

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

February 26, 2020

1. Public Information and Outreach

A) Awareness and Press

- Press
 - The increase in heat pump rebates was covered by *The County* (<https://thecounty.me/2020/01/22/news/higher-state-heat-pump-rebates-to-potentially-benefit-arostook-homeowners/>)
 - Efficiency Maine rebates and tax incentives for electric vehicles were discussed in a *Pine Tree Watch* column (<https://pinetreewatch.org/sea-change-a-steep-climb-for-solar-generation-and-ev-use-in-maine/>)
 - The Executive Director was interviewed on *MPBN* about Efficiency Maine's Beneficial Electrification report (<https://www.mainepublic.org/post/efficiency-maines-michael-stoddard-states-potential-shift-electrification>). The Beneficial Electrification report was also covered by the *Portland Press Herald* (<https://www.pressherald.com/2020/02/05/maine-must-plug-in-to-fight-climate-change-study-concludes/>).
 - Efficiency Maine rebates were discussed in TV news stories on WGME and WABI (<https://wgme.com/news/i-team/heat-pump-rebates-double-in-maine-but-can-they-replace-your-furnace> and <https://www.wabi.tv/video/?vid=567178332>).
- Events
 - Staff presented at the Maine Agricultural Trades Show on January 25.
 - The Executive Director moderated an E2Tech forum, "The Electrical Grid of Tomorrow: the Role of the Non-Wires Alternatives Coordinator", on February 6.
 - Staff presented on Electric Vehicle (EV) Initiatives to the Scarborough Rotary on February 11 and to the Portland Rotary on February 14.
 - Staff presented to the Southern Maine Landlord Association and to the Capitol Area Housing Association on February 11.
- Website and Outreach
 - 38,968 website visits (compared to 23,519 visits in December)
 - 23,916 unique visits
 - 4,599 visits were driven through digital ads
 - Facebook
 - 3,513 fans
- Call Center (January)
 - 2,097 inbound phone calls received – a record high
 - 96% answered within 20 seconds (vs. a goal of 90%)
 - 985 inbound emails
 - 892 pieces of inbound mail

B) Government Relations

- Legislature -- Staff participated in Work Sessions at the Legislature on bills relating to the Trust and/or energy conservation. These bills included the Appliance Standards bill (LD1750) and the Commercial PACE financing bill (LD 1748).
- Maine Climate Council (MCC) – Staff participated in a full day meeting of the MCC, co-hosting 2 small breakout sessions to answer questions about the activities of the Work Group on Buildings, Infrastructure and Housing (B-I-H). Staff also co-organized the 5th meeting of the B-I-H Work Group which offered presentations, and Q&A, about building materials and embodied carbon content from SMRT A&E, UMaine’s Advanced Structures and Composite Center, GO Lab, and BrightBuilt Homes. Staff also attended other work group meetings on transportation and energy, respectively, and worked with the MCC staff to prepare for analyzing benefit-cost analysis on recommended strategies.
- Beneficial Electrification – Staff completed and submitted to the Legislature the Beneficial Electrification Report. Staff also prepared and submitted written comments to the PUC about pilot projects intended to advance understanding of electrification in transportation.

