

**Executive Director’s Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
March 27, 2024**

Noteworthy	
Outreach	<p><i>The New York Times</i> featured Maine’s progress on building electrification in a March 2 article, “Why Mainers Are Falling Hard for Heat Pumps,” that quoted the Executive Director as well as Efficiency Maine program participants and contractors.</p> <p>Staff also helped organize and participated in the press conference announcing the receipt of a \$10 million grant from the US Department of Energy to administer a program to install whole-home heat pumps in mobile/manufactured homes in Maine.</p>
Gov’t Relations	<p>Staff is collaborating with state agencies and others to prepare proposals for federal grants expected to be submitted in the coming weeks. Among these are two submissions for grants from the EPA Carbon Pollution Reduction Grants and the state’s application for use of the IRA Home Energy Rebate program funds.</p>
Retail Initiatives	<p>Efficiency Maine has driven such high demand for heat pump water heaters at big box stores it is now receiving free endcap merchandising space in 17 out of 22 Lowe’s and Home Depot stores. In Maine, HPWHs represented 57% of top-selling electric water heaters in February, up from 33% last year, compared to a national average of 3%.</p>
Income-Eligible Initiatives	<p>The program has rebated 824 whole-home heat pump installations (515 for moderate-income households, and 309 for low-income households). There are 79 total reservations for whole home heat pumps.</p>
EV Initiatives	<p>Three bids have been awarded to proposals to pilot electric bicycles (E-Bikes) by government entities or non-profit organizations serving low-income clients.</p>
Finance Initiatives	<p>The Trust has approved the first C-PACE loan for a project in Westbrook.</p>
Innovation	<p>Staff hosted the team from the Post Road Foundation (PRF), and its subcontractor Hitachi, to conduct several rounds of in-person interviews throughout the state in support of the mobile app development for the federally-funded Maine Transactive Energy Pilot (MTEP). Over the week of March 18 - 22, the Hitachi and PRF team conducted more than 20 interviews and discussions about the pilot. These interviews took place in Portland at the Roux Institute, Augusta at the Efficiency Maine offices, and Mount Desert Island at College of the Atlantic.</p>
Other Initiatives	<p>Energy Storage System (ESS) Program approved 1 project worth \$1,250,000 in performance incentive commitments.</p>

1. Public Information and Outreach

A) Awareness and Press

- **Press** – (See Appendix A for additional details)
 - *The New York Times* featured the Trust’s whole-home heat pump (WHHP) program in a March 2 article, “Why Mainers Are Falling Hard for Heat Pumps,” that quoted the Executive Director as well as program participants and contractors. The article was republished by *Daily Kos* on March 2.
 - *RTO Insider LLC* published an article about the ISO-NE Consumer Liaison Group (CLG) meeting on March 6, which quoted staff on the importance of easing the barriers for small resources to participate as demand response resources.
 - *Yale Climate Connections*, a nationally syndicated, daily radio program about climate change produced by the Yale Center for Environmental Communication, on March 6 featured staff describing the Trust’s manufactured home heat pump pilot during a brief segment and in an online article.
 - The Trust participated in a press event on February 27 with the Governor’s Energy Office, MaineHousing and the US Department of Energy to announce Maine’s selection as one of the 17 grant applicants selected for a \$10 million federal grant. The grant will support approximately 675 whole-mobile-home heat pump installations in rural Maine. The Executive Director was quoted in the press release and spoke at the event, which was covered by *Maine Public*, *Spectrum News*, *Portland Press Herald*, *News Center Maine*, *Maine.gov*, and by *Representative Chellie Pingree*.
 - *Maine Public* hosted the Trust and Maine DOT on its call-in radio program, ‘Maine Calling,’ on February 21 to discuss electric vehicles (EVs), the status of the charging network in Maine, and to address some of frequently asked questions about the technology.
- **Events**

Staff attended, participated in, or presented to 67 community and industry audiences since the beginning of FY24. Activity from the past month includes:

 - The Executive Director presented information about the forecasted impacts of electrification on the grid at the Maine State Chamber of Commerce Winter Energy Summit on March 13.
 - Staff presented information about the Trust’s residential programs and incentives during:
 - the York Ready for Climate Action Energy and EV Fair on March 23.
 - a Freeport Climate Action meeting on March 23.
 - the Maine Plumbing, Heating, and Cooling Contractors Association Expo (PHCC) on March 22.
 - a Continuing Education Unit (CEU) course for realtors on March 20.
 - the City of Portland Home Energy Fair on March 16.
 - a Town of Chebeague Island Climate Action Team Community Outreach Program on March 16.
 - a training on heat pumps on March 13.
 - Staff presented information about the Trust’s commercial programs and incentives with a landlord association on February 27.
- **Website and Outreach** (see Appendix B for additional details)
 - February website visits
 - 45,247 unique visitors

- 21,572 visits driven by digital ads
- Facebook
 - 4,751 followers

B) Call Center (February)

- 3,171 inbound phone calls were received, up from 3,012 last month and down from 3,080 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 91% of calls were answered within 20 seconds (vs. a goal of 90%).
- 99% of monitored calls got perfect scores in February, up from 97% this month last year.
- 84 outbound calls were made compared to 341 this month last year, mostly for home inspection scheduling.
- 1,364 inbound emails were received, down from 1,365 this month last year, mostly rebate claims for the Retail Initiatives program.
- 494 pieces of inbound mail were processed, compared to 487 this month last year, mostly rebate claims for the Retail Initiatives program.
 - 11,341 brochures and retail signs were sent out to requesters, half of which were for the Retail & Distributor field team.
- The Call Center forecasts spending 89% of its budget by year end.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust submitted its 2024 Annual Update in [Docket No. 2021-00380](#). This update contained the Trust's request for approval of a significant change to the current Triennial Plan. This request was approved by the Trust Board in its February meeting. A summary of non-significant changes adopted by the Board since the Trust's last update to the Commission was also included.
 - The Trust intervened in Versant's rate case, which concerns changes to rates expected to take effect in 2025 ([Docket No. 2023-00336](#)).
 - The Trust intervened in Central Maine Power's request for Approval of Annual Compliance Filing, which concerns changes to rates proposed to take effect in July 2024 ([Docket No. 2024-00014](#)).
- Maine Legislature
 - The Energy, Utilities and Technology (EUT) Committee voted "ought not to pass" on LD 2206, a bill that prohibits EMT from conditioning the receipt of certain weatherization and heat pump incentives on the disconnection or disabling of a consumer's existing primary heating equipment powered by heating fuel.
 - The Governor signed LD 2067 into law, extending the repeal date for the utilities' Arrearage Management Program (AMP) from 2024 to 2028.
 - LD 122 was enacted and signed by the Governor. In the section of the Maine statute that authorizes the Trust's programs to promote electric vehicles (EV), LD 122 replaced the term "rebate" with "incentive," increased the maximum retail price threshold for eligible EVs from \$50,000 to \$55,000. It also requires that EMT establish a program to provide incentives for commercial medium- and heavy-duty EVs.
 - LD 589 was passed to be enacted by both chambers and awaits the Governor's signature. The bill directs the PUC to conduct a review of available grid-enhancing technology that may be implemented by large electric utilities to reduce or defer the need for investment in grid infrastructure in the State. It defines "beneficial load" for the purposes of the Beneficial Electrification Policy Act, and requires EMT to consider

incentivizing the appropriate placement of commercial/industrial beneficial load as part of its Beneficial Electrification Plan.

