

Zoom Remote:



<https://zoom.us/meeting/register/tJMtdOCorTMiGdKprQKjcRniaPsuwzWgM5YF>

Diversity Advisory Council Agenda

Tuesday, July 28, 2020

9:00 a.m. – 11:30 a.m.

9:00 Technical Adjustment (Giving people time to address any technical difficulties)

9:05 Ice Breaker Led by Tyrone Henry

9:25 Agenda Review of the Meeting (*Tyrone Henry, information*)

9:30 Review DAC Charter and Operating Principles (*Foundational DAC Members to Present: information*)

Charter and Operating Principles were previously distributed for today's agenda.

10:00 Update on Data Enhancement Project (*Alex Novie and Dan Rubado*) Energy Trust staff will update the committee on the DEI Data Enhancement Project, with a specific update on the customer insight survey.

10:30 DEI Operations Plan

Proposal on the 2021 Extension of the Plan. Staff will seek DAC feedback (*Debbie Menashe & DEI Goal Leads*)

Summary of Extension Proposal is attached to this agenda.

11:00 5 Minute Break

11:05 DEI Lens Proposal (*Becky Engel and Debbie Menashe*)

Energy Trust staff will present Energy Trust's DEI Lens to the DAC and ask for feedback.

DEI Lens proposal is attached to the agenda

11:20 DAC Announcements for the Good of the Order

11:25 Public Comment

11:30 Adjourn

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

Next DAC Zoom Meeting: September 15, 2020 9 am to 11:30 am.

**ENERGY TRUST OF OREGON
DIVERSITY, EQUITY AND INCLUSION OPERATIONS PLAN
2021 EXTENSION PROPOSAL SUMMARY OF GOALS**

Below are Energy Trust’s goals identified in the current Diversity, Equity and Inclusion Operations Plan and proposed goals under the 2021 extension of the plan, along with examples of how staff will measure progress to the 2021 goals. For more information, please see the Diversity, Equity and Inclusion Operations Plan-2021 Extension Proposal.

Note that 2020 goals are to be achieved by the end of 2020 and 2021 are to be achieved by the end of 2021 unless otherwise noted.

Goal 1: Efficiency participation

| | |
|------|---|
| 2020 | Increase customer participation in energy-efficiency programs for all underserved populations by 20%, with strategies and sub-goals for residential, commercial and industrial sectors. |
| 2021 | <p>Increase customer participation in energy-efficiency programs.</p> <ul style="list-style-type: none"> • Increase participation rate of people of color in single-family, small multifamily and manufactured homes from 24% to 34% within census tracts with a large proportion of people of color • A 10% increase over 2020 goal participation levels in customer participation in Existing Buildings for small and medium business customers and business customers in very rural areas • A 10% increase over 2020 goal participation levels in customer participation in Production Efficiency for small and medium business customers in census tracts identified outside metro areas |

Goal 2: Renewable participation

| | |
|------|--|
| 2020 | Increase customer participation in renewable energy programs for all underserved populations by 20%. |
| 2021 | <p>Increase the adoption of solar projects benefitting low-income customers, rural communities and communities of color.</p> <ul style="list-style-type: none"> • 38% of residential projects in census tracts that are rural and have low- to moderate-income customers and people of color • 45% of residential projects in census tracts with large proportion of people of color |

Goal 3: Trade ally participation

| | |
|------|--|
| 2020 | Increase participation in the Trade Ally Network by minority-owned and women-owned business by 50% each. |
| 2021 | <p>Increase participation in the Trade Ally Network by minority- and women-owned businesses by 50%.</p> <ul style="list-style-type: none"> • Enroll 8 women-owned trade allies and 13 minority-owned trade allies |

Goal 4: Projects completed

| | |
|------|---|
| 2020 | Increase the number of projects completed by minority-owned and women-owned trade allies by 15%. |
| 2021 | <p>Increase the number of projects completed by minority-women owned-trade allies by 15%.</p> <ul style="list-style-type: none"> • Achieve 1,300 projects completed by minority- and women-owned contractors |

