

# Executive Director's Summary Report

to the Board of Trustees  
of the  
Efficiency Maine Trust

May 26, 2022

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press**

- Several media outlets covered Efficiency Maine programs and incentives, including electric vehicle (EV) initiatives and new promotions for business customers:
  - *Grist* quoted the Trust's residential senior program manager in an extensive article about dispelling the myth that heat pumps don't work in cold climates.
  - *WGAM TV* quoted the Trust's Commercial and Industrial (C&I) Prescriptive program manager in an article and news segment about the Trust's newly introduced virtual customer consultations.
  - *Maine Public* quoted the Trust's EV program manager in an article about Maine's efforts to install more EV charging infrastructure.
  - *Bangor Daily News* quoted the Trust's EV program manager in an article about electric vehicle sales in Maine. This article also appeared on *WGME* and *Yahoo! News* websites
  - Articles and segments in *Mainebiz*, *The Center Square*, and *Fox 22 WFVX* featured the joint announcement from the Mills Administration and the Trust about the launch of a \$4 million program from the Maine Jobs & Recovery Plan that the Trust will administer to help Maine hospitality businesses make energy efficiency improvements and reduce their energy costs.

More detailed descriptions and links to these and other articles are included in Appendix A at the end of this report.

- **Events**

- Staff represented the Trust at the Islesboro Community Day on May 18, which focused on energy-related projects and programs.
- Staff delivered information about the Trust's programs and incentives at a virtual event hosted by the Bangor Region Chamber of Commerce on May 18.
- Staff conducted an "Intro to Heat Pumps" learning session for the residents of the Highlands at Topsham on May 18.
- The Executive Director served as a panelist at the Maine State Chamber of Commerce's Energy Summit on May 13.
- Staff presented information about the Trust's residential programs at the Connecticut Energy Efficiency Board on May 11.
- Staff delivered information about the Trust's incentives for municipalities and schools during a webinar hosted by the Governor's Office of Policy Innovation and Future (GOPIF) on May 5.
- Staff presented information about the Trust's residential incentives at the Maine Energy Marketer's Association's (MEMA) heat pump training course on May 6.

- Staff represented the Trust at the Association of Energy Services Professionals (AESP) Program Design and Implementation Award Winners webinar on May 5.
- Staff delivered information about the Trust’s programs and incentives at the Institute of Electrical and Electronics Engineers (IEEE) Transactive Energy Systems Conference on May 4.
- Staff shared information about the Trust’s residential incentives to members of Brad Carter Real Estate on May 2.
- Staff presented to members of the Greater Portland Board of Realtors on April 26.
- **Website and Outreach** (see Appendix B for additional details)
  - April website visits:
    - 31,839 unique visitors
    - 9,413 visits driven by digital ads
  - Facebook
    - 4,456 followers

#### B) Call Center (April)

- 2,755 inbound phone calls were received, up from 1,563 this month last year. Inquiries about insulation, heat pumps, and low-income water heaters are the primary call drivers.
- 95% of calls were answered within 20 seconds (vs. a goal of 90%).
- 1,168 inbound emails were received, up from 773 this month last year.
- 887 pieces of inbound mail were processed, up from 928 this month last year.
- 1,032 outbound calls were made to schedule residential heat pump, weatherization, and heat pump water heater inspections. This is up from 517 calls in the same month last year.

#### C) Government Relations

- Maine Public Utilities Commission (PUC)
  - The PUC issued a final order approving the settlement of EMT’s Fifth Triennial Plan. The settlement proposed to accept the Plan as originally filed, with minor adjustments to: reflect the discontinuation of the NECEC Settlement revenues; EMT’s determination that a certain measure would not be feasible in the first year of the Plan; and new information about the allowable uses of federal funds from the American Recovery Plan Act.
  - Staff participated in a settlement conference in the PUC’s rate design investigation (Docket Number 2021-00325).

