

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

September 4, 2019

1. Public Information and Outreach

A) Awareness and Press

- Press
 - *WGME Channel 13* covered the press conference launching Efficiency Maine's "EV Accelerator Program" on August 30, 2019 at which the Governor made opening remarks, followed by Director Stoddard and the head of the Maine Auto Dealers Association (<http://wgme.com/news/local/gov-mills-offers-incentive-for-mainers-to-drive-electric-cars>) and the story also was picked up by the *Portland Press Herald*, (<https://www.pressherald.com/2019/08/30/maine-launches-rebate-program-for-hybrid-electric-vehicles/>).
 - The *Bangor Daily News* mentioned the Trust in coverage of the Green New Deal legislation (<https://bangordailynews.com/2019/08/08/opinion/contributors/maine-gop-misleads-about-two-peoples-veto-efforts/>).
 - *Energy News* did stories on the 100,000 heat pump law (<https://energynews.us/2019/07/30/northeast/maine-seeks-installers-to-help-meet-goal-of-100000-heat-pumps/>) and electric vehicles (<https://energynews.us/2019/08/05/northeast/maine-prepared-to-roll-out-new-charging-stations-electric-vehicle-rebates/>).
 - Plans for a pilot to address high electric bill complaints was covered by various outlets, including the *Portland Press Herald* (<https://www.pressherald.com/2019/08/18/intense-questioning-fails-to-pierce-cmp-explanation-high-bills-are-caused-by-high-usage/>) and the *Bangor Daily News* (<https://bangordailynews.com/2019/08/07/business/cmp-rolls-out-a-number-of-changes-amid-customer-criticism/>).
- Website and Outreach (July)
 - 26,087 website visits (compared to 19,575 visits in June)
 - 15,259 unique visits
 - 4,481 visits were driven through digital ads
 - Facebook
 - 3,444 fans
- Call Center (July)
 - 1,257 inbound phone calls received
 - 97% answered within 20 seconds (vs. a goal of 90%)
 - 805 inbound emails
 - 1,966 pieces of inbound mail

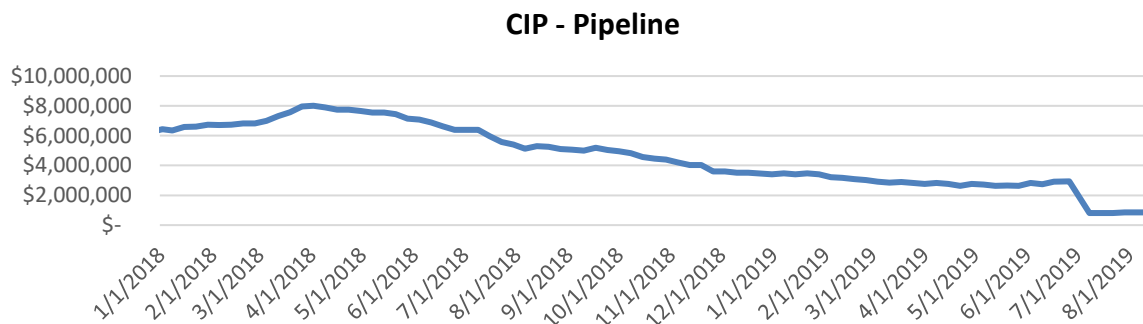
B) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust submitted a request to the PUC for access to customer data from the utilities for the Triennial Plan IV period.
 - The Trust participated in a working group regarding the implementation of the recently established Non-Wires Alternative Coordinator.
 - The Trust has been working with CMP and the PUC's Consumer Assistance Division (CAD) to develop and implement an offering wherein the Trust would send a representative to assess the home of CMP customers that have disputed their bill and meet certain criteria.

