



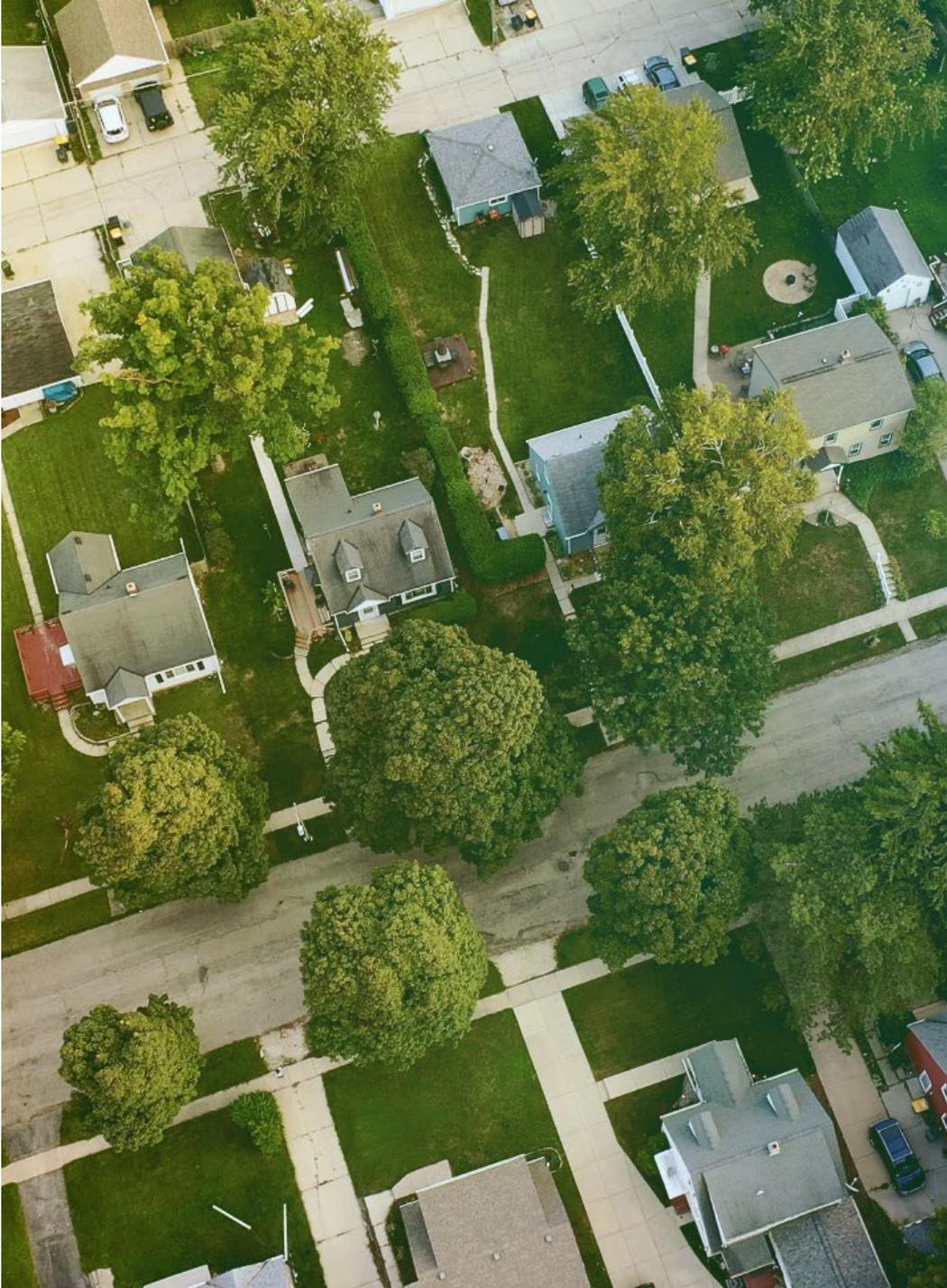
Immeasurable Impact?

Creating Success Frameworks
for LongTerm Equity Interventions



ILLUME
an E Source Company

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Energy Equity

Recognizes the historical and cumulative burdens of energy system borne by frontline communities.

