Statewide:

- Communications & Customer Service
- PMC, PDC, field staff
- Michael Colgrove
- Executive team
Relationships Help Us Reach Strategic Goals

Energy
Trust
OPUC = key stakeholder
Relationship Mapping Models
Relationship Mapping Examples

Power/Influence Model
Relationship Mapping Examples

Direct/Indirect Model
Relationship Mapping: Energy Trust

Organization TBD

- Program Delivery
- Access to Customers
- Access to Underserved Customers, Data and Insights
- Brand Leverage and Credibility
- Industry/Technology Expertise and Leadership
- Access to Resources and Connections
- Policy Role Impacting EE/RE

Current State vs. Future State

Data/Technology Resources
Relationships Should Be Mutually Beneficial

- Energy Trust goals and gaps
- Potential partner goals and gaps

Intersection of opportunity
Assessing Intersection of Opportunity

- Business goals and Key Performance Indicators
- Mission
- Priorities
- Gaps
- Existing resources to support partnerships
- Potential level of investment
- Duration of engagement
- Potential risks
Example Relationship

Assess intersection of goals and gaps
Considerations for Strategic Planning

• Identify relationships that warrant deeper analysis based on goals

• Engage current and new stakeholders to understand their interests and challenges

• Apply relationship mapping and analysis to relationships of strategic value
Questions to Consider

• Do the 8 mapping criteria resonate as most relevant for us, when assessing potential relationships?

• Are there other criteria we should consider? Are there areas that need more depth or focus?

• As we contemplate the next strategic plan, do any new criteria come into focus?

Criteria:
- Program delivery
- Access to customers
- Access to underserved customers, data & insights
- Policy role/impact on energy efficiency & renewable energy
- Access to resources & connections
- Industry/tech expertise & leadership
- Brand leverage & credibility
- Data & technology resources
Thank you

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