



Community Engagement Panel

Hosted by the California Energy Efficiency Coordinating Committee (CAEECC)

Meeting Date: April 9, 2025 1:30-3:00pm

Last updated April 2, 2025



Welcome & Background

Introductions + Agenda

How to Participate

Welcome & Background

Introductions & Agenda

Introductions



Julia Hatton
Rising Sun Center for Opportunity



Brooke Wright
Environmental Innovations



Sarah Sharpe
Central California Asthma Collaborative



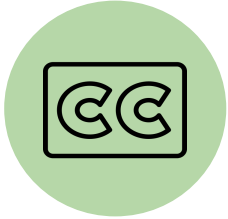
Welcome!

View Details in Agenda Document

1:30	Welcome & Background	
1:40	Panelist Presentations	
break		
2:25	Reflection Breakout Sessions	
2:50	Share Out	
2:55	Wrap-up	

How to Participate

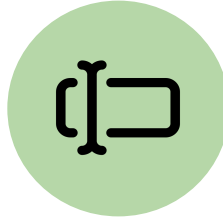
Virtual Participation



Closed captioning
available



Share video if
possible



Rename yourself with
Attendance Category,
Pronouns, & Organization

Attendance Categories:

- "C" for CAEECC member
- "P" for PA
- Nothing for members of the public

e.g., P - Mahal (she/her) CSC



All Attendees:
Reactions +
Raise Hand



Chat is for technical
issues. No substantive
comments



Mute when not
speaking



How the Public Can Participate

The purpose of this panel is to provide input to portfolio administrators' (PA) mid-cycle advice letter development.

Q&A will address questions from folks in this order (time permitting):

- CAEECC members & PAs
- Implementers
- Members of the Public

All meeting attendees welcome to join the Reflection Breakout Sessions.

Welcome & Background

Background



2021 - Report

Equity Metrics WG non-consensus of whether Community Engagement metrics should be indicators or principles.



2023 (Jun) - Decision

CPUC Decision (D.23-06-055) names Community Engagement metrics as indicators and **leaves opportunities for CAEECC to continue discussion on how to develop the metrics.**



2025 (Sep) - Deadline

D.23-06-055 requires PAs to develop the metrics for Community Engagement Indicators, but does not require PAs to file jointly or work together.

PAs do not plan to work together (expect 12 different sets of indicators).

CAEECC Community Engagement Efforts

CAEECC hosted an Equity Metrics Working Group which finalized a report in 2021

- Included recommendations on community engagement and outreach activities that PAs could execute
- Table is intended as a guide / starting point for PAs
- **Report noted that consulting with community leaders and CBOs can help PAs identify which engagement activities would be most effective and impactful, including ones not listed in the table**



Recommended Community Engagement Activities

Recommended Community Engagement Activities

	Sub-Indicator 1: Community Engagement Activities During Program Design and to Identify Community Needs and Solutions	Sub-Indicator 2: Community Engagement Activities During Program Implementation	Sub-Indicator 3: Community Engagement Activities During Program Assessment
Consult with advisory board/council/committee	✓	✓	✓
Partner with community-based organizations (CBOs) to conduct engagement, education and outreach	✓	✓	✓
Community-based participatory research and pre- and post-treatment participant satisfaction surveys	✓	✓	✓
Community and stakeholder meetings, webinars and calls	✓	✓	✓
Community benefit agreements	✓		
Door-to-door canvassing	✓	✓	

Educational events (e.g., workshops, present during existing community events)	✓	✓	
Educational materials and information sharing (e.g., website, social media, flyers, signs in project area, radio, newspaper)	✓	✓	
Focus groups and listening sessions	✓	✓	✓
Staff positions focused on community engagement, outreach and education	✓	✓	✓



CPUC D.23-06-055

- Requires PAs include agreed-upon community engagement indicators in mid-cycle advice letters due Sept 1, 2025. Include non-consensus indicators that have widespread support
- PAs under OP24 “shall develop indicators to measure community engagement, and should include them in their Mid-Cycle advice letters in 2025.”