To eliminate these disparities, energy equity centers the voices of frontline communities in energy planning and decision making and ensures the fair distribution of clean energy benefits and ownership. (EEP 2025)



Energy Equity

Equity programs try to address complex, long-standing, and often interconnected issues—and most interventions will only see meaningful impact over time.

Current State: Challenges

Structural barriers take time to address

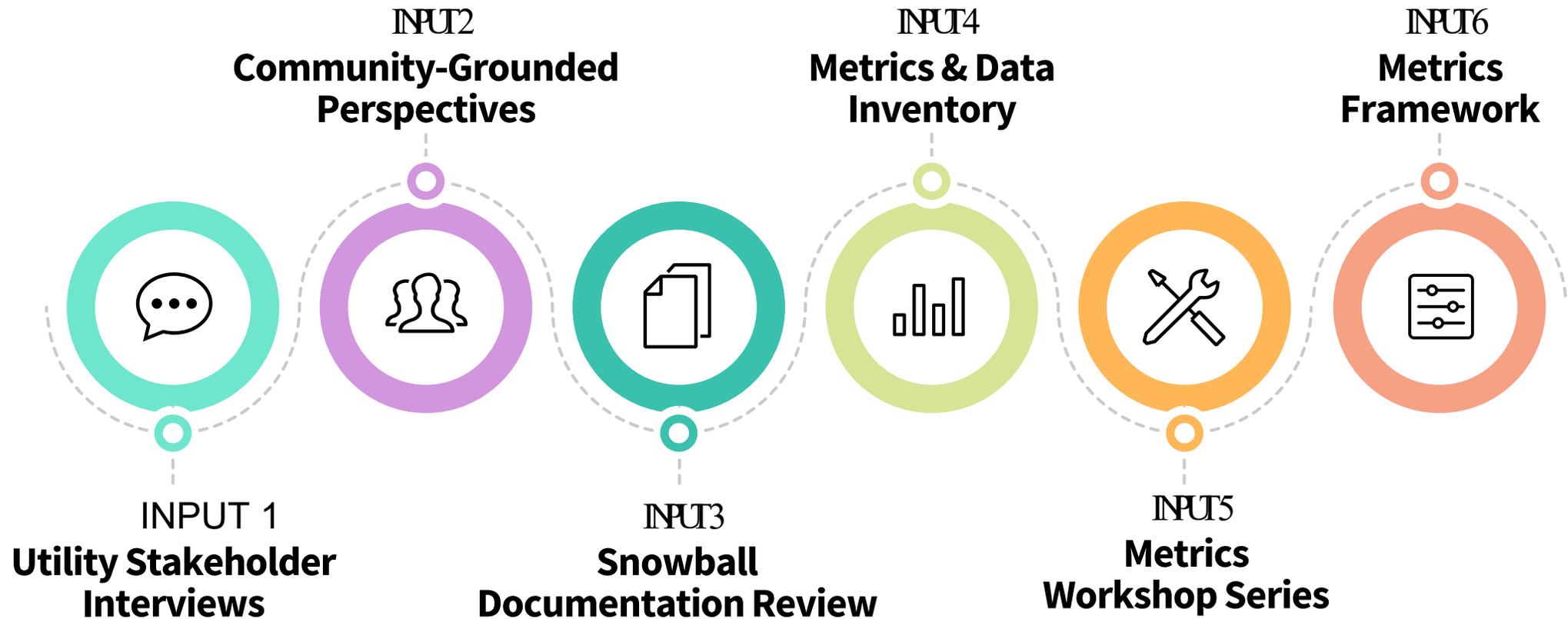
Trust is hard-earned

Customer realities don't have easy fixes

Customer needs are multifaceted and complex

Traditional program processes are misaligned

A Flexible Roadmap to Develop an Equity Metrics Framework



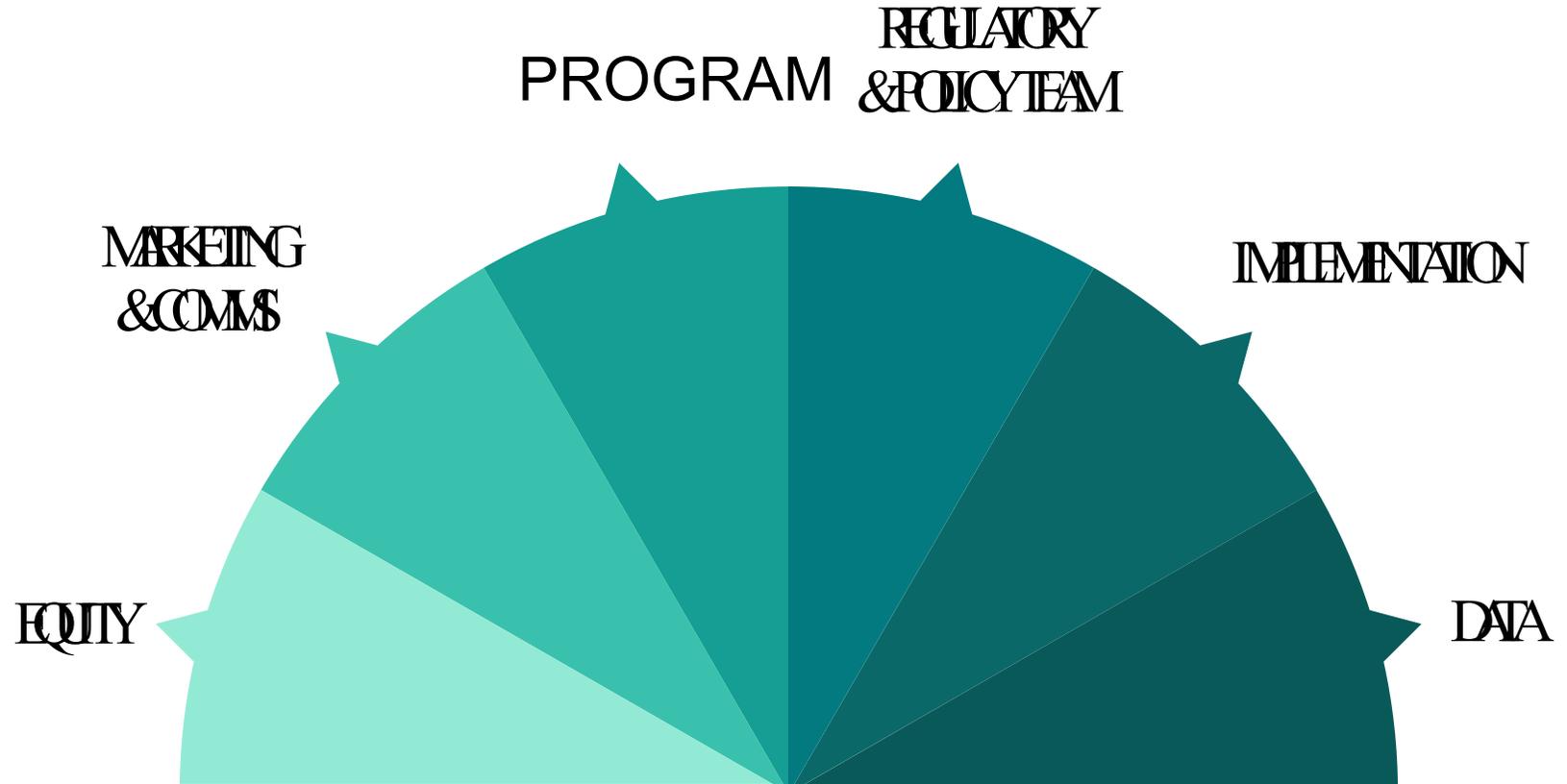


INPUT

Utility Staff Interviews

Comprehensive discussions that capture the myriad of utility perspectives and priorities

