

Embracing pain, change, and growth: What do people need from their utility now?

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Fall 2020 E Source Marketing and
Communications Leadership Council



E Source

Session objectives

Purpose: Show how COVID-19 is affecting customers, how they feel about their utility's response to COVID-19, and how utilities are pivoting their brands through community- and customer-centric messaging

Outcome: Benchmark how customers feel about your COVID-19 efforts and get inspiration and tips for how to continue your positive brand momentum

Session outline



How are customers reacting to utility COVID-19 responses?

How are utilities pivoting their brands during COVID-19?

How are utilities showing their community involvement?

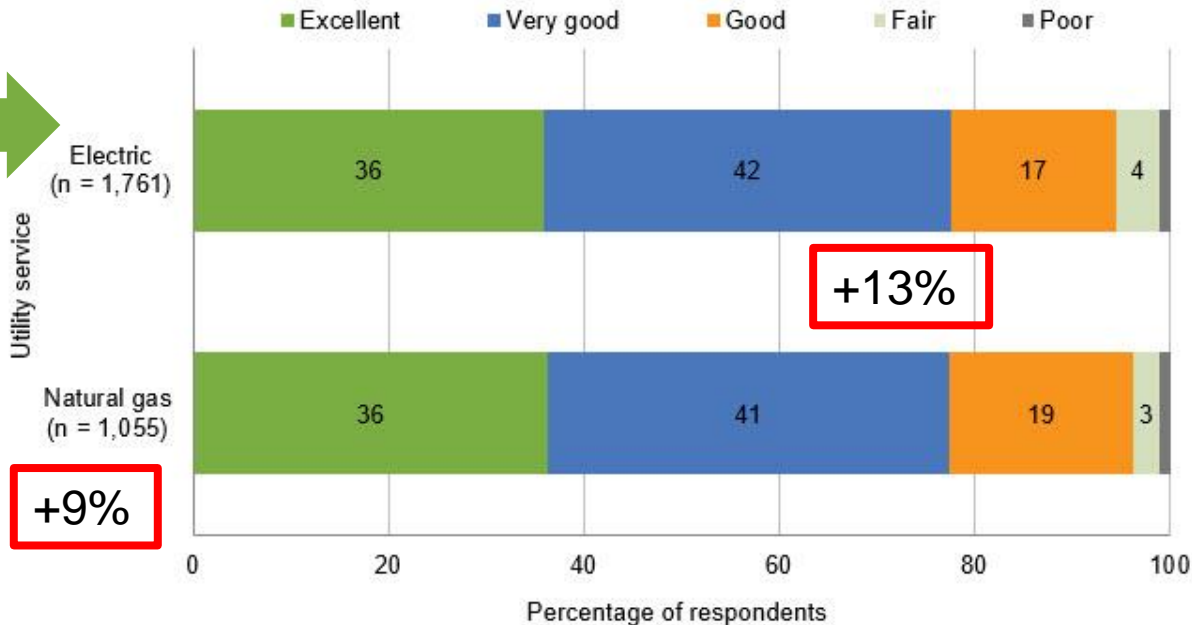
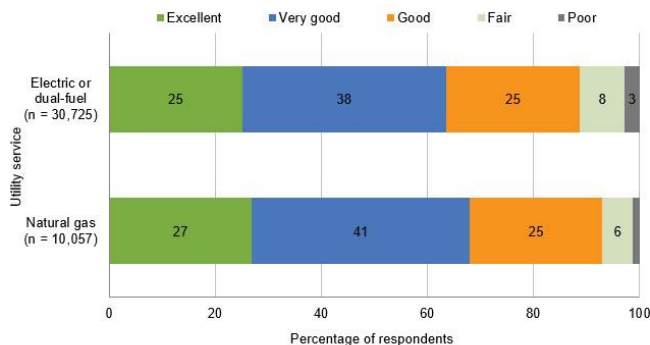
Discussion

**Are you doing a
good job?**

Are customers satisfied with their utility companies during COVID-19?

CSAT in 2019

CSAT during COVID-19

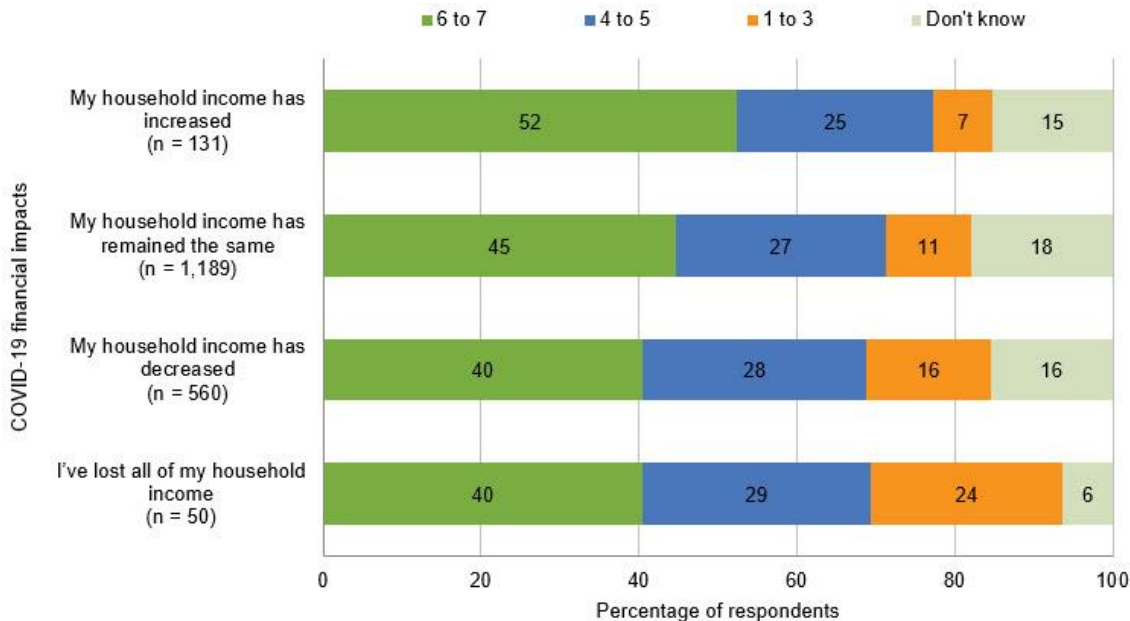


Base: US respondents who are customers of electric, dual-fuel, or natural gas utilities (n varies). Question A12, A21: Taking into account your overall satisfaction as a customer of your electric or natural gas provider, how would you rate them? Notes: Percentages may not add to 100 due to rounding. We removed data labels less than 2%. © E Source (2019 Residential Customer Insights Center)

Base: US respondents who pay an electricity or natural gas bill (n varies). Question S2_1, S3_1: Thinking about your overall satisfaction with your electric or natural gas utility, how would you rank them? Notes: Percentages may not add to 100 due to rounding. We removed data labels less than 2%. © E Source (2020 COVID-19 Residential Survey)

Are utilities effectively communicating their responses to COVID-19?

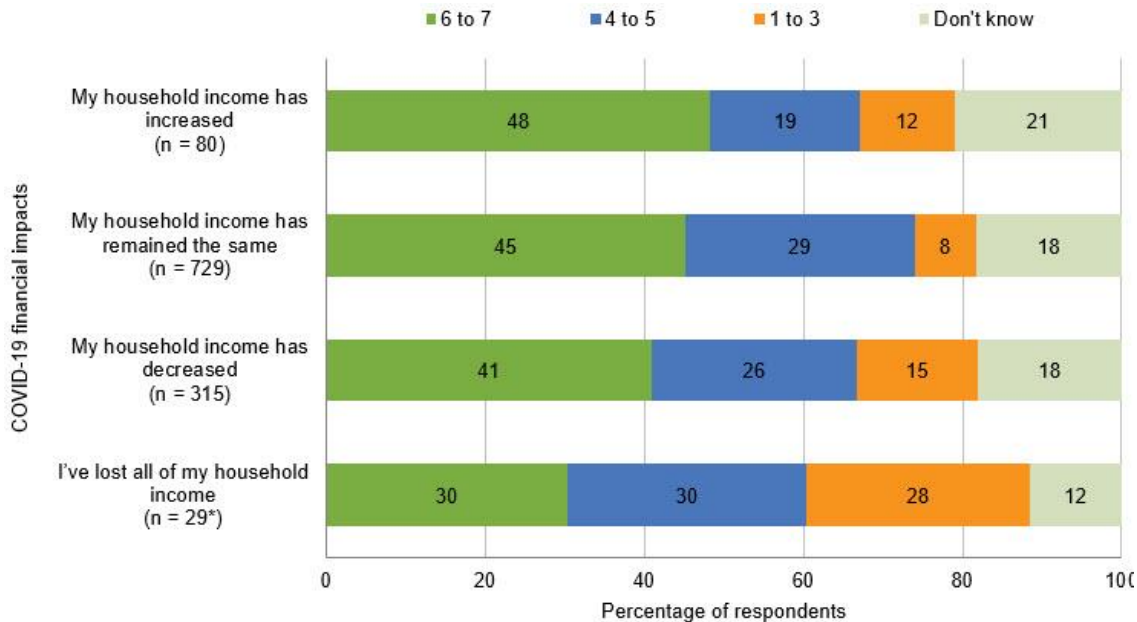
Electric utilities



Base: US and Canadian respondents who pay an electric bill (n varies). **Question S2_2_2:** Using a 1-to-7 scale, where 1 means strongly disagree and 7 means strongly agree, please rate how much you agree or disagree with the following statements about your electricity provider during the COVID-19 pandemic. My electricity provider effectively communicates about its response to COVID-19 within the community. **S6_5a:** How has COVID-19 impacted your household income? **Note:** Percentages may not add to 100 due to rounding. © E Source (2020 COVID-19 Residential Survey)

Are utilities effectively communicating their responses to COVID-19?

