



FC HURDLE CONSULTING GROUP

ENGAGEMENT PRELIMINARY FINDINGS

OCTOBER 27, 2022





02

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Community Cafe at OPUC Workshop Online Summary

**Community Cafe at OPUC Workshop 1 Online:
August 4, 2022**

Review the schedule and process for the development of equity metrics and working with communities to inform discussion of metrics with members of various environmental justice communities





1.

Do the communities you work with know about the potential benefits of HB 3141?

If not, how can OPUC/Energy Trust bring awareness to local communities?

Opportunity Summary

The advocates are aware of HB3141 benefits however the public is not. There is a need for a public messaging campaign or dissemination through existing outreach channels and methods. Thus far, the customers are asking for various energy programs; it should be OPUC/ETO that should be reaching out.

It's also evident there is a need to clarify what are the program benefits in order for customers to understand the various programs available and applicable to them.



2.

How will we know if the equity metric requirement that we are going to be working on will be successful?

Summary Findings from OPUC Stakeholders

Opportunity Summary

There is a desire amongst stakeholders that the specific and different nature of the various communities that will be impacted by this process is taken into consideration. The overall concern here though was around taking differences seriously around the communities to be impacted by this process and ensuring that whatever develops from this process flows from the specifics and particularities of those communities.





3.

As we begin to move forward with this work and to ensure a broad representative sample of communities we are engaging with four specific groups of communities: Two-Black, Indigenous, People of Color (BIPOC) One-Rural One-Low Income Does this look like what your organization has advocated for? Moving forward, who else in the community or certain organizations would bring value to this project and future opportunities with OPUC/Energy Trust?

Summary Findings from OPUC Stakeholders

Opportunity Summary

There appears to be a lack of clarity on the part of stakeholders over who is to be represented in this process. Along with this, there may be a need to more explicitly explain to stakeholder communities why the specific stakeholder groupings for consultation were selected and how issues of representation, particularly around issues of intersectionality ie BIPOC rural communities are going to be included or addressed moving forward.





4.

What information are you seeking from the four identified community groups?

Summary Findings from OPUC Stakeholders

Opportunity Summary

The overall feel is that it is important to ask and engage within these communities in order to receive authentic feedback.

Asking the community genuine open-ended questions such as,

- Did you know about the program beforehand? If so, what is keeping you from participating in the program? If not, what is a way we can help you obtain the information?
- Now that you know about the program(s) is it something you're interested in, or why wouldn't this be helpful/beneficial to you and those around you?
- What tools would you need in order to be fully engaged with the program?
- What is a reasonable and affordable price for/to you?

It'll be imperative to identify any, and all inequities and barriers that the communities are facing in order to gain the knowledge and understanding of 'the why'.



5.

As your organization supports local environmental justice groups, how can OPUC/Energy Trust improve the services in the ways they support the community regarding HB 3141?

Opportunity Summary

Engage better with differences across the community as each group's issues are different and so their solutions are different too.



6.

Is there a question that was not presented today that you feel would be important to have asked?

Opportunity Summary

Dealing well with differences across the communities in terms of what they require/need and what would be effective solutions for them - differs considerably across the state and across communities.



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Community Cafe at Cave Junction Engagement In-Person

Community Cafe: October 5, 2022

An in-person guided conversation with local business leaders using the World Cafe model.

Participants use carefully structured questions to guide meaningful conversations and allow individuals from diverse backgrounds to engage in discussions that increase community wisdom and impact local systems.





1.

As business/organization leaders when you think of the term community who are you thinking about?

Summary Findings from Cave Junction Cafe

Micro

- I think of schools
- People in the community

Macro

- The senior center what they need and their requirements
- Our community-based organizations such as Lions Club
- Cartel growers who live here are part of the community (with some reservations). Trimmigrants* who come for seasonal work and then move on.

**Trimmigrant: People who come into an area in search of marijuana harvest jobs.*

Opportunity Summary

People's understanding of community is diverse, ranging from schools and non-profit community groups to members of cartels. There is a diverse range of opinions around the level of commitment that different people in the community have to the community, but it is generally positive.



2.

Energy is utilized for various reasons within your business/organization. What energy needs are essential to sustain and grow?

Summary Findings from Cave Junction Cafe

Micro

- More affordable prices for business owners
- Adding a storage facility and upgrading that power is always a big pain when the cost of power keeps going up
- I plugged this (device) into my heaters to find out how much energy it was using. I figured out what uses the most power in my house. Figured this all out on my own because there's no support
- Back up during outages. Cave Junction does pretty well, but my rural house loses power 3-4 days every winter

Macro

- Reliable energy is needed because we (the restaurant) close for half the day when we lose power randomly
- The climate is changing because they laughed when I told them 20 years ago when I put an ac unit in my house
- Really concerned about a power shutoff. It could ruin our product: Tens of thousands of dollars worth of inventory. Stability is our primary concern.

Opportunity Summary

The major need identified by the community in the consultative process was a strong desire for stable, reliable energy. At the moment instability of the power supply has a major impact on their businesses and organizations. This includes thinking through backup options for support during outages.



3.

Sometimes rural communities may face different challenges than larger cities. Please provide suggestions for ways government or non-government agencies (Oregon Public Utilities Commission/Energy Trust) can do better to support your business/organizational goals.

Summary Findings from Cave Junction Cafe

Micro

- Having access to alternative energy makes it more affordable ●●●
- Resources and education all this stuff to upgrade okay but how do we do that...it can be overwhelming. In rural areas, many feel they don't qualify or understand those programs. Speaking to a person super plain would be helpful.
- Solar panels are not affordable for businesses to do...not cost-effective because it takes 10+ years before saving is actualized
- We are so small (town) we are a lower priority for getting power restored after communities with more customers
- Keep backup equipment closer to our community. It took four days for a transformer to be replaced because one had to be trucked down from Portland. ...to get outages fixed more quickly have a warehouse nearer to us, at least in the Medford area
- Preventive maintenance to help stop outages

Macro

- ...to get outages fixed more quickly have a warehouse nearer to us, at least in the Medford area
- Permitting and bureaucracy make it difficult to get things done

Opportunity Summary

There is an identified need for more education about the options available for the community around energy. There is also a sense in the community that they are seen as being a lower priority around issues to do with energy compared to the larger urban centers like Portland. In terms of engagement, there is a need to better translate the obscure technical terms that currently exist in the energy sector into concepts and ideas that people in the community will more easily understand.



