



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD



TO: Commissioners Helgeson, Brown, Mital, Simpson and Carlson  
FROM: Jennifer Connors and Monica Shovlin, Communications/Marketing/Research  
DATE: Feb. 24, 2107  
SUBJECT: Annual Community Investment Report  
OBJECTIVE: Provide Board with overview of grants, donations and other community investment activity in 2016

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## **Issue**

EWEB invested more than \$16.4 million back into the community in 2016. Guidelines are in place to ensure consistency and transparency for how we invest our customers' dollars for the betterment and well-being of the community we serve. The attached report provides the Board with an overview of the program in 2016. The attached spreadsheet (ATTACHMENT 2) lists sponsorships, donations, grants, event participation and other contributions, categorized by interest area and type of giving.

## **Background**

EWEB's Community Investment Program includes mandated investments, fundraising activities, employee volunteerism, community service projects, events, sponsorships and donations. The vast majority of EWEB giving is either mandated (by our charter, FERC license agreements, etc.) or Board-directed (See ATTACHMENT 1). A small annual budget is allocated for "discretionary" giving. Community requests are vetted against EWEB's Investment Priorities to ensure donations align with the utility's mission and goals. Investment Priorities are: (1) People, (2) Economic and Workforce Development, and (3) Environment.

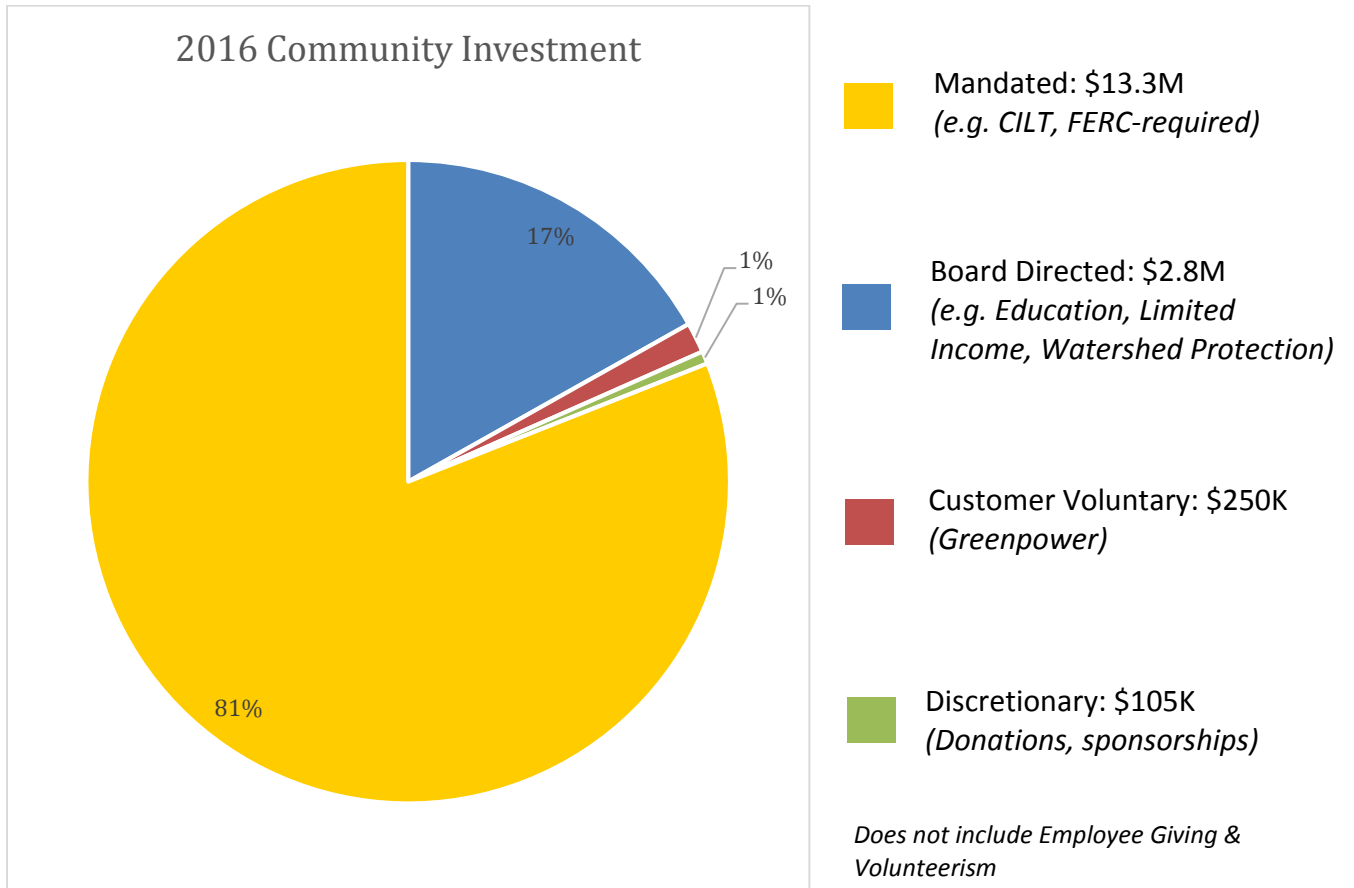
The Community Investment Strategy aims to achieve the greatest possible value to the community within the resources authorized by the Board through the annual budgeting process.