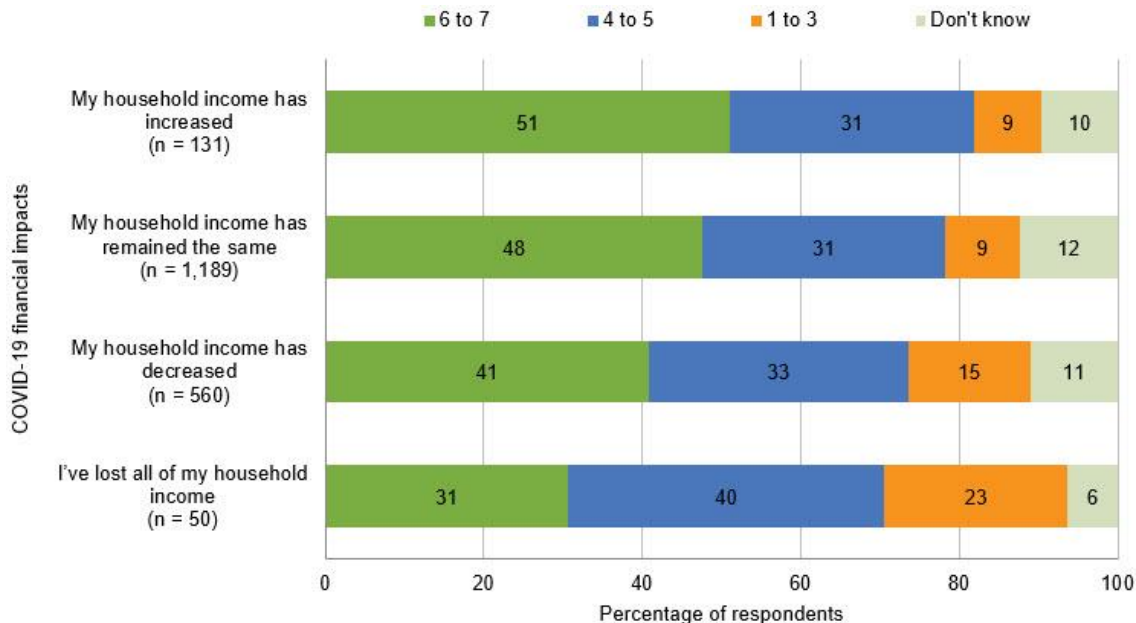
Natural gas utilities



Base: US and Canadian respondents who pay a natural gas bill (n varies). **Question S3_2_2:** Using a 1-to-7 scale, where 1 means strongly disagree and 7 means strongly agree, please rate how much you agree or disagree with the following statements about your natural gas provider during the COVID-19 pandemic. My natural gas provider effectively communicates about its response to COVID-19 within the community. **S6_5a:** How has COVID-19 impacted your household income? **Notes:** Use caution when sample sizes fall below 30. Percentages may not add to 100 due to rounding. © E Source (2020 COVID-19 Residential Survey)

Are utilities making COVID-19-related decisions in customers' best interests?

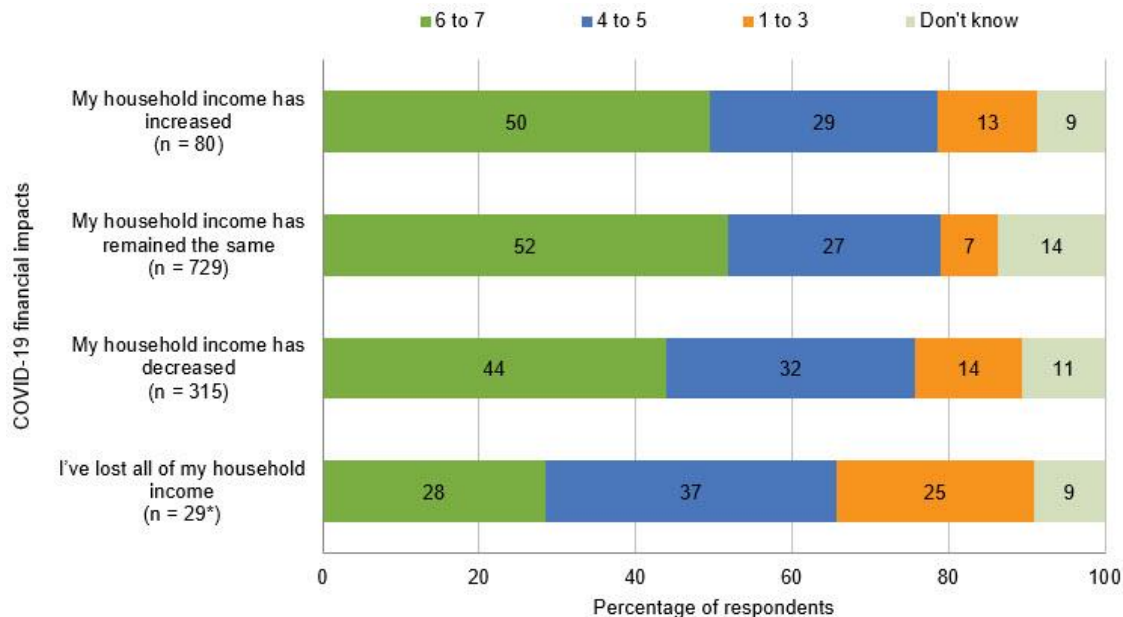
Electric utilities



Base: US and Canadian respondents who pay an electric bill (n varies). **Question S2_2_1:** Using a 1-to-7 scale, where 1 means strongly disagree and 7 means strongly agree, please rate how much you agree or disagree with the following statements about your electricity provider during the COVID-19 pandemic. My electricity provider makes decisions that are in its customers' best interests. **S6_5a:** How has COVID-19 impacted your household income? **Note:** Percentages may not add to 100 due to rounding. © E Source (2020 COVID-19 Residential Survey)

Are utilities making COVID-19-related decisions in customers' best interests?

Natural gas utilities



Base: US and Canadian respondents who pay a natural gas bill (n varies). **Question S3_2_1:** Using a 1-to-7 scale, where 1 means strongly disagree and 7 means strongly agree, please rate how much you agree or disagree with the following statements about your natural gas provider during the COVID-19 pandemic. My natural gas provider makes decisions that are in its customers' best interests. **S6_5a:** How has COVID-19 impacted your household income? **Notes:** Use caution when sample sizes fall below 30. Percentages may not add to 100 due to rounding. E Source (2020 COVID-19 Residential Survey)

Key takeaways

- Overall, customers are more satisfied with their utility during COVID-19 than during 2019
- However, customers who lost income because of COVID-19 are reporting lower satisfaction across the board
- Customers who lost income are more likely to think their utility **didn't** communicate effectively about its response to COVID-19
- Customers who lost income are also more likely to think their utility **didn't** make decisions in customers' best interests



The COVID-19 utility brand

How utilities pivoted their brands

- Made sure reliable power was the #1 priority
- Focused on supporting the community, employees, and essential workers
- Shared positive, nonutility stories
- Promoted resources customers needed the most, not just what programs utilities prioritized
- Cemented themselves as cornerstones of the community

Many utilities did this well ...

