



Trade Ally Network Overview

Network Composition

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DIVERSIFYING ENERGY TRUST'S TRADE ALLY NETWORK

2021 ANNUAL RESULTS

Energy Trust's Trade Ally Network, made up of more than 1,600 independent contractors and allied professionals, helps thousands of Oregon families and businesses save energy and money while reducing their impact on the environment. Energy Trust is working to diversify the network by enrolling more businesses that are owned by people of color, women, veterans and those certified by Oregon's Certification Office for Business Inclusion and Diversity (COBID). It is also working to complete more projects with those businesses.

This report provides an overview of the network's makeup, projects completed by minority- and/or women-owned contractors and incentives associated with those projects. It also gives updates on Energy Trust initiatives to support network diversity.

This report is updated quarterly and posted at energytrust.org/reports.



NETWORK COMPOSITION

This page provides data on minority- and/or women-owned businesses and COBID-certified trade allies active during the time of this report. Prospective trade allies are not COBID certified but have self-identified as being minority- and/or women-owned businesses. Energy Trust has launched the following initiatives to support contractor diversity:

Pathway to Certification

Working with Professional Business Development Group, Energy Trust is supporting trade allies in getting COBID certified at no cost. Energy Trust has seen the largest gap in certification among residential trade allies.

Expanded Business Development Funds

Minority-, women- and veteran-owned trade allies and those serving rural communities can receive up to \$4,000 per year in business development funds from Energy Trust for marketing, personal protective equipment and professional development.

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1,600+
TRADE ALLIES
(BUILDERS, CONTRACTORS, VERIFIERS,
ENGINEERS, GREEN BUILDING DESIGN FIRMS,
AND ARCHITECTS)

COBID Certified and Prospective Trade Allies

36
MINORITY OWNED

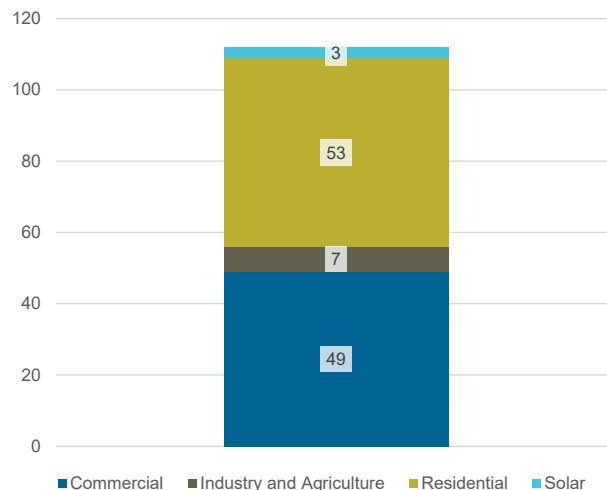
39
WOMEN OWNED

COBID Certified Trade Allies

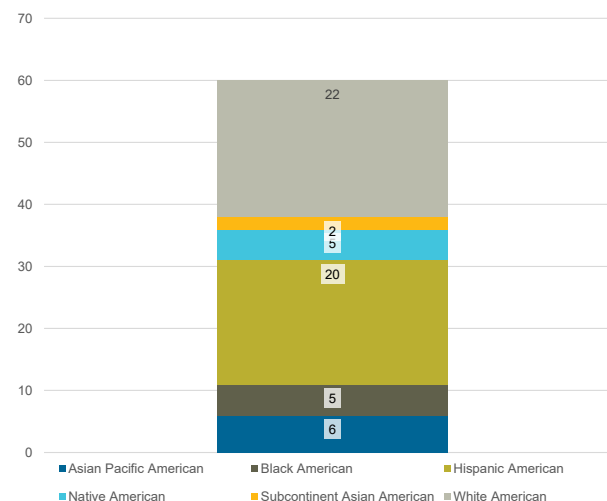
17
MINORITY OWNED

29
WOMEN OWNED

COBID Certified and Prospective Trade Allies by Program



Minority and Woman Owned Trade Allies by Race



PROJECTS

Energy Trust tracks projects completed by trade allies and incentives associated with those projects; data reflects trade allies who were active during the reporting period and includes certified and prospective minority and women-owned allies.

Contractors can use Energy Trust incentives as a sales tool to help drive down the customer's cost to install more efficient equipment.

