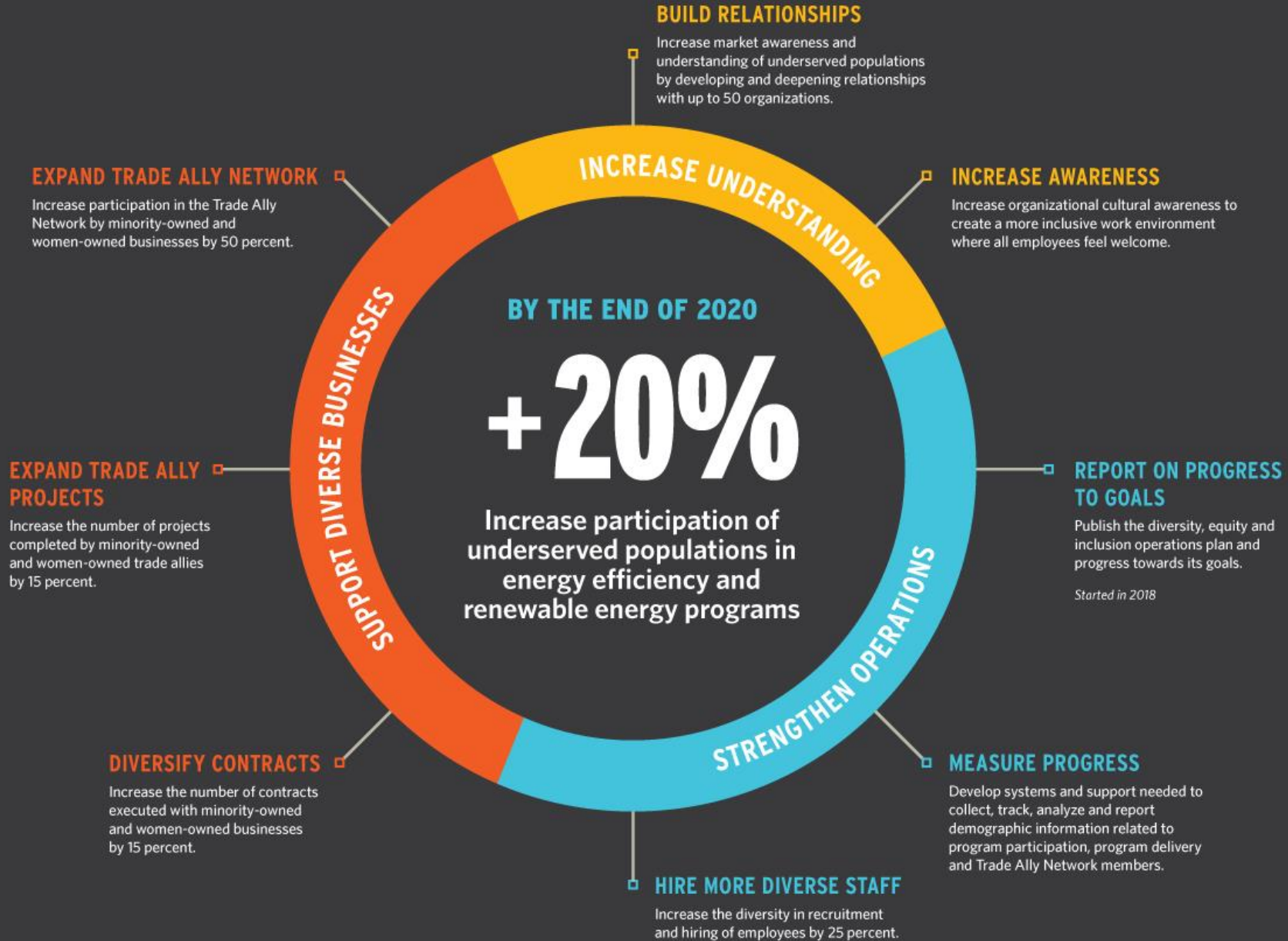




DEI Goal Six Update

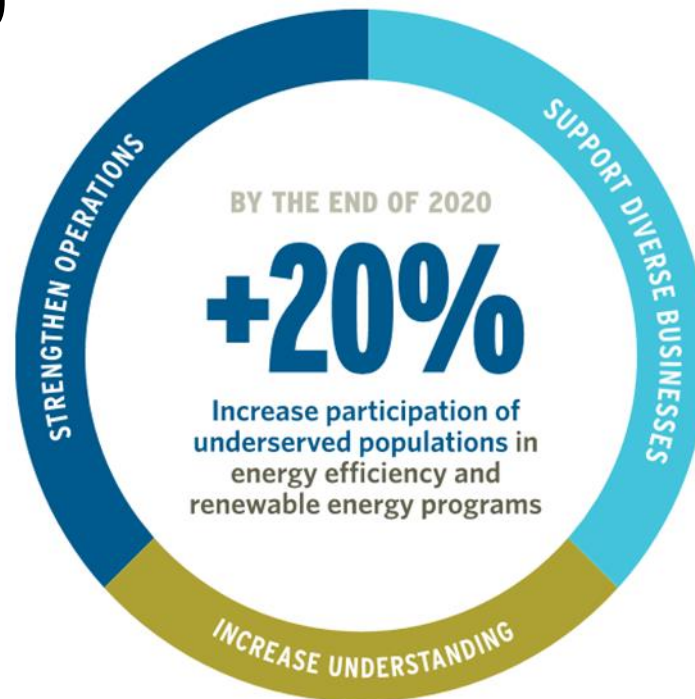
Diversity Advisory Council

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