CPUC D.23-06-055 Expectations

- Indicators are expected to be quantitative and qualitative
- Design should engage ESJ communities and CBOs directly
- Indicators should gauge the quantity and quality of engagement with the ESJ communities and CBOs + outreach activities, to ensure accountability of the equity segment of the portfolio
- Track activity and outcome-based results
- Quality and relevance of community engagements, not just quantity
- Not be oversimplified to allow summation across different engagement methods for different target audiences, since an indicator should provide context of who was engaged and how they were engaged



Panel Origin

- Member Survey results on CAEECC engagement for indicators was inconclusive → Facilitation Team proposed a Panel to share the Panel's experiences with equity segment program implementation
- Purpose of panel is to hear perspectives of community engagement and outreach for energy (efficiency) programs. PAs can take these insights to develop outreach processes / indicators for Mid Cycle Advice Letters





Panelists

Julia Hatton, Rising Sun Center for
Opportunity

Brooke Wright, Environmental Innovations

Sarah Sharpe, Central California Asthma
Collaborative

Panelist Presentations

**Julia Hatton,
Rising Sun Center for
Opportunity**

Rising Sun Center for Opportunity

Building career pathways for economic equity and climate resilience:

- Union pre-apprenticeship for the construction trades: Opportunity Build
- Policy advocacy to ensure that green jobs are good jobs: H RTP
- Employing youth in the clean economy: Climate Careers
- Delivering residential energy & water savings: Green House Calls



Climate Careers

- Since 2000
- Energy Specialists during the summer, externs in climate roles during the fall
- Up to 100 low-income youth employed/year, ages 15-24
- Paid professional development
- Wages starting at \$19/hr
- Bay Area & Central CA; BayREN and CCR REN partnerships



Climate Careers: Green House Calls

- Free energy efficiency and water conservation services for 2,000-4,000 households/year
- Assessment → Installation → Education
- In-person and virtual/mailed kits
- Universal eligibility, targeted outreach
- Appliance replacement in Stockton



2024 Residential Customers

- 789 Green House Calls, 1,464 kits/virtual
- 69% low-income, 14% moderate income
- 66% BIPOC
- 40% renters
- 36% primary language other than English
- 53% lead conversion rate