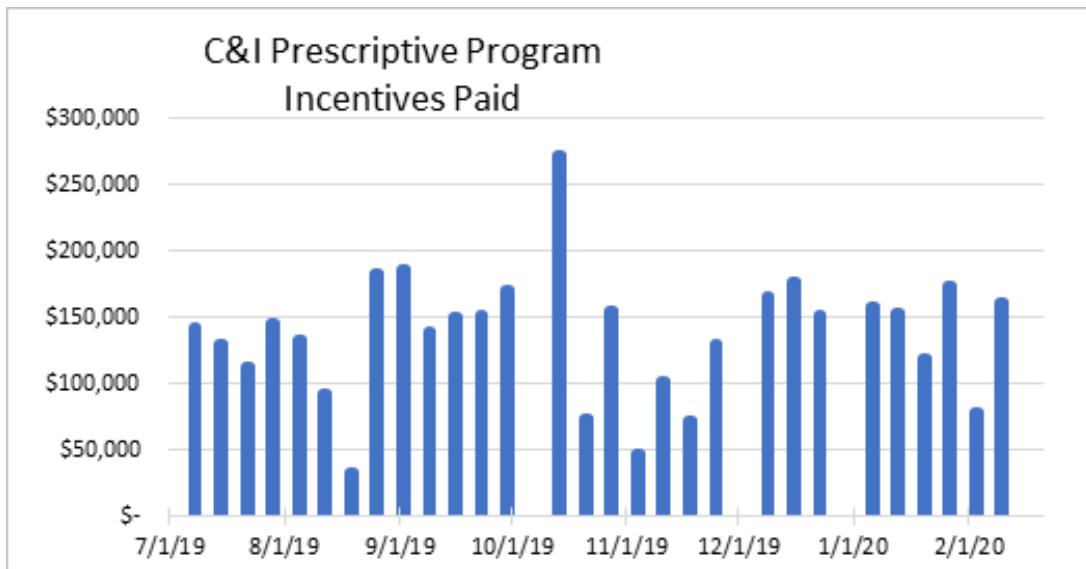
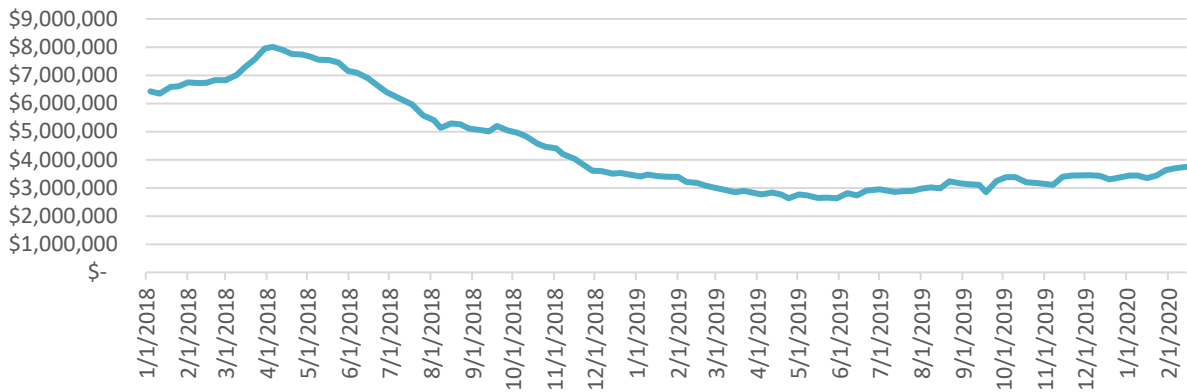
2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

- Program activity has continued at a steady pace in FY2020, with a pipeline of approximately \$3.6 million in pending projects.
- Following is information on the total volume of lighting sales and discounts paid through the “distributor channel” to date:
 - 13% are screw-bulb (7% of discounts paid)
 - 87% are mogul and T8, T5, and T5HO linear replacement lamps (93% of discounts paid)
- The distributor lighting initiative also has a \$65,000 pipeline of larger pre-authorized projects and is on pace to commit all its funds.
- The program launched a FON (Funding Opportunity Notice) for School Lighting Retrofits, offering enhanced incentives to accelerate the conversion to efficient LED lighting in Maine public schools. This FON is structured to allow schools to complete the lighting conversions over their 2020 summer recess.
- Lighting participation for FY2020 is steady with over 930 projects submitted. Consistent with historical data, most of the submittals (87%) have utilized the prescriptive pathway, rather than the “pay for performance” pathway.

¹ The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on February 13, 2020, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of January 2020).