Energy Trust has launched the following initiatives to support diverse trade allies and encourage more participation in our programs:

Specialized offers

Energy Trust programs are developing specialized offers to increase customer participation in communities that have been underserved by our programs. These offers typically provide increased cash incentives, customer leads and additional training for contractors.

Contractor Development Pathway

In partnership with a variety of trade organizations, Energy Trust is developing the Contractor Development Pathway to enroll minority- and/or women-owned contractors in our commercial retrofit program. Launching in 2022, the pathway will provide selected contractors with technical assistance, training and mentorship with experience professionals.

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Completed Projects (2021)

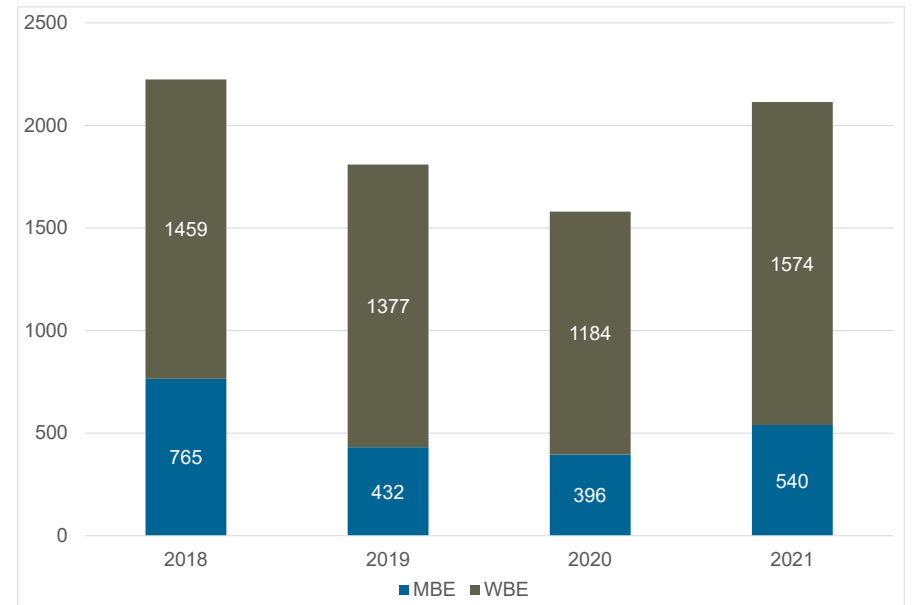
27,986
TOTAL NETWORK

2,114
DIVERSE TRADE ALLIES

540
MINORITY OWNED

1,574
WOMEN OWNED

Projects by MWBE Trade Allies Over time



INCENTIVES

Incentive Distribution (2021)

