



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

Rely on us.

TO: Commissioners Simpson, Brown, Helgeson, Manning and Mital
FROM: Lance Robertson, Public Affairs Manager
DATE: April 22, 2016
SUBJECT: Community investment report
OBJECTIVE: Provide Board with overview of sponsorships, volunteerism and other community investment activity in 2015

Issue

In late 2014, Public Affairs developed and launched a Community Investment Strategy that provides consistent guidelines for how we invest our customers' dollars back into the community through volunteer work, sponsorships, grants and other contributions for the betterment and well-being of the community we serve.

The attached report provides the Board with an overview of the first year of the program. The attached spreadsheet lists sponsorships, donations, grants, event participation and other contributions, categorized by interest area or topic.

Background

The Community Investment Strategy aims to achieve the greatest possible value to the community within the resources authorized by the Board through the annual budgeting process. To help the community and our own employees better understand the kinds of projects and initiatives we will invest in, Public Affairs created a web page that describes the guidelines in more detail. The guidelines can be found at:

<http://www.eweb.org/investment>

The attached report and spreadsheet provide a 2015 breakdown and more details of projects, donations, contributions to local governments and schools, volunteer work, in-kind services, and other initiatives under this program. As per the Board's recent adoption of a revised EL3, staff will provide the Board with an annual report summarizing sponsorships and other activities. This report and the spreadsheet are similar to the information we intend to provide you in March or April of each year. If you'd like to see the information presented in a different format, please contact me and we will make improvements for the 2016 report, in early 2017.

Recommendation and requested board action

None. This is informational only.

