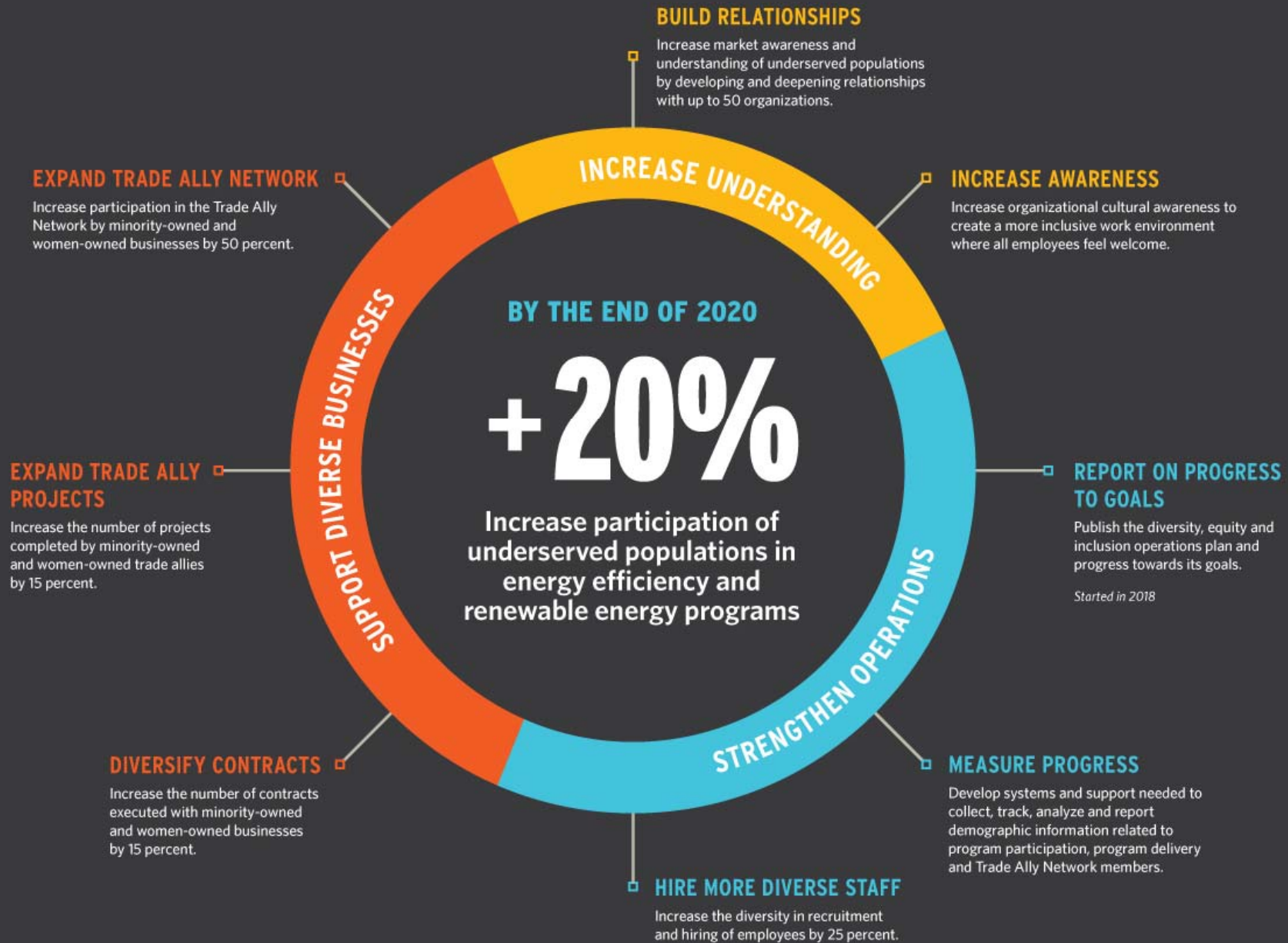




# DEI Goal Six Update Diversity Advisory Council

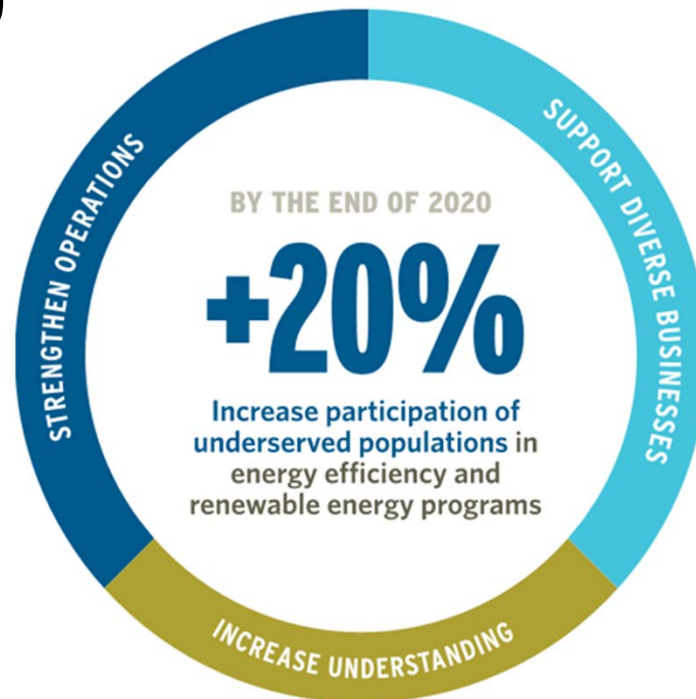


# MAKING A COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION



# 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

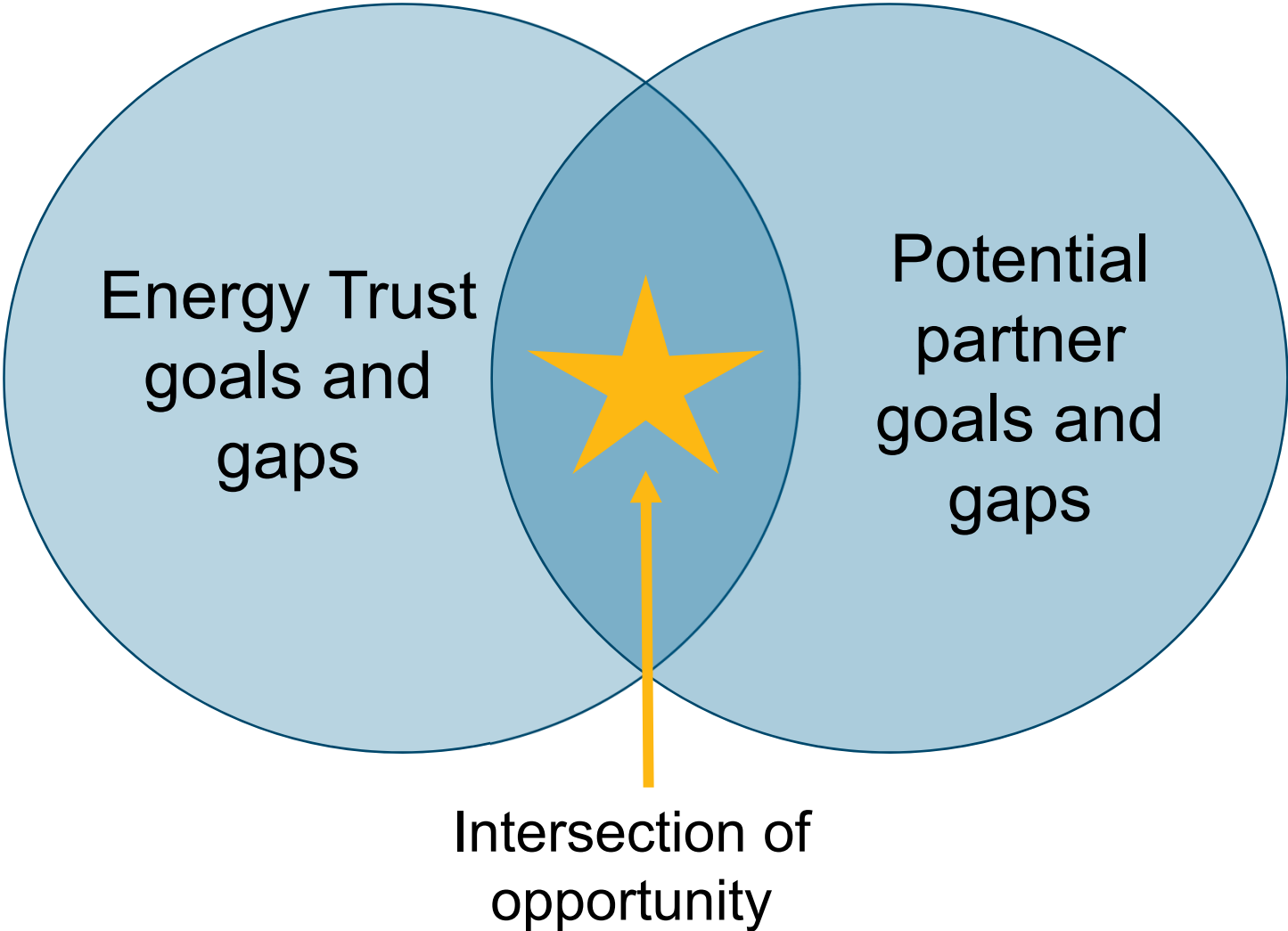


- Representative of a community
- Public or private nonprofits
- Culturally-specific

## 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



## 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
- Emily Findley
- Tom Beverly
- Jay Ward
- Ashley Prentice
- Karen Chase
- Caryn Appler
- Amber Cole