

**Executive Director’s Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust  
November 15, 2023**

**Noteworthy**

C&I Programs	<p>The Review Team for the C&amp;I Custom Program met once and approved three projects worth \$262,643 in incentives since the last board meeting. The program added eight new projects to the pipeline. The total pipeline consists of twelve projects worth \$2,208,097 in incentive offers, after adjusting for probability of completion.</p>
Residential Programs	<p>The final day for a qualifying installation of a heat pump when used as a “room heater” or “supplemental” heater was extended from 10/31/2023 to 11/7/2023 to accommodate delays associated with the Lewiston lockdown.</p> <p>Interviews with vendors/contractors indicate that they have begun to embrace the new program design and are reporting the first successful sales of whole-home systems and growing customer interest now that the window has closed on “supplemental” heaters. The increased rebates (previously \$200-\$2,400, now \$4,000-\$8000) and flexible sizing requirements are popular. The requirement to temporarily disable the boiler, and the ineligibility of multi-head units for EMT rebates, is generating questions and some criticism. However, contractors and consumers appear to appreciate the opportunity to save more energy and money by eliminating the competition between the heat pumps and a central boiler or furnace. The program has been actively reaching out to contractors to proactively answer questions. Outreach has included outbound calls, visits, discussion groups, newsletters, and web updates. Staff is developing additional educational materials for vendors, contractors and customers to describe best practices reflecting the new program requirements. This is likely to include making modifications to the “Installation Checklist” that is provided to all contractors.</p>
Retail Initiatives	<p>The quantity of heat pump water heater installers listed on the Efficiency Maine website climbed from 217 last month to 265 this month.</p>
Low- and Moderate-Income	<p>The program has rebated 36 whole-home heat pump installations (for 19 moderate-income households and 17 low-income households), and 393 single-zone heat pumps, fiscal-year-to-date (FYTD).</p>

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** – (See Appendix A for additional details)
  - The *New York Times*, on November 9, mentioned Efficiency Maine as an example of a state that was “offering heat pump incentives long before Congress passed the [Inflation Reduction Act].”
  - *Energy News Network* quoted Staff in a November 8 article about load-shifting initiatives in Maine and mentioned the Trust’s electric vehicle charging management incentives.
  - The Executive Director was interviewed by *Financial Times* for an October 25 article about heat pump adoption in the U.K. The article cites Maine’s program as an example of a heat pump program that has achieved success in part due to its excellent consumer education materials, including especially the Efficiency Maine website.
- **Events**
  - Staff presented information about the Trust’s residential programs and incentives during:
    - the heat pump training by Granite Group at the Maine Energy Marketers Association on October 18; and
    - the "Fireside Chat" webinar by the Advanced Water Heating Initiative on October 25.
  - Staff presented information about the Trust’s commercial programs and incentives at the Maine School Management Conference on October 26.
    - Staff presented information about the Trust’s Load Shifting Initiative at the 2023 Empower Innovation Forum, hosted by Virtual Peaker, on November 2.
- **Website and Outreach** (see Appendix B for additional details)
  - October website visits
    - 43,814 unique visitors
    - 12,524 visits driven by digital ads
  - Facebook
    - 4,698 followers

### B) Call Center (October)

- 3,335 inbound phone calls were received, up from 2,741 last month and up from 3,259 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 94% of calls were answered within 20 seconds (vs. a goal of 90%).
- 347 outbound calls were made compared to 216 this month last year, mostly for home inspection scheduling.
- 1,328 inbound emails were received, down from 1,700 this month last year, mostly rebate claims for the Retail Initiatives program.
- 524 pieces of inbound mail were processed, compared to 958 this month last year, mostly rebate claims for the Retail Initiatives program.
- The Call Center seamlessly transitioned to a new supervisor and a new agent demonstrating that the onboarding process is methodical.

### C) Government Relations

- Maine Public Utilities Commission (PUC)
  - The Trust has continued to participate in stakeholder meetings convened as a follow-on to CMP’s recent rate case. The Trust has encouraged CMP to adopt a robust measurement and verification plan for assessing rates intended to support beneficial electrification (Docket No. 2022-00152).
  - The Trust responded to a Commission request for comments on a standard offer time-of-use rate option (Docket 2023-00019).
- Maine Legislature
  - The Trust has no new information to report this month.
- Maine Climate Council
  - The MCC kicked off a new round of meetings as it begins the process of updating the climate action plan. The updated plan will be due in December 2024. In the past month, the Trust’s Executive Director participated in a planning meeting of the MCC Steering Committee as well as kick-off meetings of the Working Group on Energy and the Working Group on Transportation. The Working Group on Buildings, Infrastructure and Housing, co-chaired by the Trust’s Executive Director, held its first meeting on November 14.
- Federal Government
  - Alongside the Governor’s Energy Office and MaineHousing, the Trust has continued planning to advance the development of Maine’s application for Inflation Reduction Act funding for home energy rebates.

