**Executive Director’s Summary Report**

**to the Board of Trustees**

**Efficiency Maine Trust**

**June 1, 2011**

1. **Communications**
   1. **Press**

The Trust received extensive earned media of the first home energy upgrades associated with PACE loans. The NBC affiliate stations ran an evening news story that ran longer than 2 minutes, explaining in detail the economics of the energy savings outweighing the costs of borrowing the project costs through a PACE loan. The Bangor Daily News ran a similar story, and Maine Public Broadcasting ran a story longer than 5 minutes. The event was coordinated by Trust staff and the Participating Energy Advisor from Evergreen Home Performance.

**b. Marketing and Awareness**

The Trust announced the selection of a new marketing team of Rinck Advertising (of Auburn), Cadmus Group, and Marketing Drive (of Massachusetts) to assist the Trust in its initiatives to raise awareness of Trust programs and the opportunity for Maine consumers to save energy.

1. **Finance and Administration Highlights**
   1. **GDS Associates Contract**

The staffnegotiated a new contract with GDS Associates, (the Trust’s current provider under a sub-contract to Energy and Resource Solutions under the Business Program contract), for services to maintain and expand the effRT database and provide technical analysis support for a period of no more than six months. The proposed contract is for time and materials under the same basic terms as the prior arrangement.

* 1. **Policy Documents**

At the last meeting the Trust formally adopted policy documents governing activity of staff. Subsequently, staff organized the first in a series of staff training sessions to review the policy documents and have each employee indicate that they have reviewed and understand the terms of the documents. These sessions will be completed by the end of the fiscal year.

1. **Program Highlights**
   1. **Business (including Commercial, Institutional/Municipal, and Industrial)**

The Business Program continued on pace to exceed the energy savings goal for the year while remaining under budget.

**ii. Maine Advanced Buildings Program**

Staff is working with its business partners who completed new construction projects, including the Knox County Airport and the Portland Public Market building to give recognition for the energy savings and leadership of these projects.

**iii. RFP Awards**

Staff has announced its intention to award the contract for evaluation of the Business Program to Opinion Dynamics.

* 1. **Residential**
     1. **Home Energy Savings incentives (rebates)**

As of Thursday, May 26, 2011 the Trust had committed 100% of its available Home Energy Savings Program funding.  Notice was given to Participating Energy Advisors on May 27 that:

* The final rebate was reserved
* All confirmed reservations will be honored
* $15,000 PACE loans are available

The website, brochures and forms have all been updated.

The message staff is giving people about the programs status generally is:

* More than 2,000 homes have been upgraded to date;
* Our records show approximately 1,300 open reservations where upgrades are not yet completed, but when they are done in next few months the rebate program will have upgraded more than over 3,000 homes;
* Average energy savings per upgrade has been at least 36% --If each family were initially using 1,000 gallons/year, the upgrades are projected to save over $1,300/year; economy-wide, Maine is now saving $2.6 million/year on energy;
* Assuming a 20-year measure life, and after factoring in the total costs of rebates, marketing costs, delivery costs and homeowner costs, it is costing $1.34 per avoided gallon.

HESP is now transitioning toward a program design limited to education/awareness and loans.  We have already initiated a program evaluation of the past year’s program activity and will closely track the progress of the new program design.

* + 1. **Maine PACE Loan Program**

Staff reports that 73 towns, representing 49% of the population, have now opted in to the PACE Loan program. York, Windham and Ellsworth all recently joined.  
  
As of May 30, 2011, the program results include:

* 119 applications from 42 towns
* 40 declined applications (one/third)
* 7 withdrawn
* 7 closed loans
* 36 in underwriting verification
* 22 pre-approved
* 3 still under review
* Average loan size $13,600.  
  + 1. **Residential Appliance Program**

Staff projects it will finish the fiscal year at 143% of our program MWh goal while expending only 62% of total budget.

**v**.  **Residential Lighting Program**

With five weeks remaining in the fiscal and program year, staff and the Delivery Team are planning a major promotion in June with that we project will enable us to finish the fiscal year at 89MWh, or 109% of our stretch 81MWh goal, while and spending only 86% of budget. The program is on track to nearly double energy savings and sales of CFL’s from the prior year.



Staff is preparing to celebrate eight years of successfully transforming the residential lighting market in Maine:



**vi. Replacement Heating Equipment**

The program is on track to have 100% of funds invested in October, reaching 101% of unit goal, but only 77% of MWh savings goal (14,896MWh).

**c.. Enabling Strategies**

**i. Education and Training**

Staff announced its notice of award for multiple winners of the RFP for the first round of proposals to provide education and training programs. The winners announced were:

* Maine Indoor Air Quality Council for a project with residential builders and related vendors;
* Energy and Resource Solutions for a project to provide training in the commercial/industrial sectors; and,
* Maine Energy Education Program for its implementation of the Schools for Energy Efficiency (SEE) program that has been piloted in Minnesota and delivered cost-effective savings at schools while enlisting the help of students, teachers and school administrators.

There will be one or more additional rounds of Education and Training RFPs issued over the next 12 months.

The schedule for trainings for Commercial Energy Auditor II is taking shape as followsat Eastern Maine Community College: 8/23, 8/24, 10/4, 10/5, 9/13, 9/14, 10/25.

**ii.** **Innovation**

Staff announced its notice of award for the Innovation RFP to Investment Engineering for its proposal to pilot the installation and operation of micro Combined Heat and Power units. Though invited to do so, Thermal Energy Storage of Maine did not submit a proposal for the RFP. There will be one or more additional rounds of Innovation RFPs issued over the next 12 months.

**iii. Evaluation**

Evaluation projects have been awarded and/or are starting up to review the performance of numerous Trust programs of the past year (or more) as described in other sections of this Executive Director’s report and the Executive Director’s report from last month.