4.

When seeking information about energy resources, where do you go? Who do you talk to?

Macro

- Really difficult because not everyone has access to the internet
- There's not an easy way to outreach to community members...[especially] the younger demographic

Opportunity Summary

It is difficult for people to access information about energy issues. And, it appears to be missing the younger community as they are using different platforms to communicate than older people.



5.

How could groups involved in the energy sector communicate better about how they can support you?

Summary Findings from Cave Junction Cafe

Micro



- Some kind of tool where you can plug in your address and some basic information (where I don't have to sign up for promotional emails) and immediately get back eligibility and pricing information.
- Communicating in ways people understand, easier to get the info, in-person info seems easier to digest, and town hall meetings
- There needs to be a level of trust with the community in order not to perceive free information or energy benefits as something that has strings attached to it.
- Pricing information is hard to get sometimes...better if pricing information was more obvious

Macro

- Have a person in town that is our go-to
- There needs to be an improvement in communicating new or existing opportunities with local contractors. Local contractors do not have enough information about energy-related opportunities

Opportunity Summary

More in-person communication would be helpful, especially if it was connected to a specific go-to person in the community. This would provide continuity across services for people and promote trust in the community - which is seen as missing by some at the moment who are concerned about there being hidden strings attached to 'free' services when they are offered. This could be enhanced possibly with the use of a tool where people could submit their addresses and then get back eligibility and pricing information around energy offers. It would also be good in general to focus information more specifically on pricing.



6.

If you wanted to save money on your energy bill, how would you do it?

Summary Findings from Cave Junction Cafe

Macro

- Communicate with us and help us understand their programs, and learn about how to save power regardless of whether solar or not
- Having a system to be able to monitor energy use in real-time and be proactive with regards to upcoming weather conditions and adjusting HVAC.

Opportunity Summary

Clear communication from agencies/utility companies regarding programs to save power would be useful. Along with this, public-facing technology tools to monitor energy use in real-time could help community members be more proactive with energy decisions.



7.

In what ways are you currently supported to manage your energy use?

Micro

- Someone came into my biz and asked if I wanted led lights
- Pacific Power hourly graph is really about all we have to look at to understand our energy use

Opportunity Summary

Various forms of support can expand the impact of energy programs/services in local communities, especially when customized to information residents say is a necessity



8.

What community groups do you feel need help the most and what energy support would you like to see brought to the community?

Micro

- Elderly, fixed-income, non-mobile residents probably need the most assistance

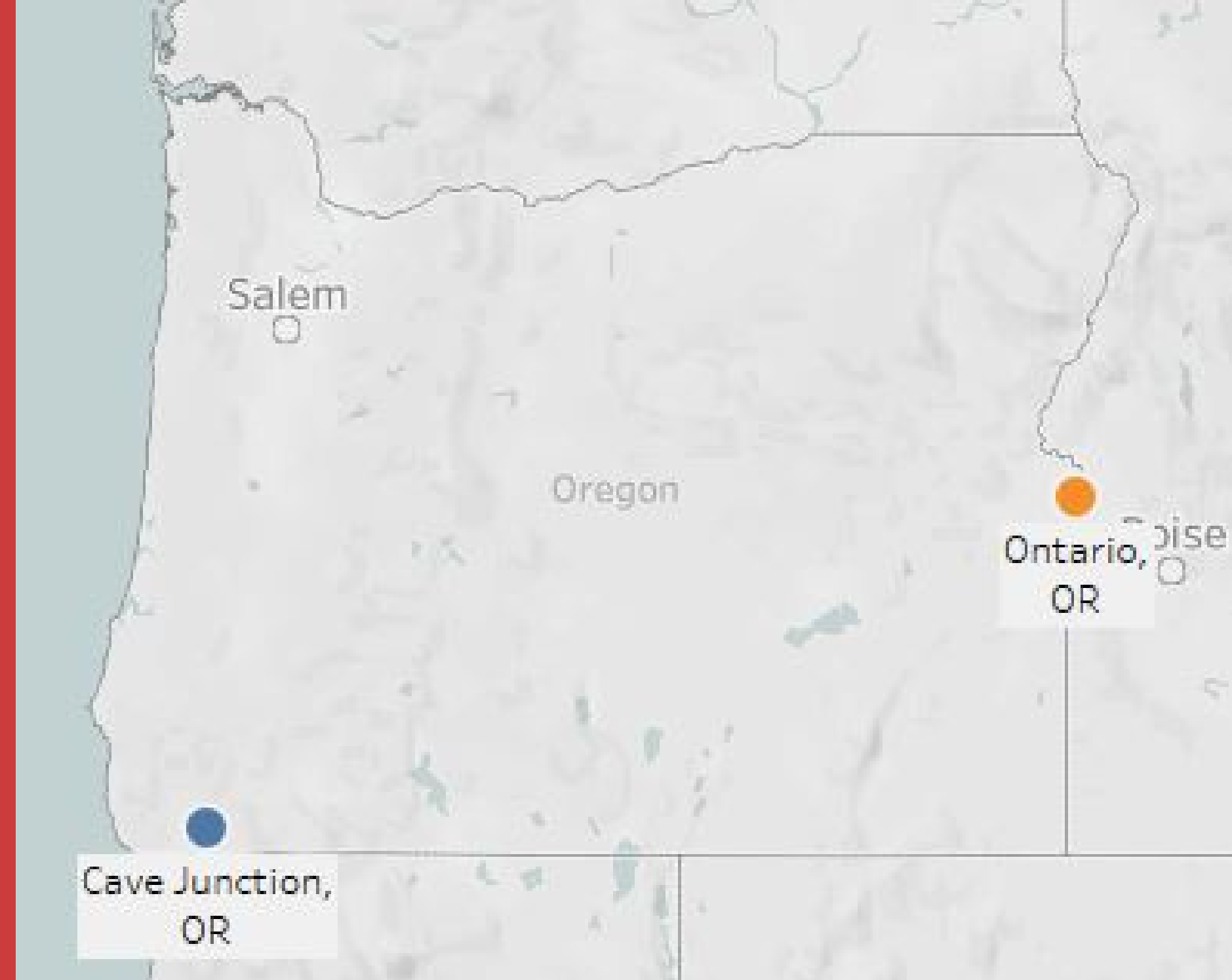
Opportunity Summary

It is noteworthy that when looking across generations the senior community members are seen as needing support. A customized approach to this group is suggested. For example, more in-person outreach and relationship building to co-design strategic energy solutions can lessen the impact of real barriers (fixed-income/digital inequities) and provide more security for customers.



