

## Conservation Advisory Council Meeting Notes

June 17, 2020

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### Attending from the council:

Alyn Spector, Cascade Natural Gas  
Anna Kim, Oregon Public Utility  
Commission  
Julia Harper, Northwest Energy Efficiency  
Alliance  
Jess Kincaid (for Dave Moody), Bonneville  
Power Administration  
Jason Klotz, Portland General Electric  
Kari Greer, Pacific Power

Kerry Meade, Northwest Energy Efficiency  
Council  
Lisa McGarity, Avista  
Rick Hodges, NW Natural  
Tim Hendricks, BOMA  
Wendy Gerlitz, NW Energy Coalition  
Warren Cook, Oregon Department of  
Energy  
Charlie Grist, Northwest Power and  
Conservation Council

### Attending from Energy Trust:

Hannah Cruz  
Alex Novie  
Cameron Starr  
Thad Roth  
Peter West  
Amber Cole  
Tyrone Henry  
Julianne Thacher  
Spencer Moersfelder  
Fred Gordon  
Amanda Davidowitz  
Jay Ward  
Marshall Johnson  
Tom Beverly  
Greg Stokes

Wendy Gibson  
Amanda Zuniga  
Ryan Crews  
Debbie Menashe  
Mana Haeri  
Jessica Kramer  
Kathleen Belkhyat  
Michael Colgrove  
Peter Schaffer  
Sue Fletcher  
Oliver Kesting  
Amanda Potter  
Quinn Cherf  
Jackie Goss

### Others attending:

Lindsey Hardy, Energy Trust board  
John Molnar, Rogers Machinery  
Elee Jen, Energy Trust board  
Shelly Beaulieu, TRC  
Whitney Rideout, Evergreen Consulting  
Dan Tillis, Cascade Natural Gas  
Andrea Estrada, ICF International  
William Rector, BPA  
Ted Drennan, NW Natural  
Misti Nemes, CLEAResult  
Joe Marcotte, TRC  
John Eicher, ICF

Erik Holman  
Dave Backen  
Emily Pierce, Evergreen Consulting  
Matt Doyle, NW Natural  
Ellie Hardwick, SBUA  
Susan Badger-Jones, Energy Trust  
Diversity Advisory Council  
Karla Hendrickson  
Jenny Sorich  
Angel Swanson  
Matt Arndt, Rogers Machinery

## 1. Welcome and Introductions

Hannah Cruz convened the meeting at 1:30 p.m. The meeting was held as a video conference. Prior council meeting notes are posted [online](#) and the council accepted them with no changes. The meeting was recorded.

Hannah Cruz started the meeting with a discussion on Black Lives Matter and racial justice, prominent topics and areas of conversation across the nation, in Oregon and at Energy Trust. Staff and board members have reflected on the current situation and want to be cognizant and accountable for their decisions and actions that have reduced benefits for the Black community.

Lindsey Hardy read the board's statement in support of Black Lives Matter:

As a public service institution, we recognize our role in perpetuating systems of inequity. The recent killings of George Floyd, Breonna Taylor and Ahmaud Arbery and ensuing protests have brought our nation's history of systemic racism to the forefront of our national dialogue.

Condemning racism and affirming that Black and Brown people deserve safety, respect and equity is acknowledging a basic human right. We hear our fellow citizens demanding an end to institutionalized racism, and we stand with them.

We have a long way to go to realize our vision of clean, affordable energy for everyone. As we work toward this vision, we are allied with our advisors, staff and community partners active in social justice and racial equity. We pledge to learn, to take responsibility, to do better.

Some resources we're finding helpful in our learning are <http://www.dismantlingracism.org> and the [Oregon Education Association's Black Lives Matter resources list](#). Portland Mercury's recent article, [Things You Can Do to Support the Black Community and Promote Anti-Racist Efforts](#), includes links to Black-owned business directories, organizations focused on racial justice issues, and educational resources.

Lindsey Hardy said the word "allies" is not static. As the organization goes forward, it will need to continue practicing allyship and learning from its partners, stakeholders and communities, using its platform as a megaphone for voices that need to be heard.

Council members said they are glad to be on the receiving end of this work, and that while Energy Trust is well ahead of other organizations, it is behind on actually doing the work. It's a good place to be (Warren Cook). They supported the board statement and said it's heartening to see that Energy Trust is engaging and being supportive of Black Lives Matter, adding this group isn't diverse. There is some representation, but it needs to do better (Alyn Spector). Old white men who are in their bubbles need this type of leadership to keep focused and it's time for old schoolers to wake up in all forums and relationships (Charlie Grist).

Council members said this is a journey that needs to continue and can't just be dropped (Julia Harper). They said it's important to understand how conversations impact unrepresented groups and to seek help in asking the right questions in order to be inclusive (Lisa McGarity).

Hannah Cruz noted there was an hour-long discussion with staff a week ago; these are not easy conversations. Staff wants to make changes and looks forward to hearing from the Diversity Advisory Council.

