

## Diversity Advisory Council Agenda

Tuesday, November 19, 2019

9:00 a.m. – 11:30 a.m.

421 SW Oak St., #300, Portland, OR 97204

---

- 9:00 Welcome** (*Art Sousa; information*)  
Agenda review and important updates.
- 9:20 Community Solar & Solar Within Reach** (*Lizzie Rubado, Solar Program Strategies Manager; discussion & feedback*)  
Staff will share information on two, new solar offerings aimed at making solar more accessible and ask DAC member's input on education and outreach.
- 9:50 Multifamily Program Assessment and 2020 Activity** (*Kate Wellington, Commercial Program Manager, and Amanda Zuniga, Commercial Program Manager; information*)  
Staff will provide overview and key learnings from a recent program assessment, as well as preview upcoming activities related to the 2020 RFP.
- 10:10 Budget & Strategic Plan Updates** (*Kaeti Namba, Oswaldo Bernal & Debbie Goldberg Menashe; information*)  
Kaeti and Oswaldo will share insights from the October 16 Public Budget Workshop. Debbie will share additional budget information and Strategic Plan updates.
- 10:25 Customer Insights Study & CBO Engagement** (*Sue Fletcher and Shelly Carlton, Sr. Marketing Manager; discussion & feedback*)  
Sue and Shelly will share updates on the Customer Insights Study and planning for community-based organization outreach and promotion.
- 10:55 Stipend, DEI lead & Recruitment Updates** (*Debbie Goldberg Menashe; information*)  
Debbie will share updates on stipends, the new Diversity, Equity and Inclusion Lead role, and DAC recruitment.
- 11:20 DAC Logistics** (*Art Sousa; information*)  
Art will demo the DAC Google Docs site and share the proposed 2020 DAC calendar.
- 11:25 Public Comments** (*Art Sousa; discussion*)
- 11:30 Adjourn**

**Meeting Materials** (agendas, presentations and notes) are available [online](#).

**Next DAC Meeting:** (tentative) January 28, 2020, 9:00 – 11:30 AM.

## Diversity Advisory Council Agenda

Proposed 2020 Meeting Schedule

(Unless otherwise noted, meetings to be held at Energy Trust offices)

<p><b><i>DAC Meeting</i></b> Tuesday, January 28, 2020, 9:00 – 11:30 AM</p>
<p><b><i>DAC Meeting</i></b> Tuesday, February 18, 2020, 9:00 – 11:30 AM</p>
<p><b><i>DAC Meeting</i></b> Tuesday, March 10, 2020, 9:00 – 11:30 AM</p>
<p><b><i>Joint DAC, CAC, &amp; RAC Meeting</i></b> Wednesday, April 22, 2020, time-to-be-scheduled</p>
<p><b><i>May – no DAC meeting</i></b></p>
<p><b><i>June – no DAC meeting</i></b></p>
<p><b><i>DAC Meeting</i></b> Tuesday, July 28, 2020, 9:00 – 11:30 AM</p>
<p><b><i>August – no DAC meeting</i></b></p>
<p><b><i>Remote DAC Meeting</i></b> Tuesday, September 15, 2020 (tentatively scheduled, meeting to be held outside Portland metro area, location to be determined)</p>
<p><b><i>Joint DAC, CAC, &amp; RAC Meeting</i></b> Wednesday, October 14, 2020, time-to-be-scheduled</p>
<p><b><i>DAC Meeting</i></b> Tuesday, November 17, 2020, 9:00 – 11:30 AM</p>
<p><b><i>December – no DAC meeting</i></b></p>

# Community Solar Development Assistance

In November 2019, the Solar program will begin offering Community Solar Development Assistance **incentives to help support early development activities of small and public/nonprofit-led projects participating in the Oregon Community Solar Program.**

The incentives can be used to help pay for a variety of project development activities, including grant-writing, feasibility studies and consulting, and other technical assistance.

## *Objective*

The objective is to **increase the feasibility and success of these community-driven projects** and provide additional support so that they have an equitable opportunity to participate in the Community Solar Program.

## *Background*

There is a great deal of interest in community solar from public and nonprofit organizations. These groups hope to build community-led projects that will serve, benefit and be sited in underserved communities. When Energy Trust supports these community organizations in reaching their goals, we also expand opportunities for the underserved customers they serve and represent, including renters and people with low and moderate incomes, communities of color and rural communities.

## **Incentive Summary**

### *Budget*

**Energy Trust has budgeted approximately \$250,000 for this offering for 2020.** We expect this to serve about two dozen projects with an average development assistance incentive of about \$10,000 per project.

### *Eligibility*

To qualify, projects must deliver power to Portland General Electric or Pacific Power, meet size criteria and have goals to benefit underserved customers, such as: low and moderate income customers, people or communities of color, tribes, renters, rural customers and/or small business or nonprofits.

Any public, private or nonprofit project champion may apply for funding on behalf of a project. As the project proponent, they are responsible for ensuring development activities are completed and are expected to represent the interests of the community and intended participants of the project.

### *Incentive amounts*

The incentive covers a percentage of the cost of eligible development work, up to a max of 80%, and there are caps that vary with project size and applicant type. The maximum total incentive a project may receive is \$20,000. Actual, eligible amounts will vary from project to project. These details are described on the incentive application forms.

Under this incentive offer, nonprofit or public project proponents may be compensated directly for time they spend performing work on eligible development activities.

# Solar Within Reach

This fall, the Solar program launched a new offering that provides increased incentives to income-qualified homeowners who install solar panels on their homes.

## *Objective*

**We aim to make rooftop solar accessible to homeowners who have, traditionally, found solar was just out of reach.** Energy Trust is committed to serving and benefiting all eligible utility customers and being inclusive in our program offerings. We know that there is more we can do to ensure people with low and moderate incomes, communities of color and rural communities can participate with us.

## *Background*

This incentive offering was developed with the expert input from more than a dozen community-based organizations, local governments and others. It was launched in late October of 2019. Outreach, education and marketing to promote the offer are planned for 2020.

## **Incentive Summary**

### *Budget*

**Energy Trust has budgeted approximately \$500,000 per year for the next three years** for this offering. Our target is to see 100 customers participate in Solar Within Reach in the first year.

### *Eligibility*

To qualify, customers must be Oregon customers of PGE or Pacific Power, own their home and have a household income  $\leq 100\%$  state median income. The home can be a single-family home, manufactured home, floating home or multifamily residence. Income is verified via a form that is completed by the customer and submitted by the trade ally with the incentive application.

Customers must work with a Solar Within Reach trade ally. These top-performing, five-star trade allies have received additional training, provide longer warranties and agree to additional service standards.

### *Incentive amount*

The incentive amount depends on the size of the system installed. To start, the **incentive rate is \$1.50/watt, with a maximum of \$9,000 per home.** The incentive is paid directly to the contractor, who deducts the incentive amount from the invoice and reduces the customer's out-of-pocket cost. Incentives are subject to funding availability and may change.

### *Consumer Protection*

It is important to take additional steps to protect customers who may be more vulnerable and subject to predatory sales practices. For this reason, Solar Within Reach contractors are the highest-rated solar trade allies in our network. In addition to maintaining their high rating, these contractors must participate in special training, sign a service agreement with Energy Trust, provide longer warranties and agree to stronger customer service standards.

To ensure that these solar energy systems perform well for decades to come, Energy Trust reviews all equipment and system designs to catch errors before construction, and then visits most projects to conduct a post-installation verification. If problems are found, they must be corrected by the trade ally.