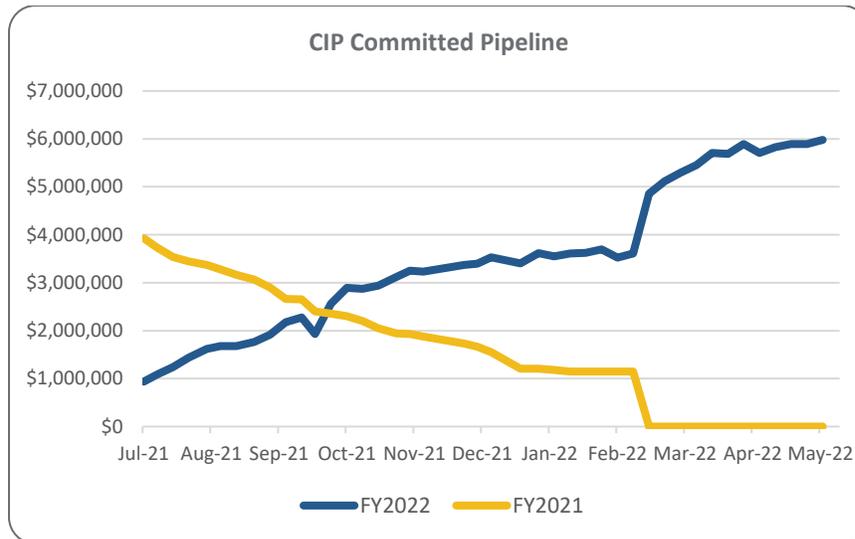
## 2. Program Highlights<sup>1</sup>

#### A) C&I Prescriptive (CIP) Program

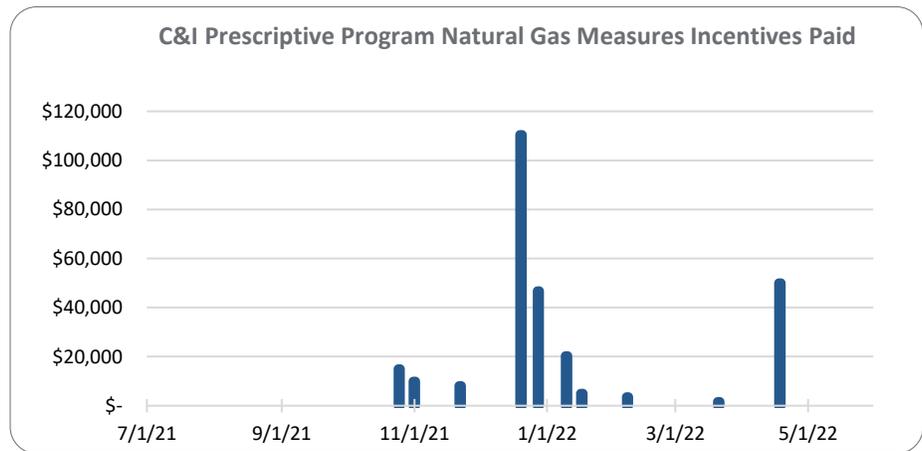
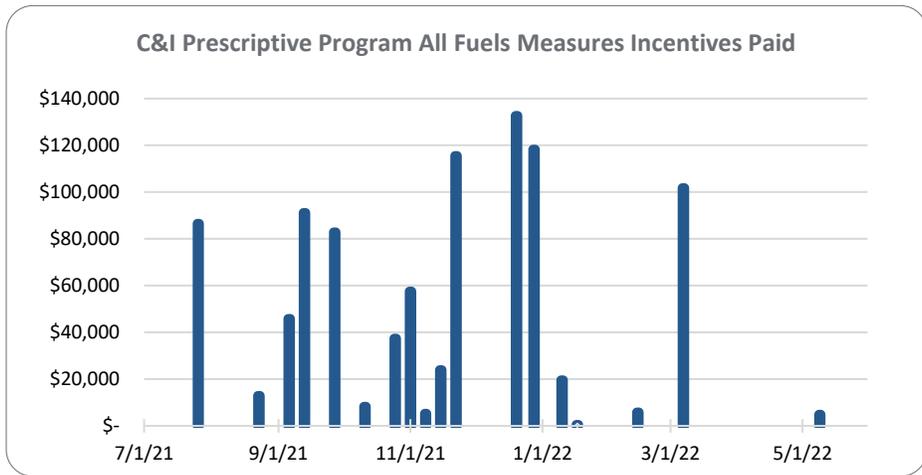
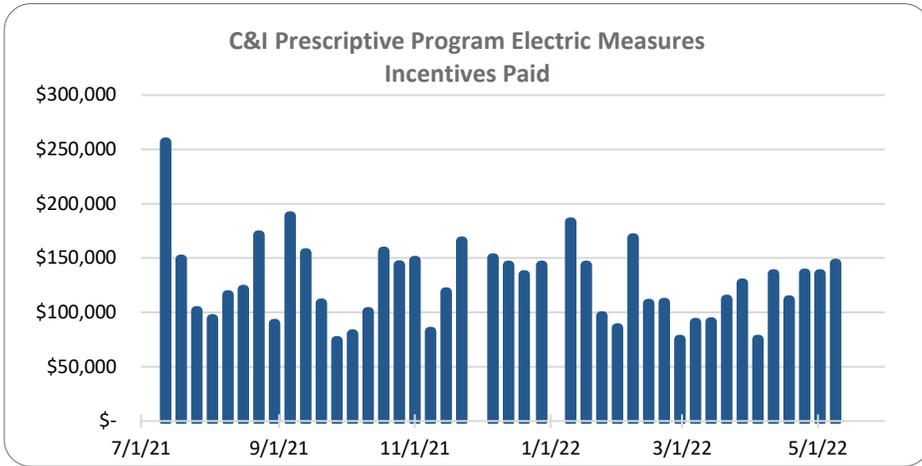
- The pipeline of pending electric projects has remained consistent over the last month. The current pipeline represents \$4.8 million in incentives for preapproved projects. Variable refrigerant flow (VRF) retrofits drove a \$200,000 increase in the RGGI pipeline.
- The program has seen less interest in lighting projects (\$1.7 million pipeline) compared to HVAC projects (\$2.6 million pipeline), which involve fewer contractors with the technical expertise to install and commission these systems. Also, Staff is finding that demand for T-8

<sup>1</sup> 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 May 20, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of April 2022).

replacement lamps is being split up across multiple channels (i.e., CIP, the Distributor Initiatives, and the Small Business Initiative).



- On April 1, the program launched “Virtual Customer Consultation” service, a new customer outreach tool. This effort will provide input on business-specific prescriptive solutions. These are not energy audits, but rather an opportunity for customers to discuss energy efficiency solutions and next steps in project development with the EMT team. Initial interest has been very strong. Since its launch, the Virtual Customer Consultation has resulted in:
  - 46 consultations requested
  - 39 consultations assigned and scheduled
  - 11 consultations completed
- The program team conducted 43 inspections over the last month, with a combination of virtual inspections and on sites inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high: ratings over the last month averaged 4.9 out of 5.
- Prescriptive horticultural lighting continues to see increased activity. To date, 34 projects totaling over \$582,000 in incentives have been pre-approved with multiple projects currently under review. Thirteen projects have been completed and paid for (\$267,000 in incentives) and three other projects are complete awaiting an inspection.
- Preparations are underway for the annual certification of Qualified Partners, which will begin in June prior to the start of the next program year. This year, we will be hosting four in-person sessions throughout the state. We will continue to offer the online training platform as well as two live webinars.
- The program has fully committed its FY2022 funding for Bangor Natural Gas and Maine Natural Gas territories.



Updated Financials	Program Investment
FY2022 Program Budget	\$22,611,609
7/1 to 4/30 Spending	\$7,269,614
Percent of Budget Spent to Date	32%
Percent of Year Passed	83%

<b>Additional Details on FY2022 Financials</b>	<b>Program Investment</b>
Expenditures	\$7,269,614
Committed Pipeline	\$5,978,786
Total (Expenditures and Committed Pipeline)	\$13,248,400
Percent of Current Budget	59%

<b>Energy Savings (through 4/30)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings*</b>
Electric Programs	29,062,115	(5,014)
Thermal Programs	(188,191)	541,815

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

<b>Project Type (through 4/30)</b>	<b>Projects</b>
Prescriptive Lighting Solutions	702
Electric Heating and Cooling Solutions	406
Compressed Air Solutions and Other	51
Natural Gas Heating and Cooling Solutions	14
All Fuels Heating and Cooling Solutions	12

