

Board Meeting Minutes 184th Meeting

December 11, 2021

Board members present:

Erik Andersson, Susan Brodahl, Melissa Cribbins, Lindsey Hardy, Elee Jen, Mark Kendall, Alexia Kelly, Henry Lorenzen, Alan Meyer, Roland Risser, Letha Tawney (Oregon Public Utility Commission ex officio), Janine Benner (Oregon Department of Energy special advisor)

Board members absent: Ernesto Fonseca, Anne Root, Eric Hayes

Staff attending:

Adam Bartini, Alma Pinto, Amanda Potter, Amanda Sales, Amber Cole, Ashley Bartels, Betsy Kauffman, Cheryle Easton, Dave Moldal, Debbie Menashe, Elizabeth Fox, Emily Findley, Fred Gordon, Hannah Cruz, Jay Ward, Jeni Hall, Josh Reed, Juliana Hairston, Julianne Thacher, Justin Buttles, Kathleen Belkhat, Kati Harper, Kirsten Svaren, Kyle Petrocine, Lizzie Rubado, Mana Haeri, Mark Wyman, Marshall Johnson, Matt Getchell, Melanie Bissonnette, Mike Colgrove, Oliver Kesting, Pati Presnail, Peter Schaffer, Peter West, Phil Degens, Quinn Cherf, Sarah Castor, Shelly Carlton, Scott Clark, Scott Leonard, Steve Lacey, Sue Fletcher, Susan Jowaiszas, Thad Roth, Tyrone Henry, Wendy Bredemeyer, Wendy Gibson.

Others attending: Anna Kim, Oregon Public Utility Commission; Chris Smith, Energy 350; Erik Holman, Cascade Energy; Grady Britton; Jason Elzy, Housing Authority of Jackson County; Jed Jorgensen, FCA Solutions; Jennifer Standsfield, Julie O'Shea, FCA Solutions; Kari Greer, Pacific Power; Lisa McGarity, Avista; Margi Hoffman, FCA Solutions; Paige Campbell, C plus C; Rachel Dawson, Cascade Policy Institute; Rick Hodges, NW Natural; Ross Finney, RHT Energy; Shelly Beaulieu, TRC; Scott Scheuneman, RHT Energy; Susan Stratton, NEEA; Suzette Riley, C plus C; Tina Brooks, Pacific Power;

Business Meeting

Melissa Cribbins called the meeting to order at 10:00 a.m. Reminder that consent agenda items can be changed to regular agenda items at any time.

General Public Comments

There were no public comments.

Consent Agenda

The consent agenda may be approved by a single motion, second and vote of the board. Any item on the consent agenda will be moved to the regular agenda upon the request from any member of the board.

MOTION: Approve consent agenda

Consent agenda includes:

- October 14, 2020 Board Meeting Minutes
- October 14, 2020 Budget Workshop Minutes
- Policy 4.17.000-P Information Provided by Program Participants, Contractors and Bidders R#923

Moved by:
Erik
Andersson

Seconded by:
Roland Risser

Vote: In favor: 9

Abstained:0

Opposed: 0

**RESOLUTION 923
PARTICIPANT INFORMATION POLICY**

WHEREAS:

1. **Energy Trust is careful about how it uses information provided by individuals and businesses that participate in Energy Trust programs. In addition to being respectful of privacy interests generally, Energy Trust is concerned that if participants do not trust that their identities will be protected, they may not participate in Energy Trust programs.**
2. **At the same time, Energy Trust has disclosure obligations and interests: regulatory reporting requirements, legislative inquiries, and the need to collaborate with utilities, government agencies and other energy analysts.**
3. **To balance these concerns, in 2005 the Energy Trust board, in collaboration with the OPUC, adopted a policy that: (a) treats information about residential participants as confidential; (b) allows disclosure of name, Energy Trust incentive and energy savings (or generation) for commercial and industrial participants; (c) permits sharing of aggregated information with other energy analysts; (d) discloses contracts except for provisions specifically identified as confidential by the contract counter-party; and (e) treats bid materials as confidential. The policy has been amended in limited ways since 2005, but its basic parameters have stayed in place and worked well.**
4. **In 2017, Energy Trust retained a consultant to review Energy Trust privacy policies and procedures. The review focused primarily on bringing our practice in line with current “Generally Accepted Privacy Principles,” or GAPP. The policy was reviewed again in 2020 for GAPP compliance, and no further revisions were suggested. In addition, Energy Trust also consulted with staff who use this information most often, to identify operational issues.**
5. **No substantive changes were recommended as a result of these reviews, but a small number of editorial changes are suggested for clarity.**