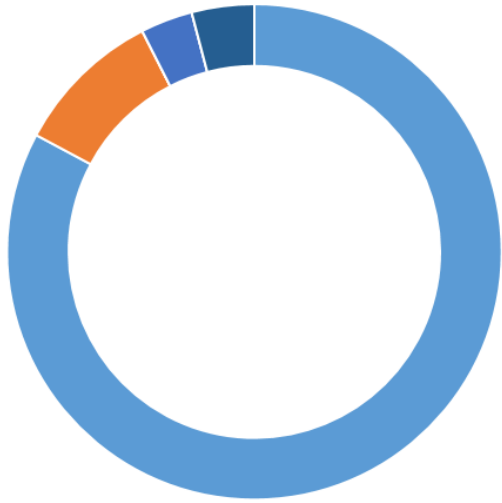
Category	AGENCY	EVENT/PROGRAM	DESCRIPTION	AMOUNT	CATEGORY TOTAL
Contributions in Lieu of Taxes	City of Eugene General Fund	CILT	Portion of electricity sales revenue	\$ 12,507,614	
Contributions in Lieu of Taxes	City of Springfield	CILT	Portion of electricity sales revenue	\$ 591,255	\$ 13,098,868
Diversity/equity	Blacks in Government	Black History Month	Table sponsorship	\$ 675	
Diversity/equity	NAACP	Freedom fund	Table sponsorship	\$ 700	
Diversity/equity	NAACP Eugene	Annual picnic	Donate funds + water/jugs for BBQ; \$200 + in-kind	\$ 200	\$ 1,575
Drinking water quality/reliability	Lane County	Lane County Fair	Booth sponsorship \$900 payable thru SUB + in-kind use of water fountain and chiller + employee staff hours	\$ 900	
Drinking water quality/reliability	McKenzie River Trust	McKenzie Memories	Sponsorship	\$ 2,000	
Drinking water quality/reliability	McKenzie River Trust	Living River Celebration	Water Trailer + \$4,000 sponsorship	\$ 4,000	
Drinking water quality/reliability	Water for People	Wine for Water	Sponsorship of Wine for Water event	\$ 250	
Drinking water quality/reliability	Healthy Farms Clean Water	Local Food Connection	Support for local foods, esp. McKenzie farmers to market products	\$ 4,000	
Drinking water quality/reliability	Springfield schools	High School Water Quality Teams	Partnership with McKenzie Watershed Council	\$ 2,000	
Drinking water quality/reliability	Watershed Council		Education and outreach about urban stormwater runoff, both for McKenzie and alternative source supply	\$ 4,000	
Drinking water quality/reliability	Berggren Conservation Area	Berggren Conservation Area	Outdoor education support for riparian restoration	\$ 9,000	
Drinking water quality/reliability	McKenzie River Guides Association			\$ 1,000	
Drinking water quality/reliability	Butte to Butte	Butte to Butte	Table rental for water stations	\$ 165	
Drinking water quality/reliability	Upper Willamette Soil & Water Conservation District	Watershed science summer camps		\$ 5,000	\$ 32,315
Education	?	?	Ed Program Grant for building wind turbines program	\$ 2,500	
Education	?	Electrathon BLAST - Electric Vehicle race	Ed Program Sponsorship	\$ 1,000	
Education	Bethel School district	Education grant	Ed Program Annual grant	\$ 77,000	
Education	Eugene 4J School district	Education grant	Ed Program Annual grant	\$ 247,000	
Education	Eugene 4J School district	Equipment grant	Ed Program grant	\$ 18,800	
Education	Eugene 4J School district	Robotics Team	Ed Program Sponsorship	\$ 1,000	
Education	Eugene Education Fund		Ed Program Sponsorship	\$ 2,500	
Education	Eugene, Bethel, Springfield School Districts	Solar Challenge	Ed Program Grant for materials, training, curriculum	\$ 28,500	
Education	Lane Community College	Energy Management Program Grant	Ed Program Annual Grant	\$ 70,000	
Education	Lane Salmon Stewards	Salmon Watch	Ed Program Sponsorship	\$ 7,000	
Education	McKenzie School District	Education grant	Ed Program Annual grant	\$ 21,000	
Education	Springfield School District	Education grant	Ed Program Annual grant	\$ 47,000	
Education	Willamette High School	Kilowatt Classic EV race	Ed Program Sponsorship	\$ 1,435	
Education	?	EWEB Wind Turbine Challenge Event	Ed Program	\$ 7,600	
Education	Junior Achievement	Junior Achievement	Donation for youth financial education	\$ 4,200	\$ 536,535
Emergency Preparedness	RedCross	Emergency water containers	Donation from sale of emergency water containers	\$ 14,775	
Emergency Preparedness	Disaster Relief Trials	Disaster Relief Trials	Sponsorship in form of in-kind for staffing, disinfection of equipment and supplies @ water checkpoint	\$ 14,000	
Emergency Preparedness, Drinking water	Northwest Permaculture	2015 Convergence	Sponsorship of 2015 Convergence event, \$200, no expo	\$ 200	\$ 28,975
Energy Efficiency/Renewable	BRING Recycling	Home & Garden Tour	Volunteers requested; \$3337 sponsorship + 91 hours of intern time paid to Quantum Recruiters	\$ 3,337	
Energy Efficiency/Renewable	BRING Recycling	BRING RE:think Program	Sponsorship support	\$ 10,000	
Energy Efficiency/Renewable	Energy Management Services Weatherization	Funding split 50/50 with HACSA & EWEB	Limited Income Home Weatherization Services/Board-approved, rate funded program	\$ 500,000	\$ 513,337
Enterprise/sustainable development/jobs	Blue River Community Corp	RARE (Resource Assistance for Rural Environments)	Donation toward RARE resource to support McKenzie community development	\$ 2,000	\$ 2,000
Greenpower Grant	Bethel School district	Greenpower Grant	Gr Program Annual Grant	\$ 50,000	
Greenpower Grant	Berggren Demonstration Farm	Greenpower Grant	Gr Program Annual Grant	\$ 50,000	\$ 100,000
Safety Net	EWEB Limited Income program	ECC, ECCP (approx. 50/50 split)	Limited Income Energy Assistance/Board-approved, rate funded program	\$ 1,500,000	
Safety Net	Catholic Community Services	Great Hour of Caring	Sponsorship annual breakfast	\$ 250	
Safety Net	United Way	Campaign Kickoff	Sponsorship annual breakfast	\$ 600	
Safety Net	St Vincent dePaul	Moment in Time	Sponsorship First Place Family Center fundraiser event, Oct. 22	\$ 950	
Safety Net	St Vincent's DePaul	Lane County Standown	Veterans - medical services, job fair, clothing, breakfast	\$ 1,500	\$ 1,503,300
TOTAL				\$ 15,816,905	\$ 15,816,905

Eugene Water & Electric Board

2015 Community Investment Report



Total: \$15,816,905



- Contributions in lieu of taxes: \$13,098,868
- People: \$1,533,880
- Economic & workforce development: \$538,535
- Environment: \$645,652



Water, Power – and People

As a customer-owned utility, EWEB’s commitment goes beyond the water and power we deliver. Throughout EWEB’s 105-year history, the utility has remained vitally connected to the people and neighborhoods we serve.

Since 1943, EWEB has contributed a portion of electricity sales revenue to the cities of Eugene and Springfield in the form of “Contributions in Lieu of Taxes” or CILT. In 2015, more than \$13 million supplemented the cities’ general funds, supporting critical services like public safety.

