Community and Tribal Partnership in Northern California - Justin Skootsky

Host
Stephen Kullmann - Director of Customer Programs

Northern Regional Energy Network (N-REN)
- Made up of 4 partner agencies
- For rural, by rural
- Hard to reach population (i.e. expensive to serve)

Speaker 1
Heidi Moore-Guynup - Partner at Blue Lake Rancheria (BLR)
- 60 miles south of Oregon border, 13 miles east of Humboldt bay
- large wind farm lease underway 20 miles offshore of humboldt bay with heavy-lift terminal
- 1MW BTM microgrid with PG&E is an important project that received 2016 Obama Clean Energy Champion Award
- looking to make DCFS upgrades
- deep partnerships with tribes, energy authorities, counties, colleges and more

Case Study - December 2022
- Blue Lake Casio and Hotel became an island of hope during a PSPS event that required checking gas generation prior to returning power

Tribal Energy Resilience and Sovereignty Project ($200M project)
- design and commissioning of a nested/networked microgrid system to support PG&E's Hoopa 1101 distribution line
- built with key partnerships

Workforce development Program (Pre-Apprenticeship Program)
- low voltage electrician work
- gives tribal members access to high road jobs (e.g., wage)
- 1 cohort finished with another one starting and a 3rd one scheduled for the fall
- building a resilience center to host workforce development programs

Introduction of Speaker 2
Hilary Quinn - Sierra Business Council
- she built a partnership with Jan Maes

Speaker 2

Jan Maes - Sierra Energy ReImagined (a Community Based Organization)
- non-profit, volunteer-based organization
- focus on energy efficiency in homes
- serve hard to reach community in the sierra foothills with extreme fire risk
- emphasize affordability

Home Energy Wise (HEW) Program
- features energy efficiency kits
- help home-owners review and understand their energy bills
- assist home-owners with applying for rebates
- work with NREN to improve their credibility

Speaker 3
Jennifer Brennan - Lake Area Planning Council

Context
- planning council is starting from scratch to plan energy efficiency programs in Mendocino and Lake Counties
- want to address tactics and approach for how to start programs when there is lack of awareness, lack of trust in utilities, non-digital tools usage in community, and the impression that energy efficiency is about selling solar

Recommended approach
- Go to festivals and community events and find people who are champions (e.g., directors, council members) and listen to them
- Follow-up with people 1:1 and establish trust and routine involvement in community

In-person outreach examples
- energy efficiency kit giveaways
- tabling, flyers, and presentations
- public radio interviews, direct mail, bus shelter advertisements