

Board Workshop Minutes—216th Meeting

September 13, 2023

Board members present: Susan Brodahl, Thelma Fleming, Ellsworth Lang, Henry Lorenzen, Jane Peters, Roland Risser, Silvia Tanner, Letha Tawney (OPUC ex-officio), Peter Therkelsen, Bill Tovey, Ellen Zuckerman

Board members absent: Melissa Cribbins, Eric Hayes, Anne Haworth Root

Staff attending: Adam Bartini, Eric Braddock, Sarah Castor, Emma Clark, Scott Clark, Amber Cole, Michael Colgrove, Hannah Cruz, Elaine Dado, Lindsey Dierksen, Sue Fletcher, Lidia Garcia, Fred Gordon, Mana Haeri, Katie Hughes, Oliver Kesting, Debbie Menashe, Themba Mutepfa, Alex Novie, Natalia Ojeda, Kirstin Pinit, Amanda Potter, Helen Rabold, Danielle Rhodes, Thad Roth, Lizzie Rubado, Heather Salisbury, Laura Schaefer, Sloan Schang, Chris Smith, Tracy Scott, Julianne Thacher, Amanda Thompson

Others attending: Susan Badger-Jones, Andy Cameron (for Janine Benner, ODOE Special Advisor), David Clement (NEEA), Randy Hastings (DThree), Brooke Landon (CLEAResult), Lisa McGarity (Avista), Rhea Standing Rock

Henry Lorenzen called the meeting to order at 10:06 a.m.

End Use Load Research Project (Sarah Castor)

Sarah Castor provided an update on the End Use Load Research Project (EULR). Funding was first authorized by the board in 2017. At that time, the board asked for periodic updates on the project. Sarah provided a high-level overview of the project, why it is important, and who is involved.

EULR is a regional project conducted by NEEA to meter residential and commercial electric end uses. The cost of the project exceeds more than \$14 million, funding provided by NEEA funders in addition to their regular market transformation funding. Energy Trust provides just over \$2 million for EULR. This project is important to Energy Trust because it will provide more robust and current end use load information, information that is important to help understand time value of energy savings for planning and program design.

The work of EULR is staffed by David Clement at NEEA, overseen by a steering committee, on which Michael Colgrove sits, and supported by a working group that Sarah Castor participates in. Evergreen Economics is engaged as a consulting to the project.

EULR monitors 403 residences, a mix of homes in all climate territories of Energy Trust's service areas. On the commercial side of the project, there are 70 buildings metered, targeting HVAC end-uses.

Although delayed during the pandemic, all meters were installed by Q2 of 2023. Energy Trust expects to have a final report and data in 2026.

Board members asked questions about the project, including about granularity and seasonality of the usage data and how it will impact analyses for system planning, forecasting, and load shape understanding. Data is mostly in one-minute intervals, which provide possibilities for improved planning and analyses.

Board members expressed appreciation for EULR, noting that it is important updated research and requested ongoing updates, especially with anything relevant to the Energy Trust's development of its next strategic plan over the coming year.

Marketing and Outreach Report (Sloan Schang, Sue Fletcher, Mana Haeri)

Sloan Schang, Marketing and Communications Lead, and Sue Fletcher, Senior Communications and Customer Service Manager, presented an update on marketing and outreach work. Sloan and Sue were joined by Mana Haeri, Programs Marketing Lead. The presentation covered how marketing and outreach functions work together across programs. All aspects of the marketing and outreach efforts are focused on building long-term relationships. Marketing & Communications includes events, advertising and social media, public relations, as well as working with utilities. On the outreach side, there is expertise about our programs, engagement, and partnerships with communities and organizations. It all comes together in the customer experience to make it as streamlined and effective as possible.

There has been a needed mindset shift to think of our customers as people first and foremost, not merely as customers of first of certain sectors. As an example, Sloan showed a video about Jimenez Farms, a short customer success story. These success stories are possible when Energy Trust approaches customers as relationships first and not just transactions. Gaining trust is key, and it's important to be collaborative partners, contribute to the public good, and catalyze solutions in order to keep people pointed in the same direction.

Sloan provided a trust-building path: Awareness, Consideration, Participation, Project Completion and Advocacy. Through building relationships with customers, customers can be advocates for Energy Trust and its programs.

Building relationships with customers depends greatly on working with and in communities. Energy Trust now has more than 160 community-based organization relationships, which continue to grow. Staff engage in many events with expanded field staff statewide. Energy Trust currently has more than 20 media campaigns ongoing, increased investment in public relations, and twenty-one Working Together Grants that we have provided statewide. Sue added more information on Working Together Grants awarded, all with the overarching goal of increased awareness and participation in Energy Trust programs.

Mana then explained Energy Trust's approach and focus on multicultural and inclusive marketing, which is focused and tailored to specific communities, cultures, and subcultures. To do this, Energy Trust invests in research, team building, marketing channel selection, and creative direction, and staff has seen results in penetration and greater insight into more communities of customers over the last year.

Sue then shared another example about our work with the Latino Business Alliance, a membership organization with which Energy Trust has worked together over time to build trust. Staff presented another video success story featuring John Paul at Cameron Wine, which illustrated Energy Trust's work with rural and agricultural customers.