- LD 1606 was passed to be enacted by both chambers and awaits the Governor's signature. The bill directs the Green Schools Program within the Maine Department of Education to conduct a study and develop guidance (in coordination with EMT, GEO, and GOPIF) to assist public schools in achieving energy efficiency and maximizing the use of clean energy.
- Maine Climate Council
 - Staff have attended working groups on energy, transportation, and buildings. The most recent meeting of the Working Group on Buildings met in person in Orono and featured presentations by MaineHousing and Trust Staff on their respective programs to promote weatherization and building electrification.
- Federal Government
 - The Trust was selected for a \$10 million Department of Energy Grant for Energy Improvements in Rural and Remote areas to expand the Trust's pilot to convert manufactured homes to whole-home heat pump systems. Of 365 initial applications that were submitted for this grant, 78 of them were encouraged to apply in the full application period and only 17 projects were selected. The Trust's project was the only one selected in the Northeast, and only one of two that included heat pump installations. We anticipate funds for this grant will be able to be received in FY25 and pay for approximately 675 manufactured home heat pumps in rural communities over the course of 3 years. There is a cost share of \$2.5 million that Efficiency Maine is expected to match during this period.
 - As of this writing, the US EPA has yet to announce the awardees for the competitively bid elements of the Greenhouse Gas Reduction Fund (GGRF). Staff has been making preparations to collaborate with winners of this competitive process in order to re-capitalize and expand the work of the Efficiency Maine Green Bank.
 - Staff has continued to work with GEO and MaineHousing to prepare application materials for the Inflation Reduction Act Home Energy Rebate Programs, consistent with the direction of the draft strategic plan approved by the Board last month. Maine is targeting the end of March for the submission of initial application materials, with supplemental materials to be submitted as part of an "Implementation Blueprint" in the weeks thereafter.
 - Staff has been collaborating on two separate proposals being developed for EPA Carbon Pollution Reduction Grants.
 - Staff is working with the Governor's Office of Policy Innovation and the Future to develop a proposal that would include funding for (a) rebates for light duty EVs for low- and moderate-income customers and community fleets; (b) rebates for medium and heavy duty EVs; and (c) technical assistance and public outreach for EVs. The Trust would play a role in administering these funds if the proposal is successful. The proposal also will seek funding for incentives to install heat pumps in schools and municipal buildings, and also workforce training associated with EVs, but the Trust is not expected to play a role in administering those initiatives.
 - Staff is working with the Northeast Energy Efficiency Partnerships (NEEP) on a regional proposal to deliver more incentives for home electrification using heat pumps and heat pump water heaters. If the proposal is successful, the portion of the grant that will go to incentivize projects in Maine would be administered by the Trust.

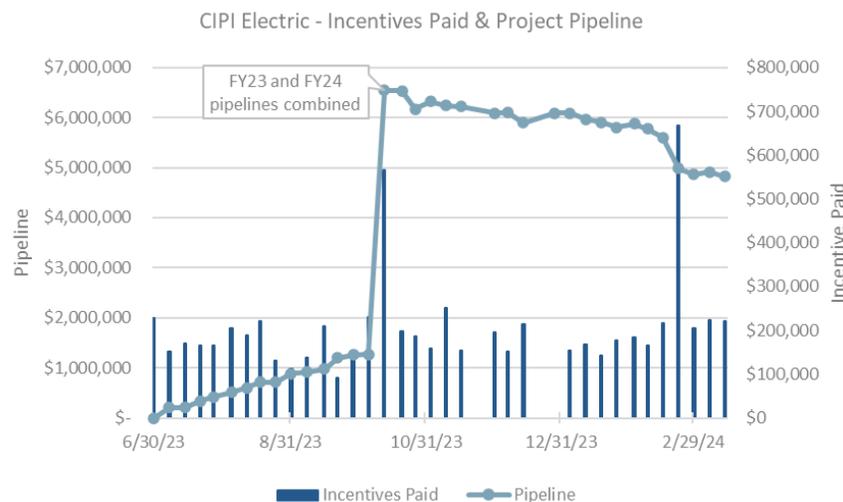
2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

- The program conducted 23 inspections over the past month, using a combination of virtual inspections and on-site inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high.
- There were 14 new Virtual Customer Consultations (VCCs) requests over the last month. To date, 83 projects have proceeded after receiving a VCC, and 13 additional projects are under development. Most requests for VCC have been for lodging and multifamily facilities.