Tyrone Henry said the theme of his high school in Washington, D.C. was “Wake up everybody.” Moving to Oregon was a shock, leaving a place where 70% of people looked like him for a state where 5% of people looked like him. People have told him he’s a great ambassador to his culture. What does it take for all of us to take a stand and speak up when we see social injustice, no matter what world we operate in? If you are fortunate enough to have diverse friends, give them a call and ask how they are doing, he said. Let them know that you stand with them, stand behind them, and in front of them to help.

## **2. Energy Trust Draft 2021 Goals**

### *Topic summary*

Hannah Cruz covered 2021 goals in a presentation and opened them for discussion with council members for feedback. Goals are developed in the spring and finalized in time to guide staff in the summer when developing program and support group budgets and action plans. Last year, the council said it would like to have earlier input in the process. Staff planned for that earlier engagement this year, but the coronavirus pandemic and technical issues forced staff to cancel a joint workshop planned for April with the Renewable Energy Advisory Council and Diversity Advisory Council. Next year staff will look again to engage the council earlier in the process.

### *Discussion*

Council members said meeting generation and savings targets are top priorities; equally important is recognizing diversity among customers and meeting their energy efficiency needs (Lisa McGarity). Trying to overcome barriers customers are facing is also important. Finding links within the state climate action plan is another priority. Being at the table and representing joint customers’ interests in that conversation is important (Lisa McGarity).

If Energy Trust is not able to respond to ongoing limitations related to COVID-19, that’s a fundamental problem with meeting goals in general (Julia Harper). Dealing with cost-effectiveness issues in meeting diversity goals will be important to innovatively meet these goals (Julia Harper).

Members noted the Trade Ally Network is how Energy Trust connects with people. People in some communities have more trust in those who look, feel and act like them. Diversity among trade allies will make the organization more successful in reaching communities. Connecting with other similar organizations will help amplify each other’s work and help both organizations stretch their budgets further.

Members noted it's in times of stress where new things get invented. Energy Trust was created in such a time. Making progress on the COVID-19 response and diversity, equity and inclusion will take creativity (Charlie Grist). It's important to support staff and the Trade Ally Network in fostering innovation because it's these stressful times where innovation can flourish.

Other members said all areas are important, so it’s challenging to focus on a few of them (Kerry Meade). Goal No. 3 was important before and will be even more so working remotely. No. 6 will be critical for long-term change to happen. If Energy Trust is successful in changing how customers use energy, it will need to work with community planning to address challenges communities are facing (Kerry Meade).

Energy Trust’s primary motivation is to capture savings on behalf of customers in areas where it works, and customer focus and diversity are essential (Wendy Gerlitz). Energy Trust will need to adapt to COVID-19 for the safety of all. Everyone can work with a utility on housing and development, but trade allies will be key, as will support for staff (Rick Hodges).

Coordination is very important. COVID-19 recovery will be a big deal and it's OK to make a big adjustment. New metrics will be essential, as will conversations with the OPUC about adjusted, realistic goals (Warren Cook).

Members also supported goals related to getting outside of the energy efficiency community and into the broader community and supporting the state's policies (Jess Kincaid).

Anna Kim of the OPUC said these goals were developed when there was a very different view of the future. That will be an important consideration for the OPUC looking at this year's goals and shaping them for next year. Given the OPUC's understanding and desire to be fair about how it approaches goals for this year, focus will be on a productive response to helping ratepayers who are suffering and Energy Trust's ability to pivot.

#### *Next steps*

Staff will take this feedback into consideration when drafting budgets and action plans, which will be reviewed in draft form by the three advisory councils, the board and the public at a workshop in October.

### **3. Progress Toward 2020 Diversity, Equity and Inclusion Participation Goals**

#### *Topic summary*

Tyrone Henry introduced a discussion on progress toward 2020 organizational diversity, equity and inclusion goals for energy efficiency programs. These goals are part of Energy Trust's broader Diversity, Equity and Inclusion Operations Plan. Each sector presented progress so far. Presentations are included in the meeting packet online.

#### *Discussion*

Council members asked how Energy Trust defines "very rural." Alex Novie said the USDA developed rural-urban commuting area (RUCA) codes that classify census tracts using measures of population density, urbanization and daily commuting. Energy Trust used the RUCA codes in the 2018 Diversity, Equity and Inclusion Data & Baseline Analysis to categorize census tracts on a 1 to 5 scale, with 1 being very urban and 5 being very rural. This is intended to represent areas where businesses would have little access to services and may experience gaps in trade ally availability. For Existing Buildings, the past participation analysis found the biggest difference in participation for all Commercial customers in very rural areas (5 on the scale). The Industrial participation goal focuses small and medium Industrial customers in areas outside of very urban areas (2-5 on the scale) based on historically lower participation for Industrial customers in these areas.

