

# Board Meeting Minutes—193<sup>rd</sup> Meeting

December 17, 2021

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

**Board members absent:** Ernesto Fonseca

**Staff attending:** Abby Spegman, Albert Stanfield, Alex Novie, Amanda Potter, Amber Cole, Ashley Bartels, Bayoan Ware, Betsy Kauffman, Cameron Star, Cheryle Easton, Dave Modal, David McClelland, Debbie Menashe, Elaine Dado, Elizabeth Fox, Emma Clark, Greg Stokes, Hannah Cruz, Jay Ward, Jeni Hall, Jay Lazzaro, Jessica Kramer, Julianne, Thacher, Justin Buttles, Kate Wellington, Kirstin Pinit, Laura Schaefer, Lizzie Rubado, Melanie Bissonnette, Michael Colgrove, Pati Presnail, Quinn Cherf, Robert Wyllie, Sarah Castor, Scott Clark, Spencer Moersfelder, Steve Lacey, Thad Roth, Tracy Scott, Wendy Gibson

**Others attending:** Alexis Bright, Anna Kim (Oregon Public Utility Commission), Brooke Landon (CLEARresult), Jake Wise (PGE), Jerry Henderson (Energy Assurance Company), Jennifer Gonzalez (C+C), Kari Greer (PacifiCorp), Rachel Dawson (Cascade Policy Institute), Ross Finney (RHT Energy), Susan Stratton (Northwest Energy Efficiency Alliance), Suzette Riley (C+C)

## Business Meeting

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President Melissa Cribbins called the meeting to order at 10:04 a.m. Melissa then reminded board members of their ability to request that consent agenda items be removed to the regular agenda items at any time. She also described the public meeting process and outlined the Zoom process for public comments and presentations for meeting participants and members of the public in attendance.

## General Public Comments

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There were no public comments.

## President's Report

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Melissa remarked that she had not expected to be holding board meetings on Zoom for nearly two years. She continued that while she thinks in-person meetings are important and looks forward to being together with board members in-person in the future, the virtual platform does make the board meetings more accessible for public and board members. She urged board members to continue to suggest improvements to virtual meeting processes.

Melissa then turned attention to departing board members, Alan Meyer and Mark Kendall. Melissa expressed her appreciation for both, noting how both had supported her as a new board member and that she had learned from both. Board members then expressed their appreciation for both Alan and Mark, noting their long years of service and commitment to Energy Trust.

Alan and Mark expressed thanks to the board and to staff.

## 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 13, 2021 Board meeting Minutes
- Resolution Authorizing Approved Bank Signers R951

Moved by: Roland Risser

Seconded by: Mark Kendall

Vote: In favor: 10

Abstained: 0

Opposed: 0

### **RESOLUTION R951 AUTHORIZING APPROVED BANK SIGNERS**

#### **WHEREAS:**

1. Umpqua Bank and First Interstate Bank provide general banking services to Energy Trust (collectively, the “Banks”).
2. Section 7.3 of the Energy Trust bylaws requires that the board of directors authorize officers or agents to sign checks, drafts, or other orders for the payment of money, notes and other evidences of indebtedness (“authorized bank signers”) by way of resolution from time to time.
3. Peter West has retired as Director of Programs and is no longer an employee of Energy Trust.

#### **IT IS THEREFORE RESOLVED that:**

1. Peter West is to be removed from the list of authorized bank signers for the Banks.
2. The resulting list of authorized bank signers for the Banks is as follows:
  - A. Melissa Cribbins, Board President
  - B. Susan Brodahl, Board Treasurer
  - C. Michael Colgrove, Executive Director
  - D. Debbie Goldberg Menashe, Director of Legal and Human Resources, chief legal officer
  - E. Pati Presnail, Director of Finance
  - F. Steve Lacey, Director of Operations
3. The Director of Legal and Human Resources/chief legal officer is authorized to execute all required documentation to implement this resolution.