CIP - Pipeline



Updated Financials	Program Investment
FY2020 Program Budget	\$17,184,059
7/1 to 1/31 Spending	\$4,190,948
Percent of Budget Spent to Date	24%
Percent of Year Passed	59%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$4,190,948
Committed Pipeline	\$3,589,902
Total (Expenditures & Committed Pipeline)	\$7,780,850
Percent of Current Budget	45%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	22,308,839	(6,594)

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Thermal Programs	-	80,312

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

Project Type (through 1/31)	Projects
Prescriptive Lighting Solutions	761
Electric Heating and Cooling Solutions	274
Compressed Air Solutions and Other	32
Natural Gas Heating and Cooling Solutions	14
All Fuels Heating and Cooling Solutions	10

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 3 projects worth \$320,000 in incentive offers.
- The pipeline has remained steady, now consisting of 6 projects worth roughly \$181,000 in incentive offers after adjusting for probability of completion.
- Program staff did not receive any new scoping audit or Technical Assistance (TA) Study applications.
- Program staff reviewed 2 project proposals that did not meet the program requirements and were ultimately denied.

Updated Financials	Program Investment
FY2020 Program Budget	\$14,189,007
7/1 to 1/31 Spending	\$2,788,304
Percent of Budget Spent to Date	20%
Percent of Year Passed	59%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$2,788,304
Committed	\$6,404,598
Pipeline	\$180,937
Total (Expenditures, Committed, & Pipeline)	\$9,373,839
Percent of Current Budget	66%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	729,101	-
Thermal Programs	(28,577)	13,883

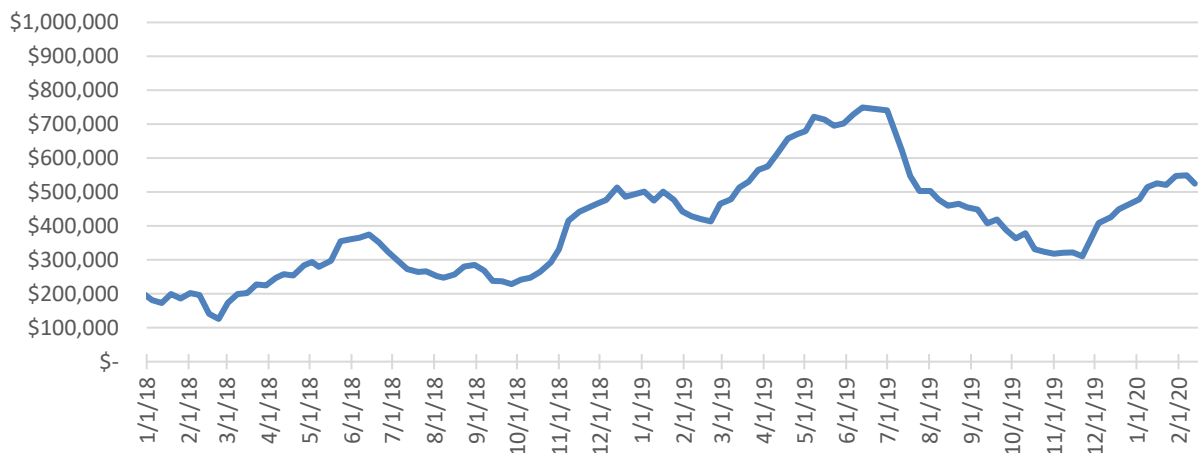
C) Small Business Initiative (SBI)

- The program stopped accepting new customers in Region 14 (Bangor) as of December 31. Participating contractors are working on completing their remaining projects over the next month.
- Region 15 (Augusta) is active. A total of 10 participating contractors are on board for this region, most with several projects underway. Program activity in this region has been steady. The program team will be conducting targeted outreach to local landlords to try to bring in additional businesses.
- Region 16 (Calais to Lubec) is underway. Eight contractors are on board for the region. The project pipeline showed steady growth this month, and a few contractors have continued bringing in some of their own customers into the initiative. A case study project (Hammond Lumber, Calais) was completed this last month and photographs were taken this month. The case study is in the process of being finalized and will be distributed to local businesses next month.
- Region 17 (Dover-Foxcroft area) is active. A total of 9 contractors have signed on to participate in this region, and the pipeline of pending projects has grown. The first project has been completed (waiting on final paperwork to be paid), and multiple other projects are being scheduled or underway.