Electric Measures

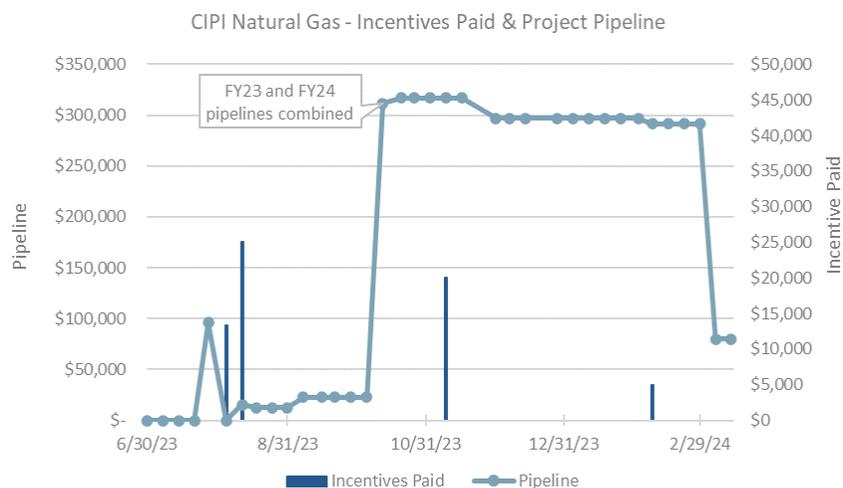
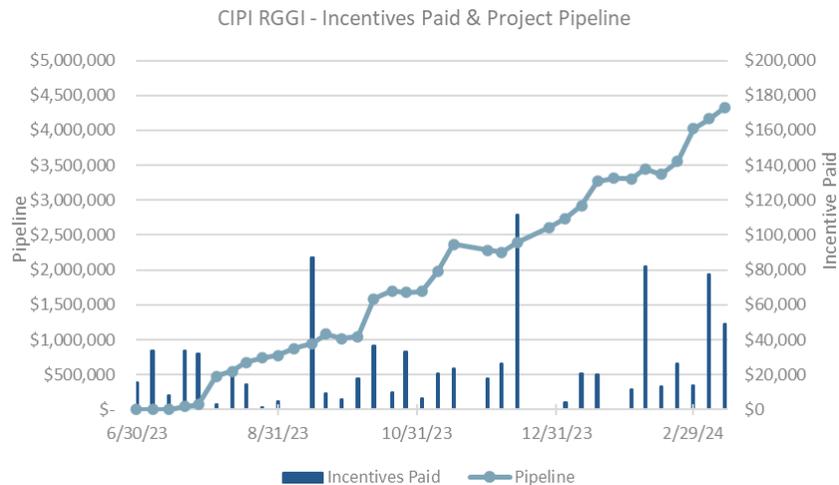
- The current pipeline of electric projects has continued declining over the last month, comprising \$4.8 million in incentives. Average weekly incentive payments remain fairly consistent around \$196,000. The slight downward trend has been expected, as last year's supplemental heat pump projects are completing installations and coming to a close. New, whole-building heat pump projects are now funded through RGGI rather than electric efficiency funding from utilities.
- The program continues to add lighting projects to the pipeline, with a small business pipeline of 152 projects representing \$1.7 million, and the remaining 146 lighting projects totaling \$1.25 million.
- The program is developing a new Funding Opportunity Notice (FON) for outdoor lighting retrofits statewide. This FON intends to promote efficient LED lighting and the investment of electric procurement funds.
- New applications for prescriptive horticultural lighting measures have been slow, with three additional projects submitted over the last month. Pre-approved projects in FY2024 now total \$355,000 in incentives. A total of 19 projects worth \$352,000 in incentives have been completed and paid year-to-date.



¹ The Updated Financials table reported for each Program reflects data pulled from the Trust's financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on March 21, 2024, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of February 2024).

Thermal Measures

- RGGI Funds – The current pipeline of projects represents \$4.3 million in incentives, which is nearly a \$1 million increase from the month prior. The upward trend of the RGGI pipeline is attributable to the transition to whole building heat pump systems.
 - Approximately \$1 million of the pipeline comprises retrofit projects for heat pump solutions;
 - Approximately \$3 million comprises new construction and lost opportunity projects for heat pump solutions.
- The program is finalizing a qualified product list (QPL) for standard heat pumps (HPs) and variable refrigerant flow heat pumps (VRFs) to help Qualified Partners (QPs) submit their projects for pre-approval and eliminate equipment submittals.
- The funding opportunity notice (FON) for multifamily building retrofits continues to see activity. This opportunity is focused on electrification and building insulation. Several Building Consultations have been requested and completed. Staff attended two landlord association meetings promoting the FON in the Bangor & Waterville area.
- Natural Gas Funds - The pipeline of projects decreased significantly in the past month as one project was completed and paid out and a project was cancelled. The current pipeline constitutes approximately \$80,000 in potential incentives.



Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

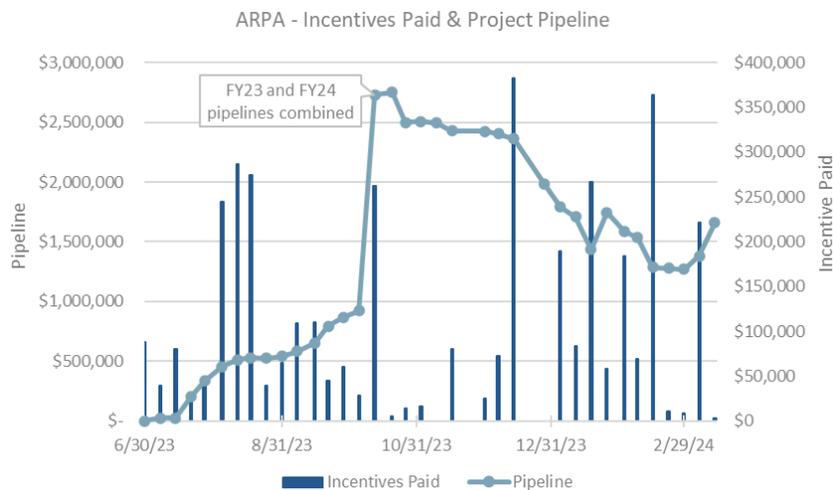
- Business Case #2: Hospitality
 - All projects under the round I Hospitality Funding Opportunity Notice have been completed and the incentives paid.
 - The round II Hospitality Funding Opportunity Notice is scheduled to launch on March 27, 2024, with initial outreach at the Maine Hospitality Maine Expo (March 27) and again at the Maine Tourism Conference (April).
- Business Case #3: Public Schools, Municipality, Congregate Housing
 - The FONs for schools, municipalities, and long-term care continue to accept applications and process projects.
 - The program completed another round of informational webinars for municipal offerings.
- Activity by business case:

MJRP Business Case	Budget	Invested and committed	Remaining
Business Case #2	\$3,341,587	81%	19%
Business Case #3	\$8,475,344	48%	52%

- Activity by FON:

FON	Pipeline		Complete and Paid	
	Number of Projects	Incentive	Number of Projects	Incentive
Hospitality	0	\$-	64	\$2,604,047
School (Round 1)	1	\$78,200	27	\$1,449,527
Small Municipality*	8	\$247,680	92	\$892,119
Long-Term Care	2	\$11,200	2	\$14,000
Medium Municipality*	0	\$0	0	\$0
School (Round 2)	6	\$1,179,086	0	\$0
Total	17	\$1,516,166	185	\$4,959,693

*Towns with less than 5,000 residents are classified under "Small Municipality." Towns with 5,000 to 10,000 residents are classified under "Medium Municipality."



