

**Executive Director’s Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
October 25, 2023**

Noteworthy	
PUC	As a follow-on to CMP’s recent rate case (Docket No. 2022-00152), the Trust made presentations before the PUC on the Trust’s Demand Management Program and on approaches to developing a measurement and evaluation plan.
Federal Grants	At the Maine Affordable Housing Coalition conference in Portland, Staff presented its high-level concepts for how to deploy the IRA Rebate programs in Maine, placing a particular focus on multifamily buildings. Also, the Trust submitted letters of support and related documentation for bidders seeking funds from the U.S. EPA’s Greenhouse Gas Reduction Fund (GGRF).
C&I Programs	The Prescriptive Program launched a new Funding Opportunity Notice (FON) for Maine municipalities having between 5,000 and 10,000 residents on October 1, 2023 and will accept applications through March 1, 2024. This FON, funded with federal ARPA funds, focuses on electrification of HVAC. Multiple webinars are planned to get the word out. The Custom Program Review Team met once and approved four projects worth \$1,770,078 in incentives since the last board meeting.
Residential Programs	<p>The Home Energy Savings Program and the Low Income Initiatives launched a change to program design on 9/18/2023 limiting eligibility for program rebates to “whole home heat pump” systems. The changes were discussed with contractors at workshops in Freeport on 9/14/2023 and also on webinars open to all Registered Residential Vendors on the morning of the launch and again the following week. The new rebates for whole home heat pump systems offer:</p> <ul style="list-style-type: none"> • <u>Low-income</u> -- 80% of project cost up to an \$8,000 lifetime rebate limit • <u>Moderate-income</u> -- 60% of project cost up to an \$6,000 lifetime rebate limit – (This is a new income tier for heat pump incentives in the Trust’s programs) • <u>Any income</u> -- 40% of project cost up to an \$4,000 lifetime rebate limit <p>The new program rebates were changed in part to reflect new federal tax incentives, which offer up to \$2,000/year for heat pumps and \$600 for circuit panel upgrades.</p>
Low Income	Year-to-date, the program has rebated 296 insulation projects in 325 heat pumps homes since July 1.
Electric Vehicles	The program issued a new RFP soliciting bids to develop high-speed charging stations along select routes in Portland, along I-95 from Clinton to Newport and from Hermon to Bangor, along US Route 2 from Rumford to Dixfield, and along US Route 302 in North Windham and from Bridgeton to Fryeburg. Staff awarded a contract to the Center for Sustainable Energy (CSE) to help Staff administer rebates for the purchase and lease of EVs
Finance and Admin	Staff submitted the completed financial audit for FY2023 to the Office of the State Controller.

1. Public Information and Outreach

A) Awareness and Press

- **Press** (see Appendix A for additional details)
 - *Bloomberg* quoted the Executive Director in an October 7 article about Maine’s national success in heat pump adoption.
 - *Bangor Daily News* quoted the Executive Director in three recent articles. They are:
 - an October 5 article discussing the funding the Trust is receiving from the New England Clean Energy Connect project;
 - a September 22 article about Maine’s progress towards its goal of installing 15,000 heat pumps in low-income households by 2025; and,
 - a September 14 article highlighting the Trust’s Annual Event held on September 14. This article was republished by the *Piscataquis Observer* on September 14.
- **Events**
 - Staff presented information about the Trust’s residential programs and incentives at:
 - a webinar hosted by “Rewiring America: Secrets to Maine Success” on September 15;
 - the Maine Energy Marketer’s Association (MEMA) heat pump training on September 21;
 - Readfield Community Library's 2023 Environment & Sustainability Program Series on September 21;
 - the Common Ground Country Fair on September 22, 23 & 24;
 - the Dover-Foxcroft Climate Action Advisory Committee meeting on September 26;
 - General Electric's Annual Environmental, Health, & Safety Fair for Employees on September 27;
 - Age-Friendly Saco Lunch 'n Learn on September 27;
 - the Maine Climate Council Quarterly Meeting on September 29;
 - Sustainable Scarborough Day on October 1; the Kennebec Valley Community College (KVCC) heat pump training on October 3, and
 - the 2023 Maine Affordable Housing Conference on October 4.
 - Staff presented information about the Trust’s electric vehicle (EV) program and incentives to:
 - the Greater Portland Council of Government’s (GPCOG) Drive Electric Maine stakeholder group on September 21;
 - the National Drive Electric Week: Portland and South Portland Ride and Drive event on September 24;
 - an E2Tech e-bike gathering on October 11, and
 - the Rockland Electrification Expo on October 14.
 - Staff presented information about the Trust’s commercial programs and incentives at:
 - the Maine Municipal Association (MMA) Fall Convention on October 4 & 5;
 - the Siemens Fall Tech Show on October 5, and
 - the Maine Health Care Association (MHCA) Fall Conference on October 11 & 12.

- **Website and Outreach** (see Appendix B for additional details)
 - September website visits
 - 37,670 unique visitors
 - 13,166 visits driven by digital ads
 - Facebook
 - 4,690 followers

B) Call Center (September)

- 2,741 inbound phone calls were received, down from 2,995 last month and down from 3,159 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%).
- 319 outbound calls were made compared to 235 this month last year, mostly for home inspection scheduling.
- 1,149 inbound emails were received, down from 1,212 this month last year, mostly rebate claims for the Retail Initiatives program.
- 522 pieces of inbound mail were processed, compared to 704 this month last year, mostly rebate claims for the Retail Initiatives program.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - As a follow-on to CMP's recent rate case (Docket No. 2022-00152), the Trust made presentations before the PUC on the Trust's Demand Management Program and on approaches to developing a measurement and evaluation plan in the stakeholder process convened.
 - The Trust submitted supplemental comments at the PUC on the interconnection of battery storage in a rulemaking considering updates to small generator interconnection procedures (Docket No. 2023-00103).
 - The Trust filed information on its work to support the Arrearage Management Program in Docket No. 2023-00239.
- Maine Legislature
 - The Trust has no new information to report this month.
- Federal Government
 - The Trust submitted letters of support and related documentation for bidders seeking funds from the U.S. EPA's Greenhouse Gas Reduction Fund (GGRF). One bidder – the Coalition for Green Capital (CGC) – has agreed to provide a sub-grant to the Trust in the event CGC is successful in its bid.
 - The Trust has continued internal planning and external engagement to support the development of Maine's application for the Inflation Reduction Act funding for home energy rebates. At the Maine Affordable Housing Coalition conference, Trust Staff described preliminary concepts under consideration in Maine that would prioritize multifamily buildings, especially those serving low-income households, with funds from the IRA Rebate programs, and requested stakeholder feedback.