Community outreach

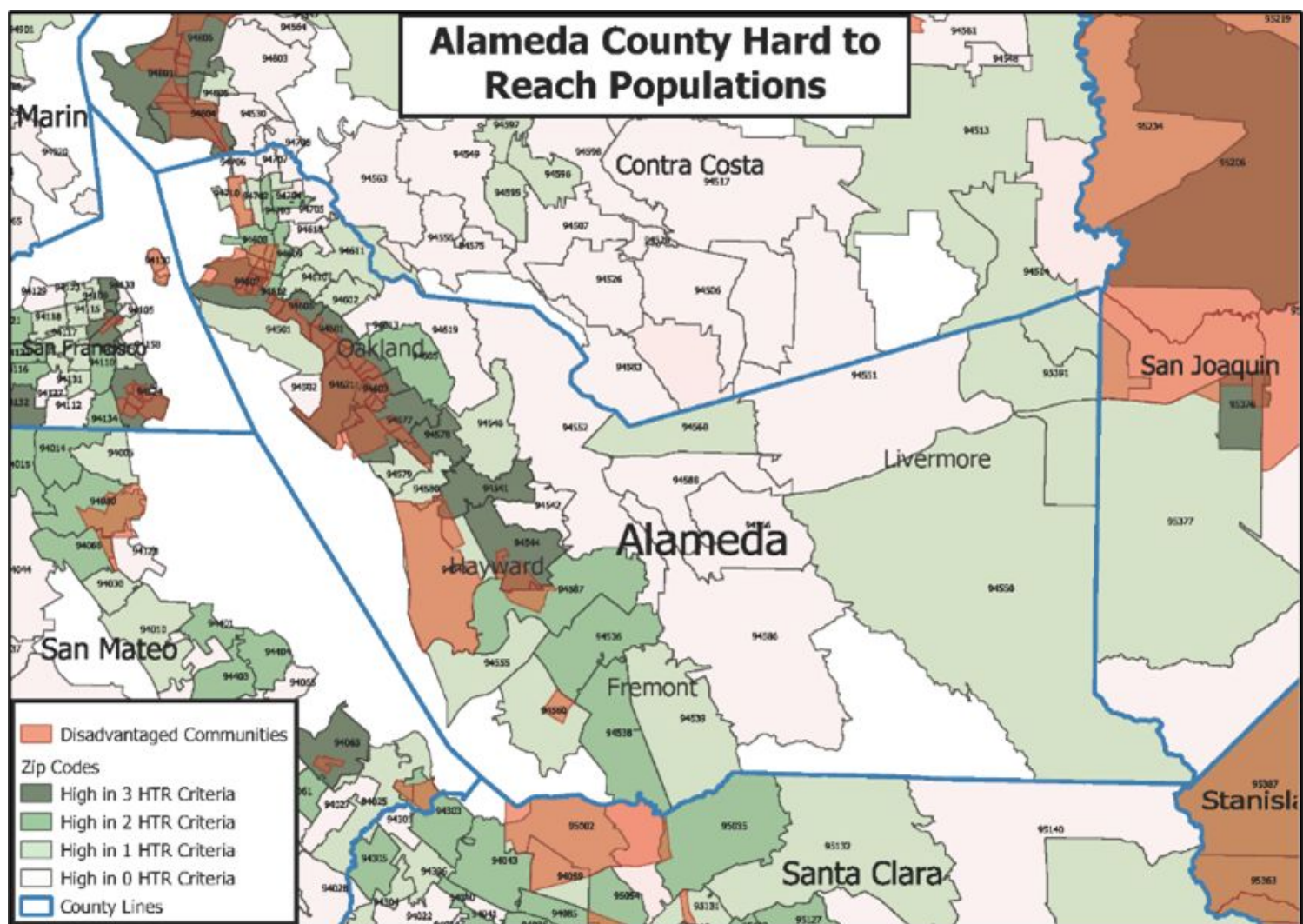
Invest in outreach

- Hard-to-reach are hard to reach
- Partner with trusted CBOs and local govts
- Grassroots, on-the-ground
- In-language services
- Different benefits for different audiences
- Priority targeting
- Funding: time, people

Remove barriers

- Cost
- Landlord permission
- Documentation
- Eligibility requirements
- Income verification
- Restrictions by housing type or ownership
- Multilingual services and collateral

Alameda County Hard to Reach Populations



DACAG Equity Framework

Access, Outreach, & Education

*"In order to benefit from climate investments and programs, **priority communities need equitable access** to them. Providing that access includes **removing barriers** to participation (i.e., making participation easy); providing and prioritizing **targeted, culturally-relevant outreach**; offering solutions and interventions with and for these communities that address local needs and interests; **meeting people where they are**; and providing **clear, relevant, transparent, and convenient information**."*

Community Engagement

'Nothing about us without us'

'Equity in, equity out'

'Who's most impacted'

www.risingsunopp.org |     @risingsunopp



Questions?

Panelist Presentations

**Brooke Wright,
Environmental Innovations**

Panelist Presentations

**Sarah Sharpe,
Central California
Asthma Collaborative**



**Central California
Asthma Collaborative**

**Sarah Sharpe (she/her)
Deputy Executive Director**

Organizational Overview

- Founded in 2011
- **Vision:** Healthy, resilient communities where all people can breathe clean air and thrive.
- **Mission:** Advancing health equity and environmental justice by empowering Central California communities through services, research, advocacy, and data-driven solutions to reduce the burden of asthma.