#### **B) C&I Custom Program**

- The C&I Custom Program Review Team met once and approved 5 projects worth \$314,151 in incentive offers.
- The program also added 6 new projects to the pipeline. The total pipeline now consists of 10 projects worth \$1,434,370 in incentive offers, after adjusting for probability of completion.
- Program staff received 1 new scoping audit request and no new Technical Assistance (TA) study requests.
- Program staff reviewed 3 project proposals that did not meet the program requirements and will not proceed further in the process.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2022 Program Budget	\$14,118,425
7/1 to 4/30 Spending	\$2,513,759
Percent of Budget Spent to Date	18%
Percent of Year Passed	83%
<b>Additional Details on FY2022 Financials</b>	<b>Program Investment</b>
Expenditures	\$2,513,759
Committed	\$8,339,612
Pipeline	\$1,434,370
Total (Expenditures, Committed and Pipeline)	\$12,287,741
Percent of Current Budget	87%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	5,415,453	(1,227)
Thermal Programs	(41,782)	4,074

**C) Small Business Initiative (SBI)**

- Regions launched in FY2021:

	Region 23 Lewiston/ Auburn
Region Launch Date	Jan-21
# of Participating Lighting Contractors	12
Lighting Assessments Requested/Assigned	99
Lighting Assessments Completed	80
Pre-approved Projects	66
Signed SOWs	52
Lighting Installations Underway	1
Lighting Projects Completed & Paid	48

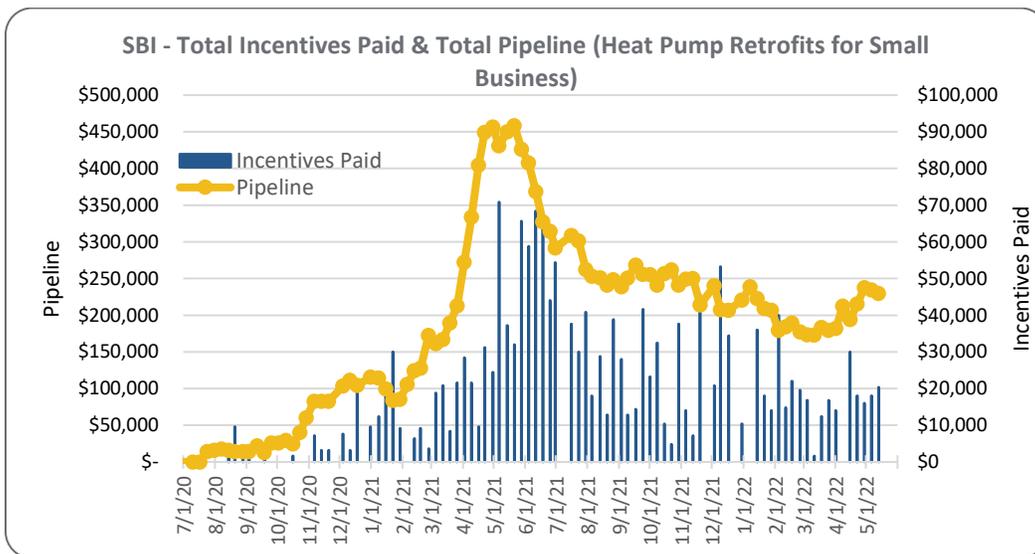
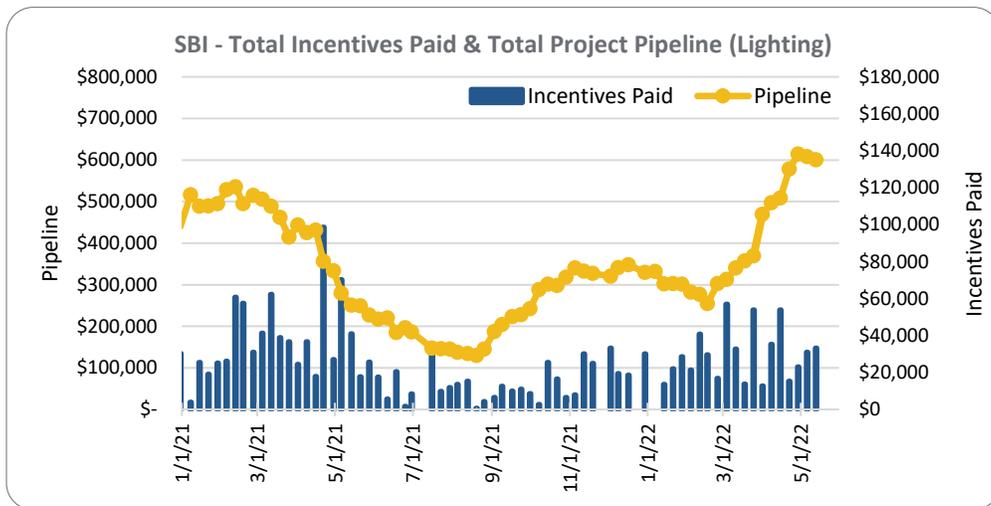
- Regions launched in FY2022:

	Region 24 Biddeford/ Saco	Region 25 Machias/ Route 9	Region 26 Brunswick/ Topsham	Region 27 Bath Area	Region 28 Camden/ Wiscasset	Region 29 Northern Aroostook County
Region Launch Date	Jul-21	Aug-21	Sep-21	Sep-21	Sep-21	Jan-22
# of Participating Lighting Contractors	4	11	5	5	5	12
Lighting Assessments Requested/Assigned	20	107	18	3	53	123
Lighting Assessments Completed	16	103	12	3	33	104
Pre-approved Projects	15	96	12	3	30	92
Signed SOWs	7	92	11	3	27	75
Lighting Installations Underway	1	2	0	0	8	15
Lighting Projects Completed & Paid	6	76	10	3	12	29

- Region 24 (Biddeford/Saco). In-person targeted outreach continued this month; however, activity has remained very slow. The program team plans to visit remaining target customers next month. Nearly half of the small businesses visited have already converted to LEDs.
- Region 25 (Winter Harbor to Machias and the Route 9 corridor) Participating contractors, with support from Gilman, the distribution firm, continue bringing in their own customers into the initiative. A total of 96 projects have been pre-approved for small businesses in this region to date, with additional assessments in progress.
- Region 26 (Brunswick/Topsham Area) and Region 27 (Bath Area). Activity to date has been very slow in these regions. In-person targeted outreach was completed this month in Region 27. Outreach efforts will continue in both regions next month.
- Region 28 (Camden/Wiscasset Area) Only three contractors are taking on new projects at this time. Activity in the region has slowly started to increase, and 30 projects have been

pre-approved to date. Additional assessments are underway. Call campaign efforts will continue next month.

