MAKING A COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

BUILD RELATIONSHIPS
Increase market awareness and understanding of underserved populations by developing and deepening relationships with up to 50 organizations.

EXPAND TRADE ALLY NETWORK
Increase participation in the Trade Ally Network by minority-owned and women-owned businesses by 50 percent.

INCREASE AWARENESS
Increase organizational cultural awareness to create a more inclusive work environment where all employees feel welcome.

EXPAND TRADE ALLY PROJECTS
Increase the number of projects completed by minority-owned and women-owned trade allies by 15 percent.

REPORT ON PROGRESS TO GOALS
Publish the diversity, equity and inclusion operations plan and progress towards its goals.

SUPPORT DIVERSE BUSINESSES

INCREASE UNDERSTANDING
BY THE END OF 2020
+20%

Increase participation of underserved populations in energy efficiency and renewable energy programs

DIVERSIFY CONTRACTS
Increase the number of contracts executed with minority-owned and women-owned businesses by 15 percent.

MEASURE PROGRESS
Develop systems and support needed to collect, track, analyze and report demographic information related to program participation, program delivery and Trade Ally Network members.

HIRE MORE DIVERSE STAFF
Increase the diversity in recruitment and hiring of employees by 25 percent.
DEI Operations Plan Goal Six

• Increase our overall market awareness and understanding of underserved populations through the engagement and deepening of relationships with up to 50 organizations by the end of 2020
Goal Six Benefits

Focus on learning

Swiftest Path to reaching customers

Gain legitimacy and trust
CBO Definition for DEI Goal Six

- Representative of a community
- Public or private nonprofits
- Culturally-specific

Other CBO relationships

Goal Six CBOs (Target 50)

Other organizations
CBO Identification

• We maintain a list of organizations tracked for this goal
• Some examples of deepening relationships:
  • Verde
  • DAC CBO organizations
  • Lake County Resources Initiative
  • National Association of Minority Contractors
• We are interested in your ideas of organizations we haven’t yet approached
Relationships Should Be Mutually Beneficial

Energy Trust goals and gaps

Potential partner goals and gaps

Intersection of opportunity
Ways We May Partner

• Volunteer
• Sponsor and staff events
• Contract for program or service delivery
• Serve on boards or councils
• Develop a memorandum of understanding
• Share data or conduct joint research
• Hold technical training
• Develop a marketing partnership
• Develop offers they can present to customers
What Have We learned?

- Time for managing relationships is significant
- Some partnerships require new ways of working
- Education for customers is of interest
- Training and sharing Energy Trust expertise valued
- Greater presence and funding at events is desired and beneficial
- Ensuring everyone is aware of specific learnings from relationships will require a concerted effort
Thank you

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