Central California Asthma Collaborative

Climate Equity & Environmental Justice

Energy

- Building Decarb
- Just Transition from Fossil Fuels

Air

- Community Air Monitoring (SIVAir)
- Community-led Clean Air Plans

Transportation

- EV Equity
- Freight and Goods Movement Pollution

Community Health

Asthma Remediation

- CARES: Comprehensive Asthma Remediation & Education Services (serving 13 CA Counties)

ECM

- Enhanced Care Management

Research

Epidemiologic

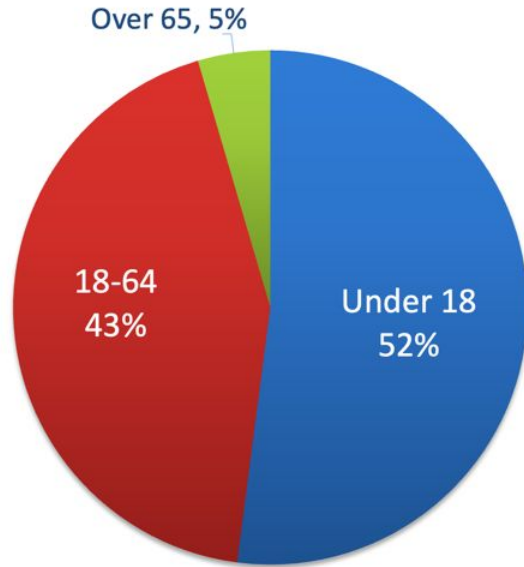
- CHAPS
- CEVICA
- SPHERE
- EARS
- BRIDGE
- CHAPS-STACK
- BTW

Non- Epi

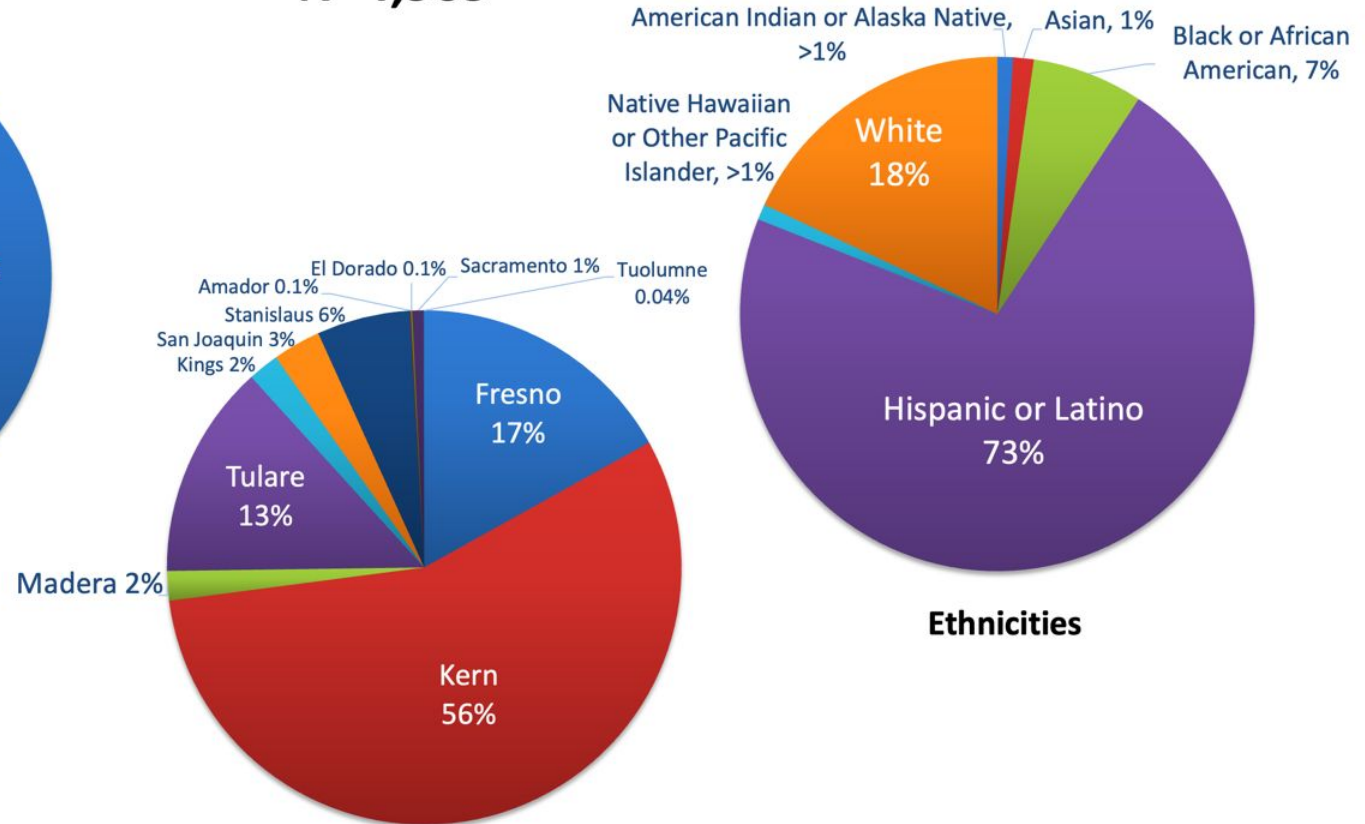
- SUMMATION
- PROTECT
- PROPANE
- PANEL
- RESPECT

