

**Executive Director’s Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
January 24, 2024**

Noteworthy	
C&I Programs	The Review Team for the C&I Custom Program met twice and approved 8 projects worth \$3,135,199 in incentives since the last board meeting.
Low-Income Initiatives	<p>The heat pump rebates in the initiative serving low- and moderate-income (LMI) households processed more than \$450,000 in rebates for whole-home heat pumps in a recent week. The current forecast is to expend between \$10-12 million for whole-home heat pumps in LMI homes by the end of the fiscal year, more than triple what was spent last year on LMI heat pumps. Homeowners are contributing between 20%-40% of project cost from their own funds.</p> <p>These initiatives also rebated 330 heat pump water heaters and more than 600 weatherization projects since the start of the fiscal year.</p>
Residential Programs	Programs are seeing an across-the-board slowdown in rebate uptake. Staff has been investigating the causes. There appears to be no single reason, but rather a collection of contributing factors, including: the traditional seasonal slow-down we regularly see begin in January, increased interest rates, inflation, decreased consumer confidence, waiting to see if there will be better incentives in the future, and digesting the new heat pump rebate design (bigger total project costs, bigger rebate amounts).
Demand Management	On January 19, the Director of Strategic Initiatives and Trustee Colburn helped to organize and lead two panels in a special workshop on Demand Management among representatives of several work groups of the Maine Climate Council. The panelists included Trustee Rauscher and other national experts on the technology, business, policies and programs associated with Demand Management.
Government Relations	Staff has worked with the Governor’s Energy Office and MaineHousing to draft a straw proposal for the use of the Inflation Reduction Act Home Energy Rebate programs. A public meeting on this draft plan will be held on Tuesday, January 23 at 9:00 a.m. at the Trust’s conference room.

1. Public Information and Outreach

A) Awareness and Press

- **Press** – (See Appendix A for additional details)
 - The *Portland Press Herald* quoted the Director of Strategic Initiatives in an article about the Maine Public Utilities Commission’s proceedings on grid planning on January 22.
 - The *Portland Press Herald* quoted the Executive Director in a January 13 article detailing Charging and Fueling Infrastructure (CFI) funding received by the state of Maine to enhance EV infrastructure. This article was republished by *Bangor Daily News* on January 13.
 - The *Portland Press Herald* quoted the Executive Director regarding heat pumps, programming, and the Trust’s incentives on December 24. An excerpt of this article was republished by Newsradio WGAN on December 25.
 - *The Washington Times* mentioned Efficiency Maine as a champion for heat pumps in America on December 22.
 - *Energy News Network* quoted the Executive Director in an overview of Whole Home Heat Pump (WHHP) technology and the Trust’s role in administering adoption incentives on December 20.
 - *The Boston Globe* highlighted the Trust’s role in administering National Electric Vehicle Infrastructure (NEVI) funds on December 20.
- **Events**

Staff attended, participated in, or presented to 57 community and industry audiences since the beginning of FY24. Activity from the past month includes:

 - Staff presented information about the Trust’s residential programs and incentives during:
 - the Granite Group Road Show at the Portland Cross Insurance Arena on January 10;
 - a Brooklin Sustainability Committee meeting on January 8;
 - Heat Pump Trainings at Central Maine Community College on December 20 and Kennebec Valley Community College on January 9;
 - Staff presented information about the Trust’s Electric Vehicle (EV) programs and incentives during *One Climate Future, Portland & South Portland’s Climate Action Plan event, Coffee & Climate* on January 12.
 - Staff presented an overview of programs promoting heat pumps in Maine to a forum hosted by E2Tech on January 17.
- **Website and Outreach** (see Appendix B for additional details)
 - December website visits
 - 36,942 unique visitors
 - 11,080 visits driven by digital ads
 - Facebook
 - 4,720 followers

B) Call Center (December)

- 2,544 inbound phone calls were received, down from 2,798 last month and down from 3,034 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 96% of calls were answered within 20 seconds (vs. a goal of 90%).
- 269 outbound calls were made compared to 588 this month last year, mostly for home inspection scheduling.

- 1,244 inbound emails were received, down from 1,526 this month last year, mostly rebate claims for the Retail Initiatives program.
- 508 pieces of inbound mail were processed, compared to 1,012 this month last year, mostly rebate claims for the Retail Initiatives program.
- 87% of monitored calls got perfect scores in December, up from 6% this month last year, tying the record.
- The Call Center forecasts spending 97% of its budget by year end.

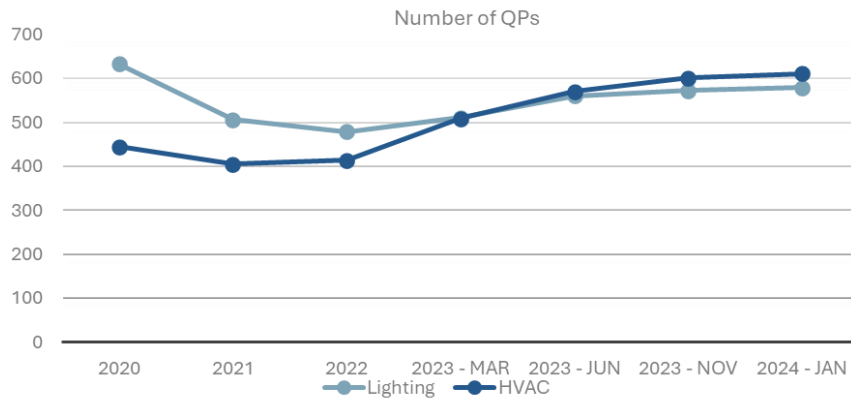
C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust submitted comments in response to a Commission Notice of Inquiry regarding utility ownership of energy storage (Docket No. 2023-00316).
- Maine Legislature
 - The Trust submitted two legislative reports to the Energy, Utilities, and Technology Committee:
 - (1) [Vehicle-to-Grid \(V2G\) Pilot Assessment report](#) – Details the Trust’s assessment of a V2G pilot project for school buses in the Wells-Ogunquit school district.
 - (2) [Agricultural Fair Assistance Program final report](#) – Details activity and results associated with the Trust’s initiative targeting energy savings improvements among Maine’s agricultural fairs.
 - Staff participated in a work session for LD 122, a bill authorizing EMT to run a rebate program and vehicle-to-grid pilot for medium- and heavy-duty zero-emission vehicles.
 - Staff participated in a work session for LD 1606, a bill that directs EMT to establish a dedicated grant program to finance energy audits and feasibility studies for energy projects in public schools, and to provide public schools with bridge funding for distributed generation solar or energy efficiency retrofit projects.
 - Staff participated in a public hearing for LD 589, a bill that requires the PUC to investigate technological advances to minimize the need for new grid infrastructure and to order implementation of those advances that it determines are cost-effective and in the public interest. The bill also contains provisions regarding planning for beneficial electrification.
- Maine Climate Council (MCC)
 - The Trust hosted a meeting of the MCC’s Buildings, Infrastructure and Housing (BIH) Work Group on January 22 at its Augusta conference room. Staff also presented to the Work Group on activities and plans of the Efficiency Maine Green Bank.
 - On January 19, the Director of Strategic Initiatives and Trustee Colburn helped to organize and lead two panels in a special workshop on Demand Management among representatives of several MCC work groups. The panelists included Trustee Rauscher and other national experts on the technology, business, policies and programs associated with Demand Management.
 - Staff also participated in meetings of the Energy Work Group and of the Transportation Work Group.
- Federal Government
 - The Trust has worked with the Governor’s Energy Office and MaineHousing to draft a straw proposal for the use of the Inflation Reduction Act Home Energy Rebate programs. A public meeting on this draft plan will be held on Tuesday, January 23 at 9:00 a.m. at the Trust’s conference room.

