

**Executive Director's Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust  
October 3, 2024**

**Noteworthy**

Government Relations	The Trust participated in the launch of Maine's IRA Home Electrification and Appliance Rebate Program with the Governor, Secretary of Energy, GEO, MaineHousing and others. The events included a tour of newly completed senior housing in Westbrook and a press event hosted at ReVision Energy in South Portland. Trust Staff moderated a private, roundtable discussion with Maine stakeholders and US DOE staff and also participated in a panel discussion moderated by GEO Director Burgess.
Events	The Trust's 2024 Annual Event was held in Freeport on September 12. More than 160 attendees joined to recognize top-performing trade allies, to celebrate progress toward Maine's energy goals, and to discuss plans to support the State's transition to beneficial electrification. The Trust also recognized Heather Chandler as the recipient of the Philip C. Hastings Award, which recognizes extraordinary commitment to energy efficiency in Maine. Chair Poole opened the event and delivered welcoming remarks.
Commercial & Industrial (C&I) Programs	Staff helped organize and present at the 2024 Housing and Energy Summit, held in Freeport on September 26. Together with the GEO, MaineHousing, GOPIF, and Genesis Community Loan Fund, Trust Staff shared information about plans for deploying the IRA Home Energy Rebates for affordable, multifamily housing. Separately, the C&I Prescriptive Initiatives team launched the Qualified Products List (QPL) for heat pump measures. This will help populate drop-down menus and simplify data entry when creating new enrollments for HVAC incentives. Another list is being developed for VRF systems.
Income-Eligible Initiatives	This program has rebated 1,248 whole-home heat pump installations in FY25 (757 for moderate-income households, and 491 for low-income households). Preliminary reports for September indicate 447 more whole-home heat pump installations were added (164 in low-income homes 265 in moderate-income homes).
EV Initiatives	The program issued 80 EV rebates in the month of July compared to 68 rebates in July 2023. The program issued 206 EV rebates in the month of August compared to 80 rebates in August 2023. The top EV models rebated in August were the Tesla Model Y, Toyota RAV-4 Prime, and the Ford F-150 Lightning.
Residential	The program issued 594 "standard" rebates for whole-home heat pumps in August, the largest monthly quantity since the 9/18/23 shift to rebating whole-home heat pump systems. Preliminary reporting from September indicates another 564 such rebates. Top heat pump installers report an average backlog of 60 days, up 93% from this month last year, and up 14 days compared to the prior month.
Admin	The annual audit of the Trust's financial statements has been completed. The audit results found no material weaknesses, no significant deficiencies, and no compliance findings.

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** – (See Appendix A for additional details)
  - The Trust was mentioned in extensive coverage of the September 18 press event, led by the Governor and Secretary of the Department of Energy, that announced the launch of Maine's IRA Home Electrification and Appliances Rebate (HEAR) Program. The Trust will administer the rebates for the installation of heat pumps in new construction of affordable multifamily housing and in manufactured/mobile homes of low-income households. This announcement was covered by 20 media outlets, including *The Portland Press Herald*, *Bangor Daily News*, *Maine Public*, *Spectrum News*, and *News Center Maine*. The Trust's role was specifically featured in articles published by *Mainebiz*, *The Maine Wire*, *The Maine Monitor*, the *Portland Press Herald*, *The Score*, the *Bangor Daily News*, *TheNews* and *Fox23*.
  - The Executive Director was quoted in a September 14 article in *The Portland Press Herald* about Maine's transition to whole-home heat pumps.
  - *The Piscataquis Observer* published an article on September 13 about the Trust's 2024 Annual Event, calling out recognition recipient Dave's World.
  - Staff took part in a *Maine Calling* radio segment on September 10 which discussed ways to enhance home energy efficiency and prepare houses for winter.
  - *Sierra* magazine's Fall 2024 issue featured an article on Maine's heat pump progress and success. The article quoted the Executive Director, as well as customer and contractor references provided to the reporter by the Trust.
  - *The Republican Journal* ran an article on August 21 publicizing the availability of heat pump rebates for manufactured homes.
  - *News Center Maine* quoted the Executive Director in an August 18 article about recently announced federal funding for heat pump installations in low-income Maine homes.
  - *The Maine Monitor* quoted the Executive Director in an August 16 article that explores how the State of Maine is considering deploying federal funding earmarked for heat pump and heat pump water heater installations. This article was republished by *Piscataquis Observer*; *Penobscot Bay Pilot*; *Seacoastonline*, and *News Center Maine*.
  - Efficiency Maine's heat pump rebate programs are mentioned in an August 13 article in *The Portland Press Herald* that explores the need for more heat pump technicians in the state. This article also appeared in the *Sun Journal* on August 13.
  - The Executive Director participated in a *Maine Calling* radio segment on July 31 that explored whether the increasing use of air conditioning by Mainers is contributing to the impact of climate change in the State. He was joined by Efficiency Maine Board member Dan Burgess of the Governor's Energy Office and representatives from the Maine Center for Disease Control & Prevention, the Maine Climate Office, and ReVision Energy.
  - The *Maine Wire* quoted the Executive Director in a July 25 article about new heat pump funding coming to the state of Maine. This article was republished on July 25 by *The Maine Anchor*.
  - Maine's adoption of heat pumps is featured in a July 19 article in *The News*, a publication that focuses on air conditioning, heating, and refrigeration. Staff was quoted extensively in the coverage that says the State's progress is "showing the rest of the country that heat pump adoption is possible in cold, northern states."
- **Events** – Staff attended, participated in, or presented to 10 community and industry audiences since the beginning of FY2025. Activity from the past month includes:

- Staff helped organize and present at the 2024 Housing and Energy Summit, held in Freeport on September 26. Together with the GEO, MaineHousing, GOPIF, and Genesis Community Loan Fund, Trust Staff shared information about plans for deploying the IRA Home Energy Rebates for multifamily housing.
- The 2024 Annual Event in Freeport on September 12. More than 160 attendees joined to recognize top-performing trade allies, to celebrate progress toward Maine’s energy goals, and to discuss plans to support the State’s transition to beneficial electrification. The Trust also recognized Heather Chandler as the recipient of the Philip C. Hastings Award, which recognizes extraordinary commitment to energy efficiency in Maine. Chair Poole opened the event and delivered welcoming remarks.
- Presentations about the Trust’s residential programs and incentives during:
  - Heat Pump trainings at
    - Central Maine Community College on August 1;
    - Maine Energy Marketers Association on August 20, and
    - Kennebec Valley Community College on August 20.
  - F.W. Webb Customer Appreciation Expo on September 5;
  - a CEU Realtor Course at Aldrich & Associates LLC on September 12, and
  - Common Ground Country Fair on September 20 through September 22.
- Presentations about the Trust’s electric vehicle programs and incentives during
  - Wells Library Electric Vehicle event on September 8, and
  - Rockland Electrification Expo on September 14.
- Presentations about the Trust’s Demand Management program on September 18 during a panel discussion at the Roux Institute in Portland.
- **Website and Outreach** (see Appendix B for additional details)
  - August website visits
    - 42,164 unique visitors
    - 21,481 visits driven by digital ads
  - Facebook
    - 4,782 followers

#### **B) Call Center (August)**

- 3,193 inbound phone calls were received, down from 3,462 last month and up from 2,995 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 98% of calls were answered within 20 seconds (vs. a goal of 90%).
- 89% of monitored calls got perfect scores, up from 50% this month last year.
- 325 outbound calls were made compared to 467 this month last year, mostly for home inspection scheduling.
- 1,387 inbound emails were received, up from 1,196 this month last year, mostly rebate claims for the Retail Initiatives program.
- 599 pieces of inbound mail were processed, compared to 570 this month last year, mostly rebate claims for the Retail Initiatives program.
- 15,309 brochures and retail signs were sent out to requesters, 50% of which were for allies (installers, event organizers, etc.) and 50% was for the Retail & Distributor field team.
- The Call Center is forecasting to come in slightly favorable to budget.