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Online Survey at Conéctate Conference & Cave Junction



Cave Junction Survey October 5-14/ &
Conéctate Survey September 30- October 7



SUMMARY OF SURVEY RESULTS



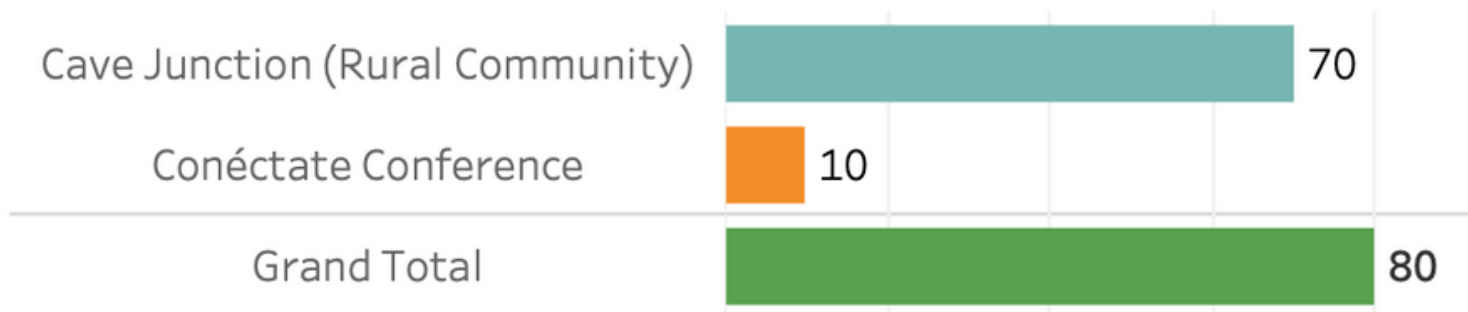
Total Participant Groups: 2

Group Names and Participation Rate

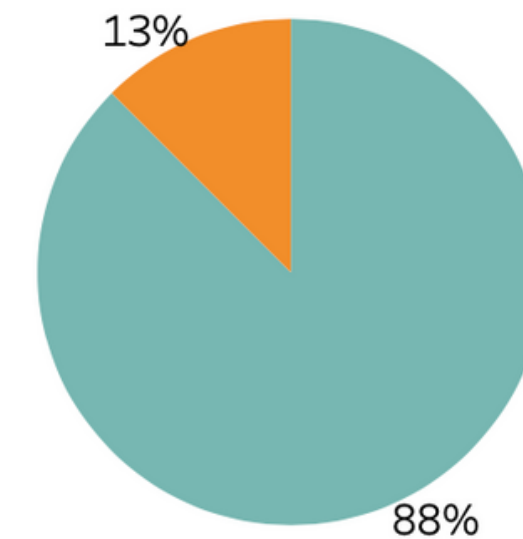
-Cave Junction (RuralCommunity); 70 survey participants (open for one week)

-Conéctate Conference; 10 survey participants (open for two weeks)