It is therefore RESOLVED that the Energy Trust policy on Participant Information is amended as shown below.

Moved by: Erik Andersson

Seconded by: Roland Risser

Vote: In favor: 9

Abstained: 0

Opposed: 0

President’s Report

Melissa Cribbins spoke about the importance of Energy Trust’s work during the heating season, particularly at a time when customers are spending more time in their homes.

Executive Director’s Report

Mike Colgrove delivered an update on an extension to Energy Trust’s Diversity, Equity and Inclusion Operations plan, which will continue to focus 10 goals. In spring 2020, staff decided to extend the operations plan for an additional year and revised the goals using input from the Diversity Advisory Council. In 2021, the Diversity Lead will facilitate another review and propose a new plan for 2022. The board asked if the revisions would be presented, and Mike Colgrove provided a few examples and reaffirmed that the new plan follows the same goal structure. The board requested greater understanding on the role of rural participation in the plan, and staff will follow up to provide more detail in this area.

Mike Colgrove presented a timeline for recruitment efforts to replace Director of Energy Programs Peter West, who is retiring in 2021. The plan aims to have a new Director of Programs in place by April 2021. The board asked if it would have a role in the process, and Mike stated that board members are not typically part of director searches, but he will engage board officers to get input on how the board could take part. The board encouraged participation from board members who desired to be involved, as well as the Diversity Advisory Council.

Mike Colgrove presented on recommended structural changes to the organization based on a review by an internal team and directors. The board asked about the role of business development within the organization. Mike explained that business development already occurs across the organization and the new plan seeks to formalize and consolidate these activities, which include forming relationships with new organizations and exploring new funding opportunities.

Mike Colgrove presented an update on an ongoing transition of business program contracts to new program management and delivery contractors. Staff are still finalizing negotiations for the 2021 contract and will provide more information at the next board meeting in February. Contracts will be completed by December 31, 2020.

Mike Colgrove provided an update on Energy Trust's efforts to monitor and support communities impacted by wildfires as they begin rebuilding. Mike invited Jason Elzy, Executive Director of Housing Authority of Jackson County, to share his perspective and context around the rebuilding efforts. Jason spoke about some of the strategies being used to preserve and restore affordable housing options and providing interim housing to displaced community members. He emphasized the importance of incorporating sustainability and resilience into rebuilding homes and businesses, including manufactured housing, which Energy Trust seeks to support with expertise and resources. The board expressed broad support for these efforts and thanked Jason Elzy for his public service. The board asked about the feasibility of acquiring and replacing interim structures, which have a limited lifespan; expressed support for the manufactured home replacement structure as a resource; and stated approval that the Housing Authority referenced Earth Advantage for multifamily construction standards. Individual board members added anecdotal perspective, and some offered support from their respective organizations.

Propose change in Board Minutes (Mark Kendall and Julianne Thacher)

The board was originally slated to vote on a proposal to streamline the format of board meeting notes by removing contextual detail and focusing on critical decisions and action items. Audio or video recordings of the board meetings would be made available on request to anyone who wanted more detail. The board president stated that due to concerns other board members had shared with her, the board would delay its vote and instead have an open discussion of this proposal.

