



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

Rely on us.

TO: Commissioners Barofsky, Schlossberg, Brown, Carlson, and Morris
FROM: Frank Lawson, CEO & General Manager
DATE: January 27, 2025 (February 4, 2025, Board Meeting)
SUBJECT: 2025 Organizational Goals Revision(s) and Addition
OBJECTIVE: Action

Issue

Following internal staff and Commissioner discussions at the January 2025 Board Meeting, management wishes to amend and enhance the 2025 Organizational Goals.

Background

At the January 2025 Meeting, the EWEB Board approved the 2025 Organizational Goals as presented, and instructed the General Manager to craft an additional goal addressing Commissioners' interests in assessing results and opportunities of energy efficiency programs designed for the rental stock in EWEB's service territory. The background memorandum for that discussion, and the approved goals, may be found at [\[2025-Jan Goals Memo\]](#). Prior to that, in December the Board deliberated and provided guidance and feedback to management on a set of proposed annual goals. The correspondence memorandum for that discussion can be found at [\[Dec Goals Memo\]](#).

Discussion

Although the segmentation is still being determined, and there may be some overlap, management is treating Limited Income (LI) programs and energy efficiency programs designed for rentals as discrete opportunities.

Management is recommending the following for Board consideration.

Revision of 2025 Organization Goal #4, Impact of Limited Income Program(s)

In a more holistic attempt to improve EWEB's approach to limited income, not just EWEB's Customer Care (ECC) Program, management recommends the following revisions to 2025 Organizational Goal #4.

~~Improve~~ **Enhance** the impact ~~and~~ "reach" of EWEB's **limited income support programs, including existing programs such as EWEB** Customer Care ~~and new potential payment options such as~~ ~~and leverage EWEB's new customer and financial information systems to launch a~~ Pre-Pay Program by the end of 3rd quarter, in support of SD23 Diversity, Equity, and Inclusion Policy and rate re-design.

With those recommended revisions, Goal #4 would become:

2025 Organizational Goal #4: *Enhance the impact of EWEB's limited income support programs, including existing programs such as EWEB Customer Care and new potential payment options such as Pre-Pay, in support of SD23 Diversity, Equity, and Inclusion Policy and rate re-design.*

New – 2025 Organizational Goal #8 Pertaining to Energy Efficiency of Rentals

The following goal is presented with the objective of assessing and then developing intentional actions to drive desired results of EWEB's energy efficiency program activities within the rental stock segment of EWEB's service territory. The goal is formulated on a continuous improvement model of Plan, Do, Check, Act, and provides for interaction and collaboration with the Board.

2025 Organizational Goal #8: *Based on updated baseline information, including but not limited to demographic and stock assessments, customer awareness surveys and participation rates, and the results of the Demand Side Potential Assessment, develop and execute plans and actions designed to drive intentional outcomes, endorsed by the Board, of EWEB's energy efficiency programs within Eugene's rental stock segment.*

Recommendation

As proposed herein, EWEB management recommends revising 2025 Organizational Goal #5, related to limited income impact, and adding 2025 Organizational Goal #8 pertaining to energy efficiency measures of the rental stock within EWEB's service territory.

Requested Board Action

As described herein, approval of revised 2025 Organizational Goal #4 and the additional of 2025 Organizational Goal #8.