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

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

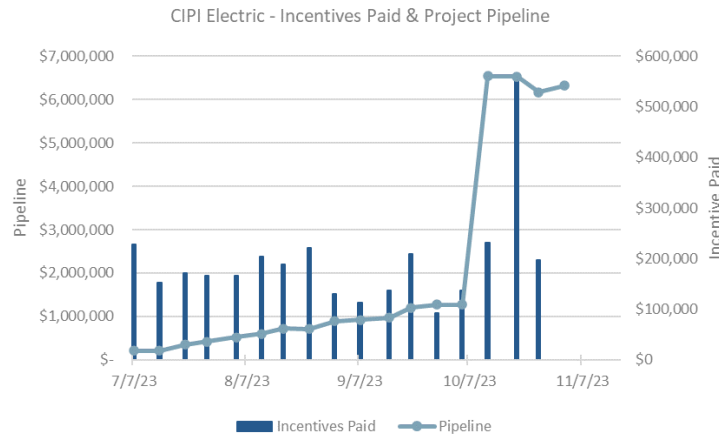
- The program conducted 17 inspections over the past month, using a combination of virtual inspections and on-site inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high.
  - Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. Thirteen more requests have been received over the last month to bring the total requests in this fiscal year up to 96. In total, almost 500 VCCs have been requested, 477 of which have been completed. Most requests were for lodging and multifamily facilities. To date, 62 projects have proceeded after receiving a VCC, and 42 additional projects are under development.

#### Electric Measures

- Since the Board approved carryforward of unspent program funds from FY2023 into this year’s budget, the FY2023 and FY2024 pipelines have been combined in this report. The current pipeline is \$6.3 million in incentives.
- New applications for prescriptive horticultural lighting measures have continued to slow. Pre-approved projects from FY2023 and FY2024 now total \$349,000 in incentives. A total of 12 projects worth \$263,000 in incentives have been completed and paid year-to-date.

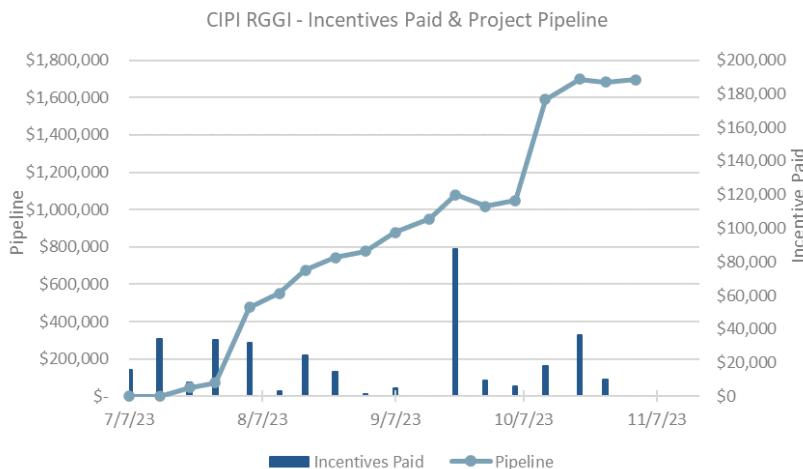
<sup>1</sup> The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on November 9, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of October 2023).

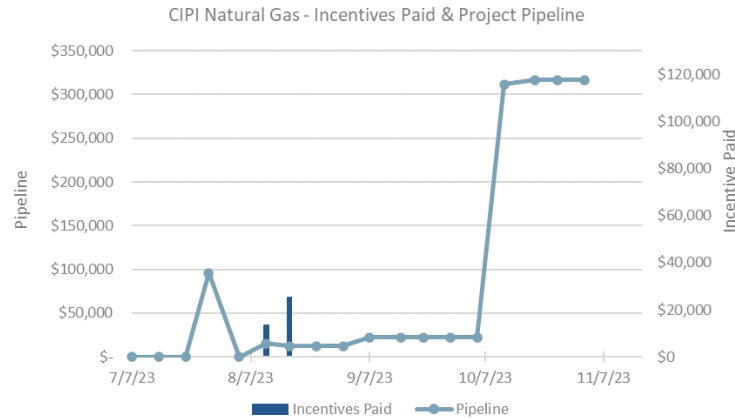
- The electric HVAC program changed in several ways for the start of FY2024 for a focus on a “whole-building” or “whole-zone” installation approach for heat pumps and variable frequency drives, as well as an emphasis on appropriate sizing. The available HVAC measures have been simplified by dividing them into two categories: new construction or existing buildings (retrofit). Additional modifications were announced this month, including utilizing manufacturer’s specifications (rather than certificates of the Air Conditioning, Heating and Refrigeration Institute) to establish qualifying heat pump ratings. The Heating Seasonal Performance Factor (HSPF2) requirement for single-zone systems was also modified to better align the program’s heat pump solutions with the Inflation Reduction Act (IRA) – 25C Tax Credit Guide.



**Thermal Measures**

- RGGI Funds – Since the Board approved carryforward of unspent program funds from FY2023 into the FY2024 budget, the projects that applied in either year have been combined in the pipeline presented in this report. The current pipeline represents \$1.7 million in incentives, which is a slight increase from the month prior.
- Natural Gas Funds - The pipeline of projects remained steady at \$315,000. One new application has been received in the last month.
- Qualified Partners who do HVAC work continue to familiarize themselves with FY24 CIPI updated program requirements relating to heat pumps.
- The funding opportunity notice (FON) for multifamily building retrofits was released in June 2023. Applications will be accepted through June 1, 2024. A total of eight applications have been submitted to date. Two have been pre-approved, representing incentives of \$36,000.