Goal 5: Contracts

| | |
|------|--|
| 2020 | Increase the number of contracts executed with minority-owned and women-owned businesses by 15%. |
| 2021 | Increase the number of contracts with Black-owned, minority-owned and women-owned businesses by 20%. |

| | |
|--|---|
| | <ul style="list-style-type: none"> • Increase the number of contracts executed with Black-owned businesses in Oregon |
|--|---|

Goal 6: Community-based partners

| | |
|------|---|
| 2020 | Increase market awareness and understanding of underserved populations by developing and deepening of relationships with up to 50 community-based organizations. |
| 2021 | <p>Build relationships with community-based organizations.</p> <ul style="list-style-type: none"> • Continue to deepen and develop relationships with 50 community-based organizations • Have a minimum of twice yearly conversations with community-based organization focused on workforce diversity • More than 50% of community-based organizations' missions are to serve people of color |

Goal 7: Hiring

| | |
|------|--|
| 2020 | Increase the diversity in recruitment and hiring of employees by 25%. |
| 2021 | <p>Increase representation of staff identifying as people of color.</p> <ul style="list-style-type: none"> • Increase percentage of applicants identifying as people of color by 10% • At least 50% of all new hires identify as people of color |

Goal 8: Data and Systems

| | |
|------|---|
| 2020 | Develop systems and support needed to collect, track, analyze and report demographic information related to program participation, program delivery and trade ally network members by the end of 2018. |
| 2021 | <p>Determine additional ways to track, analyze and measure participation among communities of color, low-income households and rural customers.</p> <ul style="list-style-type: none"> • Socialize insights from 2020 Data Enhancement Project and scope 2021 DEI Process Evaluation • Expand contractor/trade ally analysis on MWESB firms • Identify additional market research needs to inform program design |

Goal 9: Organization

| | |
|------|---|
| 2020 | Increase organizational cultural responsiveness. |
| 2021 | <p>Increase the ability of staff and board to work across cultures and be more inclusive through structural organizational change and continuous staff learning.</p> <ul style="list-style-type: none"> • Create a work environment that supports staff who are people of color • All employees attend a training that addresses gaps in organizational readiness |

Goal 10: Reporting

| | |
|------|--|
| 2020 | Increase transparency and community engagement by publishing the diversity, equity and inclusion operations plan and progress towards its goals. |
| 2021 | <p>Increase awareness and understanding of the Diversity, Equity and Inclusion goals and progress.</p> <ul style="list-style-type: none"> • Provide progress reports twice a year • Ensure DEI efforts are reflected in organizational communications and public relations |



Proposed Diversity, Equity and Inclusion Lens Revision

Diversity Advisory Council Meeting Pre-Reading
Tuesday, July 28, 2020

Background

In 2018, Energy Trust provided staff with a new Diversity, Equity and Inclusion Lens. **The goal of the lens is to encourage staff's critical thinking that can be applied to the internal systems, projects, processes, resources and programs of Energy Trust, which can create increased opportunities for underserved communities by evaluating burdens, benefits and outcomes to underserved communities.** Through frequent utilization of the DEI Lens, we intend to strengthen our strategies and approaches toward more equitable outcomes.

Staff have used this tool to engage and apply new thinking to promotes diversity, equity and inclusion in a variety of activities, systems, projects and initiatives. Since its launch, the lens has been completed nearly 20 times, which is a lower utilization than we'd like. Staff feedback suggests that the current Word document format is not user friendly and more labor-intensive to use, perhaps both reasons why utilization has been lower than hoped.

Therefore, with a goal of improving utilization so that we realize the intended value of a lens as a tool to assist critical thinking about diversity, equity and inclusion impacts, we propose creating a new, web-capture format for the Diversity, Equity and Inclusion Lens that we believe is easier and faster for employees to fill out and removes some of the lengthier writing requirements, which may have been barriers for completion. While most questions are consistent with the current lens, we have taken an additional step to format several questions/answers to allow us to track against our diversity, equity and inclusion performance metric with the OPUC, or with our diversity, equity and inclusion goals.

At the upcoming council meeting, Debbie Menashe will provide a preview of the new web-based Diversity, Equity and Inclusion Lens, and will seek your input on:

1. What is missing from this lens that we should consider to benefit staff's critical thinking (either questions on the lens or what may be missing from the web-based tool)?
2. Does this tool fulfill the intended goal of having a Diversity, Equity and Inclusion Lens for staff?
3. Anything else we should consider to encourage our staff's utilization so we get the greatest value out of this important tool?