Moved by: Roland Risser

Seconded by: Mark Kendall

Vote: In favor: 10

Abstained: 0

Opposed: 0

## **Executive Director Report**

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Executive Director Michael Colgrove first expressed his appreciation for retiring board members Alan Meyer and Mark Kendall. He said that Alan's and Mark's dedication to Energy Trust established the groundwork for where Energy Trust is now. Mike expressed his gratitude for their leadership and counsel.

### ***Recognition for Manufactured Homes***

Mike then shared some happy developments, including a note from Representative Pam Marsh of southern Oregon. Representative Marsh chairs the Oregon House Environment and Natural Resources Committee. She expressed her appreciation for Mark Wyman, Senior Program Manager-Residential Portfolio for his work and the work of Energy Trust in connection with manufactured home replacement program support.

### ***Verde Promotional Video***

Mike then shared a video from Verde, a community based organization which has worked closely with Energy Trust for a number of years. The video highlights Verde and Energy Trust collaboration on a ductless heat pump installation program and its impact on the community Verde serves.

Mike noted that it's important to think about how Energy Trust's work can impact and improve customers' lives as shown in the Verde video and as reflected in Representative Marsh's letter.

Mike thanked the board, staff, and all of our utility partners and others who make this work possible.

### ***Proposed 2022 Annual Budget and 2022-2023 Action Plan***

Michael Colgrove presented Energy Trust's final proposed 2022 Budget and 2022-2023 Action Plan, with information on the following topics:

To begin, Mike noted that Energy Trust projects meeting 2021 savings and generation goals with an expenditure of 94% of revenues received. That is the starting place for the proposed 2022 annual budget.

Mike then highlighted changes from the proposed 2022 Annual Budget and 2022-223 Action Plan as compared to the draft versions presented to the board in October. The proposed 2022 budget identifies \$213 million investment of utility customer funds.

For this investment, Energy Trust's work is projected to result in 50.1 aMW in electric energy savings and 6.8 MMTh in gas energy savings. These savings are highly cost-effective at 3.4 cents/kWh levelized, 44.7 cents/therm levelized (Oregon) and 83.7 cents/therm levelized (Washington). On the renewable energy side, the proposed 2022 budget contemplates generation of 4.0 aMW.

The 2022 proposed budget includes \$116.9 million in distributed incentives, 55% of total expenditures for the year. The proposed budget's administrative costs of 7.8% of revenue are under the OPUC's performance measure administrative cost cap of 8%.

Mike explained that the proposed 2022 Budget and 2022-23 Action plan are guided by our four annual organizational goals. However, Mike continued that going forward Energy Trust staff is rethinking how we characterize our goals. Staff hopes to work closely with the board in 2022 to describe our goals with more specificity in terms of outcomes and customer impacts. Mike continued that Energy Trust's work has direct and indirect benefits, and our goals should highlight all of those benefits. In 2022, Energy Trust will help to achieve the state's decarbonization goals, leverage local trade ally network, and generate even more work with businesses owned by women and people of color.

Mike then summarized stakeholder comments received during the budget process. The vast majority of the feedback was supportive, including from Energy Trust's funding utilities who expressed desire to work collaboratively to help meet utility greenhouse gas reduction goals. In addition, utilities expressed their interest in working with Energy Trust over the course of 2022 to improve coordination on the budget and planning processes. Stakeholders also offered suggestions to make the budget process and documentation more accessible

OPUC commissioners also provided feedback on the proposed budget at a public OPUC meeting in November. The commissioners made a number of suggestion including that Energy Trust be prepared with systems and data to (i) target efficiency and generation efforts to address peak demand and greenhouse gas reduction, (ii) identify and provide services to environmental justice and energy burdened communities in light of upcoming equity metric development, and (iii) examine low cost and efficient cooling measures.