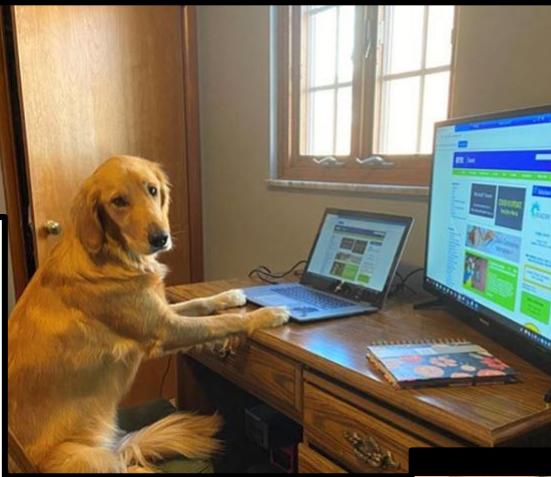
We're here to help.

smud.org/HereToHelp



STAY SAFE. STAY HOME.
STAY CONNECTED.

Our Support for Customers and Communities



dte_energy_offici

dte_energy_offici
Outside later. Win
outside come soc
waiting for her hu
technicians) Lexie
#PetsofDTE #Stay
#dogsofinstagram
#fridaymood #w

Together, we will power through this.

SEE HOW



CUSTOMERS
FIRST

Get online
resources and help
with utility bills



LEARN MORE - OPPD
Orange Public Power District

New Jersey Natural Gas
30 April · 🌐

Special delivery for our local essential workers! This week, NJNG's Tom Customer and Community Relations, dropped off bags of Girl Scout cookies at Monmouth Medical Center, Southern Campus, Inter City of Asbury Park First Aid and Fire Department, and the Monmouth Department in recognition of their round-the-clock efforts during this show them we are #InThisTogether!

Girl Scouts of the Jersey Shore

eversource
Danbury Hos

eversource
join forces
in a caravan
workers at
on the front
This pandemic
Thank you,
#IBEWLocal
#danburyh
#eversourc
#healthcar

169 likes
APRIL 27

Add a comment...

Post

ladwp1 · Follo

ladwp1 LADW
Our staff step
thousands of
our line crews
voltage lines.
ladwpintake.c

18w

terrtoodles T
👍👍👍

219 likes
MAY 6

Add a comment...



Monmouth Medical Center
Southern Campus
RWJ Barnabas
HEALTH

And you should still be doing it

- While it's OK to start posting more-traditional utility content, customers are still struggling and need help
- Keep this momentum going
- Now is the time to reevaluate what you want your utility's reputation to be in your community

“Never waste a good crisis”

—Unknown source

Now is the perfect time to build trust

“Nobody cares how much you know, until they know how much you care”

—Theodore Roosevelt

- Show up and do your part
- Don't act alone
- Solve, don't sell
- Communicate with emotion, compassion, and facts

[Special Report: Brand Trust and the Coronavirus Pandemic, Edelman Trust Barometer 2020 \(PDF\)](#)

How are you building trust with your customers during the pandemic?

“Spotlighting employees or business that are doing more in the community”

“Donate \$10 to Help Your Neighbor utility assistance program for each new enrollment in our green power program”

“Developed a small business energy efficiency grant program for up to \$10k in energy efficiency retrofit measures.”

“Developed special assistance programs for residential and commercial customers in the form of bill credits and increased rebates”

“reminder campaign to let customers know they still have to pay their bills”

“Giveaways for Tier II Advanced power strips for low income and multifamily customers”

“EE tips, helpfulness campaign - free thermostats, EE kits”

“Customized tips based on customer segments and the impact to them”

“Community food drives”

“Clear and frequent messaging over multiple channels about our new supports and policies”

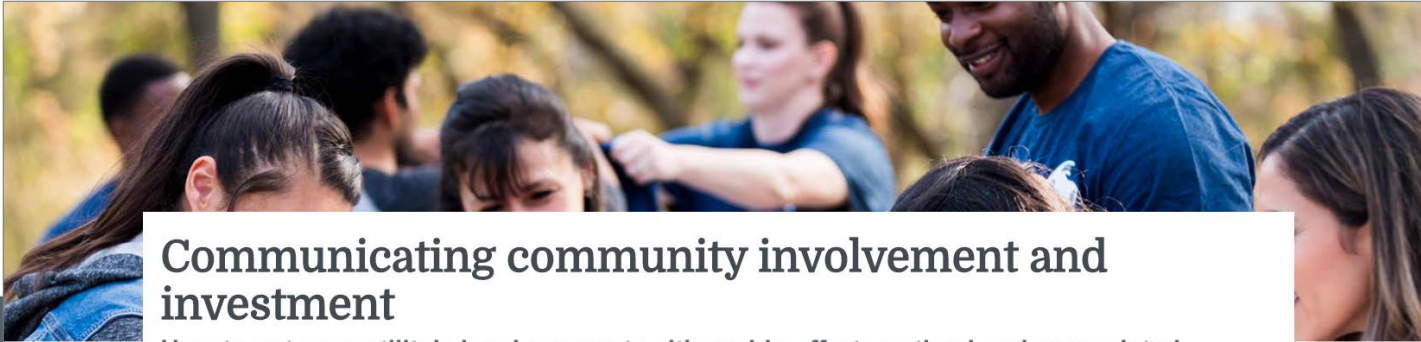
“Donation efforts to help customers in need. Huge success!”

“Kids activities to help wfh parents!”

“Temporary Covid rate assistance in addition to usual low income discount program”



Communicating about community involvement and investment



Communicating community involvement and investment

How to get your utility's local corporate citizenship efforts noticed and appreciated

Anna Nixon

AUGUST 14, 2020 | 12 MIN READ

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Key takeaways

- Tell stories about individual people and events and make the community (not your utility) the hero. Then follow up with the recipients of your efforts.
- Measure success using metrics such as corporate charitable giving, hours volunteered, and money retained in the local economy.
- The most successful utility ad campaigns use storytelling to focus on the community.
- You can improve your utility's image by being more community focused.

RELATED CONTENT

[What's your utility doing for customers, employees, and your community during COVID-19?](#)

[Corporate goodwill during COVID-19](#)

[What utilities can do to positively](#)

Key takeaways



Tell specific stories

Make the community the hero

Follow up

Alabama Power Smart Kids campaign



Preserving Alabama's natural resources starts in our backyard.

Did you know longleaf pines are home to roughly 120 endangered or threatened plant and animal species? That's why Alabama Power is working hard to help them grow. We've teamed up with partners across our state to preserve the natural resources that make Alabama a great place to put down roots - especially if you're a longleaf pine.

AlabamaPower.com/Environment

© 2020 Alabama Power Company

In Mobile Bay, we give oysters the royal treatment.

Did you know oysters fight erosion and filter water, helping marine life to thrive? Plus, they live in castles! Alabama Power teamed up with The Nature Conservancy to build concrete habitats called "oyster castles" to help preserve the natural resources that make Alabama a great place to live. Even if you're an oyster.

AlabamaPower.com/Environment

© 2020 Alabama Power Company

Alabama Power Smart Kids campaign



Alabama Power Smart Kids campaign



Tell specific stories

Make the community the hero

Follow up

COVID-19 pandemic and BLM movement response

Con Edison • June 4

We stand in solidarity with the African American community. Join us in supporting the organizations that safeguard the diversity, equality, social justice, and civic involvement that our communities, our company, our city, and our country embrace. <http://spr.ly/6186GGTR8>



We stand in solidarity with the African American community.

Con Edison
Energy Company Learn More

1.4K 82 Comments 152 Shares



envirochelle

mytpu • Follow

mytpu "Walking together, apart."

#TeamTPU members were able to give back to @emergencyfoodnetwork by volunteering in a virtual 5K.

Just because life looks a little different these days, doesn't mean we can't still make a difference.

#Repost @envirochelle

Lovely overcast PNW day for participating in the @emergencyfoodnetwork hunger walk 5k. Walking together apart with @mytpu Community Connections team through lovely Tacoma

34 likes MAY 29

Add a comment... Post

Ameren Corporation
August 27 at 6:30 AM

Organizations like Ranken Jordan Pediatric Bridge Hospital are illuminating opportunities for so many families throughout our service territory. We're excited to help them power the quality of life for our some of our littles community members.



RANKENJORDAN.ORG
Ameren Corporation Charitable Trust Donates Patient Lifts | Ranken Jordan Pediatric Bridge Hospital

1.9K 37 Comments 149 Shares



eversourceenergy • Boston, Massachusetts

eversourceenergy In the spirit of giving back to the community and supporting frontline healthcare workers, members of our operations technical training team and their families have assembled 1,000 face shields for @bostonmedicalcenter. "We're all so glad to give back in a small way to our local healthcare heroes." – Sarah Izzi, Senior Analyst and donation coordinator. #eversourceenergy #eversourceama #healthcareheroes #bmc #bostonmedicalcenter

18w

bostonmedicalcenter Thanks for your support

105 likes MAY 6

Add a comment... Post



hydrooneofficial • Follow

hydrooneofficial While we know we have much more to do. Standing up for people is one of our core values and that means we must speak up and take action. We believe racism is intolerable and inclusion is non-negotiable. We are taking one small action today, and we are committed to doing our part in the fight against racism.