2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

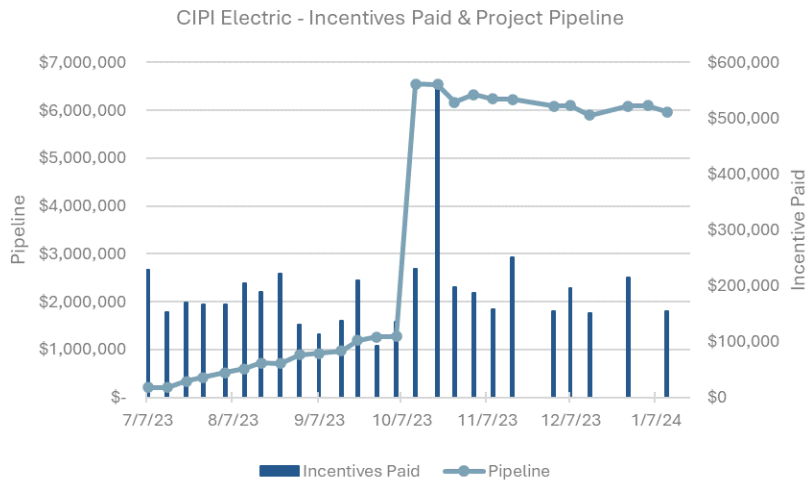
- The program conducted 42 inspections over the past month, using a combination of virtual inspections and on-site inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high.
- Virtual Customer Consultations (VCCs) requests significantly dropped over the last month, likely due to the holidays as well as multiple funding opportunity notices (FONs) coming to a close. Since inception, 535 VCCs have been requested, 510 of which have been completed. Most requests were for lodging and multifamily facilities. To date, 73 projects have proceeded after receiving a VCC, and 41 additional projects are under development.



Electric Measures

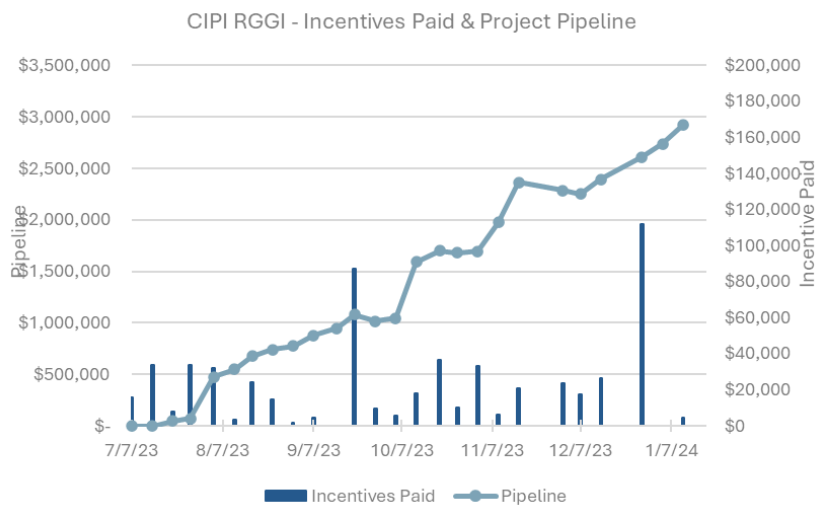
- The current pipeline of electric projects has remained consistent over the last month, comprising \$6 million in incentives. The slight downward trend is expected, as the last of the supplemental heat pump projects that were pre-approved under the old (FY2023) program eligibility are being processed and paid out. The supplemental heat pump rebates were previously paid from the electric procurement budget on the premise that they were “lost opportunity” purchases, whereas the new, whole-building heat pump rebates are presumed to be “retrofit” purchases and are paid out of RGGI.
- New applications for prescriptive horticultural lighting measures have been slow, with only one additional project submitted over the last month. Pre-approved projects from FY2023 and FY2024 now total \$357,000 in incentives. A total of 16 projects worth \$297,000 in incentives have been completed and paid year-to-date.
- The program discontinued incentives for interior lighting controls beginning January 1st, 2024. Many interior LED fixtures now include or have the option of integrated controls. Additionally, the incremental energy savings that can be claimed by installing lighting controls with LED fixtures do not support an additional prescriptive lighting incentive.