EWEB also gives back in the form of grant funding, local sponsorships, charitable giving, and employee volunteerism. In 2015, the utility gave more than \$2.6 million to meet local needs in education, energy assistance and environmental protection. That total includes more than \$500,000 in grants to local school districts and the awarding of \$100,000 as part of our Greenpower grant program.

Our employees volunteered more than 650 hours in the community at EWEB-sponsored events, and donated close to \$50,000 to local non-profit organizations.

EWEB’s signature community event, the Run to Stay Warm, raised more than \$45,000 in 2015 – bringing the total to more than \$184,000 to assist low-income families.

In keeping with EWEB’ public mission, we strive to be good stewards of the resources entrusted to us and to prioritize programs that align with the utility’s mission. Some of the other beneficiaries of our sponsorships, event participation and volunteerism include Food for Lane County, Butte to Butte, Veteran’s Housing Project, St. Vincent de Paul, McKenzie River Trust, and NAACP Lane County.

A Sense of Community



Investment priorities

EWEB powers a vibrant community by funding programs that support our investment priorities: people, economic and workforce development, and environment.

People

Community Safety Net

Helping people regain stability in times of hardship.

Diversity

Increasing equity, diversity and opportunity in our community.

Emergency Preparedness

Encouraging personal preparedness and a disaster-resilient community.

ECONOMIC AND WORKFORCE DEVELOPMENT

Education

Inspiring and preparing students to succeed in careers of the future.

Enterprise

Partnering to create jobs in the community through sustainable business growth and retention.

ENVIRONMENT

Water

Highlighting the importance of drinking water systems, promoting water quality and reliability, and encouraging stewardship of resources for future generations.

Energy

Promoting energy efficiency and renewable energy projects.



Run to Stay Warm

The Run to Stay Warm symbolizes so many of the things that are important to EWEB and our employees – community, caring for customers, health and wellness, teamwork, and fun.

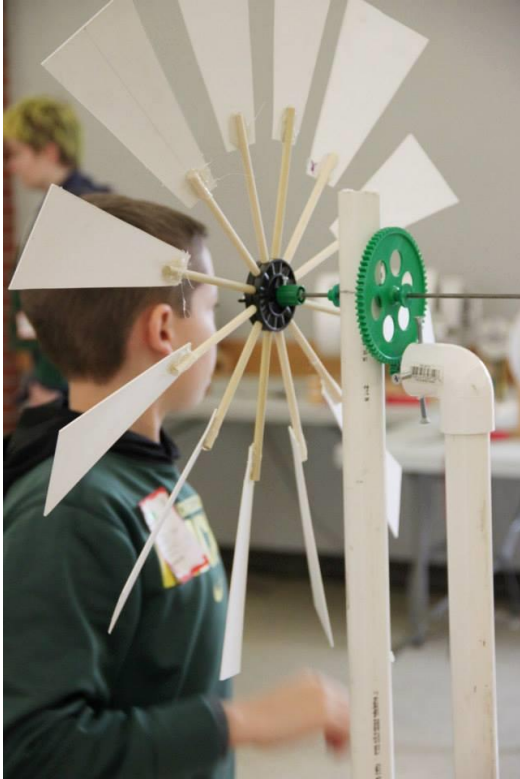
Year after year, EWEB's Run to Stay Warm attracts more participants and sponsors, helping to raise more money for our neighbors in need. 2015 was no different and far exceeded any expectations.

Here's a look back at the record-breaking year:

- More than 1,300 people registered for the event (the age range spanned from four years old to 81 years old!)
- A total of 1,200 people crossed the finish line
- 60 EWEB employees volunteered over 160 hours during the weekend of the event
- Seven businesses provided cash sponsorships totaling \$9,500
- Net proceeds raised = \$45,240
- Total raised to date = \$184,000

A week before the 2015 event, a customer in the EWEB lobby said, "Run to Stay Warm goes to the Customer Care program? That program helped me last year. I think I'll participate this year."

There you have it — giving customers help when they need it so they can turn around and pay it forward for others. That's the reason we do this.



The power of learning

We know that education is a critical ingredient for a healthy, prosperous community. For many years, EWEB has provided support for educational initiatives that emphasize math, science, electric safety, energy efficiency and environmental stewardship. Our support comes in the form of grant funding for energy and water education activities, developing curriculum, hosting career fairs, and giving classroom presentations. Investing in our communities through education also creates a pipeline for EWEB's future workforce.