2. Program Highlights¹

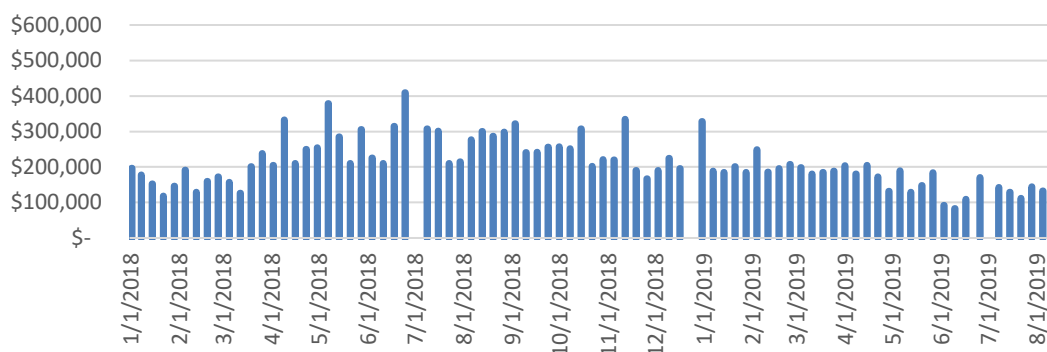
A) C&I Prescriptive (CIP) Program

- Program activity is beginning to ramp up for FY2020. Staff also are continuing to pay out incentives for projects that were pre-approved in FY2019.
- Lighting participation through the updated Commercial Lighting Incentive Calculator (CLIC) tool is ramping up. In FY2020, more than 175 Prescriptive and Pay for Performance lighting projects already have been submitted. Most of the submittals (86%) are utilizing the Prescriptive pathway.
- Program participation is expected to increase with new tiered incentives for Variable Refrigerant Flow (VRF) systems with and without heat recovery. Systems with heat recovery will allow for simultaneous heating and cooling within a building.



¹ Because of the transition to a new Triennial Plan period, July 2019 financial data for all projects and activity metrics for some programs are not available at this time. The year-to-date status will be provided in the next Executive Director's Report.

CIP - Incentives Paid



B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 5 projects worth approximately \$193,000 in incentive offers.
- The pipeline has grown modestly, adding 7 new projects. The total pipeline now consists of 9 projects worth almost \$299,000 in incentive offers.
- Program staff received 2 new scoping audit applications.
- Program staff reviewed 5 project proposals that did not meet the program requirements and did not advance in the review process.

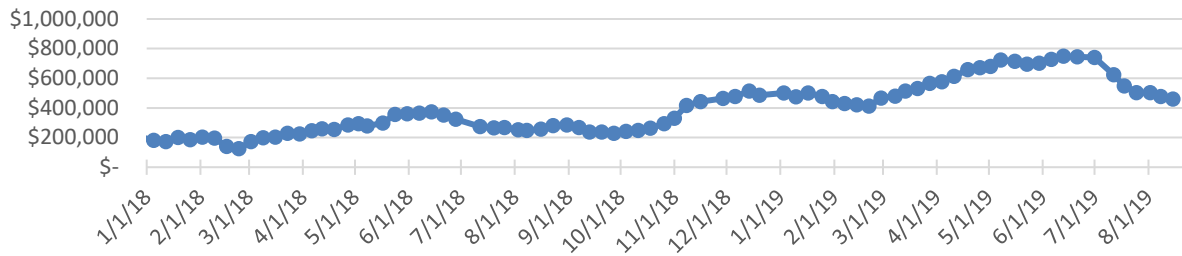
C) Small Business Initiative (SBI)

- Region 11 (Old Town and Orono) was closed out, with 34 projects completed and an average annual savings of \$896.
- Staff are working to launch two new regions, Region 15, which will cover the Augusta area and Region 16, which will cover the Calais area in eastern Washington County.