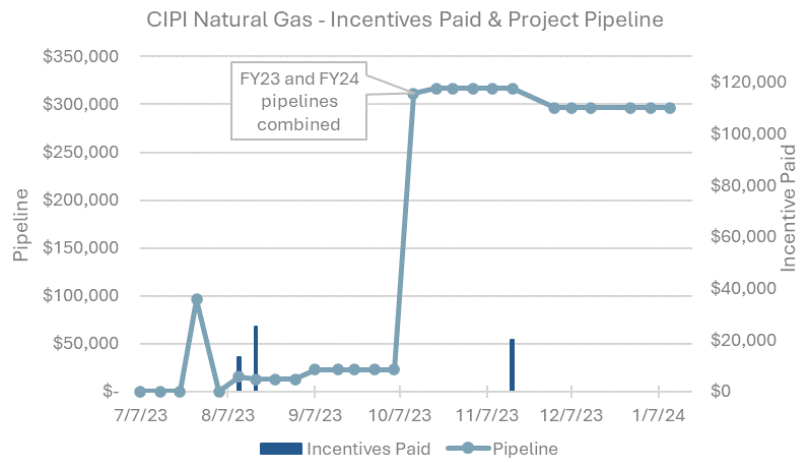
¹ The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on January 18, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of December 2023).



Thermal Measures

- RGGI Funds –The current pipeline represents \$2.9 million in incentives, which is a \$650,000 increase from the month prior. The upward trend of the RGGI pipeline is attributable to the transition to whole building heat pump systems.
- The program is developing 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.
- Qualified Partners who do HVAC work continue to familiarize themselves with updated FY24 CIPI program requirements relating to heat pumps and VRFs.
- Variable Refrigerant Flow (VRF) system eligibility criteria was modified at the start of Q3 to reflect heating performance, rather than cooling performance. Equipment eligibility is aligned with the 2024 Consortium for Energy Efficiency (CEE) Tier 2 specifications. The program increased incentives for both retrofit and new construction VRFs after a review of market pricing.
- The funding opportunity notice (FON) for multifamily building retrofits continues to see activity. This opportunity is focused on electrification and building insulation.
- Natural Gas Funds - The pipeline of projects remained the same at \$296,000.





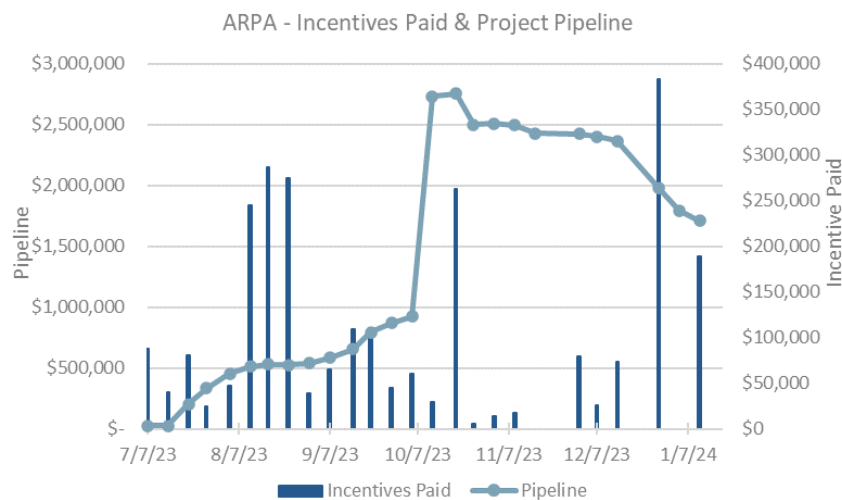
Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

- The FON for hospitality sector retrofits required projects for this round to be completed by December 31, 2023. All projects that were pre-approved are now complete and in the process of submitting documentation. The team anticipates that all incentives will be paid by the end of January after final reviews and inspections.
- The team released a second-round FON for school retrofits to focus on electrification measures for schools that currently heat with oil and propane. Two applications have been pre-approved, with two additional applications submitted.
- A second-round FON for municipal building retrofits (in medium-sized towns having 5,000 - 10,000 residents) launched on October 1, 2023 and will accept applications through March 1, 2024. The first-round FON (for small towns having less than 5,000 residents) requires projects to be completed by February 28, 2024.
 - The team has reached out to each town participating in the first-round FON to offer enhanced incentives for those wishing to expand their projects to whole-building heat pumps.
- The FON for HVAC retrofits in long-term care facilities has extended the application deadline to March 30, 2024. Six applications have been submitted, of which two have been completed and paid.
 - Staff, with support from Maine Health Care Association, is running two “Town Hall Meetings” with long-term care facilities. The focus is the transition to whole-building heat pump systems through the available FON.
- Several Qualified Partners have become very active in each FON to help promote electrification through FON-targeted sectors with the assistance of enhanced incentive opportunities.

• **Activity by FON:**

FON	Pre-Approved		Pipeline	Complete and Paid	
	Number of Projects	Incentive	Incentive	Number of Projects	Incentive
Hospitality	68	\$2,610,166	\$786,029	56	\$1,824,137
School (Round 1)	28	\$1,527,728	\$171,672	25	\$1,356,056
Small Municipality*	105	\$1,177,284	\$515,336	70	\$661,948
Long-Term Care	3	\$22,400	\$8,400	2	\$14,000
Medium Municipality*	0	\$0	\$0	0	\$0
School (Round 2)	2	\$106,430	\$106,430	0	\$0
Total	206	\$5,444,008	\$1,587,867	153	\$3,856,141

*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	\$32,916,298
7/1 to 12/31 Spending	\$8,662,383
Percent of Budget Spent to Date	26%
Percent of Year Passed	50%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$8,662,383
Committed Pipeline	\$10,894,464
Total (Expenditures and Committed Pipeline)	\$19,556,847
Percent of Current Budget	59%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	17,351,292	7,253
Thermal Programs	(528,462)	32,766

*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 twice and approved 8 projects worth \$3,135,199 in incentives since the last board meeting.
- The program added no new projects to the pipeline. The total pipeline consists of 5 projects worth \$86,306 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 3 project proposals 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 12/31 Spending	\$2,788,764
Percent of Budget Spent to Date	12%
Percent of Year Passed	50%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$2,788,764
Committed	\$13,977,846
Pipeline	\$86,306
Total (Expenditures, Committed and Pipeline)	\$16,852,916
Percent of Current Budget	70%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	1,587,246	-
Thermal Programs	(161,270)	7,010

C) Home Energy Savings Program (HESP)

- The program forecasts investing 88% of its funds by fiscal year end.

