

Designing Energy Initiative With, Not For, Communities:

Speakers: Brianada Castro,

SoCalREN:

CBOs within SoCalREN

- Goals: foster trust and collaboration
- Contribute to program design
- Provide direct services
- CB Designed Collaborative, Regional Partner Initiatives, Tribal Community Resilience Program
- Bakersfield/central valley/san joaquin valley: asthma/pollution related problems (oil wells leaking methane), it's a "perfect storm" in central valley for pollution sources
- Working together, and not in silos has helped create successful initiatives
- Direct install is usually more helpful with hard to reach rather than rebates based on time and financial constraints
- There's a lot of mistrust with solar in communities (predatory implementation approach and new/unknown technology). Maintaining communication throughout the whole process rather than a hand off to a contractor is helpful to make the communities feel comfortable
- If you are developing a program centered to one region, partner with community based organizations in the area and seek out champions to pilot the program, much of the outreach comes from word of mouth (consider even providing referral credits or stipends)
- You can only move at the pace of trust
- Outreach needs to include: interpreters, bilingual materials, physical options (to provide accessibility for those that can't use tech, provide food, acknowledge the sacrifice people give to come to your meetings)
- Simu-casting training can double your audience!