

Board Learning Session Minutes—188th Meeting

May 18, 2021

Board members present: Alan Meyer, Anne Root, Elee Jen, Eric Hayes, Erik Andersson, Ernesto Fonseca, Henry Lorenzen, Lindsey Hardy, Mark Kendall, Melissa Cribbins, Susan Brodahl, Roland Risser, Janine Benner (Oregon Department of Energy special advisor), Letha Tawney (Oregon Public Utility Commission ex officio)

Board members absent: Alexia Kelly

Staff attending: Amanda Potter, Amanda Thompson, Amber Cole, Cheryle Easton, Dave Moldal, Debbie Menashe, Diamante, Jamison, Elizabeth Fox, Emily Estrada, Fred Gordon, Gayle Roughton, Greg Stokes, Hannah Cruz, Jay Ward, Justin Buttles, Kristin Pinit, Mana Haeri, Mark Wyman, Marshall Johnson, Melanie Bissonnette, Michael Colgrove, Pati Presnail, Scott Clark, Spencer Moersfelder, Steve Lacey, Susan Fletcher, Thad Roth, Tracy Scott

Others attending: Anna Kim Oregon Public Utility Commission, Brooke Landon CLEAResult, Holly Valkama 1961 Consulting, Keri Greer PacifiCorp, Heather McNeill RHT Energy

Learning Session Meeting Called to Order

Melissa Cribbins, called the meeting to order at 1:04 pm. Outlining the Zoom format procedures for the meeting. Melissa then called on Hannah Cruz and Jay Ward to present an update on the 2021 Oregon Legislative Session.

Legislative Report (Hannah Cruz, Jay Ward)

Hannah Cruz, Senior Communications Manager, and Jay Ward, Senior Community Relations Manager introduced themselves to the board. Jay recognized Energy Trust intern Alexis Bright for her assistance in preparing the written report provided to the board in advance of the meeting. Jay noted that Energy Trust tracks legislative activities and provides information upon request to policy makers and stakeholders, but Energy Trust does not advocate. Jay reported on activity at the legislature and on progress of bills relevant to Energy Trust. Of particular focus is HB 3141 which would update current statutory provisions regarding public purpose charge funding for energy efficiency and renewable energy. HB 3141 has been referred to the joint Ways and Means Committee where it awaits a hearing. Another bill of note is HB 2475 which focuses on equity and energy burden and permits the OPUC to consider differentiated rates for energy burdened ratepayers. This bill has passed and is heading to Governor Brown for signature. Hannah and Jay reported that energy policy trends emerging from the session include community energy, equity, labor standards for energy projects, decarbonization and changes in natural gas policy. A complete list of bills being tracked was included in the board's learning session packet.

Board members asked clarifying questions about the various bills and policy trends.

Strategic Planning Committee 2020-2024 Strategic Plan Progress Update and Board Discussion (Mark Kendall, Michael Colgrove, Hannah Cruz, Lizzie Rubado)

Strategic Planning Committee Chair Mark Kendall introduced staff and outlined the presentations to report out on progress for the first year of the 2020-2024 Strategic Plan. Mark also described the Strategic Planning Committee's work over the year to monitor plan progress on a quarterly basis. Based on those reviews, the committee finds the plan's focus areas and strategies remain valid and

have driven the development of Energy Trust's annual goals. Mark also described how the committee is engaged in work developing metrics for tracking progress on the focus areas and strategies.

Mark then turned the presentation over to Executive Director Michael Colgrove who described this year's approach to presenting on strategic plan progress. Mike focused on the organization's vision and purpose and described how this year, staff will make presentations describing progress at a high level, showing that Energy Trust is on track to advance the organization's strategies and vision and purpose.

Hannah Cruz, Senior Communications Manager, then presented key highlights and staff learnings from the strategic plan so far, and how the organization is responding to the plan's five focus areas and measuring progress. Hannah described 2020 activities that reflect how the key strategies outlined in the Strategic Plan served Energy Trust well in 2020. These examples and stories described our work and value in working with utilities on targeted load management projects, in policy work with policy makers and stakeholder, and leveraging more customer benefits by collaborating with community-based organizations with complementary objectives. In addition, Hannah described ways in which the organization is improving its focus and results in terms adaptability and diversity, citing examples of decision-making norms and recruiting efforts, among other things.

The board then discussed the presentation and the role of the board in reviewing progress and the metrics set to assist staff and board in monitoring progress. Board members indicated interest in continuing the discussion on these topics as part of the board's work on committee structures and board roles and responsibilities.

Next, the board briefly discussed the draft of the 2022 organizational goals. Mike described how the goals were drafted with input from advisory councils and the board to provide direction for the coming year for activities and focus aligned with the strategic plan for the coming year.

Board member Lindsey Hardy then facilitated a board discussion on the strategic plan progress and direction. Board members discussed the continued relevance of the strategic plan and its focus areas, acknowledging that the organization is on track as compared to the high level strategic direction identified in the plan. Board members also expressed support and excitement about the direction reflected in the annual goals. Areas of particular interest were the ways in which the goals provide flexibility in changing times for the utility and energy industry, support for disaster recovery, leveraged funding, engagement with policy, and connecting to communities and community-based organizations. Board members urged staff and each other to watch continuing developments that might affect Energy Trust in 2022 and in the current strategic plan period, including energy planning and policy information coming out of the Northwest Power and Conservation Council's next power plan.

Board members participated in a quick online survey to express their satisfaction with the high-level presentation on annual strategic plan progress. Results were not definitive, and members of the Strategic Planning Committee will review them and discuss further with the full board and their preferences for future presentations.

Planning and Budgeting (Susan Brodahl, Business Planning Team and New Budget & Planning Process Team)

Executive Director Michael Colgrove discussed plans for the 2022 budget planning process. Mike and Finance Committee chair, Susan Brodahl, then asked board members to brainstorm initiatives or resources they anticipate for 2022. Board members provided several thoughts, including continued support of the board roles and responsibilities and committee structure work, possible other consultant or expert presentations, and resources for in-person meetings outside of Portland. Cheryle Easton, Board Services Administration Manager tracked the suggestions and will include them in budget planning.

Marketing Communications Presentations (Sue Fletcher, Senior Manager in CCS, Susan Jowaiszas, Marketing Lead for the Energy Programs, Mana Haeri, Senior Program Marketing Manager)

Sue Fletcher, Senior Manager, Communications and Customer Service, Susan Jowaiszas, Energy Programs Marketing Lead, and Mana Haeri, Senior Program Marketing Manager, provided a 2021 update on outreach efforts, describing how these efforts result in savings and generations and how it connects to the strategic plan and our annual goals.

Board members asked questions, including about analytics and on outreach approaches, particularly for communities previously underserved by Energy Trust. Staff members explained how important it is to identify different communication approaches, including internet and social media and more direct relationship approaches. Staff has learned that it is critical to determine which tactic is going to resonate with the particular community.

Adjourn

The meeting adjourned at 4:58 pm.

The next regular meeting of the Energy Trust Board of Directors will be held Wednesday May 19, 2021 at 10:00 a.m. held virtually on Zoom.

DocuSigned by:

Mark Kendall

Signed: Mark Kendall, Secretary

7/15/2021

Date