Total Participants

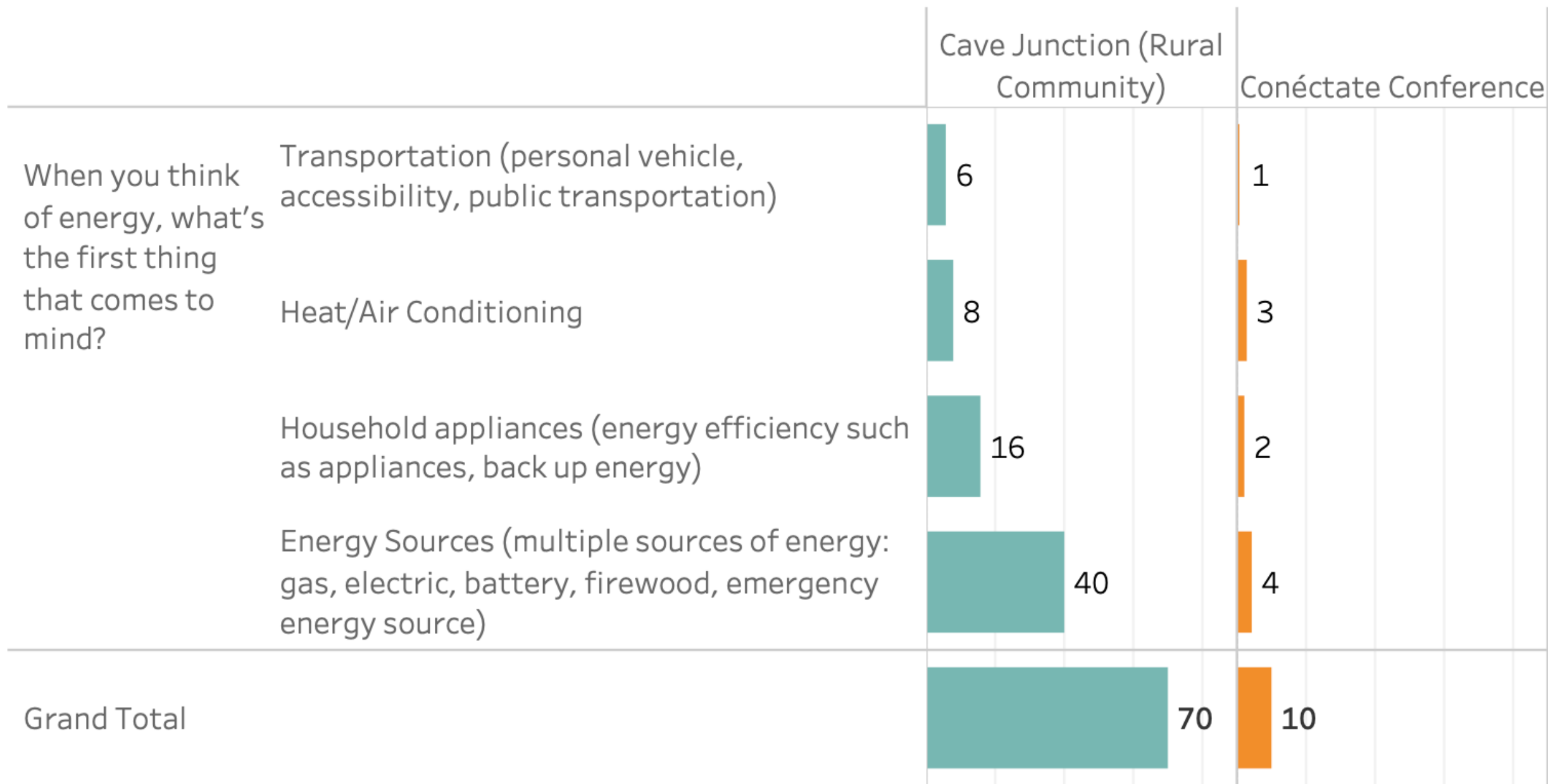


Percent of response distribution





THINKING ABOUT ENERGY

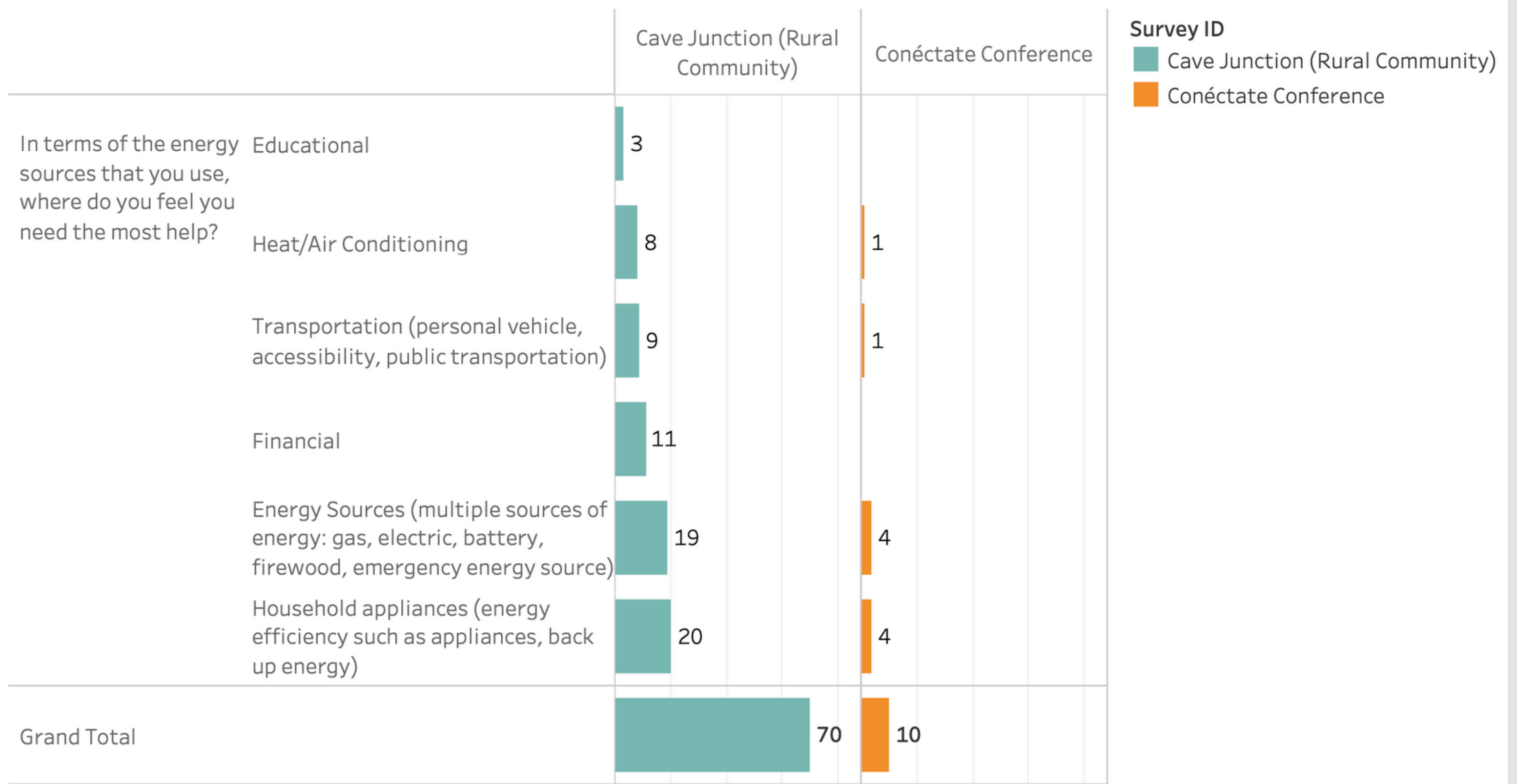


Survey ID

- Cave Junction (Rural Community)