To help improve the health and well-being of Black communities in Canada, we are making a donation and matching employee contributions to @black4healthcan.

We see you, we hear you and we stand with you.

278 likes JUNE 2

Add a comment... Post



sdge • Follow

sdge It is our honor to continue the support of community organizations like @elderhelped, that are helping our most vulnerable and isolated populations through the pandemic. Our partnership will provide fresh grocery deliveries and household supplies to the doorsteps of local seniors to maintain their health and nutrition. Learn more by clicking the link in our bio. #PoweringThruTogether

6w

elderhelped Thank you so much for your generous support!

6w 3 likes Reply

130 likes AUGUST 3

Add a comment... Post

How are you communicating about your community involvement and investment during the pandemic?

“Stakeholder Newsletters and social media spotlights on various community events”

“Partnering!”

“Social media, customer newsletter, specific stories about employees helping their communities, parenting with other essential services”



Discussion

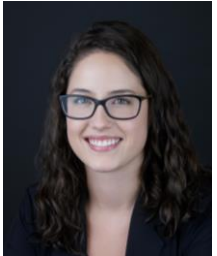
Discussion questions

- How have you pivoted your utility brand since COVID-19 started?
- Are there any positive changes or lessons learned from pivoting your brand quickly that you plan to use going forward? If so, can you list them?
- How are you pivoting your brand now and looking forward as the pandemic progresses?

Thank you! Questions?



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15-minute break

Stay in this meeting

Up next: Embracing pain, change, and growth: What do people need from their utility now? Part 2



E Source

Diversity, equity, and inclusion

The utility's role in social justice and how to
“walk the talk”

Jessica Bailis

Associate Solution Director, E Source

Liji Thomas

Head of Diversity & Inclusion, SCE



E Source

Purpose and outcome

Purpose: To reflect on utility strategies and initiatives in social justice and diversity, equity, and inclusion, and to learn how communications and actions support your mission and brand

Outcome: To leave with industry insights and recommendations on how to create or improve your utility's plan to “walk the talk”

Session agenda

- Polling the room
- Utilities' response to Black Lives Matter and effects on customer and employee sentiment
- Diversity, equity, and inclusion initiatives in the industry
- Metrics and the effect of corporate citizenship on CSAT
- Hear from Liji Thomas on SCE's Diversity & Inclusion Plan
- Q&A
- Key takeaways

Who you're speaking with today



Jessica Bailis

Associate Solution Director, Sales
Support and Engagement, E Source

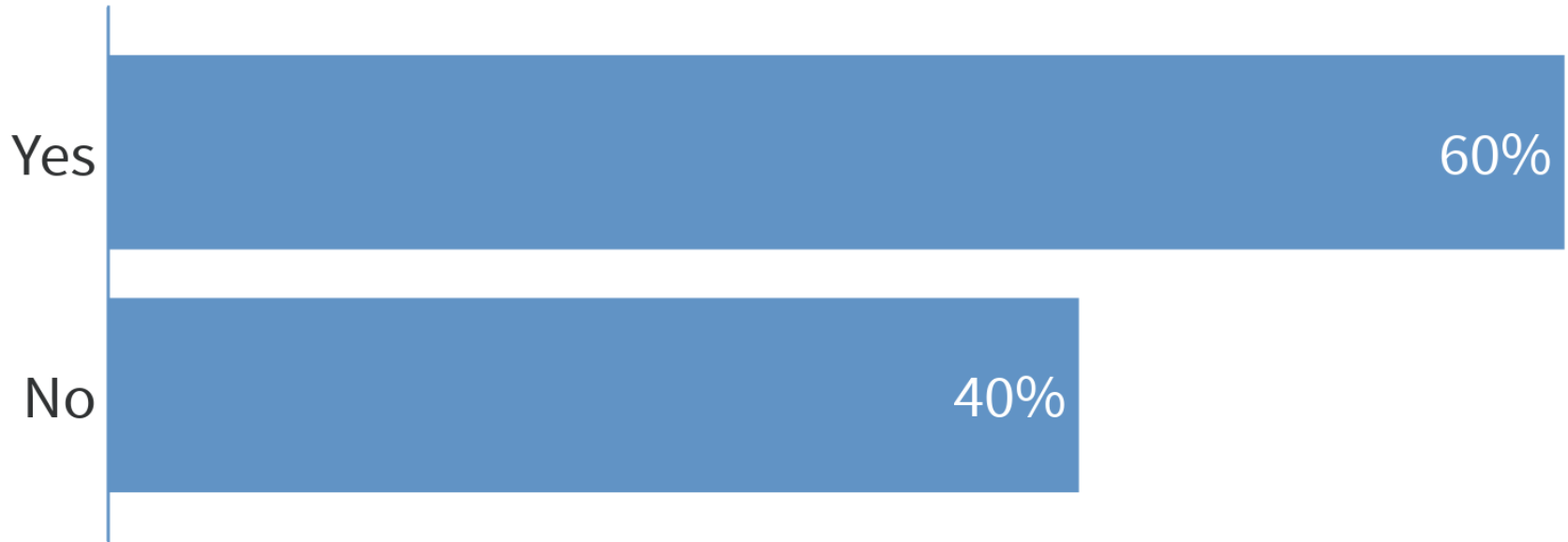
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jessica_bailis@esource.com

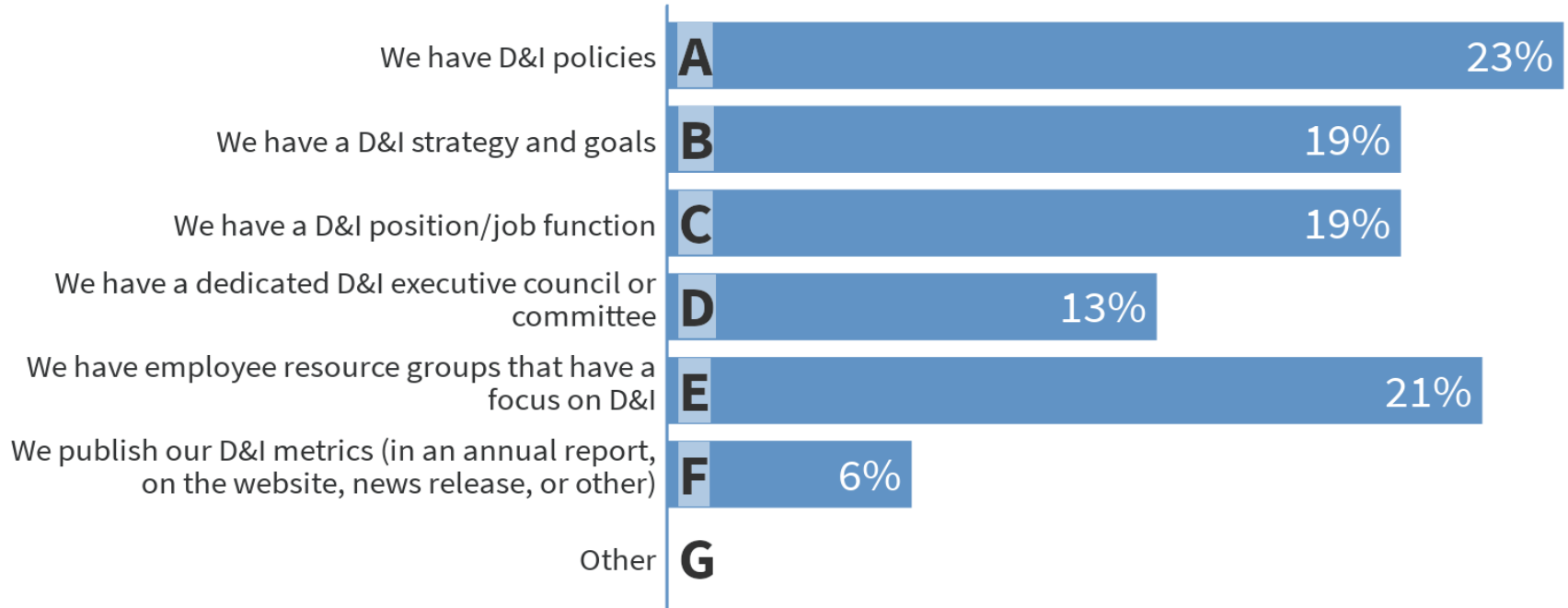
A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a header 'People', a profile picture, and a 'My Status' section. The page is partially obscured by a large white text box. The background is a solid blue color.

