

# Diversity Advisory Council Meeting Notes

July 28, 2020

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## Attending from the council:

Cheryl Roberts, African American Alliance For Homeownership  
Dolores Martinez, EUVALCREE  
Indika Sugathadasa, PDX HIVE  
Kheoshi Owens, Empress Rules  
Oswaldo Bernal, OBL Media  
Shane Davis, City of Portland  
Susan Badger-Jones, special projects consultant  
Vero Silva, Rogue Climate

## Attending from Energy Trust:

Tyrone Henry	Amanda Sales
Michael Colgrove	Julianne Thacher
Wendy Bredemeyer	Peter Schaffer
Cheryle Easton	Quinn Cherf
Debbie Goldberg Menashe	Mana Haeri
Sue Fletcher	Karen Chase
Dan Rubado	Steve Lacey
Amber Cole	Ashley Bartels
Kenji Spielman	Jeni Hall
Matt Getchell	Adam Bartini
Elizabeth Fox	Caryn Appler
Jessica Kramer	Cameron Starr
Art Sousa	Karl Whinnery
Emily Findley	Peter West
Hannah Cruz	Shelly Carlton
Kate Wellington	Betsy Kauffman

## Others attending:

Mark Kendall, Energy Trust board	Whitney Miller, CLEAResult
Henry Lorenzen, Energy Trust board	Jenny Sorich, CLEAResult
Anna Kim, Oregon Public Utility Commission	Shelley Beaulieu, TRC
Kari Greer, Pacific Power	Joe Marcotte, TRC
Tina Brooks, Pacific Power	Tamara Falls, PGE
Jon Eicher, ICF	Jenn Latu, PGE
Laura Hall, ICF	Rachel DeRosia, PGE
Angel Swanson, ICF	Cristian Salgado, PGE
Dany Kahumoku, ICF	Greg Harr, Evergreen Consulting Group
Linda Woodley, Prisma Point	Heather Moline, NW Energy Coalition

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## 1. Agenda review

Tyrone Henry, Energy Trust's diversity, equity and inclusion lead, convened the meeting at 9:03 a.m. Council members introduced themselves and briefly discussed protests in Portland, the Black Lives Matter movement and conversations on racial equity.

Sue Fletcher, Energy Trust's senior communications manager, gave an update on an effort to support communities and community-based organizations. Energy Trust is working to develop tools to proactively engage and respond to requests for engagement and doing outreach interviews to collect information. Council members were invited to be involved in the project.

Mark Kendall of the Energy Trust board gave an update on the board's Strategic Planning Committee's work to refine metrics for Energy Trust's 2020-2024 Strategic Plan. He will come to the council's September meeting for feedback. Council members suggested engaging members and people of color earlier in the process (Kheoshi Owens).

## **2. Update on data enhancement project**

### *Topic summary*

Alex Novie and Dan Rubado of Energy Trust's planning department explained the Oregon Public Utility Commission set a goal for 2020 for Energy Trust to improve data collection to better understand customers and underserved groups. Data will be used to measure the organization's success in promoting diversity, equity and inclusion.

Energy Trust gathers data through the Customer Insights Survey and Fast Feedback surveys. Customer Insights is a multiyear survey of Oregon residential and multifamily customers that asks about awareness of Energy Trust, barriers and motivations to participation. This year, staff improved recruiting tactics, expanded the sample design and oversampled in geographic areas with high racial diversity. Fast Feedback is an ongoing monthly survey of residential and business program participants; this year, Energy Trust added demographic and firmographic questions to the survey.

### *Discussion*

Council members asked how results from Customer Insights will be broken out for non-white respondents, rural people and people with low incomes and how respondents were targeted (Kheoshi Owens and Susan Badger-Jones). Dan Rubado said results will be broken out in many ways, including homeownership status, geography, race, income and other factors. Respondents were targeted by mail, email and phone and offered a \$15 completion incentive. There was also limited advertising on Facebook for household contacts that could be matched to an account. Council members suggested targeted outreach and social media ads for communities of color would be more effective (Kheoshi Owens).

### *Next steps*

Council members will receive Customer Insights results when they are available and staff will ask one or two council members to review the survey report to provide feedback on the analysis and presentation of results.