- Conéctate Conference



ENERGY SOURCE(S) & HELP



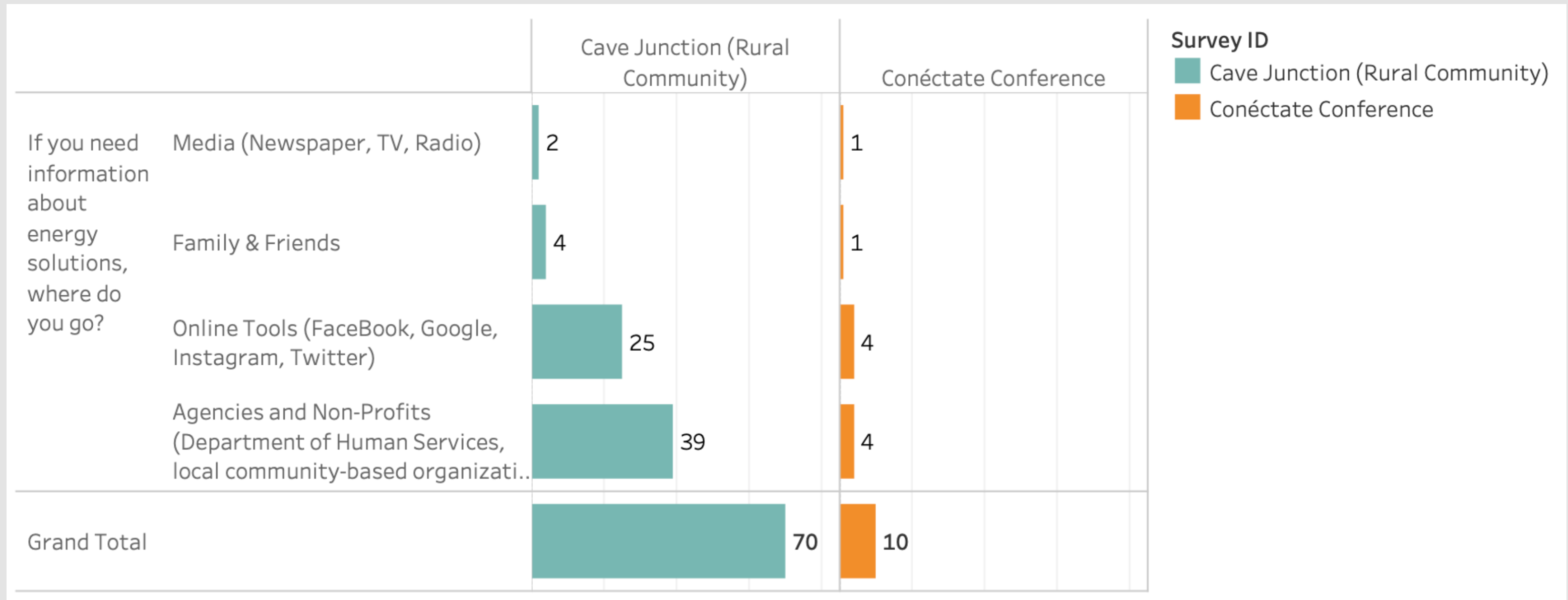


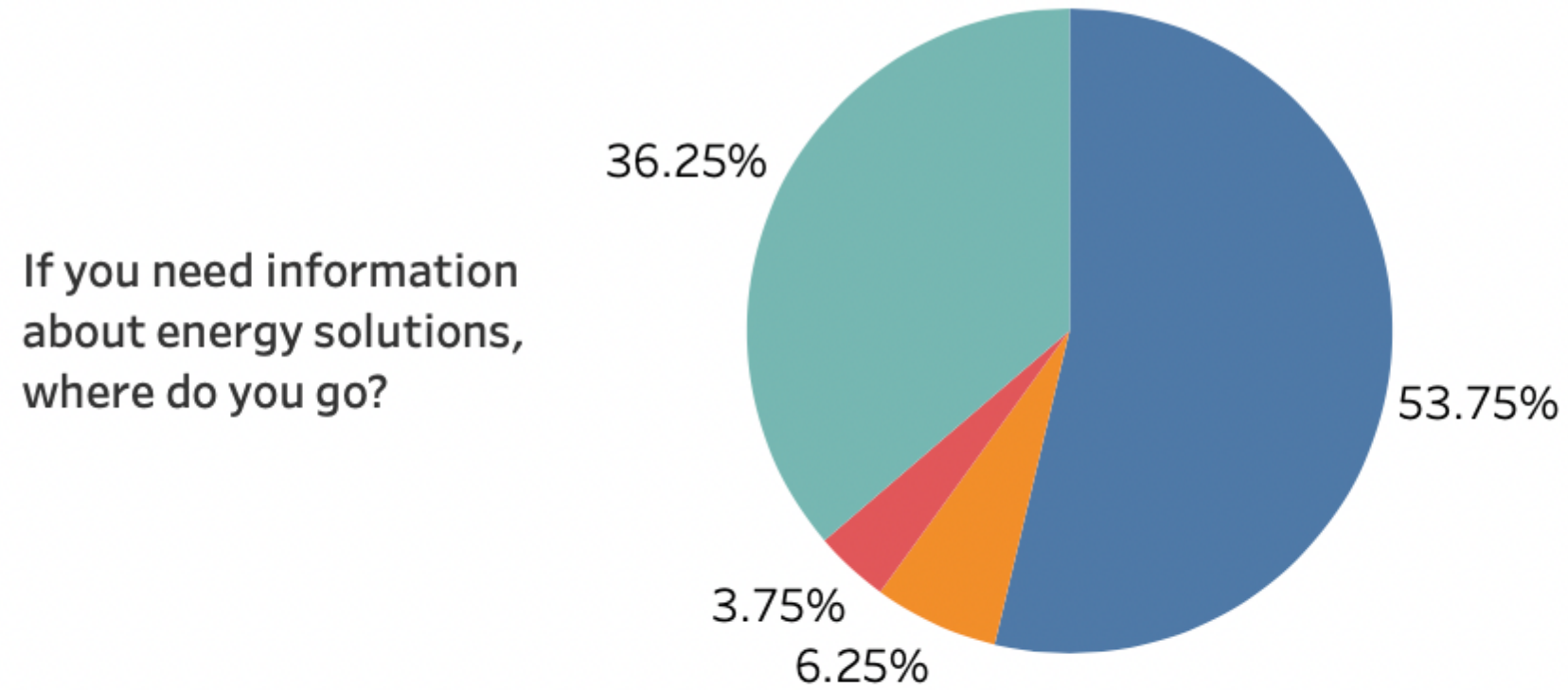
HOUSEHOLD ENERGY EXPENSE(S)... CONTINUING





