

**Efficiency Maine Trust  
Board Meeting Minutes  
July 27, 2022**

*The July meeting of the Board was conducted in person at the Trust's office at 168 Capitol Street in Augusta, Maine. The option to participate by phone and online video conferencing was also available.*

**Trustees**

- Dan Burgess
- Kenneth Colburn, Secretary
- Heather Furth
- Mark Isaacson
- Suzanne MacDonald, Chair
- Glenn Poole, Treasurer
- Chris Rauscher
- Joan Welsh, Vice Chair

**Efficiency Maine Trust (EMT) Staff:**

- Ian Burnes
- Peter Eglinton
- Nat Haslett
- Monte Haynes
- Hope Kohtala
- Greg Leclair
- Laura Martel
- Lily McVetty
- James Neal
- Sheldon Perkins
- Kate Rankin
- Lauren Scott
- Michael Stoddard
- Joanna Vollrath

**Other Attendees:**

- Orion Breen
- Richard Burbank
- Brian Moran
- Douglas Presley
- Ethan Tremblay

**1. Welcome and Introductions**

Ms. MacDonald called the meeting to order at 9:33 a.m.

**2. APPROVE Agenda and Minutes**

Mr. Colburn suggested recording excused absences.

**ACTION:** Upon a motion duly made (Mr. Isaacson) and seconded (Mr. Poole), the Board voted unanimously to approve the agenda and the June 22, 2022, Board Meeting Minutes.

**3. Public Comment on Agenda Items**

Mr. Breen reported that he is a candidate for State Legislature and thanked EMT for its work to advance heat pumps in Maine.

Mr. Moran, Director of Governor Affairs for the New England Convenience Store and Energy Marketers Association (NECSEMA), appreciated EMT's work related to the National Electric Vehicle Initiative (NEVI) and is interested in utility rate designs.

#### 4. **Executive Director's Report**

Mr. Stoddard summarized the Executive Director's Report. Following are several items highlighted during his presentation:

- The Energy News Network released an article about EMT's whole home heat pump study, highlighting data that suggests heat pumps work effectively throughout the winter and in cold temperatures.
- The Home Energy Savings Program (HESP) has seen the pace of weatherization rebates increase by 17% compared to FY2021, and heat pump rebates surpass those of last fiscal year (which was a record year).
- Low Income Initiatives expended almost \$10 million in energy efficiency improvements in low-income homes, representing major growth in program activity.
- Electric Vehicle (EV) Initiatives expended \$2.5 million. The program experienced significant disruptions due to COVID-19 supply chain issues that led to lower than forecasted rebates for qualifying cars and trucks.
- Two curtailment service providers (CSPs) working through the Trust's Demand Management Program called their first demand response events.
- EMT is collaborating with the Governor's Energy Office (GEO) on grant proposals for federal funds.

#### 5. **Planned Business**

##### a) **UPDATE on Monthly Financial Reports**

Mr. Leclair reported the financials are interim due to year-end reconciliation and that revenues are on track.

##### b) **APPROVE FY2023 Budget Adjustments**

Mr. Eglinton proposed adjusting the FY2023 budget to allocate certain anticipated FY2022 carryforward funds to support ongoing activities in the Electric Vehicle (EV) Initiatives and Innovation programs. Mr. Eglinton also proposed shifting State funding recently appropriated for the Industrial Climate Initiative into its own budget line (and removing it from the Commercial and Industrial (C&I) Custom program budget where it was originally recorded).

Mr. Haslett and Ms. Scott delivered a Staff presentation on "Utility Rate Design to Promote State Policies 2021-00325" before the Board voted on the FY2023 Budget Adjustments. The presentation described differences between non-coincident and coincident peak rates and reviewed analysis of the potential impact of the rates on a Critical Care Facility dispatching a battery to reduce peak demand.