- Region 29 (Northern Aroostook County) Participating contractors, with support from Gilman, have been very active in completing lighting assessments and also bringing their own customers into the initiative. A total of 93 projects have been pre-approved to date, with additional assessments underway.
- The SBI lighting pipeline had a significant increase this month, primarily due to the high levels of activity in Region 29. Overall program activity is expected to remain steady or increase as the program team moves forward with ongoing outreach efforts in all regions through the remainder of the program year. The heat pump retrofits for small businesses pipeline has remained fairly steady this month.



Updated Financials	Program Investment
FY2022 Program Budget	\$5,907,936
7/1 to 4/30 Spending	\$2,228,314
Percent of Budget Spent to Date	38%

Percent of Year Passed	83%
<b>Additional Details on FY2022 Financials</b>	<b>Program Investment</b>
Expenditures	\$2,228,314
Committed Pipeline	\$829,905
Total (Expenditures & Committed Pipeline)	\$3,058,219
Percent of Current Budget	52%

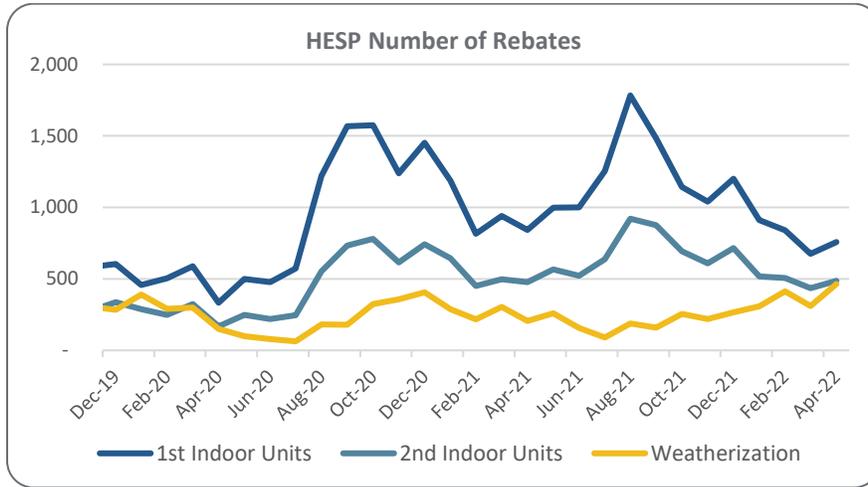
Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,376,763	(1,200)
Thermal Programs	(1,152,477)	16,123

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

Project Type (through 4/30)	Projects
Lighting	237
Heat Pump Retrofits	303

#### D) Home Energy Savings Program (HESP)

- The total number of rebates is up 1% fiscal year-to-date compared to FY2021 and is forecasted to end up 1% by year end.
- Weatherization
  - Weatherization rebate volumes for April were an all-time record, 126% higher than last April. Demand was driven by program modifications in September and January, by the largest-ever marketing campaign for the program, and growing concern about energy price increases caused by global events. Weatherization rebates had been lagging FY2021 for the first part of the year, but have finally pulled ahead year-to-date. The program forecasts that the recent upswing in demand will make up all of the shortfall from the first half of the year and end up 13% above last year.
  - Inbound calls, emails, and web views on the subject of weatherization are all up.
  - Contractor backlogs have risen to more than 90 days. This is occurring during a typically “slow” time of year. Contractors are reporting giving their employees raises and hiring to add capacity.
  - Technical field representatives visited 8% of rebated weatherization jobs in-person this month, compared to a goal of 10 to 15%.
- Heat Pumps
  - A statewide heat pump marketing campaign (digital ads, print ads, radio ads, direct mail, and email) is yielding record demand.
  - April heat pump rebates were down 6% compared to last April. YTD they are on pace to nearly equal last year -- the forecast is 1% below last year’s record for HESP of 20,000 heat pump rebates.
  - Technical field representatives used virtual tools to inspect 22% of rebated heat pumps compared to a goal of 10% to 15%. Seventy-five percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0 to 10.
  - Inbound customer calls and home inspections continue to be monitored to improve customer service.



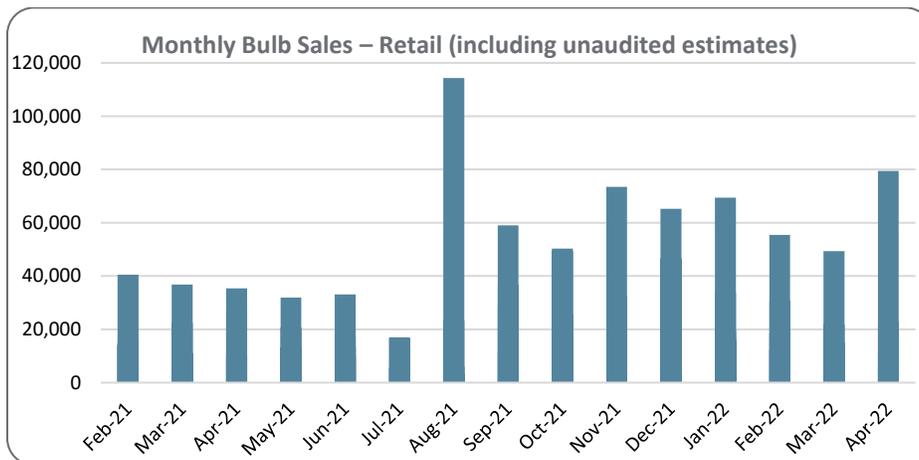
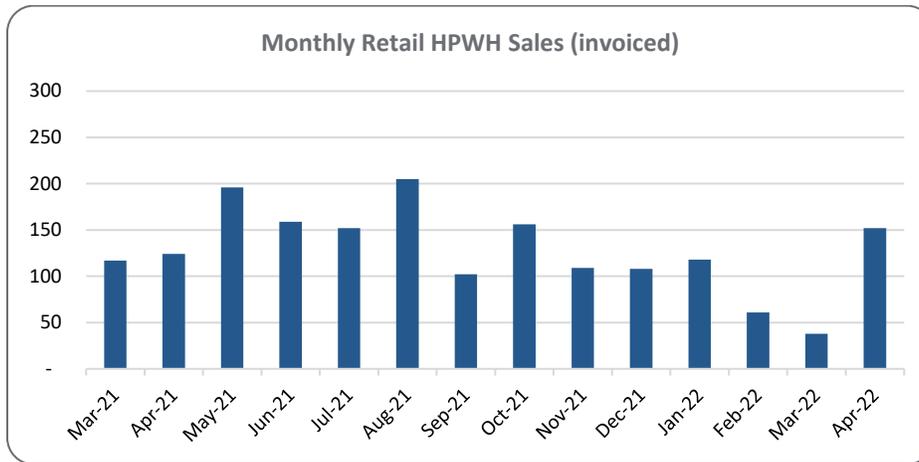
Updated Financials	Program Investment
FY2022 Program Budget	\$25,601,547
7/1 to 4/30 Spending	\$16,065,010
Percent of Budget Spent to Date	63%
Percent of Year Passed	83%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(17,812,071)	263,667
Thermal Programs	783,990	25,147