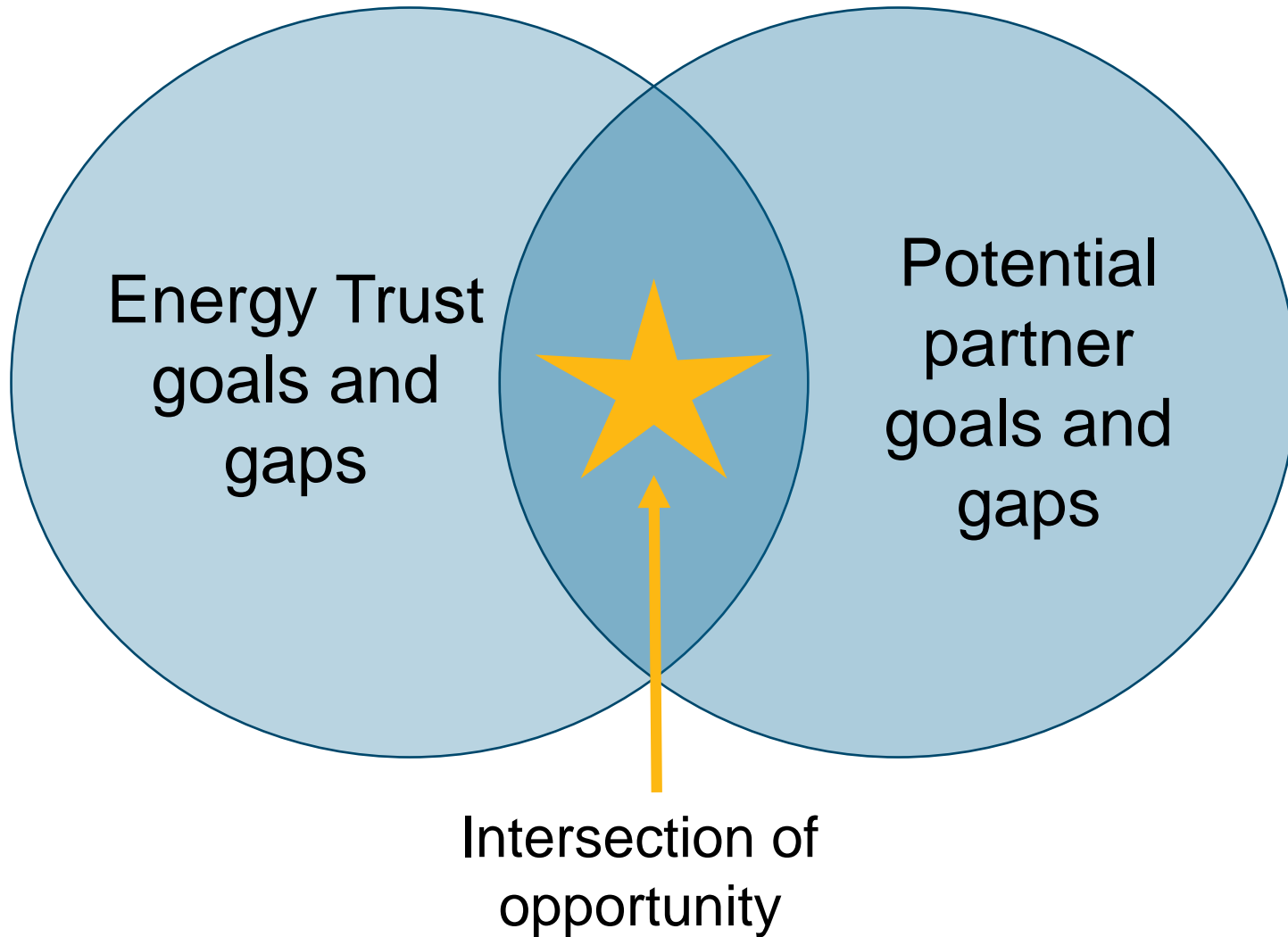


- Representative of a community
- Public or private nonprofits
- Culturally-specific

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