**ACTION:** Upon a motion duly made (Ms. Welsh) and seconded (Mr. Poole) the Board voted unanimously to adjust the FY2023 source of funding (revenue) and expenditure budgets as described in the Proposed Adjustments to the FY2023 Budget memorandum, resulting in a total FY2023 source of funding (revenue) and expenditure budgets of \$125,823,952.10 and \$125,735,831.62, as shown in the tables in the July 27, 2022 memorandum.

**c) APPROVE FY2023 Memberships**

Mr. Eglinton requested Board authorization to renew the Trust's memberships in the Consortium for Energy Efficiency (CEE), Association of Energy Service Professionals (AESP), and Northeast Energy Efficiency Partnerships (NEEP) during FY2023. The total expenditure is expected to fall below \$31,000.

**ACTION:** Upon a motion duly made (Mr. Colburn) and seconded (Ms. Welsh) the Board voted unanimously to authorize the Executive Director to renew Efficiency Maine's group memberships in FY2023 in the amount of \$31,000 or less.

**d) APPROVE Sole-Source Purchase of Digital Ads for Triennial Plan V Period**

Mr. Eglinton requested a waiver for competitive procurement of digital advertisement services (Google Digital Ads, Facebook Digital Ads, and LinkedIn Digital Ads) for program marketing for the Triennial Plan V period. Mr. Eglinton explained how these funds have been used in prior years and what the plan is for the year ahead. He also explained the rationale for waiving competitive procurement and how doing so in these circumstances is consistent with the Trust's procurement policy.

**ACTION:** Upon a motion duly made (Ms. Furth) and seconded (Ms. Welsh) the Board voted unanimously to waive the requirement for competitive solicitation for the digital advertisement services to support implementation of Triennial Plan V and authorize the Executive Director to purchase digital advertisements from Google, Facebook, and LinkedIn in FY2023, FY2024, and FY2025 at amounts not to exceed \$603,000 per year.

**e) APPROVE Expansion of Battery Storage Program**

Staff sought Board approval for a proposal to expand the eligibility of the pilot to deploy large batteries. As currently authorized, the pilot is limited to critical care facilities. Based on recent legislation, new rates proposed by Central Maine Power, and the near-term opportunity to shift this battery measure from pilot status to be incorporated in MACE, Staff proposed to expand eligibility to include all customers with demand meters (i.e., all medium and large commercial and industrial customers).

Mr. Rauscher, Mr. Isaacson, and Mr. Colburn expressed concerns about EMT's approach. One concern included how this pilot fit in to the broader context of initiatives to promote batteries in Maine, whether it would detract from efforts to promote programs serving residential and small business customers. Another concern was whether the battery measures are likely to play a significant role in Maine's longer-term solutions to climate change. Mr. Burnes emphasized that installing and operating batteries beyond critical care facilities could deliver meaningful benefits to Maine

ratepayers and provide data that would help inform analysis of cost-effectiveness, program designs, and the relative significance of battery measures.

**ACTION:** Upon a motion duly made (Ms. MacDonald) and seconded (Mr. Isaacson) the Board voted unanimously to table this agenda item until the next meeting in August.

**f) EXECUTIVE SESSION**

**(1) APPROVE Motion to Move into Executive Session Pursuant to 1 MRS §405(A) to Discuss Performance Evaluation of Executive Director**

**(2) Discussion in Executive Session**

**(3) APPROVE Motion to Come Out of Executive Session**

**ACTION:** Upon a motion duly made (Ms. MacDonald) and seconded (Ms. Welsh) the Board voted unanimously to table this agenda item.

**6. New Business**

None.

**7. Next Meeting Agenda and Scheduling**

EMT will confer with Trustees to identify a date for the next Board meeting. [The meeting date was subsequently scheduled for August 25, 2022 at 9 AM.]

**8. Adjourn**

**ACTION:** Upon a motion duly made (Mr. Poole) and seconded (Mr. Colburn), the Board voted unanimously to adjourn the Board Meeting at 11:59 a.m.