ENERGY INFORMATION

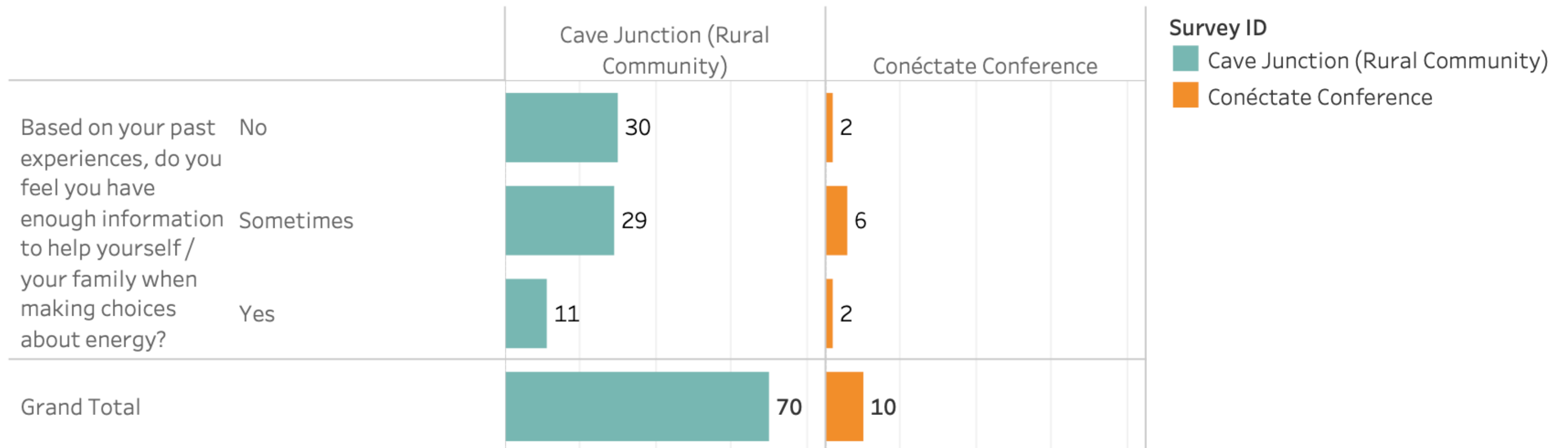




- Agencies and Non-Profits (Department of Human Services, local community-based organizations, City and County)
- Family & Friends
- Media (Newspaper, TV, Radio)
- Online Tools (FaceBook, Google, Instagram, Twitter)

