



Working With Communities To Improve Access

Ryan Crews



Agenda

- Background
- Evolution of Diversity, Equity & Inclusion Plans
- Community Engagement Tools
- Community Partner Funding

About Energy Trust of Oregon

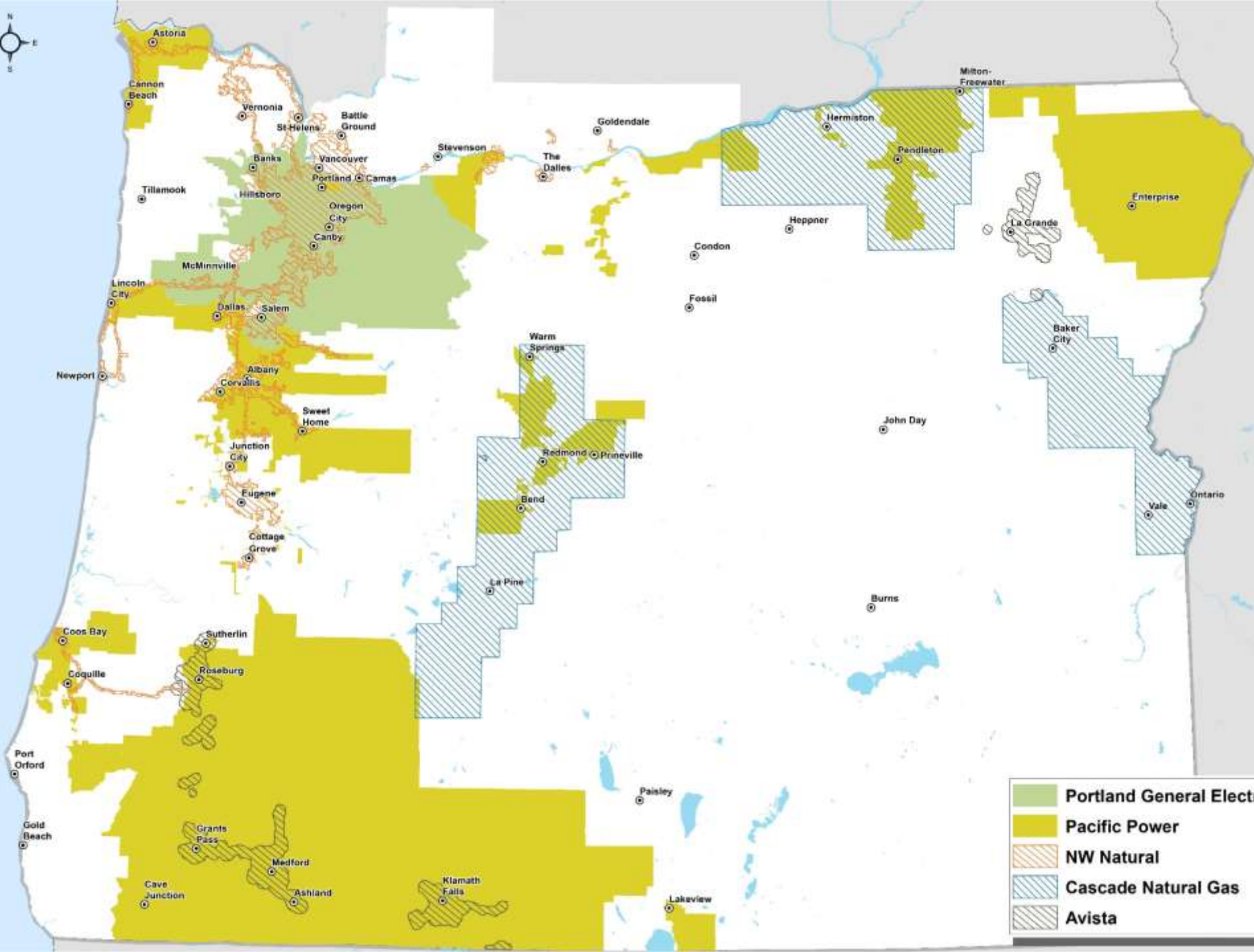
Independent
nonprofit

Serving 1.6 million customers of
Portland General Electric,
Pacific Power, NW Natural,
Cascade Natural Gas and Avista

Providing
access to
affordable
energy

Generating
homegrown,
renewable
power

Building a
stronger Oregon
and SW
Washington



Residential Program

- Focused on increasing energy-efficiency in detached single-family and manufactured home residential structures.
- Both existing homes and new construction.
- Both homeowners and renters.
- Key technologies include heating, cooling, insulation, windows, water heating, lighting, appliances, and home electronics.

