

For Immediate Release

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***GreenBiz Features Hoffman Article on “Oasis” Community Microgrids  
Industry-Leading Website Highlight’s Hoffman’s Resilience Solution***

***Palo Alto, CA: November 17, 2020*** – In a new article on its home page, *GreenBiz* today posted a [Hoffman Power Consulting](#) (HPC) article on “oasis” community microgrids. The article summarizes HPC’s recently released white paper on the topic: “[What on Earth is an ‘Oasis’ Community Microgrid?](#)”

Authored by HPC founder and president Steve Hoffman, the article is entitled “[Collaborating for a resilient ‘oasis’ community microgrid.](#)” It explains how collaboration between the local community, utility, local businesses, and a microgrid developer can result in electric power resilience benefits. The need for enhanced resilience is growing more acute, in the face of unprecedented wildfires in the Western U.S. and a record-breaking Atlantic storm season.

Today, only a handful of community microgrids are operating in the U.S. But, according to Hoffman, that may soon change if some regulatory and financial hurdles can be overcome. “Empowered by mitigating COVID-19 impacts, cities and counties are much more involved in the lives and businesses within their boundaries,” Hoffman explains. “As a result, these communities are more likely to take the lead at enhancing their communities’ resilience to various threats.”

Hoffman contends that a key resilience solution is a variation on the single-enterprise or university microgrid — an “oasis” community microgrid that incorporates a strategically-selected, clustered combination of business and public facilities. “Including a school or community center, grocery store, hardware store, urgent care facility, and gas station in the microgrid goes a long way to aid the resilience of a neighborhood,” Hoffman says.

“This is part of the evolution of communities to ‘smart cities,’” Hoffman suggests, “with emphasis on resilience of the infrastructure that powers other critical infrastructures such as healthcare, water supply, financial services, and telecommunications.”

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**About Hoffman Power Consulting:** Established in 1985, [Hoffman Power Consulting](#) (HPC) of Palo Alto, CA specializes in producing customized thought leadership, business, and marketing materials on electric power resilience to wildfires, severe weather, cybersecurity attacks, and other threats. The firm has written more than 1000 custom deliverables for its clients in the electric power industry. HPC helps companies that offer electric utilities resilience products and services to differentiate their offerings, demonstrate industry leadership, enhance marketing and communication effectiveness, and grow their client base and revenue.

**For More Information**

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