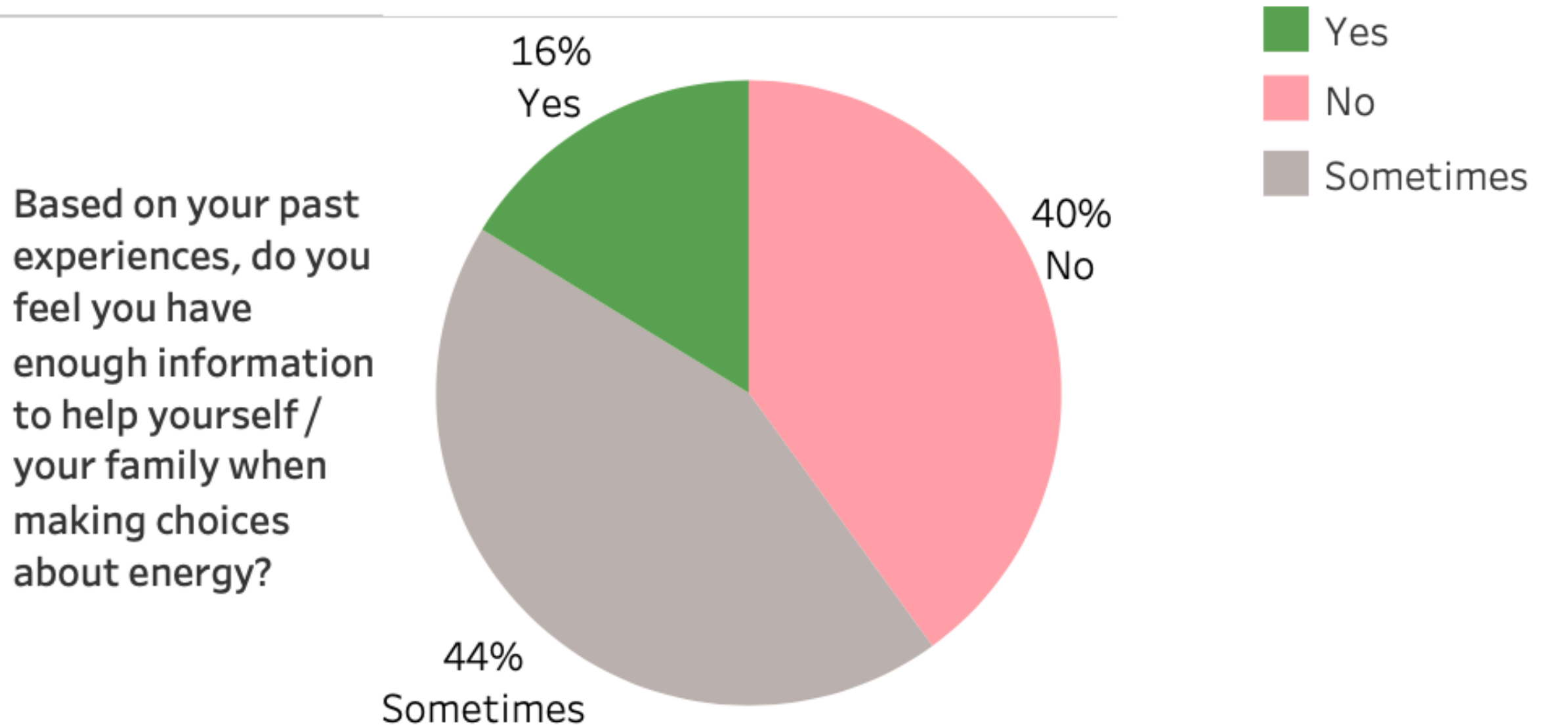


INFORMATION EXPERIENCE / CHOICES



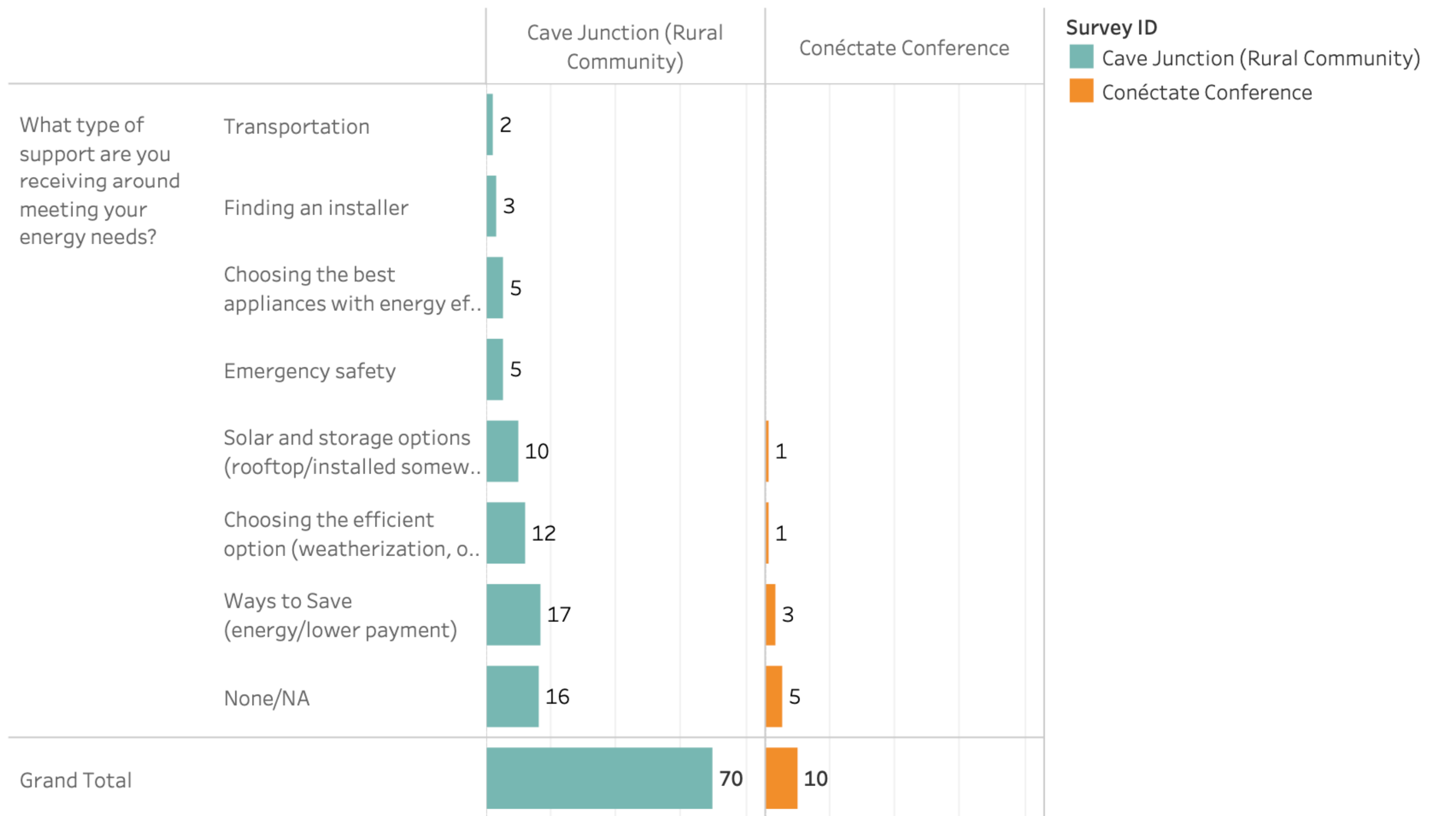


INFORMATION EXPERIENCE / CHOICES
COMBINING CAVE JUNCTION AND CONÉCTATE

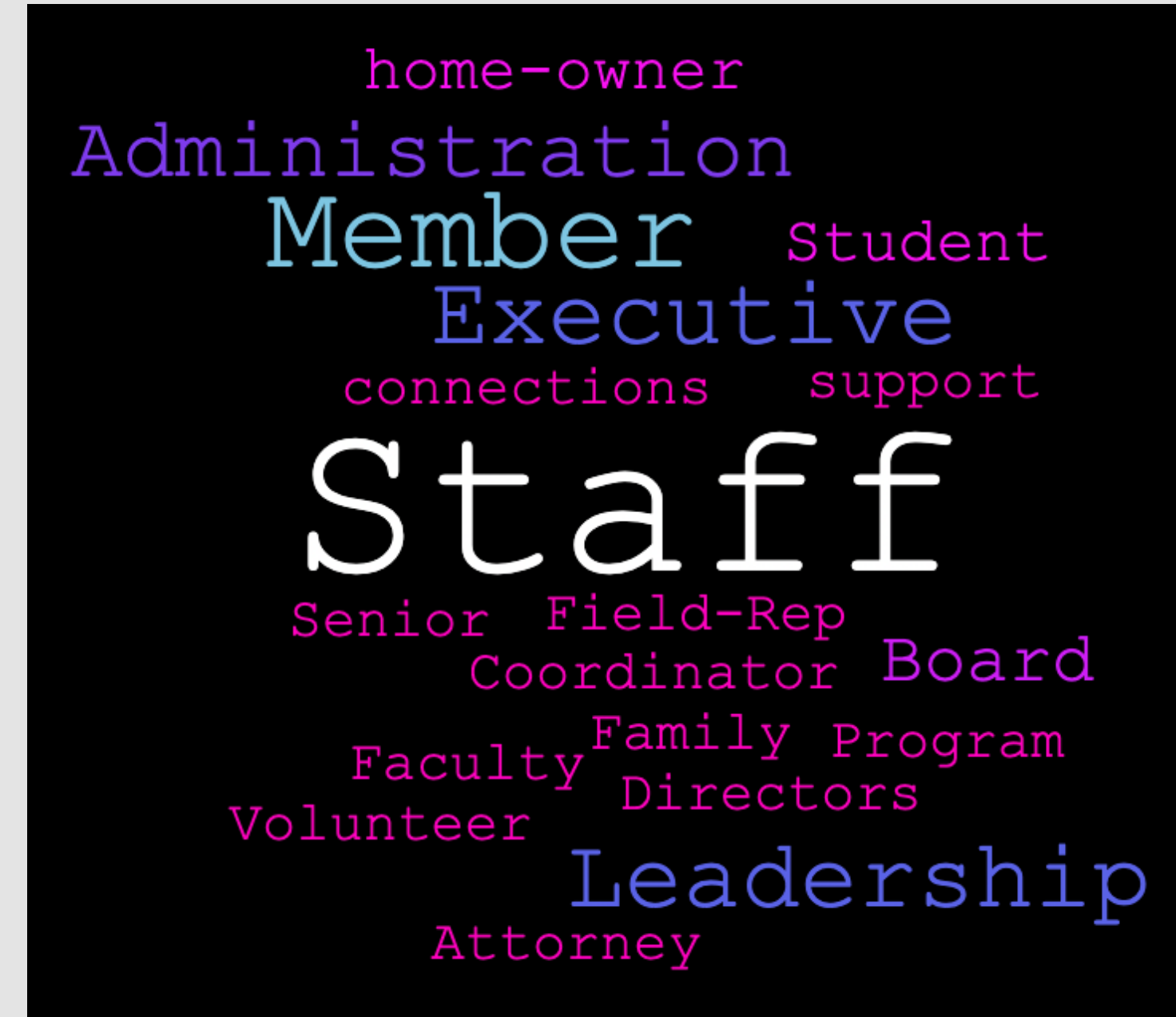




TYPE OF SUPPORT RECEIVING



Q9: WHO ARE THE PEOPLE THAT VOICED THEIR FEEDBACK?



Diversity of Voice

The voice of the audience is proportional to the size of the word. The larger the word the louder/the frequency of voices from the community members.

Some community members (about 30%) chose not to provide who they represent or what role they play if they were part of an organization or community group.