Evolution of DEI Plans

2018 Diversity Equity & Inclusion (DEI) Plan

- 1. Increase customer participation in energy efficiency programs for all underserved populations by 20% by the end of 2020.**
2. Increase customer participation in renewable programs for underserved populations by 20% by...
3. Increase participation in Trade Ally Network by minority-owned & women-owned business by 50%...
4. Increase number of projects completed by minority-owned & women-owned trade allies by 15%...
5. Increase number of contracts executed with minority-owned and women-owned businesses by 15%...
6. Increase market awareness and understanding of underserved populations by developing and deepening of relationships with up to 50 organizations...
7. Increase the diversity in recruitment and hiring of employees by 25%...
8. Develop systems and support needed to collect, track, analyze and report demographic information...
9. Increase organizational cultural responsiveness...
10. Increase transparency...

Goal Shortfalls

1. Increase customer participation in energy efficiency programs for all underserved populations by 20% by the end of 2020.

-Difficult to measure

- No household race/ethnicity or income information
- Baselines established using census data by census tract

-Easy to “achieve”

- Actual results vs. desired results

-“Participation” is too simple

- Based on project counts only, regardless of how meaningful

-Does not accurately reflect success/failure

- E.g. Does not show progress made building relationships, capacity or trust

What We Learned

We need to offer culturally-specific experiences that address specific motivations and barriers. This requires building mutually beneficial relationships with, and supporting, community-based organizations, and engaging in deep, authentic dialog and collaboration to gain customer and community perspectives.

2018 DEI Plan

- Increase customer participation in energy efficiency programs for all underserved populations by 20% by the end of 2020.



2022 DEI Plan

- Increase representation and readiness
- Shift and share leadership and power
- Increase community capacity and investment in BIPOC, people experiencing low income, and people living in rural communities
- Increase transparency and accountability
- Deepen engagement in BIPOC, people experiencing low income, and people living in rural communities

Community Engagement Tools

Community Engagement Guiding Principles

Guiding principle	What this looks like
<p>Community-Centered</p> <p>Engagement is anchored within community interests and leadership. Elevating community expertise, issues and capacities is a top priority.</p>	<ul style="list-style-type: none">• Get to know & understand the community, including norms, history and experience with engagement efforts• Connect with community concerns, assets and aspirations• Focus on culture, assets and shared priorities• Consider the appropriateness of community engagement• Reach beyond usual partners and program delivery modes