Polling the room

Did your utility make a public statement this year in response to the Black Lives Matter protests?



How is your utility involved in diversity, equity, and inclusion efforts? (select all that apply)




A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile with sections for 'People', 'My Status', 'My Page', 'My Friends', 'My Photos', 'My Videos', and 'My Groups'. The text on the screen is partially obscured by the large white text overlay. The background is a solid blue color.

Utilities' response to Black Lives Matter

First to respond: DTE Energy



DTE Energy 

May 30 at 7:22 PM · 



At DTE, I stand united with our more than 10,000 employees in rejecting all forms of discrimination and violence in our workplace and in our communities. We condemn the inhumanity that caused the death of George Floyd in Minneapolis and what we have witnessed recently in New York, Georgia and other states.

While living through a pandemic that has already affected so many in Michigan, we have learned that COVID-19 is a frightening, invisible force. Racism is another terrible, invisible force that becomes obvious when we see our people and communities in pain.

We can all help by reaching out, listening and offering support, caring and understanding each other.

– Jerry Norcia, DTE Energy CEO



35 Comments 100 Shares

Social media response from May 30 to June 12

[Appalachian Power](#)
[CenterPoint Energy](#)
[ComEd](#)
[Con Edison](#)
[Consumers Energy](#)
[Dominion Energy](#)
[DTE Energy](#)
[Duquesne Light Co. \(DLC\)](#)
[Enbridge Gas](#)
[Eversource](#)
[Fort Collins Utilities](#)
[Hydro Ottawa](#)
[Hydro-Québec](#)
[NW Natural](#)
[PECO](#)
[Portland General Electric](#)
[SDG&E](#)
[Southern California Edison \(SCE\)](#)
[Southern Company](#)
[Vectren Indiana](#)
[Xcel Energy](#)

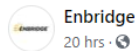


21
utilities

#BlackoutTuesday posts had the highest engagement rate for the week, surpassing other hashtag posts such as #NationalSafetyMonth, #BlackLivesMatter, and #COVID19. Note that these engagement rates are specific to utilities' social media posts from May 31 to June 6, 2020.

Hashtag	Engagement rate (%)*
#BlackoutTuesday	0.59
#NationalSafetyMonth	0.44
#BlackLivesMatter	0.39
#PoweringThruTogether	0.33
#COVID19	0.11

Notes: Engagement rate is the total interactions (likes, comments, shares) on a post per follower expressed as a percentage. The engagement rates we feature are specific to utilities' social media posts from May 31 to June 6, 2020. © E Source; data from Rival IQ ([Utilities support the Black Lives Matter movement, and so does E Source](#))



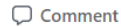
Enbridge

20 hrs · 🌐

Given recent events, we believe we have a responsibility to speak out. People working together – regardless of race, gender, or belief – is key to who we are. We mourn the loss of life. We stand against divisiveness & hate. We recommit ourselves to equality & diversity.

👍❤️👍 164

1 Comment 27 Shares



All Comments



Write a comment...



Shirley DeVries

This is why I love working for this company! 🌟

...

👍 5

Like · Reply · 16h

sce · Following

lessthan1ppm 🌟🌟🌟🌟🌟

1w · 5 likes · Reply

julie_guntrip Well said and thank you for saying it!

1w · 5 likes · Reply

drewnich Proud to work for SCE 🌟

1w · 4 likes · Reply

capitalistanboy Thank you, Pedro, for your stellar leadership of Edison and the Southern Californial region. 🌟🌟🌟🌟

1w · 4 likes · Reply



501 likes

JUNE 5

Add a comment...

Post

Appalachian Power

June 3 at 8:02 AM · 🌐

The recent unjust deaths, protests and civil unrest are a heartbreaking and sobering reminder that racial divide continues in our country. It underscores the importance of why AEP is committed to diversity and inclusion. Everyone should feel welcomed, valued, and treated with dignity and respect. Not just at our company, but everywhere.

We have a diversity and inclusion focus at AEP. We are focused on understanding and disrupting biases and getting into the hearts and minds of all employees to benefit from their perspectives. We are committed to developing a culture where everyone, from every walk of life, can achieve their best at our company.

Our expectation is that every AEP employee will embrace diversity and inclusion and support our commitment to bring about positive social change in the communities we serve.

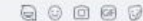


👍❤️ 29

3 Comments 5 Shares



Write a comment...



John Shepelwich

Thanks to Appalachian Power and all the AEP companies for being leaders committed to diversity and acceptance. 🌟

...

Like · Reply · 2w



Bob Stewart

Amen

...

City of Fort Collins Utilities

June 2 at 8:00 PM · 🌐

Utilities has gone back and forth on whether it was our place to say something regarding the injustice, inequality and discrimination directed toward people of color. Silence is compliance and we will not be complicit. We need change.

We serve the community and that means every single person without question. We provide essential services for all. We stand in solidarity with those fighting for change. #blacklivesmatter



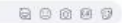
👍❤️👍 125

7 Comments 4 Shares



Most Relevant

Write a comment...



Ricardo Croissant-Lenders

Bravo and thank you. 🌟

Like · Reply · 2w

Lisa Boosen

Thank you for posting and supporting! 🌟

Like · Reply · 2w

Jim Browne

Well done!! 🌟

Like · Reply · 2w

Rory Heath

Thank you for this post. I love this. 🌟

Like · Reply · 2w

Laura Rayburn

Thank you. 🌟

Like · Reply · 2w

Andrea Russell

🌟🌟🌟

Like · Reply · 2w

Leo Arane Fornaro Kempton

🌟🌟🌟

Like · Reply · 2w




Social media response #Juneteenth (June 18 to 20)

[Alabama Power](#)
[Alliant Energy](#)
[Austin Energy](#)
[BGE](#)
[CenterPoint Energy](#)
[Con Edison](#)
[Consumers Energy](#)
[Dayton Power & Light](#)
[DTE Energy](#)
[Energy Mississippi](#)
[EPB](#)
[Eversource](#)
[Fort Collins Utilities](#)
[Georgia Power](#)
[Indianapolis Power & Light Co.](#)
[LG&E and KU](#)
[Nicor Gas](#)

[NIPSCO](#)
[NV Energy](#)
[NW Natural](#)
[Oklahoma Natural Gas](#)
[PECO](#)
[PGW](#)
[PPL Electric Utilities](#)
[Puget Sound Energy](#)
[Sacramento Municipal Utility District](#)
[Southern California Gas Co.](#)
[Southern Company](#)
[Southern Company Gas](#)
[Tacoma Public Utilities](#)
[Tucson Electric Power](#)
[Tennessee Valley Authority](#)
[Xcel Energy](#)

33
utilities



Hashtag	Companies Using	Eng. Rate By Follower
#Juneteenth	25	0.16%
#COVID19	11	0.23%
#PoweringThruTogether	9	0.33%
#NationalSafetyMonth	8	0.056%
#FirstDayofSummer	7	0.081%
#community	6	0.34%
#BlackLivesMatter	6	0.21%

Source: Rival IQ

JUNETEENTH FREEDOM DAY

JUNE 19

JUNE TEENTH FREEDOM DAY

socalgas • Follow

socalgas This #Juneteenth, we celebrate freedom, culture, and community. Learn more about Juneteenth – <https://nmaahc.si.edu/blog-post/historical-legacy-juneteenth>

10w

bosshaas 🙏🙏🙏🙏🙏🙏
10w Reply

saborfoodshow SoCal Gas is seriously committed! We have seen this throughout the years!
10w Reply

februarvdawn ❤️❤️❤️

152 likes
JUNE 19

conedison • Following

conedison Today, we take time to celebrate and share the history of Juneteenth, the holiday marking the end of slavery in the United States. Con Edison and our employee resource group, Blacks United in Leadership Development (BUILD), recognize the importance of this day & the need to reflect to help end systemic racism. Click the link in our bio: <http://juneteenth.com/history.htm> #Juneteenth

10w

livevelaugh712 🍷🍷🍷
#celebratefreedom
10w 3 likes Reply

131 likes
JUNE 19

So, I learned about Juneteenth a few years ago when there was a knowledge share at our local library. I researched the purpose and the significance of the day and I was disappointed to know my ancestors were enslaved for 2 years and no one told them! But then I was delighted because as an AA I finally had something to celebrate that was reflective of my culture.

Racism, intolerance and hatred have no place in our society. At LG&E and KU, we are steadfast in our long-standing commitment to diversity and inclusion. Our strength is built upon the diverse perspectives, experiences and talents of our people.