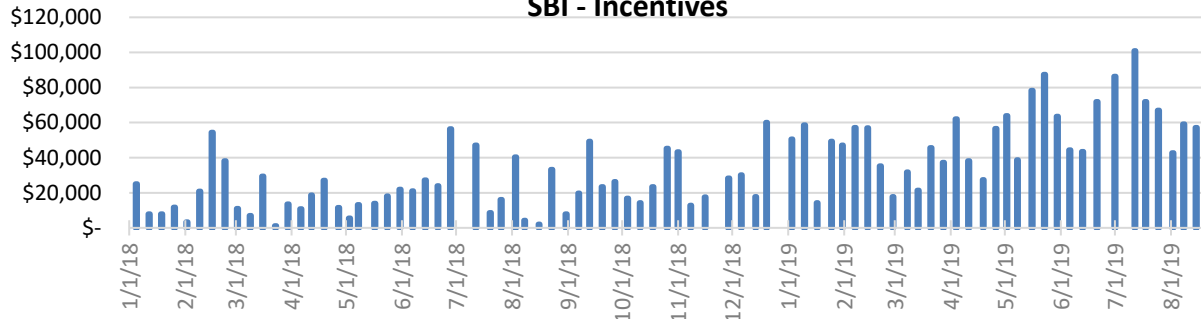
SBI Activities	Region 10	Region 11	Region 12	Region 13	Region 14
Launch Date	7/2018	8/2018	1/2019	2/2019	4/2019
Assessments Requested/Assigned	331	47	133	155	204
Assessments Completed	319	47	125	142	146
Pre-approved Projects	287	41	102	130	126
Signed SOWs	245	35	73	97	89
Installations Underway	5	0	8	9	14
Projects Completed	236	34	59	76	50
Anticipated Closeout	8/2019	Closed	9/2019	10/2019	2/2020

Region 10 covers the Ellsworth area; Region 11 covers Old Town and Orono; Region 12 covers Hallowell, Gardiner, and Chelsea; Region 13 covers Burnham to Hermon; and Region 14 covers Bangor and Hampden.

SBI - Pipeline



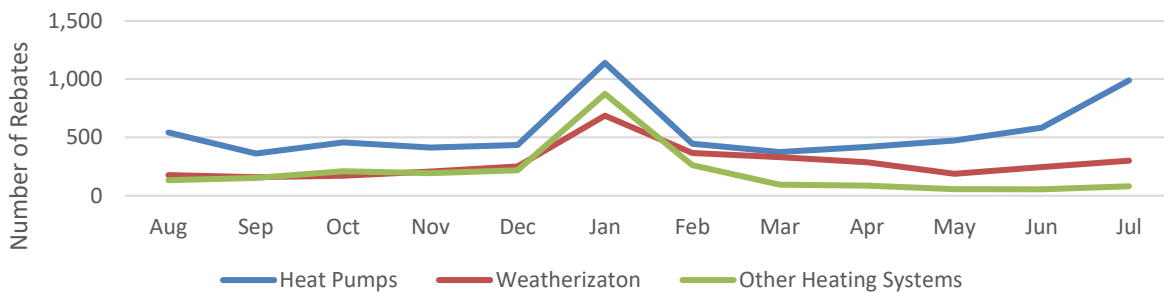
SBI - Incentives



D) Home Energy Savings Program (HESP)

- The program transitioned smoothly into FY2020. Delivery of oil boiler and furnace measures were shifted into the Distributor Program.
- Compared to July of 2018:
 - Total rebates were up 43%;
 - Weatherization rebates were up 13%; and
 - Heat pump rebates were up 67%.