Weatherization

- The program forecasts rebating weatherization measures in 1,676 homes, which is 103% of the goal for customers of “any income” this year.
- Rebate volume for “market-rate” weatherization projects was down 62% compared to this month last year (from 583 to 224) and down 55% fiscal-year-to-date (FYTD) compared to this point last year. (See “Low Income Initiatives/Weatherization,” below, for rebate volume for weatherization in low-income and moderate-income homes.)
- 36% of rebated projects were inspected this month. Year-to-date, 18% of completed weatherization projects in HESP have been inspected. The goal is to inspect 10% to 15%.
- 68% 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 51 days (down 35% 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. 613 rebate claims came in for supplemental heat pumps installed before the 11/7/2023 deadline, 75% fewer than the same month one year ago.
- Since the 9/18/23 shift to only rebating whole-home heat pumps, the number of claims in HESP has dropped (while the number of rebates in the Low- and Moderate-Income heat pump initiative has climbed). The program issued 139 whole-home heat pump rebates in December for a total of 213 since the 9/18/2023 launch of the new measure.
- The program is developing new ways to illustrate progress to date since it stopped rebating supplemental heat pumps and switched to only rebating whole-home heat pump systems.
- 20% of rebated heat pump projects were inspected versus a goal of 15%.
- 90% 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 34 days, down from 39 days the prior month.
- The program (jointly with the Low- and Moderate-Income Initiatives) has launched a \$150,000 email and postcard campaign promoting heat pump rebates to all past recipients of rebates for a heat pump, insulation, or a heat pump water heater.

Updated Financials	Program Investment
FY2024 Program Budget	\$35,878,333
7/1 to 12/31 Spending	\$10,606,412
Percent of Budget Spent to Date	30%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(7,624,449)	132,593
Thermal Programs	770,339	13,747

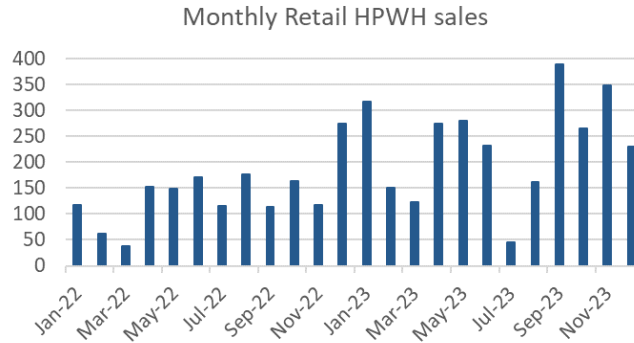
Project Type (through 12/31)	Participating Households
Heat Pumps	7,173
Weatherization and Other Heating Systems	1,045

D) Retail Initiatives Program

- The program forecasts investing 82% of its funding by year end.
- This program rebated 229 heat pump water heaters (HPWH) in the past month.
- As a result of Staff’s negotiations, Maine continues to see the lowest HPWH prices in the country.
 - Virtually all stores now have HPWH inventory, prime merchandising placement (free end caps at 15 stores), and trained associates. Both Lowe’s and Home Depot are

maintaining high inventory levels in response to demand and HPWHs represent 41% of top-selling electric water heaters in the state, up from 34% last quarter.

- 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 221 HPWH installers listed on the Efficiency Maine website.



Updated Financials	Program Investment
FY2024 Program Budget	\$7,966,336
7/1 to 12/31 Spending	\$2,559,065
Percent of Budget Spent to Date	32%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,426,233	9,185
Thermal Programs	-	-

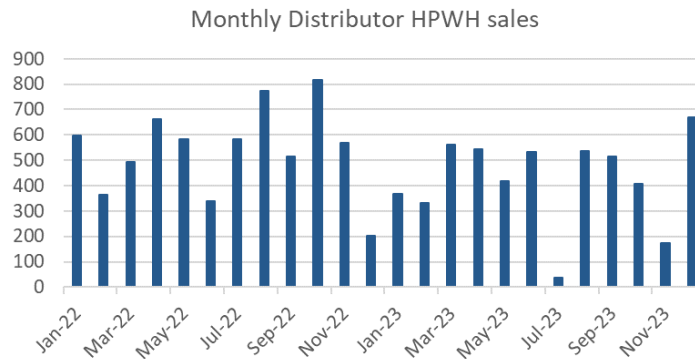
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 12/31)	Projects
Appliance Rebates	4,062

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.
- This channel continues to account for 64% 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 water heaters, and each offers instant discounts so plumbers don’t have to do any paperwork or wait for a rebate check.
 - 73% of top-selling electric water heaters sold through Maine distributors this month were HPWHs compared to 68% last year.
 - The program team is investigating ways to encourage distributors to use bulk orders for HPWHs to make pricing more favorable.

- 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 71% of top-selling circulating pumps this month compared to 52% in Q2 of last year.



Updated Financials	Program Investment
FY2024 Program Budget	\$12,667,991
7/1 to 12/31 Spending	\$3,257,006
Percent of Budget Spent to Date	26%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,066,164	11,337
Thermal Programs	-	-

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

Rebate Type (through 12/31)	Projects
Heat Pump Water Heaters	2,092
Electronically Commuted Pumps	3,861

