

Equitable Participation in Programs *-RFP Update #2-*

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RFP Summary

- Source:
 - Austin Energy Resource, Generation and Climate Protection Plan to 2030
- Resolution:
 - Equitable Participation in Programs
- Focus:
 - Energy efficiency programs only
- Successful Contractor:
 - Adisa Communications



RFP Resolution & Goals

- Contract with service provider to implement community meetings for those living in limited-income communities and communities of color, and others who cannot afford or access current programs
- Address barriers and recommend approaches to achieve more equitable energy efficiency programs that reach underserved customers



RFP Resolution & Goals

- Intended to craft recommendations for programs to best meet community needs
- Consider the best methods for coordinated delivery and implementation of energy program offerings with other available programs of the City
- Austin Energy will translate recommendations into affordable, successful programs within budget parameters



Equitable Participation in Programs

- Final report to be provided 12 months after the retention of service provider
- Report to be made to EUC, RMC and City Council
- Report to include budget and program impacts



RFP Update #2

- RFP process successfully completed with Austin Energy and COA Equity Office team support
- 12-month process begins shortly after the signing of the contract
- Periodic updates can be provided on the process but not on program design or implementation
- To be successful, we will allow consultant the full 12-month process for quality engagement



Goal of Program Equity Research

- Understanding the physical barriers and/or societal structure, design, practice or rule that prevents or impedes individuals from accessing a service or participation in their community life

Equality



Equity

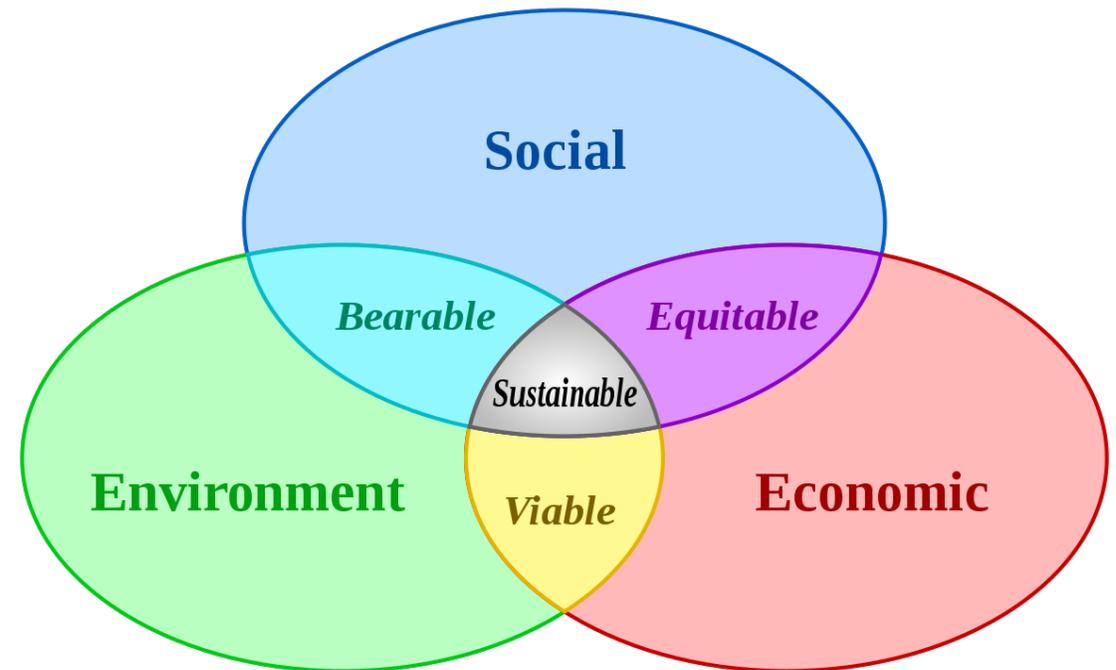


Empowerment



Outreach

- Create an immersive environment around the concepts of sustainability and energy conservation that integrates graphical imagery, architecture, sound, and technology to offer customers a meaningful personal experience



Change the Narrative

- Affect hearts and minds through meaningful interactions
- Engage our constituents to encourage new ways of thinking about our mission and objectives
- Expand the conversation through their community

**Change Your
*Narrative***

**Change Your
*Mindset***



Curriculum Integration



- Connect remote learning opportunities with local educational programming objectives
- Prepare mentors and advocates for our event, producing a more robust learning experience for customers

Advocacy

- Increase awareness of our mission within the community, leveraging traditional and social media coverage to help our development efforts around our Sustainability Goals
- Encourage participation by creating new relationships of trust through local community learning connections

Why Advocate?

“Unless someone like you cares a whole awful lot, Nothing is going to get better. It's not.”
- Dr. Seuss, The Lorax





**Customer Driven.
Community Focused.SM**