#### **C) Government Relations**

- Maine Public Utilities Commission (PUC)
  - The Trust participated in a technical conference on rebuttal testimony in Versant’s request for a distribution rate change ([Docket No. 2023-00336](#)).

- The Trust participated in a technical conference on the SEA report in the Allocation of Benefits of Distributed Generation Under Net Energy Billing ([Docket No. 2024-00149](#)).
- The Trust intervened in the Request for Approval Regarding Church Hill Solar ([Docket No. 2024-00105](#)). This is a customer funded transmission build that triggers an NWA review. The Trust is working with CMP and OPA to create a predictable process for this developer and any future similar developer.
- Maine Legislature
  - The Trust has no new information to report this month.
- Maine Climate Council
  - Staff reviewed and helped to edit the final draft of the climate action plan's chapter on buildings. It also attended the most recent quarterly meeting of the MCC, and participated in the advisory group that is developing scenarios from which to model the carbon impacts and progress toward the carbon reduction targets.
- Federal Government
  - Staff participated in the White House Summit on Extreme Heat
  - The Trust participated in the launch of Maine's Home Electrification and Appliance Rebate Program with the Governor, Secretary of Energy, GEO, MaineHousing and others. The events included a tour of newly completed senior housing in Westbrook and a press event hosted at ReVision Energy in South Portland. Trust Staff moderated a private, roundtable discussion with Maine stakeholders and US DOE staff and also participated in a panel discussion moderated by GEO Director Burgess.

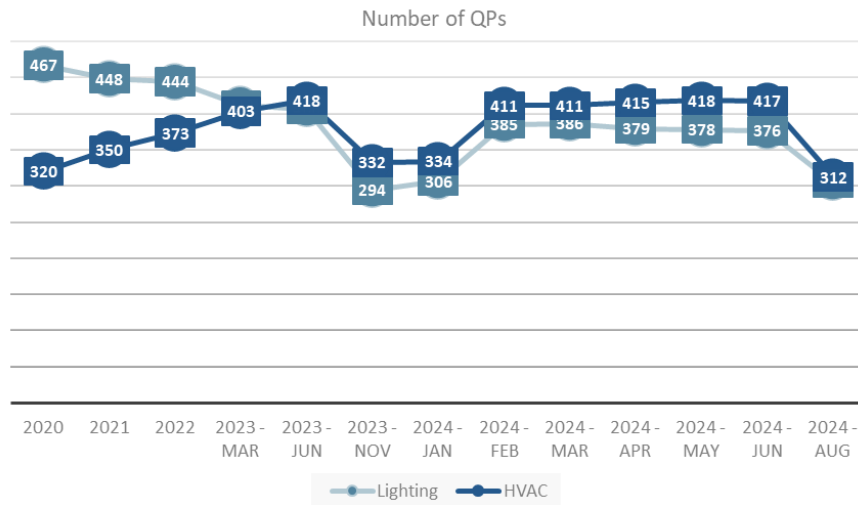
## 2. Program Highlights<sup>1</sup>

### A) C&I Prescriptive Initiatives (CIPI) Program

- The program conducted 31 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 (QP) all remain high.
- There were 45 new Virtual Customer Consultation (VCC) requests over the last month. To date, 103 projects have proceeded after receiving a VCC, and 72 additional projects are under development.
- Annual Certification of QPs kicked off in June and wrapped up in early August. The number of lighting and HVAC contractors have shifted over the last year, and HVAC contractors now outnumber the lighting contractors in the QP network. Both categories saw an initial drop numbers, as some contractors did not complete the annual certification; however, new requests are being received for both new contractors and returning QPs, resulting in the numbers climbing back up.
- The number of incoming calls through live transfers from the Call Center or direct from QPs in August and September were both higher than previous months.
- The Delivery Team has started the annual process of reviewing uncashed checks. Due diligence letters have been sent to any entity that was issued an incentive check through 6/30/24 that has not yet cashed the incentive check. Efforts are made to either get the original check cashed, or reissue an incentive check. Any check that has remained dormant

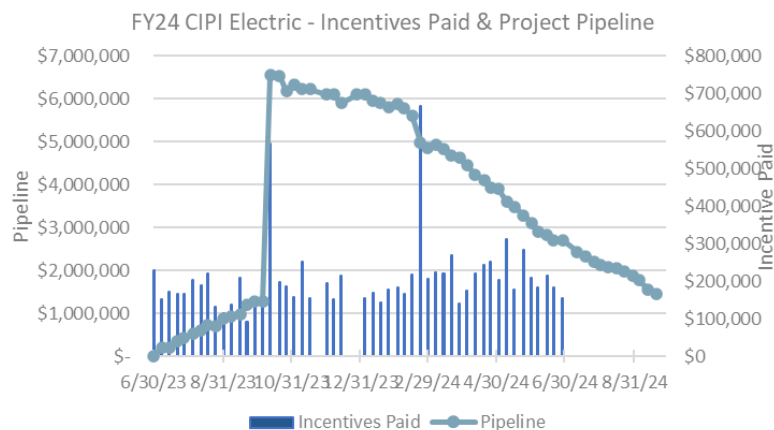
<sup>1</sup> The Updated Financials table reported for each Program reflects data pulled from the Trust's financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on September 26, 2024, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of August 2024).

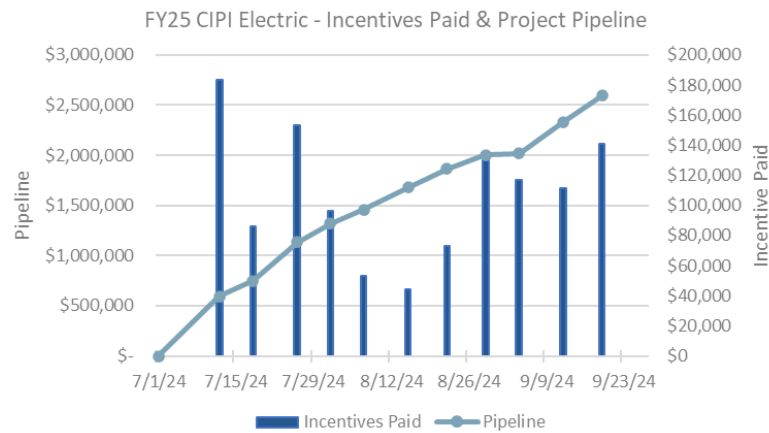
for a period of 3 years must be filed with the State of Maine as unclaimed property by November. There are currently 32 remaining uncashed checks for \$166,000.



### Electric Measures

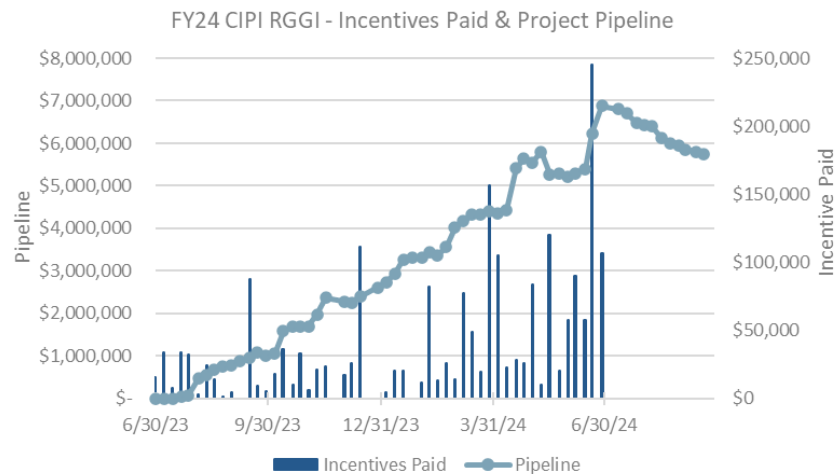
- The pipeline of electric projects initiated in FY24 has continued declining over the past two months, while the FY25 pipeline has increased. The current total electric pipelines, including small business lighting applications and DSIL pre-authorizations, are listed below:
  - FY24 Electric: \$1.4 million
  - FY25 Electric: \$2.6 million
- New applications for prescriptive horticultural lighting measures have been slow, with three additional projects submitted over the past two months. One project has been completed and paid for in FY25 for approximately \$74,000 in incentives.
- The funding opportunity notice (FON) promoting outdoor LED lighting retrofits has closed. Six projects were submitted, with four complete and paid to date.
- New programs were rolled out in effRT for FY25 that will utilize electric funds (agricultural, lighting, compressed air, refrigeration, and various HVAC electric solutions) as well as Beneficial Electrification measures (limited to heat pumps, heat pump water heaters replacing fossil fuel, and heat pump rooftop units).