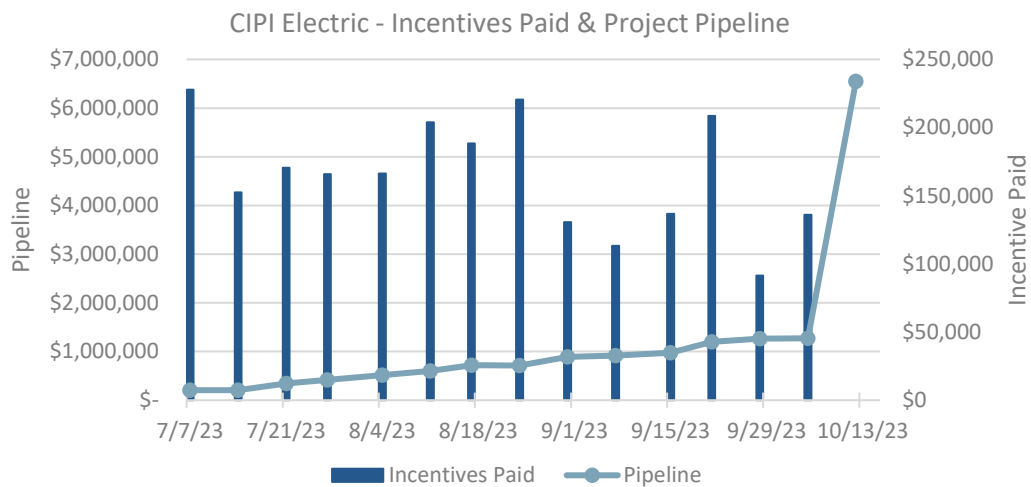
2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

- The program conducted 26 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 are still very active, mostly due to the rollout of multiple funding opportunity notices. Nearly 40 more requests have been received over the last month to bring the total requests in FYTD up to 84. In total, 487 VCCs have been requested, 466 of which have been completed. Most requests were for lodging and multifamily facilities. To date, 61 projects have proceeded after receiving a VCC, and 42 additional projects are under development.

Electric Measures

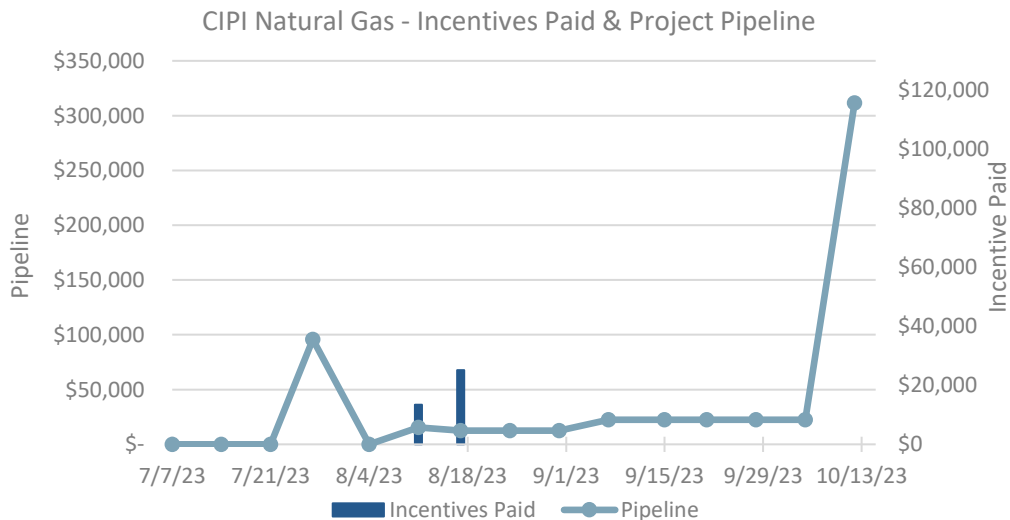
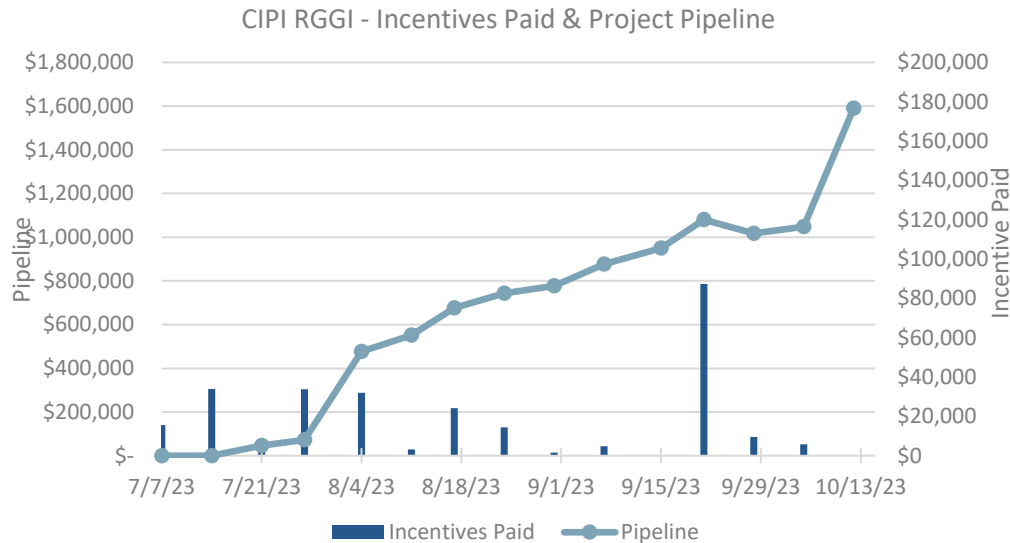
- The pipeline of pending electric efficiency projects for FY23 continued to decrease over the last month. The Board approved carryforward of unspent program funds from FY23 into this year’s budget, and in this month’s report the FY23 and FY24 pipelines are combined this month, accounting for the jump in the graphic, below. The current pipeline is \$6.5 million in incentives.
- New applications for prescriptive horticultural lighting measures have continued to slow. Pre-approved projects from FY23 and FY24 now total \$285,000 in incentives. A total of nine projects worth \$237,000 in incentives have been completed and paid year-to-date.
- The electric HVAC program changed in several ways for the start of FY2024 for a focus on a “whole-building” or “whole-zone” installation approach for heat pumps and variable frequency drives, as well as an emphasis on appropriate sizing. The available programs have been simplified into C&I HVAC Electrification Existing Buildings and New Construction, as well as Electric Ancillary Solutions.



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 September 19, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of September 2023).

