

DEI Goal Six Update Diversity Advisory Council



MAKING A COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

BUILD RELATIONSHIPS

INCREASE UNDERSTAND

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.

EXPAND TRADE ALLY PROJECTS

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

BY THE END OF 2020

+20%

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

INCREASE AWARENESS

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

> REPORT ON PROGRESS TO GOALS

Publish the diversity, equity and inclusion operations plan and progress towards its goals.

Started in 2018

DIVERSIFY CONTRACTS

SUPPORT DIVERSE BUSINESSES

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

MEASURE PROGRESS

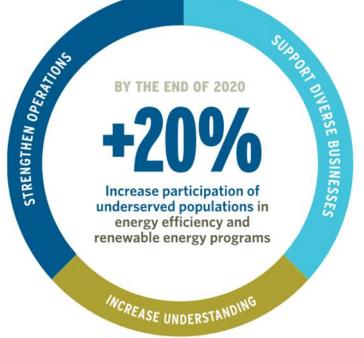
Develop systems and support needed to collect, track, analyze and report demographic information related to program participation, program delivery and Trade Ally Network members.

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



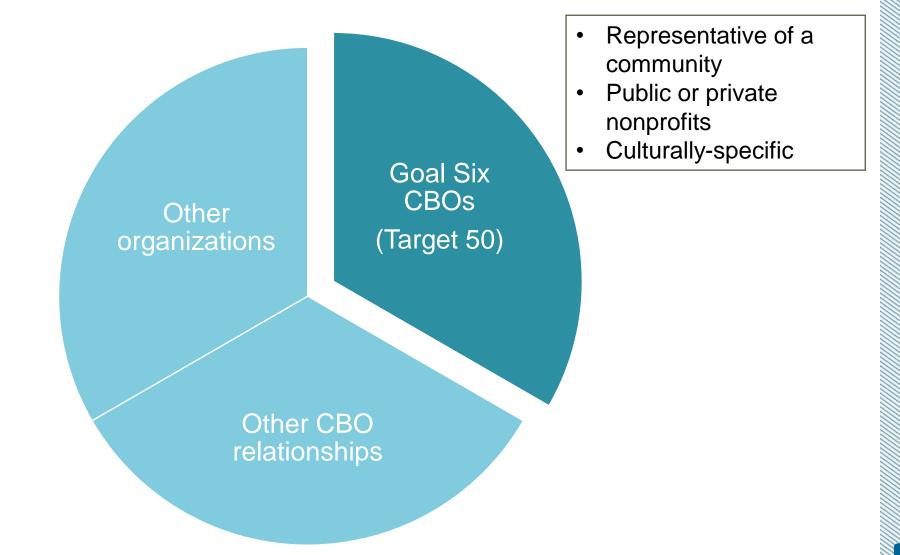


Focus on learning

Swiftest Path to reaching customers

Gain legitimacy and trust

CBO Definition for DEI Goal Six



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

Goal Six Team

- Sue Fletcher
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- Tom Beverly
- Jay Ward
- Ashley Prentice
- Karen Chase
- Caryn Appler
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