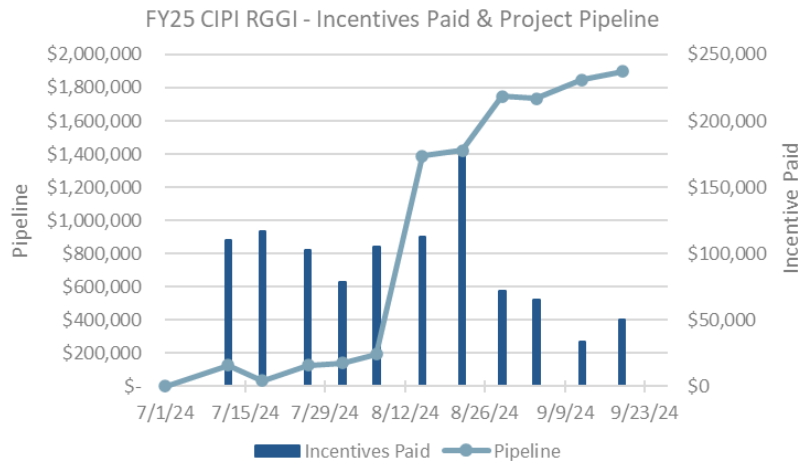




### Thermal Measures

- RGGI Funds – The FY24 pipeline has decreased to \$5.8 million as projects are paid out. The FY25 pipeline has increased to \$1.9 million in incentives, nearly \$1.7 million of growth over the last month.
- The program team launched the Qualified Products List (QPL) for heat pump measures. This will help populate drop-down menus and simplify data entry when creating new enrollments for HVAC incentives. Another list is being developed for VRF systems.
- The FON for multifamily retrofits closed to new submissions in June. This opportunity focused on electrification with HVAC measures and building insulation. Nearly \$1.4 million in incentives have been pre-approved for various HVAC systems and over \$200,000 for insulation. Over \$560,000 in incentives have been paid for completed projects.
- Natural Gas Funds – The program no longer offers Natural Gas measures.





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

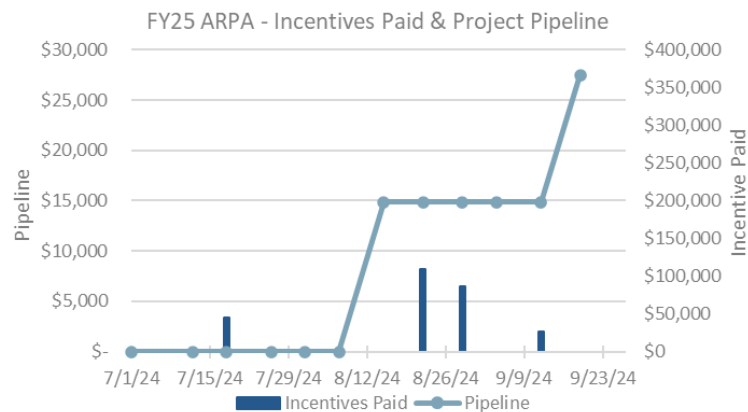
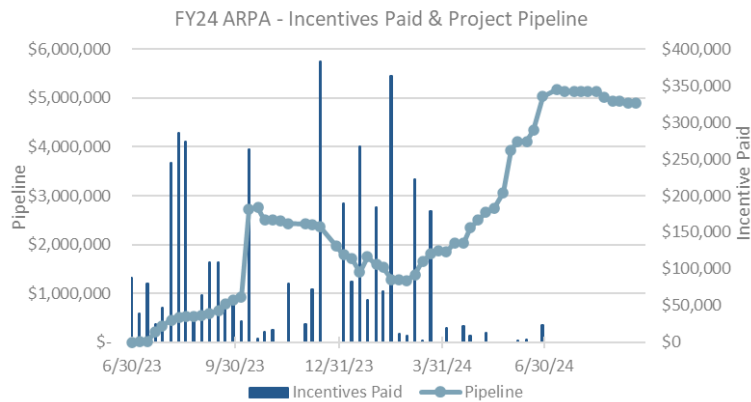
- **Business Case #2: Hospitality**
  - The second round of the Funding Opportunity Notice (FON) for Hospitality Retrofits was launched in March. To date, \$160,000 in HVAC incentives and \$36,000 in water heating incentives have been pre-approved.
  - The program will accept applications through November 30, 2024 and projects have until November 30, 2025 to be completed.
- **Business Case #3: Public Schools, Municipalities, Congregate Housing**
  - The FON for Maine municipalities having between 5,000 and 10,000 residents closed on October 1, 2024. This opportunity is focused on electrification and HVAC measures. Over \$780,000 in incentives have been pre-approved. Projects have until November 30, 2025 to be completed.
  - The Team is launching a new opportunity to replace the FON that closed on October 1, 2024. This new FON will offer promotional incentives on electric HVAC equipment to municipalities with less than 10,000 residents. Applications are being accepted until March 31, 2025.
  - The second round of school retrofits, focusing on electrification measures to assist schools that currently heat with oil and propane, is accepting applications through March 31, 2025. Projects have until November 30, 2025 to be completed. \$3.0 million in incentives have been pre-approved.
  - The program is promoting another opportunity for whole-building HVAC projects in municipal buildings that have previously installed heat pumps. The Nature Conservancy has collaborated with Efficiency Maine to provide additional incentives for mini-split heat pump installations. Applications will be accepted through November 30, 2024.
  - The opportunity for the healthcare sector to upgrade HVAC and water heating systems in licensed assisted housing facilities is accepting applications through November 30, 2024. Projects have until November 30, 2025 to be completed.
- **Activity by FON:**

FON	Pipeline	Complete and Paid		Accepting applications until:
	Incentive	Number of Projects	Incentive	
Hospitality (Round 1)	\$-	67	\$2,594,742	Closed
School (Round 1)	\$-	28	\$1,527,728	Closed



Small Municipality*	\$198,024	98	\$942,860	Closed
Long-Term Care	\$758,112	4	\$25,200	Closed
Medium Municipality*	\$788,545	0	\$-	10/1/2024
School (Round 2)	\$3,001,840	0	\$-	3/31/2025
Municipality (Round 3)	\$100,644	2	\$112,932	11/30/2024
Hospitality (Round 2)	\$38,200	5	\$155,064	11/30/2024
Assisted Housing	\$-	0	\$-	11/30/2024
<b>Total</b>	<b>\$4,885,365</b>	<b>204</b>	<b>\$5,358,526</b>	

\*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."



#### Inflation Reduction Act (IRA)

- As noted above, the Trust launched the Initiative for Electrification in New Affordable Multifamily Housing on September 18, 2024. This opportunity is the first round of Inflation Reduction Act (IRA) funding, targeted at whole-building efficient HVAC heat pump systems in new construction low-income multifamily buildings.