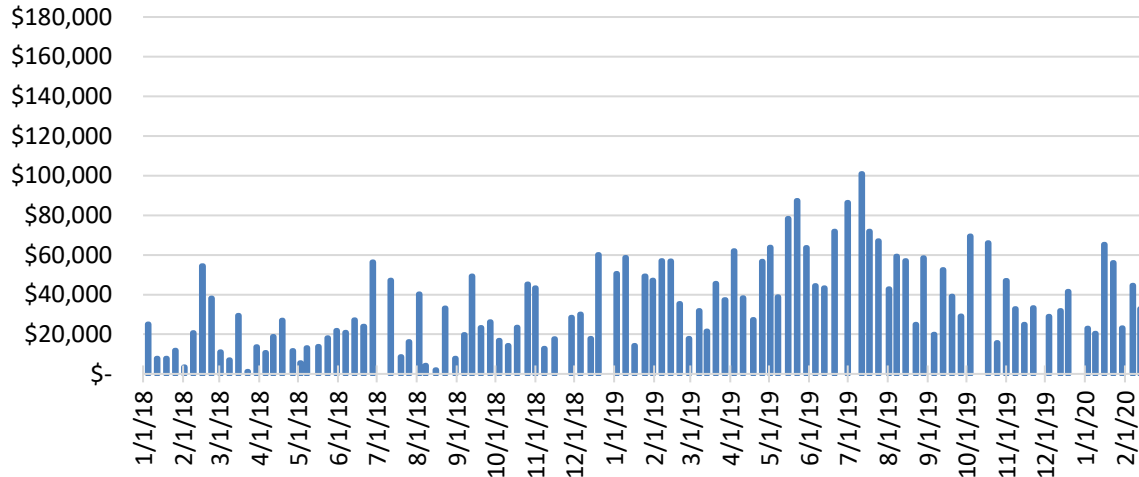
SBI Activities	Region 14	Region 15	Region 16	Region 17	Region 18
Launch Date	4/2019	9/2019	10/2019	1/2020	2/2020
Assessments Requested/Assigned	290	141	101	46	-
Assessments Completed	256	124	76	28	-
Pre-approved Projects	222	107	73	15	-
Signed SOWs	197	80	57	6	-
Installations Underway	16	6	14	6	-
Projects Completed	171	67	18	0	-
Anticipated Closeout	3/2020	4/2020	5/2020	6/2020	7/2020

Region 14 covers Bangor and Hampden; Region 15 covers the Augusta area; Region 16 covers Calais and eastern Washington County; Region 17 covers the Dover-Foxcroft area; and Region 18 covers the Millinocket area

Small Business Initiative - Total Project Pipeline



SBI - Total Incentives Paid



Updated Financials	Program Investment
FY2020 Program Budget	\$3,442,187
7/1 to 1/31 Spending	\$1,364,803
Percent of Budget Spent to Date	40%
Percent of Year Passed	59%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$1,364,803
Committed Pipeline	\$549,022
Total (Expenditures & Committed Pipeline)	\$1,913,825
Percent of Current Budget	56%

