



# Food for Thought

A curiosity-driven approach to understanding the restaurant industry





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## Research objectives and goals

### Objectives:

- Understand business operations
- Learn about equipment and supply chains
- Identify gaps in efficiency offers

### Goals:

- Deepen understanding of restaurant owners
- Identify actionable opportunities

# Advisors to the project

## **1 Research Advisor**

focused on community-based  
research principles

## **7 Advisory Committee Members**

providing sector-specific knowledge,  
community insight, and restaurant  
introductions

**Flexible format for feedback**

**Context for the project**

**Respecting time**

**Building trust**

# Key contact recruitment approach

**Advisory Committee**

In-person introductions

Knowledge of research,  
personal relationships

**Community-Based  
Organization (APANO)**

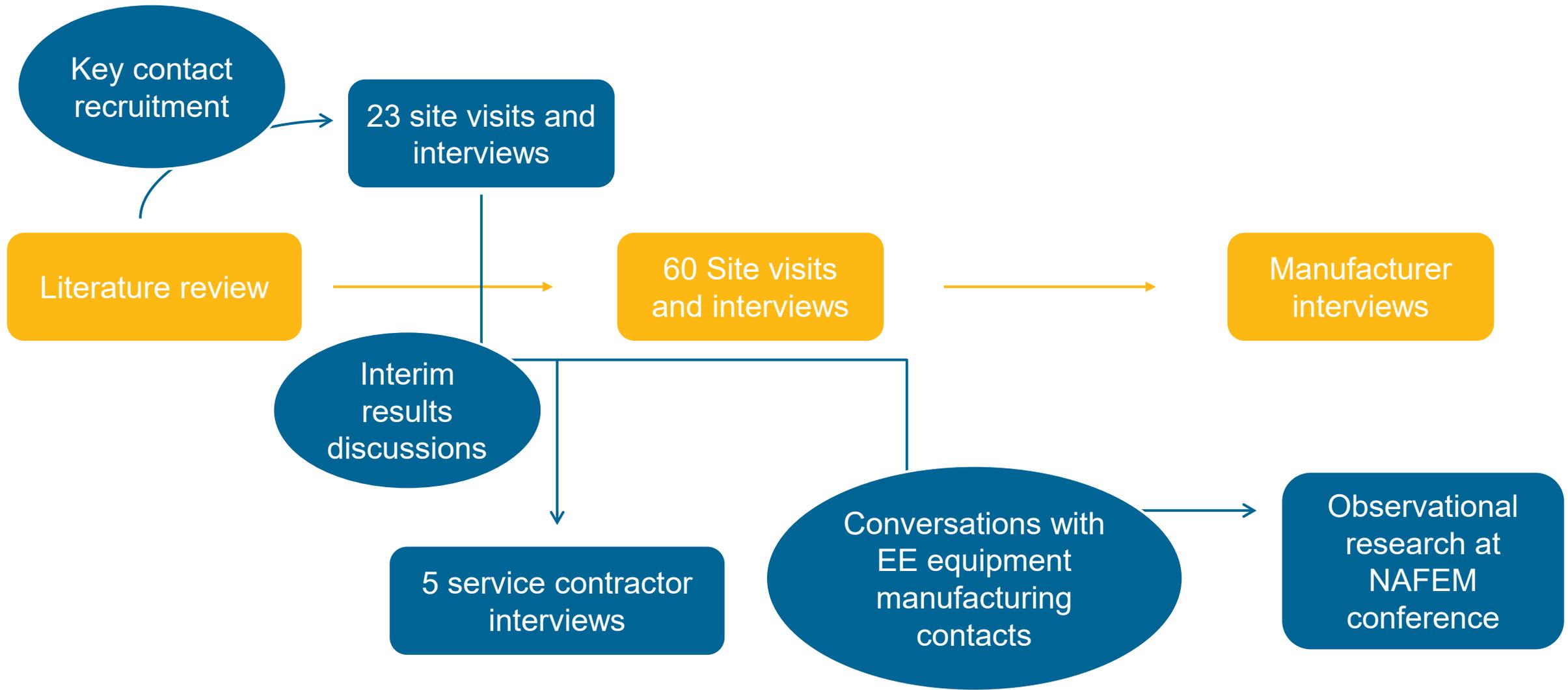
Neighborhood walks

Existing organizational  
relationship

**Small Business Direct  
Install Program**

Email introductions

Prior experience with  
Energy Trust



# What we learned

## Communication

- Provide clarity and consistency
- Offer multiple levels and ways to engage

## Trust and relationships

- Building trust takes time
- Understand the role of incentives

## Iterative approach

- Establish decision points and guiding principles
- Document conversations and decisions

