



# EXPANDING DIVERSITY

**BUILDING A CULTURE OF DIVERSITY, EQUITY AND INCLUSION TO REACH AND SERVE ALL CUSTOMERS**

## **We believe our differences make us stronger**

Energy Trust of Oregon strives to create a culturally attentive organization with diverse employees and contractors who contribute a range of perspectives, experiences, skills and ideas to how we work, our programs and our services. We believe our differences make us stronger and spark more creativity and innovation.

We are working to ensure diversity is reflected in the individuals who work for and with Energy Trust, as well as the many types of people and places we serve, from families to farmers, from small businesses to large industrial manufacturers, and from the Portland Metro area to rural communities.

We embrace all values, experiences and backgrounds of the people, businesses and organizations we work with, including:

- Cultures, races, religions, national origins, ethnicity, sexual orientation, gender and gender identity, age, abilities and disabilities
- Geographic locations
- Business sizes and types
- Languages spoken
- Life and work experiences and perspectives

## **Oregon is growing more diverse**

According to Oregon's Office of Economic Analysis, our state population is expected to increase by 500,000 to 4.3 million in 2020.

With this growth, the demographics of our residents are changing faster than most other states. Today, 22 percent of Oregonians belong to a minority race or ethnic group, and that percentage is expected to grow.

These trends indicate that we need to engage an even more diverse population now and in the future—as customers, contractors, employees and beneficiaries of the services we provide.

## **We're already on the path**

In December 2017, Energy Trust's board adopted a Diversity, Equity and Inclusion Policy, which replaced the Equity Policy that had been in place since 2002. The policy committed to establishing a Diversity Advisory Council to advise the board of directors, and enhancing diversity, equity and inclusion on the board. It also authorized staff to develop a Diversity, Equity and Inclusion Operations Plan, which define 10 goals spanning customer participation, Energy Trust hiring practices, contracts, trade ally partnerships and projects completed by minority and women-owned businesses. We are making progress, and we know there is more work to be done.



**It's our responsibility to design programs so that all customers can directly benefit from Energy Trust's services and incentives. That means everyone, including low-income residents and communities of color, who often bear the greatest energy burdens.**

Michael Colgrove  
executive director





## WHAT DOES SUCCESS LOOK LIKE?

When diversity is an integrated part of who we are and how we conduct our business, Energy Trust will be more innovative and better positioned to meet our future goals. If we are successful, we will:

- Be better equipped to serve all eligible customers
- Work with more and different contractors
- Grow results
- Expand procurement opportunities
- Recruit, hire and support a more diverse workforce
- Gain competitive and strategic insights and perspectives
- Improve employee retention in a competitive economy
- Weave this into the fabric of who we are

## DIVERSITY, EQUITY AND INCLUSION GOALS

We understand that investments in energy efficiency and renewable energy lower energy costs, cut carbon emissions and strengthen local communities—resulting in economic benefits for all. However, there is more we can do to reach communities of color, low- and moderate-income customers and rural communities. We developed 10 diversity, equity and inclusion operations goals to improve and enhance offerings for underserved customers. Goals were finalized at the end of 2018.

1. Increase customer participation in energy efficiency programs for all underserved populations by 20 percent by the end of 2020.
2. Increase customer participation in renewable energy programs for all underserved populations by 20 percent by the end of 2020.
3. Increase participation in the Trade Ally Network by minority- and women-owned business by 50 percent each by the end of 2020.
4. Increase the number of projects completed by minority- and women-owned trade allies by 15 percent by the end of 2020.
5. Increase the number of contracts executed with minority- and women-owned businesses by 15 percent by the end of 2020.
6. Increase overall market awareness and understanding of underserved populations through the engagement and deepening of relationships with 50 culturally specific/  
culturally responsive organizations (such as community-based organizations, municipal agencies, membership organizations) by the end of 2020.
7. Increase the diversity in recruitment and hiring of employees by 25 percent by the end of 2020.
8. Develop systems and support needed to collect, track, analyze and report demographic information related to program participation, program delivery and trade ally network members by the end of 2018.
9. Based on the Intercultural Effectiveness Scale survey, increase the Intercultural Effectiveness Scale score of all staff and board of directors by 20 percent by the end of 2020.
10. Increase transparency and community engagement by publishing the Diversity, Equity and Inclusion Operations Plan and progress toward its goals.



### Calling all perspectives

We have a much greater chance of success if we are able to incorporate as many perspectives as possible. To join the conversation, contact Michael Colgrove, executive director, at [michael.colgrove@energytrust.org](mailto:michael.colgrove@energytrust.org).