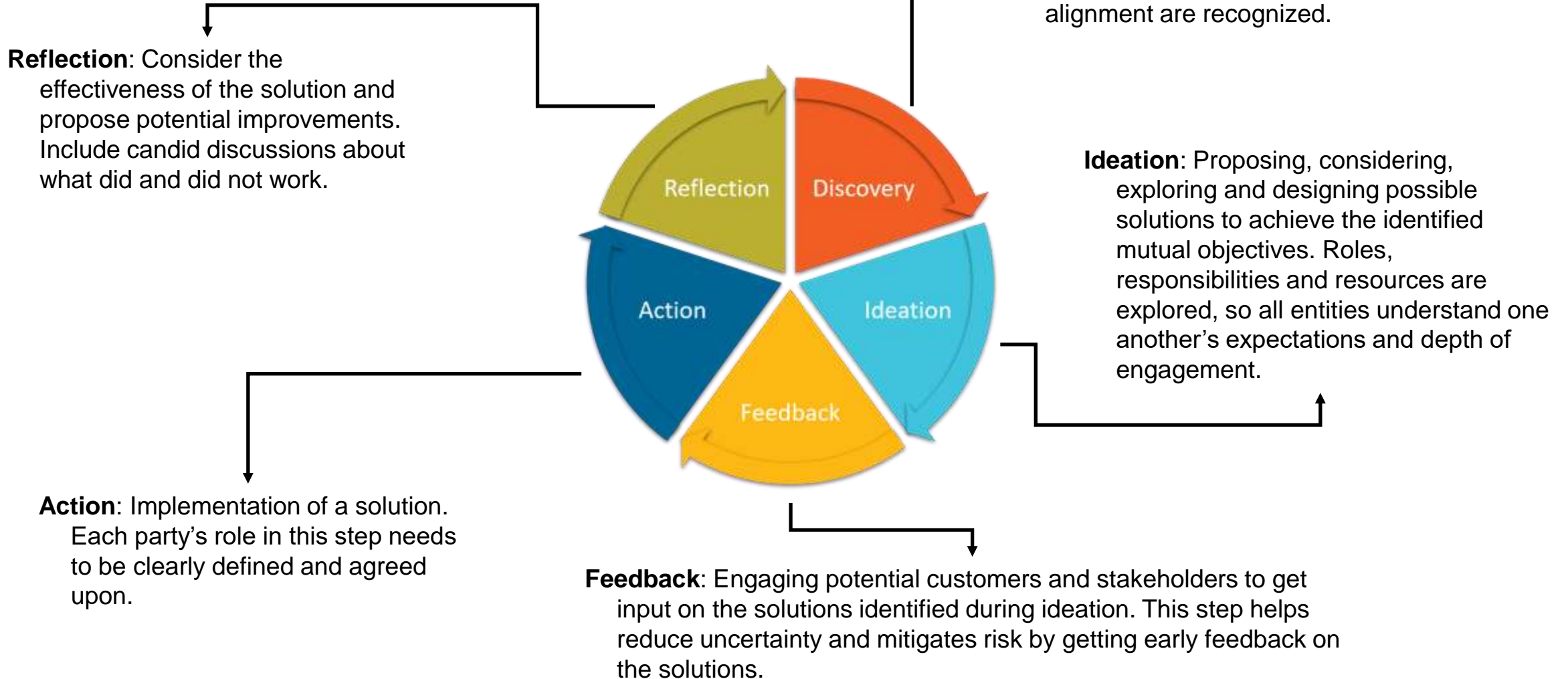
THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP



▶▶▶▶▶ INCREASED EFFICIENCY IN DECISION-MAKING AND SOLUTIONS IMPLEMENTATION ▶▶▶▶▶ EQUITY

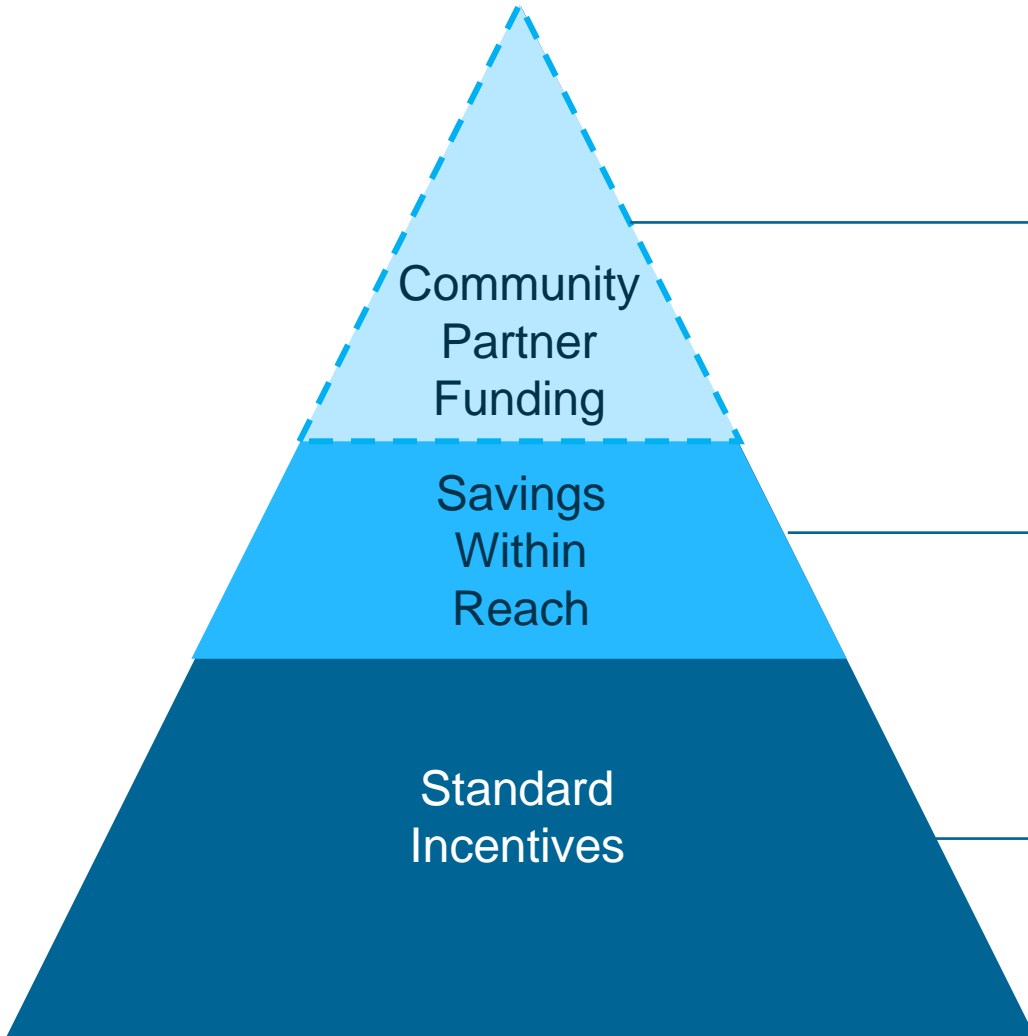
STANCE TOWARDS COMMUNITY	0	1	2	3	4	5
	IGNORE	INFORM	CONSULT	INVOLVE	COLLABORATE	DEFER TO
IMPACT	Marginalization	Preparation or Placation	Limited Voice or Tokenization	Voice	Delegated Power	Community Ownership
COMMUNITY ENGAGEMENT GOALS	Deny access to decision-making processes	Provide the community with relevant information	Gather input from the community	Ensure community needs and assets are integrated into process & inform planning	Ensure community capacity to play a leadership role in decision-making and the implementation of decisions.	Foster democratic participation and equity through community-driven decision-making; Bridge divide between community & governance
MESSAGE TO COMMUNITY	<i>Your voice, needs & interests do not matter</i>	<i>We will keep you informed</i>	<i>We care what you think</i>	<i>You are making us think, (and therefore act) differently about the issue</i>	<i>Your leadership and expertise are critical to how we address the issue</i>	<i>It's time to unlock collective power and capacity for transformative solutions</i>
ACTIVITIES	Closed door meeting Misinformation Systematic Disenfranchisement Voter suppression	Fact sheets Open Houses Presentations Billboards Videos	Public Comment Focus Groups Community Forums Surveys	Community organizing & advocacy Interactive workshops Polling Community forums Open Planning	MOU's with Community-based organizations Citizen advisory committees Collaborative Data Analysis Co-Design and	Community-driven planning and governance Consensus building Participatory action research Participatory budgeting Cooperative models

Cycle of Engagement



Community Partner Funding

Tiered Incentive Structures



Highest incentives reserved for community agencies reaching underserved customers, including low-to-moderate income, rural customers, communities of color, veterans, or people with disabilities.

Set of increased incentives for low-to-moderate income customers delivered by trade ally contractors. Affordable financing option available. Currently also accessible to customers financially impacted by COVID.