Board members complimented staff on the presentation and asked a number of questions, including with regard staff compensation and attention to the market for staff salaries. Mike explained that staff will continue to monitor market surveys and work with the board to navigate through some volatile changes in the market.

### ***NEEA Annual Presentation (Susan Stratton)***

As additional background to the proposed 2022 budget and 2022-2023 Action Plan, Northwest Energy Efficiency Alliance (NEEA) Executive Director Susan Stratton provided an annual update on NEEA's work and activities. For twenty-five years, NEEA has provided market transformation resources to the region, including to Energy Trust, through five broad strategies: supporting development of emerging technologies, bringing those technologies to market, pushing building codes and standards in four states and federally, and convening and collaborating through development and sponsorship of conferences and advisory committees and circulation of market intelligence.

Energy Trust, on behalf of the Oregon investor-owned utilities, is the second largest funder of NEEA and plays an important role in the organization. Mike Colgrove serves on the NEEA board and chairs the NEEA Strategic Planning Committee. Susan explained that NEEA tracks its savings and budget with a long-term view. NEEA tracks savings and budget in five- year increments and is proud of the benefits it has brought to the region with this longer term view.

Susan briefly described NEEA's operations, describing that, in addition to its general budget for electric and gas energy savings, NEEA has additional budget for special projects like the Residential Building Study Assessment (RBSA) and the Northwest End Use Load Research (EULR). Susan noted that some of the special project work is behind due to delays during COVID, however the projects are continuing and will provide additional useful insight into energy use during the pandemic.

Board members thanked Susan and NEEA staff for their ingenuity and forward thinking. Board members expressed interest in more information on emerging technologies. They also discussed how quickly technology changes, and asked Executive Director Mike Colgrove to consider how Energy Trust can explore ways to be most effective in communications with customers about rapidly changing technologies and the associated opportunities. Mike and Susan acknowledged this important work and described how Energy Trust and NEEA staff collaborate on a variety of joint committees and working groups to bring NEEA's technology work and Energy Trust's customer-facing work and communications efforts together.

Following Susan Stratton's presentation and board discussion, the board adopted and approved the 2022 Annual Budget, 2023 Project, and 2022-2023 Action Plan.

**RESOLUTION 952  
ADOPT 2022 BUDGET, 2023 PROJECTION AND 2022-2023 ACTION PLAN**

**BE IT RESOLVED** that Energy Trust of Oregon, Inc. Board of Directors approves the Energy Trust 2022 Budget, 2023 Projection and 2022-2023 Action Plan as presented to the board at its meeting on December 17, 2021.

Moved by: Eric Hayes

Seconded by: Mark Kendall

Vote: In favor: 11

Abstained: 0

Opposed: 0

Melissa suspended the meeting for lunch at 12 noon.

Melissa started the meeting after lunch and asked if there was any more public comment. There were no requests for public comment.

## **Committee Reports**

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### ***Audit Committee (Anne Root)***

Anne Root referred board members to the meeting notes. The committee has reviewed proposals for auditor services and selected Moss Adams again. As a result of this selection process, the committee will work with a new Moss Adams engagement partner, Scott Simpson, who will provide great support and fresh eyes to the process.

Board members asked question about the bidder and selection process. In addition, board members discussed continuing to ensure a robust audit process for Energy Trust and for third parties receiving Energy Trust funds.

### ***Compensation Committee (Roland Risser)***

Roland Risser referred board members to the meeting notes. Roland invited other board members to join the committee if they are interested in market information on compensation, a topic which is discussed in the committee. Staff committed to correct small number of typographical errors contained in the Compensation Committee minutes in the board packet.

### ***Evaluation Committee (Lindsey Hardy)***

Lindsey Hardy noted that the Evaluation Committee has discussed changes to the planned evaluation projects. Lindsey also described that the committee's next meeting in January will be the last as an official board committee meeting. At that meeting, Sarah Castor of the Evaluation staff will discuss thoughts on the future structure of the group and how to interact with the board going forward.