Thermal Measures

- RGGI – Moving the unspent carryforward from FY23 into the FY24 operating budget was approved, and the FY23 and FY24 pipelines have been combined. As shown in the graph below, the combination of pipelines from FY23 and FY24 caused a jump in the total pipeline to \$1.6 million.
- Natural Gas - The NG pipeline decreased slightly and is currently at \$311,000. One new application has been received over the last month.
- An FON for multifamily retrofits was released in June 2023. Applications will be accepted through June 1, 2024. Four applications have been submitted thus far, with two pre-approved for \$36,000.

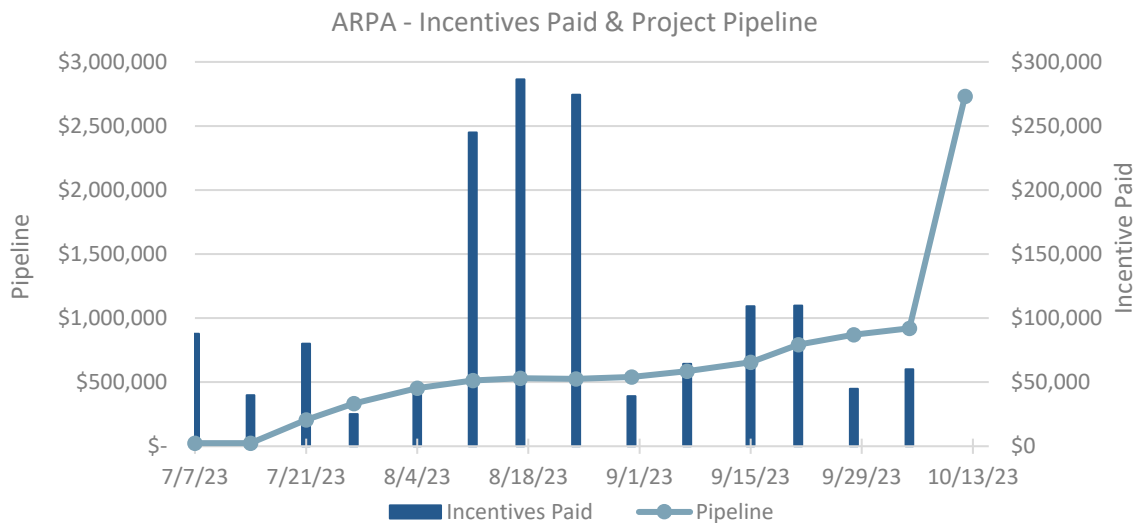


Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

- The program’s Funding Opportunity Notices (FONs) have seen a steady increase in activity due to recent mailings and Virtual Customer Consultations.
 - The FON for retrofits in the hospitality sector ended the application period on May 1, 2023. Projects must be completed by December 31, 2023.

- The application period for the FON for school retrofits ended on May 31, 2023 and projects must be completed by December 31, 2023.
- The FON for small municipality retrofits ended on August 31, 2023 and projects must be completed by February 28, 2024.
- Applications through the FON for long-term care retrofits will be accepted through June 1, 2024. Three applications have been submitted, of which two have been completed and paid.
- The FON for Maine municipalities having between 5,000 and 10,000 residents was launched on October 1, 2023 and will accept applications through March 1, 2024. This opportunity is focused on electrification and HVAC measures. Multiple webinars are planned to get the word out.
- Several Qualified Partners have become very active in each FON to help promote electrification through targeted sectors.
- A few applications have been cancelled due to unavailable budgets for the customers.
- Activity by FON:

FON	Pre-Approvals	Complete and Paid	Paid	Pipeline
Hospitality	71	52	\$1,635,203	\$1,004,020
School	65	24	\$486,245	\$1,869,381
Small Municipality	139	63	\$578,522	\$814,277
Long-Term Care	3	2	\$14,000	\$8,400
Total	278	141	\$2,713,970	\$3,696,078



Updated Financials	Program Investment
FY2023 Program Budget	\$31,251,785
7/1 to 9/30 Spending	\$4,191,495
Percent of Budget Spent to Date	13%
Percent of Year Passed	25%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$4,191,495

Committed Pipeline	\$11,181,859
Total (Expenditures and Committed Pipeline)	\$15,373,354
Percent of Current Budget	49%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	6,219,963	(1,777)
Thermal Programs	(119,071)	17,672

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

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved four projects worth \$1,770,078 in incentives since the last board meeting.
- The program added five new projects to the pipeline, one of which was approved in the last review team meeting. The total pipeline consists of seven projects worth \$463,344 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 two project proposals that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2023 Program Budget	\$20,225,209
7/1 to 9/30 Spending	\$697,774
Percent of Budget Spent to Date	3%
Percent of Year Passed	25%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$697,774
Committed	\$12,916,255
Pipeline	\$463,344
Total (Expenditures, Committed and Pipeline)	\$14,077,373
Percent of Current Budget	70%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	598,032	-
Thermal Programs	-	2,563

C) Home Energy Savings Program (HESP)

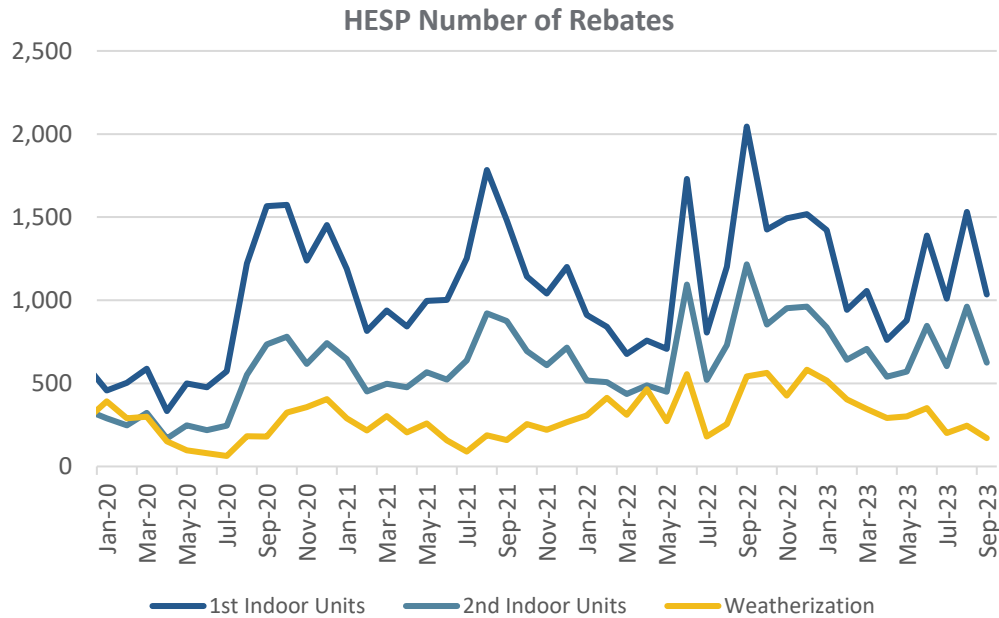
- The total number of rebates for FY2024 (to date) are down 16% compared to this point last year (from 8,982 to 7,575).