Project Type (through 4/30)	Participating Households
Electric Measures	12,019
All Fuels Measures	1,563

**E) Retail Initiatives Program**

- The program forecasts 1,217 heat pump water heaters (HPWHs) using mail-in rebates and an additional 597 HPWH using instant discounts by year-end.
- Though Lowe’s joined Home Depot in offering instant discounts on HPWHs in April, prices are still much more favorable through the distributor channel than at retail stores, so plumbers are buying almost exclusively through distributors.
- The program forecasts rebating 1.9 million LED bulbs in FY2022.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.



Updated Financials	Program Investment
FY2022 Program Budget	\$9,082,980
7/1 to 4/30 Spending	\$5,829,702
Percent of Budget Spent to Date	64%
Percent of Year Passed	83%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	40,321,219	(39,976)
Thermal Programs	-	-

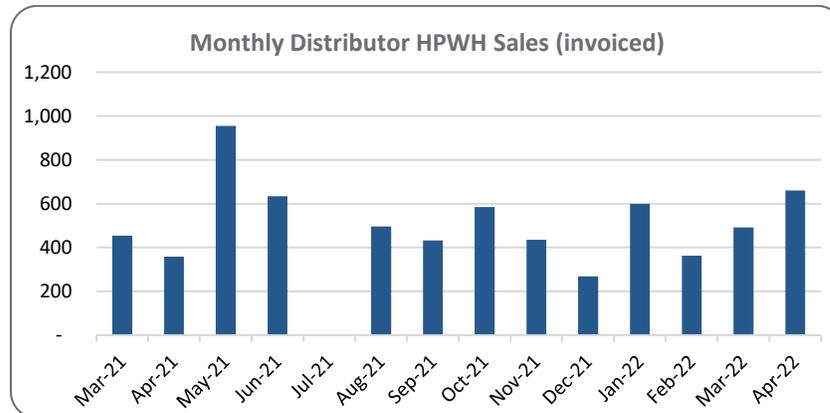
\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 4/30)	Projects
Light Bulbs	1,269,728
Appliance Rebates	5,462

## F) Distributor Initiatives

### HVAC and Plumbing

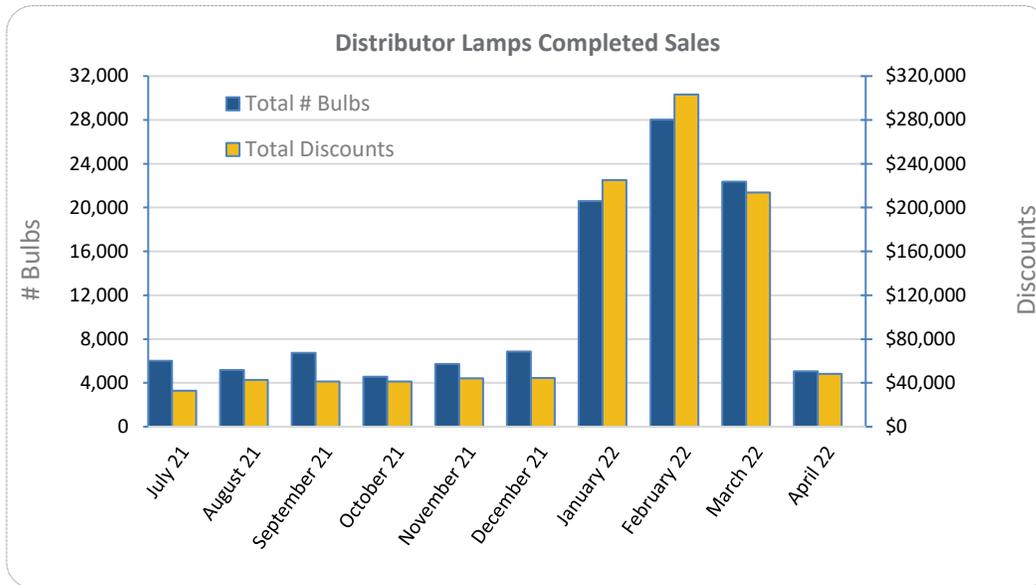
- Granite Group is now offering heat pump water heaters (HPWHs) direct to homeowners for \$479 after instant discount. This is an important breakthrough, and retailers (trying to sell the units for \$849 after rebate) are taking notice.
- All Maine distributors of HPWH are participating in our program. Plumbers receive an instant discount at time of purchase so there is no waiting for a rebate check and no risk of a claim being denied. Distributors are outselling retailers 3 to 1. Only 24% percent of the top electric water heater sales are HPWH in retail versus 72% at distributors.



- Circulator pumps with electronically commutated motor (ECM) technology were 51% of the top selling circulator pumps through March. This is 9% more than last year.
- The program launched natural gas thermostats rebates of \$200/unit on November 1, 2021. All of Maine Natural Gas funds have been invested and the program team forecasts investing 74% of this program's budgets across the three gas utilities.

### Lighting

- The total volume of lighting sales and discounts paid through distributors to date represent:
  - 5% are screw-bulb (3% of discounts paid)
  - 95% are mogul and T8, T5, and T5HO linear replacement lamps (97% of discounts paid).
  - The lamp types with the highest volume of sales continue to be 4' LED linear replacement lamps (85%) followed by T8 U-Bend (2%) and PAR38 lamps (2%).
- A T8 Type A Lamp promotion was launched on January 1 to help encourage the replacement of lamps in T8 fixtures. The promotion will be winding down in preparation for the start of the next program year.
  - The distributor pipeline of pre-authorized projects is \$143,000 and discounts paid to date exceed \$740,000, a \$200,000 increase over last month.