The attached report and spreadsheet provide a 2016 breakdown and more details of projects, donations, contributions to local governments and schools, volunteer work, in-kind services, and other initiatives under this program. In addition to the annual report, the Community Investment Team this year will begin providing quarterly updates to the Board.

## **Requested Board Action**

None. This is informational only.

# ATTACHMENT 1: Types of Giving



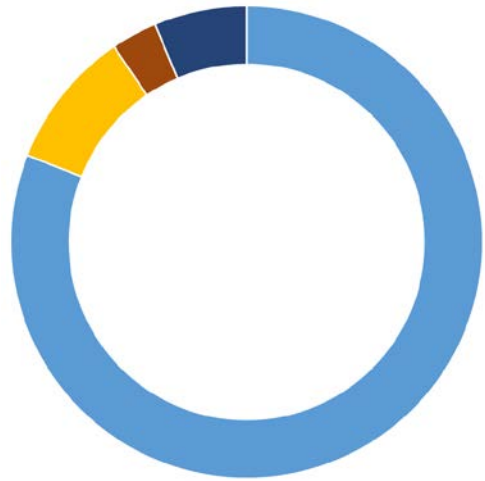
ATTACHMENT 2		EWEB 2016 COMMUNITY INVESTMENT DETAIL				
INVESTMENT AREA	CATEGORY	AGENCY	EVENT/PROGRAM/DESCRIPTION	AMOUNT	TOTAL	
PEOPLE: Diversity/equity	Discretionary	Blacks in Government	Black History Month, table sponsorship	\$ 825		
PEOPLE: Diversity/equity	Discretionary	Community Supported Shelters	Donation in lieu of payment to Sam Kamkar, An Introduction to Arabic Culture an	\$ 500		
PEOPLE: Diversity/equity	Discretionary	NAACP	Freedom Fund Dinner, table sponsorship	\$ 750	\$	2,075
ENVIORNMENT: Water quality/reliability	Discretionary	Healthy Farms Clean Water	Local Food Connection	\$ 4,000		
ENVIORNMENT: Water quality/reliability	Discretionary	University of Oregon	Landscape Architecture Class	\$ 5,000		
ENVIORNMENT: Water quality/reliability	Board Directed	McKenzie River Trust	Finn Rock acquisition	\$ 250,000		
ENVIORNMENT: Water quality/reliability	Discretionary	Lane County Pollution Prevention Coalition	Donation toward homeshow booth	\$ 250		
ENVIORNMENT: Water quality/reliability	Discretionary	Kevin Hawkins Fishing	Reimburse for boat fuel @ river clean up	\$ 32		
ENVIORNMENT: Water quality/reliability	Discretionary	Todd Linklater	Reimburse for boat fuel @ river clean up	\$ 70		
ENVIORNMENT: Water quality/reliability	Discretionary	Middle Fork Willamette Watershed Council	Donation	\$ 1,500		
ENVIORNMENT: Water quality/reliability	Discretionary	Friends of Old McKenzie Fish Fatchery	McKenzie Interpretive Center - design phase	\$ 1,000		
ENVIORNMENT: Water quality/reliability	Discretionary	McKenzie River Trust	McKenzie Memories event	\$ 2,500		
ENVIORNMENT: Water quality/reliability	Discretionary	McKenzie River Trust	Living River Celebration	\$ 4,500		
ENVIORNMENT: Water quality/reliability	Discretionary	American Fisheries Society	Sponsorship	\$ 500		
ENVIORNMENT: Water quality/reliability	Discretionary	Water for People	Sponsor 8th annual cascade to coast wine to water benefit	\$ 250		
ENVIORNMENT: Water quality/reliability	Discretionary	Eugene Marathon	Donation for reusable water bottles	\$ 3,000	\$	272,602
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Eugene 4J School District	Ed Program Annual Grant	\$ 247,000		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Bethel School District	Ed Program Annual Grant	\$ 77,000		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Springfield School District	Ed Program Annual Grant	\$ 47,000		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	McKenzie School District	Ed Program Annual Grant	\$ 21,000		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Lane Community College	Ed Program Annual Grant	\$ 70,000		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Bethel School District	\$1500 for stainless steel bottles for "Monster RE-Use" project	\$ 1,500		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Bethel School District	EWEB Wind Turbine Challenge Event	\$ 7,600		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Eugene 4J & Bethel School Districts	Solar Challenge Event grant	