Weatherization

- Weatherization rebate volumes were down 69% compared to this month last year (from 573 to 171) and down 41% FYTD compared to this month last year.
- 47% of rebated projects were inspected this month versus a goal of 15%. Year-to-date, 22% have been inspected.
- 58% 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 38 days (versus 63 days in July).

Heat Pumps

- Heat pump rebate volumes for September were 49% lower than the same month one year ago.
- 22% of rebated heat pump projects were inspected versus a goal of 15%. Year-to-date, 25% have been inspected.
- 92% 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 39 days, unchanged from the prior month.
- The program prepared for and launched a change to program design on 9/18/2023 which limits eligibility for program rebates to “whole home heat pump” systems. The changes were presented to and discussed with contractors at workshops in Freeport on 9/14/2023 and also on a webinar open to all Registered Residential Vendors on the morning of the launch and again the following week. Installers are working hard to install room heaters which remain an eligible measure under the old program if installed prior to 10/31/2023.
 - The Trust’s new rebates for whole home heat pump systems offer:
 - Low-income -- 80% of project cost up to an \$8,000 lifetime rebate limit
 - Moderate-income -- 60% of project cost up to an \$6,000 lifetime rebate limit – (This is a new income tier for heat pump incentives in the Trust’s programs)
 - Any income -- 40% of project cost up to an \$4,000 lifetime rebate limit
 - The new Efficiency Maine rebate levels were changed in part to reflect the impact of significant new federal tax incentives, which offer:
 - Up to \$2,000/year for heat pumps
 - Up to \$600 for 200+ amp circuit panels



Updated Financials	Program Investment
FY2023 Program Budget	\$29,132,626
7/1 to 9/30 Spending	\$4,937,944
Percent of Budget Spent to Date	17%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(3,657,763)	67,047
Thermal Programs	371,438	5,754

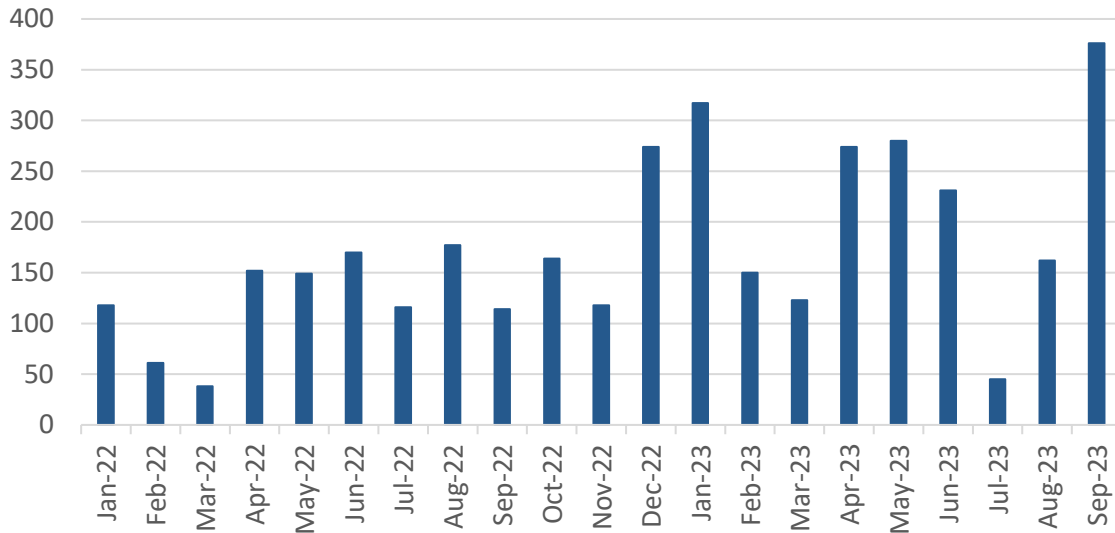
Project Type (through 9/30)	Participating Households
Heat Pumps	3,909
Weatherization and Other Heating Systems	395

D) Retail Initiatives Program

- The program rebated 388 heat pump water heaters (HPWH) in September
- As a result of Staff’s negotiations, Maine has the lowest HPWH prices in the country.
 - Lowe’s list price (before discount) in Maine is \$551 lower than Lowe’s national price (\$1,399 vs \$1,950).
 - Home Depot’s list price (before discount) in Maine is \$300 lower than Home Depot’s national price (\$1,399 vs \$1,699)
 - The program team sent a representative to the ENERGY STAR Program Partners Meeting in Atlanta to meet with representatives of Lowe’s, Home Depot, and HPWH manufacturers. Maine’s HPWH program was referred to several times as a model program.

- The program’s goal is to have HPWHs at or very near price parity with electric resistance water heaters (after factoring in Efficiency Maine’s instant discounts). Lowe’s current price after the discount is \$449. The Granite Group is selling direct to homeowners for the lowest discounted price in the state (\$429).
- Virtually all stores now have HPWH inventory, prime merchandising placement, and trained associates.
- The program has expanded its marketing focus beyond replace-on-burnout sales to driving “early-retirement” sales of working water heaters. The program continued an aggressive Google ad word campaign targeting leaky water heaters, installed new signs in stores. FY2024 will be the most aggressive water heating marketing strategy to date for the program.
- The quantity of HPWH installers listed on the Efficiency Maine website climbed from 206 last month to 217 this month.

Monthly Retail HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$7,801,336
7/1 to 9/30 Spending	\$1,026,719
Percent of Budget Spent to Date	13%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	611,127	3,821
Thermal Programs	-	-

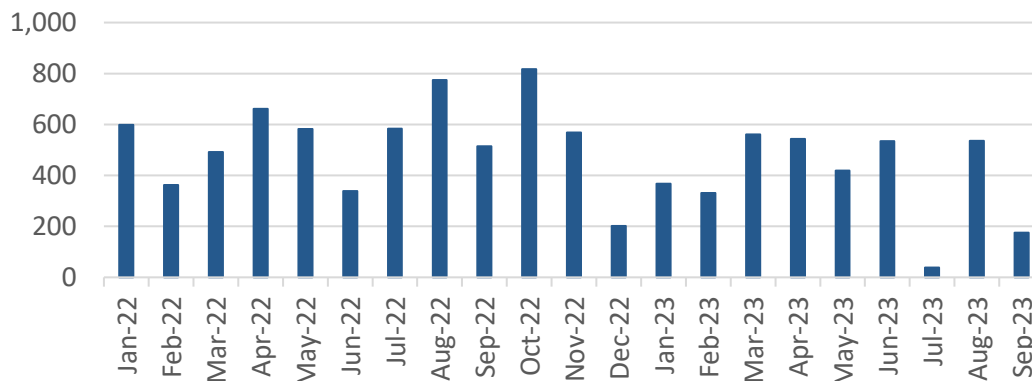
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 9/30)	Projects
Appliance Rebates	1,824