Updated Financials	Program Investment
FY2025 Program Budget	\$27,107,507
7/1 to 8/31 Spending	\$2,132,719
Percent of Budget Spent to Date	8%
Percent of Year Passed	17%



<b>Additional Details on FY2025 Financials</b>	<b>Program Investment</b>
Expenditures	\$2,132,719
Committed Pipeline	\$4,519,282
Total (Expenditures and Committed Pipeline)	\$6,652,001
Percent of Current Budget	25%

<b>Energy Savings (through 8/31)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings*</b>
Electric Programs	2,908,476	(313)
Thermal Programs	25,154	9,155

\*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 2 projects worth \$80,217 in incentives since the last board meeting.
- The program added 3 new projects to the pipeline. The total pipeline consists of 6 projects worth \$943,426 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. 1 new technical assistance request was approved.
- Program staff reviewed 4 project proposal that did not meet the program requirements and will not proceed further in the process.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2025 Program Budget	\$12,268,750
7/1 to 8/31 Spending	\$645,877
Percent of Budget Spent to Date	5%
Percent of Year Passed	17%

<b>Additional Details on FY2025 Financials</b>	<b>Program Investment</b>
Expenditures	\$645,877
Committed	\$11,774,742
Pipeline	\$943,426
Total (Expenditures, Committed and Pipeline)	\$13,364,045
Percent of Current Budget	109%

<b>Energy Savings (through 8/31)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings</b>
Electric Programs	59,410	-
Thermal Programs	(1,346,353)	70,127

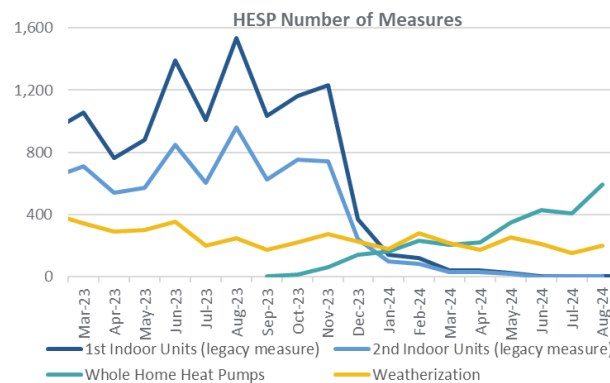
## C) Home Energy Savings Program (HESP)

### Weatherization

- The program issued 150 “standard” rebates last month, a 7% increase compared to this month last year. (“Standard” rebates are those for households that do not receive the elevated rebate levels for low-income or moderate-income households. Please see “Low-Income Initiatives/Weatherization,” below, for rebate volume for weatherization in low-income and moderate-income homes.)
- 5% of rebated projects were inspected this month. Year-to-date, 6% of completed weatherization projects in HESP have been inspected. The goal is to inspect 10% to 15%.
- 100% of customers ranked their overall insulation experience either a 9 or 10 on a 0-to-10 scale.
- Last month, the average top insulation installer had a 33 day backlog (down 48% from this month last year, and down 1 day from last month).

### Heat Pumps

- The program issued 594 “standard” rebates for whole-home heat pumps in August, the largest monthly quantity since the 9/18/23 shift to rebating whole-home heat pump systems. Preliminary reporting from September indicates another 564 such rebates. (Income-eligible rebates are reported separately in the Low- Income Initiatives section of this report.)
- 28% of rebated heat pump projects were inspected versus a goal of 15%.
- 88% 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 60 days, up 93% from this month last year, and up 14 days compared to the prior month.



Updated Financials	Program Investment
FY2025 Program Budget	\$22,215,080
7/1 to 8/31 Spending	\$4,523,446
Percent of Budget Spent to Date	20%
Percent of Year Passed	17%

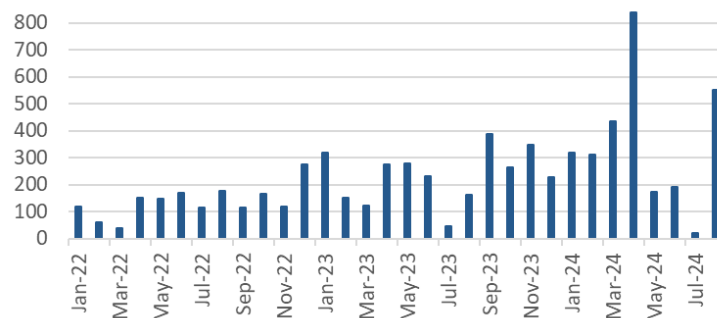
Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	-	-
Thermal Programs	(7,689,315)	92,084

Project Type (through 8/31)	Participating Households
Heat Pumps	1,013
Weatherization and Other Heating Systems	279

#### D) Retail Initiatives Program

- The program forecasts investing 96% of its \$9.4 million budget
- The program ran a limited time offer in June, promoting heat pump water heaters at Lowe's and Home Depot priced slightly below traditional electric water heaters. To drive customers to stores, the team launched a campaign that included print, radio, YouTube, digital ads, direct mail, and emails. Downloads of instant discount barcodes while standing in stores (a leading indicator of success) doubled immediately.
- 49% of the top-selling electric water heaters in retail were HPWHs last month, down from 50% last year. The US average is 4%.
- As a result of the program's negotiations, Maine continues to see the lowest HPWH prices in the country and stores are providing free "end caps" for displays.

Monthly Retail HPWH sales



Updated Financials	Program Investment
FY2025 Program Budget	\$7,801,336
7/1 to 8/31 Spending	\$277,216
Percent of Budget Spent to Date	4%
Percent of Year Passed	17%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	150,470	564
Thermal Programs	-	-

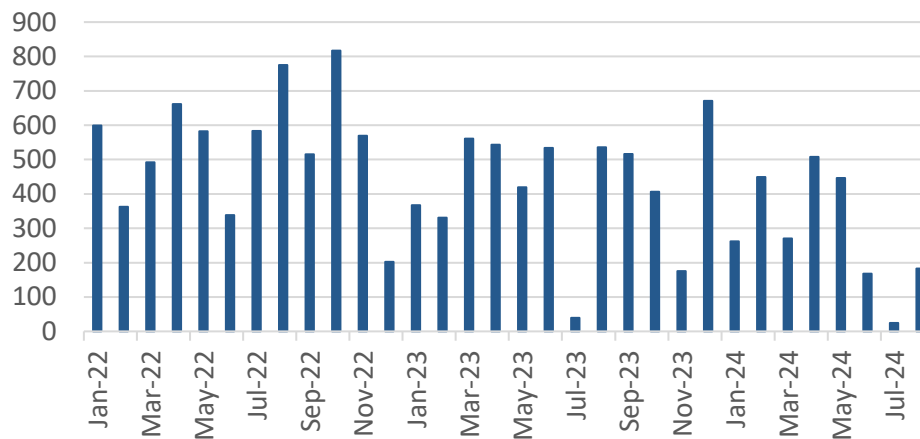
\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 8/31)	Projects
Appliance Rebates	726

#### E) Distributor Initiatives

- The program forecasts investing 98% 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.
- At distributors, the share of electric water heaters that are HPWH remained at 73% last month, compared to 73% last quarter and 67% last year.
- Every Maine plumbing distributor participates in the HPWH initiative. Each offers HPWHs at a lower price than electric resistance water heaters.
- ECM circulator pumps represented 66% of circulator pump sales in August. This is better than the 65% in FY2023. Price is proving to be a significant driver of circulator pump sales.

Monthly Distributor HPWH sales



Updated Financials	Program Investment
FY2025 Program Budget	\$12,230,950
7/1 to 8/31 Spending	\$344,771
Percent of Budget Spent to Date	3%
Percent of Year Passed	17%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	148,115	1,028
Thermal Programs	-	-

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

Rebate Type (through 8/31)	Projects
Heat Pump Water Heaters	191
Electronically Commuted Pumps	109

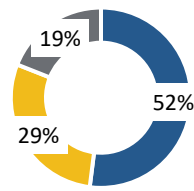
## F) Low Income Initiatives

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

#### Heat Pumps

- This program has rebated 1,248 whole-home heat pump installations in FY25 (757 for moderate-income households, and 491 for low-income households). Preliminary reports for September indicate 447 more whole-home heat pump installations were added (164 in low-income homes 265 in moderate-income homes).

