

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

October 30, 2019

1. Public Information and Outreach

A) Awareness and Press

- Press
 - The launch of the EV Accelerator Program was mentioned in the *Portland Press Herald* (<https://www.pressherald.com/2019/08/30/maine-launches-rebate-program-for-hybrid-electric-vehicles/>), *WGME* (<https://wgme.com/news/local/gov-mills-offers-incentive-for-mainers-to-drive-electric-cars>), *Energy News Network* (<https://energynews.us/2019/09/11/northeast/new-england-aims-to-ensure-electric-vehicle-rebates-arent-just-for-wealthy/>), and *Transportation Today* (<https://transportationtodaynews.com/news/15186-maine-partnership-launches-electric-vehicle-rebate-program/>).
 - *MaineBiz* reported on Efficiency Maine's awards of 23 new grants to install Level 2 chargers from Fort Kent to Calais to Portland, and the Governor's ribbon-cutting at the launch of the West Gardiner Service Plaza EV chargers (<https://www.mainebiz.biz/article/expansion-of-state-ev-charging-program-to-23-maine-towns-cities-announced>).
 - The issue of workforce capacity and costs for weatherization in Maine was the subject of an article in the *Portland Press Herald* (<https://www.centralmaine.com/2019/10/27/maine-ill-equipped-to-reach-weatherization-goals/>).
 - The results of the Regional Greenhouse Gas Initiative (RGGI) auction were covered by the *Daily Energy Insider* (<https://dailyenergyinsider.com/news/21602-maine-receives-2-5m-through-cap-and-trade-program/>) and *MaineBiz* (<https://www.mainebiz.biz/article/greenhouse-gas-emission-auction-gets-249m-for-maine-energy-efficiency>).
 - Efficiency Maine's role on the Maine Climate Council was included in articles by the *Journal Tribune* (<https://www.journaltribune.com/articles/stateregional/gov-mills-launches-maine-climate-council-with-a-call-to-action/>) and the *Portland Press Herald* (<https://www.pressherald.com/2019/09/19/mills-names-members-of-new-maine-climate-council/>).
 - A proposed Efficiency Maine and Central Maine Power (CMP) pilot to provide in-home assessments for CMP customers with unresolved electricity usage increases was mentioned in coverage of CMP by various outlets, including the *Portland Press Herald* (<https://www.pressherald.com/2019/09/03/puc-staff-blames-weather-for-high-cmp-electricity-bills/>), *Maine Public* (<https://www.mainepublic.org/post/maine-regulator-s-staff-high-cmp-bills-related-high-electricity-use-not-billing-system>), and *WGME* (<https://wgme.com/news/local/report-high-cmp-bills-related-to-high-electricity-use-not-billing-system>).

- Website and Outreach (September)
 - 26,699 website visits (compared to 26,087 visits in July)
 - 15,967 unique visits
 - 3,496 visits were driven through digital ads
 - Facebook
 - 3,468 fans
- Call Center (September)
 - 1,292 inbound phone calls received
 - 97% answered within 20 seconds (vs. a goal of 90%)
 - 582 inbound emails
 - 965 pieces of inbound mail