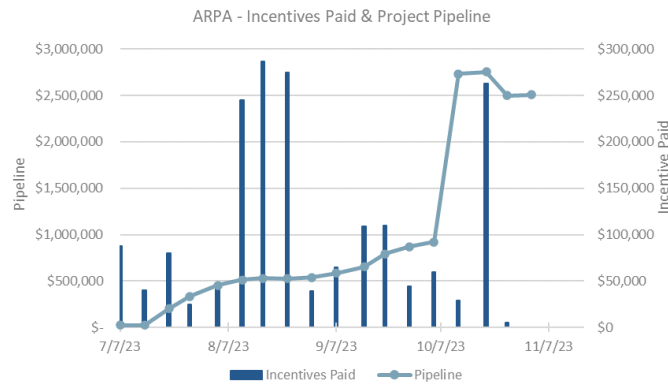




**Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)**

- Three FONs using MJRP funds have closed to new applicants and are nearing their project completion timelines.
  - The FON for hospitality sector retrofits requires projects for this round to be completed by December 31, 2023.
  - The FON for school retrofits requires projects for this round to be completed by December 31, 2023.
  - The FON for small municipality retrofits requires projects for this round to be completed by February 28, 2024.
- The FON for long-term care retrofits has extended the application deadline to March 30, 2024. Five applications have been submitted, of which two have been completed and paid.
- The FON for municipalities having between 5,000 to 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 were completed in October.
- A second round of school retrofits was recently released which will focus on electrification measures to assist schools that currently heat with oil and propane.
- Several Qualified Partners have become very active in each FON to help promote electrification through FON-targeted sectors with the assistance of enhanced incentive opportunities.
- **Activity by FON:**

FON/Sector	Pre-Approvals	Complete and Paid	Paid	Pipeline (Not Paid)
Hospitality	71	54	\$1,663,203	\$976,020
School	65	32	\$795,527	\$1,560,099
Small Municipality	138	72	\$636,685	\$752,346
Long-Term Care	3	2	\$14,000	\$8,400
Medium Municipality	-	-	-	-
School (Round 2)	-	-	-	-
<b>Total</b>	<b>279</b>	<b>160</b>	<b>\$3,109,415</b>	<b>\$3,296,865</b>



Updated Financials	Program Investment
FY2023 Program Budget	\$31,251,785
7/1 to 10/31 Spending	\$6,113,326
Percent of Budget Spent to Date	20%
Percent of Year Passed	33%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$6,113,326
Committed Pipeline	\$10,847,818
Total (Expenditures and Committed Pipeline)	\$16,961,144
Percent of Current Budget	54%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	7,702,610	9,617
Thermal Programs	(250,131)	23,067

\*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 three projects worth \$262,643 in incentives since the last board meeting.
- The program added eight new projects to the pipeline. The total pipeline consists of twelve projects worth \$2,208,097 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and two new Technical Assistance (TA) study requests.
- Program staff reviewed one project proposal 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 10/31 Spending	\$909,529
Percent of Budget Spent to Date	4%
Percent of Year Passed	33%

<b>Additional Details on FY2024 Financials</b>	<b>Program Investment</b>
Expenditures	\$909,529
Committed	\$12,996,751
Pipeline	\$2,208,097
Total (Expenditures, Committed and Pipeline)	\$16,084,377
Percent of Current Budget	80%

<b>Energy Savings (through 10/31)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings</b>
Electric Programs	947,030	-
Thermal Programs	-	2,563

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

- The total number of rebates for FY2024 (to date) are down 21% compared to this point last year (from 11,299 to 8,872).

#### Weatherization

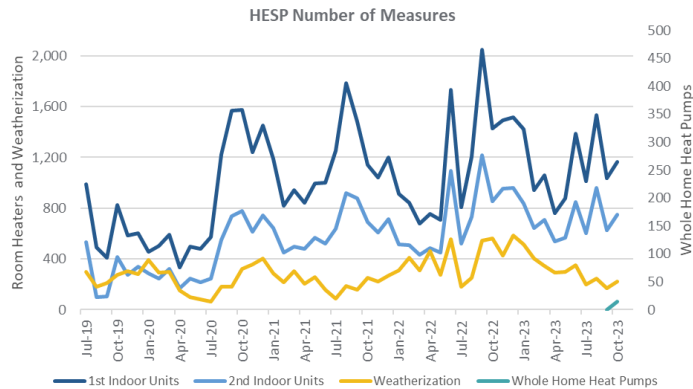
- Weatherization rebate volumes were down 61% compared to this month last year (from 563 to 220) and down 56% fiscal-year-to-date (FYTD) compared to this month last year.
- Year-to-date, 18% of completed weatherization projects have been inspected. Inspections slowed this month, in part due to turnover.
- 100% 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 61 days (versus 71 days in September).

#### Heat Pumps

- Heat pump rebate volumes for September were 16% lower than the same month one year ago and down 15% FYTD compared to this month last year.
- 13% of rebated heat pump projects were inspected versus a goal of 15%. Year-to-date, 22% of completed heat pump projects have been inspected.
- 89% 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 36 days, up from 33 days in September.
- The final day for a qualifying installation of a heat pump when used as a “room heater” or “supplemental” heater was extended from 10/31/2023 to 11/7/2023 to accommodate delays associated with the Lewiston lockdown.
  - Interviews with vendors/contractors indicate that they have begun to embrace the new program design and are reporting successful sales of whole-home systems and growing customer interest now that the window has closed on “supplemental” heaters. The increased rebates (previously \$200-\$2,400, now \$4,000-\$8000) and flexible sizing requirements are popular. The requirement to temporarily disable the boiler, and the ineligibility of multi-head units for EMT rebates, is generating plenty of questions and some criticism. However, contractors and consumers appear to appreciate the opportunity to save more energy and money by eliminating the competition between the heat pumps and a central boiler or furnace. The program has been actively reaching

out to contractors to proactively answer questions. Outreach has included outbound calls, visits, discussion groups, newsletters, and web updates.

- Staff is developing additional educational materials vendors, contractors and customers to describe best practices reflecting the new program requirements. This is likely to include making modifications to the “Installation Checklist” that is provided to all contractors.