Updated Financials	Program Investment
FY2022 Program Budget	\$10,533,485
7/1 to 4/30 Spending	\$6,313,708
Percent of Budget Spent to Date	60%
Percent of Year Passed	83%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	11,017,745	16,330
Thermal Programs	-	4,699

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

Rebate Type (through 4/30)	Units	Projects
Distributor Lighting	102,870	-
Distributor HVAC (Electric)	-	5,329
Distributor HVAC (NG)	-	467
Distributor Hot Water (Electric)	-	3,928

### G) Low Income Initiatives

#### Low Income Direct Mail (LED bulbs and low-flow devices)

- So far in FY2022, the program has sent 13,620 Do-It-Yourself (DIY) kits of LED bulbs, faucet aerators, and an optional showerhead to low-income tenants and homeowners. The program forecasts delivering 800 more kits to low-income households by June 30.

#### Low Income Heat Pump Water Heater Initiative

- So far in FY2022, 816 households have received a new heat pump water heater installed at no cost to them.
- The program has a robust pipeline of over 550 households awaiting installs. More than half are installed in homes with domestic hot water coming off an oil boiler system. This

application is highly cost effective and is the only program in the nation to install a HPWH free of charge in low-income homes that use oil boilers.

- The program anticipates cost increases for July 1, 2022.

Arrearage Management Program (AMP)

- So far in FY2022, the program has seen 429 new enrollments into AMP. An 18-month moratorium on disconnections to electric utility service expired on April 15. After April 15, the program saw 100 AMP customers come through from CMP. Versant is backlogged and the program awaits their newest AMP enrollees.
- 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 that seem to be a good fit for a heat pump water heater installation. The program mails each new enrollee an education booklet compiled by Efficiency Maine that outlines energy saving tips. Half of all AMP enrollees request DIY kits of energy saving measures.

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

- So far in FY2022, 340 households have completed weatherization projects, with reservations in the pipeline for another 105 projects. Trends show a larger investment per home, with more insulation assigned per home. The program has achieved its goal to double the number of homes served compared to FY2021.
- So far in FY2022, 901 LMI households installed heat pumps, with an additional 85 projects holding reservations. The program is on target to invest 100% of allocated funds for heat pumps by the end of the fiscal year. This month, the program experienced a lull in weekly installations, which is consistent with the seasonality of the heat pump measure.

Affordable Housing Initiative Pilot (New Construction of Multifamily Housing)

- The program continues to support two new construction affordable housing projects in FY2022: Avesta’s 60-unit Valley Street project and South Portland Development Corporation’s 60-unit Jocelyn Street project. These developers have agreed to modify their baseline and build to Passive House standards in consideration of the EMT incentive.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2022 Program Budget	\$16,106,053
7/1 to 4/30 Spending	\$6,986,378
Percent of Budget Spent to Date	43%
Percent of Year Passed	83%
<b>Additional Details on FY2022 Financials</b>	<b>Program Investment</b>
Expenditures	\$6,986,378
Committed Pipeline	\$1,542,000
Total (Expenditures & Committed Pipeline)	\$8,528,378
Percent of Current Budget	53%

<b>Energy Savings (through 4/30)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings*</b>
Electric Programs	7,779,251	4,442
Thermal Programs	(2,194,132)	32,248

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

Installations (through 4/30)	Units
Direct Installs	848
Market-based Installs	167

**H) Renewable Energy Demonstration Grants Program**

- EMT has no new information to report on this initiative this month.

**I) Electric Vehicle (EV) Initiatives**

Electric Vehicle Supply Equipment (EVSE) Initiative

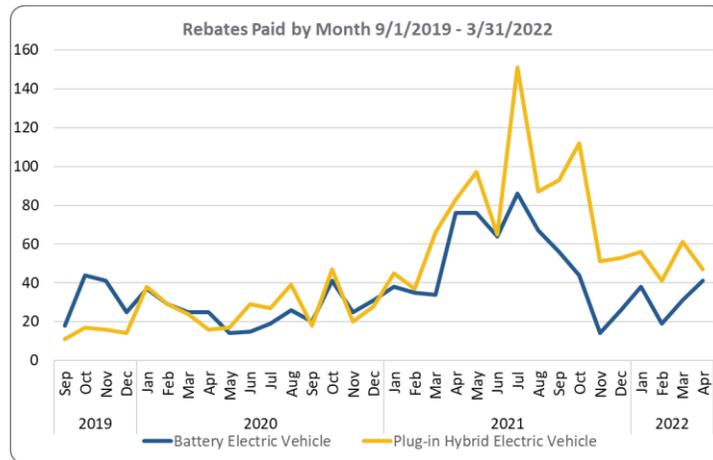
- Staff presented a draft of Maine’s EV Charging Infrastructure Plan at several stakeholder groups including Drive Electric Maine and the Transportation Working Group. EMT is collaborating with other state agencies to develop this statewide plan, which will be submitted to the US DOT/DOE joint office in order to receive Maine’s allotment of funds through the National EV Infrastructure (NEVI) Program. The plan became available for public comment on the MainedOT website on May 23: <https://www.maine.gov/mdot/vpi/>.

EV Accelerator Rebate Program

- The program issued 88 EV rebates in the month of April. Supply chain disruptions continue to constrain vehicle supply. Supply chain disruption is expected to continue throughout the next year.
- The program issued its first rebates and pre-approvals for electric Ford E-Transit vans. Businesses, governmental entities, and non-profits are eligible for enhanced rebates for these all-electric commercial vans through a limited-time promotion.
- The program added the Polestar 2 to the list of vehicles eligible for EV rebates, bringing the number of eligible vehicles to 28. The top models in April were the Toyota RAV4 Prime, Toyota Prius Prime, and Nissan LEAF.

EV Public Information and Outreach

- The program distributed informational flyers about DCFC site host requirements to Northern Maine community outreach groups.
- The program contacted current Level 2 charger suppliers about their interest in being on a Level 3 charger supplier list.
- Staff attended the Green Home and Energy Show and distributed both residential and EV related brochures and materials.
- Staff attended the Bar Harbor EV Expo.