### ***Nominating Committee (Anne Root)***

Anne Root updated the board on the work of the committee and the committee's timeline for reviewing applicants and interviewing finalists. The committee's goal is to have nominations to present to the board at its meeting in February, but the timing may be pushed out if the selection process takes longer. Anne expressed enthusiasm for the pool of candidates, noting that they represent a lot of talent from around the state.

***Finance Committee (Pati Presnail for Susan Brodahl)***

Pati Presnail presented a summary of the Finance Committee's work, noting that the committee has been primarily focused on the budget, with more detail on forecasting presented at the last meeting by Director of Programs Tracy Scott.

***Policy Committee (Henry Lorenzen)***

Henry Lorenzen reported on the Policy Committee's action to approve Tess Jordan, a PGE employee as a new RAC member. The Policy Committee also recommends approval of a revised Economic Development Policy. Henry thanked Erik Andersson for his work with staff on the policy revisions.

**RESOLUTION 953  
ECONOMIC DEVELOPMENT POLICY 4.18.000-P**

**WHEREAS:**

1. **Energy Trust recognizes that economic development is a significant side benefit of Energy Trust programs and wishes to support economic development projects by providing timely responses to public entities and utilities that are seeking to support business activity in Oregon.**
2. **Since 2004, the Energy Trust has had a policy recognizing this interest and clarifying that support for such projects is also subject to the requirements that apply to other, similar Energy Trust projects.**
3. **The Policy Committee reviewed the Economic Development Policy in its regular review cycle and recommended the policy be revised to reflect input from economic development professionals.**
4. **The Policy Committee recommends the policy be revised to provide more detail regarding economic development activities and engagement by Energy Trust with economic development entities, economic development professionals, utilities and utility customers.**

**IT IS THEREFORE RESOLVED: That the Energy Trust Economic Development Policy is amended as shown in Attachment 2.**

Moved by: Anne Root

Seconded by: Eric Hayes

Vote: In favor: 11

Abstained: 0

Opposed: 0

Henry also advised the board that three board members met with a group of stakeholders interested in Energy Trust's fuel neutrality policy. The meeting went well, and board members and staff will continue to monitor and engage stakeholders on this issue.

***Strategic Planning Committee (Mark Kendall)***

Mark Kendall reported that the Strategic Planning Committee met on November 30<sup>th</sup>, so notes were not ready for the packet; notes will be included in the next packet. At the November meeting, discussions were focused on the metrics for progress in Focus Area 4, specifically metrics to measure progress with community partnerships and leveraged funding. The board will be asked to review these metrics for approval at its meetings in February. Mark also noted that there will be one more meeting of the Strategic Planning Committee in January. After that, the committee will be appointed as an ad hoc

committee for development of the next strategic plan. In the board's work on committee restructuring, it is expected that any plan revisions will be taken up in the Audit & Finance Committee.

***Conservation Advisory Council (CAC) (Lindsey Hardy, Elee Jen)***

Lindsey Hardy directed board members to the notes in the packet from the CAC's September meeting. She said that the CAC discussions give board members good insight into questions that stakeholder are asking of the organization. Though the November CAC notes are not in the packet, Lindsey reported that discussions at that meeting covered the implications of HB 3141 for Energy Trust's work and the next DEI Operations Plan that is being prepared by staff. Staff also presented on the targeted load management (TLM) work underway and the upcoming RFP for Residential program management and delivery services.

***Diversity Advisory Council (DAC) (Mark Kendall)***

Mark Kendall reported that the DAC met on November 16<sup>th</sup>. Discussions at the DAC meeting covered the work underway to increase supplier diversity in the upcoming program management and delivery contract RFPs for the Industrial & Agriculture and Residential Programs. The next DEI Operations Plan was also discussed. The DAC discuss metrics for board diversity and suggesting consideration of strategies like term limits and objectives for board membership by people of color. Board members discussed the suggestions and noted that the ideas will be taken to the board's ad hoc DEI Committee. That committee is working to develop metrics for progress on board diversity as called for in Focus Area 5 of the Strategic Plan. In this work, the ad hoc committee will look at the requirements of the Grant Agreement on board diversity and consider any needed changes to the bylaws.

