

**Efficiency Maine Trust  
Board Meeting Minutes  
December 20, 2023**

*The December 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
- Dan Brennan
- Kenneth Colburn, Treasurer
- Mark Isaacson
- Suzanne MacDonald, Chair
- Glenn Poole, Vice Chair
- Chris Rauscher
- Joan Welsh, Secretary

**Efficiency Maine Trust (EMT) Staff**

- Ian Burnes
- Emily Cushman
- Hogan Dwyer
- Peter Eglinton
- Steve Genovese
- Hope Kohtala
- Greg LeClair
- Lily McVetty
- Sheldon Perkins
- Michael Stoddard

**Other Attendees:**

- Ross Anthony, Governor's Energy Office (GEO)
- Richard Burbank, Evergreen Home Performance
- Jaimee Gammon, Gammon's Heating & Cooling
- Justin Lamore, Gammon's Heating & Cooling
- David Littell, Bernstein Shur
- Annie Ropeik, Independent Climate Journalist
- Kiki Tidwell, York's Climate Action Committee

**1. Welcome and Introductions**

Ms. MacDonald called the meeting to order at 9:32 a.m.

**2. APPROVE Agenda and Minutes**

**ACTION:** Upon a motion duly made (Mr. Colburn) and seconded (Mr. Poole), the Board voted unanimously to approve the agenda and the November 16, 2023, Board Meeting Minutes.

**3. Public Comment on Agenda Items**

- Mr. Stoddard noted that the Board governance subgroup is actively discussing how to streamline the public comment process at Board meetings to ensure that there will always be sufficient time for the Board to address the Trust's business as reflected on the monthly agenda for the Board meeting. To manage time efficiently, he indicated that the

standing practice of the Trust is not to answer or respond to questions or statements posed during the public comment period. Where appropriate, Staff's practice is to follow up with individual commenters offline, after the meeting.

- Ms. Tidwell shared that the Town of York decided *not* to pass a Commercial Property Assessed Clean Energy (C-PACE) ordinance. She requested EMT's support in convincing municipalities of the merits of C-PACE.

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

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

- The deadline for commitment of American Rescue Plan Act (ARPA) funds through the Maine Jobs and Recovery Plan (MJRP) was extended by two years to December 2026.
- EMT recently announced modifications to the guidelines for the whole-home heat pump measure, relaxing certain requirements. EMT has observed solid participation rates in the market as this measure takes hold in the market, especially among low- and moderate-income customers.
  - Mr. Poole noted the opportunity for participants to benefit from installing heat pump water heaters if they are still getting domestic hot water from a boiler.
  - Mr. Burgess asked whether EMT is tracking the status of weatherization in homes installing whole-home heat pump systems. Mr. Stoddard said that, as with heat pump water heaters, Staff is focused on cross-marketing its weatherization offerings with other measures/programs.
- Staff is working to enhance its offerings to promote the installation and use of small batteries. Mr. Colburn and Mr. Rauscher requested that Staff provide additional information on this initiative offline, and it was agreed Staff would arrange a meeting with them to discuss.
- Staff had to postpone the public hearing for the Chapter 3 rulemaking that had been scheduled due to disruptions associated with the December 18 storm. Mr. Colburn asked about environmental benefit estimates not being included in EMT's benefits calculations. Mr. Stoddard clarified that this Chapter 3 rulemaking does not address the cost-effectiveness calculation, but rather incorporating the new statutory definitions from the Beneficial Electrification Policy Act, and establishing the methodology for determining whether a beneficial electrification measure will reliably reduce rates over the life of the measure. He also noted that EMT is accounting for the avoided cost of carbon in its approved cost-effectiveness calculation for Triennial Plan V.
- Ms. MacDonald commended Ms. Gifford on the 25% increase in low- and moderate-income (LMI) weatherization measures for the previous year.

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

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

Mr. LeClair provided an overview of revenues, highlighting that the Regional Greenhouse Gas Initiative (RGGI) auction revenues for Maine came in \$7 million above forecasts, and that EMT has started receiving New England Clean Energy Connect (NECEC) payments.

Mr. Eglinton noted that Staff will provide a mid-year review of program activity and budgets in January.

**b) APPROVE Budget Amendment for FY2024**

Mr. Eglinton provided an overview of Staff's proposed budget adjustments, which include incorporating surplus RGGI revenues, adding MJRP funds to support commercial and industrial initiatives, adding state funds received pursuant to LD 1995 for EV rebates, incorporating renewed NECEC funding, adjust Volkswagen (VW) Settlement funding from the Attorney General Memorandum of Understanding (MOU) to promote EV rebates, and shift a portion of the VW Settlement funding for the Lead by Example Initiative to the Maine Department of Administrative and Financial Services (DAFS).

**ACTION:** Upon a motion duly made (Mr. Poole) and seconded (Ms. Welsh), the Board voted unanimously to approve to adjust the FY2024 source of funding (revenue) and expenditures budgets as described in Mr. Eglinton's December 20, 2023 memorandum, resulting in a total FY2024 source of funding (revenue) and expenditure budgets of \$181,104,299 and \$177,766,156.

**c) UPDATE on Input for the Beneficial Electrification Plan**

Mr. Burns reminded the Board that LD 1724 required that beneficial electrification measures be incorporated into the calculation of electric MACE (the maximum achievable cost-effective savings) where those measures will reliably reduce rates over time. The law also directs EMT to incorporate a beneficial electrification plan into its triennial plan. This year's Annual Update marks the first opportunity to do so; EMT will generate an "interim" beneficial electrification plan that applies to the final year of Triennial Plan V (FY25), which will then serve as a foundation for a more comprehensive plan for the Triennial Plan VI period. Staff plans to use the calculations described in the Chapter 3 rule amendments to screen measures such as whole-home/building heat pumps, variable refrigerant flow (VRF) systems, heat pump water heaters, EVs, lawn equipment, bicycles, forklifts, and more. Ms. MacDonald suggested adding marine vessels to the screening list. Mr. Burns noted that Staff will present an initial description of the interim plan at the January Board meeting showing the measures, the budget, and the revenue available to offset the electric procurement need. The plan is that the Board will then vote on a final draft in February for incorporation in the Annual Update.