The recent events in Louisville and across the nation shine a light on how much work remains to be done to unite us and end all forms of racial injustice. We are actively listening and participating in conversations with community leaders, our employees and customers, and will further support efforts that drive meaningful and lasting change.

The only way to succeed is by empowering a culture of inclusion, equality, dignity and respect for all.



dte_energy_official • Follow

dte_energy_official Some of our employees have shared their thoughts about Juneteenth and we invite you to reflect on their perspectives and continue discussions on racial injustice and equality. Read their full submissions on our blog (Link in bio)

#juneteenth #june19th #june19th1865 #june19th2020 #elevatingmelanatedvoices #dtevoices #america #ushistory #racism #slavery #freedom #jubileeday #liberationday #freedomday #emancipationproclamation

10w

dj_darkknight Check your DM

47 likes
JUNE 19

Ige_ku • Follow

Ige_ku We join the nation and our community in remembering, reflecting upon and commemorating Juneteenth.

Here is a message from our Chairman, CEO and President Paul Thompson.

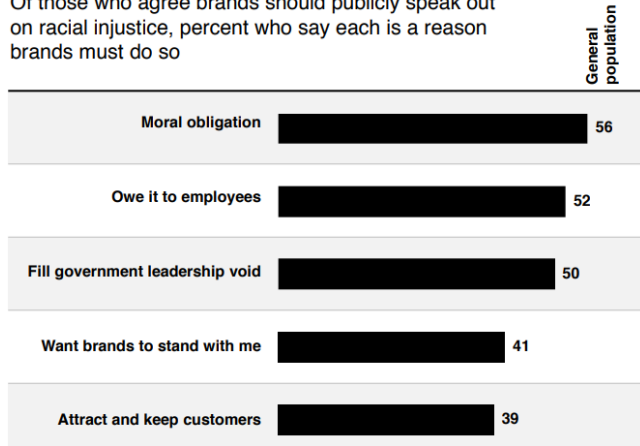
10w

30 likes
JUNE 19

“Silence is not an option”

Brands should publicly speak out on **systemic racism** and racial injustice following the death of George Floyd and other recent racially motivated attacks on blacks

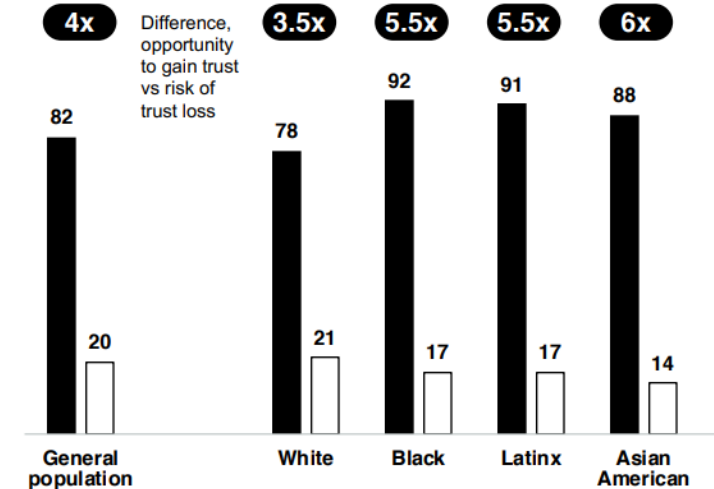
Of those who agree brands should publicly speak out on racial injustice, percent who say each is a reason brands must do so



60%

U.S. general population

■ Brand would earn/keep my trust □ Brand would lose my trust



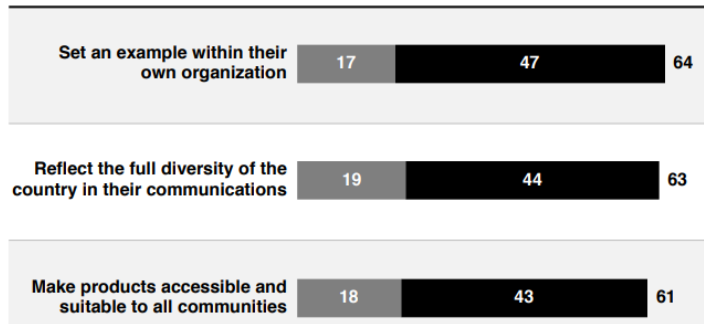
Source: [Edelman Trust Barometer 2020 Special Report: Brands and Racial Justice in America](#) (PDF)

“Talk is not enough”

Brands and companies that issue a statement in support of racial equality **need to follow it up with concrete action to avoid being seen by me as exploitative or as opportunists**

Percent who say each brand response to racial injustice is important to earning or keeping their trust

Moderately important to earn/keep trust
 Very/extremely important to earn/keep trust



↓
63%

U.S. general population

Percent who say each brand response to racial injustice is important to earning or keeping their trust

Moderately important to earn/keep trust
 Very/extremely important to earn/keep trust



Source: [Edelman Trust Barometer 2020 Special Report: Brands and Racial Justice in America](#) (PDF)

Walk the talk



Puget Sound Energy

June 19 · 🌐



Utilities play a role in advancing diversity, equity & inclusion because we serve every customer. We also know that we cannot address racial injustice alone. Over the last several weeks, we've been listening to our community & finding ways to take action.

We're starting to take action on our commitment to community partnership. As a charter member of the Black Future Co-op Fund & \$150,000 donation, we're acknowledging the harm systemic racism has done in WA. The fund will support efforts to eradicate poverty, build generational wealth & preserve Black Culture.

PSE is committed to the fight for racial justice.

More from our CEO at <http://ms.spr.ly/6183TYtwH>

#JUNETEENTH2020 #FreedomDay



44

8 Comments 2 Shares

A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a 'People' section and a 'My Status' section. The background is a solid blue color.

Diversity, equity, and inclusion initiatives

Dedicated diversity and inclusion (D&I) utility roles

- **Cleco** renamed its vice president of human resources to chief human resources and diversity officer (2019)
- **Duke Energy** has had a D&I position for at least seven years—chief diversity and inclusion officer (2019)
- **DLC** hired its first diversity officer (2019)
- **NW Natural** has a chief diversity officer and released a human rights policy (2019)
- **Pacific Gas and Electric Co.** renamed its vice president of human resources as chief diversity officer (2019)

D&I executive councils and committees



Consumers Energy  @ConsumersEnergy · Aug 26, 2019

We're committed to the quality a diverse culture can provide. Read about how our Employee Resource Groups are working to enhance diversity and inclusion: bit.ly/2oXx3dy.



  3  5 



Duquesne Light Company

November 6, 2019 · 

DLC's Diversity and Inclusion Committee recently recognized [#NationalHispanicHeritageMonth](#) by partnering with Casa San Jose, a resource that works to empower the Pittsburgh Latinx community. Volunteers cleaned and restored the facility's basement by removing old flooring and restocking rows of new shelving.



 2

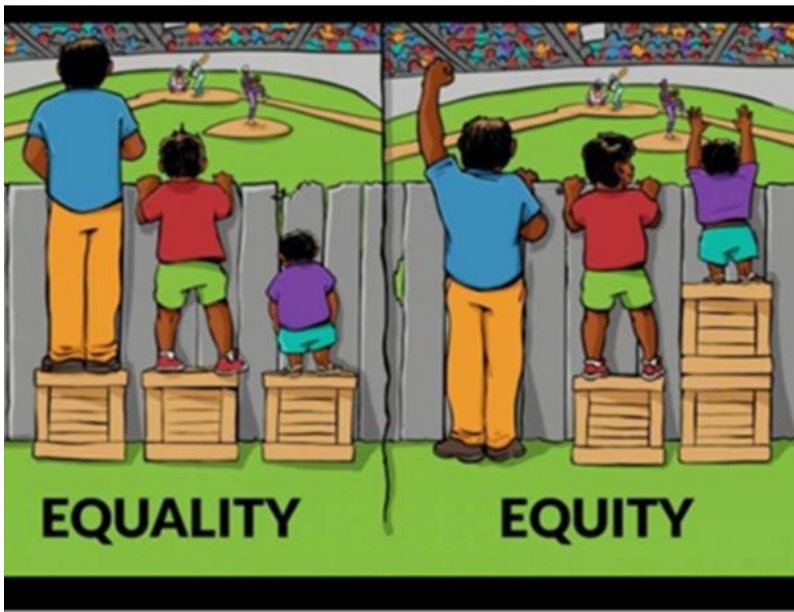


Ameren Corporation

August 14 at 9:14 AM · 🌐

...