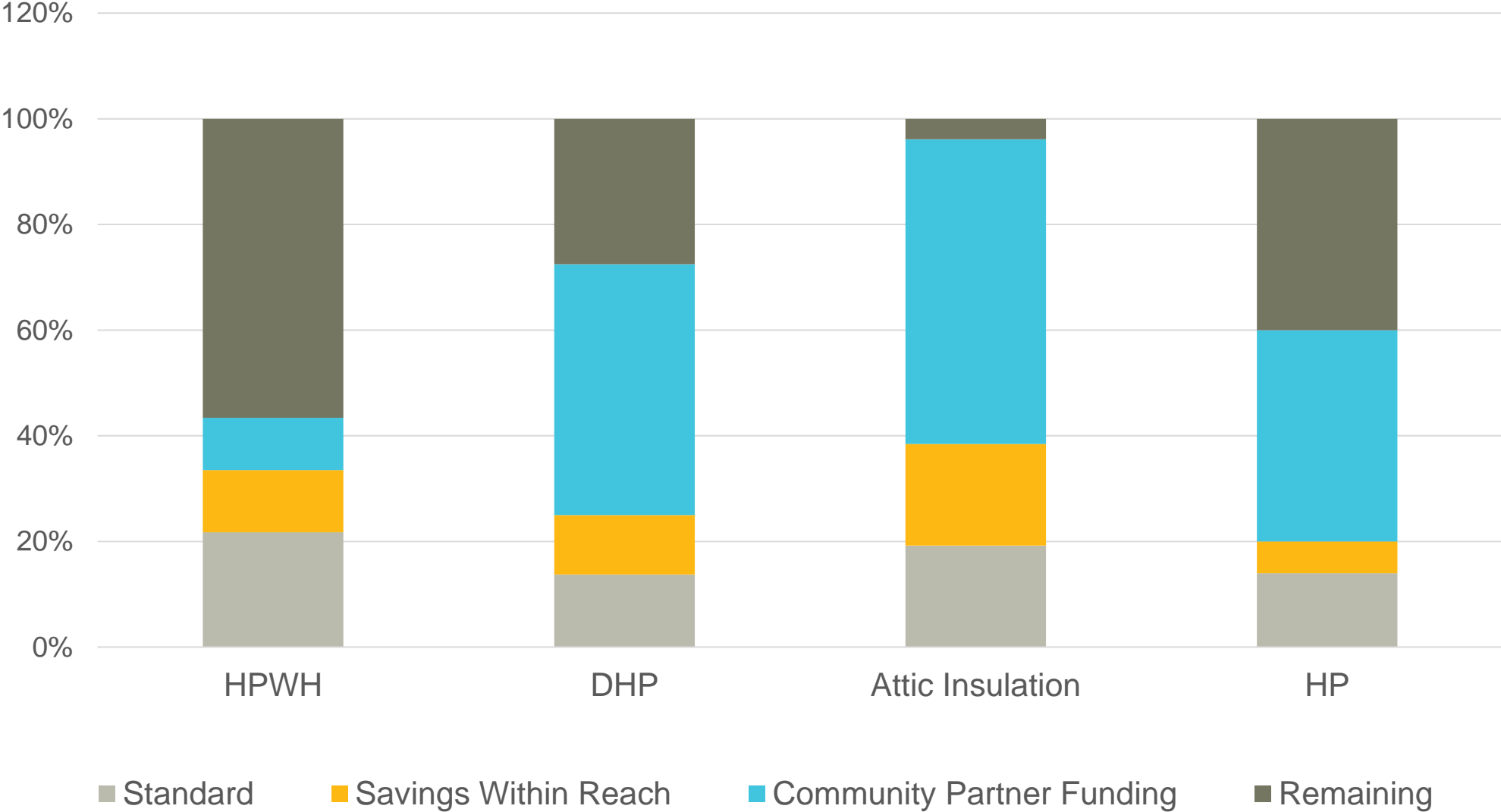
Standard incentive amounts available to all customers.

Community Partner Funding (CPF)

- A set of increased incentives for community agencies available to CBOs, community action agencies, housing authorities, economic development districts, etc.
- Approaches
 - Co-funding to agencies with existing energy-related home improvement programs
 - Assistance to develop home improvement programs, or
 - Support referrals to specific Energy Trust programs or trade ally contractors
- Home energy assessments and free LEDs