\$ 28,500		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Eugene 4J School District	South Eugene HS Robotics Team Sponsorship	\$ 1,000		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Eugene Education Foundation	Grant/Sponsorship	\$ 2,500		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Willamette High School	Kilowatt Klassic - Electric Vehicle Race	\$ 1,435		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	McKenzie Watershed Council	Lane Salmon Stewards Salmon Watch Sponsorship	\$ 7,000		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Bethel School District	National Kidwind Travel Grant	\$ 2,262		
ECONOMIC/WKFC DEVLPMNT: Education	Board Directed	Willamette High School	Electrathon Blast	\$ 2,000	\$	515,797
PEOPLE: Emergency Preparedness	Discretionary	Lane Blood Center	Donation toward the purchase of a new bloodmobile	\$ 1,500		
PEOPLE: Emergency Preparedness	Discretionary	RedCross	Donation from sale of emergency water containers	\$ 32,430	\$	33,930
ENVIRONMENT: Energy Efficiency/Renewable	Discretionary	BRING Recycling	Home & Garden Tour	\$ 3,337		
ENVIRONMENT: Energy Efficiency/Renewable	Discretionary	BRING Recycling	BRING RE:think Program sponsorship support	\$ 10,000		
ENVIRONMENT: Energy Efficiency/Renewable	Discretionary	Energy Management Services Weatherization	Limited Income Home Weatherization Services	\$ 500,000		
ENVIRONMENT: Energy Efficiency/Renewable	Discretionary	Friends of Trees	Donation	\$ 7,500	\$	520,837
ECONOMIC/WKFC DEVLPMNT: Enterprise	Discretionary	Eugene Chamber	Celebration of Business, 3 seats at event	\$ 150		
ECONOMIC/WKFC DEVLPMNT: Enterprise	Discretionary	LCOG	Annual Appreciation Dinner, table sponsorship	\$ 350	\$	500
Required	Mandated	City of Eugene General Fund	CILT	\$ 12,617,574		
Required	Mandated	City of Springfield	CILT	\$ 590,896		
Required	Mandated	McKenzie Watershed Council	FERC License Required habitat enhancement	\$ 84,225	\$	13,292,695
PEOPLE: Safety Net	Discretionary	United Way	Table Sponsorship	\$ 300		
PEOPLE: Safety Net	Discretionary	United Way	Table Sponsorship for community breakfast	\$ 150		
PEOPLE: Safety Net	Discretionary	Catholic Community Services	Great Hour of Caring fundraiser breakfast Sponsorship	\$ 250		
PEOPLE: Safety Net	Discretionary	Eugene Mission	More than 1,200 MREs, 300 healthy snack packages and 450 energy drinks	\$ 6,000		
PEOPLE: Safety Net	Discretionary	Eugene Mission	Waived time and materials to restore Mission kitchen	\$ 18,000		
PEOPLE: Safety Net	Discretionary	First Place Kids Early Childhood Program	Paella Feast and Auction ( E-Prep themed gift basket for silent auction)	\$ 100		
PEOPLE: Safety Net	Board Directed	EWEB Limited Income program	Limited Income Energy Assistance	\$ 1,500,000	\$	1,524,800
ENVIRONMENT: Greenpower Program	Customer Volunta	Housing & Community Services Lane County	Greenpower Grant	\$ 50,000		
ENVIRONMENT: Greenpower Program	Customer Volunta	Buena Vista Elementary School	Greenpower Grant	\$ 50,000		
ENVIRONMENT: Greenpower Program	Customer Volunta	EWEB solar program	Greenpower solar incentives	\$ 150,000	\$	250,000
					\$	16,413,236

# WATER POWER PEOPLE



Eugene Water & Electric Board  
2016 Community Investment Report

Total 2016 investment:  
\$16,413,236



- Mandated: \$13,292,695
- People: \$1,560,805
- Economic & workforce development: \$516,297
- Environment: \$1,043,439



EWEB "Super" Engineer Chris Jones leads the Kids' Race at the 2016 Run to Stay Warm. Photo by David Donahue, Environmental Services.