MCP MEMBERS ENROLLED IN CARES (2023-24)

N=4,969



Age Groups



Counties



Community Engagement Thoughts

Please tell us about who you are and some of your community engagement work?

- Community Organizer- trained in house-meeting method
- Community Engagement Toolbox- Use the correct tool

Variety of contact and engagement methods: phone, door-to-door, mailing, social media, tabling, surveying, workshops/presentations, home visits, participatory budgeting or planning

How has your community engagement work evolved over the last 10 years?

- Government with goal of including impacted communities as much as possible
- Partner with grassroots groups to engage impacted residents
- Technological advancements: Shift from in-person engagement to virtual options growing in acceptance, use of hybrid venues broadens reach and accessibility
- Current shift due to federal landscape, creating fear in mixed immigration status homes, less willing to meet in person for fear of ICE raids or entrapment. Even more important to have trusted entities reaching out.
- Provide value (information, learning, compensation), not just ask for information

Based on your experience doing community engagement work, what would you recommend to program administrators who are also trying to deepen community engagement in their energy efficiency programs?

- Meet people where they are at: existing gathering spaces like schools, churches, community events
- Offer variety of touchpoints to accommodate varying levels of comfort
- First point of contact should be from trusted partner: CBO or association, or established community leader (random consultants are not as efficient and often out of touch with community values and interests)

Thank You!



Break (5 mins)

a view of what's next on the agenda



2:25	Reflection Breakout Sessions	
2:50	Share Out	
2:55	Wrap-up	



Reflection Breakout Sessions

All attendees are welcome to join breakouts.

The discussion questions are geared especially for PAs to consider perspectives from the Panel.

Questions:

- a. Based on the presentations, what should PAs consider, highlight, include, or avoid in their community engagement indicators?
- b. Based on the presentations and what panelists shared they value most in community engagement, what indicators are most important? Which of these are reasonable for PAs to recommend?

Reflection Breakout Sessions



25 MINUTES - DISCUSS

Scan the QR code (right)
for the breakout discussion
deck. Take notes!

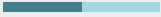


5 MINUTES - SHARE OUT

Facilitator Share Out



<https://tinyurl.com/5excpcap>



Breakout Sessions Share Out

Facilitator Share Out



Wrap-up

Next Steps

Q2 Meeting



January 2025

CAEECC Member-only
Phase 3 DEI Training
Plan

Q1

February 11, 2025

Full CAEECC Quarterly
Meeting #45



April 9, 2025

Panel on Community
Engagement

Q2

May 8, 2025

Full CAEECC Quarterly
Meeting #46



August 5th, 2025

Annual 2024 Portfolio
Performance Report
Review

Q3

August 13, 2025

Full CAEECC Quarterly
Meeting #47



November 6, 2025

Semi Annual 2025
Portfolio Performance
Report Review

Q4

December 9, 2025

Full CAEECC Quarterly
Meeting #48

2025 Meeting Dates