Updated Financials	Program Investment
FY2023 Program Budget	\$29,132,626
7/1 to 10/31 Spending	\$7,091,401
Percent of Budget Spent to Date	24%
Percent of Year Passed	33%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(4,743,794)	88,441
Thermal Programs	475,582	7,884

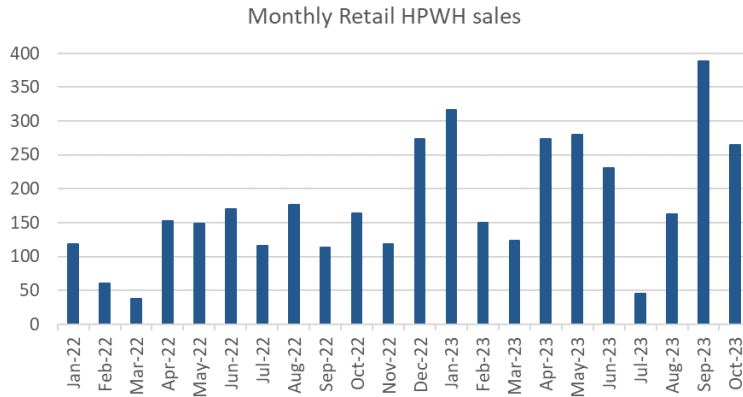
Project Type (through 10/31)	Participating Households
Heat Pumps	5,211
Weatherization and Other Heating Systems	628

#### D) Retail Initiatives Program

- The program rebated 265 heat pump water heaters (HPWH) in October.
- Maine continues to have 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’s goal is to have HPWHs at or very near price parity (after factoring in Efficiency Maine’s instant discounts) with electric resistance water heaters. 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).



- 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 217 last month to 265 this month.



Updated Financials	Program Investment
FY2023 Program Budget	\$7,966,336
7/1 to 10/31 Spending	\$1,522,826
Percent of Budget Spent to Date	19%
Percent of Year Passed	33%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	849,702	5,443
Thermal Programs	-	-

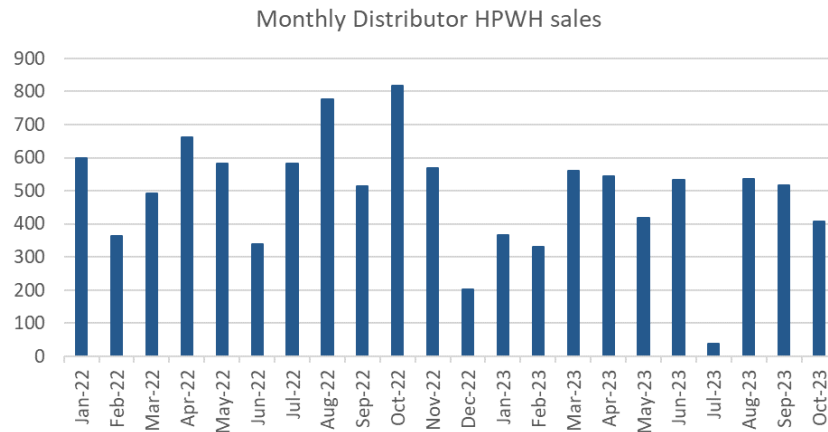
\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 10/31)	Projects
Appliance Rebates	2,441

#### E) Distributor Initiatives

- As the retail channel accelerates its uptake of HPWH, the share of HPWH going through the distributor channel has dropped from 68% in FY2023 to 61% in FY2024.
  - 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.

- 52% of top-selling electric water heaters sold through Maine distributors in September were HPWHs versus a national average of 3%. This is down from 60% in September due in part to some bulk orders where manufacturers offered discounts on traditional electric water heaters. The program team is investigating ways to help HPWHs compete for these bulk orders.
- 77% 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 from 14,779 last year to 17,383 this year.



Updated Financials	Program Investment
FY2023 Program Budget	\$12,667,991
7/1 to 10/31 Spending	\$2,003,523
Percent of Budget Spent to Date	16%
Percent of Year Passed	33%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,090,397	6,811
Thermal Programs	-	-

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

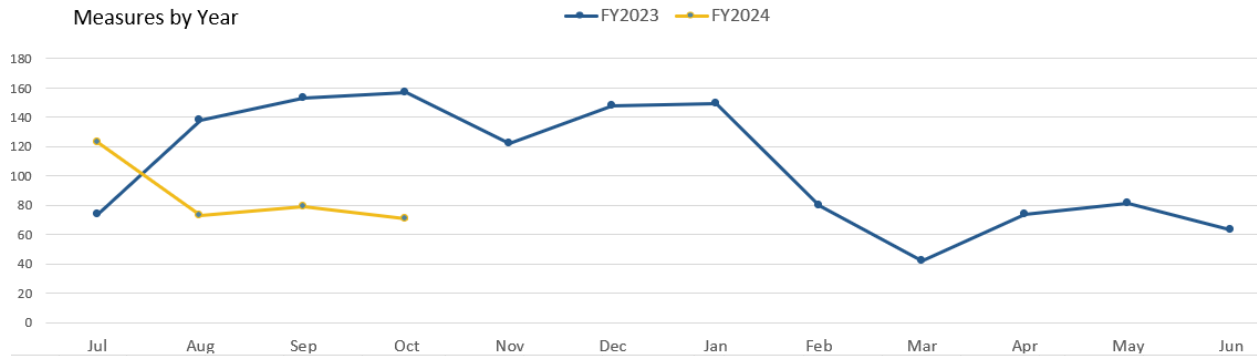
Rebate Type (through 10/31)	Projects
Heat Pump Water Heaters	1,258
Electronically Commuted Pumps	1,275
Distributor HVAC (NG)	-