School district education grants

The EWEB Education Grant Program provides funding for water and energy education activities in four area school districts:

- Eugene School District 4J
- Springfield School District
- Bethel School District
- McKenzie School District

The utility currently dedicates over \$500,000 annually to fund these water and energy education activities. Each year, our program supports projects such as:

- Raising salmon in the classroom
- Building wind turbines
- Building solar race cars
- Hands on science kits

Lane Community College – Energy Management Program

The Energy Management Program at Lane Community College offers a two-year degree that prepares students for a career in the energy management field. EWEB provides LCC with an annual grant of \$70,000 that makes up the base funding for the program and contributes to the community's skilled workforce.



EWEB Night at Food for Lane County

Employee volunteerism is an integral part of EWEB's commitment to the community where we live and serve. Since 2008, our employees have pledged one evening every month to EWEB Night at Food for Lane County.

That's a total of a more than 1,700 volunteer hours, with over 200 hours in 2015 alone.

Like many of our employee volunteer programs, EWEB Night at Food for Lane County began with a small group of employees looking for a way to be more involved in the community. A one-time volunteer event evolved into a monthly occasion, that quickly became an EWEB tradition.

Jenny Henry from our Customer Service area, has been the EWEB Night at Food for Lane County leader and organizer for several years. Jenny's enthusiasm and tireless commitment help to attract an eager team of volunteers every month.

It's common for Jenny and her team to pack more than 2,000 of pounds of food in a single night. That amounts to more than 21,000 servings!

That may sound like a daunting task, but many hands make light work. Not only do these dedicated volunteers contribute to Food for Lane County's vision of a hunger-free community, they also share a sense of fun and teamwork that makes EWEB a great place to work.



"The customer was speechless at first. She said never in her 91 years has anyone done anything like this for her. She couldn't stop thanking us for helping with her bill and wants everyone to know how much it means to her."

*- Cindy Eubank,
Customer Service*



2015 HHUGs

\$4,300

13 customers

"HHUG gives us amazing stories of how employees are supporting our community. I am proud to work here."

- Kristen Langham, Public Affairs

Energy Assistance

EWEB serves nearly 90,000 customers, but there are many who can't afford electric or water service without assistance.

We care about the well-being of all community members and in the importance of lending a helping hand. For more than 20 years, EWEB has provided assistance to low-income families who are struggling to pay their utility bills.

Limited Income Customer Care Program

EWEB offers a number of programs to help income-eligible customers. We commit more than \$2 million each year to limited income programs, or about 1 percent of retail electric revenues. This level of funding is one of the highest in the nation, on a per capita basis. More than 4,000 households are helped each year.

Limited Income Home Weatherization Services

Through grants and zero-interest loans, EWEB's weatherization services in 2015 helped 100 limited income homeowners reduce waste and lower their monthly bills through improved insulation, high efficient windows and doors, and ductless heat pumps.

Employee inspired giving

While EWEB's Customer Care Program is a valuable safety net for limited income customers, it can't catch everyone. A group of EWEB employees in 2012 began a grassroots program called Helping Hand Utility Gift (HHUG). Inspired by stories of customers in crisis and of EWEB staff occasionally paying customer bills out of their own pockets, the HHUG team decided to start a fund and raise money through bake sales, silent auctions and other employee events.

In 2015, HHUG paid more than \$4,300 in customer bills. Most HHUG recipients are elderly, ill, or have experienced a tragic loss. They are folks who, through no fault of their own, are experiencing a crisis or hardship and need a helping hand.

Watershed Protection

The main goal of EWEB's source protection program is to measure the balance between watershed health and human use over time, and to take steps to maintain a healthy balance for exceptional water quality.

EWEB aims to protect the McKenzie River as a reliable source of drinking water for present and future generations. Specific objectives are:

- Prevent, minimize and mitigate activities that have known or potentially harmful impacts on source water quality
- Promote public awareness and stewardship of a healthy watershed in partnership with others

Protecting our drinking water source also helps EWEB to avoid future expenses such as increased treatment costs, new water treatment methods to deal with contaminants, and dealing with the effects of potential hazardous material spills.

EWEB contributed more than \$32,000 in 2015 to protect and honor the McKenzie River, the sole source of drinking water for approximately 200,000 people. That investment was used to:

- Connect farmers, ranchers, and fishermen with area food buyers - creating business opportunities that support and sustain our local food system.
- Help local students learn about water quality and habitat protection.
- Supported programs and events that highlight the importance of drinking water systems and encourage stewardship of resources for future generations.

EWEB employees take great pride in our water quality. Every summer, employees and family members return for the McKenzie River Clean-up. In 2015, 20 EWEB volunteers participated in the annual event.



Above: EWEB's 2015 McKenzie River clean-up volunteer crew (employees and families).