**d) REVIEW of Board's Guide to Roles and Responsibilities**

Mr. Stoddard noted that the governance subgroup made a small number of changes to the draft Board Guide to Roles and Responsibilities document since the Board last reviewed it. He highlighted Ms. Furth's suggestion that there be a statement noting that the general role of the Board is to provide governance of the Trust to stress the importance of distinguishing between management and governance in finding the right level of Trustee engagement. Mr. Stoddard also highlighted his edits to Exhibit B – Conflict of Interest Policy; he took the original Maine Technology Institute policy and customized it to EMT at the direction of the governance subgroup. He noted that he was hoping the Board would take the lead on continuing to build this section out. Mr. Poole noted that he has a financial interest in a

company that occasionally does business with EMT, and is not always aware of when that business is implicated by discussions of the Board. He asked that Staff notify Trustees of any potential real or perceived conflicts of interests in advance. Mr. Brennan shared insights from MaineHousing. He stated that the policy seems sound, but that the Board could develop a clear process to accompany it.

**ACTION:** Upon a motion duly made (Mr. Brennan) and seconded (Ms. Welsh), the Board voted unanimously to adopt the December 19, 2023 version of the Board Guide to Roles and Responsibilities document, excluding Exhibit B and incorporating Mr. Colburn's formatting suggestion, and to commit to revisiting Exhibit B at a later date.

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

Mr. Eglinton explained that the influx of new federal and state funding is driving increased need for marketing at a level higher than forecast last year. Staff is therefore requesting an increase in expenditures for digital advertising under the sole-source authorization. He noted that digital advertising is more targeted, more measurable, and lower cost than many other marketing channels. EMT has found that around 40-60% of website traffic is driven by these ads.

**ACTION:** Upon a motion duly made (Mr. Isaacson) and seconded (Mr. Poole), the Board voted unanimously to approve to waive the requirement for competitive solicitation for the digital ad campaign to support implementation of Triennial Plan V and authorize the Executive Director to purchase digital ads from Google and LinkedIn in FY2023, FY2024, and FY2025 at amounts not to exceed \$1,510,000 per year.

**f) PRESENTATION on EV Charging in Triennial Plan VI**

Mr. Stoddard explained that this presentation is a part of an ongoing series of program-specific discussions leading to the development of Triennial Plan VI. He highlighted Maine's Plan for EV Infrastructure Development (PEVID), which identifies strategies for addressing gaps in the state's charging networks. He noted that PEVID reflects several funding sources to achieve its goals, including National Electric Vehicle Infrastructure (NEVI) grants, Charging and Fueling Infrastructure (CFI) grants, and MJRP funds. He explained that NEVI funds are restricted to federally-identified "Alternative Fuel Corridors," which mandate that chargers be spaced no more than 50 miles apart. Ms. McVetty then provided an overview of existing and planned chargers by type (Level 3/Level 2), location, and competitive solicitation mechanism. She noted that a large portion of CFI grant funds will be used to support "community" chargers at workplaces, multi-unit dwellings (particularly affordable housing sites), and rural service centers. Mr. Isaacson provided insights from his recent experience in the United Kingdom, highlighting high fuel prices, dynamic electricity pricing, and congestion pricing.

**6. New Business**

Mr. Stoddard asked the Board how they would prefer to schedule Triennial Plan VI briefings and planning sessions in the coming months, noting that there is not sufficient time to cover

these items during regularly-scheduled Board meetings. Most Board members suggested that adding extra time to existing meetings would be most efficient, particularly for those who are travelling to attend in-person.

**7. Next Meeting Agenda and Scheduling**

The next Board meeting is scheduled for January 24, 2024.

**8. Adjourn**

**ACTION:** Upon a motion duly made (Ms. Welsh) and seconded (Mr. Brennan), the Board voted unanimously to adjourn the Board Meeting at 12:02 p.m.

DRAFT

## Efficiency Maine Board of Trustees – Roll Call Sheet

Board Meeting Date: 12/20/2023

Trustee	<b>Vote 1</b>	<b>Vote 2</b>	<b>Vote 3</b>	<b>Vote 4</b>	<b>Vote 5</b>
<i>Agenda Item</i>	2. Approve Agenda and Minutes	5.b. Budget Amendments for FY2024	5.d. Approve Board's Guide to Roles and Responsibilities	5.e. Approve Amended Sole-Source Purchase of Digital Ads for Triennial Plan V Period	8. Adjourn
<i>Motion, Second</i>	Mr. Colburn, Mr. Poole	Mr. Poole, Ms. Welsh	Mr. Brennan, Ms. Welsh	Mr. Isaacson, Mr. Poole	Ms. Welsh, Mr. Brennan
Brennan, Daniel	Y	A	Y	Y	Y
Burgess, Dan	Y	Y	A	A	A
Colburn, Kenneth	Y	Y	Y	Y	Y
Furth, Heather	A	A	A	A	A
Isaacson, Mark	Y	Y	Y	Y	Y
MacDonald, Suzanne	Y	Y	Y	Y	Y
Poole, Glenn	Y	Y	Y	Y	Y
Rauscher, Christopher	Y	Y	Y	A	A
Welsh, Joan	Y	Y	Y	Y	Y

Y= Yes, N = No, A = Absent, R = Recused