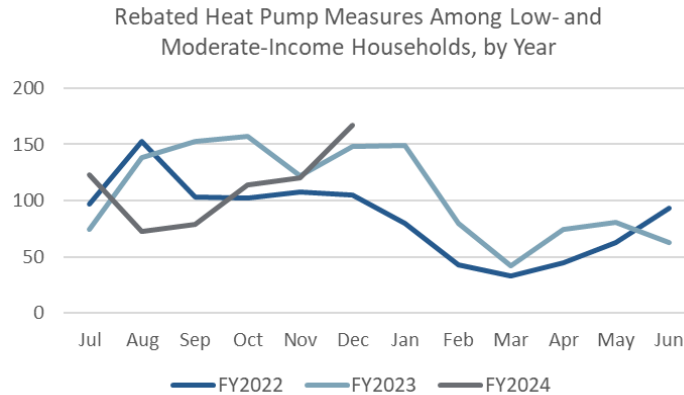
F) Low Income Initiatives

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

Heat Pumps

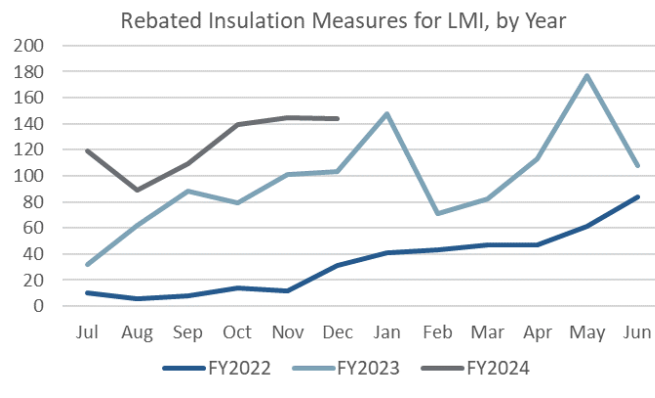
- The program has rebated 270 whole-home heat pump installations (for 173 moderate-income households and 97 low-income households). There are 72 total reservations for whole home heat pumps. The program projects 6 to 7 weeks of remaining budget.
- Separately, 431 rebates have been given for single-zone heat pumps (not whole-home) since July 1, 2023. The rebate amount (\$2,000) associated with this has ended.
 - However, the program launched a [new single-zone heat pump rebate](#) (not whole-home) for low-income households only and is offering a new rebate amount (80% of project cost up to \$4,000).

- The following is a historical view of rebated heat pump measures among low- and moderate-income households, reflecting both single-zone heat pumps (room heaters) and whole-home heat pumps:



Weatherization

- The program has rebated insulation measures in 603 homes since July 1, 2023, with 137 projects in reservation.
- The program will convene an RRV meeting with insulation contractors in January to gather feedback about how things are going in the industry.
- The program forecasts needing \$1,500,000 more budget to satisfy demand through fiscal year end.
- The following is a historical view of rebated LMI insulation measures:



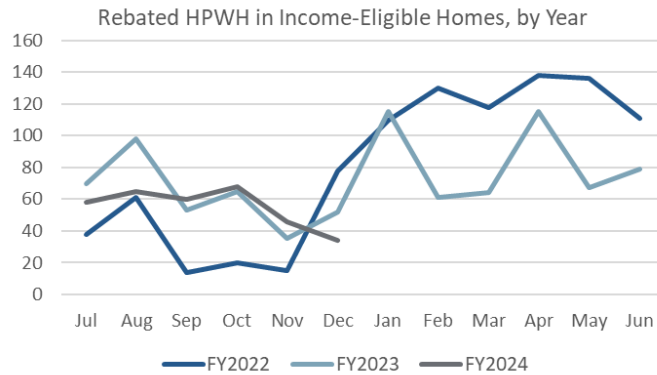
Low Income Direct Mail (DIY - faucet aerators and low-flow devices)

- The program has delivered DIY kits to 412 households since July 1.

Low Income Heat Pump Water Heater Initiative

- 330 heat pump water heaters have been installed since July 1, 2023, with 288 reservations.
 - 132 (40%) were found to have replaced an electric water heater
 - 198 (60%) were found to have replaced an oil- or propane-fired water heater:
- The program began a direct mail campaign targeting electric baselines.

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



Arrearage Management Program (AMP)

- The program has seen 915 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 that seem to be a good fit for a heat pump water heater installation.

Manufactured Home Pilot (Heat pumps)

- 15,000 residents of manufactured homes received a second EMT offer through direct mail to convert a single-wide mobile home to heat pumps using the existing distribution system (ductwork) and replacing the old furnace.
- Projects in 25 homes have been completed this year, with 22 additional homes in the pipeline.
- The quantity of participating RRVs climbed to 8, and 2 additional RRVs have expressed interest in participating.

High Performance Affordable Housing Pilot

- Avesta’s “Valley Street/Porter Station” project has received all payments.
- South Portland Housing Development Corp’s “Jocelyn Place” project has received the first two milestone payments. The third and final milestone, project completion and standards review, are expected to occur in February.

Updated Financials	Program Investment
FY2024 Program Budget	\$22,673,339
7/1 to 12/31 Spending	\$8,557,880
Percent of Budget Spent to Date	38%
Percent of Year Passed	50%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$8,557,880
Pipeline	\$1,162,400
Total (Expenditures & Committed Pipeline)	\$9,720,280
Percent of Current Budget	43%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	572,434	(7)
Thermal Programs	(2,797,404)	46,738

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

G) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

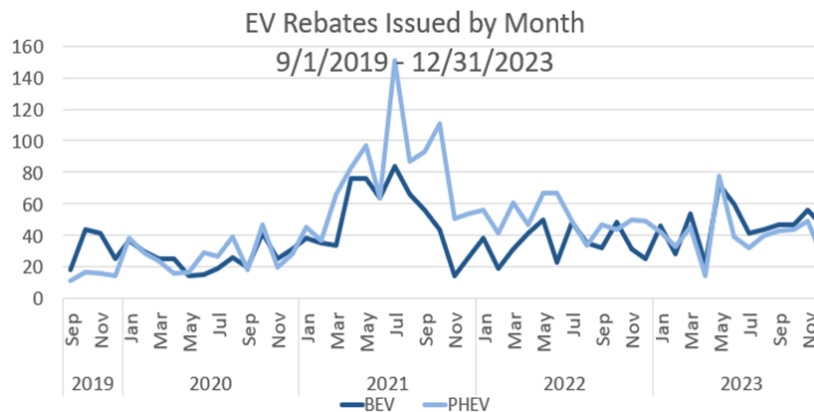
- On 12/11/2023, Staff issued a [Request for Proposal \(RFP\) for DC Fast Chargers at Maine Destinations](#). The eligible destinations include Rangeley, Greenville/Moosehead, Millinocket, Gorham/Standish, and Orono.
- In December, Staff participated in a working group that has been tasked with simplifying and standardizing the United States Access Board's Design Recommendations for Accessible Electric Vehicle Charging Stations for use by contractors and other parties interested in the design and installation of electric vehicle charging stations.
- On 1/11/2024, Maine was awarded \$15 million from the [Federal Highway Administration's Charging and Fueling Infrastructure \(CFI\) Discretionary Grant Program](#) to continue building out its public EV charging network.