Council members asked if there is information about the hosted events that took place last year. Staff said there was a progress report attached to Energy Trust's 2019 Annual Report that includes that information. Members asked what else could boost participation (Lisa McGarity). Staff said based on the TLED pilot in Eastern and Southern Oregon, staff need to reach out to customers to understand which ones had not moved forward and what would help them move forward. Staff also gained insights into the baseline technologies for those customers and found many had older technology in their businesses.

Council members noted in smaller communities, word of mouth is an effective behind-the-scenes marketing approach (Lisa McGarity) and encouraged staff to share findings on what works in reaching these segments, geographies and populations (Charlie Grist).

#### *Next steps*

Hannah Cruz will share a link to the 2019 Annual Report to the OPUC and the progress report.

#### **4. Planning for Energy Trust's Inaugural Rural Workshop**

##### *Topic summary*

Sue Fletcher provided an update on Energy Trust's plans to host a workshop focused on rural needs. The workshop fulfills a requirement in the OPUC's annual performance measures for the organization and supports diversity, equity and inclusion goals.

##### *Discussion*

Council members asked about availability of broadband access for hosting online versions of these workshops. Sue Fletcher said that will be an important consideration since some staff members have experienced spotty connections. Staff is considering whether every community be able to do a virtual event

Members asked to be kept informed as their organizations are facing the same bandwidth and travel issues (Jess Kincaid) and offered their support (Alyn Spector). They suggested a good source of information on broadband would be the local schools (Lisa McGarity).

##### *Next steps*

Sue Fletcher will reach out to BPA and the utilities as staff finalize the location and agenda for the workshop.

#### **5. Update on Energy Trust Response to Coronavirus**

##### *Topic summary*

Each sector summarized Energy Trust's response to the coronavirus pandemic, including increased incentives and bonuses, engaging more partners and community-based organizations and moving customer-oriented operations to virtual platforms.

##### *Discussion*

Council members said they heard positive feedback from schools regarding bonuses (Warren Cook) and asked why multifamily bonuses that end in December aren't being extended (Lisa McGarity). Staff said that was to allow extra processing time to get them out by the end of the year and to accommodate any processing delays due to the coronavirus and remote work. There is an automatic exception in case they submit through December 31.

##### *Next steps*

None.

#### **6. Trade Ally Network Survey Results**

##### *Topic summary*

Cameron Starr discussed results from Energy Trust's trade ally survey on COVID-19 impacts to contractors.

##### *Discussion*

Council members said it was heartening to see nearly 70% of businesses anticipate hiring back to pre-COVID-19 levels.

##### *Next steps*

None.

#### **7. Commercial Sector Updates**

##### *Topic summary*

Oliver Kesting offered Commercial sector updates. The request for proposals for Existing Buildings and business lighting went out just before the pandemic hit. Staff extended due dates

based on current events and gave an extra month for bidders to submit proposals. Staff is reviewing bids now and will have recommendations to the board by August 13.

This RFP rolls together Existing Buildings and Existing Multifamily. It separates the delivery of lighting for both Existing Buildings and Production Efficiency into a separate contract. There is a significant focus on diversity, equity and inclusion, including budget allocations for certain types of subcontractors.

New Buildings was impacted significantly by code change in 2019. Staff received a cost-effectiveness exception through the end of 2021. The new state energy code presents challenges in determining the cost of the baseline, which is used to determine measure level cost effectiveness. Determining a pathway forward is complex and may require changes to program requirements.

Energy Trust is working with the OPUC to assess how to best support and leverage the new code and holding workshops with the OPUC, NEEA and Oregon Department of Energy. Staff will engage stakeholders, the design community and this council later in the process.

#### *Discussion*

None.

#### *Next steps*

Hannah Cruz will provide council members with Oliver Kesting's contact information if they would like to participate in the New Buildings program workshops.

### **8. Residential Program Changes**

#### *Topic summary*

Marshall Johnson provided Residential mid-year measure updates.

#### *Discussion*

Council members asked how the program is verifying the employment aspect of the new Savings Within Reach requirements. Staff said not all households impacted by COVID-19-related unemployment will qualify for state unemployment benefits. The requirements are structured so that a household that is eligible to receive unemployment assistance or help through community-based resources could qualify for the Savings Within Reach incentives.

Council members asked about pricing for the new window incentives, noting windows are an example of an upgrade that carries non-energy benefits like comfort and beauty (Warren Cook). Staff said the range is \$0 to \$26. Glass, films and frame are the efficiencies. Certain wood frames make it more difficult to reach a high efficiency range. Staff worked with the OPUC in setting these incentive amounts.

#### *Next steps*

None.

### **9. Final Updates**

Hannah Cruz noted the City of Portland's Portland Clean Energy Fund's first request for proposals opens in August. Eligibility and requirements are currently out for public comment and available online. The city is accepting comments through June 26. Energy Trust staff has been thinking about how the organization can support PCEF and nonprofit grantees.

### **10. Public Comment**

There were no public comments.

**11. Adjourn**

The meeting was adjourned at 4:20 p.m. The next Conservation Advisory Council meeting will be held virtually and is scheduled on July 29, 2020.