## Water, Power – and People

As a customer-owned utility, EWEB's commitment goes beyond the water and power we deliver. Throughout EWEB's 106-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 2016, 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 2016, the utility gave more than \$3 million to meet local needs in education, energy assistance, safety net programs, 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 600 hours in the community at EWEB-sponsored events, and donated more than \$40,000 to local non-profit organizations.

EWEB's signature community event, the Run to Stay Warm, raised more than \$47,000 in 2016 – bringing the total to more than \$212,000 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, Eugene Mission, St. Vincent de Paul, McKenzie River Trust, and National Association for Advancement of Colored People (NAACP) Lane County.

# A Sense of Community



Day of Caring at Friends of Buford Park



Run to Stay Warm



KidWind Challenge

## Investment priorities

EWEB powers a vibrant community by funding programs that support our investment priorities: people, economic and workforce development, and environment. Investment priorities align with the utility's mission and goals, and define the overall direction of EWEB's community investment program.

### 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.



[CLICK IMAGE TO PLAY VIDEO](#)

With support from EWEB Education Grants, the Bethel School District organizes a local KidWind Challenge for area middle and high school students. Students design, build and test wind turbines as a part of this program that brings hands-on science to classrooms.

## 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, offering internships, 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, and McKenzie School District.

The utility currently dedicates around \$450,000 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.

### Internships & job shadowing opportunities

EWEB offers multiple internships each year through partnerships with University of Oregon, Lane Community College, Eugene 4J, Bethel, and Springfield School Districts. In the last 18 months, EWEB provided 22 internships and job shadow opportunities through local high schools and universities.



Food for Lane County Volunteers



## 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 2,000 volunteer hours over the years!

These volunteers make a big difference in our community.

The United Way reported in January 2016 that 43% of Lane County households struggle to meet basic costs. Often, these households must choose between keeping the heat on, or buying food.

Our employee volunteers understand the connection between basic needs, like food security, and overall community health. Each month they package about 2,000 pounds of food, providing an important safety net for those who need it most.

Beyond helping the community, what brings people back month after month is the experience of working with a wonderful, energetic, passionate group of fellow volunteers. EWEB Night at Food for Lane County is a tradition that brings together colleagues, friends, and families in the fight against hunger.





## 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 \$1.5 million each year to limited income programs, or about 1 percent of retail electric revenues. Programs include bill assistance, energy education, job loss assistance, and military income waivers. More than 5,000 households are helped each year.

### Limited Income Home Weatherization Services

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

### 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, Run to Stay Warm attracts runners, walkers, volunteers and community sponsors, all coming together to raise more money for our neighbors in need.

Here's a look back at 2016, another record-breaking year:

- More than 1,100 runners and walkers participated
- 65 EWEB employees volunteered over 200 hours during the weekend of the event
- Nine businesses provided cash sponsorships totaling \$7,400
- Net proceeds raised = \$47,279 (a new record!)
- Total raised to date = \$212,200



2016 McKenzie River Clean Up Volunteers

## 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 \$270,000 in 2016 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 2016, 15 EWEB volunteers (employees and families) participated in the annual event.



## Inspiring the next generation workforce

More than 500 high school students from across Lane County experienced a day-in-the-life of construction, road maintenance and utility trade workers during the Construction and Utilities Career Day at EWEB in Oct. 2016.