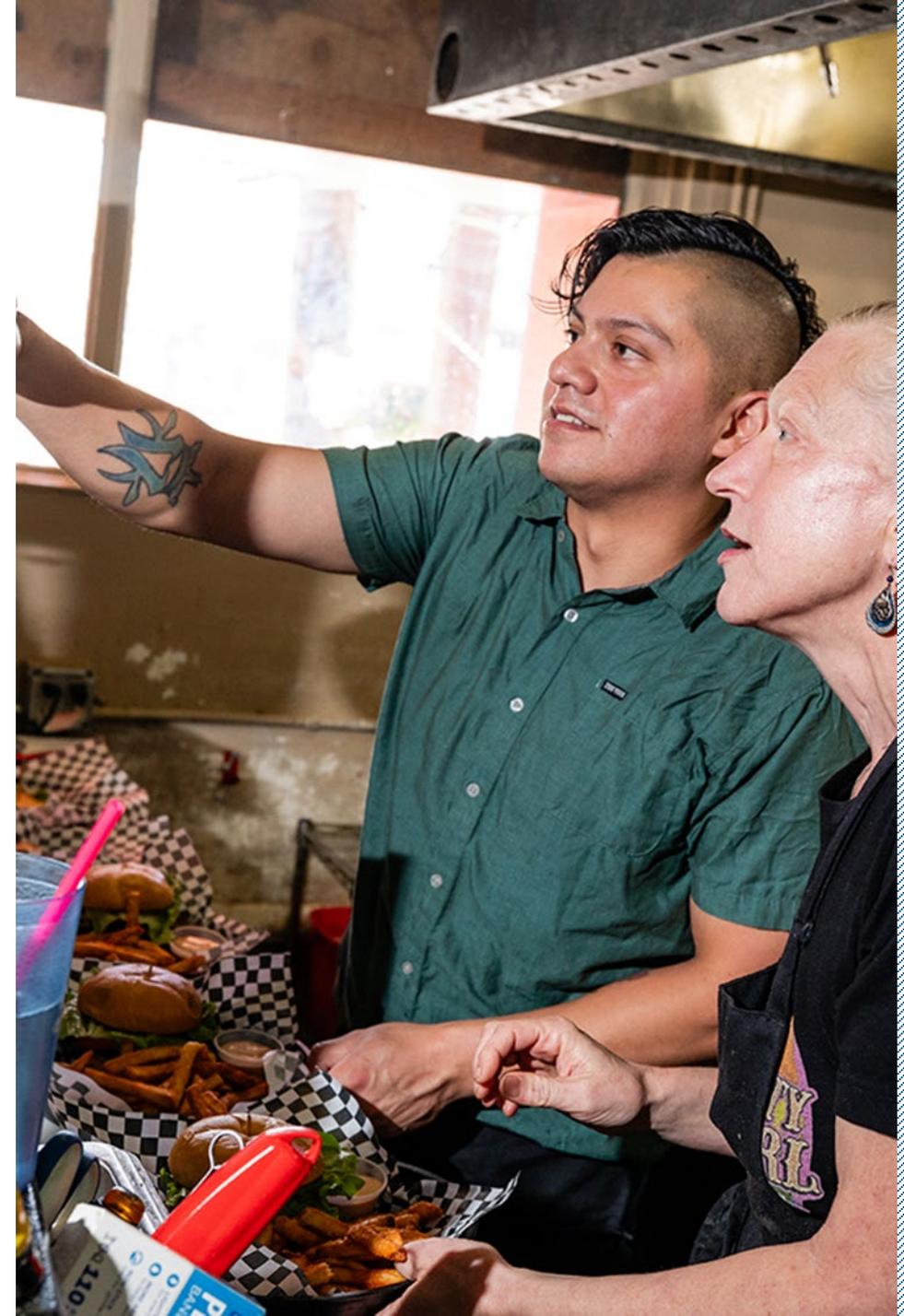
# What Energy Trust is doing

**Exploring** program models that mitigate customer burden

**Adopting** marketing messages that resonate with restaurant owners

**Assessing** how the Trade Ally model can support service contractors

Read more of our findings in [the report](#), located in Energy Trust's [report library](#)





# Thank you!

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## Advisory committee members:

Jose Garcia, Executive Director of New Horizons and CEO of Hispanic Business Alianza, Hermiston

Oscar Gustavo Gordillo, Small Business Advisor and Community Member, Beaverton

Angelina Martinez, Community Member, Salem

Leesha Posey, Community Advisor, Portland

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