- **Snowball approach**
- **Critical context provided**

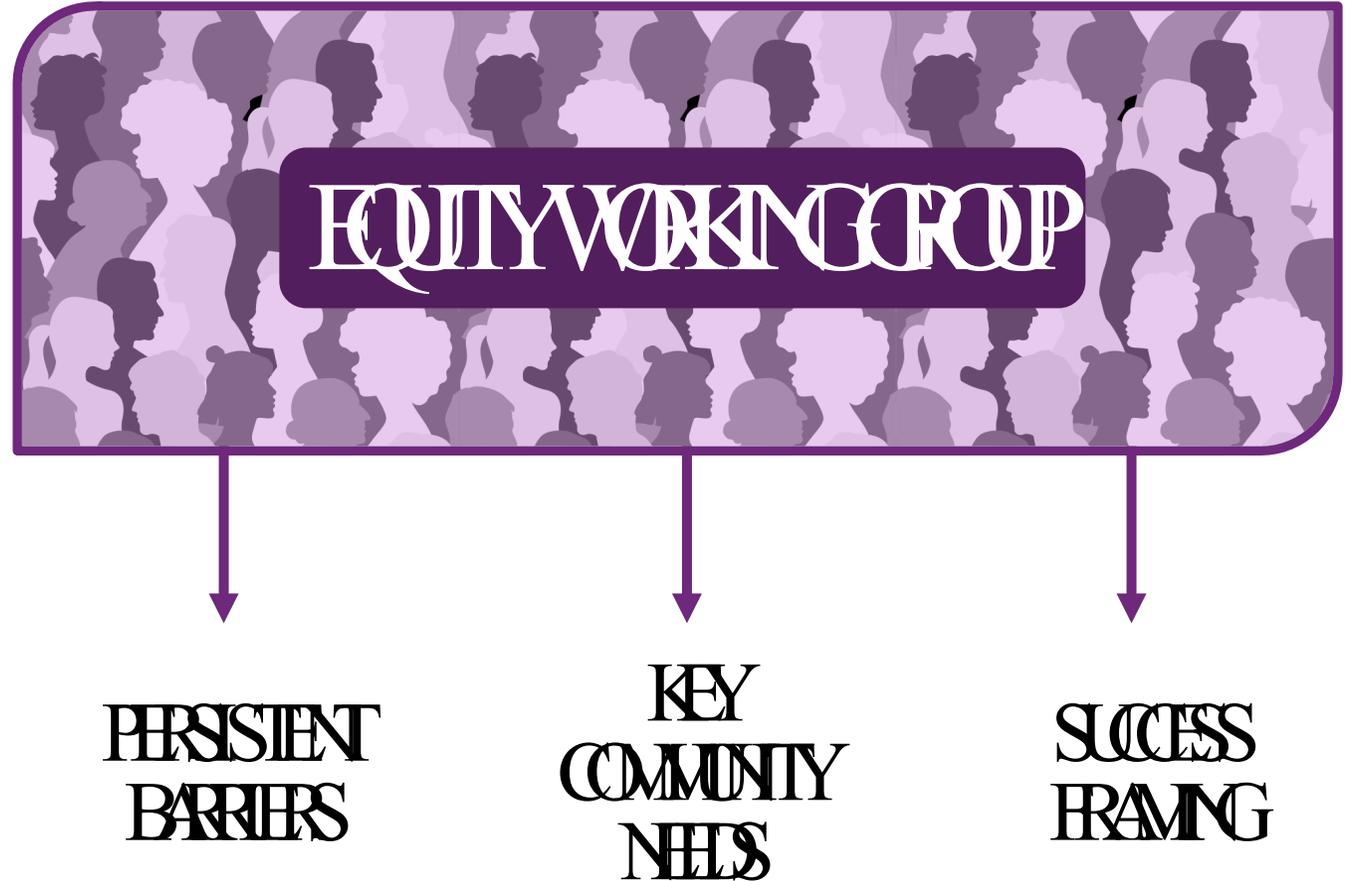


 INPUT 2

Community- Grounded Perspectives

Leverage CBO insights to inform evaluation approaches—“what does success really look like?”

