

# Stakeholder Outreach Strategy for the Clean Power Alliance

May 9, 2019

# Strategic Plan Outcomes

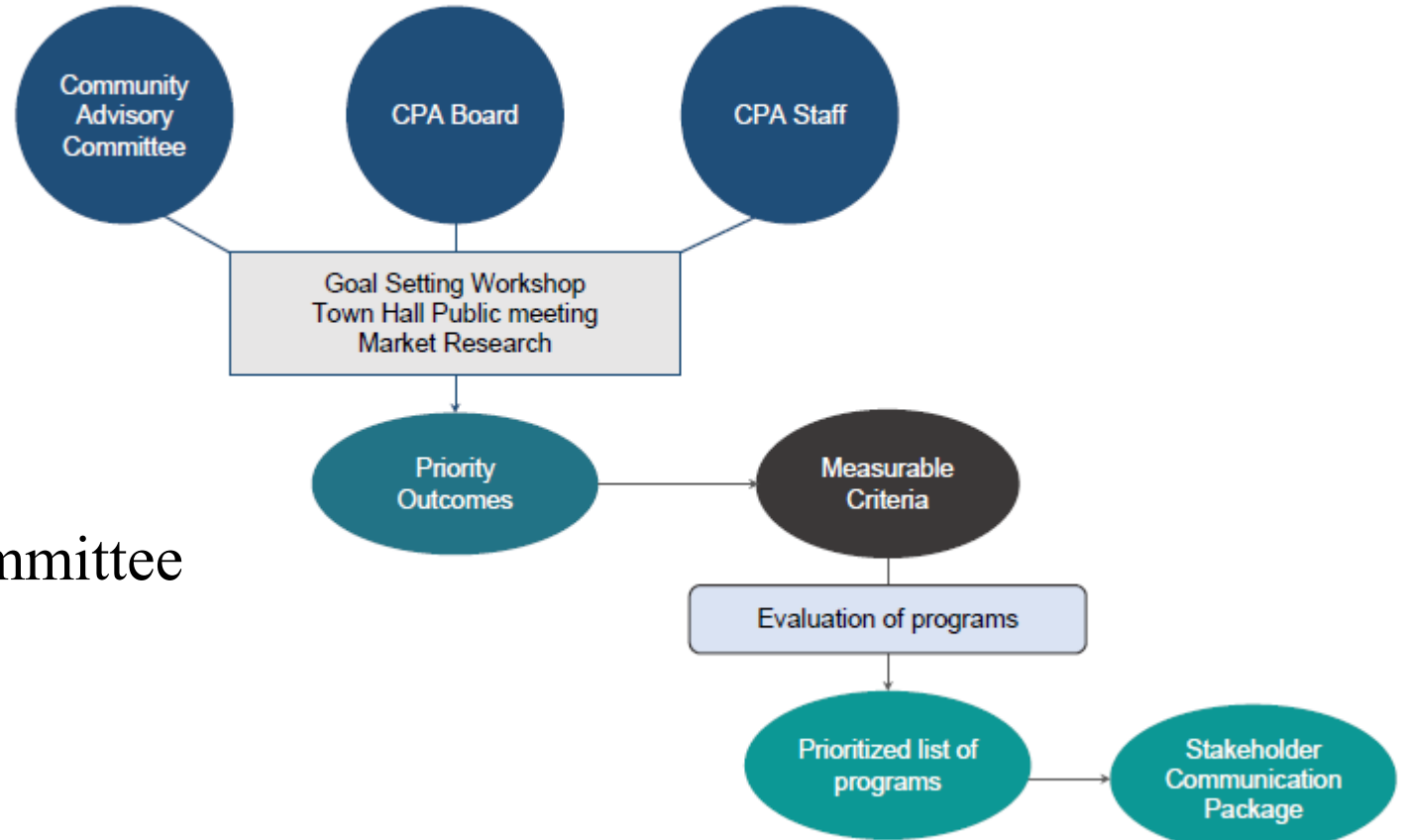
- Stakeholder-informed set of priorities to guide decision-making
- Tool to transparently evaluate program alternatives
- Recommendations on program strategies and structure