E) Distributor Initiatives

- The Distributor program continues to account for 67% of rebated HPWHs because 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. Branch supply houses are covered with Efficiency Maine signs, from entrance-door clings, to floor displays, to counter mats. 66% of top-selling electric water heaters sold through Maine distributors in September were HPWHs versus a national average of 2%.
- 65% of top-selling circulating pumps for boiler radiators were the efficient ECM-type compared to 60% in FY2023.
- Program field representatives visit every plumbing branch every week to support the sale of HPWHs and ECM circulator pumps.
- On October 1st, the program launched a 90-day limited time promotional discount of \$100 on ECM circulator pumps. This increase from the usual \$75 discount is expected to further expand the share of efficient circulator pumps.

Monthly Distributor HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$12,332,991
7/1 to 9/30 Spending	\$1,037,418
Percent of Budget Spent to Date	8%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	621,525	4,075
Thermal Programs	-	-

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

Rebate Type (through 9/30)	Projects
Heat Pump Water Heaters	749

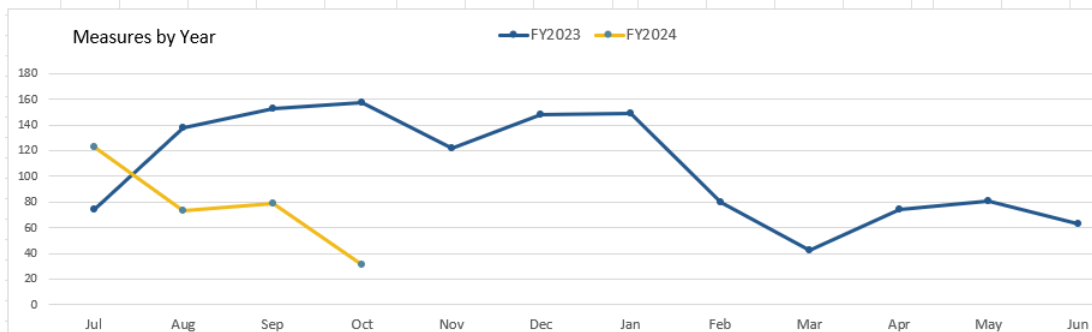
Electronically Commuted Pumps	553
Distributor HVAC (NG)	-

F) Low Income Initiatives

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

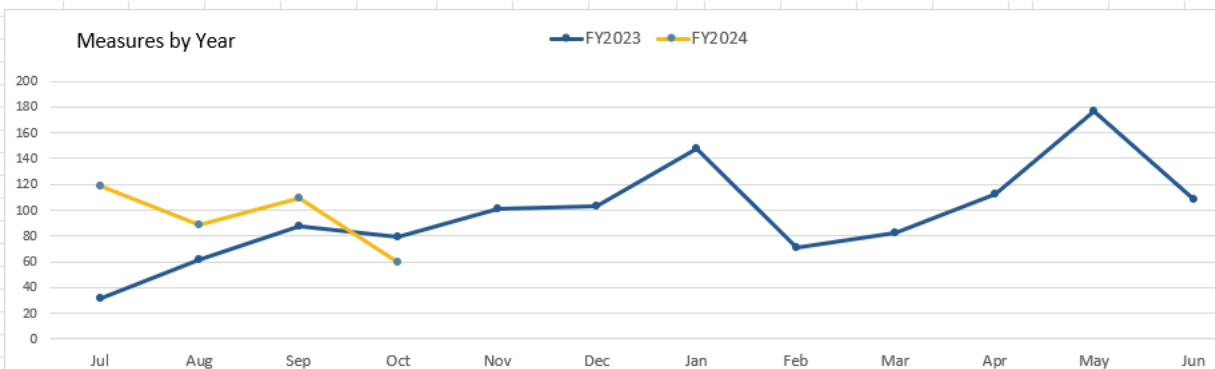
Heat Pumps

- The eligibility pathway that has used the tax assessed value of a building and land is ending 10/31/2023; a new pathway using adjusted gross income to establish eligibility for moderate income” and “low income” has been introduced for heat pumps. This aligns rebate eligibility for both heat pump and weatherization measures.
- Five whole-home heat pump installations (for 3 moderate-income households and 2 low-income households) and 325 single-zone heat pumps have been rebated since July 1, 2023. Rebate activity is lower in the first quarter of FY24 than in FY23.
- The following is a historical view of rebated LMI heat pump measures, including month-to-date:



Weatherization

- The program has rebated insulation measures in 296 homes since July 1. This year has seen higher investment than last year for the first quarter.
- The following is a historical view of rebated LMI weatherization measures, including month-to-date:



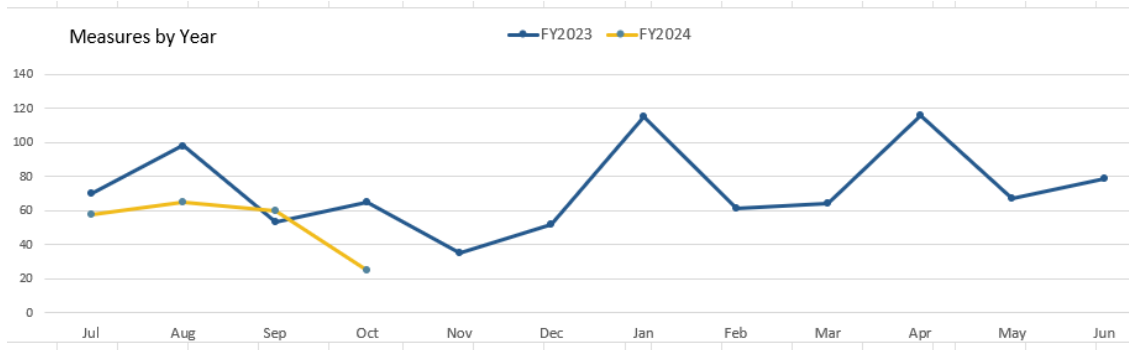
Low Income Direct Mail (Faucet aerators and low-flow devices)

- The program has delivered DIY kits to 204 households since July 1. LED bulbs were removed from this kit in June.

