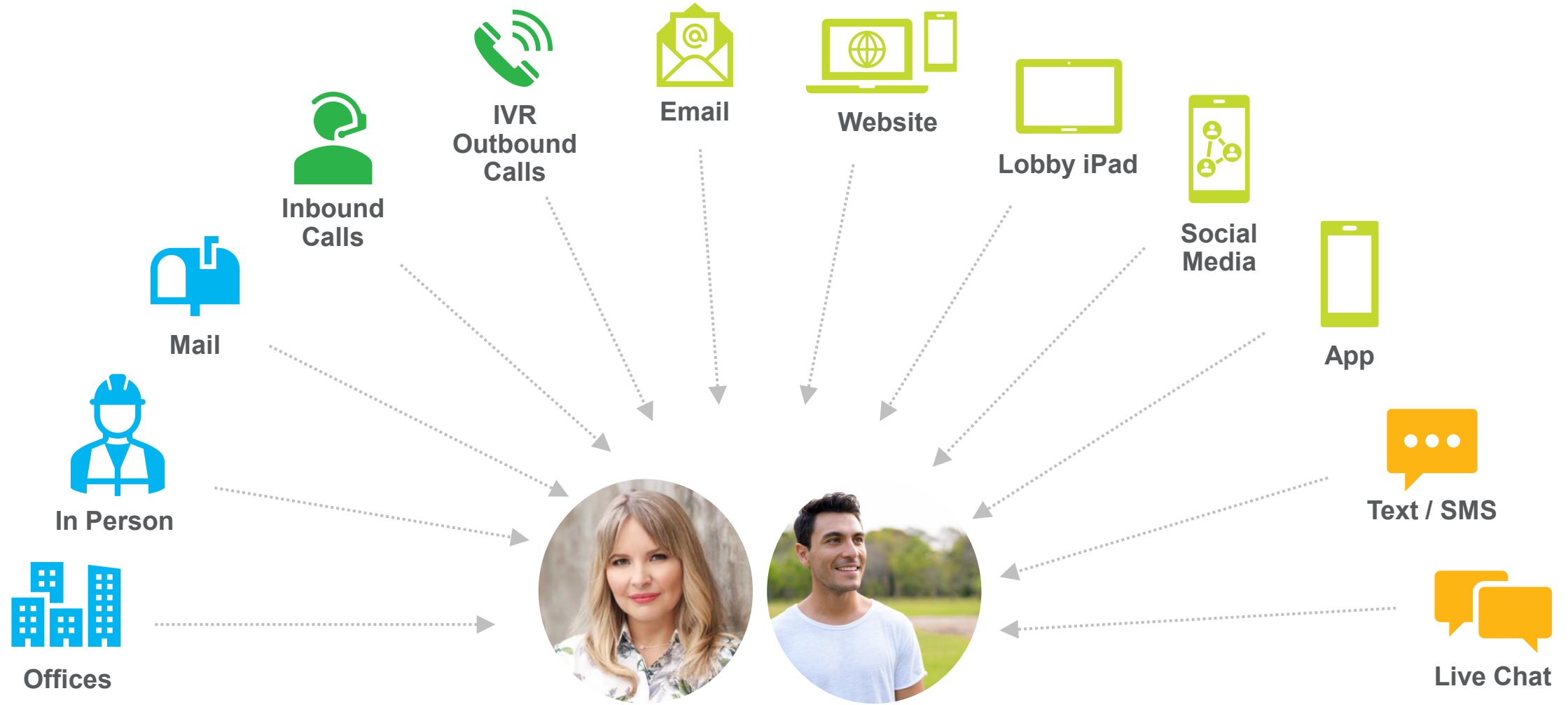
Avista Multi-Customer Interaction Opportunities



Avista-Customer Interaction Opportunities, Russian





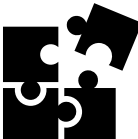



Avista-Customer Interaction Opportunities



Multi-Language Roadmap

Multi-Language Roadmap

2005 to Present	2021	2023	2024	2025	Est. 2026
					
<ul style="list-style-type: none"> ✓ MLS CSRs, 3rd Party Interpreters, and Text Telephone Devices (TTY/TDD) 	<ul style="list-style-type: none"> ✓ Past due & Final Notice Spanish 	<ul style="list-style-type: none"> ✓ Multi-Language Strategy Team ✓ Multi-Language Mobile App Discovery ✓ Multi-Language Web Discovery 	<ul style="list-style-type: none"> ✓ Myavista.com Spanish ✓ Storm Center, Outage Map Spanish ✓ In-Person Payment Solution Spanish ✓ MLS Strategy Adoption(s) ✓ CSR Pilot 	<ul style="list-style-type: none"> Myavista.com Russian In-Person Payment Solution Russian Customer Emails, Spanish Safety Collateral – Outreach Spanish, Russian 	<ul style="list-style-type: none"> Automated Inbound Voice Spanish Mobile App Architecture Discovery



Questions and Discussion

Amber Lenhart

Questions and Discussion

- ☐ What clarifying questions or curiosities do you have about the presentation?
- ☐ What disparities, root factors, or inequities (historic and current) are related to this topic?
- ☐ How could Avista improve engagement strategies related to this topic, if at all?
- ☐ What new ways could help measure and track benefits and reduced burdens related to this topic?
- ☐ What steps, practices, or policies could help reduce future inequities related to this topic?

Thank you



Next EAG Equity Lens Session Meetings

Afternoon: 12pm – 1:30pm

Wednesday, August 20

Friday, August 22

Morning: 7:30am to 9:00am

Amber Lenhart
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