***Ad hoc Diversity Equity and Inclusion Committee (Mark Kendall)***

The ad hoc DEI Committee met the week before this board meeting. The focus of that meeting was to review staff's next DEI Operations Plan. The committee will meet again on January 7<sup>th</sup> to continue its work on board diversity metrics and board DEI development, such work having been slowed while the board governance and structure workshops were undertaken.

***Renewable Energy Advisory Council (RAC) (Alexia Kelly, Susan Brodahl)***

RAC members were engaged and discussed a number of topics. Staff presented information on the Solar Ambassadors program, which facilitates and supports community-based organization interested in advancing solar energy projects. Staff also described challenges to some communities in supporting Community Solar Program projects. Some strategies for addressing these challenges include providing funding for project feasibility assessments and possible coaching for siting small scale renewables projects.

In addition, OPUC staff reported on the public purpose charge funding changes for renewable energy: making public purpose charge funding available for distribution system connected technologies, which include small inverters and batters, and requiring that 25% renewable public purpose charges be provided to low and moderate income customers.

RAC members also discussed a small number of hydro projects.

Board members expressed appreciation for the RAC information and how information about renewable energy can be made more accessible and clear to customers.

***Ad hoc Board Governance Committee (Melissa Cribbins, Henry Lorenzen, Roland Risser)***

Melissa Cribbins reminded board members that the entire board came together to look at committee structure, with work guided by 1961 Consulting and addressed by the board in three half-day workshops. Following the last of those workshops, Melissa, Henry Lorenzen, and Roland Risser worked with other board members to develop charters for each of the three proposed standing

committees: Compensation & HR, Finance & Audit, and Nominating & Governance. Melissa believes the new committee structure will make best use of board members' board time.

Roland reported that he, Melissa and Henry used the board's work with 1961 and engaged board members and staff working with committees to develop the proposed charters. Roland further noted that the proposed charters themselves build in the expectation that they are living documents, and committees are expected to review and adjust the charters as the work of the committees proceed.

Three separate resolutions for the committees are contained in the packet. Board members expressed appreciation for the work undertaken to create the committee charters.

The board then took up the resolutions.

## **RESOLUTION 954**

### **RESOLUTION APPROVING BOARD COMPENSATION & HR COMMITTEE CHARTER**

#### **WHEREAS:**

1. In 2021, the Energy Trust Board of Directors engaged in a review of its roles and responsibilities and its committee structures.
2. This work was supported by Holly Valkama and Eileen Odum O'Neill of 1961 Consulting.
3. 1961 Consulting conducted three workshops to facilitate the board's examination of its roles, responsibilities and committee structures.
4. At the conclusion of the third workshop on October 12, 2021, board members identified several changes to current committee structures, including appointing three standing committees: a Compensation and Human Resources Committee, Finance and Audit Committee, and a Nominating and Governance Committee.
5. The board recommended changing the Strategic Planning Committee to an ad hoc committee for strategic plan development and revising the Evaluation Committee from a board committee to another type of forum.
6. The board requested that board members Melissa Cribbins, Henry Lorenzen, and Roland Risser lead an effort to develop charters for each of the identified and proposed standing committees to present to the rest of the board for review and approval.
7. Since late October 2021, Melissa Cribbins, Henry Lorenzen and Roland Risser, in coordination with Energy Trust staff and current committee chairs, have developed draft charters for the three proposed standing committees, and those charters are presented to the board for approval.
8. The proposed Board Compensation & HR Committee Charter is presented for board review and recommended for approval by Melissa Cribbins, Henry Lorenzen, and Roland Risser.