- **Understand gaps in intention vs. outcome**
- **Ground solutions in lived experiences**

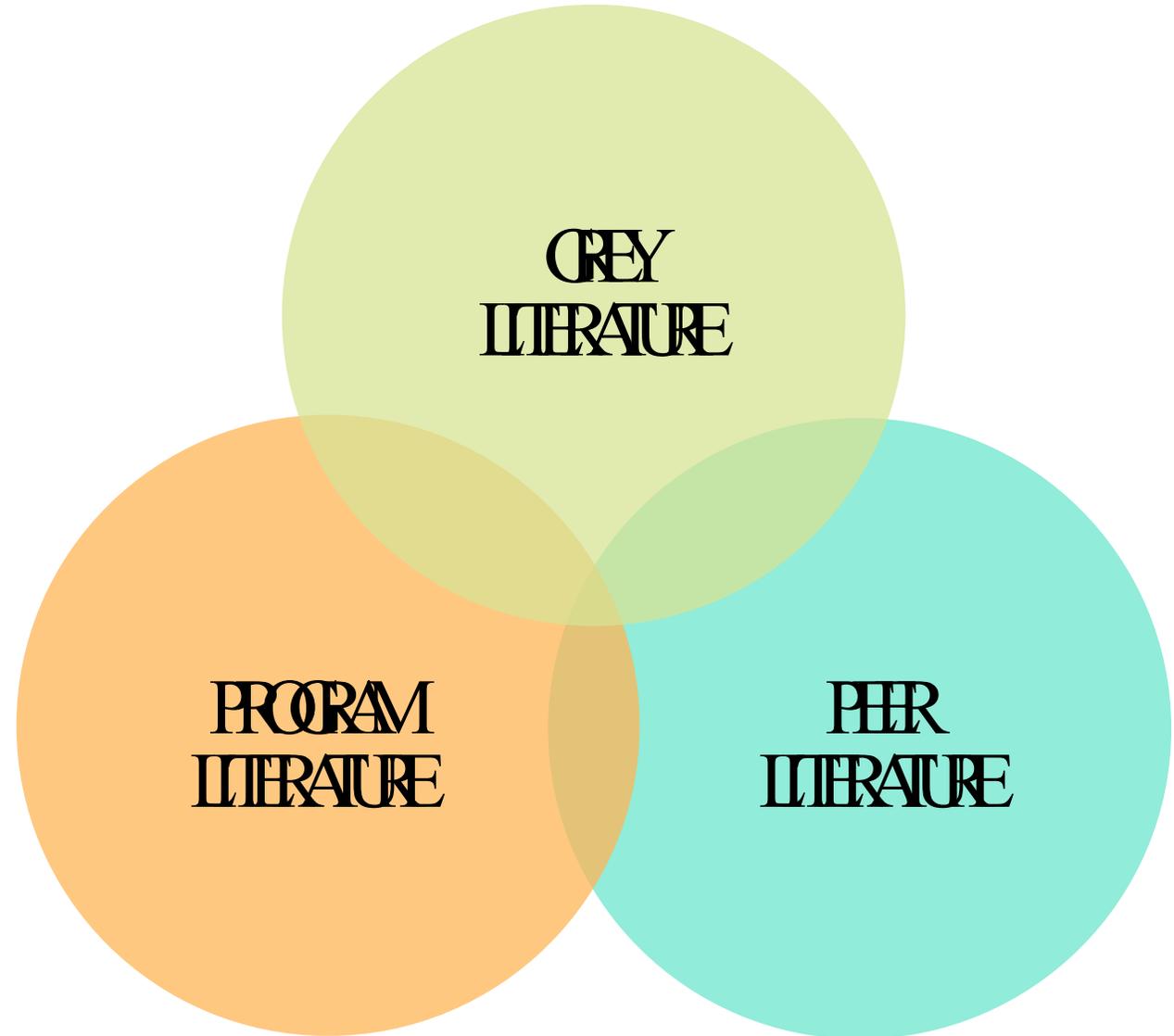




Snowball Method Doc Review

Take a more expansive review to understand the current state and intended outcomes.

- **Take a treasure hunt approach**
- **Be expansive about 'valid' literature**



 INPUT 4

Metrics and Data Inventory

Inventory existing metrics and define where gaps exist.