The board introduced benefits to adopting this proposal. Making the meeting notes more succinct would decrease staff time spent on producing the notes, freeing up time that could be spent on higher-value work. The proposal would also take advantage of the opportunity to provide video recordings that moving board meetings online has afforded.

The board discussed whether the new method would could create liability from a legal standpoint, and staff answered clarifying questions including: we will continue to host board meetings online for the foreseeable future; there are no concerns from an IT standpoint on capacity to store meeting recordings and the Zoom platform allows for cloud storage; meeting agendas could be referenced as a way to locate a particular moment in a meeting recording, and files are fully scrollable; the written notes would still serve as the record that the board approves at the subsequent meeting, with the recordings as a supplement available for additional information and transparency; the recordings would not be posted publicly, but would be subject to discovery in a legal situation; staff have created and stored meeting recordings prior to holding online meetings.

Some board members supported the proposal and noted that it would be in line with the level of detail of meeting notes from other boards, which limit notes to items material to a final outcome. Other members expressed concern that the proposal went too far, and the notes should include a summary of discussion points as well as action items. The board discussed whether providing more visibility into what was said at meetings through making recordings available could lead to inherently greater risk, or if making written notes less detailed would decrease the risk of readers wanting to know more. The board discussed the idea of consulting outside council about the level of detail acceptable in written notes, and staff confirmed we have done so in past years and the current proposal is within acceptable range. The board and staff will discuss issues related to this proposal before making a revised proposal.

Committee Reports

Audit Committee (Anne Root)

Refer to committee meeting minutes.

Board Nominating Committee (Anne Root)

No action or discussion.

Compensation Committee (Roland Risser)

The committee recently replaced one of the emerging markets funds that was not performing well. The total account value went up by \$2.6 million.

Human Resources received a very high renewal rate for their medical plan but came up with a solution to avoid cost increase to staff by adding another network that was more affordable but included a narrower selection of providers. Staff negotiated a midyear decrease in premiums if uptake is high enough on the new plan. This solution is important and helpful for meeting OPUC staffing cost metrics.

Evaluation Committee (Lindsey Hardy)

The committee received an update on a thermostat optimization savings assessment that was done over the summer. It reviewed a multifamily showerhead billing analysis and an analysis on the manufactured home replacement pilot. The board asked if there was any data available about participation rate in the existing buildings program, stating participation rate was lower compared with other programs. Staff clarified that would be part of a process evaluation, and the most recent one was done in 2018 but another would take place towards the end of 2021 and participation rate would be included in that work.

Finance Committee (Susan Brodahl)

The committee shared that Energy Trust has come in within 1% of revenue budget through October, and a predicted drop off in revenue did not materialize.

Policy Committee (Henry Lorenzen)

The committee took up an economic development policy, but decided to defer until after obtaining more information on how to incorporate an emphasis on strategic plan focus area three. It considered another policy that was part of the consent agenda. The committee reviewed two new funding opportunities: one pilot focused on building homes to accommodate a future electric vehicle, and a program that aims to support energy-efficient equipment that is connected to the grid.

Strategic Planning Committee (Mark Kendall)

The committee discussed the role of a recently developed ad hoc board committee created to work on enhancing diversity within the board membership. It talked about how the committee can advise on strategic plan metrics related to focus area five. The committee reviewed the dashboard where

strategic plan metrics are tracked, as it is now populated with information and data. The existing metrics are largely on track for near-term targets.

Conservation Advisory Council (Lindsey Hardy)

Recent topics discussed by the council included residential program strategy and approach, wildfire response, a preview of budget changes and results from a non-energy benefits research report.

Diversity Advisory Council (Mark Kendall)

Recent topics discussed by the council were extending the diversity, equity and inclusion operations plan, an update on the data enhancement project, and wildfire response efforts. Recent participation has been robust, with upwards of 70 attendees taking part.

Renewable Energy Advisory Council (Susan Brodahl)

Refer to most recent committee notes.

Board Governance Review Roles & Responsibilities Ad hoc Committee (Roland Risser)

The committee developed a request for proposal for a consultant to help with the review, and received many responses. It is now interviewing the finalists with the goal of making a selection by early January.