Updated Financials	Program Investment
FY2024 Program Budget	\$41,480,881
7/1 to 2/29 Spending	\$12,575,450
Percent of Budget Spent to Date	30%
Percent of Year Passed	67%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$12,575,450
Committed Pipeline	\$10,887,595
Total (Expenditures and Committed Pipeline)	\$23,463,045
Percent of Current Budget	57%

Energy Savings (through 2/29)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	24,750,579	3,365
Thermal Programs	(1,362,561)	47,724

*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

B) C&I Custom Program

- The Review Team for the C&I Custom Program met once and approved 3 projects worth \$131,495 in incentives since the last board meeting.
- The program added 3 new projects to the pipeline. The total pipeline consists of 6 projects worth \$430,000 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and no new Technical Assistance (TA) study requests.
- Program staff reviewed 1 project proposal that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2024 Program Budget	\$24,056,467
7/1 to 2/29 Spending	\$3,422,523
Percent of Budget Spent to Date	14%
Percent of Year Passed	67%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$3,422,523
Committed	\$13,360,995
Pipeline	\$430,000
Total (Expenditures, Committed and Pipeline)	\$17,213,518
Percent of Current Budget	72%

Energy Savings (through 2/29)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	4,362,062	-
Thermal Programs	(161,270)	7,010

C) Home Energy Savings Program (HESP)

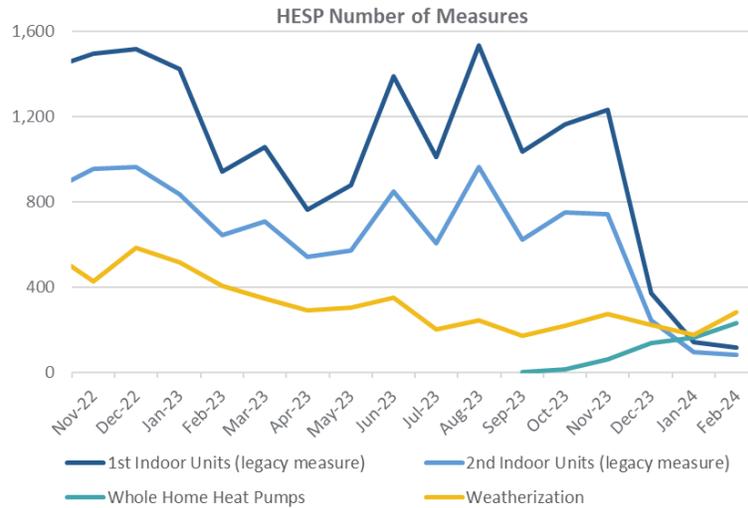
- The program forecasts investing 75% of its funds by fiscal year end.

Weatherization

- Rebate volume for weatherization projects receiving the “standard” rebate increased significantly from the prior month and reached the highest one-month level since last June. Nonetheless, the number of rebates fiscal-year-to-date (FYTD) are down 52% compared to this point in the prior fiscal year. (See “Low-Income Initiatives/Weatherization,” below, for rebate volume for weatherization in low-income and moderate-income homes.)
- 25% of rebated projects were inspected this month. Year-to-date, 19% of completed weatherization projects in HESP have been inspected. The goal is to inspect 10% to 15%.
- 91% of customers ranked their overall insulation experience either a 9 or 10 on a 0-to-10 scale.
- Top insulation installers report being scheduled out 32 days (down 46% from this month last year).

Heat Pumps

- Though the deadline for installing supplemental heat pumps ended 11/7/23, claims are still coming in and will be accepted until 5/7/24. 141 rebate claims came in for “supplemental” heat pumps this month.
- The program issued 230 “standard” rebates for whole home heat pumps in February. Since the 9/18/23 shift to only rebating whole-home heat pumps, the program issued a total of 704 whole-home heat pump rebates. (Income-eligible rebates are reported in the Low-Income Initiatives section of this report.)
- 71% of rebated heat pump projects were inspected versus a goal of 15%; some retraining is being provided for installers for anyone experiencing difficulties or confusion about details of the program.
- 79% of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0-to-10.
- Top heat pump installers report an average backlog of 29 days, unchanged from the prior month.



Updated Financials	Program Investment
FY2024 Program Budget	\$33,128,333
7/1 to 2/29 Spending	\$13,763,453
Percent of Budget Spent to Date	41%
Percent of Year Passed	67%

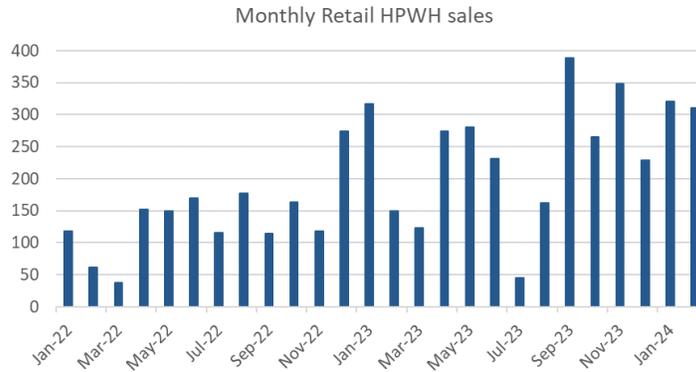
Energy Savings (through 2/29)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(10,547,262)	167,082
Thermal Programs	1,132,584	18,946

Project Type (through 2/29)	Participating Households
Heat Pumps	7,832
Weatherization and Other Heating Systems	1,388

D) Retail Initiatives Program

- The program forecasts investing 83% of its funding by year end.
- The program launched a \$349 heat pump water heaters (HPWH) promotional price at Lowe’s from 1/1/2024 to 3/31/2024 along with a marketing blitz.
 - Requests for instant discount barcodes have tripled, and retailers are prioritizing Maine nationally to try to keep up with demand. Reorder levels and reorder quantities have been reset to unprecedented levels.
- This program rebated 311 heat pump water heaters (HPWH) in the past month.
- As a result of the program’s negotiations, Maine continues to see the lowest HPWH prices in the country.
 - Efficiency Maine has free endcap merchandising space in 17 out of 22 Lowe’s and Home Depot stores. In Maine, HPWHs represented 57% of top-selling electric water heaters in February, up from 33% last year, compared to a national average of 3%.

- The program continued an aggressive marketing campaign, placing messaging via store shelves, Google ad word, email, and postal mail. The ads targeted anyone searching for water heaters, new home buyers, and recipients of heat pump rebates.
- There are 217 HPWH installers listed on the Efficiency Maine website.



