

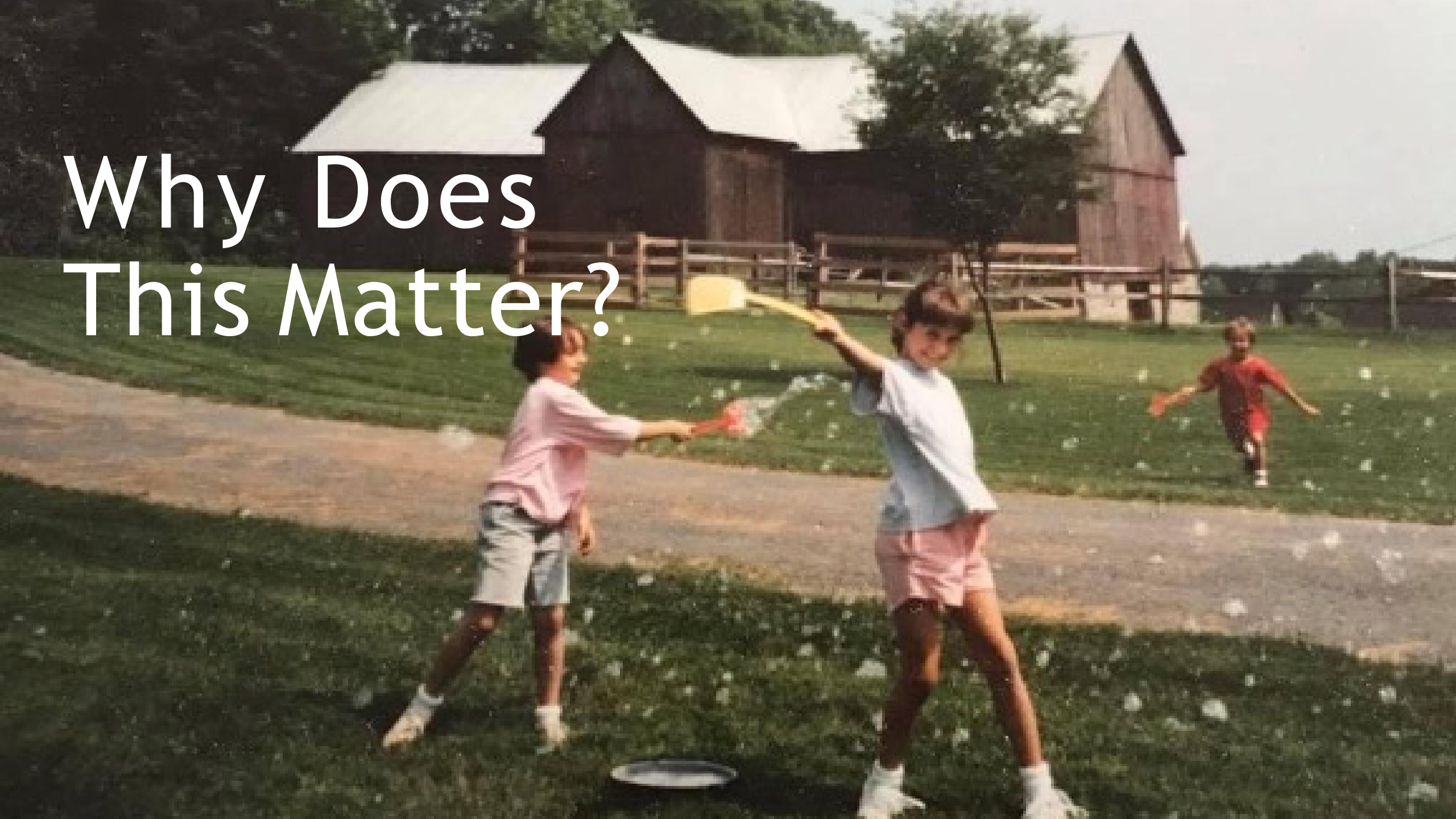
Bridging the Gap Between Policy & Programs

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Why Does
This Matter?



Yet...we often
don't know
our why.



Visioning Our Why

*How do you think about translating policy
into action?*

Let's Talk Specifics!

- IRA
- IIJA
- CEJA
- Net Zero
- Clean Energy Plans



The average person spends:

- 1 min
- 3 mins
- 5 mins
- 7 mins



Failed Engagement

Or...what we learned from our failings.

A public health intervention aims to reduce malaria illness through the deployment of insecticide-treated bed nets.

They are used
for fishing.



A municipal utility in the Sierra Nevada mountains decides to deploy a residential heat pump adoption program to advance their electrification goals. Their Fall timing is delayed so they decide to roll the pilot out in December.

Reality of
rural
mountain
living.



Successful Engagement

Real-world strategies that have worked.



Challenges, Opportunities, & Parting Thoughts

For your consideration.

Conversation Igniters

- How are you listening to & including the voices of the customers/communities you serve?
- How can we better serve rural communities?
- How might these strategies work (or not) for your customers?



A woman with dark hair, smiling, is seated in a black leather office chair. She is wearing a dark blue zip-up jacket. Behind her, there are several flags: the United States flag on the left, the California state flag (featuring a grizzly bear) in the center, and the Alaska state flag on the right. Above the flags is a large wooden plaque with a carved design of a building and trees, and the text "Incorporated 1993" is visible on the right side of the plaque. A large blue circle is overlaid on the left side of the image, containing white text.

Get in Touch!

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