Stakeholder Outreach Strategy for the
Clean Power Alliance
Strategic Plan Outcomes

• Stakeholder-informed set of priorities to guide decision-making
• Tool to transparently evaluate program alternatives
• Recommendations on program strategies and structure
Goals of Stakeholder Process

- Create a process to capture stakeholder values and priorities
- Organize stakeholder input and market information in a useable format
- Develop a tool to evaluate program alternatives
- Be transparent in how stakeholder input is reflected in program development
- Set a foundation for CPA decision-making for on-going work
Key Stakeholder Groups

- CPA Board
- CAC Community Advisory Committee
- Relevant interest groups (labor, environmental, etc.)
- Public
- CPA Staff
Project Process Overview

- Engage stakeholders through established meetings
- Conduct targeted interviews and focus groups
- Conduct best practices research
- Lead goal setting workshop with Board, CAC
- Hold a Town Hall for interest groups and public
- Develop weighting tool
- Analyze alternatives
- Collect feedback from stakeholder groups on results
- Finalize recommendations
## Basic Tool Structure (sample)

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<thead>
<tr>
<th>Strategy</th>
<th>Outcome 1</th>
<th>Outcome 2</th>
<th>Outcome 3</th>
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<tbody>
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<td>Strategy A</td>
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<td>Strategy C</td>
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Scores to inform decision-making
Focus of Stakeholder Engagement

• What challenges are you facing in your communities that CPA programs can help address?
• What should CPA programs accomplish?
• What outcomes are most important?
• How can achievement of outcomes be measured?
• How can CPA programs be structured to best achieve those outcomes?
Stakeholder outreach timeline

4/25
Kick off meeting

5/9
6/13
6/6
7/11
8/8
9/1

6/20
6/28

July-August

Pilot program testing and modeling

Sept-October

Interviews (6)

Developing Toolkit & Alternative Strategies

Feedback from Board, CAC, Stakeholders, Public

6/28

10/3

Final Plan Published

6/20

Board Meeting

CAC Meeting

Town Hall Meeting

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Questions?