B) Government Relations

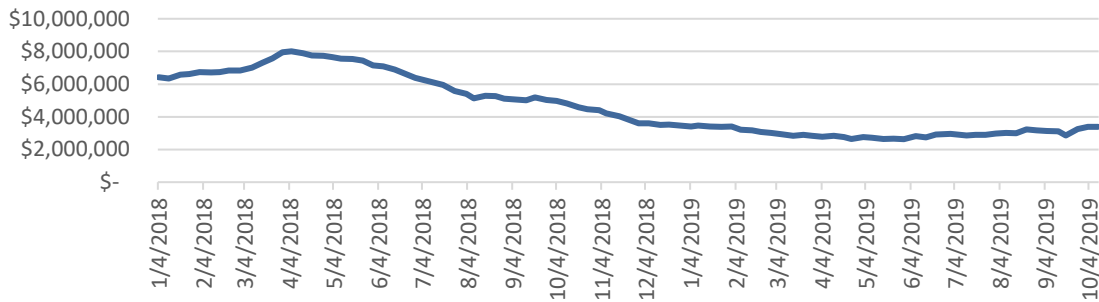
- Maine Public Utilities Commission (PUC)
 - The Trust filed a request for approval of certain changes to the Triennial Plan (“Significant Change II”) and associated supporting documents and responded to questions from the Commission.
 - The Commission ruled in favor of the Trust’s request for a streamlined process to obtain utility data.
 - The Trust is working to develop and submit a proposal for one or more pilot projects to the PUC pursuant to the recent enactment of LD 1464, An Act to Support Electrification of Certain Technologies for the Benefit of Maine Consumers and Utility Systems and the Environment. Concepts under consideration include but are not limited to:
 - Piloting load management with EV chargers;
 - Advancing customer engagement with prospective car buyers.
- The Trust released an RFP for support services to assist it in its new role working with the non-wires alternative coordinator.
- Governor’s Office
 - Trust Staff participated in the kick-off meeting of the Maine Climate Council (MCC) and in planning by the Steering Committee of the MCC; the Trust’s Executive Director is an ex officio member of the MCC.
 - Trust Staff accepted the designation as the co-chair of the Work Group on Buildings-Infrastructure-Housing and has been collaborating with co-chair Kathleen Meil of Maine Conservation Voters, the Governor’s Energy Office, and with Governor’s Office of Policy Innovation and the Future.
 - Staff has been working with the Governor’s staff on ideas for improving the energy performance of State buildings.
- Legislature
 - Staff attended the kick-off meeting of the Commission on Energy Storage and has been invited to give a presentation to the Commission on the Trust’s activities related to energy storage and the Trust’s methodology and assumptions used in calculating cost-effectiveness (also called the Benefit-Cost Analysis or BCA).

2. Program Highlights¹

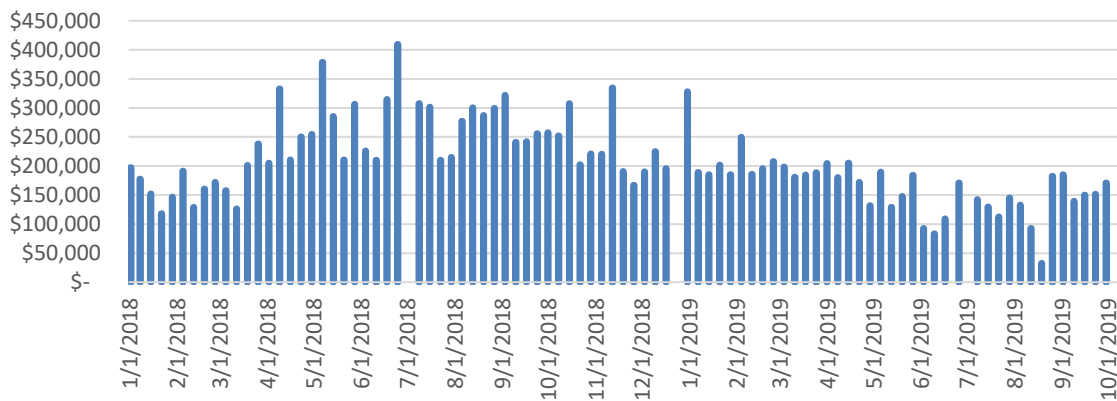
A) C&I Prescriptive (CIP) Program

- Program activity has ramped up in FY2020, with a pipeline of \$2.1 million in new projects added since the start of the fiscal year. The pipeline of FY2019 projects that were carried forward into FY2020 is currently \$1.4 million.
- The Program has established a new HVAC Advisory Group. The group, which held its first meeting in October, will help identify typical baseline HVAC installations and potential high efficiency replacements by building type.
- Staff has launched a third-party assessment to determine the relative savings and cost-effectiveness of higher performance Variable Flow Refrigerant (VRF) systems, standard VRF systems, standard HVAC systems, and geothermal systems. The assessment will also identify particular building uses, sizes, or conditions that are a best fit for VRF systems.

CIP - Pipeline



CIP - Incentives Paid



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 October 18, 2019, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of September 2019).