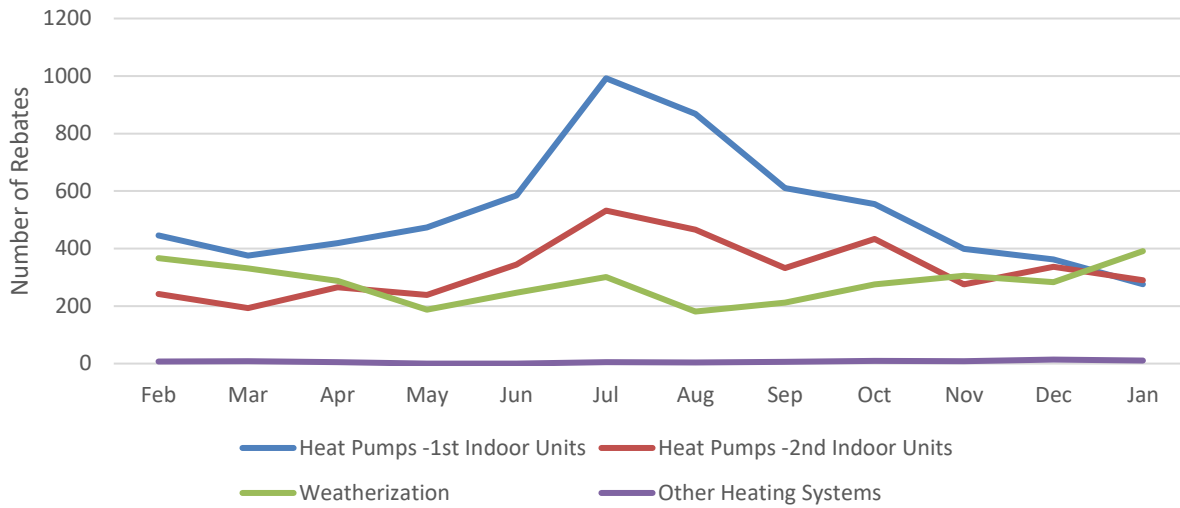
Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,168,022	(2,848)

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

D) Home Energy Savings Program (HESP)

- For the period July through January, the total number of rebates are up 6% over last year.
 - The number of heat pump rebates is up 11%.
 - The number of weatherization rebates is down 8%, overall, but climbing.
- Enhanced rebates for higher efficiency heat pumps were announced January 1 and the response has been favorable.

HESP Number of Rebates - Last 12 Months



Updated Financials	Program Investment
FY2020 Program Budget	\$14,321,561
7/1 to 1/31 Spending	\$5,795,492
Percent of Budget Spent to Date	40%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(3,023,608)	47,453
Thermal Programs	124,200	15,665

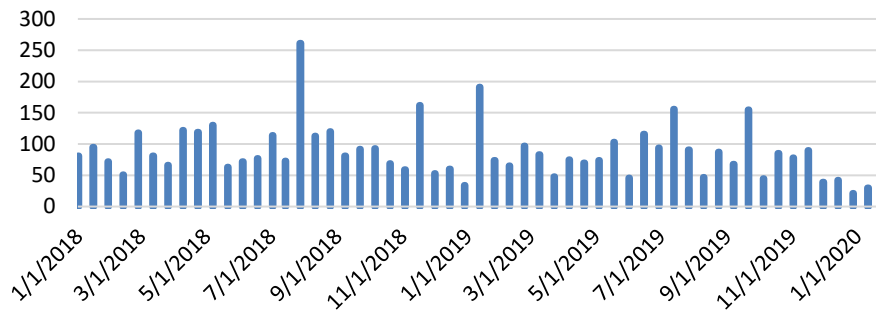
Project Type (through 1/31)	Participating Households
Electric Measures	4,528
All Fuels Measures	893
Natural Gas Measures	7

E) Retail Initiatives Program

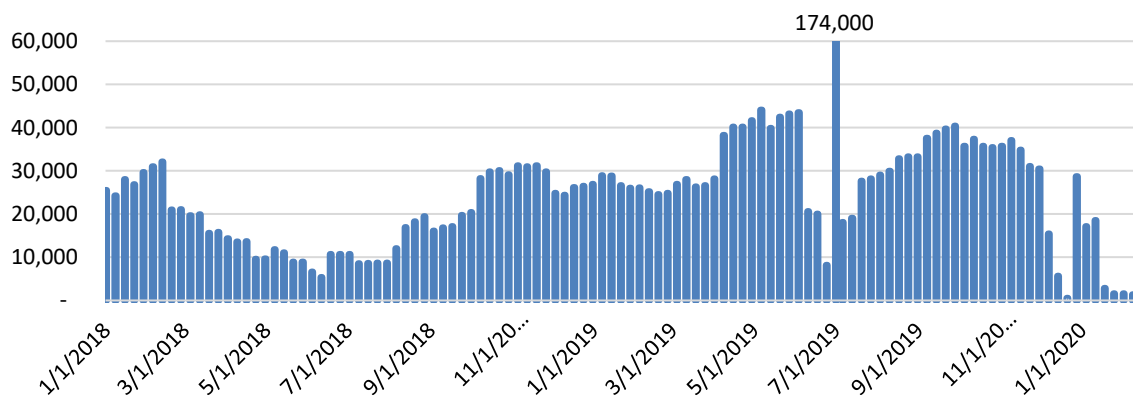
- Discounted LEDs are available in over 300 stores and the program team projects nearly 1.8 million bulbs will receive rebates this fiscal year – a 4-year record. Note that the chart below on weekly bulb sales does not include pending invoices for January; next month’s report will show updated figures.