**F) Low Income Initiatives**

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

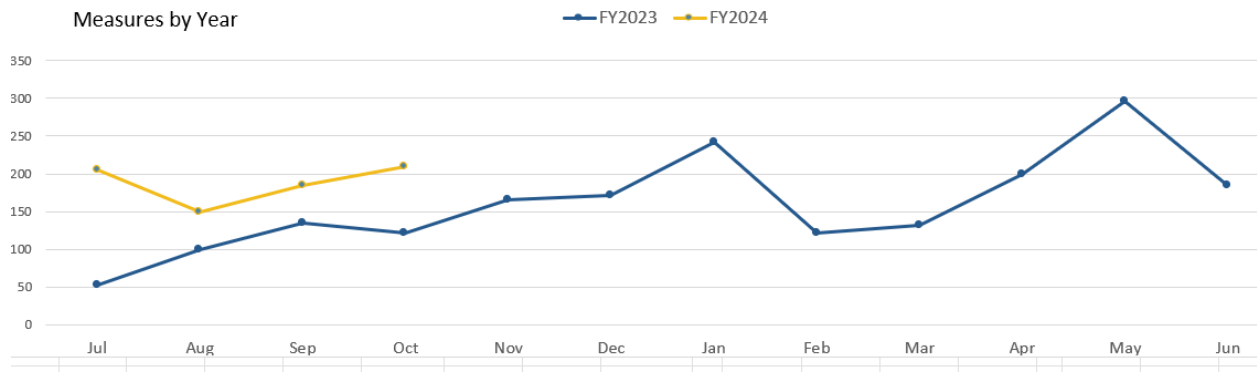
*Heat Pumps*

- The program has rebated 36 whole-home heat pump installations (for 19 moderate-income households and 17 low-income households) and 393 single-zone heat pumps have been rebated since July 1, 2023. Rebate activity is lower in the first quarter of FY2024 than in FY2023, attributable to the changes in program design.
- The following is a historical view of rebated LMI heat pump measures:



*Weatherization*

- The program has rebated insulation measures in 371 homes since July 1. This year has seen higher investment than last year for the first quarter. The program expects an overall increase of 25% investment in FY24.
- The following is a historical view of rebated LMI weatherization measures:

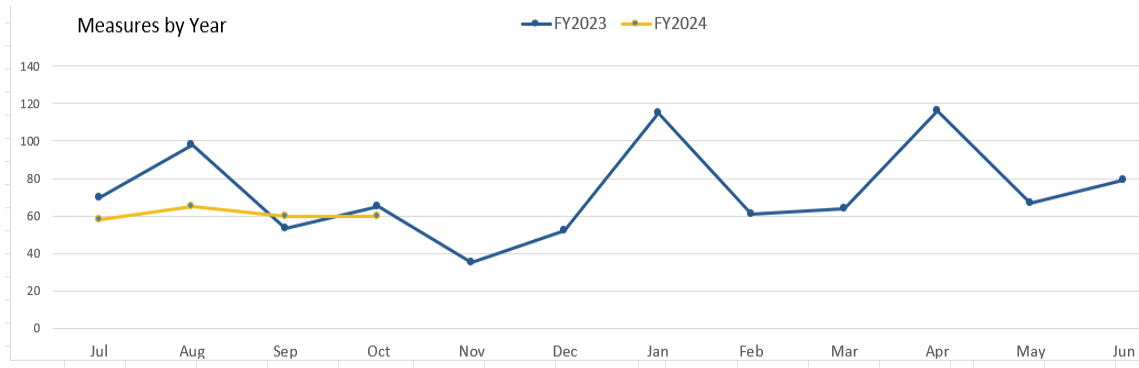


Low Income Direct Mail (Faucet aerators and low-flow devices)

- The program has delivered DIY kits to 306 households since July 1.

Low Income Heat Pump Water Heater Initiative

- 264 heat pump water heaters have been installed since July 1.
  - 107 were found to have replaced an electric water heater
  - 157 were found to have replaced an oil- or propane-fired water heater:
- 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 809 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**

- Next month, 15,000 potentially eligible residents of manufactured homes will receive an EMT offer through direct mail to convert a single wide mobile home to heat pumps using the existing distribution system (ductwork) and removing the fossil fuel.
- 16 homes are in the process of receiving site visits, 10 are awaiting scheduling by installers, and 5 are complete.

**High Performance Affordable Housing Pilot**

- Avesta has received 2 of its 3 incentive payments. Avesta’s final payment is expected to be released in November at project completion in accordance with Passive House PHIUS 2021 standards as documented by a Certified Passive House Consultant (CPHC).

**Low Income Natural Gas**

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

<b>Updated Financials</b>	<b>Program Investment</b>
FY2023 Program Budget	\$21,673,339
7/1 to 10/31 Spending	\$4,597,386
Percent of Budget Spent to Date	21%
Percent of Year Passed	33%
<b>Additional Details on FY2023 Financials</b>	<b>Program Investment</b>
Expenditures	\$4,597,386
Pipeline	\$935,600
Total (Expenditures & Committed Pipeline)	\$5,532,986
Percent of Current Budget	26%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	434,751	(7)
Thermal Programs	(911,894)	20,717