Example Project Costs

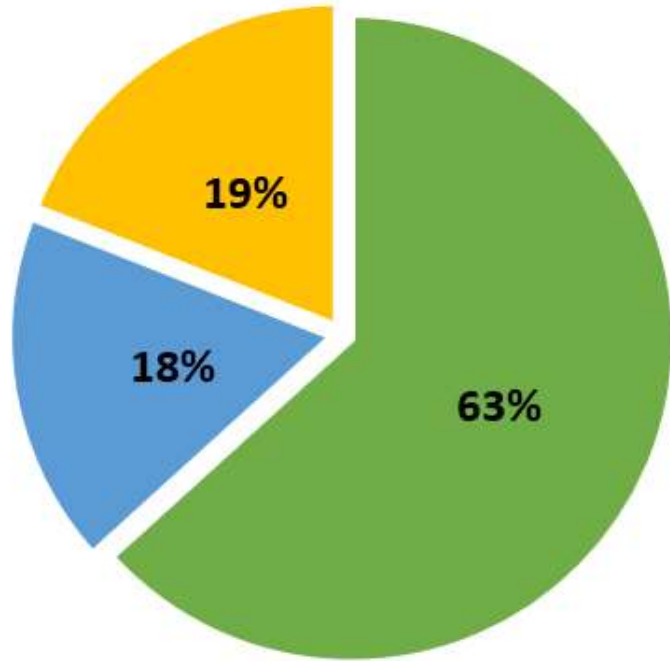


Progress

- 14 Community organizations enrolled in CPF
- Yearly Results:
 - \$350k and 132 projects in 2020
 - \$587k and 319 projects in 2021
 - \$1.6m and 675 projects forecasted for 2022
- Administrative Service Contracts:
 - \$250k in service contracts in 2020
 - \$315k in 2021
 - \$470k in 2022
- 500 Home energy assessments conducted (\$250 each)
- 58 Organizations providing free LED bulbs (CAAs, CBOs, food pantries, churches, housing orgs, etc.)

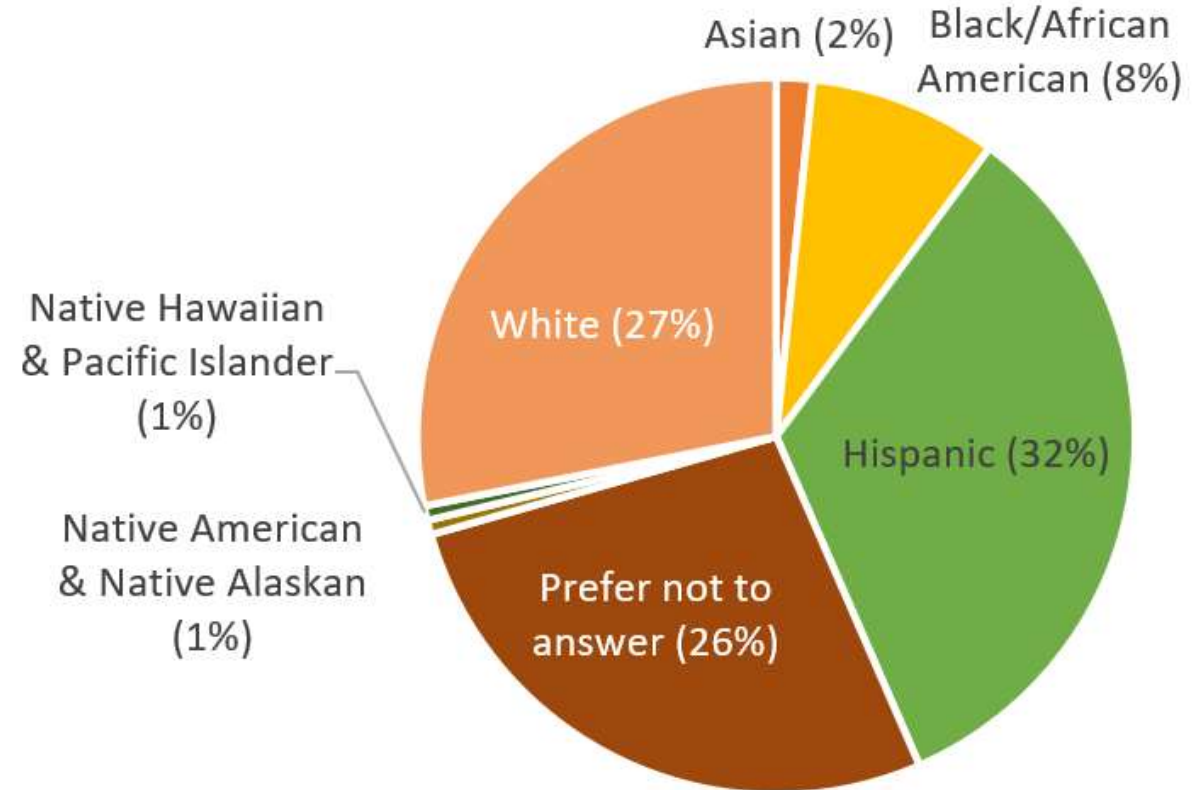
Customer Participation in CPF

Income Level



■ Low income ■ Moderate ■ No response

Race & Ethnicity



Brief Testimonial from CBO Partner

- *Charity Fain, Executive Director of Community Energy Project*





Thank You

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