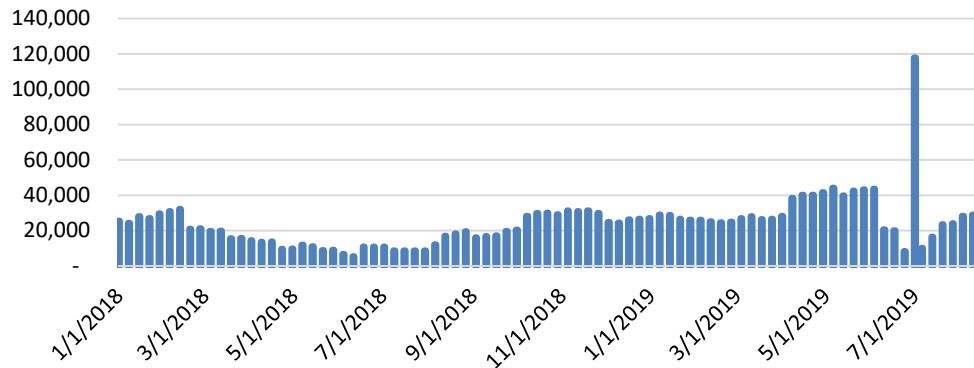
HESP Rebates – Last 12 Months



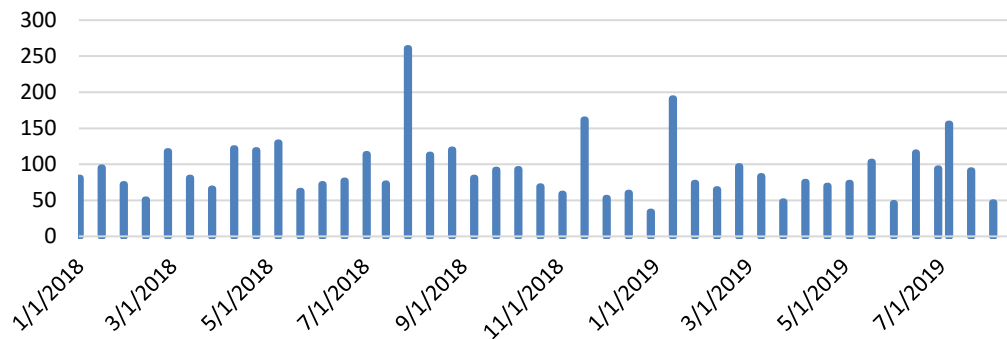
E) Retail Initiatives Program

- The program team negotiated and implemented 39 contracts with LED manufacturers and retailers covering 311 stores.
- The program has maintained its offer for heat pump water heaters through retail stores through the transition from FY2019 into FY2020.
- Clothes washers and room air purifier rebates were continued into FY2020 without interruption.

Weekly Bulb Sales – Retail (including unaudited estimates)



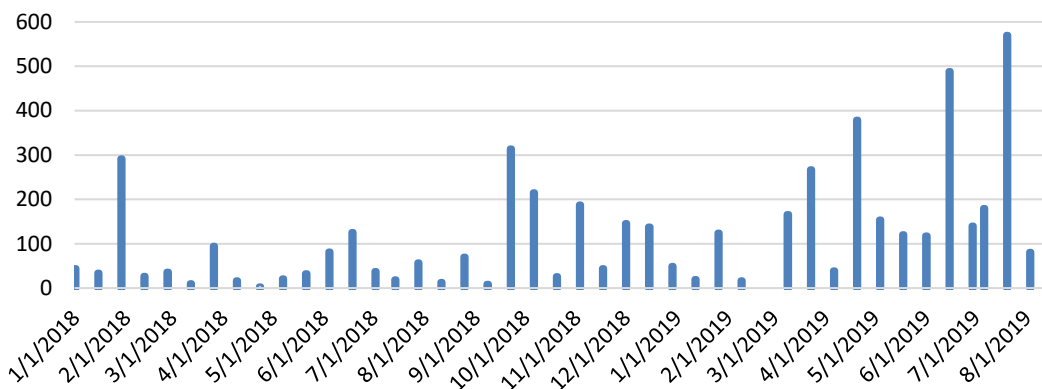
Weekly Retail HPWH Sales (including unaudited estimates)



F) Distributor Initiatives Program

- This program expanded to include residential oil boilers and furnaces and residential ECM circulator pumps that pump hot water to radiators.
- Memoranda of Understanding (MOUs) were negotiated with 15 distributors at 47 locations.
- Heat pump water heaters continue to be the most popular rebate.
- Residential ECM circulator pump rebates have sparked significant interest.
- The total volume for lighting sales remained consistent through the end of July.

Weekly Distributor HPWH Sales (including unaudited estimates)



G) Low-Income Initiatives

- The program team continues to fulfill commitments made to customers from FY2019 under the Low Income Direct Mail (LIDM) Initiative, which provides free Do-It-Yourself (DIY) kits for households that participate in state or federal low-income programs. Since July 1, 874 kits have shipped to low-income households.
- The Trust participates in the electric utilities' Arrearage Management Program (AMP). Thus far in FY2020, 140 new participants have been enrolled in the program.
- The Low Income Direct Install (LIDI) initiative offers free installations of heat pump water heaters (HPWHs) to eligible households. There have been 27 installations so far this fiscal year.
- In FY2019, the program entered into agreements with two community action agencies to audit 60 low income homes with a high annual electricity consumption (13,000 kWh minimum), and to identify opportunities to install appropriate efficiency measures. 17 homes were selected for direct install and to date 15 homes have received heat pumps and are awaiting weatherization measures. These homes will be metered for electric consumption after the installations are completed.