Updated Financials	Program Investment
FY2024 Program Budget	\$7,966,336
7/1 to 2/29 Spending	\$3,674,903
Percent of Budget Spent to Date	46%
Percent of Year Passed	67%

Energy Savings (through 2/29)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,014,375	13,117
Thermal Programs	-	-

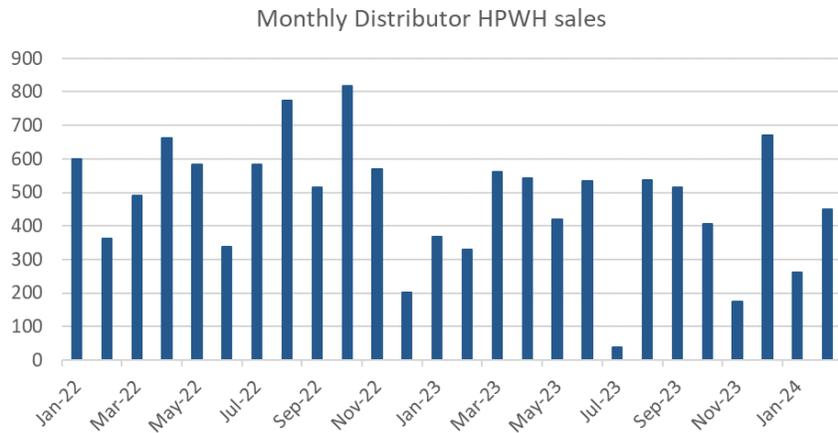
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 2/29)	Projects
Appliance Rebates	5,632

E) Distributor Initiatives

- The program forecasts investing 81% of its funding by fiscal year end.
- Field representatives visit every plumbing branch every week to support the sale of HPWHs and ECM circulator pumps.
- As retail accelerates faster than distributor, this channel now accounts for 60% of Efficiency Maine’s rebates for heat pump water heaters (HPWHs).
 - Every Maine plumbing distributor participates in our HPWH initiative. Each offers HPWHs at a lower price than electric resistance water heaters, and each offers instant discounts so plumbers don’t have to do any paperwork or wait for a rebate check.
 - 69% of top-selling electric water heaters sold through Maine distributors this month were HPWHs compared to 68% last year.
- In January, the program launched a bulk pricing option for sales of five or more HPWHs by distributors in order keep the end-prices for HPWH competitive with traditional electric water heaters, which have recently been the object of manufacturer discounts.

- From October through December, the program offered a promotional discount of \$100 on ECM circulator pumps. This was an increase from the usual \$75 discount. This limited time promotion drove ECM circulator pumps to be 66% of top-selling circulating pumps this Q2 compared to 52% in Q2 of last year. The share has dropped to 62% in February.



Updated Financials	Program Investment
FY2024 Program Budget	\$12,667,991
7/1 to 2/29 Spending	\$4,647,271
Percent of Budget Spent to Date	37%
Percent of Year Passed	67%

Energy Savings (through 2/29)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,956,986	16,604
Thermal Programs	-	-

*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 2/29)	Projects
Heat Pump Water Heaters	3,060
Electronically Commuted Pumps	4,981

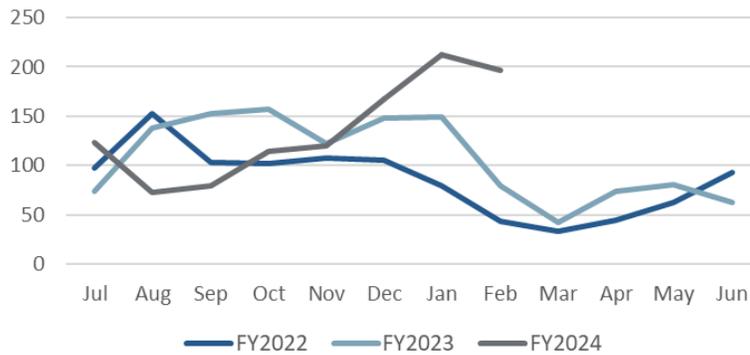
F) Low Income Initiatives

Low and Moderate Income (LMI) Initiative (weatherization and heat pumps)

Heat Pumps

- The program has rebated 824 whole-home heat pump installations (515 for moderate-income households, and 309 for low-income households). There are 79 total reservations for whole home heat pumps.
- Separately, 431 rebates have been given for single-zone heat pumps (not whole-home) since July 1, 2023. This rebate offer has ended.
- The program launched a [new single-zone heat pump rebate](#) (not whole-home) for low-income households only. 17 have been paid with another 11 reservations to date.
- The following is a historical view of rebated heat pump measures, including both single-zone heat pumps (room heaters) and whole-home heat pumps:

Rebated Heat Pump Measures Among Low- and Moderate-Income Households, by Year*

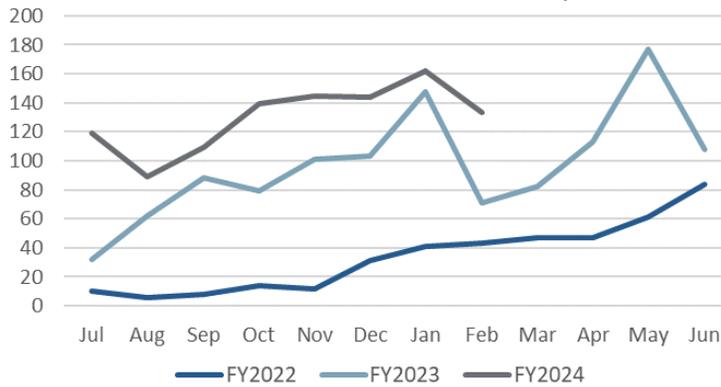


*excludes heat pumps rebated through the Manufactured Home Pilot

Weatherization

- The program has rebated insulation measures in 847 homes since July 1, 2023, with 95 projects in reservation.
- Per previous approval by the Board, the program is adding \$2,000,000 of funding to support pace through June 30, 2024.
- The following is a historical view of rebated LMI insulation measures:

Rebated Insulation Measures for LMI, by Year



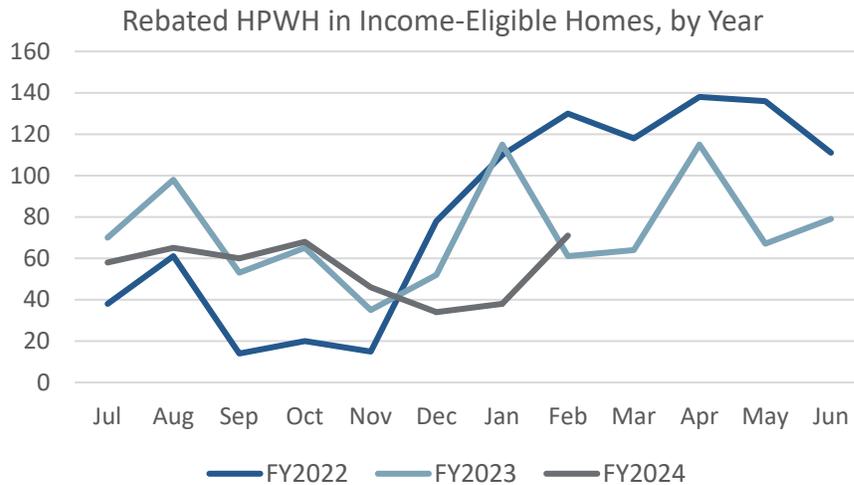
Low Income Direct Mail (DIY - faucet aerators and low-flow devices)

- The program has delivered DIY kits to 524 households since July 1.