EV Rebates

- On 12/20/2023, the Efficiency Maine Board of Trustees approved adding \$1.5 million in State funding (LD 1995) to the budget of the EV Rebate Program.
- The program issued 72 EV rebates in the month of December.
- The top EV models rebated for the month of December were the Toyota RAV4 Prime, Ford F-150 Lightning, and Chevy Bolt EUV.
- On 1/1/2024, Staff launched three changes to the EV rebate program:
 - Increased the EV rebate amounts for "any-income" customers to \$1,000 (plug-in hybrid) and \$2,000 (battery electric vehicle),
 - Increased the business fleet chassis cab/cutaway rebate to \$8,000, and
 - Increased the manufacturer's suggested retail price (MSRP) cap for pickup trucks and commercial vans to \$80,000.
- On 1/11/2024, Staff issued a Request for Proposal for an Electric Bike Pilot.

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	Any Income
2020	9	2	-	474
2021	76	4	-	976
2022	70	3	-	1,255
2023	54	33	63	925
2024 (YTD)	40	32	62	381
Total	244	74	125	4,011

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

Total Rebates By Technology Type (9/1/2019 – 12/31/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	2,033 (46%)	\$5,465,000 (71%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,426 (54%)	\$2,282,500 (30%)
Total	4,459	\$7,747,500

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2024 Program Budget	\$14,815,658	\$3,654,218
7/1 to 12/31 Spending	\$748,197	\$892,812
Percent of Budget Spent to Date	5%	24%
Additional Committed	\$7,471,727	\$827,069
Percent of Budget with Committed	55%	47%
Percent of Year Passed		50%

H) Demand Management Program

Demand Response Initiative

- Staff continue to finalize settlement proceedings with Curtailment Service Providers (CSPs). Staff anticipates making final payments by the end of the month.
- Staff are drafting the DRI PON for this calendar year’s summer capacity season.

Load Shifting Initiative

- Staff are in the process of relaunching the small battery management initiative that uses the “bring your own device” (BYOD) approach. This initiative collaborates directly with manufacturers to develop a program that accomplishes the goals of the Trust while working within the operating parameters of the equipment and Distributed Energy Resource Management System (DERMS) platform. The program anticipates having this initiative operational this winter for active dispatching during the CY2024 summer capacity season.

I) Efficiency Maine Green Bank

- Staff continues to explore opportunities for capitalizing the fund, including anticipated resources from the Inflation Reduction Act’s Greenhouse Gas Reduction Fund (GGRF).
- Staff has been investigating options for processing loan applications and loan servicing in the event that the range of finance products is expanded and the number of loans or leases increases. Competitive solicitations for software platforms and lender services are under development.

Loan and Lease Initiatives:

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	25	-	-	7	-	32
FYTD	171	341	3	46	-	561
All time	171*	7,709	6	46	-	7,932
Dollars						
Last month	\$141,500	-	-	\$17,000	-	\$158,500
FYTD	\$935,187	\$2,142,250	\$12,935	\$105,500	-	\$3,195,872
All time	\$935,187*	\$60,066,519	\$26,921	\$105,500	-	\$61,134,126

* 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.

- Detailed information can be found at <https://www.energymaine.com/c-pace/>
 - 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 has updated the C-PACE Program Guidelines to further describe and clarify the application requirements.
 - Staff has implemented changes to the SIR Certification document. This document will now require a description of the Energy Savings Improvements and how those improvements meet the requirements of the program.
 - Staff has implemented changes to the C-PACE Assessment Agreement to help clarify the relationship and ongoing communication between the Capital Provider and Participating Municipality for a C-PACE project in which there is a default or delinquency.

Key Metrics	Participating Municipalities	Registered Capital Providers	Project Applications
New this month	-	-	1
Total	7	3	2

J) Other Initiatives

Agricultural Fair Assistance Program

- Staff submitted its final report to the Joint Standing Committee on Energy, Utilities and Technology in January 2024. See “Maine Legislature” section for more details. This concludes activities associated with this program.

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 did not meet or approve any projects since the last board meeting.
- No new LBE technical assistance (TA) requests were approved.
- Program staff did not review any project proposals that did not meet the program requirements.
- The total pipeline consists of 11 projects in various stages of development worth \$1,356,460 in incentive offers, after adjusting for the probability of completion.

3. Strategic Initiatives

A) Innovation

- Pilot - Heat Pump Solutions: Recruitment is complete for double-wide homes, but ongoing for manufactured homes in northern Maine. The team is testing a standard ducted heat pump that fully replaces the old furnace and also an alternative configuration that utilizes the blower of the existing furnace. 4 installations are complete in this phase to date, with 2 additional installs scheduled this month and 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 3 homes for this pilot and the first high-temperature hydronic heat pump equipment has been installed in the first site. The team is testing the full configuration at the first site. Additional installations are expected to begin this month. The team plans to install at 5 sites this winter, in addition to the existing site from last winter.
- Pilot - Energy Storage System: Seven potential projects are now in various stages of investigation and development. No applications have been received, but C&I Custom Program Technical Assistance funding was awarded to two projects to offset the costs of system design and interconnection studies.

B) Evaluation, Measurement, and Verification

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

4. Administration and Finance Highlights

A) Administration

- Staff held a public hearing on the rulemaking to amend Chapter 3 of the Trust's rules on January 16. This hearing had been rescheduled from last December due to the impacts of the December 18 winter storm. Staff submitted an updated Notice of Rulemaking Proposal with this rescheduled hearing date to the Secretary of State in December. This notice was subsequently issued in local newspapers, via email to interested parties, and on the Efficiency Maine website here: www.energymaine.com/rulemaking/. The Trust will accept written comments on the proposed rule through January 26, 2024.

B) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of December 2023 was \$46.4 million out of a total expected annual revenue of \$70.9 million. Revenues from federal funding are \$8.2 million year-to-date. Approximately \$560,000 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 \$2.0 million. The total budget for FY2024 as of the end of December, including use of fund balance, is \$181.1 million.