Updated Financials	Program Investment
FY2020 Program Budget	\$16,855,280
7/1 to 9/30 Spending	\$1,793,168
Percent of Budget Spent to Date	11%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	12,788,938	(2,077)
Thermal Programs	-	7,510

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

Project Type (through 9/30)	Projects
Prescriptive Lighting Solutions	282
Electric Heating and Cooling Solutions	124
Compressed Air Solutions and Other	19
Natural Gas Heating and Cooling Solutions	5
All Fuels Heating and Cooling Solutions	3

B) C&I Custom Program

- The C&I Custom Program Review Team met twice and approved 3 projects worth approximately \$176,000 in incentive offers.
- The pipeline has grown modestly, adding 3 new projects. The total pipeline now consists of 7 projects worth almost \$934,000 in incentive offers.
- Program staff received 1 new scoping audit application and 1 new Technical Assistance (TA) Study application.
- Program staff reviewed 3 project proposals that did not meet the program requirements and were ultimately denied.

Updated Financials	Program Investment
FY2020 Program Budget	\$13,443,158
7/1 to 9/30 Spending	\$656,778
Percent of Budget Spent to Date	5%
Percent of Year Passed	25%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$656,778
Committed	\$8,408,747
Pipeline	\$938,864
Total (Expenditures, Committed, & Pipeline)	\$10,004,389
Percent of Current Budget	77%

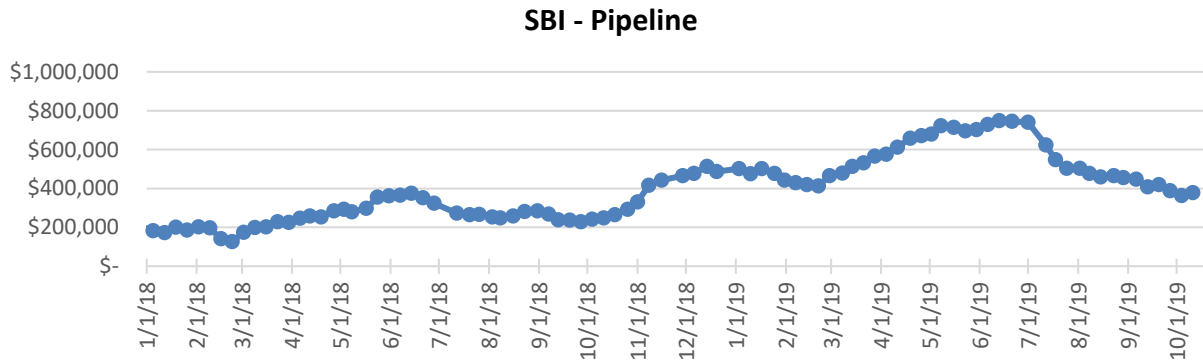
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	302,200	-
Thermal Programs	-	-

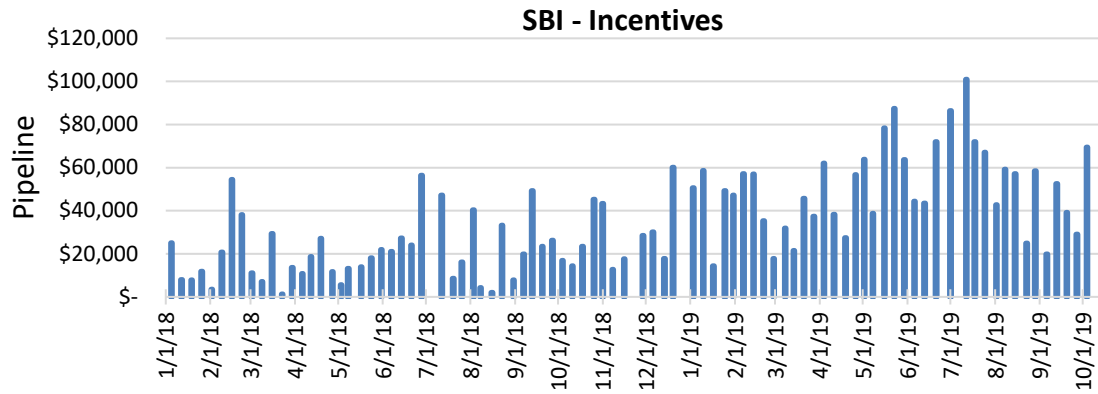
C) Small Business Initiative (SBI)