Left: The U.S. Forest Service in 2015 recognized EWEB Environmental Supervisor Karl Morgenstern with a national watershed protection award for his efforts to protect the McKenzie River and the public and private lands it runs through. Accomplishments noted by the awards panel included EWEB's McKenzie Watershed Emergency Response System, the utility's Septic System Assistance Program, the Healthy Farms Clean Water program, EWEB's contributions to the Berggren Demonstration Farm and the Voluntary Incentive Program.





Raise a glass to HHUG

They say the best wines are those we drink with friends. But perhaps even better are the wines that lend a helping hand to those in need. In 2015, HHUG's second annual wine sale raised \$2,300. John Franklin and Shane Buck of water operations were featured on the label.



Volunteers rock the Butte to Butte

EWEB has a long-standing tradition of hydrating thousands of thirsty runners at the annual 4th of July Butte to Butte. Volunteers are out there early with smiles and cheers for the runners.



Partners in preparedness

For a third year, EWEB offered emergency water storage containers at a discounted price, to remind customers of the importance of preparing for a major earthquake or another calamity. EWEB donated the \$5 purchase price to local American Red Cross emergency efforts.



Hard hats meet "Oscar the Bird"

EWEB celebrated Public Power Week 2015 with "Power Readers" at local elementary schools, preschools and the Eugene Public Library. EWEB line technicians read to kids about electricity and safety.

2015 by the numbers

\$45,239

Raised by Run to Stay Warm

\$13M

Contributions in Lieu of Taxes

\$47,348

Employee Charitable Giving Donations

\$12,935

School programs & sponsorships

664

Employee Volunteer Hours at EWEB events

\$16,000

Water quality education programs

13

Customers HHUGed

250

Trees planted

\$519,400

K-12 education grants

1,495

Students reached through classroom presentations & tours

16

Student tours of Hayden Bridge Water Plant

\$4,300

Customer bill donations by employees

\$100,000

Renewable energy project grants

\$17,337

Sponsorships for community events

\$1.5M

Limited Income Energy Assistance

\$500,000

Low income weatherization programs

100

Customers helped through low income weatherization

4,000

Families helped through Energy Assistance

Our partners

We believe that collaborating with employees, customers, and non-profit organizations is the most effective way to address the community challenges. Here's a snapshot of the variety of partners we supported in 2015.

4J School District

Bethel School District

Berggren Demonstration Farm

Blue River Community Corporation

BRING Recycling

Catholic Community Services

City of Eugene

EarthShare Oregon

Food for Lane County

Friends of Trees

Housing and Community Services Agency (HACSA) of Lane County

Junior Achievement

McKenzie River Trust

McKenzie School District

NAACP Eugene

Northwest Permaculture

Red Cross

Springfield School District

St. Vincent DePaul

United Way Lane County

Water for People

2015 program improvements

EWEB in 2014 began a project aimed at updating our approach to community investment, which includes fundraising activities, employee volunteerism, community service projects, events, sponsorships and donations.

The goal of this project was to formalize a community investment strategy that: (1) makes a positive contribution to our community, (2) in ways that are consistent with EWEB's mission and goals, and (3) enhances employee engagement.

In 2015 we made good progress on implementing a more formalized program that:

- Has high impact/value to the community
- Supports business objectives
- Calibrates with budgetary, resource, and bandwidth realities
- Is transparent and measurable

Strategy and integration

As part of the Community Investment strategy development work, a project team invited employees and a customer stakeholder group to provide input to help shape EWEB's program priorities and policies moving forward. Using this feedback, an internal team defined focus areas for EWEB's Community Investment Program. Investment priorities areas align with the utility's mission and goals, and define the overall direction of EWEB's community investment program.

Governance

In 2015, we initiated a Community Investment Team that reviews all requests for resources (sponsorship, donations, employee volunteers, etc.) and vets those requests based on EWEB's giving priorities.

Transparency and consistency

The team developed a new process for community members to request support from EWEB. Requests are vetted and tracked, and the team is responsible for collecting metrics and reporting out on EWEB's community investment program.

A heartfelt thank you

To all the EWEB employees who gave your time or dollars in 2015, we thank you.

Just by the nature of our work, we serve the community. Providing vital products and services is a job we take pride in.

But for many of you, community investment goes well beyond the day-to-day work. You take giving to heart. You serve on boards and committees, volunteer in schools, churches and non-profits, advocate for important social and environmental issues, and continually work to improve quality of life in the community.

If you volunteered or donated, you chose to give up something of yours and expend it to help others. We want you to know just how much you are appreciated.

Thank you for living our shared value of caring about the community and the environment.

-EWEB's Community Investment Team