- **Helps define “what does progress look like?”**
- **Inventory is a *starting point***

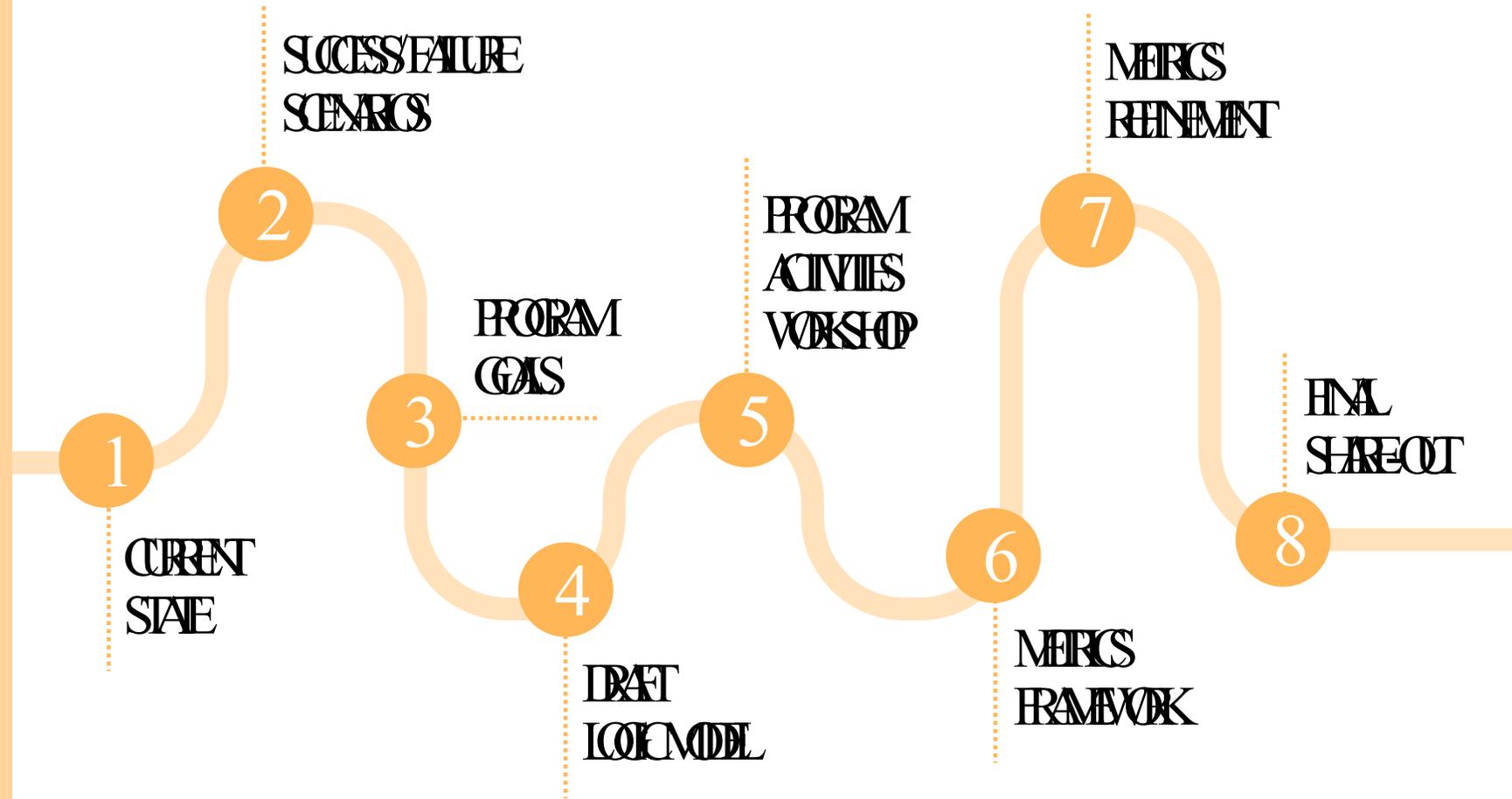
- 1 Map out the full landscape of preliminary program goals, objectives, outcomes, and metrics—and where those inputs might conflict with one another.
- 2 Collate the metrics and associated data sources already being tracked.
- 3 Understand where “problematic” metrics—i.e., those that are poorly defined or unmeasurable—are in play.
- 4 Identify where gaps in data availability or tracking exist and assess the effort-versus-impact of that data.