**IT IS THEREFORE RESOLVED:** That Energy Trust of Oregon, Inc., Board of Directors approves the Board Compensation & HR Committee Charter in the form attached as Appendix A attached hereto.

Moved by: Henry Lorenzen

Seconded by: Roland Risser

Vote: In favor: 11

Abstained: 0

Opposed: 0



**Proposed Board Finance & Audit Committee Charter**

Board members discussed the charter language around providing guidance on completing any strategic planning metrics. If, over time, this or other provisions of the charter are not relevant, the committee may recommend revisions to the board. Following that discussion, the board proceeded to the resolution.

**RESOLUTION 955  
RESOLUTION APPROVING BOARD FINANCE & AUDIT COMMITTEE CHARTER**

**WHEREAS:**

1. In 2021, the Energy Trust Board of Directors engaged in a review of its roles and responsibilities and its committee structures.
2. This work was supported by Holly Valkama and Eileen Odum O'Neill of 1961 Consulting.
3. 1961 Consulting conducted three workshops to facilitate the board's examination of its roles, responsibilities and committee structures.
4. At the conclusion of the third workshop on October 12, 2021, board members identified several changes to current committee structures, including appointing three standing committees: a Compensation and Human Resources Committee, Finance and Audit Committee, and a Nominating and Governance Committee.
5. The board recommended changing the Strategic Planning Committee to an ad hoc committee for strategic plan development and revising the Evaluation Committee from a board committee to another type of forum.
6. The board requested that board members Melissa Cribbins, Henry Lorenzen, and Roland Risser lead an effort to develop charters for each of the identified and proposed standing committees to present to the rest of the board for review and approval.
7. Since late October 2021, Melissa Cribbins, Henry Lorenzen and Roland Risser, in coordination with Energy Trust staff and current committee chairs, have developed draft charters for the three proposed standing committees, and those charters are presented to the board for approval.
8. The proposed Board Finance & Audit Committee Charter is presented for board review and recommended for approval by Melissa Cribbins, Henry Lorenzen, and Roland Risser.

**IT IS THEREFORE RESOLVED:** That Energy Trust of Oregon, Inc., Board of Directors approves the Board Finance & Audit Committee Charter in the form attached as Appendix A attached hereto.

Moved by: Mark Kendall

Seconded by: Anne Root

Vote: In favor: 11

Abstained: 0

Opposed: 0

**Proposed Board Nominating and Governance Committee Charter**

There were no additional questions on the Nominating & Governance Committee charter, and the board took up the resolution.

**RESOLUTION 956****RESOLUTION APPROVING BOARD NOMINATING AND GOVERNANCE COMMITTEE CHARTER****WHEREAS:**

1. In 2021, the Energy Trust Board of Directors engaged in a review of its roles and responsibilities and its committee structures.
2. This work was supported by Holly Valkama and Eileen Odum O'Neill of 1961 Consulting.
3. 1961 Consulting conducted three workshops to facilitate the board's examination of its roles, responsibilities and committee structures.
4. At the conclusion of the third workshop on October 12, 2021, board members identified several changes to current committee structures, including appointing three standing committees: a Compensation and Human Resources Committee, Finance and Audit Committee, and a Nominating and Governance Committee.
5. The board recommended changing the Strategic Planning Committee to an ad hoc committee for strategic plan development and revising the Evaluation Committee from a board committee to another type of forum.
6. The board requested that board members Melissa Cribbins, Henry Lorenzen, and Roland Risser lead an effort to develop charters for each of the identified and proposed standing committees to present to the rest of the board for review and approval.
7. Since late October 2021, Melissa Cribbins, Henry Lorenzen and Roland Risser, in coordination with Energy Trust staff and current committee chairs, have developed draft charters for the three proposed standing committees, and those charters are presented to the board for approval.
8. The proposed Board Nominating and Governance Committee Charter is presented for board review and recommended for approval by Melissa Cribbins, Henry Lorenzen, and Roland Risser.