- Contractors are completing projects in Region 12 (Hallowell/Gardiner/Chelsea) and Region 13 (Burnham to Hermon).
- Staff is working to launch two new regions, Region 15, which will cover the Augusta area, and Region 16, which will cover the Calais area of eastern Washington County. Staff is working on getting access to customer utility data for outreach and marketing efforts.

SBI Activities	Region 12	Region 13	Region 14	Region 15	Region 16
Launch Date	1/2019	2/2019	4/2019	9/2019	10/2019
Assessments Requested/Assigned	129	154	239	25	
Assessments Completed	124	146	192	13	
Pre-approved Projects	114	134	163	10	
Signed SOWs	88	112	130	3	
Installations Underway	16	2	13	0	
Projects Completed	71	109	104	0	
Anticipated Closeout	9/2019	10/2019	2/2020	6/2020	6/2020

Region 11 covers Old Town and Orono; Region 12 covers Hallowell, Gardiner, and Chelsea; Region 13 covers Burnham to Hermon; Region 14 covers Bangor and Hampden; Region 15 covers the Augusta area; and Region 16 which covers Calais and eastern Washington County.





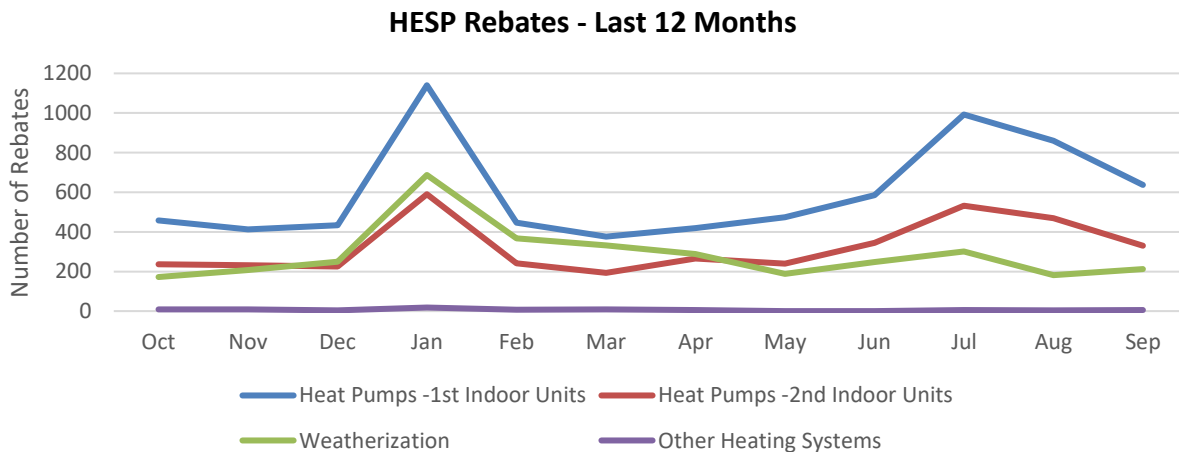
Updated Financials	Program Investment
FY2020 Program Budget	\$3,442,187
7/1 to 9/30 Spending	\$689,409
Percent of Budget Spent to Date	20%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,760,259	(1,545)

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

D) Home Energy Savings Program (HESP)

- As we enter peak season for heating systems and insulation projects, the program is significantly ahead of where it was in FY2019.
- Compared to July-Sept of 2018:
 - The number of total rebates was up 34%;
 - The number of weatherization rebates was up 9%; and
 - The number of heat pump rebates was up 42%.