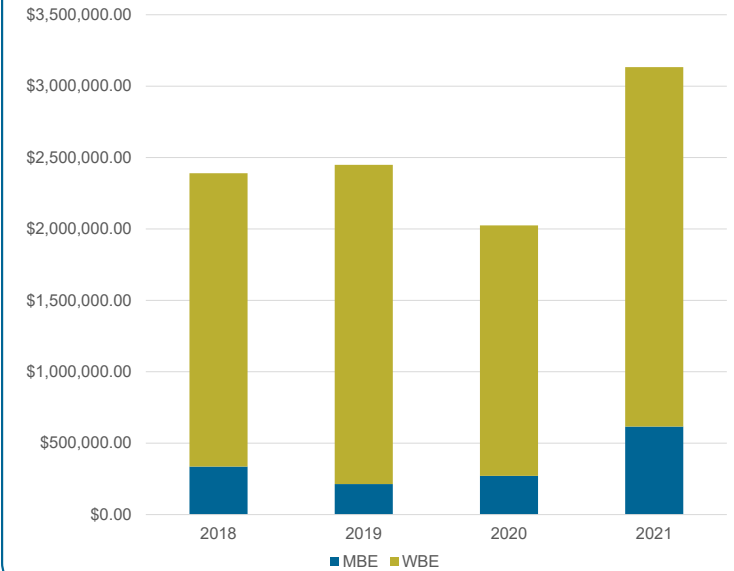
\$54,009,996
TOTAL NETWORK

\$3,133,331
TOTAL DIVERSE TRADE ALLIES

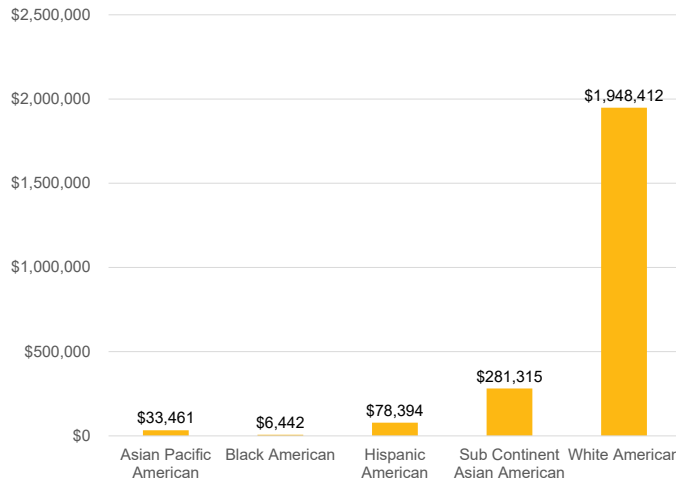
\$616,572
MINORITY OWNED

\$2,516,759
WOMEN OWNED

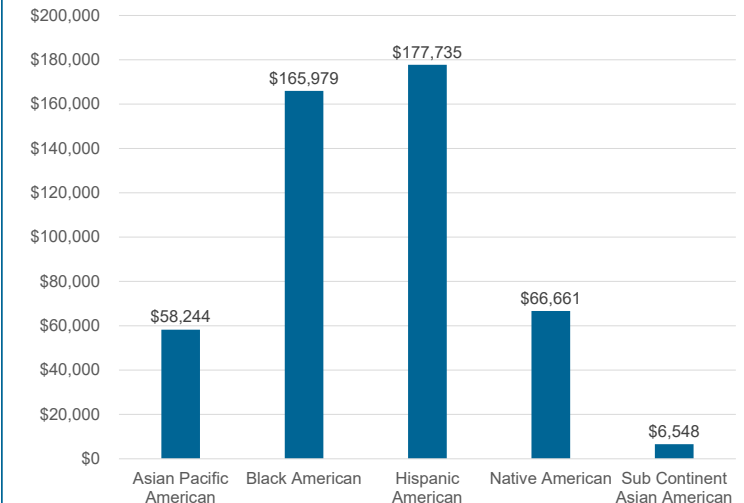
Incentives by MWBE Trade Allies over Time



2021 Incentives Associated with Women-owned Trade Ally Projects by Race/Ethnicity



2021 Incentives Associated with Minority-owned Trade Ally Projects by Race/Ethnicity



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FREQUENTLY ASKED QUESTIONS

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WHAT IS THE [CERTIFICATION OFFICE OF BUSINESS INCLUSION AND DIVERSITY \(COBID\)](#)?

- COBID certifies minority-owned, women-owned, and service-disabled veteran-owned business owners and emerging small businesses interested in contracting with state, county, and city government agencies. Their goal is to foster an environment where every small business in Oregon can compete fairly regardless of ethnicity, gender, disability, or size.
- Federal programs certified by COBID include Airport Concessionaires Disadvantaged Business Enterprise (ACDBE) and Disadvantaged Business Enterprise (DBE).
- State programs certified by COBID include Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Service-Disabled Veteran Business Enterprise (SDVBE) and Emerging Small Business (ESB).

DOES ENERGY TRUST HAVE ITS OWN CERTIFICATION PROGRAM?

- No. Energy Trust is not a certification agency. Energy Trust encourages COBID eligible businesses seeking public-sector contracts to [apply for certification through COBID](#).
- Energy Trust also offers a [Pathway to Certification](#) for enrolled trade allies that would like coaching and advising on how to navigate the COBID certification process. This service is provided by [Professional Business Development Group](#) and is funded by Energy Trust at no cost to trade allies.

WHAT IS AN INCENTIVE?

- Energy Trust offers cash incentives to reduce costs of energy efficiency and renewable energy investments. These incentives may be paid to any customer or to trade ally contractors or other market actors such as a distributor. This report shows only incentives associated with projects that trade allies worked on.