- The field team is visiting every major retailer of LEDs, heat pump water heaters (HPWHs), clothes washers, and room air purifiers each week to ensure pricing is correct, signage is in place, claim forms are available, and store personnel are trained.
- The pellet and wood stove rebate program ended January 31. Total rebates were 42% over last year's program (902 vs last year's 633 stoves).

Weekly Retail HPWH Sales



Weekly Bulb Sales – Retail



Updated Financials	Program Investment
FY2020 Program Budget	\$8,211,793
7/1 to 1/31 Spending	\$4,477,376
Percent of Budget Spent to Date	55%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	30,408,634	(27,743)
Thermal Programs	-	1,533

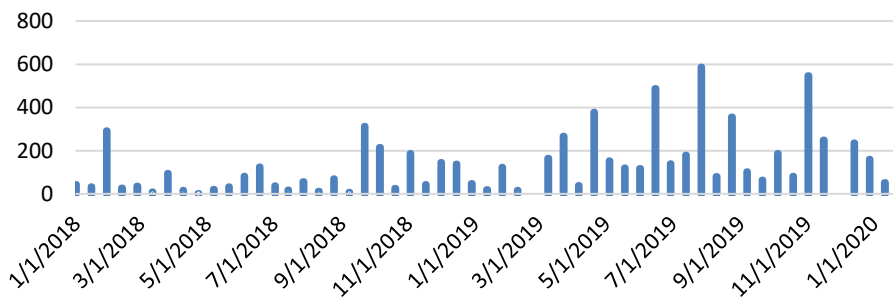
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 1/31)	Projects
Light Bulbs	886,086
Appliance Rebates	5,142

F) Distributor Initiatives Program

- ECM circulator pump rebate volumes jumped several-fold in response to a January 1 increase from \$50 to \$75 and the introduction of a \$3 per pump administrative fee. Reports are that market share has markedly increased now that efficient circulators are sufficiently less expensive to overcome plumber reluctance to try a new technology. Though the increase came after peak boiler replacement season, the forecast for the year has more than tripled (from 2,772 to 9,576 units).
- Demand for efficient oil boilers and furnaces has so high with the recent switch to instant discounts (rather than mail-in rebates) that most of the original budget allocation for this program has been invested. On February 13, the Board’s Executive Committee approved a budget increase that will allow the initiative to continue through FY2020.

Weekly Distributor HPWH Sales



Updated Financials	Program Investment
FY2020 Program Budget	\$11,918,772
7/1 to 1/31 Spending	\$3,735,472
Percent of Budget Spent to Date	31%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	13,519,771	(6,276)
Thermal Programs	-	4,910

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

Rebate Type (through 1/31)	Units	Projects
Distributor Lighting	71,583	-
Distributor HVAC (Oil)	-	1,037
Distributor HVAC (Electric)	-	1,621
Distributor Hot Water (Electric)	-	2,838