Logic Modeling Workshops

Meet often and bring all stakeholders to the table.

- Embrace “one step forward, two steps back”
- Level-set expectations: it’s iterative



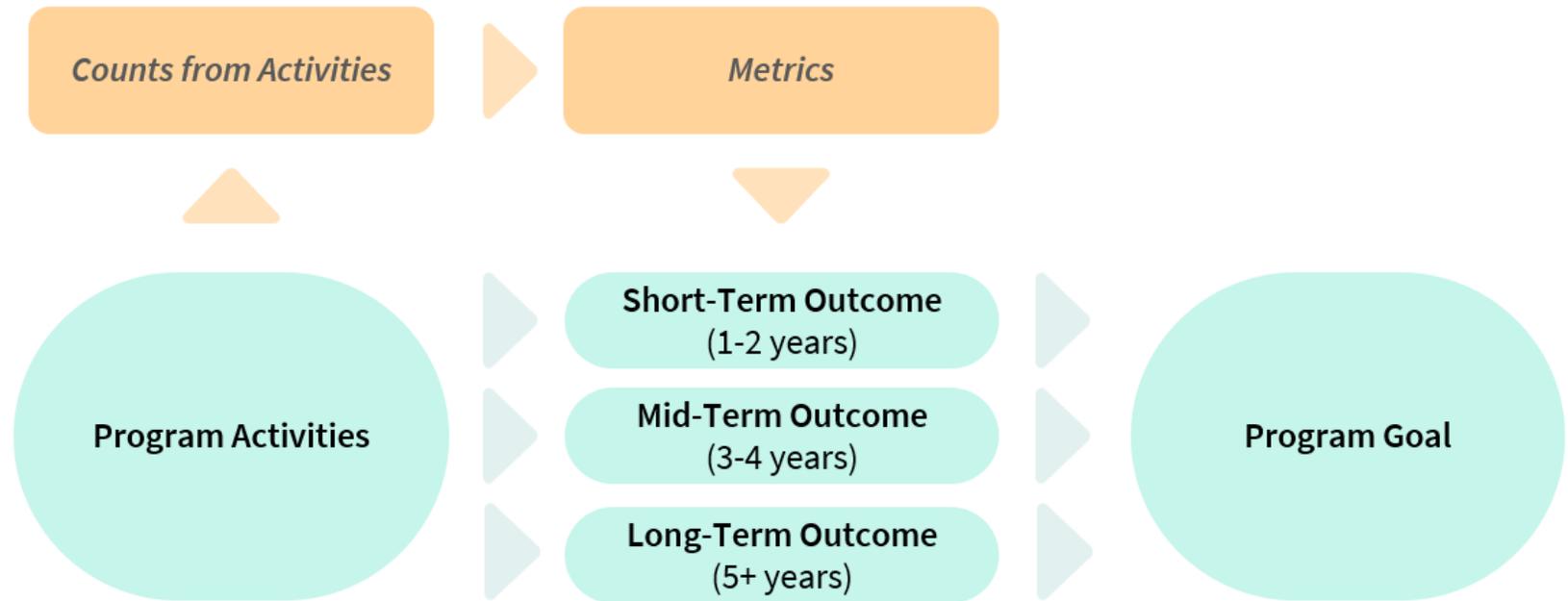


INPUT 6

Metrics Framework

Put it all together in a logical, actionable framework

- **Operationalize program theory**
- **Activity counts are not the same as metrics**



These are tactical, specific actions that the program delivers.

These are the changes that result from program activities

This is the North Star of the program; all outcomes are in service of the goal

Key Takeaways

1 Embrace the mess

2 Ask “how?” (and ask it often)

3 Center community perspectives into the process

4 Make space for cross-utility coordination

5 Look beyond energy

6 Start early (and revisit)



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