Total Rebates By Technology Type (9/1/2019 – 4/30/2022)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,180 (43%)	\$3,402,000 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,535 (57%)	\$1,559,500 (31%)
<b>Total</b>	<b>2,715</b>	<b>\$4,961,500</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2022 Program Budget	\$3,613,147	\$6,103,495
7/1 to 4/30 Spending	\$291,140	\$1,974,999
Percent of Budget Spent to Date	8%	32%
Additional Committed	46%	n/a
Percent of Year Passed		83%

## J) Strategic Initiatives

### • Innovation

- Integrated Controls Pilot: A participant survey has been drafted and distributed to all 31 participants. Metering data, electric usage, and prior fuel data continues to be collected and analyzed.
- Whole Home Heat Pump Solutions Pilot: The current priority is still to analyze preliminary metering data and collect fuel usage data for all 19 participants. A report on the performance of the technologies deployed in this study is being drafted. A preliminary participant survey has been drafted and will soon be ready to distribute.
- Phase Change Material Pilot: The EMT’s subcontractor continues to finalize the report, incorporating edits from EMT, conducting additional regression analysis for baseline normalization, and refining demand savings data.
- L2 Smart Charging Pilot: EMT and its subcontractor are conducting additional analysis on the managed charging datasets which has pushed the final expected publication date for the report to mid-June.
- Onboard Charging Management Pilot: EMT and its subcontractor have finalized the customer enrollment phase of the pilot, fully enrolling 43 out of a target of 40 customers.

### • Evaluation, Measurement, and Verification

- Analysis for the Whole-Home Heat Pump Metering study is now complete. Ten unique homes that use heat pumps as their primary heating system were metered from February 2021 to June 2021. Nine participants completed surveys. Results will be presented to the Board on May 26. The key finding of the study is that heat pumps can be used for all or almost all heating throughout a Maine winter.
- The FCM M&V Compliance Review was completed and found that EMT’s portfolio is fully compliant with ISO NE M&V requirements. From the report:
  - *“Based on a comprehensive review of the measure savings calculations, supporting evaluation research, and reporting to ISO-NE, NMR found that Efficiency Maine Trust was in compliance with the M&V requirements established by ISO-NE for the period covered in this compliance review. Our review found that the data exchange between effRT and EEM was working exceptionally well given the volume and velocity of data being exchanged and the dynamic nature of program tracking records across a variety of energy efficiency programs. Table 1 shows that the aggregate DRV values by season were aligned perfectly in effRT and EEM, and the*

*relative precision for the aggregate summer and winter DRV values at the 80% confidence level was well within the  $\pm 10\%$  range allowed by ISO-NE.”*

- *“NMR also found that the metering equipment the Trust uses to measure power generated by DG assets was compliant with Section 10 of the M-MVDR”*

### High-Level Compliance Review Results

Season	effRT kW	EEM kW	Relative Precision (at 80%)
<b>Summer</b>	12,324	12,324	$\pm 4.71\%$
<b>Winter</b>	15,674	15,674	$\pm 5.80\%$

## 3. Administration and Finance Highlights

### A) Administration

- James Neal has joined the Staff in the role of Senior Manager for Finance Initiatives. James will be working in the Programs team with the primary objective of designing, launching, and implementing the C-PACE and Green Bank programs. Welcome James!
- EMT is working closely with Maine DOT to provide analysis, mapping, and drafting of a statewide plan to build out a network of EV charging infrastructure.

### B) Financial

#### Revenues

- The sum of the year’s new revenues from state and regional sources through the end of April 2022 was \$82.5 million out of a total expected annual revenue of \$86.9 million. Approximately \$816,600 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 \$2.42 million. The total budgeted revenue for FY2022 is \$108.2 million.

#### Expenditures

- Total expenditures through the end of April 2022 were \$56.6 million of which approximately:
  - i. \$5.12 million was spent on Administration (excluding interfund transfers)
  - ii. \$312,000 was spent on Public Information
  - iii. \$783,000 was spent on Evaluation work
  - iv. \$823,000 was spent on Innovation Pilots
  - v. \$6.99 million was spent on Low Income Initiatives
  - vi. \$5.83 million was spent on the Retail Initiatives Program
  - vii. \$6.31 million was spent on the Distributor Initiatives Program
  - viii. \$16.07 million was spent through HESP
  - ix. \$7.27 million was spent through the C&I Prescriptive Program
  - x. \$2.51 million was spent on the C&I Custom Program
  - xi. \$2.23 million was spent on the Small Business Initiative
  - xii. \$0 was spent in Inter-Agency Transfers
  - xiii. Another \$51.4 million is encumbered across all budget categories but is not yet spent.

## Appendix A

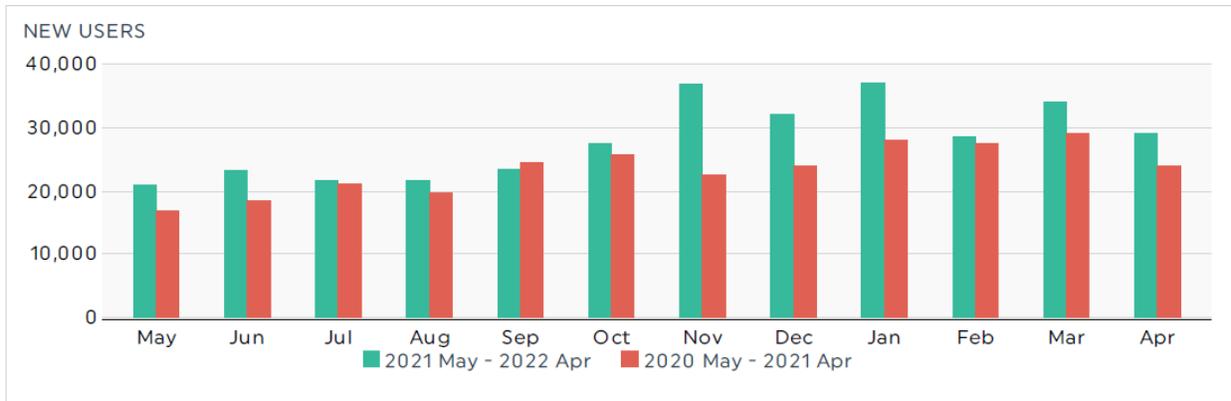
### Full List of Press Coverage (plus links)