**IT IS THEREFORE RESOLVED:** That Energy Trust of Oregon, Inc., Board of Directors approves the Board Nomination & Governance Committee Charter in the form attached as Appendix A attached hereto.

Moved by: Anne Root

Seconded by: Erik Andersson

Vote: In favor:11

Abstained:0

Opposed:0

Henry Lorenzen thanked all board members for their hard work and time spent on this. There were three workshops and he complimented the support of 1961 Consulting. Henry reiterated that the hope is this committee restructure will provide more time for the take on meaningful discussions and direction going forward.

## **Proposed 2022 Board Meeting Schedule**

### ***Board Discussion of proposed Committee Charters***

Cheryle Easton, Board Services Administration Manager, referred the board to the packet materials on upcoming board meetings.

Cheryle added that we will also be adding a September special meeting, there will be one more meeting added in first week of September for Residential RFP contract recommendation.

Board members expressed appreciation for the information, and Cheryle advised that a board calendar will be distributed after the meeting.

## **Program Staff Report**

### ***Recommend authorizing the Executive Director to amend a contract exceeding \$500,000 for purchase of advertising with Grady Britton R957***

Susan Jowaiszas presented information to the board on a proposed contract with Grady Britton for media buying services. Board members asked questions and discussed with staff the effectiveness of these services. The board then turned to the resolution.

#### **RESOLUTION 957**

#### **AUTHORIZING THE EXECUTIVE DIRECTOR TO AMEND A CONTRACT WITH GRADY BRITTON, INC. FOR ADVERTISING PURCHASES AND PURCHASING SERVICES**

#### **WHEREAS:**

- 1. Media buying at Energy Trust allows programs to reach all customers in the service territory across a diverse set of media, including print, radio, TV, outdoor and online, creating awareness, and promoting services and programs.**
- 2. There is a clear connection between advertising reach and customer awareness and engagement, leading to savings and generation.**
- 3. Increased advertising reach, using a professional media buyer with constant media contact and significant media data, allows Energy Trust to expand customer participation by increasing the number of times people see our message.**
- 4. Using a professional media buyer allows Energy Trust to take advantage of added-value that works in collaboration with PR goals and promotes Energy Trust across mediums.**

**IT IS THEREFORE RESOLVED:** That the board of directors of Energy Trust of Oregon, Inc. authorizes the executive director to:

- Execute an amendment to the existing 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 \$1.6 million for the purchase and reporting of broadcast radio, TV, print and online media on behalf of Energy Trust, which includes up to \$202,000 of the total authorized contract amount payable to Grady Britton for Energy Trust advertising purchasing services and payable to Grady Britton under contract terms and conditions;**
  - Requiring Grady Britton coordination with Energy Trust to support Energy Trust's advertising objectives for increased customer awareness;**
  - Ensures that all other terms and conditions of the existing contract with Grady Britton for advertising purchasing services continue in full force and effect; and**

- **Any 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: Mark Kendall

Seconded by: Anne Root

Vote: In favor: 11

Abstained:

Opposed: 0

**Recommend executing an amendment to a contract with Energy Assurance Company for solar design review and verification services R958 (David McClelland, Robert Wyllie)**

Senior Program Manager-Solar Dave McClelland presented information on a proposed amendment to a verifier services agreement with Energy Assurance Company. Board members discussed the evolution of this work and how Energy Trust verifications have informed standards for solar installations. The board turned to the resolution.