G) Low-Income Initiatives

- The Low Income Direct Mail (LIDM) Initiative continues to offer free Do-It-Yourself (DIY) kits to households that participate in state or federal low-income programs. The Trust is working to offer the program to DHHS recipients who have not yet opted-in to receive any combination of LEDs, aerators, or a showerhead. This population represents approximately 155,000 households. Since July 1, 2019, approximately 1,110 self-install kits have been fulfilled.
- The Trust participates in the electric utilities' Arrearage Management Program (AMP). This year, the program offers a host of deeper energy saving measures in addition to the usual tips and Do-It Yourself kits. The Call Center reached out to all AMP participants with a direct installation offer of HPWH's where applicable. Staff are routinely getting enrollments from Central Maine Power and Emera; 621 new participants have been enrolled in FY2020.
- The Low Income Direct Install (LIDI) initiative offers free installations of heat pump water heaters (HPWHs) to eligible households. There have been 288 installations so far in FY2020 with an additional 324 in the pipeline. Staff are currently reaching out specifically to landlords to increase activity in the initiative.
- Launched in late November, the Affordable Heat Initiative offers a \$1,500 incentive to install a wall mounted heat pump when homeowners are under their county threshold for assessed value. LIHEAP households are eligible for a \$2,000 incentive. A prequalification reservation is required. Basic weatherization (a \$600 value) also is available to low income homes.

Updated Financials	Program Investment
FY2020 Program Budget	\$7,587,733
7/1 to 1/31 Spending	\$1,032,181
Percent of Budget Spent to Date	14%
Percent of Year Passed	59%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$1,032,181
Committed Pipeline	\$729,200
Total (Expenditures & Pipeline)	\$1,761,381
Percent of Current Budget	23%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	336,645	(84)
Thermal Programs	-	-

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

Initiative (through 1/31)	Units
Direct Installs	38
Market-based Installs	96

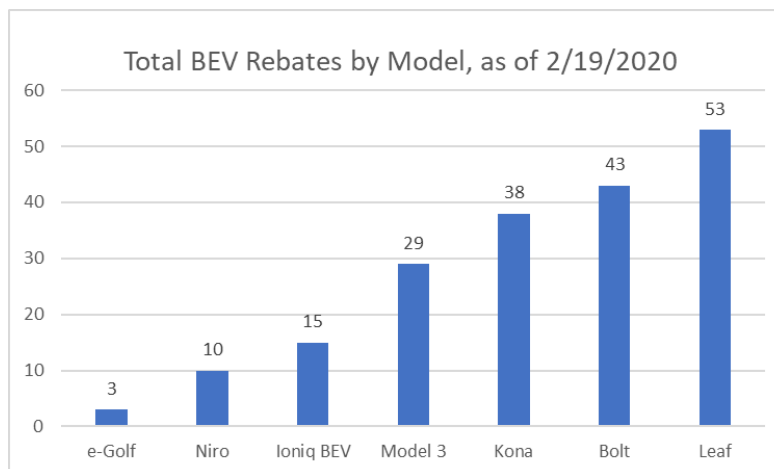
H) Renewable Energy Demonstration Grants Program

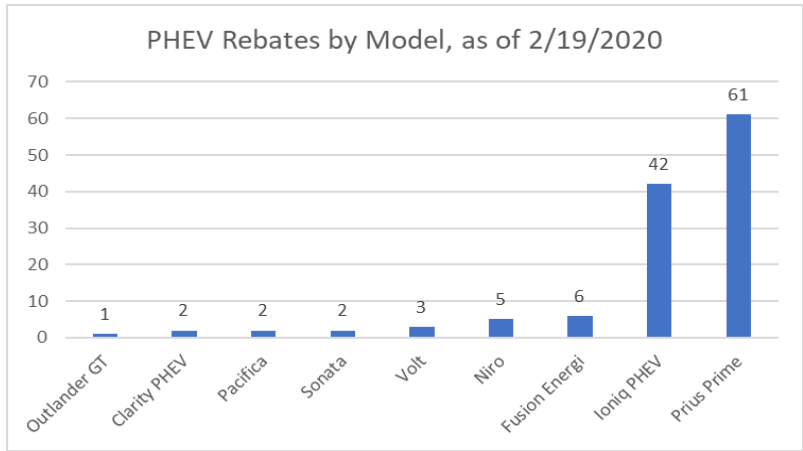
- The Trust has no new information to report on this initiative this month.