Low Income Heat Pump Water Heater Initiative

- 497 heat pump water heaters have been installed since July 1, 2023, with 226 reservations.
 - 211 (42%) were found to have replaced an electric water heater
 - 286 (58%) were found to have replaced an oil- or propane-fired water heater:

- The following is a historical view of rebated income-eligible heat pump water heater (HPWH) measures:



Arrearage Management Program (AMP)

- The program has seen 1,123 new AMP entrants since July 1.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees. Outbound calls are made to households where it appears there is a good fit for a heat pump water heater installation.

Manufactured Home Pilot (Heat pumps)

- Projects in 45 homes have been completed this fiscal year, (up from 30 last month), with 40 additional homes in the pipeline. Staff forecast investing 100% of the FY24 budget.

High Performance Affordable Housing Pilot

- South Portland Housing Development Corp’s “Jocelyn Place” project is expected to submit documentation within two weeks that Passive House standards have been achieved. This will trigger their final milestone payment.

Updated Financials	Program Investment
FY2024 Program Budget	\$26,923,339
7/1 to 2/29 Spending	\$13,259,953
Percent of Budget Spent to Date	49%
Percent of Year Passed	67%
Additional Details on FY2024 Financials	Program Investment
Expenditures	\$13,259,953
Pipeline	\$1,636,500
Total (Expenditures & Committed Pipeline)	\$14,896,453
Percent of Current Budget	55%

Energy Savings (through 2/29)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	754,104	(7)
Thermal Programs	(5,586,783)	83,290

*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

G) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

- On February 16, Maine announced nine proposed awards for its RFP for DC Fast Charging Stations – Maine Phase 6. Locations include Portland (two sites), Newport, Hermon, Bangor (two sites), Rumford, Windham, and Bridgton. The Federal Highway Administration (FHWA) concurred in the awards on March 14.
- On February 20, Staff hosted an informational webinar for its RFP for EV DC Fast Chargers at Maine Destinations. Eligible destinations include Rangeley, Greenville/Moosehead, Millinocket, Gorham/Standish, and Orono. Proposals were due on March 15.

EV Rebates

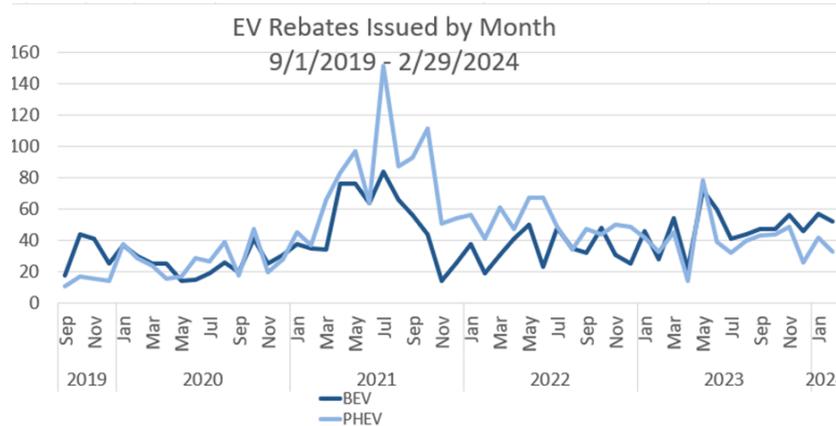
- The program issued 85 EV rebates in the month of February.
- The top EV models rebated for the month of February were the Ford F-150 Lightning, Toyota Prius Prime, and Toyota RAV4 Prime.

E-Bike Pilot

- A review team scored bids to deliver one or more projects to pilot electric bicycles (E-Bikes) by government entities or non-profit organizations serving low-income clients. Three bids were awarded.

EV Public Information and Outreach

- Staff visited participating EV dealerships, delivering EV rebate brochures and guidebooks on charging, answering questions, providing information about the federal tax credits, and gathering feedback on the program.



EV Rebates by Customer Type				
Fiscal Year	Commercial*	Low Income	Moderate Income	Standard
2020	9	2	-	474
2021	76	4	-	976
2022	70	3	-	1,303
2023	54	33	63	875
2024 (YTD)	56	41	89	515
Total	265	83	152	4,143

*Includes all business, non-profit, and governmental entity rebates

Total Rebates By Technology Type (9/1/2019 – 2/29/2024)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	2,142 (46%)	\$5,770,000 (71%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,501 (54%)	\$2,349,500 (30%)
Total	4,643	\$8,119,500

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2024 Program Budget	\$14,815,658	\$3,654,218
7/1 to 2/29 Spending	\$1,501,831	\$1,293,772
Percent of Budget Spent to Date	7%	35%
Additional Committed	\$7,598,550	\$397,115
Percent of Budget with Committed	58%	46%
Percent of Year Passed		67%

H) Demand Management Program

Demand Response Initiative

- Staff are finalizing this year's solicitation to approve Curtailment Service Providers. The goal is to enroll roughly 30MW worth of curtailable load for this summer's capacity season.

Load Shifting Initiative

- The program has enrolled the following devices and quantities:

Battery	5
Connected EV (Telematics)	47
EV Charger	11
Total	63

I) Efficiency Maine Green Bank

Key Metrics	Home Energy Loans		Small Business Loans	Manufactured Home Heat Pump Lease	Municipal Lease	Total
	Income-Eligible Loans	Non-Income-Eligible Loans				
Quantity						
Last month	27	-	-	12	-	39
FYTD	222	341	3	71	-	637
All time	222*	7,709	6	71	-	8,008
Dollars						
Last month	\$127,173	-	-	\$27,500	-	\$154,673
FYTD	\$1,179,713	\$2,142,250	\$12,935	\$163,500	-	\$3,498,398
All time	\$1,179,713*	\$60,066,519	\$26,921	\$163,500	-	\$61,436,652

* Since 2013, the Trust has offered a loan product to households with a FICO credit score as low as 580 to support home energy upgrades. However, Staff did not collect data on household income associated with those loans until the start of FY2024. As a result, values reported in this table on "Income-Eligible Loans" only reflect activity starting in FY2024 when the Trust began tracking and reporting household income level associated with these loans.

C-PACE: The C-PACE program is available in Maine to municipalities, capital providers, and eligible projects.