Low Income Heat Pump Water Heater Initiative

- 220 heat pump water heaters have been installed since July 1.
 - Electric baseline: 91
 - Oil/propane baseline: 129

- The following is a historical view of rebated LMI heat pump water heater (HPWH) measures, including month-to-date:



Arrearage Management Program (AMP)

- The program has seen 751 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.
- An AMP draft report was submitted to the Legislature on October 17, 2023 highlighting Efficiency Maine’s interventions with AMP enrollees.

Manufactured Home Pilot

- 3,800 (potentially eligible) HEAP customers have been notified twice, by mail, regarding the Trust’s offer to convert single-wide manufactured homes to heat pumps by using the existing distribution (ductwork). Sixty-four have prescreened on the Trust’s website, 16 are in the process of receiving site visits, 14 are awaiting scheduling by installers, and three are complete.

High Performance Affordable Housing Pilot

- Avesta is still waiting for its Certificate of Occupancy, which will trigger the second payment installment from Efficiency Maine in support of Porter Station in Portland built to Passive House standards.

Low Income Natural Gas

- The program has nothing new to report on this initiative.

Updated Financials	Program Investment
FY2023 Program Budget	\$19,463,339
7/1 to 9/30 Spending	\$3,181,229
Percent of Budget Spent to Date	16%
Percent of Year Passed	25%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$3,181,229
Pipeline	\$1,285,000
Total (Expenditures & Committed Pipeline)	\$4,466,229
Percent of Current Budget	23%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	320,900	(7)
Thermal Programs	(650,950)	15,419

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

G) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

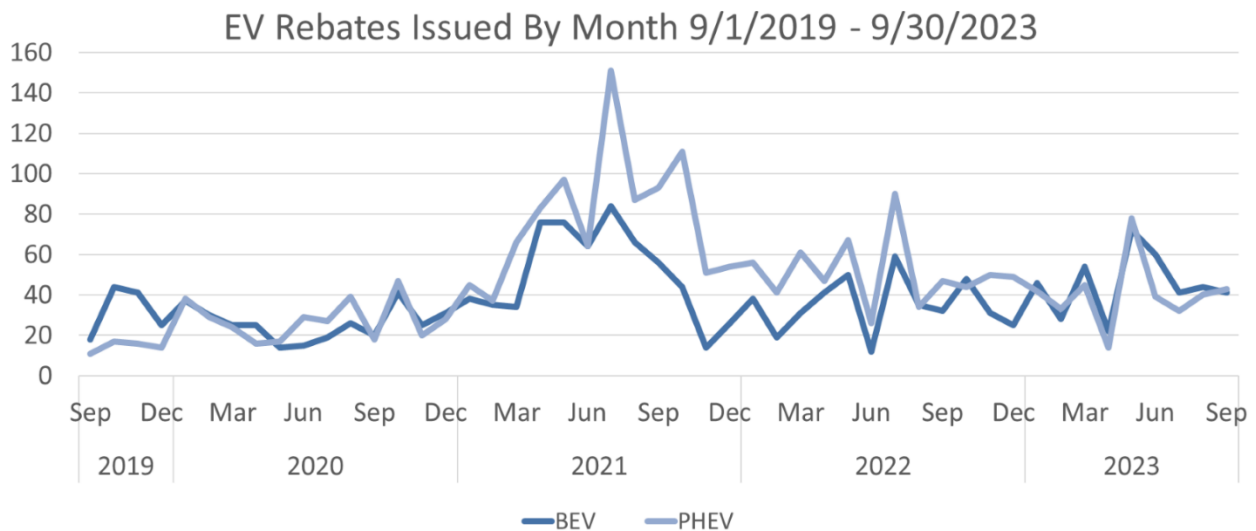
- Staff issued a [Request for Proposal \(RFP\) for DC Fast Charging Stations – Maine Phase 6](#). The target areas are certain segments of Interstate 295, US Route 1, and US Route 1A in Portland, Interstate 95 in Pittsfield, Newport, and Hermon, US Route 2 in Rumford and Dixfield, and US Route 3 in North Windham, Fryeburg, and Bridgton.
- Staff is finalizing contracts with Phase 5 RFP awardees for their DC fast charging stations in Augusta, Ellsworth, Searsport, Rockland, Waldoboro, and Brunswick.

EV Rebates

- Staff awarded a contract to the Center for Sustainable Energy (CSE) through the Trust’s [Request for Proposal for EV Rebate Support Services](#). CSE is a national leader in administering EV rebate and infrastructure programs. It has administered over \$3 billion in EV programs in Vermont, Oregon, Massachusetts, and other jurisdictions.
- The program issued 84 EV rebates in the month of September.
- The top EV models sold for the month of September were the Toyota RAV4 Prime, Chevy Bolt EUV, and Chevy Bolt.

EV Public Information and Outreach

- Staff presented twice at the Common Ground Country Fair in Unity.
- Staff presented on the September Coffee & Climate call hosted by One Climate Future.
- Staff participated in the Portland/South Portland National Drive Electric Week in Portland.
- Staff visited participating EV dealerships to distribute marketing materials, answer questions, and listen to feedback from participating dealers.
- Staff is reviewing rebate levels set by 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	52	33	63	925
2024 (YTD)	14	12	28	187
Total	221	54	91	3,817

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

Total Rebates By Technology Type (9/1/2019 – 9/30/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,878 (45%)	\$5,008,000 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,307 (55%)	\$2,198,500 (31%)
Total	4,185	\$7,206,500

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$13,343,400	\$2,126,476
7/1 to 9/30 Spending	\$590,619	\$382,492
Percent of Budget Spent to Date	4%	18%
Additional Committed	\$2,508,437	\$543,500
Percent of Budget with Committed	23%	44%
Percent of Year Passed		25%

H) Demand Management Program

Demand Response Initiative

- Peak Power, the Trust’s contractor tasked with identifying the ISO-NE real-time system peaks for settlement purposes, provided the Trust with a report summarizing this year’s top three days:

Rank	Date	Peak Hour (Hour ending, EDT)	Peak Demand (MW) – RT Load
1	7-Sept	6 PM	23,476
2	6-Sept	7 PM	22,399
3	6-Jul	7 PM	22,274

- Curtailment Service Providers (CSPs) called events on the top two days, September 7th and 6th, respectively. July 6th represents a growing complexity of the expanding demand response programs in ISO-NE, bumping from lower in the list of top days to the third highest system load for the season due to curtailment activities. This phenomenon, known in the industry as “bullying the peak,” caught all New England demand response program administrators by surprise, with none dispatching on this day. The delta between July 6th (the third-highest day of the season) and July 28th (the now fourth-highest day) was less than 100 MW. Efficiency Maine and other New England states dispatched on the 28th, causing this shift.

- The Trust is working on organizing resources and data to begin the settlement process in the coming weeks, targeting payments by mid-November.