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

### G) Electric Vehicle (EV) Initiatives

#### Electric Vehicle Supply Equipment (EVSE)

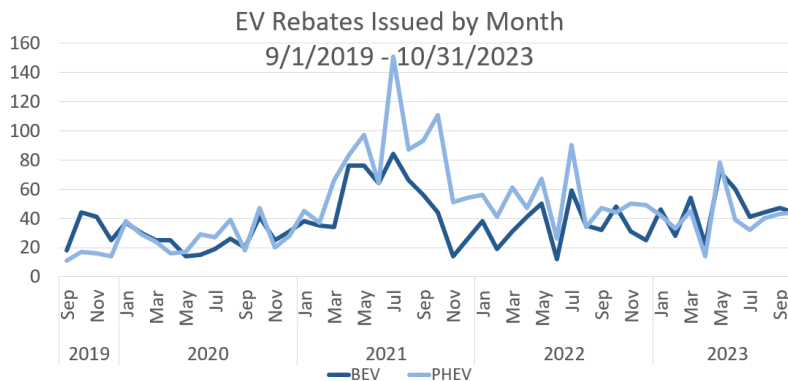
- Staff hosted an informational webinar on its [Request for Proposal \(RFP\) for DC Fast Charging Stations – Maine Phase 6](#). The target areas are strategic segments of Interstate 295, US Route 1, and US Route 1A in Portland, Interstate 95 in Pittsfield, Newport, Hermon, and Bangor, US Route 2 in Rumford and Dixfield, and US Route 302 in North Windham, Fryeburg, and Bridgton.
- Staff is finalizing contracts with Phase 5 RFP awardees for DC fast charging stations in Augusta, Ellsworth, Searsport, Rockland, Waldoboro, and Brunswick.

#### EV Rebates

- Staff launched a simplified [EV home page](#) to help increase user experience and customer satisfaction.
- The program issued 88 EV rebates in the month of October.
- The top EV models rebated for the month of October were the Toyota RAV4 Prime, Chevy Bolt EUV, and Toyota Prius Prime.

#### EV Public Information and Outreach

- Staff presented at the Rockland Electrification Expo in Rockland.
- Staff participated in E2Tech’s E-bikes in Maine event at Lincoln & Main Electric Bike Cafe in South Portland.
- Staff visited participating EV Dealerships, delivering EV rebate brochures and charging guidebooks, answering questions, and listening to feedback from participating dealers.



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)	19	20	39	257
<b>Total</b>	<b>228</b>	<b>62</b>	<b>102</b>	<b>3,887</b>

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

Total Rebates By Technology Type (9/1/2019 – 10/31/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,928 (45%)	\$5,156,500 (70%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,351 (55%)	\$2,225,000 (30%)
<b>Total</b>	<b>4,279</b>	<b>\$7,381,500</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$13,343,400	\$2,126,476
7/1 to 10/31 Spending	\$616,562	\$556,168
Percent of Budget Spent to Date	5%	26%
Additional Committed	\$2,438,568	\$566,649
Percent of Budget with Committed	23%	53%
Percent of Year Passed		33%

#### H) Demand Management Program

##### Demand Response Initiative

- Staff is organizing resources and data to begin the settlement process in the coming weeks. Staff anticipate making customer payments in December.

##### Load Shifting Initiative

- Having completed the initiative's first summer capacity season, the Trust is now working to incorporate participant feedback to improve the program experience and flow. Enrollment for existing managed charging measures is ongoing. Staff is working directly with customers affected by the ChargePoint integration issue to re-enroll their devices.
- Staff completed the first round of incentive payments to a total of 43 participants for a total of \$2,500. The next quarterly round of incentives will be paid out in mid-January.
- Staff is in the process of relaunching the small battery initiative that uses the “bring your own device” (BYOD) approach. This initiative collaborates directly with manufacturers to develop a program that accomplishes the goals of the Trust while working within the operating parameters of the equipment and Distributed Energy Resource Management System (DERMS) platform. The program anticipates having this initiative operational this winter for active dispatching during the CY2024 summer capacity season.

#### I) Efficiency Maine Green Bank

- Staff is exploring opportunities for increased capitalization of the EMGB finance initiatives, including anticipated resources from the Inflation Reduction Act’s Greenhouse Gas Reduction Fund.
- Staff continues to research underserved customer segments of Maine related to financing and energy savings improvement projects.
- Staff is also conferring with individuals with expertise in the capital markets and financial product creation, to gain insight into the design of finance initiatives.
- Efficiency Maine Green Bank initiatives have been added to the main navigation bar on the Efficiency Maine website.

**Loan and Lease Initiatives:**

- Home Energy Loans: The Trust currently offers loans to income-eligible applicants. Staff is exploring ways to expand loan offerings to other income brackets.
- Small Business Loans: The Trust continues to offer small business loans. No program changes are planned at this time.
- Manufactured Home Heat Pump Lease: Leases continue to be offered to participants in the manufactured home heat pump pilots.
- Municipal Lease: The municipal lease initiative offered by Efficiency Maine has been designed to partner municipal and school participants of the commercial and industrial programs with local lenders that provide “municipal leases” or a Tax Except Lease Purchase (TELP). The initiative is currently active and open to participation from municipalities, schools, and local lenders. The Municipal Lease initiative has a list of participating lenders at <https://www.efficiencymaine.com/municipal-lease/>

Key Metrics	Home Energy Loans		Small Business Loans	Manufactured Home Heat Pump Lease (Income Eligible)	Municipal Lease	Total
	Income-Eligible Loans	Non-Income-Eligible Loans				
<b>Quantity</b>						
Last month	30	-	-	12	-	42
FYTD	114	341	3	34	-	492
All time	N/A*	7,709	6	34	-	7,863
<b>Dollars</b>						
Last month	\$163,202	-	-	\$27,000	-	\$190,202
FYTD	\$630,352	\$2,142,250	\$12,935	\$77,500	-	\$2,863,037
All time	\$630,352	\$60,066,519	\$26,921	\$77,500	-	\$60,801,291

\* 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, since income of the households using that loan product has not been tracked by Staff, and credit scores are not a reliable proxy for income-level, Staff does not have data or report on numbers of loans for income-eligible homes since the inception of the program. Starting in FY2024, the Trust began tracking and reporting participation by income level.