Board Governance Review Governance and Structure Ad hoc Committee (Henry Lorenzen)

Same update as above, as these committees will be working together and utilizing the same selected contractor.

Board Diversity Ad hoc Committee (Mark Kendall)

This newly formed committee reviewed its membership, which includes expert advisors from the Diversity Advisory Council. The committee decided to write a charter to clarify what success would look like for its goals. It discussed next steps for actions and how to prioritize activities. The committee encouraged board members to review individual results from the recently administered Intercultural Effectiveness Survey. The board suggested that Diversity Advisory Council members also take the survey.

Board Decision R925

APPOINT BOARD AD HOC COMMITTEE APPOINTMENTS

December 11, 2020

RESOLUTION R925 - Revised BOARD AD HOC COMMITTEE APPOINTMENTS

WHEREAS:

- 1. Energy Trust of Oregon, Inc. Board of Directors are authorized to appoint by resolution committees to carry out the Board's business.**
- 2. The Directors listed below have volunteered to serve on the Ad hoc board committees as described below to consider and provide information to the full board on certain board governance issues involving roles and responsibilities and the structure of the board and its committees.**

It is therefore RESOLVED:

- 1. This resolution is adopted by the board at its December 11, 2020, meeting.**

2. That the Board of Directors hereby appoints the following directors to the following committees for terms that will continue until a subsequent resolution changing committee appointments is adopted:

Ad hoc Committee on Board Roles and Responsibilities
Roland Risser, Chair
Alan Meyer
Elee Jen
Eric Hayes
Mark Kendall
Letha Tawney OPUC (ex officio)
Melissa Cribbins (ex officio)
Cheryle Easton, staff liaison
Ad hoc Committee on Board Governance and Structure
Henry Lorenzen, Chair
Alan Meyer
Anne Root
Eric Hayes
Ernesto Fonseca
Susan Brodahl
Letha Tawney OPUC (ex officio)
Melissa Cribbins (ex officio)
Cheryle Easton, staff liaison
Ad hoc Committee on Board Diversity
Mark Kendall, Chair
Elee Jen
Eric Hayes
Ernesto Fonseca
Lindsey Hardy
Anna Kim OPUC (ex officio)
Ruchi Sadhir, ODOE (ex officio)
Melissa Cribbins (ex officio)
Cheryle Easton, staff liaison

Moved by: Henry Lorenzen

Seconded by: Roland Risser

Vote: In favor: 9

Abstained: 0

Opposed: 0

The board took a break for lunch at 12:17 p.m. and returned at 1:00 p.m.

Irrigation Modernization Program Update (Dave Modal and Julie O'Shea Farmers Conservation Alliance)

Staff member Dave Modal and Farmer's Conservation Alliance staff Julie O'Shea presented an update on the irrigation modernization program to create a shared understanding of the program's progress and objectives. Dave gave an overview of the programs, including how it supports the fourth goal of Energy Trust's current strategic plan. The program is slated to expire in 2021, and an extension will be requested at an upcoming board meeting. Staff played an informational video on the opportunities and benefits of the program's work, explaining that Energy Trust provides early-stage financial assistance to

irrigation districts to evaluate their systems and upgrade opportunities, some of which have feasibility to create small-scale hydropower.

The board expressed support for the what the program has accomplished in finding synergies on projects but cautioned against mission creep regarding Energy Trust's core objective to reduce above-market costs to generate new renewable energy. The board asked if there was an economy of scale regarding irrigation districts connecting their systems, and staff clarified there is not since power can be returned to the utility service territory using an easement. Staff continued that regarding scale however, irrigation modernization projects being developed in isolation often did not have enough momentum or programmatic support to move forward. This program is a replicable options and solution that warrants attention and allows projects to advocate for funds on a federal and state level, getting more partners and investors involved. The board expressed approval for additional resources for farmers, who are the heart of the economy in rural areas.