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
 - Staff held biweekly calls with ChargePoint Inc. to review the status of each host site for Phase 1. Construction is complete at both the north and south Kennebunk plazas on the Turnpike; construction is underway at the Jackman host site location. A final host site location in North Windham was approved. Host site arrangements and design and electrical work continue at the four other host site locations.

- For Phase 2, Staff and a Review Team reviewed and scored 31 applications for Level 2 charging stations to be installed at public sites, workplaces, and multifamily apartment complexes. Staff have reached out to bidders for additional information.
- EV Accelerator
 - Staff finalized details for the EV Accelerator Program (vehicle rebates), which was launched on August 29. This included recruiting Participating Dealers, finalizing legal documents and agreements, and designing a program website and on-line rebate forms.
 - Staff held a press event with the Governor to announce the EV Accelerator program launch the following day.
- State Fleet Initiative
 - Staff is working with the State's Central Fleet management, who ordered 5 EVs to be used at the Maine Department of Environmental Protection (DEP), Maine Department of Transportation (DOT), and the Central Fleet rental car program.
 - Staff is working with the Department of Administrative and Financial Services (DAFS) to develop a procurement program to install Level 2 chargers at DEP, DOT and the Central Fleet office.

J) Strategic Initiatives

- **Innovation**
 - The results of the Low Income Behavioral Pilot are undergoing a final review by the Trust.
 - Staff has narrowed the scope of the Commercial Demand Response pilot to 7 total projects in order to allocate higher incentives and increase participation. In addition, the test year was pushed back six months.
 - The test year has begun for the Residential Distributed Energy Resources (DER) aggregation and controls pilot. The first demand response event occurred in July, during which results were gathered and a few "bugs" uncovered. The second event occurred in August and results are being analyzed.
 - Staff executed a contract with Isle au Haut Electric Power Company through the Innovation RFP for Load Management and are working to contract with the other vendors.
- **Evaluation, Measurement & Verification**
 - The Heat Pump Water Heater Impact Evaluation has been finalized. It found higher savings for consumer products program participants and lower savings for low income direct install participants. The lower than estimated savings for low income participants was largely driven by lower than anticipated water use. Both programs were found to be cost effective with a benefit to cost ratio of 1.15 using the Methodology and Assumptions (M&As) approved by the PUC. The findings of the evaluation have been incorporated into the FY2020 TRM.

3. Administration and Finance Highlights

A) Administration

- The independent audit team from RKO completed its initial field work.
- Staff filed the bi-annual financial report to the Legislature.

B) Financial

Typically during the first month or two of the fiscal year, the financial reporting that Staff is able to generate from completed transactions does not give a complete picture of the organization's activity. There are some programs that have experienced activity, but invoices from that activity have not yet been received and/or paid. Reports from our financial system through the end of July show:

Revenues

- The new revenues from state and regional sources through the end of July 2019 – the first month of the new fiscal year -- were \$900,000 out of a total expected annual revenue of \$50.1 million. Approximately \$117,000 in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, we have made no interfund transfers.

Expenditures

- Total expenditures for this fiscal year, through the end of July 2019, were \$2.5 million, of which approximately:
 - i. \$29,000 -- was spent on Administration (excluding interfund transfers)
 - ii. n/a -- was spent on Public Information
 - iii. n/a -- was spent on Evaluation work
 - iv. n/a -- was spent on Innovation pilots
 - v. \$66,000 was spent on Low Income Initiatives
 - vi. \$271,000 was spent on Retail Initiatives
 - vii. \$711,000 was spent through HESP
 - viii. \$261,000 was spent through the C&I Prescriptive Program
 - ix. \$87,000 was spent on the C&I Custom Program
 - x. \$282,000 was spent on the Small Business Initiative
 - xi. \$18,000 was spent in Inter-Agency Transfers