Key Metrics	Participating Municipalities	Registered Capital Providers	Project Applications	Approved Project Financing (\$)
Total	9	3	3	\$8,655,189

- Detailed information can be found at <https://www.energymaine.com/c-pace/>
- Staff continues to meet with interested municipalities and local lenders to facilitate the understanding and adoption of the program.
- Staff is working with local and community lenders to raise awareness of and participation in the program.
- Staff is providing more educational content about C-PACE on the website.
- A list of participating municipalities can be found at <https://www.energymaine.com/c-pace-participating-municipalities/>
- A list of Registered Capital Providers can be found at <https://www.energymaine.com/c-pace-registered-capital-providers/>
- Staff continues to update the program based on feedback from participating or interested municipalities and registered capital providers.
 - Staff has added two support documents to the webpage for Capital Providers:
 - Benefits of becoming a Registered Capital Provider
 - Benefits of providing Mortgage Lender Consent for a C-PACE project

J) Other Initiatives

Thermal Energy Investment Program

- The Trust has no new information to report this month.

School Decarbonization

- No new technical assistance requests have been submitted.
- One solar photovoltaic (PV) power-purchase-agreement (PPA) project is in progress.

Lead By Example (LBE)

- The LBE Initiative Review Team met once and approved \$150,334 in incentives since the last board meeting.
- One new LBE technical assistance (TA) request was approved.
- The total pipeline consists of 3 projects in various stages of development worth \$997,512 in incentive offers, after adjusting for the probability of completion.
- Program staff did not review any project proposals that did not meet the program requirements.

Energy Storage System (ESS) Program

- The C&I Custom Program Review Team met once and approved 1 project worth \$1,250,000 in performance incentive commitments since the last board meeting.
- Staff added no new projects to the pipeline. The pipeline now consists of 7 potential projects.

3. Strategic Initiatives

A) Innovation

- Pilot - Heat Pump Solutions: The team is testing both a standard ducted heat pump in double-wide manufactured homes and an alternative configuration in mostly northern Maine homes that requires an outdoor heat pump unit but utilizes the blower of the existing furnace. Recruitment is complete for double-wide homes, but ongoing for manufactured homes in northern Maine. 7 installations are complete in this phase to date with an additional 18 sites engaging in screening. The team will test ducted configurations in up to 20 of these home types and meter them throughout the coming winter.
- Pilot - Hydronic Heat Pump with Thermal Storage: The team screened and approved 4 homes for this pilot. The first site is fully operational with a high-temperature hydronic heat pump, multiple thermal storage tanks, and a control system all running together as designed. The pilot is monitoring real time data from this system. Heat Pump and storage installations have begun in a second and third home, and testing is working as expected. The pilot anticipates installing units in 2 to 3 additional homes before the next winter for additional testing.
- Pilot – Maine Transactive Energy: Staff hosted the team from the Post Road Foundation (PRF), and their subcontractor Hitachi, to conduct several rounds of in-person interviews throughout the state in support of the mobile app development for the Maine Transactive Energy Pilot (MTEP). Over the week of March 18 - 22, the Hitachi and PRF team conducted twelve, 90-minute one-on-one intensive interviews and an additional ten informal discussions about the pilot. These interviews took place in Portland at the Roux Institute, Augusta at the Efficiency Maine offices, and Mount Desert Island at College of the Atlantic. The findings will be compiled and used to develop a participant-facing app used to control their distribute energy resources' (DERs) engagement in small-scale real-time energy marketplaces.

B) Evaluation, Measurement, and Verification

- The Trust has no new information to report this month.

4. Administration and Finance Highlights

A) Administration

- No updates to report.

Triennial Plan VI (TPVI)

- Staff held a special workshop on Income-Eligible Initiatives and Equity on March 15.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of February 2024 was \$48.6 million out of a total expected annual revenue of \$60.1 million. Revenues from federal funding are \$8.2 million year-to-date. Approximately \$734,000 in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, the Trust has made interfund transfers of \$2.6

million. The total budget for FY2024 as of the end of February, including use of fund balance, is \$191.2 million.

Expenditures & Encumbrances

- Total expenditures through the end of February 2024 were \$60.8 million. The summary of expenditures and encumbrances is as follows:

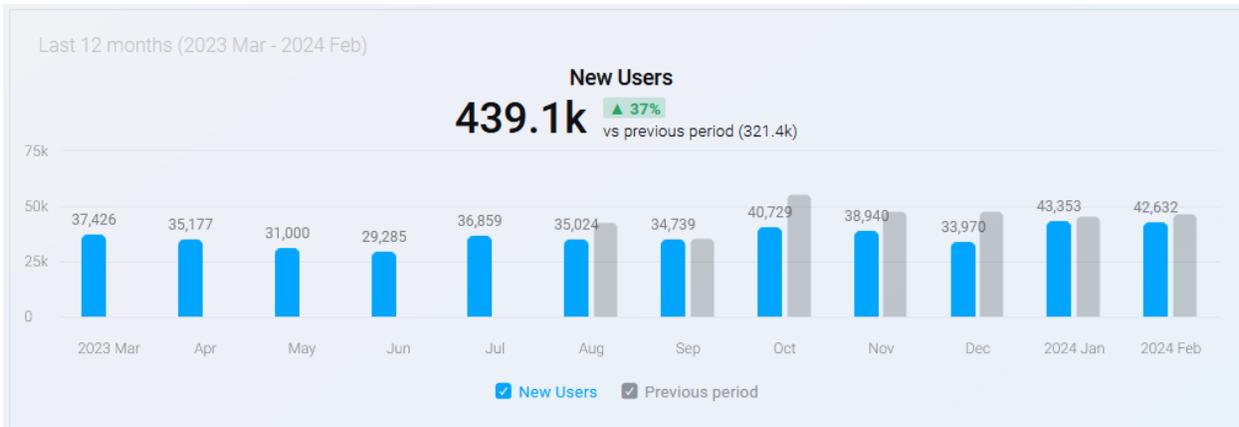
Expenditures	
\$5.3 million	Administration (excluding interfund transfers)
\$145,000	Public Information
\$569,000	Evaluation work
\$251,000	Innovation pilots
\$229,000	Demand Management Program
\$13.3 million	Low Income Initiatives
\$3.7 million	Retail Initiatives Program
\$4.6 million	Distributor Initiatives Program
\$13.7 million	Home Energy Savings Program
\$12.6 million	C&I Prescriptive Initiatives Program
\$3.4 million	C&I Custom Program
\$2,000	Inter-Agency transfers
Encumbrances	
\$86.0 million	Encumbered across all budget categories but not yet spent

Appendix A Full List of Press Coverage (plus links)