Northwest Energy Efficiency Alliance Presentation (Susan Stratton, Northwest Energy Efficiency Alliance Presentation)

Susan Stratton presented on current and upcoming NEEA activities, which are entering a sixth cycle of market transformation. She gave an overview of NEEA's work in the mid- and upstream market to influence new technology adoption by removing barriers and reducing risk. She presented the cycle six outlook, which will be from 2020-2024, and some market updates regarding consumer purchase habits. Susan reviewed a list of current initiatives and assessments, some of which are supported by Energy Trust. She also shared the pipeline of emerging technologies that NEEA is monitoring. Susan answered clarifying questions from the board including how NEEA obtains demographic data in its building stock assessments and confirming that a packaged rooftop unit it was studying had condensing and heat recovery capabilities.

Proposed 2021 Annual Budget and 2021-2022 Action Plans (Michael Colgrove)

Mike presented the final proposed version of the 2021 budget and 2021-2022 action plan for board consideration. It included a summary of public feedback received and the adjustments that were made to the draft budget based on public and stakeholder input.

Alexia Kelley joined the meeting at 2:19 p.m.

Janine Benner left the meeting at 2:41 p.m.

The board asked for more detail about the budgeted dollar amount for activities to support diversity, equity and inclusion. Mike provided additional explanation about what costs that figure includes and how it was calculated. The board asked about feasibility of a process to determine cost effectiveness of serving diverse customers. Mike stated there is not currently a mechanism to track the final spending, it reflects the budgeted amount which is an estimate. The board asked about ability to estimate energy efficiency potential in underserved markets and using that information to justify the expenditure. Staff shared that a forthcoming customer insights study could shed some light on that area, and we will also be discussing with Oregon Public Utility Commission. Mike pointed out that the programs serving diverse customers are still cost effective, and the customers just happen to be in the underserved category. The board and staff discussed that the diversity spending figure is a delineation of the budget, and not an individual budget representing a category of new work. The work crosses all programs and is a source of energy savings. Being intentional in allocating funds to reach and serve diverse customers, who are uniquely positioned and difficult to get to, is the next step in serving communities and gaining greater reach. Board members expressed support for this category of work and encouraged staff to continue creating and leveraging relationships to help expand our service.

The board noted that there was no increase in natural gas for renewable generation and asked if we could leverage utility interest when renewable natural gas becomes a possibility. Staff answered that an end load research project and a building stock assessment may address feasibility for that work.

The board asked about biopower generation, and if we have seen a stall in agricultural related biodigester work, as it seems most recent biopower projects have been wastewater recovery. Staff will follow up with more information.

Board Decision R926

Adopt 2021 Budget, 2022 Projection and 2021-2022 Action Plan

December 11, 2020

RESOLUTION 926

ADOPT 2021 BUDGET, 2022 PROJECTION AND 2021-2022 ACTION PLAN

BE IT RESOLVED that Energy Trust of Oregon, Inc. Board of Directors approves the Energy Trust 2021 Budget, 2022 Projection and 2021-2022 Action Plan as presented to the board at its meeting on December 11, 2020.

Moved by: Mark Kendall

Vote: In favor: 10

Opposed: 0

Seconded by: Erik Andersson

Abstained: 0

Contracts for Approval

Staff presented a proposal for two resolutions to extend contracts for public relations services and advertising services. These contracts support our ability to deliver on 2021 goals, particularly those to reach priority audiences by increasing awareness of Energy Trust programs and services.

The board commented the advertising contractor seemed competitively priced and valuable. The board asked if the media value figure shown for earned media through the public relations contractor was typical for a nonprofit. The contractor stated its typical of an organization of our size with a statewide scope, but it is difficult to compare with other nonprofits since not many release their public relations budget.