Q9: WHAT COULD GROUPS (COMMUNITY) INVOLVED IN THE ENERGY SECTOR DO BETTER AROUND SUPPORTING YOUR NEEDS?

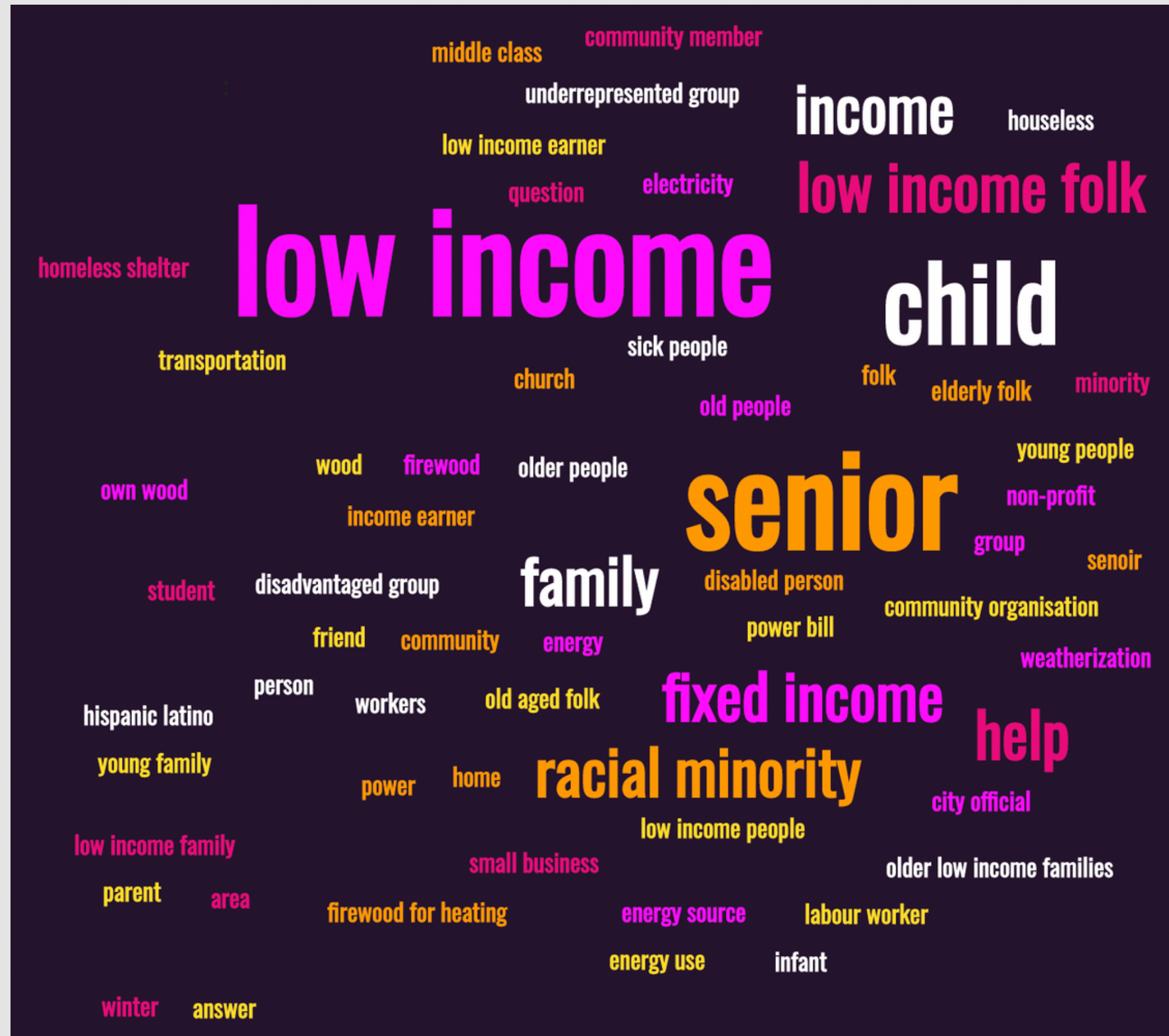


Diversity of Voice

The voice of the audience is proportional to the size of the word. The larger the word the louder/the frequency of voices from the community members.



Q10: WHAT MEMBER OF YOUR COMMUNITY DO YOU FEEL NEED HELP THE MOST RELATED TO ENERGY?



Diversity of Voice

The voice of the audience is proportional to the size of the word. The larger the word the louder/the frequency of voices from the community members.