The board noted that they very much enjoy the agricultural stories, as they are so fundamental to our work, and they enjoy seeing the positive impacts of Energy Trust's work, noting that these stories are useful to remind all of the important work of Energy Trust. Board members asked that staff measure outcomes based on information received from customers, and staff assured the board that information gleaned already from this deeper work with customers permits staff to pivot in program design as needed to achieve savings and generation results.

2024 Board Meeting Planning (Michael Colgrove)

The board engaged in a brief discussion around planning for the 2024 year, including where to have the regional board meeting. The board decided to revisit Hood River as a possible location. Hood River, and various community projects there were intended as the destination for the 2022 regional meeting, that was postponed due to Covid. The board discussed a general preference to hold their regional board meeting in May.

Lunch

The board broke for lunch at 11:30. President Henry Lorenzen called the meeting back to order following lunch at 12:30 pm.

Program Deep Dive: Industrial and Agriculture (Amanda Potter)

Amanda Potter presented a high-level overview of the Industrial and Agriculture Program, including industries served, both on the electric and gas side. Industries include food processing, wood products, computer and electric manufacturing, metals manufacturing, field crops, refrigerated warehousing and storage, fabricated metal products manufacturing, water and wastewater treatment, greenhouses and indoor agriculture, and beverages. The program is organized into two tracks: custom and standard. Energy 350 is the Program Management Contractor. In addition, CLEAResult is delivering the lighting track for Industrial and Agriculture customers. In 2024, the downstream portion of the lighting program delivery will be handled by Energy 350 for more streamlined customer experiences. Amanda also described the business lighting program's three tracks: downstream, midstream, and the small business direct install program. Amanda noted that the program has specific focus on include serving priority customers (those not previously served by the program) by engaging with community-based organizations, embedding cultural responsiveness, enrolling and supporting diverse trade allies, and diversifying implementation teams.

Amanda shared our 2023 electric savings portfolio, which includes Custom at 43%, SEM (Strategic Energy Management) at 14%, Standard at 16% Lighting at 18%, and Mega-projects at 9%. On the gas savings portfolio, we have Custom at 57%, Standard at 41% and SEM at 2%. She also covered trends by track and the strategies being put in place to accelerate savings: the standard path is the simplest, and it plays an important role for customers in rural areas. She highlighted key measures on the standard track over the past five years, noting that irrigation is at 42% on the electric side and green house measures are at 40% on the natural gas side. Cannabis is a big driver of savings in 2022 and 2023. We are accelerating the standard track to increase incentives for all of our measures, and adding more outreach staff to develop relationships and obtain more projects. Customers can participate in some or all our tracks.

Amanda also provided information about key measures in the custom tracks, which include HVAC (5%), Pumping (12%), and Dust Collection (2%) as examples for electric, and Heat Recovery (7%), Process Heat (16%), Boiler (16%) and HVAC (3%) as some examples on the gas custom track. She noted trends in these tracks, which include strong tech savings with PGE, and noted that custom capital project pipelines were slow to recover for NW Natural and PAC, as they had pipeline and labor issues. The acceleration opportunities for the custom track include also increasing incentives and outreach staff to pursue early design stage planning and SEM participation.

Amanda then described the SEM offerings, which are first year SEM and continuous SEM. The first-year program has a well-developed curriculum for a cohort. For Continuous SEM, continuing participants are supported with a network and tools to track their work. SEM savings remain strong, and graduates are showing continued interest. There has been increasing interested from priority and municipal customers. Some acceleration plans include increasing incentives, and focusing actions on

measuring savings, as well as new SEM activities such as “treasure hunts” for savings at customer sites.

The board asked questions about the program tracks, with most questions about SEM. SEM, board members noted, has been shown to have a multiplier effect in efficiency programs and can support customer decarbonization efforts.. Board members asked how to reduce barriers to SEM participation, and staff described that the largest barrier is customer time. Remote and virtual SEM cohort meetings has been an important tool to make the offering more efficient for customers. Also to support customers, Energy Trust continues to find ways to simplify participation and provide useful tools like an energy tracking tool for SEM participants. Board members asked for more information about the software and tracking tool, and Laura Schaefer, SEM Program Manager, promised to provide a separate webinar to demonstrate the software.

Amanda then presented key measures within lighting portion of the Industrial and Agriculture Program, highlighting a mix of measures that have been changing over the past several years. Lighting offerings will be affected by HB 2531, which eliminates fluorescents from the market in 2023. Board members discussed the types of measures that are still in the program: controls, exterior lighting, and grow lighting, and also discussed how this change is a success story. Lighting savings from measures installed are savings that will continue.

Amanda noted that small business direct install lighting program has also become an important part of the market, especially for priority customers. Energy Trust is considering requesting an exception to the statutory changes on lighting to be able to continue to offer the self-direct program in order to continue to support these small business customers. Acceleration of savings will require focus on reaching these customers and learning from program success, especially for rural customers.

The board thanked Amanda for her comprehensive and information presentation.

Executive Session (Michael Colgrove)

The board adjourned to executive session pursuant to bylaws section 3.19.1 to discuss internal personnel matters at 1:35 p.m.

Adjourn

President Henry Lorenzen adjourned the meeting at 3:45 p.m.

The next regular meeting of the Energy Trust Board of Directors will be held Wednesday October 11, 2023, at 10:00 a.m. held virtually on Zoom and at 421 SW Oak St., Portland, OR 97204.

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 Signed: Eric Hayes Date 10/11/2023