# 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

## Stakeholder-informed process



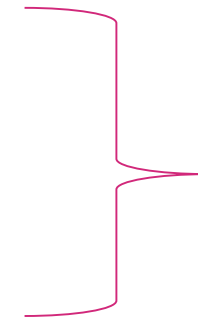
- CPA Board
- CAC Community Advisory Committee
- Relevant interest groups (labor, environmental, etc.)
- Public
- CPA Staff

# 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)

	Outcome 1	Outcome 2	Outcome 3
Strategy A			
Strategy B			
Strategy C			

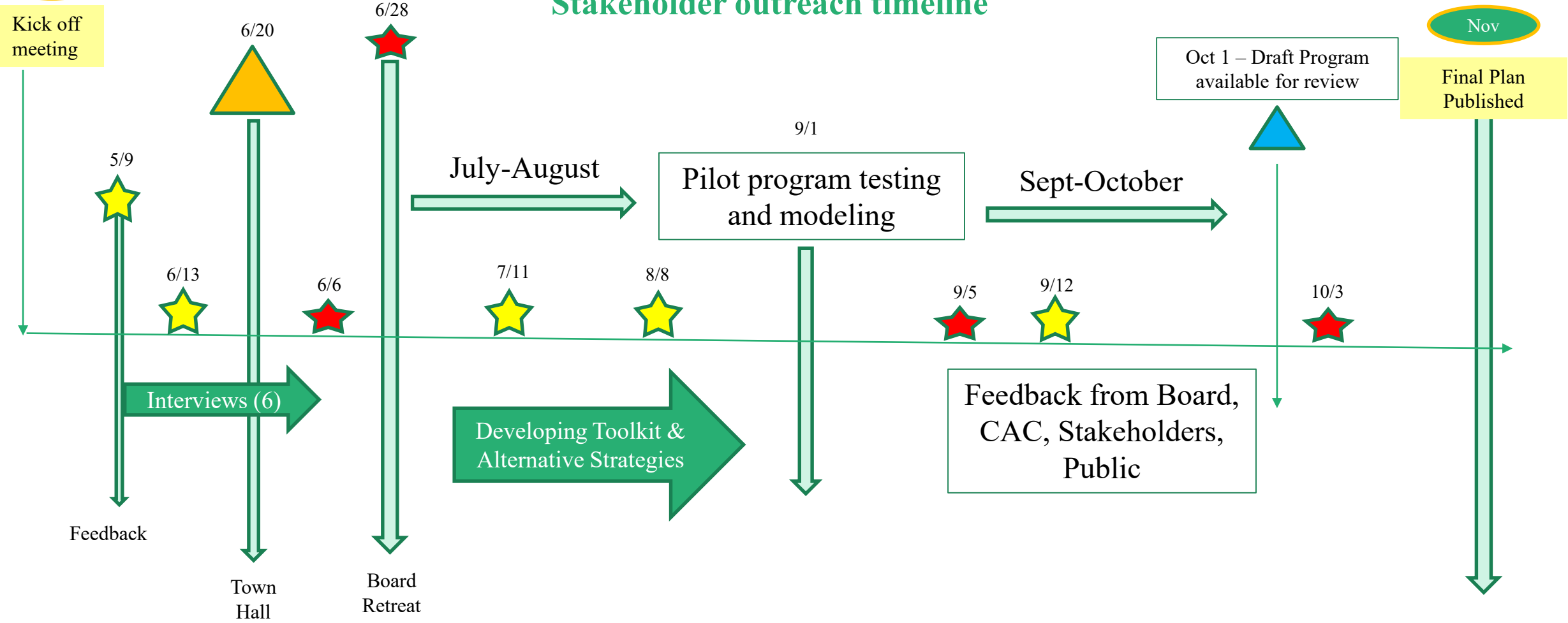


Scores to inform  
decision-making

# 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



Board Meeting

CAC Meeting

Town Hall Meeting

**DRAFT**



# Questions?