Expenditures & Encumbrances

- Total expenditures through the end of December 2023 were \$43.5 million. The summary of expenditures and encumbrances is as follows:

Expenditures	
\$4.0 million	Administration (excluding interfund transfers)
\$114,000	Public Information
\$285,000	Evaluation work
\$240,000	Innovation pilots
\$216,000	Demand Management Program
\$8.6 million	Low Income Initiatives
\$2.6 million	Retail Initiatives Program
\$3.3 million	Distributor Initiatives Program
\$10.6 million	Home Energy Savings Program
\$8.7 million	C&I Prescriptive Initiatives Program
\$2.8 million	C&I Custom Program
\$0	Inter-Agency transfers
Encumbrances	
\$89.9 million	Encumbered across all budget categories but not yet spent

Appendix A

Full List of Press Coverage (plus links)

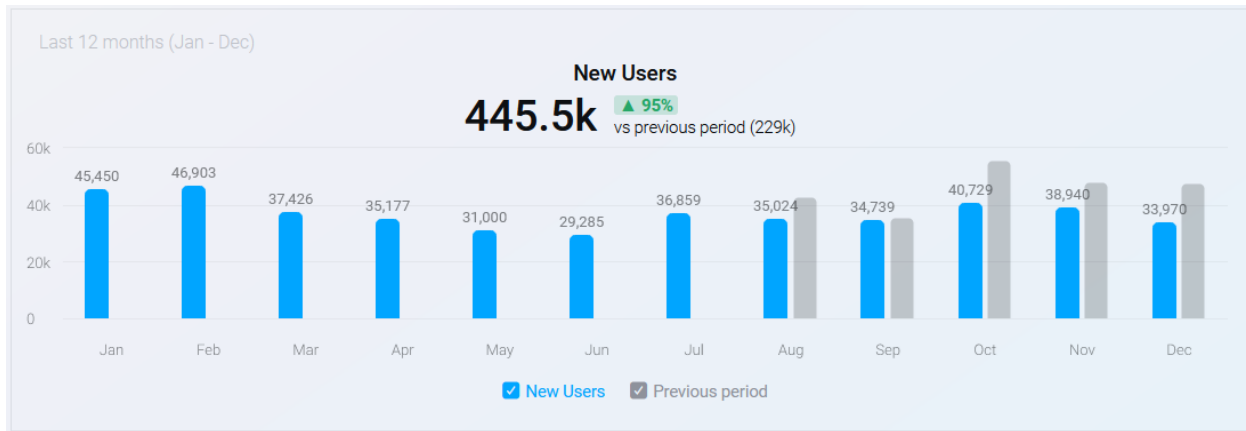
- *Maine Public* published an article on January 16 about a bicycle advocacy group’s desire to expand eligibility of the Trust’s Electric Bike pilot program to individuals (<https://www.maine-public.org/maine/2024-01-16/bike-advocacy-group-wants-to-broaden-process-for-new-maine-e-bike-rebate-program>). This article was republished on January 17 by *Newsbreak* (<https://original.newsbreak.com/@rachel-perkins-1593055/3299955919004-maine-s-e-bike-rebate-program-calls-for-more-inclusive-access>).
- *Portland Press Herald* quoted the Executive Director regarding Charging and Fueling Infrastructure (CFI) funding received by the state of Maine to enhance EV infrastructure on January 11 (<https://www.pressherald.com/2024/01/11/maine-receives-15m-federal-grant-to-install-hundreds-of-electric-vehicle-chargers/>). This article was republished by *Bangor Daily News* on January 13 (<https://www.bangordailynews.com/2024/01/13/politics/maine-15-million-federal-grant-ev-charging-stations-joam40zk0w/>).
- *Portland Press Herald* ran an article on January 9 discussing a challenge by minority Republicans in the state legislature over ‘Advanced Clean Cars II’ EV standards and the impact that challenge may have on fall elections (<https://www.pressherald.com/2024/01/09/republican-lawmakers-plan-to-campaign-on-electric-vehicle-mandate-this-fall/>).
- *Ski Area Management* magazine posted content on January 9 about the importance of energy efficiency upgrades for ski facilities, highlighting work done at Sunday River that was funded by Efficiency Maine rebates (<https://www.saminfo.com/the-magazine/this-issue/item/165460-positive-energy>).
- *The Maine Monitor* posted an article about home energy upgrades highlighting the Trust on January 7 (<https://themaine-monitor.org/home-energy-upgrade-options/>). The article was republished by
 - *News Center Maine* on January 7 (<https://www.newscentermaine.com/article/news/local/housing/five-ways-make-sense-home-energy-upgrade-options-maine/97-34e01614-c5be-4e82-be38-9edfc2bd3aef>).
 - *The Pen Bay Pilot* on January 12 (<https://www.penbaypilot.com/article/five-ways-make-sense-your-home-energy-upgrade-options/182221>).
- *Energy News Network* covered on January 4 an ‘energy navigators’ program being sponsored by Southern Maine Planning and Development Commission (SMPDC), highlighting the Trust and existing home energy upgrade incentives (<https://energynews.us/2024/01/04/maine-towns-band-together-to-offer-energy-navigators-extra-funding-for-home-energy-upgrades/>).
- *Maine Public* provided an update on January 3 to the Efficiency Maine EV program that highlighted the doubling of rebate amounts for 2024 (<https://www.maine-public.org/business-and-economy/2024-01-03/maine-is-doubling-the-value-of-some-of-its-ev-rebates>).
- *Portland Press Herald* ran a guest column on January 1 highlighting energy efficiency and home heating programming across the state (<https://www.pressherald.com/2024/01/01/from-augusta-a-new-years-wish-stay-warm-this-winter/>).
- *News Center Maine* ran a segment and article on December 28 that discussed Inflation Reduction Act funding and the Trust’s Whole-Home Heat Pump program (<https://www.newscentermaine.com/article/news/politics/maine-politics/additional-funds-alterations-heat-pump-incentive-program-2024-heating-energy-money-utilities/97-856c54b7-2555-4315-8f0c-fea7336f96e6>).
- *The Portland Press Herald* published an article on December 24 quoting the Executive Director regarding heat pumps, programming, and the Trust’s incentives

(<https://www.pressherald.com/2023/12/24/new-subsidies-in-2024-could-boost-already-prevalent-heat-pumps-in-maine/>). An excerpt of this article was republished by Newradio WGAN on December 25 (<https://wgan.com/news/074470-new-subsidies-in-2024-could-boost-heat-pumps-in-maine/>).