**C-PACE:** The C-PACE program has launched and is available to municipalities, capital providers, and eligible projects.

- Detailed information can be found at <https://www.efficiencymaine.com/c-pace/>
- Staff continues to meet with interested municipalities and local lenders to facilitate the understanding and adoption of the program.
- Staff is providing more educational content about C-PACE on the website.
- Staff is updating the program based on feedback from participating or interested municipalities and registered capital providers.
  - Staff has adjusted the C-PACE Project Application process to allow for digital payments through the website. The webpage payment application will be live by December 2023.
- A list of participating municipalities can be found at <https://www.efficiencymaine.com/c-pace-participating-municipalities/>
- A list of Registered Capital Providers can be found at <https://www.efficiencymaine.com/c-pace-registered-capital-providers/>

Key Metrics	Participating Municipalities	Registered Capital Providers	Project Applications
New this month	-	-	1
Total	5	3	1

## J) Other Initiatives

### Agricultural Fair Assistance Program

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

### Thermal Energy Investment Program

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

### School Decarbonization

- One new technical assistance request has been submitted for support developing a power purchase agreement.

### Lead By Example (LBE)

- The LBE Initiative Review Team did not meet since the last board meeting.
- Two new LBE technical assistance (TA) requests were approved worth \$40,000 in incentive offers.
- The total pipeline consists of 12 projects in various stages of development worth \$1,205,297 in incentive offers, after adjusting for the probability of completion.
- The state energy consultant is finalizing the State energy database and working with Bureau of General Services to identify other candidates for energy efficiency analysis and technical input.
- Staff is working with the Department of Administrative and Financial Services (DAFS) and the Attorney General's Office to modify the memorandum of understanding for the use of the funds in this initiative to extend the term of the agreement and to assign more of the project development activities to DAFS.

## 3. Strategic Initiatives

### A) Innovation

- Whole Home Heat Pump Solutions Pilot: Recruitment for both double-wide sized and single-wide manufactured homes is ongoing statewide. The team is testing both a standard ducted heat pump and an alternative configuration that requires an outdoor heat pump unit but utilizes the blower of the existing furnace. Three installations are complete in this phase so far, with 15 additional sites currently being screened. The team will test ducted configurations in up to 20 of these home types and meter them throughout the 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 team's possession. A preliminary test installation of the new heat pump equipment was completed last week and full installations in our participant homes are expected to begin next month. The team plans to install at 5 sites this winter, in addition to the existing site from last winter.
- Energy Storage System Pilot: Seven potential projects are now in various stages of investigation and development, two of which have submitted technical assistance funding requests for final designs and interconnection study support. No applications have been received.

### B) Evaluation, Measurement, and Verification

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



## 4. Administration and Finance Highlights

### A) Administration

- Steve Genovese has been hired as a new Communications Manager on the Staff. Steve comes to the team after completing an Americorps fellowship in which he worked with the City of South Portland on its “Electrify Everything” initiative. Prior to that Steve worked at the University of New England and served in the Peace Corps.

### B) Financial

#### Revenues

- The sum of the year’s new revenues from state and regional sources through the end of October 2023 was \$24.9 million out of a total expected annual revenue of \$59.6 million. Revenues from federal funding are \$1.2 million year-to-date. Approximately \$361,000 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 \$994,000. The total budget for FY2024 as of the end of October, including use of fund balance, is \$164 million.

#### Expenditures & Encumbrances

- Total expenditures through the end of October 2023 were \$26.4 million. The summary of expenditures and encumbrances is as follows:

<b>Expenditures</b>	
\$2.1 million	Administration (excluding interfund transfers)
\$78,000	Public Information
\$140,000	Evaluation work
\$46,000	Innovation pilots
\$146,000	Demand Management Program
\$4.6 million	Low Income Initiatives
\$1.5 million	Retail Initiatives Program
\$2.0 million	Distributor Initiatives Program
\$7.1 million	Home Energy Savings Program
\$6.1 million	C&I Prescriptive Initiatives Program
\$910,000	C&I Custom Program
\$0	Inter-Agency transfers
<b>Encumbrances</b>	
\$70.1 million	Encumbered across all budget categories but not yet spent