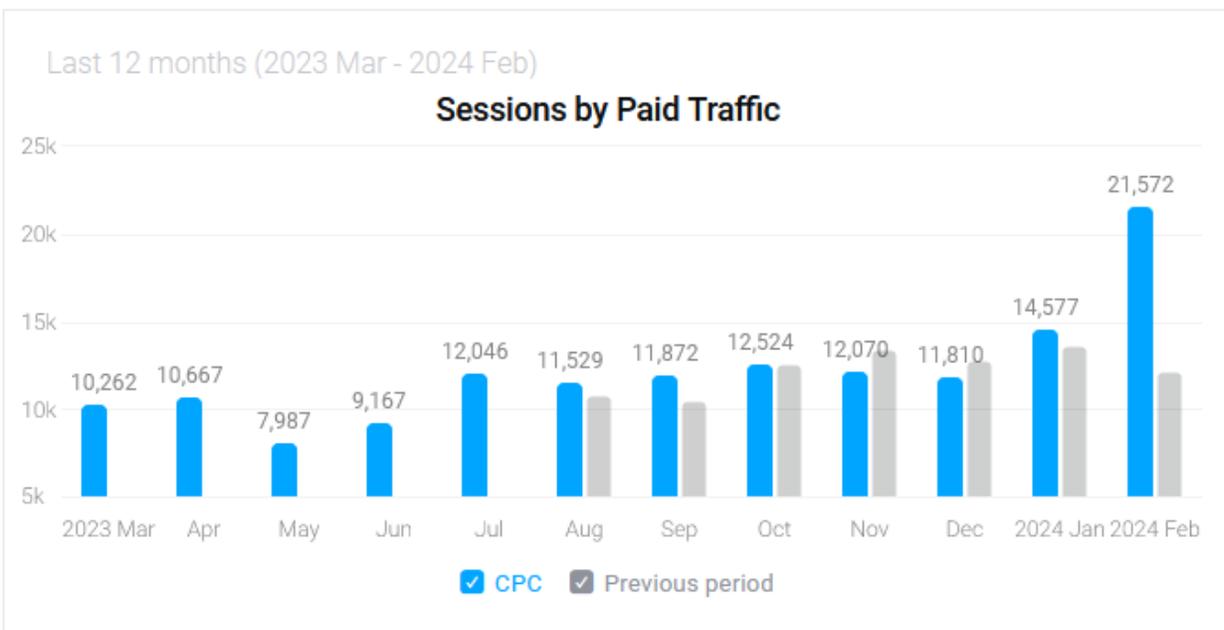
- *The New York Times* featured the Trust’s whole-home heat pump (WHHP) program in a March 2 article that quoted the Executive Director, WHHP homeowners, and participating program contractors. The article, which appeared in the paper’s A Section, highlighted Efficiency Maine’s incentive programs and success at transitioning the State’s homes to heat pump systems and away from fossil fuels. (<https://www.nytimes.com/2024/03/02/climate/heat-pumps-maine-electrification.html>). The article was republished by *Daily Kos* on March 2 (<https://www.dailykos.com/stories/2024/3/2/2227164/-Maine-is-going-big-for-heat-pumps>).
- *RTO Insider LLC* published an article on March 6 about the ISO-NE Consumer Liaison Group (CLG) meeting on March 6, which quoted staff on the importance of easing the barriers for small resources to participate as demand response resources (<https://www.rtoinsider.com/73149-iso-ne-clg-importance-demand-response/>).
- *Yale Climate Connections*, a nationally syndicated, daily radio program about climate change produced by the Yale Center for Environmental Communication, on March 6 featured staff describing the Trust’s manufactured home heat pump pilot during a brief segment and in an online article (<https://yaleclimateconnections.org/2024/03/Heat-pumps-are-keeping-homes-warm-in-Maine/>).
- The Trust participated in a Department of Energy (DOE) press event on February 27 that announced Maine’s selection as one of the 17 grant applicants to be chosen for a \$10 million federal grant that will support 675 whole-home heat pump installations in rural Maine. The Executive Director was quoted in the press release and spoke at the event, which was covered by
 - *Maine Public* (<https://www.mainepublic.org/climate/2024-02-27/maine-gets-10m-to-install-specially-designed-heat-pumps-inside-mobile-homes>); *Spectrum News* (<https://spectrumlocalnews.com/me/maine/news/2024/02/27/rural-mainers-to-benefit-from--10m-federal-grant-to-pay-for-heat-pumps>);
 - *Portland Press Herald* (<https://www.pressherald.com/2024/02/27/maine-gets-10-million-federal-grant-for-heat-pumps-in-mobile-homes/>);
 - *News Center Maine* (<https://www.newscentermaine.com/article/money/economy/governor-janet-mills-announces-new-federally-funded-heat-pump-installation-program-in-maine/97-060ae17d-27b5-4402-862e-6a794962e7d7>);
 - *Maine.gov* (<https://www.maine.gov/governor/mills/news/governor-mills-us-department-energy-announce-10-million-federal-grant-support-energy>); and
 - *Rep. Chellie Pingree* (<https://pingree.house.gov/news/documentsingle.aspx?DocumentID=5131>).
- *Maine Public* hosted the Executive Director on its call-in radio program, ‘Maine Calling,’ on February 21 to discuss electric vehicles (EVs), charging infrastructure, and to address misinformation about EV technology (<https://www.mainepublic.org/show/maine-calling/2024-02-21/electric-vehicles>).

Appendix B Additional Website Metrics

Below is a chart representing new users to Efficiencymaine.com YTD in comparison with last fiscal year.



Sessions by paid traffic (below) represent Google Adwords, Google Display Network, and Facebook.



Efficiencymaine.com (represented by “/”) is always the top page by sessions or path. It is the URL most advertised and used directly. Below are our top pages and paths. Organic sessions include all people who found the Efficiency Maine website through a search engine (not via an ad).

Last Month (Feb 1 - 29)

Top Landing Pages by Session

Landing Page	Value	vs prev
/at-home/heat-pump-water-heater-program/	11,341	▲ 128%
/	8,971	▲ 10%
/about-heat-pumps/	4,329	▲ 97%
/at-home/heating-cost-comparison/	4,104	▼ 21%
/at-home/low-income-water-heaters/	2,449	▼ 2%
/home-insulation/	2,241	▼ 15%
/income-based-eligibility-verification/	1,699	▲ 1%
/at-home/whole-home-heat-pump-incentives/	1,642	▼ 13%
/at-home/	1,525	▼ 3%
/electric-vehicle-rebates/	1,515	▼ 11%

Last Month (Feb 1 - 29)

Top Landing Pages by Session (Organic)

Landing Page	Value	vs prev
/	4,601	▲ 19%
/at-home/heating-cost-comparison/	2,472	▼ 29%
/heat-pump-user-tips/	1,221	▼ 69%
/at-home/ductless-heat-pumps/	1,112	▲ 17%
/at-home/water-heating-cost-comparison/	856	▼ 16%
/at-home/whole-home-heat-pump-incentives/	791	▲ 46%
/at-home/	720	▲ 16%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	718	▼ 58%
/heat-pumps/	559	▼ 14%
/electric-vehicle-rebates/	556	▼ 23%