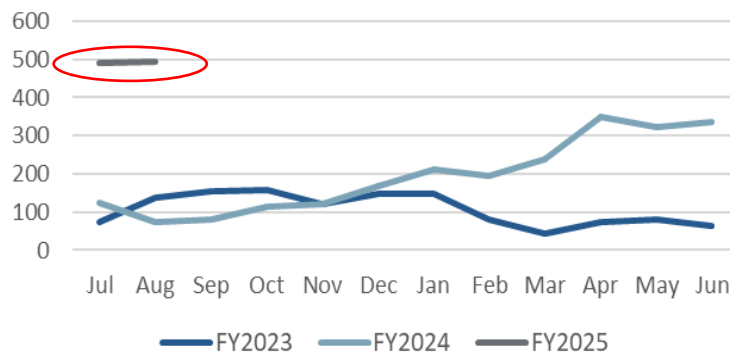
#### Whole Home Heat Pump Rebates Issued (last 4 months)



■ Standard ■ Moderate Income ■ Low Income

- 53 rebates for supplemental heat pumps (not whole-home) have been issued and another 35 reservations have been preapproved.
- The following is a historical view of rebated heat pump measures, including both single-zone heat pumps (room heaters) and whole-home heat pump systems:

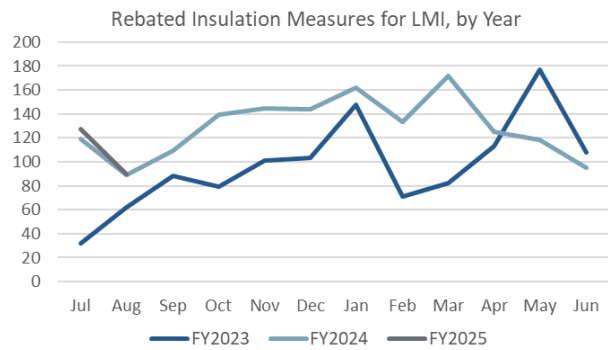
#### Rebated Heat Pump Measures Among Low- and Moderate-Income Households, by Year\*



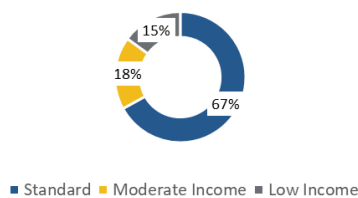
\*excludes heat pumps rebated through the Manufactured Home Pilot

#### Weatherization

- The program has rebated insulation measures in 192 homes in FY25. An additional 97 projects have been preapproved for reservations.
- The following is a historical view of rebated LMI insulation measures:



Insulation Rebates Issued (last 4 months)

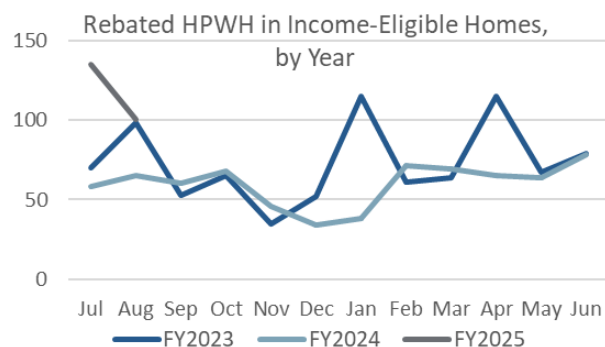


#### Low Income Direct Mail (DIY - faucet aerators and low-flow devices)

- The program has delivered DIY kits (containing faucet aerators and a low-flow showerhead) to 58 households since July 1, 2024.

#### Low Income Heat Pump Water Heater Initiative

- 302 heat pump water heaters have been installed since July 1, 2024, and an additional 238 projects have been preapproved.
- The following is a historical view of rebated income-eligible heat pump water heater (HPWH) measures:



#### Arrearage Management Program (AMP)

- The program has seen 380 new AMP entrants since July 1, 2024.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees.

#### Manufactured Home Pilot (Heat pumps)

- The program is restarting this initiative with a new loan product and with new federal requirements incorporated into all processes. FY25 activity has been the overhaul of all forms, agreements, webpages, and outreach materials. Two federal grants issued by the

Department of Energy will support this initiative totaling \$4.7 million in FY25 and over \$17 million cumulatively for the next 7 years.

- 15 homes are in queue for site visit prescreening after successfully completing the income verification and facility type online survey.
- The program sent new agreements to all installers that participated in this initiative in FY24.

Updated Financials	Program Investment
FY2025 Program Budget	\$40,874,714
7/1 to 8/31 Spending	\$7,747,930
Percent of Budget Spent to Date	19%
Percent of Year Passed	17%
Additional Details on FY2025 Financials	Program Investment
Expenditures	\$7,747,930
Pipeline	\$2,511,500
Total (Expenditures & Committed Pipeline)	\$10,259,430
Percent of Current Budget	25%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	398,486	-
Thermal Programs	(7,006,963)	78,718

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

#### G) Electric Vehicle (EV) Initiatives

##### Electric Vehicle Supply Equipment (EVSE)

- On July 2, 2024, Efficiency Maine issued [RFP EM-034-2024 CFI Corridors: DC Fast Chargers for EVs](#). Target locations are Bar Harbor, Bethel, Bingham, Boothbay/Boothbay Harbor, Carrabassett Valley/Eustis, Old Orchard Beach/Saco, and Wells/Ogunquit. Proposals are due September 30, 2024.
- On July 23, 2024, Efficiency Maine issued [RFP EM-035-2024 CFI Community: DC Fast Chargers Co-Located with Level 2 Chargers](#). Target locations are Auburn, Augusta, Bangor, Biddeford, Dover-Foxcroft, Lewiston, Norway, Oxford, Portland, Sanford, South Portland, and Westbrook. Proposals are due October 22, 2024.
- On July 17 and August 21, 2024, Efficiency Maine announced proposed awards to several entities under its RFPs for Level 2 EV Chargers. Locations include Caribou, Bethel, Old Orchard Beach, Boothbay Harbor, and more. Since these RFPs are funded by the federal Charging and Fueling Infrastructure (CFI) Program, the Federal Highway Administration (FHWA) must concur in each of these proposed awards before any projects can proceed.

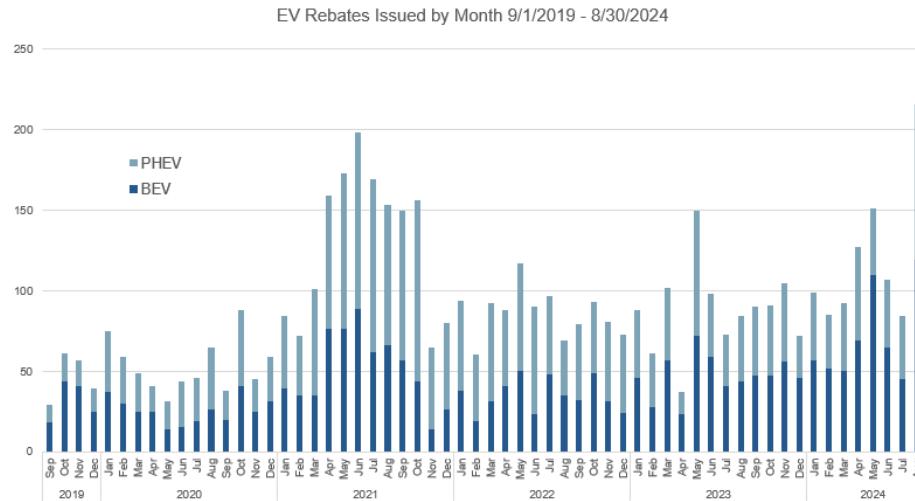
##### EV Rebates

- The program issued 80 EV rebates in the month of July compared to 68 rebates in July 2023. The program issued 206 EV rebates in the month of August compared to 80 rebates in August 2023.
- The top EV models rebated in August were the Tesla Model Y, Toyota RAV-4 Prime, and the Ford F-150 Lightning.
- On August 9, several program changes went into effect, including an increase in the price cap for vehicle eligibility from \$50,000 to \$55,000



