

**Efficiency Maine Trust  
Board Meeting Minutes  
July 25, 2012**

**Trust Board Members**

<b>John Rohman</b>	<b>Ken Fletcher</b>
<b>Naomi Mermin</b>	<b>Margaret Bean (for Peter Merrill)</b>
<b>Doug Smith</b>	
<b>Al Hodsdon</b>	

**Efficiency Maine Trust Staff:**

- Michael Stoddard
- Andy Meyer
- Elizabeth Crabtree
- Dana Fischer
- Ian Burnes
- Paul Badeau

**Partial List of Other Attendees:**

- Steve Ward
- Dylan Voorhees
- Beth Nagusky
- Tony Buxton
- Jon Hill
- Adam Gifford
- Lauren Baugh
- Steve Dunn
- Claudia Tighe
- Steve Hambric

**1.0 Public Comment**

Naomi Mermin called the meeting to order at 9:40 a.m. (Because of the lack of a quorum at the start of the meeting, the order of the agenda was changed, and the meeting began with public comments, followed by the Executive Director's Report.)

Beth Nagusky commented that the Public Utilities Commission had opened a docket seeking public comments on legislation regarding the itemization of various charges on electric ratepayer bills, including SBC, RGGI, and others charges. Ms. Nagusky said her group, ENE, will be filing comments on the cost benefit side. She asked whether the Trust would also weigh in. Ms. Nagusky added that it was important to look at the costs and benefits when considering SBC and RGGI funds.

Executive Director Stoddard responded that EMT would comment at that forum. He reported that this initiative is the result of the Governor's recent energy bill passed in the last session of the legislature, and the Portland Press Herald had reported on the issue in a recent story about a future increase in electric rates.

Ken Fletcher from the Governor's Energy Office responded that there are a number of costs on a bill that ratepayers wouldn't normally see, such as stranded costs. Ratepayers wouldn't know what it is or the amount charged. The intent of the governor's bill was for transparency.

## **2.0 Executive Director's Report**

Mr. Stoddard reported that the Business Program was expected to exceed its energy savings goal, but that overall savings were expected to be slightly lower than last year. The Trust is currently wrapping up contracts awarded in the last round of bidding in the Large Customer program, and some funds are still unencumbered.

Mr. Stoddard recognized two guests from the U.S. Department of Energy who were in attendance as part of a three-day field visit.

Mr. Stoddard mentioned that the Business Program had recently launched the Multifamily Building Program, which showed robust interest beyond the trust's expectations, with the goal of providing energy upgrades to 1,800 units by fall of next year.

PACE/PowerSaver ads have started to run on various radio stations, and ads were expected to begin airing on TV next week. The Residential Direct Install program shows signs of picking up, and EMT was beginning to receive ancillary data on air sealing results from participants. So far, for example, 1 in 5 participants were found to have less than R4 insulation in the attic, with 75 percent having no insulation at all in their basement.

Mr. Hodsdon urged caution when doing basement work so as not to split foundations wide open. The work was being conducted by BPI-certified contractors with blower door tests required.

Dylan Voorhees from NRCM asked if the homeowner was investing in this as well. Mr. Stoddard responded that EMT was offering up to \$300 for six hours of air sealing, and the Trust was finding that most participants to date were choosing to go beyond the initial six hours of work, average total project work of \$800 (meaning that average participants are putting up \$500 of their own money).

## **3.0 Approve Draft Agenda and Minutes**

**ACTION:** Upon a motion duly made (Mr. Rohman) and seconded (Ms. Mermin), the Board voted unanimously to approve the minutes from the June 2012 board meeting.

## **4.0 Committee and Other Reports**

### **1. Finance Committee**

Mr. Stoddard presented the Financial Report, and said EMT will have fully audited year-end numbers shortly. Among the highlights, the Finance Committee report

showed YTD \$33.75 million in revenues, with additional invoices from ARRA projects expected to be received soon and will eliminate much of the budget shortfall. RGGI proceeds will also be less than anticipated a year ago.

