



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Helgeson, Brown, Mital, Simpson, and Carlson  
FROM: Monica Shovlin, Communications, Marketing & Research Supervisor; and  
Jennifer Connors, Communications Specialist  
DATE: Aug. 25, 2017  
SUBJECT: Community Investment Report for Q2 2017  
OBJECTIVE: Information Only

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## **Issue**

The Board requested that management provide a quarterly report of donations, sponsorships and grants made under EWEB's Community Investment Program. The attached spreadsheet lists sponsorships, donations, grants, event participation and other contributions for Q2 2017, categorized by interest area and type of giving, as well as upcoming (committed) investments.

## **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 (Education Grants, Limited Income Program, etc.). A small annual budget is allocated for "discretionary" giving.

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. 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. 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.

In March 2017, General Manager Frank Lawson directed staff to put a hold on all discretionary giving, pending guidance from the Board and a new strategic direction. The donations and sponsorship activities shown in the Q2 2017 report reflect commitments made before the General Manager's directive.

## **Recommendation/Requested Board Action**

None at this time. This information is provided for informational purposes only.

## Community Investment Q2 2017

Agency	Event/Description	Payment date	Event date	Amount	Investment area	Category	Notes/Metrics/Results
Butte to Butte	Sponsorship	N/A	7/17	N/A	ENVIRONMENT: Water Quality/ Reliability	Discretionary	Logo placement on all materials. De minimis cost for water station table rental and thank you gift cards. Sponsorship raised money for HHUG fund.
Eugene, Springfield, Bethel and McKenzie School Districts	Second ½ annual grant payment	7/17	N/A	\$196,000	ECONOMIC/WKFC DEVELOPMENT: Education	Board Directed	Per 5-Year IGA, the next opportunity to adjust grant levels is the annual budgeting process. GM Lawson will propose this discussion for the October or November Board Meeting(s).
Lane Community College	½ annual grant payment	7/17	N/A	\$35,000	ECONOMIC/WKFC DEVELOPMENT: Education	Board Directed	Per 5-Year IGA, the next opportunity to adjust grant levels is the annual budgeting process. GM Lawson will propose this discussion for the October or November Board Meeting(s).
American Red Cross	Donation from sale of emergency water containers	6/17	N/A	\$3,400	PEOPLE: Emergency Preparedness	Discretionary	Per contract with Red Cross, we donate \$1 per bottle for use of their logo/name as part of the multiyear program.
Bethel School District/Kalapuya High School	Spring 2015 Greenpower Grant	5/17	N/A	\$12,500	ENVIRONMENT: Energy Efficiency/ Renewable	Customer Voluntary	Final disbursement (total grant was \$50,000 over four payments in two years). Developed a solar/wind power demonstration site next to the greenhouse and wetland so Kalapuya students can host environmental science outdoor school days for elementary students throughout the district.
Water For People	Wine for Water Auction Benefit	5/17	7/17	\$500	ENVIRONMENT: Water Quality/ Reliability	Discretionary	Event raised \$10,000 to support the development of locally sustainable drinking water resources, sanitation facilities, and hygiene education programs in developing countries
McKenzie River Trust	Walk the Land	N/A	7/17	N/A	ENVIRONMENT: Water Quality/ Reliability	Discretionary	Donated 50 water bottles. Part of a statewide day of events at places protected by land trusts throughout Oregon.
University of Oregon	Home Energy Score intern program	5/17	1/17- 6/17	\$3,000	ENVIRONMENT: Energy Efficiency/ Renewable	Discretionary	<a href="#">EWEB Partners with City, UO to Rate Rentals for Energy Efficiency</a>
<b>Q2 TOTAL</b>				<b>\$250,400</b>			

### Upcoming and/or committed

Agency	Event/description	Payment date	Event date	Amount	Investment area	Category	Notes/Metrics/Results
Run to Stay Warm	Platinum (Presenting) sponsorship	TBD	11/17	\$5,000	PEOPLE: Safety Net	Discretionary	
City of Eugene General Fund	CILT	TBD	N/A	TBD	REQUIRED	Mandated	(2016 = \$12.6 million)
City of Springfield	CILT	TBD	N/A	TBD	REQUIRED	Mandated	(2016 = \$591K)
McKenzie Watershed Council	Donation	9/17	N/A	\$18,000	ENVIRONMENT: Water Quality/ Reliability	Discretionary	
McKenzie River Trust	Homewaters Campaign (Finn Rock)	TBD	N/A	\$500,000	ENVIRONMENT: Water Quality/ Reliability	Board Directed	
EWEB Limited Income Weatherization Services	Limited Income Weatherization Services	Ongoing	N/A	\$835,000	REQUIRED	Mandated	
EWEB Limited Income Bill Assistance	Limited Income Bill Assistance	Ongoing	N/A	\$1.5 M	PEOPLE: Safety Net	Board Directed	
Buena Vista Elementary	2016 Greenpower Grant disbursement	8/17	N/A	TBD	ENVIRONMENT: Energy Efficiency/ Renewable	Customer Voluntary	Initial disbursement of Greenpower PV grant (likely half of \$50k grant) once solar program application is approved.
Get Ready: Natural Disaster Preparedness Event	Donation	N/A	9/16	N/A	PEOPLE: Emergency Preparedness	Discretionary	Donating 3 gallon water storage containers to be given away to participants
McKenzie Watershed Council	Salmon Watch tours to Carmen Smith for Fall 2017 and 2018	9/17	Multi-date trips for two years	\$8,000	ENVIRONMENT: Water Quality/ Reliability	Discretionary	Sponsors about 10 trips to C/S spawning channels per year; # children TBD
Willamette High School	EWEB Kilowatt Classic EV races	8/17	9/17	\$1,800	ECONOMIC/WKFC DEVELOPMENT: Education	Discretionary	

### Requests on-hold pending direction from GM/Board

1. Habitat for Humanity: Request for \$5,000 house-building sponsorship
2. Catholic Community Services: Request for \$250 sponsorship of annual fundraising breakfast