## **3. DEI operations plan**

### *Topic summary*

Debbie Menashe, Energy Trust's director of legal and human resources, provided background on the current Diversity, Equity and Inclusion Operations Plan and presented a proposal to extend it for 2021. The current plan was launched in 2018 with goals through 2020 that cover all dimensions of the organization, including hiring. Energy Trust has achieved or is on track to achieve several of the plan's goals by the end of the year. Staff is proposing a one-year extension to provide time to draft the next plan with extensive community and stakeholder outreach.

### *Discussion*

Council members asked about the need for an extension (Shane Davis), how staff is held accountable when they don't meet goals (Kheoshi Owens) and whether success in meeting these goals is considered in performance evaluations for employees across the organization (Veronica Silva). Debbie Menashe said the board's diversity, equity and inclusion policy calls for maintaining an operations plan, which also helps focus efforts and allocate resources. Energy Trust's performance management processes ties compensation to performance and these goals are integrated into reviews. Michael Colgrove, Energy Trust's executive director, added failure to meet goals is acceptable as long as staff is willing to continue to learn from failure; trying new things that don't work isn't grounds for dismissal as long as you don't give up on the goal, he said.

Linda Woodley of Prima Point, a diversity consultant who has worked with Energy Trust, asked what work is being done to promote racial diversity in recruiting, noting there are qualified candidates that Energy Trust doesn't reach. Debbie Menashe said Energy Trust is engaging more recruiting firms, including people of color on interview panels and requiring that finalist groups include one person of color. Michael Colgrove noted of the 13 people hired in 2019, six identified as people of color.

Council members asked about the role exit interviews play in retaining people of color (Kheoshi Owens), noting it is important leaders recognize they don't know what people with different backgrounds need (Oswaldo Bernal). Amanda Sales, human resources manager, said outgoing staff members are asked about elements or barriers that made them want to leave. Staff is working on a retention strategy and will ask for input from council members on that. Members offered to be involved in drafting that plan (Veronica Silva).

Council members also suggested Energy Trust create affinity groups for employees of color to support them and groups for white employees to promote learning (Kheoshi Owens). Staff said Energy Trust is talking to NEEA and utility partners about forming cross-organization affinity groups.

On the goals in the proposed extension, council members suggested having numbers, not percentages, in the goal language and asked for more information on the baseline data (Kheoshi Owens and Susan Badger-Jones).

#### *Next steps*

Staff working on the extension proposal will take this feedback and present a draft plan to Energy Trust's executive team and board later this year.

The council took a five-minute break.

#### **4. Proposed Revisions to Diversity, Equity and Inclusion Lens**

##### *Topic summary*

Debbie Menashe presented proposed revisions to Energy Trust's Diversity, Equity and Inclusion Lens, which was launched in 2018 as a tool to work through decisions, promote critical thinking and increase opportunities for underserved communities. Since then, it has been used more than 20 times, not a lot given how many decisions staff make. An internal team has proposed changing the format and wording to make it easier to use and making it a web-based tool to easily track usage and outcomes.

##### *Discussion*

Council members said effective use of such a tool requires a deeper understanding of the people who may be affected and more probing questions about Energy Trust's intentions and expectations (Kheoshi Owens). Members said it's important to consider potential positive and negative impacts and make distinctions among various racial groups since groups will be affected differently (Shane Davis). Members also suggested mandating use of this tool to promote accountability and including stopping points if the user identifies negative impacts (Shane Davis and Kheoshi Owens).

#### *Next steps*

Staff will incorporate members' feedback and present to the council a final version of the Diversity, Equity and Inclusion Lens later this year. Staff will also consider ways to promote use among staff members.

#### **5. Public comment**

Susan Badger-Jones suggested future council meetings have more discussion time.

Mark Kendall said there are opportunities for the board to use the Diversity, Equity and Inclusion Lens more in its decision-making and that he will press for that.

Tyrone Henry said Sherry Tran, a member of the council, is being verbally attacked and targeted because of her race. He asked people send messages of support to her.

Heather Moline of NW Energy Coalition said the council and Energy Trust are having important conversations about diversity and acknowledged this is emotional work.

#### **6. Adjournment**

The meeting adjourned at 11:32 a.m. The council's next meeting is scheduled for September 15 and will take place over Zoom.