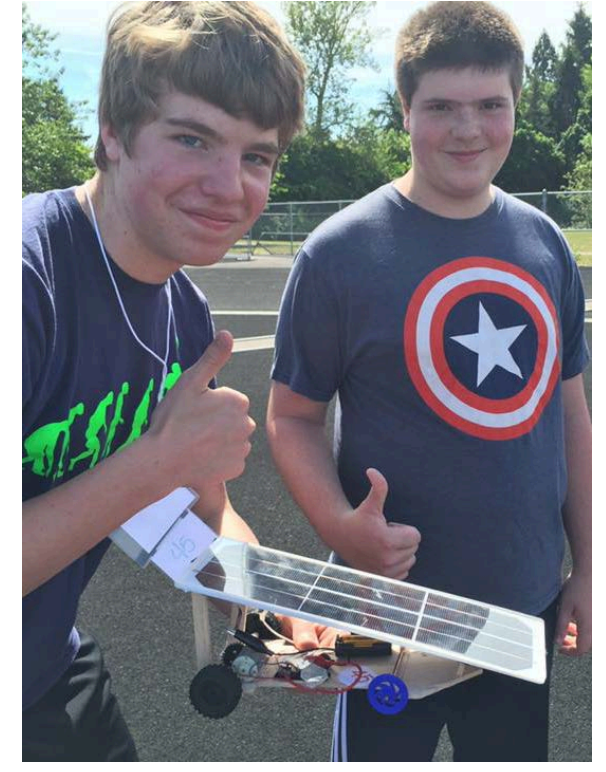
## Volunteers rock the Butte to Butte

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



## Partners in preparedness

For a fourth 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 more than \$32,000 to the local American Red Cross through the container program.



## Fun in the sun at the Solar Challenge

The Solar Challenge allows students to explore the issues that surround solar energy for transportation by designing, constructing, testing, and modifying solar cars. In 2016 EWEB provided a grant of \$28,500 to Eugene & Bethel School Districts for the program.

## Celebrating Public Power



EWEB celebrated Public Power Week 2016 with “Power Readers” at local elementary schools, preschools and the Eugene Public Library. More than 20 EWEB staff were out there in the community, reading to kids about electricity and safety. We also invited fifth grade students in EWEB’s service territory to participate in our second annual Public Power Week Poster Contest. The theme for 2016 was “Design your electric vehicle.” We received about 225 entries from 13 schools and employees were invited to vote on their favorites. Throughout Public Power Week, EWEB Commissioners visited schools to congratulate the winning students.



## Support for Eugene Mission

When a fire destroyed the Eugene Mission's kitchen in the summer of 2016, many in the community stepped up to help the shelter get back on its feet.

EWEB donated more than 1,200 Meals Ready to Eat (MREs), 300 healthy snack packages and 450 energy drinks, as well as 20 emergency water storage containers.

In addition, the utility was able to waive the time and materials to restore the Mission's kitchen back to power.

The Eugene Mission provides a crucial safety net in our community. The Mission serves thousands of men, women and children each year with meals, shelter and other basic needs.



## 2016 by the numbers

**\$47,279**

Raised by Run to Stay Warm

**\$13M**

Contributions in Lieu of Taxes

**\$40,167**

Employee Charitable Giving Donations

**\$53,797**

School programs & sponsorships

**600**

Employee Volunteer Hours at EWEB events

**\$19,500**

Water quality education programs

**\$150,000**

For solar incentives

**\$1,500**

For new Blood Mobile

**\$462,000**

K-12 education grants

**\$10,000**

Sponsorship for BRING Program to reduce waste

**\$24,000**

To help Eugene Mission rebuild after kitchen fire

**\$32,430**

Raised for RedCross through Container Program

**\$100,000**

Renewable energy project grants

**\$6,212**

Sponsorships for community events

**\$1.5M**

Limited Income Energy Assistance

**\$500,000**

Low income weatherization programs

**184**

Customers helped through low income weatherization

**5,400**

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 community challenges. Here's a snapshot of the variety of partners we supported in 2016.

4J School District

Bethel School District

Berggren Demonstration Farm

BRING Recycling

Catholic Community Services

City of Eugene

EarthShare Oregon

Eugene Mission

Food for Lane County

Friends of Trees

Housing and Community Services Agency (HACSA) of Lane County

Lane Blood Center

McKenzie River Trust

McKenzie School District

McKenzie Watershed Council

NAACP Eugene

Red Cross

Springfield School District

St. Vincent DePaul

United Way Lane County

Water for People



## A heartfelt thank you

To all the EWEB employees who gave your time or dollars in 2016, we are so grateful for your contributions.

You make a difference at EWEB, and in the community.

From volunteering with schools and youth sports, working on important environmental initiatives, and serving on boards and committees, you continually work to address the most pressing issues in our community.

Your service demonstrates the kind of organization we strive to be – working together for the good of the whole community.

Thank you for throwing your energy behind causes you care about. If you volunteered or donated, we want you to know just how much you are appreciated.

-EWEB's Community Investment Team