Diversity, equity, and inclusion are integral parts of our vision and strategy at Ameren, but we know we need to talk more openly about what this means and how we live these behaviors consistently. We started the conversation about what more we can do to embrace DE&I at this year's Diversity & Inclusion Leadership Summit, and we'd like to share it with you. <http://spr.ly/6002GYdzC>



👍❤️👏 404

19 Comments 65 Shares



SCE @SCE · Aug 25

▼

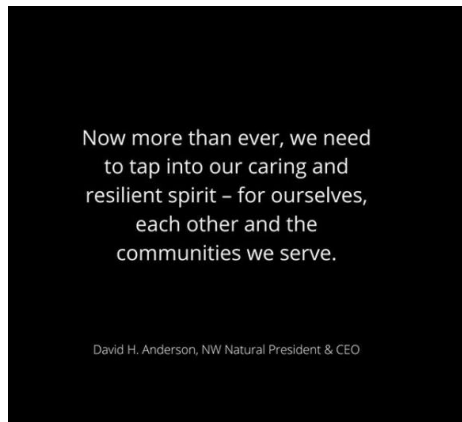
Leaders at @edisonintl today shared diversity, equity and inclusion information on the workforce and status of business partnerships & community investment. We recognize the progress we've made to date & remain committed to making more meaningful change. on.edison.com/3jbcITh



💬 1

🔄 12

❤️ 17



nwnaturalgas · Follow ...

nwnaturalgas At this time, we pause for reflection. Racism will never be tolerated at NW Natural. It's one reason we formed a Diversity, Equity & Inclusion Council with our employees two decades ago. This commitment is essential to the service we provide to our customers and communities.

12w

22 likes

JUNE 9

Energy Trust of Oregon's workforce development goals

- Increase the diversity in recruitment and hiring of employees by 25% by the end of 2020
- Increase participation in the Trade Ally Network by minority- and women-owned business by 50% each by the end of 2020
- Increase the number of projects completed by minority- and women-owned trade allies by 15% by the end of 2020
- Increase the number of contracts executed with minority- and women-owned businesses by 15% by the end of 2020



EXPLORE

PUBLIC MEETINGS

PLANS + REPORTS + FINANCIALS

LEADERSHIP

CAREERS

NEWS



Photo: Pendleton Early Learning Center

Reaching and Serving Everyone

Energy Trust is dedicated to helping 1.7 million utility customers in Oregon and Southwest Washington save energy and generate renewable power, today and in the future. It is our responsibility to ensure that all customers can directly benefit from our services, including people with low and moderate incomes, communities of color and rural communities.

We strive to create a culturally diverse, equitable and inclusive organization with employees.

QUICK LINKS

[Expanding Diversity Fact Sheet >](#)

[Diversity, Equity and Inclusion Operations Plan >](#)

[Diversity, Equity and Inclusion Goals >](#)

[Diversity, Equity and Inclusion Policy >](#)

[2018 Diversity, Equity and Inclusion Data and Baseline Analysis >](#)

[Diversity, Equity and Inclusion >](#)

Source: Energy Trust of Oregon

Supplier diversity



CenterPoint Energy

June 19 · 🌐

...

Happy #Juneteenth! One of the most enduring ways we can all support the Black community is to promote Black-owned businesses. Over the years, we've valued diversity in our supply chain and recognized the economic value of small and diverse businesses in the communities that we serve – but what has changed is that we're spotlighting them so our customers and stakeholders get to know them.

Meet a key business partner - REDE, INC., a certified Minority (African American) Owned Business Enterprise. Owner Hubert Glover has been a strategic partner in managing CenterPoint Energy's print shop services for well over a decade, which has led to the hiring of minority employees that, in turn, provides economic stimulus in communities of color within our footprint. Pictured is Levon Brown, representing REDE, INC. at our annual Supplier Diversity Expo.

Learn more: <https://www.redeprintshop.com/>.



👍❤️ 25

2 Shares



Memphis Light, Gas & Water (MLGW)

August 20 at 10:06 AM · 🌐

...

#MLGW's Supplier Diversity program is more vital now than ever before ensuring that we continue our work with certified MWBE/LSBs, despite the challenges of COVID-19 and the national economic recession for millions of households. #ServingYouIsWhatWeDo

CONNECT WITH US!

Memphis Light, Gas and Water's
SUPPLIER DIVERSITY PROGRAM

Do business with MLGW through our
ONLINE BID NOTIFICATION SERVICE

As a registered user, you will receive alerts of competitive bids for materials, equipment, supplies and contracted services.

MLGW'S ONLINE BID SERVICE OFFERS:

- ➔ Quick access to competitive bids
- ➔ Up-to-date information
- ➔ Opportunity to manage your own bids

Connect with us to share comments & ask questions!

Twitter: @mlgw

Facebook.com/mlgw1

To register, or update your account, please visit mlgw.com/bids.

To learn more about our Supplier Diversity Program, scan the QR code below:

MLGW'S SUPPLIER DIVERSITY OFFICE

Phone: 901-528-4635
Email: lpate@mlgw.org

MLGW
SERVING YOU IS WHAT WE DO



SCE @SCE · Jun 20

2019 @edisonintl Supplier Diversity by the numbers:

- ⚡ \$2.21B Spent with diverse firms
- ⚡ 120+ Outreach events sponsored and/or supported
- ⚡ 650+ Diverse suppliers

Read more in our 2019 Sustainability Report:

2019 SUPPLIER DIVERSITY HIGHLIGHTS

\$2.21B <small>spent with diverse firms, representing 40% of total purchases</small>	120+ <small>outreach events sponsored and/or supported</small>	\$540M <small>diverse sub-contracting spend</small>
9 <small>diverse firms among SCE's top 25 suppliers</small>	\$5.9B <small>of SCE's capital market transactions co-managed by 19 diverse firms</small>	650+ <small>diverse suppliers</small>

2019 Sustainability Report
edison.com

🗨️ 1

🔄 3

👍 6



A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a profile picture, a status update, and various menu options like 'My Friends', 'My Photos', 'My Videos', and 'My Groups'. The background is a solid blue color.

Metrics and the effect of corporate citizenship on CSAT

Diversity metrics

AEP EMPLOYEE REPRESENTATION*

as of Dec. 31, 2019	Employees	Females	%	Minorities	%
Total Employment	17,573	3,454	20%	3,233	18%
Officials & Managers	3,326	543	16%	419	13%
Professionals	5,743	1,578	27%	1,128	20%

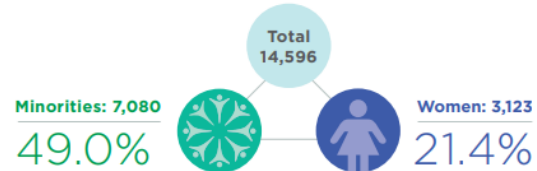
as of Dec. 31, 2018	Employees	Females	%	Minorities	%
Total Employment	17,930	3,409	19%	3,127	17%
Officials & Managers	3,288	494	15%	384	12%
Professionals	5,598	1,503	27%	1,062	19%

* Does not include all AEP subsidiaries, co-ops and interns, AEP Energy and employees on unpaid leave-of-absence.

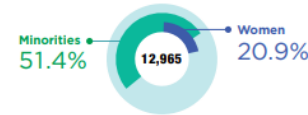
Source: American Electric Power

Diversity by the Numbers

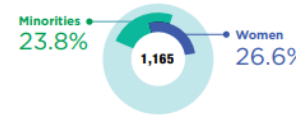
Con Edison, Inc., Total Employees



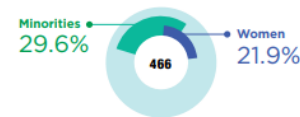
Con Edison of New York



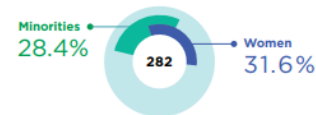
Orange and Rockland Utilities



Clean Energy Businesses & Con Edison Transmission



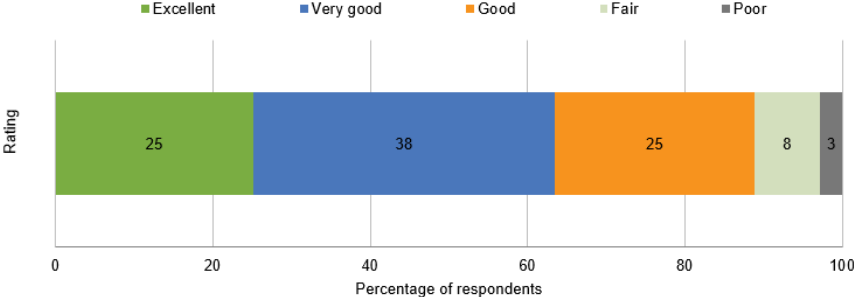
Minorities & Women, Middle Management and Above