**RESOLUTION R 958  
AUTHORIZING THE EXECUTIVE DIRECTOR  
TO EXECUTE AN AMENDMENT TO A CONTRACT WITH  
THE ENERGY ASSURANCE COMPANY FOR SOLAR DESIGN REVIEW AND VERIFICATION  
SERVICES**

**WHEREAS:**

1. **Following a competitive solicitation process conducted in October 2020, Energy Assurance Company was awarded the contract to conduct solar design review and verification services for Energy Trust's Solar program, covering October 2020 through October 2022.**
2. **Energy Assurance Company has continued to conduct design review and verification services for Energy Trust's Solar program, but the volume of the program and increased uptake, including the addition of Energy Trust's support of a PGE Smart Battery Pilot, increased the time requirements and number of tasks covered under the contract. This volume increase was not anticipated at the time of the solicitation or the execution of the original contract. The added scope and budget of the proposed amended contract is to cover unanticipated additional work as well as the unforeseen increase in project volume.**
3. **The expected not-to-exceed maximum budget for completion of the anticipated volume of services under the contract, as amended, with Energy Assurance Company would be \$745,000.**
4. **The proposed increased contract budget is consistent with the board approved budget and action plan for 2022 and, when added to the current contract amount, exceeds the executive director's signature authority and requires board of directors' approval.**

**It is therefore RESOLVED that the Board of Directors of Energy Trust of Oregon, Inc., hereby authorizes the executive director to sign an amendment to the contract for solar design review and verification services for the Solar program with Energy Assurance Company authorizing additional added budget of up to \$250,000 for a total maximum budget cap of \$745,000.**

Moved by: Roland Risser

Seconded by: Henry Lorenzen

Vote: In favor: 12

Abstained:

Opposed: 0

Communications Manager Julianne Thacher then presented information a proposed new contract with Colehour & Cohen Communications for public relations services.

The board adjourned the meeting and reconvened in executive session to discuss proprietary and competitive information related to the contract selection process. Board members returned, and the public meeting was convened again for a decision on the contract proposal.

Board members asked questions about how public relations and advertising meet Energy Trust needs and how they are best coordinated. Staff responded by explaining how both types of services support and complement Energy Trust work.

The board then reviewed and took up Resolution 959 regarding the public relations contract proposal.

**RESOLUTION 959  
AUTHORIZING A CONTRACT WITH COLEHOUR AND COHEN (C+C) FOR PUBLIC RELATIONS  
AND COMMUNICATIONS SERVICES**

**WHEREAS:**

**Contracting for external 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.**

**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.**

**Working with C+C (an established public relations agency with relevant energy, nonprofit and public sector client experience and strong multicultural marketing expertise) would allow Energy Trust to leverage external PR expertise, relationships and multicultural and diversity, equity and inclusion experience and use limited staff resources on other high-priority work.**

**IT IS THEREFORE RESOLVED:**

- **The executive director or his designee is authorized to negotiate and to enter into a contract for public relations and communication services with C+C for an initial term from January 1, 2022, through December 31, 2023.**
- **First-year contract costs and savings goals included in the contract shall be up to \$480,000 and consistent with the board-approved 2022 annual budget and action plan(s). Thereafter, staff may amend the contract consistent with the board's annual budget and action plan decisions and the executive director or his designee is authorized to sign any such contract amendments.**
- **The contract may include a provision allowing staff to offer up to three one-year extensions beyond the initial term if C+C consistently meets established performance criteria for public relations services during the initial term and upon extension approval by the board of directors as described below. In no event would the total term of the contract plus extensions exceed five years.**
- **Before extending this contract beyond the initial term, staff will report to the board on C+C's performance and staff's recommendation for any additional extension time periods. If the board approves a recommended extension, contract terms would remain as approved in the most recent action plans, budgets and contract at the time of extension, and the executive director or his designee is authorized to sign any such contract extensions.**

Moved by: Mark Kendall

Seconded by: Elee Jen

Vote:

In favor: 12

Abstained: 0

Opposed: 0

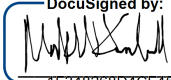
## Adjourn

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The meeting adjourned at approximately 3:04 p.m.

**The next regular meeting of the Energy Trust Board of Directors** will be held Wednesday February 23, 2022 virtually on Zoom.

DocuSigned by:



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Signed: Mark Kendall, Secretary

3/7/2022 /

Date