Load Shifting Initiative

- Having completed the initiative's first summer capacity season, Staff is now working to incorporate participant feedback to improve the program experience and flow. Enrollment for existing managed charging measures is ongoing, with staff working directly with customers affected by the ChargePoint integration issue to re-enroll their devices.
- Staff is incentivizing enrolled participants for this year's capacity season per the program rules.
- Staff is in the process of restarting the paused BYOD battery program, collaborating directly with manufacturers to develop a program that accomplishes the goals of the Trust while working within the operating parameters of the equipment and DERMS platform.

I) Efficiency Maine Green Bank

- Staff is exploring opportunities to increase capitalization for Green Bank activities. Opportunities include grants and loans from the Inflation Reduction Acts' Greenhouse Gas Reduction Fund (GGRF).
 - Staff continues to research other underserved customer segments of Maine related to vulnerable communities, financing, and energy savings improvement projects.
 - Staff is also conferring with a small group of individuals with expertise in the capital markets and financial product creation, to help refine the design of finance initiatives.
 - Efficiency Maine Green Bank Initiatives have been added to the main navigation bar on the Efficiency Maine website.
- Home Energy Loans: The Trust is offering loans to income-eligible applicants. Staff is working on expanding loan offerings to other income brackets.
- Small Business Loans: The Trust continues to offer Small Business Loans with no program changes.
- C-PACE: The C-PACE program has launched and is available for municipality and Capital Provider participation. Multiple municipalities have adopted an ordinance to participate in the program and multiple capital providers are registered to participate in the program.
 - Staff continues to meet with interested municipalities to facilitate understanding and adoption of the program.
- Manufactured Home Heat Pump Lease: The Manufactured Home Heat Pump Lease is currently live and being offered to participants of the Manufactured Home Pilot 3.
- Municipal and School Lease: The Municipal Lease finance initiative is currently active and open to participation from municipalities, schools, and local lenders. The Municipal Lease list of participating lenders can be found here: [Municipal Lease - Efficiency Maine](#)

J) Other Initiatives

Agricultural Fair Assistance Program

- All fairs have completed their projects and all sites have been inspected.

Thermal Energy Investment Program

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

Lead By Example (LBE)

- The LBE Initiative Review Team met once and approved one new project worth \$70,930 in incentives since the last board meeting.
- No new LBE technical assistance (TA) requests were approved.

- The total pipeline consists of 12 projects in various stages of development worth \$1,181,777 in incentive offers, after adjusting for the probability of completion.
- The state energy consultant anticipates finishing the state energy database by November and has submitted a draft report from the first site visit.

Lead by Example FY2024 Financials	Program Investment
Budget	\$2,592,825
Expenditures	\$50,939
Committed	\$450,451
Pipeline	\$1,181,777
Total (Expenditures, Committed and Pipeline)	\$1,683,167
Percent of Current Budget	65%

3. Strategic Initiatives

A) Innovation

- Whole Home Heat Pump Solutions Pilot: Recruitment for Phase 4 is ongoing. Double-wide sized homes in southern Maine will receive standard configuration units with both an outdoor and indoor heat pump unit. The program is also recruiting single-wide homes statewide to test an alternative configuration that requires an outdoor heat pump unit but utilizes the blower of the existing furnace. We have completed 1 installation in this phase so far. The program will test these ducted configurations in up to 20 of these home types and meter them throughout this next winter.
- Hydronic Heat Pump with Thermal Storage Pilot: The team is actively recruiting additional homes in the Millinocket area to participate and expand learnings in the next year. Site visits are complete for three participants and the first units of heat pump equipment have arrived in the program’s possession. The team is finalizing configurations, with installations expected to begin next month. Five installations are anticipated for this winter, in addition to the existing site from last winter.
- Energy Storage System Pilot: Eight potential projects are now in stages of investigation and development, two of which have submitted high-level design information. No applications have been received.

B) Evaluation, Measurement, and Verification

- Kicked off Residential Baseline Study with NMR Group to assess the current state of existing housing stock in Maine, with a particular focus on manufactured and multifamily homes. The results of the study will be used to inform Triennial Plan VI regarding energy efficiency and beneficial electrification opportunities.

4. Administration and Finance Highlights

C) Administration

- Staff submitted the completed financial audit for FY2023 to the Office of the State Controller.

D) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of September 2023 was \$24.49 million out of a total expected annual revenue of \$56.03 million. Revenues from federal funding is at \$1.2 million year-to-date. Approximately \$278,000 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 \$905,000. The total budget for FY2024 as of the end of September, including use of fund balance, is \$158 million.

Expenditures & Encumbrances

- Total expenditures through the end of September 2023 were \$18.5 million. The summary of expenditures and encumbrances is as follows:

Expenditures	
\$1.9 million	Administration (excluding interfund transfers)
\$41,000	Public Information
\$84,000	Evaluation work
\$0	Innovation pilots
\$0	Demand Management Program
\$3.2 million	Low Income Initiatives
\$1.0 million	Retail Initiatives Program
\$1.0 million	Distributor Initiatives Program
\$4.9 million	Home Energy Savings Program
\$4.2 million	C&I Prescriptive Initiatives Program
\$698,000	C&I Custom Program
\$0	Inter-Agency transfers
Encumbrances	
\$77.1 million	Encumbered across all budget categories but not yet spent

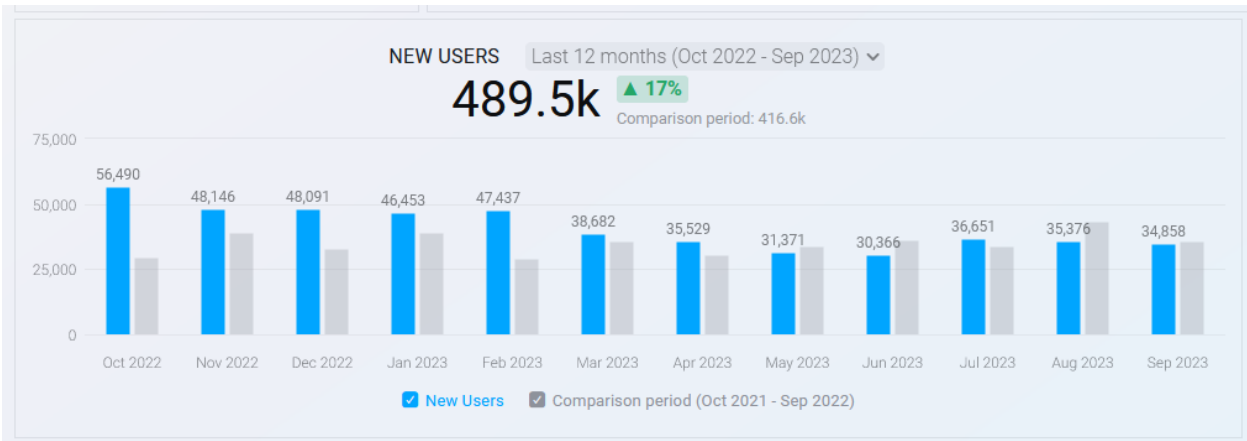
Appendix A

Full List of Press Coverage (plus links)