I) Electric Vehicle (EV) Initiatives

- Electric Vehicle Supply Equipment (EVSE) Initiative
 - Six out of 7 DC Fast charging stations as part of Phase I of our EVSE Plan have been installed and are operational, with Farmington being the latest completed project. The remaining station in North Windham is forecasted to be operational by May 2020.
 - Several Public Level 2 chargers at host sites in Calais, Falmouth and Milbridge have been installed as part of Phase II of our EVSE Plan and the majority will be operational in the spring and summer.
 - Our Phase III RFP will be released this summer to fund the remaining DC Fast charging corridor. Specific locations have not yet been determined.
- EV Accelerator
 - Almost 300 electric vehicles have received rebates through the 46 car dealers participating in the EV Accelerator Program, which was launched on August 29. Thirty additional rebates have been issued for vehicles without a dealer in the state.
 - Eight \$7,500 rebates were provided to governmental entities including the State of Maine's Central Fleet and the Towns of Westbrook, Wells and the City of South Portland.
 - Total Rebates Sold, as of 2/19/2020:

Type	Number of Rebates	% of Total
BEV	191	61%
PHEV	124	39%
Total	315	





Updated Financials	Electric Vehicle Supply Equipment	EV Accelerator Program
FY2020 Program Budget	\$2,142,041	\$1,139,471
7/1 to 1/31 Spending	\$739,609	\$473,062
Percent of Budget Spent to Date	35%	42%
Percent of Year Passed		59%

J) Strategic Initiatives

- **Innovation**

- Staff is reviewing the draft results of the Low Income Behavioral Pilot.
- ReVision Energy has completed the installation of two battery storage systems at Hyatt Place and Bar Harbor Public Works with the third to be installed by the end of February.
- The test year continues for the pilot of aggregation and controls for residential distributed energy resources (DER). ReVision has now run five test months' worth of scheduled "events" and has preliminary findings showing that not only is the VirtualPeaker system working well with the DER, but also that there is an opportunity to effectively shift residential loads.
- Energy Solutions has continued to develop its marketing materials and evaluation plan for its load shifting pilot. The second pilot, with Isle au Haut Electric Power Company, will complete installation of thermal storage measures by the end of February.

- **Evaluation, Measurement & Verification**

- A Request for Proposals (RFP) was posted for Commercial Heat Pump Impact Evaluation. Proposals are due April 29.

3. Administration and Finance Highlights

A) Administration

- Staff has been interviewing candidates for a Strategic Communications position.
- Staff has submitted its annual reports to the Legislature regarding its policies and spending on “Contributions” and on “Travel.”

B) Financial

Revenues

- The new revenues from state and regional sources through the end of January 2020 were \$38.63 million out of a revised total expected annual revenue of \$68.24 million. Approximately \$700,000 in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, the Trust has made interfund transfers of \$2.06 million.

Expenditures

- Total expenditures through the end of January 2020 were \$30 million of which approximately:
 - i. \$3.8 million was spent on Administration (excluding interfund transfers)
 - ii. \$53,400 was spent on Public Information
 - iii. \$268,000 was spent on Evaluation work
 - iv. \$15,400 was spent on Innovation pilots
 - v. \$1.0 million was spent on Low Income Initiatives
 - vi. \$4.5 million was spent on Retail Initiatives Program
 - vii. \$3.7 million was spent on the Distributor Initiatives Program
 - viii. \$5.8 million was spent through HESP
 - ix. \$4.2 million was spent through the C&I Prescriptive Program
 - x. \$2.8 million was spent on the C&I Custom Program
 - xi. \$1.4 million was spent on the Small Business Initiative
 - xii. \$1.3 million was spent in Inter-Agency Transfers
 - xiii. Another \$45 million is encumbered across all budget categories but is not yet spent.