### EV Public Information and Outreach

- The program continued to run radio ads (which started May 6) promoting EVs.
- 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					Total
Fiscal Year	Commercial*	Low Income	Moderate Income	Standard	
2020	12	2	-	471	485
2021	76	4	-	976	1,056
2022	70	3	-	1,303	1,376
2023	54	33	63	875	1,025
2024	83	67	124	904	1,178
2025 (YTD)	14	21	25	255	315
<b>Total</b>	<b>309</b>	<b>130</b>	<b>212</b>	<b>4,784</b>	<b>5,435</b>

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

Total Rebates By Technology Type (9/1/2019 – 8/31/2024)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	2,609 (48%)	\$7,131,500 (73%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,822 (52%)	\$2,633,500 (27%)
<b>Total</b>	<b>5,431</b>	<b>\$9,765,000</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2025 Program Budget	\$39,463,722	\$5,800,000
7/1 to 8/31 Spending	\$-	\$634,238
Percent of Budget Spent to Date	0%	11%
Additional Committed	\$6,576,107	\$-

Percent of Budget with Committed	17%	11%
Percent of Year Passed		17%

## H) Demand Management Program

### Demand Response Initiative

- Staff launched this year's Demand Response Initiative PON, EM-019-2024 in April. Three Curtailment Service Providers (CSPs) are pre-qualified to operate in the Trust's program: CES, CPower, and Enersponse.
- Between the three CSPs, 15.71 MW of load has been enrolled for the current capacity season, with an additional 10 MW in the pipeline.

Target Enrolled Load	30.00 MW
Current Enrolled Load	15.71 MW
Pipeline	10.00 MW
Remaining Load	4.29 MW

- CSPs and Staff called targeted demand response events on July 9, 15, 16, and 17.
- On July 16, the grid in New England reached a new seasonal peak of roughly 24,300 MW at approximately 6:00PM. The following graph shows actual New England load (orange line) versus forecasted load (blue line). No commercial curtailment events were called in August or September.

### Energy Storage System (Large Battery) Program

- The Review Team did not meet or approve any new ESS projects since the last board meeting.
- The program added no new ESS projects to the pipeline. The pipeline consists of 6 potential projects.

### Load Shifting Initiative

- The initiative has called 14 demand response events this season, which events have been called in parallel across all EV charging management and battery measures.
  - An unseasonably cool and damp August
  - A clear system peak set on July 16<sup>th</sup>
  - The goal of minimizing unnecessary interruption to participants
- Battery enrollments have exceeded program targets for both FY24 and FY25. This is due to several driving factors:
  - OEM-driven, direct-to-consumer (i.e., app-based) enrollment and marketing efforts: these direct outreach campaigns drive large amounts of interest at the outset but will wain in effectiveness over time.
  - The conservative program goals that were established in TPV: unlike the other DMP measures, battery management was assumed to be an immature/underdeveloped market that would be slow to hit adoption goals.
- The open enrollment period for small batteries closed on May 31, but will reopen on October 1<sup>st</sup>.
- Open enrollment continues for EV charging management measures, with adoption falling below the Trust's anticipated rates. The Demand Management Program and Electric Vehicle Program teams are developing strategies to drive the aggressive adoption of these measures for the fall of FY25.
- The program has enrolled the following device quantities:

Battery	131
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Connected EV (Telematics)	71
EV Charger	38
<b>Total</b>	<b>240</b>

#### I) Efficiency Maine Green Bank

- EMGB has been coordinating with lead applicants to the Inflation Reduction Act's Greenhouse Gas Reduction Fund (IRA-GGRF) grant competitions to prepare for the receipt of federal funds. Staff continues participation in various green bank and IRA-GGRF focused working groups. EMGB is part of a successful application to the National Clean Investment Fund competition through the Coalition for Green Capital.
- EMGB is organizing with winners from the Solar For All and Clean Communities Investment Accelerator to identify potential synergies with all GGRF funds.
- Staff is working with an informal national group of approximately 35 green banks considering establishing a non-profit association representing the interests of the group.
- Staff is making final preparations for the launch of the EMGB's online lending platform.

##### Active Finance Initiatives:

- **Home Energy Loans:** In anticipation of launching the new online platform, associated services, and funding sources, EMGB is developing modifications to Home Energy Loans, which are expected to include changes to the maximum borrowing amount and borrower eligibility (i.e., reinstating loans for all income levels).
- **Small Business Loans:** Staff is reviewing potential adjustments to this initiative, which may include changes to the maximum borrowing amount, term length and interest rates.
- **Manufactured Home Heat Pump Lease:** Staff is implementing adjustments to this initiative, which may include the change from a lease to a loan.
- **Municipal Lease:** No changes.

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	26	-	-	-	-	26
FYTD	51	-	-	1	-	52
All time	365*	7,709	89	104	-	8,267
Dollars						
Last month	\$121,179	-	-	-	-	\$121,179
FYTD	\$247,899	-	-	\$2,500	-	\$250,399
All time	\$1,888,446*	\$60,066,519	\$1,232,398	\$239,500	-	\$63,426,362

\* 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: No new information to report this month.

Key Metrics	Participating Municipalities	Registered Capital Providers	Project Applications	Approved Project Financing (\$)
Total	11	3	3	\$8,655,189

## 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 1 project worth \$672,272 in incentives since the last board meeting. The initiative has now committed all remaining funding and will be closed.
- No new LBE technical assistance (TA) requests were approved this month.
- Program staff reviewed 1 project that will not proceed further in the process.

## 3. Strategic Initiatives

### A) Innovation

- Pilot - Heat Pump Solutions: In northern Maine homes, the pilot team continues its testing of two applications of heat pumps. The first is a standard ducted heat pump installed in double-wide manufactured homes in colder parts of the state. The second is an alternative configuration of heat pumps that requires an outdoor heat pump unit but utilizes the blower of the existing furnace. Recruitment is complete for all homes. 16 installations are complete in this phase to date and an additional 20 sites have been screened for approval. The team will test ducted configurations in these home types throughout the coming winter and conduct a metering analysis.
- Pilot - Hydronic Heat Pump with Thermal Storage: The team screened and approved 4 homes for this pilot. The first 2 sites are fully operational with a high-temperature hydronic heat pump, multiple thermal storage tanks, and a control system all running together as designed. The team is monitoring real time data from this system. The pilot anticipates monitoring 6 total homes next winter.
- Pilot – Maine Transactive Energy: Staff hosted the Post Road Foundation and their subcontractor, Hitachi, in August to conduct Beta testing of the mobile app developed for the Maine Transactive Energy Pilot. Over three days, the team interviewed and received feedback from over ~25 stakeholders in intensive hour-long interviews. This feedback will improve the app further and help the team optimize the rollout of the pilot in January.

### B) Evaluation, Measurement, and Verification

- Staff, Demand Side Analytics, and Ridgeline Energy Analytics kicked off the Impact Evaluation of the Heat Pump and Electronically Commutated Motor Measures rebated under the Retail and Distributor Initiatives. The evaluation will include surveys, advanced metering infrastructure analysis, and on-site metering to assess the baseline, energy impacts, and program influence for these measures.
- NMR Group finalized the report for the Maine Residential Baseline Study 2024. The report is published on the Library page of our website under Studies.

## 4. Administration and Finance Highlights

### A) Administration

- The annual audit of the Trust's financial statements has been completed. The audit results found no material weaknesses, no significant deficiencies, and no compliance findings. Upon review and approval by the Board, the audit will be filed with the State.
- Marie Caspard has joined the staff as a Research and Data Analyst.

### B) Financial

#### Revenues

- The sum of the year's new revenues from state and regional sources through the end of August 2024 was \$16.7 million out of a total expected annual revenue of \$97.1 million. Revenues from federal funding are \$0 million year-to-date. Approximately \$176,000 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 \$0 million. The total budget for FY2025 as of the end of August, including use of fund balance, is \$190.0 million.