Source: Con Edison

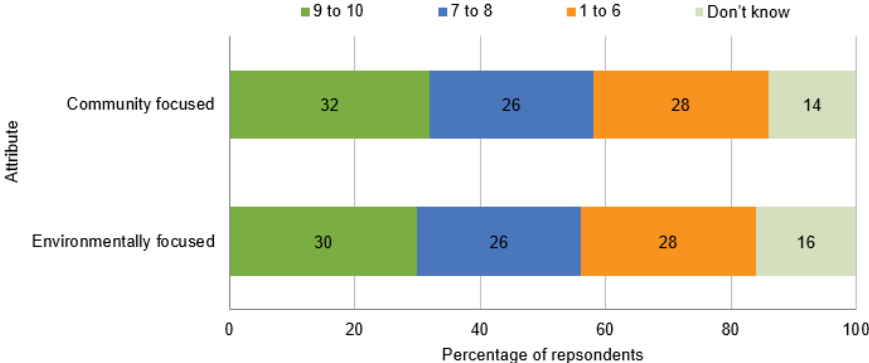
Corporate citizenship and customer satisfaction (CSAT)

Overall CSAT in 2019



Base: US respondents who are customers of electricity or dual-fuel providers (n = 30,725). Question A12: Taking into account your overall satisfaction as a customer of your electricity provider, how would you rate them? Note: Data may not add to 100% due to rounding. © E Source (US Residential Customer Insights Center)

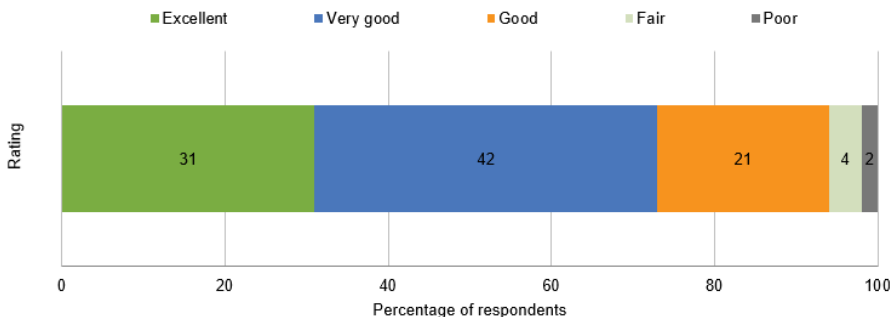
Community and environmental focus in 2019



Base: US respondents who are customers of electricity or dual-fuel providers (n = 30,725). Question A10: How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? Is environmentally-focused. Is community-focused. Notes: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. © E Source (US Residential Customer Insights Center)

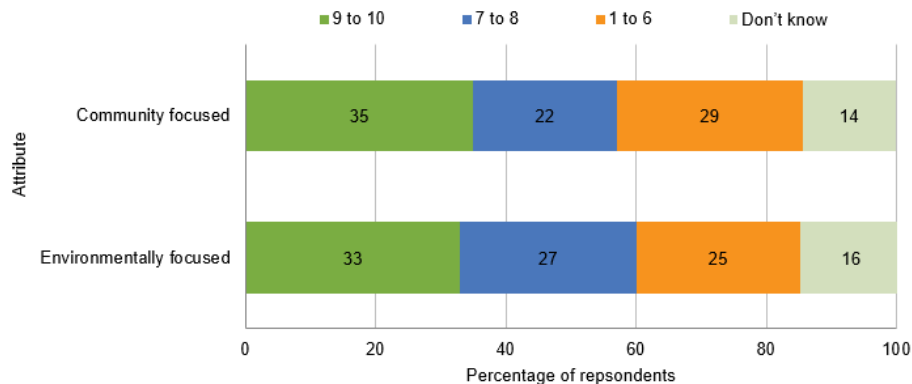
Top J.D. Power utility: PPL Electric Utilities

PPL's overall CSAT in 2019



Base: Customers of PPL Electric Utilities (n = 355). **Question A12:** Taking into account your overall satisfaction as a customer of your electricity provider, how would you rate them? **Note:** Data may not add to 100% due to rounding. © E Source (US Residential Customer Insights Center)

PPL's community and environmental focus in 2019



Base: Customers of PPL Electric Utilities (n = 355). **Question A10:** How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? Is environmentally-focused. Is community-focused. **Notes:** Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. © E Source (US Residential Customer Insights Center)

A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a navigation menu on the left containing 'My Page', 'My Friends', 'My Photos', 'My Videos', and 'My Groups'. The main content area shows a 'My Status' section with a profile picture and a post. Below that, there are sections for 'Current News' and 'Current News' with various text and images. The background is a solid blue color.

Communicating a plan moving forward

Featured speaker



Liji Thomas, CPA, CIA, CRMA, SHRM-CP
Head of Diversity & Inclusion
Southern California Edison

Strengthening commitment with additional actions based on reviewing data and listening to Black employees

Internal Actions	Timing and Expected Outcomes
<p>Greater Data Transparency/Dashboard Share data regarding representation, pay, turnover and employee sentiment and create officer-level dashboard for continued visibility</p>	<ul style="list-style-type: none"> • Data shared through this August 2020 presentation • Standard people metrics dashboard created and deployed by Q2 2021
<p>Inclusion and Cultural Literacy Training Expand current training to include content on anti-racism and microaggressions for all employees</p>	<ul style="list-style-type: none"> • Train all employees in 2021 and monitor for expected increase in Inclusion index of employee sentiment survey over the following year
<p>Talent Accelerator Accelerate talent movement by pairing officers with high-potential talent³⁰; start with Black employees with plans to expand the initiative</p>	<ul style="list-style-type: none"> • First assignments determined by end of Q4 2020; track and measure results by employee development over the next 2-3 years
<p>Talent Pipeline Increase Black scholarship awardees and internships (see external actions for additional scholarships)</p>	<ul style="list-style-type: none"> • Measure success rate of converting more Black interns and scholars to full-time employees
<p>Career Counseling Hire career counselors to help employees navigate their careers at Edison, starting with a pilot for the Networkers²⁸ membership</p>	<ul style="list-style-type: none"> • Hire new career counselor and pilot program by end of Q4 2020 • Create metrics to determine efficacy of career counselor program and impact on employee career paths over 18-36 months
<p>Audit for Potential Bias in HR/Ethics Processes Engage external third party to audit HR and Ethics policies and processes for biases such as racial and gender and improve based on findings</p>	<ul style="list-style-type: none"> • Complete audit of three key HR/Ethics processes by end of Q4 2021

Immediate focus on expanding education, workforce, and marketplace opportunities in the Black community

External Actions	Timing and Expected Outcomes
<p>Greater Data Transparency</p> <ul style="list-style-type: none"> Issue annual economic impact report highlighting contributions of supplier diversity spend (e.g., jobs, wages, taxes) Provide annual community impact report providing details of philanthropic contributions and featuring nonprofit partners 	<ul style="list-style-type: none"> Issue economic impact report for 2019 spend in Q3 2020 Issue 2020 community impact report in Q2 2021
<p>Industry/External Partnership and Allyship</p> <ul style="list-style-type: none"> Join the American Association of Blacks in Energy (AABE) Energy Equity campaign Commit incremental \$1 million shareholder funding over next five years to advance racial equity in our communities 	<ul style="list-style-type: none"> Become AABE Energy Equity partner in Q3 2020 Award initial \$100,000 contribution to Black Equity Collective and \$25,000 to African American Alliance Fund³³ in Q3 2020
<p>Skilled Craft Scholarship Program</p> <ul style="list-style-type: none"> Commit \$1 million shareholder funding to pilot four-year \$250,000 annual scholarship program supporting line worker students to expand diversity in the skilled craft workforce pipeline, with an initial focus on attracting Black participants 	<ul style="list-style-type: none"> Launch effort by end of Q2 2021
<p>Marketplace Development & Supplier Diversity</p> <ul style="list-style-type: none"> Commission marketplace study to assess availability of diverse businesses in procurement categories where SCE has needs; use findings to inform access and spend targets, with an emphasis on Black-owned businesses 	<ul style="list-style-type: none"> Launch effort in Q4 2020; issue study Q2 2021 (issue date dependent upon third-party supplier engagement)

Key takeaways

- Don't just make a statement, communicate a plan of action
- Use social media, the website, the blog, news releases, community events, and annual reports to communicate your efforts
- Engage your employees
- Measure your D&I efforts and make the results public

Thank you! Questions?



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Liji Thomas, CPA, CIA, CRMA, SHRM-CP
Head of Diversity & Inclusion
Southern California Edison

Fall 2020 E Source



Marketing Leadership Council

September 22 | 3:00–5:00 p.m. EDT

September 23 | 3:00–5:00 p.m. EDT

September 24 | 3:00–5:00 p.m. EDT

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*This event is invitation-only



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