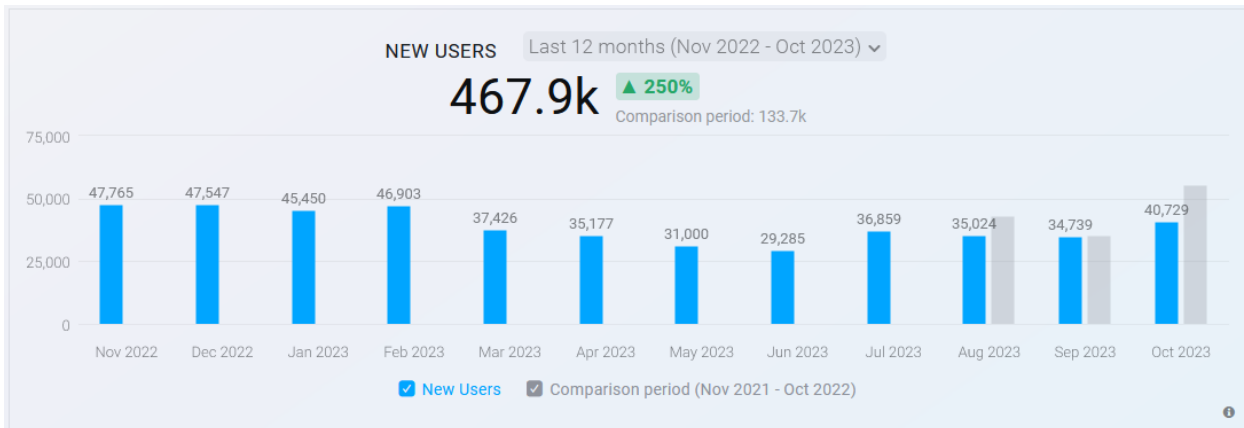
## Appendix A

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

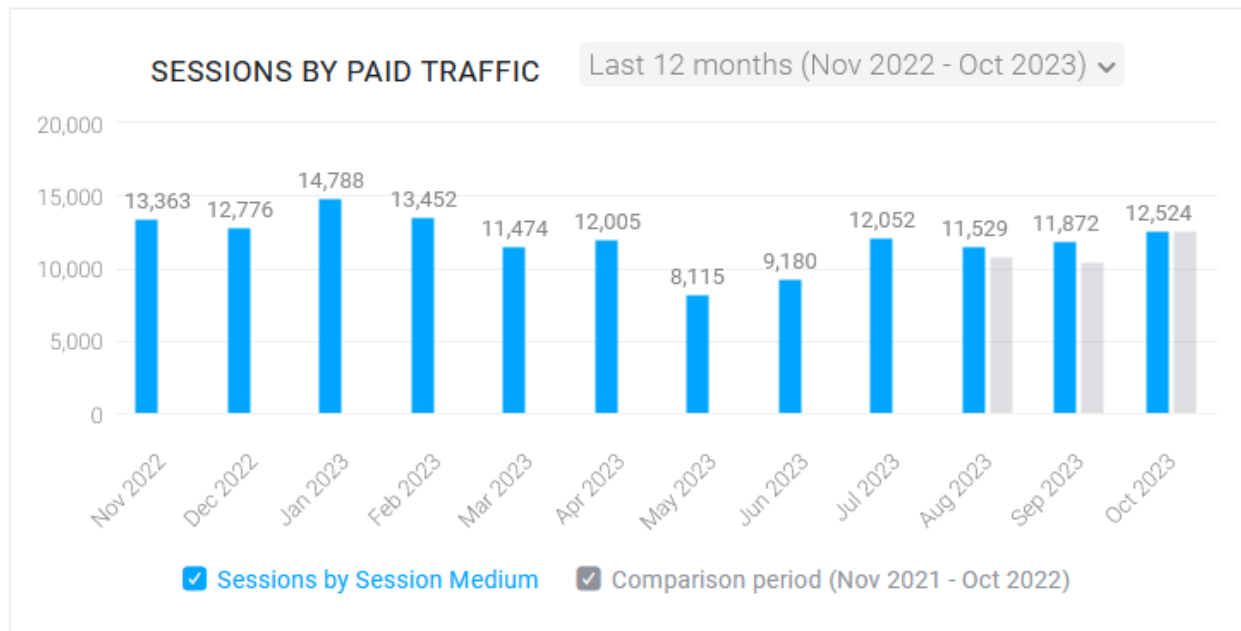
- Maine and mentioned the Trust's electric vehicle charging management incentives (<https://energynews.us/2023/11/08/maine-eyes-time-of-use-rates-to-encourage-cheaper-home-electrification/>).
- *The Center for American Progress* mentioned the Trust and its rebates and resources in a November 3 article about state home electrification rebate programs (<https://www.americanprogress.org/article/how-states-can-equitably-deliver-home-electrification-rebates/>).
- *Financial Times* interviewed the Executive Director for an October 25 article about heat pump adoption in the U.K. The article cites *Energy News Network* quoted Staff in a November 8 article about load-shifting initiatives in
- Maine's program as an example of a successful heat pump program that is helping educate consumers (<https://www.ft.com/content/1eb9fbef-5fcf-498e-a210-be26364d78ec>).
- *Solar Builder* published an article on October 23 highlighting the Trust's incentives for commercial energy storage (<https://solarbuildermag.com/news/maine-offers-3-million-incentive-for-commercial-energy-storage-systems-that-reduce-peaks/>).

## 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 (Oct 1 - 31) ▾

Landing Page	Last Month	Δ
/	11,387	▲ 14%
/at-home/heat-pump-water-heater-program/	4,625	▲ 13%
/at-home/heating-cost-comparison/	4,613	▲ 51%
/about-heat-pumps/	3,527	▼ 19%
/heat-pump-user-tips/	3,096	▲ 149%
/home-insulation/	2,924	▲ 16%
/electric-vehicle-rebates/	2,280	▲ 11%
/at-home/ductless-heat-pumps/	2,206	▼ 4%
/at-home/	1,818	▲ 2%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,739	▲ 52%

**TOP LANDING PAGES BY SESSION (ORGANIC)** Last Month (Oct 1 - 31) ▾

Landing Page	Last Month	Δ
/	6,742	▲ 13%
/at-home/heating-cost-comparison/	3,186	▲ 64%
/heat-pump-user-tips/	2,593	▲ 132%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,640	▲ 50%
/at-home/ductless-heat-pumps/	1,553	▼ 1%
/electric-vehicle-rebates/	1,006	▲ 33%
/at-home/	922	▲ 11%
/at-home/water-heating-cost-comparison/	797	▲ 45%
/heat-pumps/	769	▼ 6%
/at-home/ductless-heat-pump-installation-considerations/	587	▲ 31%