#### Expenditures & Encumbrances

- Total expenditures through the end of August 2024 were \$16.5 million. The summary of expenditures and encumbrances is as follows:

Expenditures	
\$104,000	Administration (excluding interfund transfers)
\$9,000	Public Information
\$9,000	Evaluation work
\$15,000	Innovation pilots
\$0	Demand Management Program
\$7.7 million	Low Income Initiatives
\$277,000	Retail Initiatives Program
\$345,000	Distributor Initiatives Program
\$4.5 million	Home Energy Savings Program
\$2.1 million	C&I Prescriptive Initiatives Program
\$646,000	C&I Custom Program
\$0	Inter-Agency transfers
Encumbrances	
\$123.4 million	Encumbered across all budget categories but not yet spent

## Appendix A

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

- *Bangor Daily News* mentioned the Trust and its programs in a September 20 article about alternatives to the federal Low-Income Home Energy Assistance Program, such as heat pumps and home improvement projects (<https://www.bangordailynews.com/2024/09/20/business/business-housing/maine-winter-heating-aid-alternatives-joam40zk0w/>). This article was republished by *The Piscataquis Observer* on September 22 (<https://observer-me.com/2024/09/22/news/winter-heating-aid-may-be-hard-to-get-in-maine-heres-what-you-can-do-instead/>).
- The Trust was mentioned in extensive coverage of the September 18 press event in South Portland that announced that the U.S. Department of Energy has allocated Maine \$72 million to fund energy upgrades on residential buildings, including \$36 million to fund a heat pump rebate program. The Trust will administer the IRA-funded rebates alongside its existing incentives. This announcement was covered by 20 media outlets, including *The Portland Press Herald*, *Bangor Daily News*, *Maine Public*, *Spectrum News* and *News Center Maine*. The Trust was specifically featured in articles published by
  - *Mainebiz* on September 24 (<https://www.mainebiz.biz/article/heat-pump-rebates-in-the-works-for-mainers>);
  - *The Maine Wire* on September 23 (<https://www.themainewire.com/2024/09/maine-launches-36-million-federally-funded-home-energy-rebate-program/>);
  - *The Maine Monitor* on September 22 (<https://themainemonitor.org/maine-ira-rebates/>). This article was republished by *The Portland Press Herald* on September 22 (<https://www.pressherald.com/2024/09/22/maine-launched-its-first-inflation-reduction-act-rebates-whats-next/>);
  - *The Score* on September 20 (<https://1160thescore.com/blog/new-home-energy-rebate-program-for-maine/>);
  - *Bangor Daily News* on September 18 (<https://www.bangordailynews.com/2024/09/18/state/maine-36m-heat-pump-rebate-program/>);
  - *TheNews* on September 18 (<https://www.achrnews.com/articles/155214-maine-now-offers-iras-electrification-rebates>), and
  - *Fox23* on September 18 (<https://fox23maine.com/news/arc-maine/home-energy-rebates-program-to-launch-in-maine-home-electrification-and-appliance-rebates-maine-governors-energy-office-us-secretary-of-energy-jennifer-m-granholm>).
- The Executive Director was quoted in a September 14 article in the *Portland Press Herald* about Maine's transition to whole-home heat pumps (<https://www.pressherald.com/2024/09/14/maines-energy-efficiency-agency-is-bullish-on-electric-heat-pump-installation/>).
- *The Piscataquis Observer* published an article on September 13 about the Trust's 2024 Annual Event, calling out recognition recipient Dave's World (<https://observer-me.com/2024/09/13/news/efficiency-maine-recognizes-daves-world-2/>).
- Staff took part in a *Maine Calling* radio segment on September 10 which discussed ways to enhance home energy efficiency and prepare houses for winter (<https://www.mainepublic.org/show/maine-calling/2024-09-10/home-heating>).
- The Trust was mentioned in a September 9 article in the *Bangor Daily News* about options for off-grid living in Maine (<https://www.bangordailynews.com/2024/09/09/homestead/farm-life/is-maine-good-off-grid-living-joam40zk0w/>).
- The Trust was mentioned in a September 2 article in the *Bangor Daily News* about water heating options for off-grid Mainers

(<https://www.bangordailynews.com/2024/09/01/homestead/homestead-how-to/maine-off-grid-living-hot-water-joam40zk0w/>).

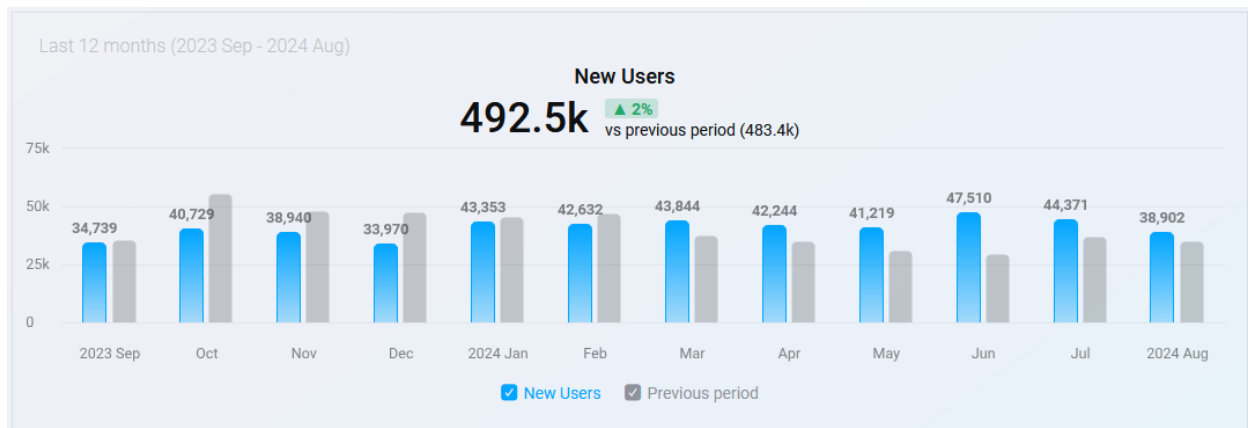
- *Sierra* magazine's Fall 2024 issue features an article on Maine's heat pump progress and success. The article quotes the Executive Director, as well as customer and contractor references Anne Pappas of Brunswick, who was part of the manufactured home initiative, and Jake Richardson from Northeast Heat Pumps, an Efficiency Maine Residential Registered Vendor (<https://www.sierraclub.org/sierra/2024-3-fall/notes-here-there/meet-mainers-bleeding-edge-home-electrification-revolution>).
- *The Portland Press Herald* highlighted the Trust in an August 28 article about how the Inflation Reduction Act is helping to bolster Maine's economy (<https://www.pressherald.com/2024/08/28/opinion-inflation-reduction-act-has-paid-dividends-to-maine/>). This article was republished by *CentralMaine.com* on August 28 (<https://www.centralmaine.com/2024/08/28/opinion-inflation-reduction-act-is-paying-dividends-to-maine/>).
- *The Maine Wire* mentioned the Trust in an August 22 article about Inflation Reduction Act and what it means for the state of Maine (<https://www.themainewire.com/2024/08/golden-pingree-steered-500000-from-inflation-reduction-act-to-democratic-activists/>).
- *The Republican Journal* ran an article on August 21 publicizing the availability of heat pump rebates for manufactured homes ([https://waldo.villagesoup.com/news/ducted-heat-pump-opportunity-for-manufactured-homes/article\\_c646d6c0-5bbe-11ef-a84e-a3f659eee9c3.html](https://waldo.villagesoup.com/news/ducted-heat-pump-opportunity-for-manufactured-homes/article_c646d6c0-5bbe-11ef-a84e-a3f659eee9c3.html)).
- *Centralmaine.com* highlighted an Efficiency Maine blog post about phantom load in an August 18 article about the effectiveness and potential energy consumption of kitchen standard ovens versus toaster ovens (<https://www.centralmaine.com/2024/08/18/when-her-oven-broke-she-turned-to-the-toaster-oven-and-was-amazed-at-what-it-could-produce/>).
- *News Center Maine* quoted the Executive Director in an August 18 article about recently announced federal funding for heat pump installations in low-income Maine homes (<https://www.newscentermaine.com/article/news/local/federal-grant-maine-install-heat-pumps-low-income-homes/97-d2aa214f-2b5c-4153-b883-6a57f1f3a547>).
- *The Maine Monitor* quoted the Executive Director in an August 16 article that explores how the State of Maine is considering deploying federal funding earmarked for heat pump and heat pump water heater installations (<https://themainemonitor.org/heat-pumps-low-income-homes/>). This article was republished by
  - *Piscataquis Observer* on August 22 (<https://observer-me.com/2024/08/22/news/federal-grant-will-help-maine-install-heat-pumps-in-low-income-homes/>);
  - *Penobscot Bay Pilot* on August 21 (<https://www.penbaypilot.com/article/federal-grant-will-help-maine-install-heat-pumps-low-income-homes/190230>);
  - *Seacoastonline* on August 20 (<https://www.seacoastonline.com/story/news/local/2024/08/20/federal-grant-will-help-maine-install-heat-pumps-in-low-income-homes/74853819007/>), and
  - *News Center Maine* on August 19 (<https://www.newscentermaine.com/article/news/local/federal-grant-maine-install-heat-pumps-low-income-homes/97-d2aa214f-2b5c-4153-b883-6a57f1f3a547>).
- *The Portland Press Herald* mentioned Efficiency Maine heat pump rebate programs in an August 13 article that explores the need for more heat pump technicians in the state (<https://www.pressherald.com/2024/08/13/maine-needs-more-technicians-to-install-and-repair-electric-heat-pumps/>). This article also appeared in the *Sun Journal* (<https://www.sunjournal.com/2024/08/13/maine-needs-more-technicians-to-install-and-repair-electric-heat-pumps/>).