Proposed Diversity, Equity and Inclusion Lens Web-Based Form

1: What is the project, initiative or activity you are applying this lens to? (Open ended)

2: Where will it take place or be deployed? (Check all that apply)

- Statewide in Oregon
- Statewide in Oregon and in Southwest Washington

- Central Oregon
- Eastern Oregon
- Coast
- Southern Oregon
- Portland Metro/Hood River
- Willamette Valley
- Southwest Washington
- Other (please explain)
- N/A

3: What are the desired goals/outcomes? (Open ended)

4: What external audiences will benefit from this activity? (Check all that apply)

- Customers with low incomes
- Customers with moderate incomes
- Customers who are Black, Latinx, Asian, Indigenous or Native American
- Rural communities and customers
- Diverse trade allies (e.g. gender, race/ethnicity)
- Native American, African-American, Latinx and Asian Pacific Islander American Chambers of Commerce
- Small businesses
- Community-based organizations that support underserved customers
- PMC/PDCs

5: What internal audiences will benefit from this activity? (Check all that apply)

- Staff
- Energy Trust board
- Energy Trust advisory councils

6: What benefit or value will this activity deliver to these audiences mentioned above? (choose all that apply)

- Energy savings or energy generation
- Cost savings, financial benefit for customers
- Increased access to programs
- Improved awareness about the value and benefit of EE/RE
- Greater capacity to support underserved customers
- Workforce development for diverse contractors
- Diversify Energy Trust's staff/board/partner network
- Project or contracting opportunities for trade allies
- Other (please specify)

7: Please explain these benefits. (open ended)

8: Have you or can you intentionally involve stakeholders or customers from racially and ethnically diverse, low/moderate income and rural communities in either the formation of the activity or its execution? (Y/N)

9: If yes, how? (Check all that apply)

- Held workshops, meetings or input sessions to gather input or to execute
- Conducted/reviewed market research
- Explored/reviewed past materials or previous learnings from other Energy Trust activities

- Created unique offers or activities that are customized for diverse audiences
- Held one-on-one meetings with community-based organizations, stakeholders or customers to gather input or to execute
- Held training, information sessions or meetings with diverse trade allies
- Other (please specify)

10: Please describe in more detail what you did to involve stakeholders in your process (open ended)

11: If no, how do you intend to involve stakeholders? (Open ended)

12: How did stakeholder input shape or improve this activity to make it more diverse, equitable and inclusive? (open ended)

13: On a scale of 1-10, how impactful was the external input mentioned in question 6 to your activity – with 1 being not very impactful, and 10 being very impactful? (rating 1-10, 1= not very impactful, 5 = neutral, 10 = very impactful)

14: How will this activity support Energy Trust's DEI goals? (Choose all that apply)

- Increase customer participation in energy efficiency programs for all underserved populations by 20 percent by the end of 2020.
- Increase customer participation in renewable energy programs for all underserved populations by 20 percent by the end of 2020.
- Increase participation in the Trade Ally Network by minority- and women-owned business by 50 percent each by the end of 2020.
- Increase the number of projects completed by minority- and women-owned trade allies by 15 percent by the end of 2020.
- Increase the number of contracts executed with minority- and women-owned businesses by 15 percent by the end of 2020.
- Increase overall market awareness and understanding of underserved populations through the engagement and deepening of relationships with 50 culturally specific/culturally responsive organizations (such as community-based organizations, municipal agencies, membership organizations) by the end of 2020.
- Increase the diversity in recruitment and hiring of employees by 25 percent by the end of 2020.
- Develop systems and support needed to collect, track, analyze and report demographic information related to program participation, program delivery and trade ally network members by the end of 2018.
- Based on the Intercultural Effectiveness Scale survey, increase cultural responsiveness of all staff and board of directors by 20 percent by the end of 2020.
- N/A (please explain)

15: Are there any unintended consequences for certain populations or communities from this activity? Please describe, and describe strategies to mitigate these negative impacts. (open ended)

16: What do you envision success looks like for this activity, relative to our DEI initiative? (open ended)