Updated Financials	Program Investment
FY2020 Program Budget	\$10,395,973
7/1 to 9/30 Spending	\$2,422,328
Percent of Budget Spent to Date	23%
Percent of Year Passed	25%

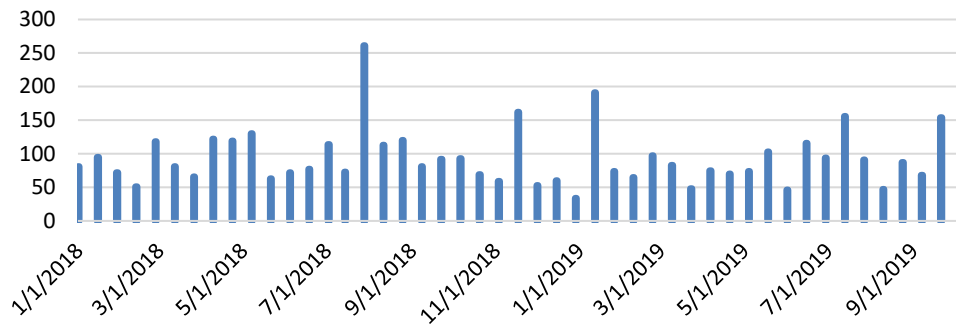
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(1,512,897)	22,576
Thermal Programs	38,403	4,581

Project Type (through 9/30)	Participating Households
Electric Measures	1,870
All Fuels Measures	315
Natural Gas Measures	1

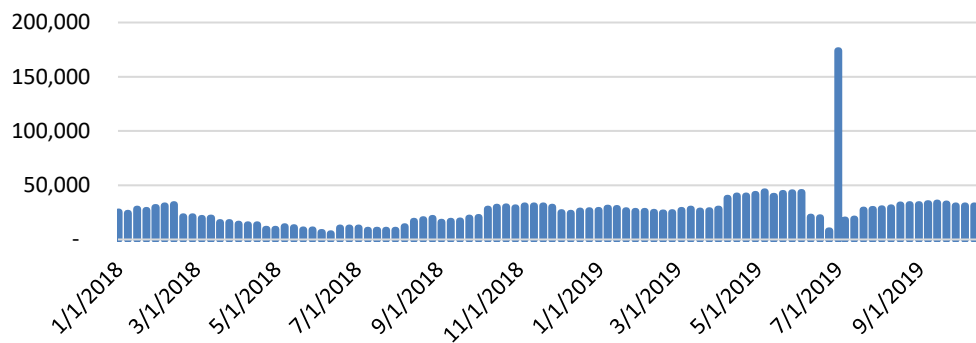
E) Retail Initiatives Program

- Staff presented Efficiency Maine’s heat pump water heater program success at the ENERGY STAR® Program Partners Meeting in Charlotte, NC. Maine has achieved a 60% market share (the percentage of high-efficiency electric water heaters of total electric water heaters sold in the state) compared to the national average of 2%.
- Discounted LEDs are available in over 200 stores and the team projects 1.6 million units will be purchased this fiscal year. The graphic (below) shows a spike in LED rebates from mid-July, which reflects multiple stores accelerating claims to meet the deadline for invoices to be paid out under the FY2019 program requirements and rates.
- The field team is visiting every major retailer of LEDs, heat pump water heaters, 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 program launched \$500 mail-in rebates for efficient pellet and wood stoves on October 1.

Weekly Retail HPWH Sales (including unaudited estimates)



Weekly Bulb Sales – Retail (including unaudited estimates)



Updated Financials	Program Investment
FY2020 Program Budget	\$9,477,866
7/1 to 9/30 Spending	\$1,585,371
Percent of Budget Spent to Date	17%
Percent of Year Passed	25%