Board Decision R927

Authorizing the executive director to approve a contract amendment for public relations and communications services

December 11, 2020

RESOLUTION 927

AUTHORIZING AN AMENDMENT TO A CONTRACT WITH COLEHOUR AND COHEN

WHEREAS:

- 1. Contracting for public relations and communications services allows Energy Trust staff to leverage industry expertise to raise customer and stakeholder awareness of Energy Trust, promote programs and services, and respond to media interest in the organization.**

2. **There is a connection between public relations activities and improved customer and stakeholder awareness of incentive offers and the benefits of Energy Trust delivering energy efficiency and renewable energy programs.**
3. **Continuing to work with an established public relations agency allows Energy Trust to leverage external PR and communications expertise, relationships and multicultural and diversity, equity and inclusion experience and use limited staff resources on other high-priority work.**

It is therefore RESOLVED, that the board of directors of Energy Trust of Oregon, Inc. authorizes the executive director to:

- **Sign an amendment to the existing and current contract with C+C for public relations and communications services with terms and conditions that include, but are not limited to, the following:**
 - **Authorizing additional payments for 2021 of up to \$350,000, which would bring the total authorized payments under the contract to be \$879,999 for delivery of PR and communications services on behalf of Energy Trust and payable to C+C under contract terms and conditions;**
 - **providing for a contract term to cover PR and communications services through 2021;**
 - **providing for reporting on results and media value; and**
 - **other terms and conditions to ensure C+C services are designed and executed to further Energy Trust's PR and communications strategy.**

Moved by: Mark Kendall

Seconded by: Elee Jen

Vote:

In favor: 10

Abstained: 0

Opposed: 0

Board Decision R928

Authorizing the executive director to approve a contract exceeding \$500,000 for purchase of advertising through Grady Britton

December 11, 2020

RESOLUTION 928

AUTHORIZING A CONTRACT WITH GRADY BRITTON FOR ADVERTISING PURCHASES AND PURCHASING SERVICES

WHEREAS:

4. **Media buying at Energy Trust allows programs to advertise in print, radio, TV, outdoor and online, creating program awareness, and promoting services, programs, and products.**
5. **Advertising is how participating customers often hear of us, and there is a clear connection between advertising and customer awareness and engagement, leading to savings and generation.**

- 6. Using a full-service marketing firm with professional advertising and media buyer capabilities brings media buying expertise and networks and allows Energy Trust staff more time to focus on the goal of reaching more customers, and evaluate the meaning behind reports to develop future strategies.
- 7. Using a professional advertising and media buyer allows Energy Trust to take advantage of added-value that works in collaboration with PR goals and promotes Energy Trust across mediums.
- 8. Grady Britton, a full-service marketing firm with extensive media buying expertise, brings deep experience reaching rural audiences and communities of color and presented a competitive cost structure for their services.

It is therefore **RESOLVED**, that the board of directors of Energy Trust of Oregon, Inc. authorizes the executive director to:

- Sign a contract with Grady Britton for advertising purchasing services with terms and conditions that include, but are not limited to, the following:
 - Authorizing payments of up to a total of \$1.5 million for the purchase and reporting of broadcast radio, TV, print and online media on behalf of Energy Trust, which includes up to \$180,000 of the total authorized contract amount payable to Grady Britton for Energy Trust advertising purchasing services;
 - providing for a contract term to cover advertising and media buying services through 2021 and 2022, and provisions to consider a possible one-year extension through 2023 based on achieving certain extension criteria and extension approval by the Energy Trust board of directors;
 - providing for weekly and campaign-end reporting on purchased media reach and copy; and
 - other terms and conditions to ensure Grady Britton services and media purchases are designed and executed to further Energy Trust’s advertising strategy.

Moved by: Elee Jen

Seconded by: Mark Kendall

Vote:

In favor: 10

Abstained: 0


Opposed: 0

Adjourn

The meeting adjourned at 3:44 p.m.

The next regular meeting of the Energy Trust Board of Directors will be held virtually on Zoom February 24, 2021.

DocuSigned by:



Signed: Mark Kendall, Secretary

_____/_____/_____
Date 01/02/2021