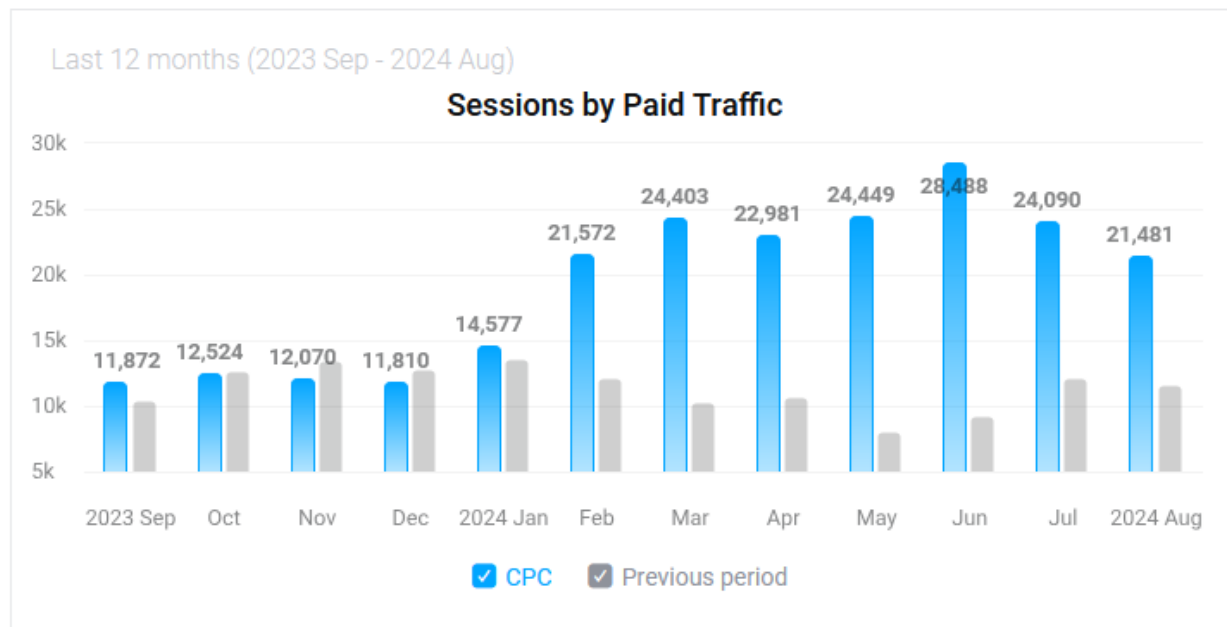
- *The Air Conditioning, Heating and Refrigeration NEWS* quoted Staff in an August 6 article about growing heat pump adoption in Maine (<https://www.achrnews.com/articles/154981-heat-pump-adoption-uptick-in-maine>).
- *The Portland Press Herald* highlighted the Trust's electric vehicle program in an August 3 article about the cost of owning an electric vehicle (<https://www.pressherald.com/2024/08/03/clearing-the-air-figuring-out-the-costs-of-owning-an-electric-vehicle/>).
- The Executive Director participated in a *Maine Calling* radio segment on July 31 that explored whether the increasing use of air conditioning by Mainers is contributing to the impact of climate change in the State. He was joined by Efficiency Maine Board member Dan Burgess of the Governor's Energy Office and representatives from the Maine Center for Disease Control & Prevention, the Maine Climate Office, and ReVision Energy (<https://www.mainepublic.org/show/maine-calling/2024-07-31/the-air-conditioning-dilemma>).
- The *Maine Wire* quoted the Executive Director in a July 25 article about new heat pump funding coming to the state of Maine (<https://www.themainewire.com/2024/07/maine-to-receive-part-of-450-million-federal-grant-to-accelerate-the-adoption-of-heat-pump-technology/>). This article was republished on July 25 by *The Maine Anchor* (<https://themaineanchor.news/2024/07/25/maine-to-receive-part-of-450-million-federal-grant-to-accelerate-the-adoption-of-heat-pump-technology/>).
- *The Portland Press Herald* published an article on July 22 announcing additional federal funds for heat pumps coming to Maine and being administered by the Trust (<https://www.pressherald.com/2024/07/22/maine-to-receive-up-to-72-million-for-more-heat-pumps-in-federal-program-for-5-new-england-states/>).
- Maine's adoption of heat pumps is featured in a July 19 article in *The News*, a publication that focuses on air conditioning, heating, and refrigeration. (<https://www.achrnews.com/articles/154869-heat-pumps-experiencing-a-renaissance-in-maine>).

## 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 (Aug 1 - 31)

#### Top Landing Pages by Session

Landing Page	Value	vs prev
/	8,191	▼ 9%
/at-home/low-income-water-heaters/	4,763	▼ 12%
/about-heat-pumps/	3,995	▼ 33%
/at-home/heat-pump-water-heater-program/	3,448	▲ 19%
/at-home/low-income-options/	2,932	▼ 7%
/at-home/whole-home-heat-pump-incentives/	2,898	▼ 27%
/income-based-eligibility-verification/	2,517	▼ 7%
/at-home/heating-cost-comparison/	2,401	▼ 1%
/home-insulation/	2,141	▼ 8%
/electric-truck-rebates-for-individuals-and-organizations/	1,564	▲ 78%

Last Month (Aug 1 - 31)

#### Top Landing Pages by Session (Organic)

Landing Page	Value	vs prev
/	3,989	▼ 13%
/at-home/whole-home-heat-pump-incentives/	1,621	▼ 22%
/at-home/heating-cost-comparison/	1,507	▼ 1%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,071	▼ 51%
/charging-station-locators/	681	▼ 11%
/at-home/	619	▲ 1%
/at-home/water-heating-cost-comparison/	552	▼ 14%
/income-based-eligibility-verification/	541	▲ 1%
/heat-pumps/	539	▼ 29%
/about-heat-pumps/	453	▼ 21%