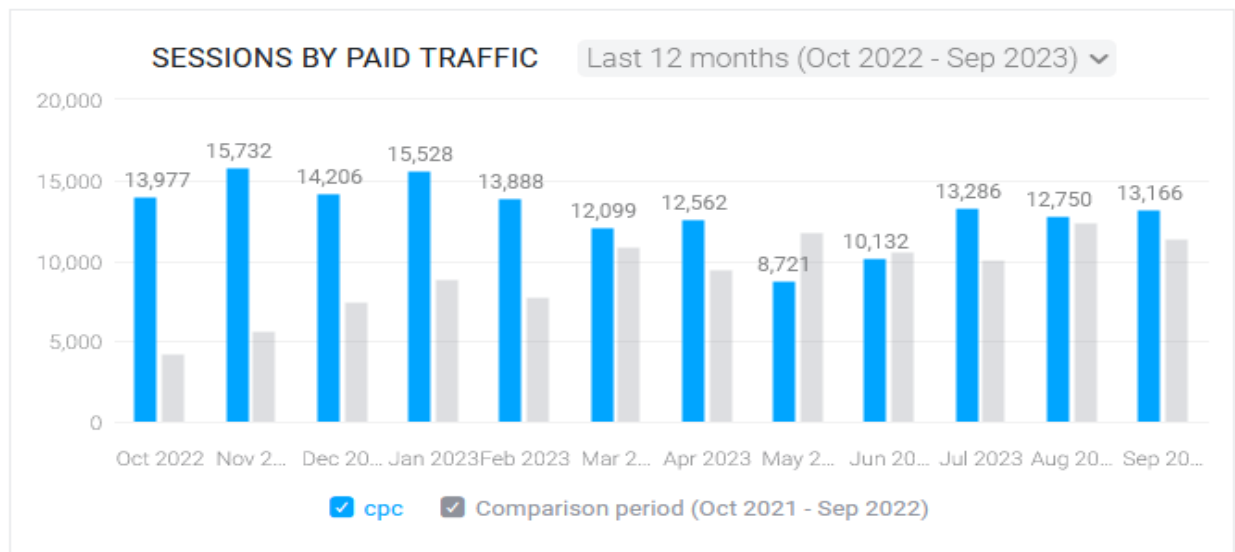
- *News Center Maine* published an article on October 15 mentioning the Trust and its programs in the context of Maine’s utilities and an upcoming ballot initiative (<https://www.newscentermaine.com/article/news/politics/maine-politics/what-to-know-about-maines-electrical-utilities-ahead-of-vote-on-ballot-initiative-utilities-maine/97-64fbce4e-c3bc-49ae-91c0-4c633dd2dbce>).
- *The Town Line Newspaper* published an article on October 11 about the town of Vassalboro’s planned energy efficiency upgrades and referenced funding from the Trust (<https://townline.org/vassalboro-town-awarded-95k-heat-pump-grant/>).
- *Bloomberg* quoted the Executive Director in an October 7 article about Maine’s national success in heat pump adoption (<https://www.bloomberg.com/news/articles/2023-10-06/how-maine-became-the-heat-pump-capital-of-the-us?leadSource=uverify%20wall>).
- *Bangor Daily News* quoted the Executive Director in an October 5 article discussing the funding the Trust is receiving from the New England Clean Energy Connect project (<https://www.bangordailynews.com/2023/10/05/mainefocus/maine-receiving-financial-benefits-hydropower-corridor-deal-joam40zk0w/>).
- *News Center Maine* mentioned the Trust in a September 24 article highlighting National Drive Electric Week events in Portland (<https://www.newscentermaine.com/article/news/local/portland/drivers-hold-national-drive-electric-week-event-in-portland-to-raise-awareness-for-ev-options-maine-environment/97-2f428698-c303-4adf-a209-c49d73fc6900>).
- *Bangor Daily News* quoted the Executive Director in a September 22 article about Maine’s progress towards its goal of installing 15,000 heat pumps in low-income households by 2025 (<https://www.bangordailynews.com/2023/09/22/politics/maine-lagging-heat-pump-goal-low-income-homes-joam40zk0w/>).
- *The Portland Press Herald* mentioned the Trust in a September 20 article about EV infrastructure, resources, and events in Maine (<https://www.pressherald.com/2023/09/20/our-sustainable-city-maneuvering-in-a-new-world-of-electric-vehicles/>).
- *Bangor Daily News* quoted the Executive Director in a September 14 article that highlighted the Trust’s Annual Event held on September 14 (<https://www.bangordailynews.com/2023/09/19/bdn-maine/efficiency-maine-recognizes-contractors-and-industrial-consumers/>). This article was republished by *Piscataquis Observer* on September 14 (<https://observer-me.com/2023/09/19/news/efficiency-maine-recognizes-contractors-and-industrial-consumers/>).

Appendix B Additional Website Metrics

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



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



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

TOP LANDING PAGES BY SESSION Last Month (Sep 1 - 30) ▾

Landing Page	Last Month	Δ
/	10,032	▼ 2%
/about-heat-pumps/	4,373	▲ 23%
/at-home/heat-pump-water-heater-program/	4,081	▼ 13%
/at-home/heating-cost-comparison/	3,059	▲ 23%
/home-insulation/	2,529	▲ 26%
/at-home/ductless-heat-pumps/	2,304	▼ 9%
/electric-vehicle-rebates/	2,050	▼ 9%
/at-home/	1,783	▲ 8%
/heat-pump-user-tips/	1,243	▼ 3%
/income-based-eligibility-verification/	1,183	▲ 16%

TOP LANDING PAGES BY SESSION (ORGANIC) Last Month (Sep 1 - 30) ▾

Landing Page	Last Month	Δ
/	5,966	▲ 2%
/at-home/heating-cost-comparison/	1,943	▲ 28%
/at-home/ductless-heat-pumps/	1,573	▼ 6%
/heat-pump-user-tips/	1,117	▲ 1%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,094	▼ 3%
/at-home/	833	▼ 6%
/heat-pumps/	820	▼ 5%
/electric-vehicle-rebates/	756	▼ 21%
/charging-station-locator/	633	▼ 17%
/at-home/water-heating-cost-comparison/	548	▼ 13%