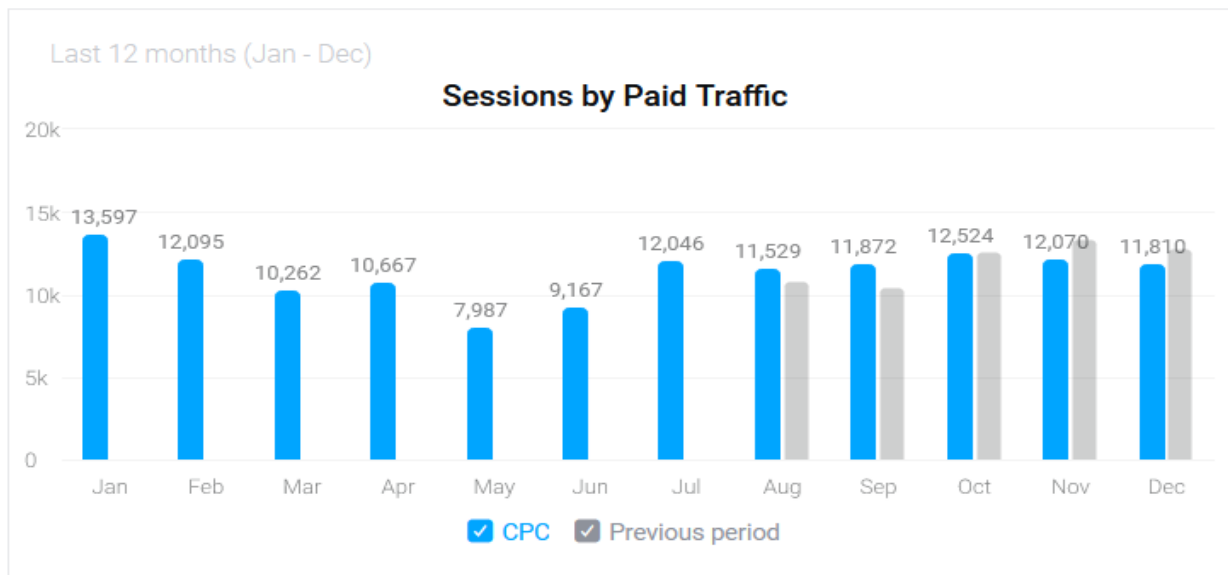
- *The Washington Times* mentioned Efficiency Maine as a champion for heat pumps in America on December 22 (Article is only available behind paywall.) (<https://www.washingtontimes.com/news/2023/dec/22/joe-bidens-green-energy-plan-ramps-up-use-of-heat-/>).
- *The Boston Globe* highlighted the Trust's role in administering NEVI funds in a December 20 article (<https://www.bostonglobe.com/2023/12/20/business/trailing-other-states-massachusetts-kicks-off-ev-charging-program/>).
- *Energy News Network* quoted the Executive Director on December 20 in an overview of whole-home heat pump technology and the Trust's role in administering incentives to encourage its adoption (<https://energynews.us/2023/12/20/maine-turns-its-heat-pump-focus-to-whole-house-systems-that-can-all-but-eliminate-fossil-fuel-use/>). This article was republished by *CT News Junkie* on December 21 (<https://ctnewsjunkie.com/2023/12/21/maine-turns-its-heat-pump-focus-to-whole-house-systems-that-can-all-but-eliminate-fossil-fuel-use/>).
- *Bangor Daily News* posted an opinion letter on December 20 that discussed the pros and cons of EV's. The letter was reposted to *The PenBay Pilot* on January 7 (<https://www.penbaypilot.com/article/owning-electric-car/181941>).
- *Bangor Daily News* posted an opinion letter on December 18 that encouraged readers to reject legislation proposing enhanced clean vehicle standards across the state (<https://www.bangordailynews.com/2023/12/18/opinion/letters/letter-reject-electric-vehicle-standards/>).
- *The Bridgton News* ran an article on December 15 regarding NEVI funding and adding EV charging infrastructure to the state's identified 'Alternative Fuel Corridors' (<http://www.bridgton.com/revision-energy-makes-pitch-for-fast-charging-ev-station/>). The article was republished by *Motor Mouth* on December 15 (<https://www.motormoutharabia.com/uncategorized/revision-energy-makes-pitch-for-fast-charging-ev-station/125631/#gsc.tab=0>).
- *The County* published content on December 14 about the Trust's Commercial & Industrial Prescriptive Initiatives (CIPI) programming to improve lighting and Heating, Ventilation, and Air Conditioning (HVAC) efficiency as part of the revitalization of the Presque Isle Mall (<https://thecounty.me/2023/12/15/business-news/presque-isle-mall-owner-adds-new-businesses-and-improvements/>).

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 (Dec 1 - 31)

Top Landing Pages by Session

Landing Page	Value	vs prev
/	7,772	▼ 23%
/at-home/heating-cost-comparison/	4,451	▼ 8%
/at-home/heat-pump-water-heater-program/	3,631	▼ 8%
/heat-pump-user-tips/	2,980	▼ 18%
/home-insulation/	2,297	▼ 22%
/at-home/low-income-water-heaters/	2,176	▲ 253%
/about-heat-pumps/	1,845	▼ 32%
/electric-vehicle-rebates/	1,501	▲ 4%
/income-based-eligibility-verification/	1,448	▼ 13%
/at-home/ductless-heat-pumps/	1,297	▼ 28%

Last Month (Dec 1 - 31)

Top Landing Pages by Session (Organic)

Landing Page	Value	vs prev
/	3,715	▼ 34%
/at-home/heating-cost-comparison/	3,000	▼ 14%
/heat-pump-user-tips/	2,401	▼ 27%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,090	▼ 29%
/at-home/ductless-heat-pumps/	1,006	▼ 27%
/at-home/water-heating-cost-comparison/	769	▲ 7%
/electric-vehicle-rebates/	672	▲ 17%
/heat-pumps/	588	▼ 13%
/at-home/	588	▼ 20%
/at-home/whole-home-heat-pump-incentives/	529	▲ 9%