**ACTION:** Upon a motion duly made (Mr. Fletcher) and seconded (Mr. Hodsdon), the Board voted unanimously to authorize the executive director to amend the CSG contract for administration and delivery of weatherization to low-income, electrically heated homes, increasing the contract amount by \$2 million and extending the contract date to 8/30/2013.

**ACTION:** Upon a motion duly made (Mr. Fletcher) and seconded (Mr. Rohman), the Board voted unanimously to authorize the executive director to amend the Direct Technology contract for database management and technical analysis, increasing the contract amount by \$263,000 on a time and materials basis to continue adding database improvements and functionality.

**ACTION:** Upon a motion duly made (Mr. Fletcher) and seconded (Mr. Hodsdon), the Board voted unanimously to authorize the executive director to amend the CSG contract for administration of the Renewable Rebate Program and the Residential Direct Install program to include the addition of \$137,407 of Residential Gas SBC funds from Unifit for incentives associated with the Residential Direct Install Program, and \$104,778 to support the installation of efficient natural gas heating appliances in the Low Income Residential sector.

Ms. Mermin added that while contract renewals and extensions often made good sense, particularly if the Trust is pleased with their results, it's also important for contractors to know that it's a competitive market, and that when the Trust goes out to bid, it's always looking to get the best and most out of each contract.

## 2. **Other Issues**

### a.) **Refrigerator Recycling Program**

Mr. Stoddard explained that the Refrigerator Recycling Program was market based and targeting homeowners who had a working, secondary refrigerator in the garage or basement. While the results look good on paper, staff has concerns about the ability to verify actual energy savings achieved. There is also uncertainty about how long the unit is plugged in and operational during the year, and also about changing industry practice of paying to remove old units.

Staff's concern also derives from the observation that, in some cases, the unit isn't a secondary refrigerator, but simply the primary refrigerator being replaced with a new unit. Staff will look at the program aggressively and make a final decision to continue or discontinue the program. If the program is discontinued, the funds may be used to fund the Appliance Rebate Program, which was discontinued earlier this year due to lack of funds.

Ms. Mermin suggested that the Appliance Rebate Program also provided a significant marketing opportunity because of its high visibility at retail stores with commonly purchased items. Targeting consumers and market channels at highly trafficked stores may make a big difference despite a small budget.

Mr. Hodsdon asked about the demonstration grant with Bangor Hydro regarding heat pumps and whether there was any news to report. Mr. Stoddard said he had not received any yet, but that contractual issues were in place, and an advisory board was being created. Mr. Rohman and Mr. Hodsdon both agreed to be on that board.

#### **b.) Staff Approach to Placing Ads**

Mr. Stoddard addressed a concern raised by the Board last month regarding criteria on how advertisers were selected when considering ad placement. Concern had been raised about an Efficiency Maine banner ad placed on Maine Insights, and a story which ran in a blog criticizing the site as partisan. Mr. Stoddard summarized that last year, ads were placed on about 60 or so web sites of various television stations, newspapers, and other media promoting the then-nascent PACE program. One of the banner ads was placed on Maine Insights because it promoted itself as having a focus on energy and environmental issues. Efficiency Maine's Communications Director considers demographics, audience, reach, and price when determining ad channels, rather than political affiliation. However, Mr. Stoddard added, EMT doesn't look to be associated with controversy either. The Trust will continue to look at whether a web site outlet is affiliated with a political party and will steer clear of that, and Mr. Stoddard said he trusts that staff would use their best judgment in doing so. Ms. Mermin suggested having a broader conversation at a future board meeting, since Trustee Smith was absent and had requested the issue be addressed.

### **6.0 Presentation**

Conservation Services Group and EMT Residential Program Manager Andy Meyer gave a presentation on low-income weatherization for electrically-heated, multi-family homes.

### **7.0 New Business**

No new business.

### **8.0 Next Meeting Agenda**

**ACTION:** The Board is scheduled to meet on August 22, 2012 at 9:30 a.m., however, because of a light agenda anticipated and vacation schedules, the meeting may be cancelled with committee meetings convening as necessary.

### **9.0 Adjournment**

**ACTION:** Upon a motion duly made (Ms. Mermin) and seconded (Mr. Rohman) the Board voted unanimously to adjourn at 11:50 a.m.