- *The Natural Resources Council of Maine* published a news release on May 17 supporting the Trust's new Triennial Plan (<https://www.nrcm.org/news/efficiency-maine-trusts-new-triennial-plan/>).
- *The Portland Press Herald* published an article on May 15 stressing the need for climate action and mentioned the Trust as a key player in climate solutions for Maine (<https://www.pressherald.com/2022/05/15/maine-voices-climate-agency-and-urgency-surrender-is-not-an-option/>).
- *Q106.5* published an article on May 12 about the Trust's newly announced virtual consultations. The article highlighted various businesses the Trust has worked with on energy-efficiency projects (<https://q1065.fm/efficiency-maine-to-help-businesses-come-up-with-energy-efficiency-plans/>).
- *The Portland Press Herald* mentioned the Trust in a May 12 "Letter to the Editor" about Electrify Everything!'s available funding for energy efficient technology (<https://www.pressherald.com/2022/05/12/letter-to-the-editor-city-program-lets-portlanders-electrify-for-less/>).
- *WAGM TV* quoted the Trust's Commercial and Industrial program manager in a May 12 write up and a news segment about the Trust's newly introduced virtual customer consultations (<https://www.wagmtv.com/2022/05/12/efficiency-maine-offers-free-virtual-consultations-businesses/>).
- *Grist* quoted the Trust's residential program manager in a May 9 article dispelling the myth that heat pumps don't work in cold climates (<https://grist.org/housing/heat-pumps-do-work-in-the-cold-americans-just-dont-know-it-yet/>).
- In an article published on May 7, *The Penobscot Pilot* mentioned a \$5,000 Efficiency Maine grant received by the City of Rockland to help fund installation of an EV charging station (<https://www.penbaypilot.com/article/why-does-rockland-need-another-staff-position/160083>).
- *Mainebiz* ran an article on May 5 about the Trust's announcement of newly enhanced hospitality incentives (<https://www.mainebiz.biz/article/4m-program-offers-incentives-for-maine-hospitality-businesses-to-save-energy>).
- *Maine Public* quoted the Trust's EV program manager in a May 6 article about Maine's push to install more EV charging infrastructure (<https://www.mainepublic.org/environment-and-outdoors/2022-05-06/with-other-states-vying-for-ev-charging-infrastructure-maine-hopes-to-get-a-jump-start>).
- *The Center Square* ran an article on May 4 about the Trust's announcement of new incentives for businesses in the hospitality sector ([https://www.thecentersquare.com/maine/maine-launches-4-million-energy-efficiency-program/article\\_2c2f3b20-cbe9-11ec-9d68-73f1208dacf5.html](https://www.thecentersquare.com/maine/maine-launches-4-million-energy-efficiency-program/article_2c2f3b20-cbe9-11ec-9d68-73f1208dacf5.html)).
- *Fox 22 WFVX Bangor* ran an article on May 2 about the Trust's new incentives for businesses in the hospitality sector (<https://www.foxbangor.com/news/item/gov-mills-efficiency-maine-announce-hospitality-industry-energy-program/>).
- *The Portland Press Herald* mentioned the Trust's residential weatherization program in an April 29 article about smart home improvements (<https://www.pressherald.com/2022/04/29/smart-improvements-that-make-your-home-work-for-you-and-future-buyers/>).
- *Maine Public Radio* mentioned the Trust in an April 28 article about electricity bill relief for small businesses (<https://www.mainepublic.org/business-and-economy/2022-04-27/relief-payments-coming-to-maine-small-businesses-struggling-with-high-electric-bills>).

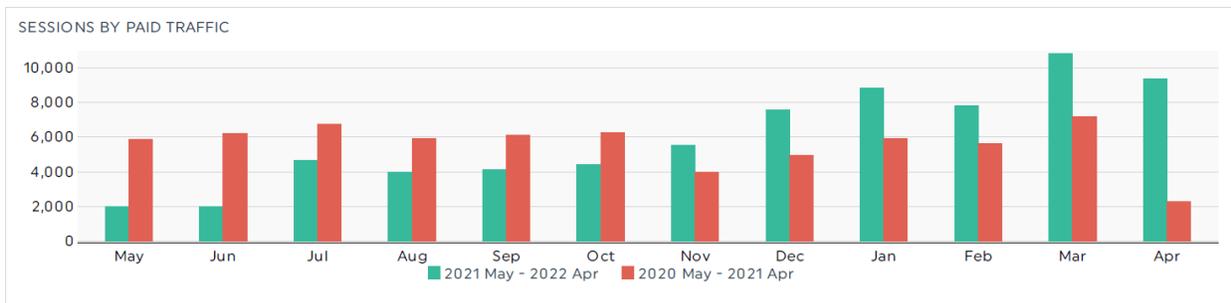
- This same article also was published by the *Bangor Daily News* on April 28 (<https://bangordailynews.com/2022/04/28/business/relief-payments-coming-to-maine-small-businesses-struggling-with-high-electric-bills/>).
- *Bangor Daily News* quoted the Trust's EV program manager in a April 24 article about electric vehicle sales in Maine (<https://bangordailynews.com/2022/04/24/news/central-maine/maine-has-ambitious-electric-vehicle-goals-but-sales-arent-growing/>).
  - *WGME* ran the same article on April 24 (<https://wgme.com/news/local/maine-has-ambitious-electric-vehicle-goals-but-sales-arent-growing-fast-enough>).
  - *Yahoo! News* published the same article on April 24 (<https://news.yahoo.com/maine-ambitious-electric-vehicle-goals-113300941.html>).
- *The Maine Monitor* published an article on April 22 that mentioned the Trust in the context of updating Maine's energy profile (<https://www.themainemonitor.org/what-should-maine-do-when-energy-costs-soar/>).

## 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).

TOP LANDING PAGES BY SESSIONS	
Landing Page Path	Sessions
/	9,778
/at-home/heat-pump-water-heater-program/	3,254
/about-heat-pumps/	2,828
/at-home/heating-cost-comparison/	2,352
/at-home/ductless-heat-pumps/	2,176
/ev/	2,088
/category/news/	1,789
/weatherization-rebates/	1,735
/heat-pumps/	1,557
/electric-vehicle-rebates/	1,384

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	5,719
/at-home/heating-cost-comparison/	1,661
/at-home/ductless-heat-pumps/	1,614
/heat-pumps/	1,275
/heat-pump-user-tips/	933
/electric-vehicle-rebates/	928
/at-home/	562
/at-home/water-heating-cost-comparison/	505
/vehicles/charging-station-locator/	429
/at-home/energy-loans/	388

Devices used by individuals accessing efficiencymaine.com include desktops, tablets, phones, and televisions.