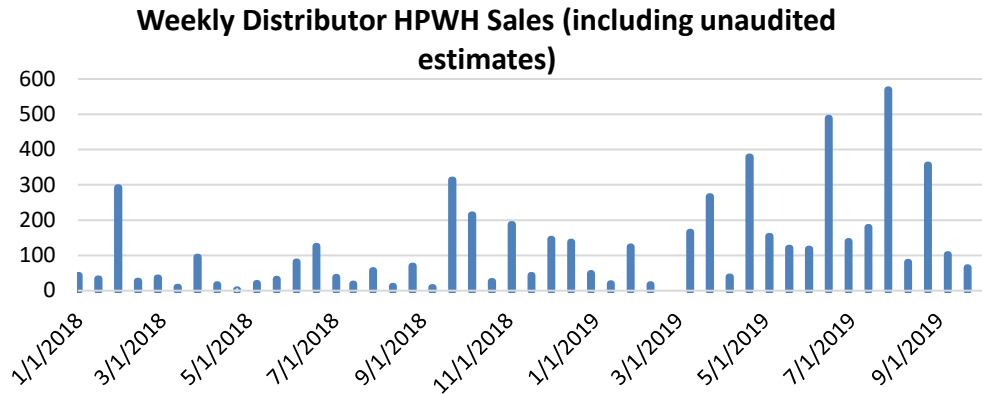
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	6,994,324	(5,008)
Thermal Programs	-	-

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

Rebate Type (through 9/30)	Projects
Light Bulbs	174,007
Appliance Rebates	2,557
Smart Thermostats	-

F) Distributor Initiatives Program

- Field staff is visiting plumbing distributors to offer technical training on this technology.
- Demand for oil boilers and furnaces has increased this year now due to increased availability of instant discounts (rather than mail-in rebates).
- Residential ECM circulator pump rebate volumes have been lower than anticipated.



Updated Financials	Program Investment
FY2020 Program Budget	\$7,237,197
7/1 to 9/30 Spending	\$1,607,180
Percent of Budget Spent to Date	22%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	5,146,998	(2,266)
Thermal Programs	-	-

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

Rebate Type (through 9/30)	Units	Projects
Distributor Lighting	24,689	
Distributor HVAC (Electric)		174
Distributor Hot Water (Electric)		1,395

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. Staff is fulfilling commitments from FY2019, but is not reaching out to new households at this time while it awaits a final determination from the PUC on the Significant Change II request.
- The Trust participates in the electric utilities' Arrearage Management Program (AMP). This year, the program will offer 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 an offer of direct installation of heat pump water heaters (HPWHs) where appropriate to the home. Staff is routinely getting enrollments from both electric utilities; 489 new participants have been enrolled in FY2020.

- The Low Income Direct Install (LIDI) initiative offers free installations of HPWHs to eligible households. There have been 47 installations so far in FY2020.
- The program previously entered into contracts with two community action agencies to audit 60 low income homes experiencing high annual electricity consumption (13,000 kWh minimum), and to identify opportunities to install appropriate efficiency measures. All measures have been installed and our inspections team is scheduling site visits for October and November. The homes will also be metered to track the impact on electric consumption.

Updated Financials	Program Investment
FY2020 Program Budget	\$8,125,848
7/1 to 9/30 Spending	\$214,101
Percent of Budget Spent to Date	3%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	79,249	(17)
Thermal Programs	-	-

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

Initiative (through 9/30)	Units
Direct Installs	38
Market-based Installs	54

H) Renewable Energy Demonstration Grants Program

- Staff attended a press event celebrating the results of a full year of cost savings resulting from two PV projects installed on low-income housing units in Washington County.

I) Electric Vehicle (EV) Initiatives

- Electric Vehicle Supply Equipment (EVSE) Initiative
 - Staff held bi-weekly check-in calls with ChargePoint Inc. to review the status of each site slated for Level 3 installations through Phase 1. Construction is complete at the North Kennebunk, South Kennebunk West Gardiner rest stops and underway at the Jackman location. Design and electrical work continues at the four other host site locations.

- 23 separate awards were made to 18 entities statewide for a total of 58 new, publicly accessible Level 2 charging ports (aka “plugs”). An additional round two RFP was released recently in order to award the remainder of the funding.
- EV Accelerator
 - Over 90 electric vehicles have been rebated through the EV Accelerator Program, which was launched on August 29. Staff has been developing a communication and marketing plan and working on recruiting additional participating dealers.
- State Fleet Initiative
 - The Department of Administrative and Financial Services (DAFS) released an RFQ for contractors to install Level 2 chargers at MDEP, MDOT and the Central Fleet office. Four bids were received and are currently being reviewed.

Updated Financials	Electric Vehicle Supply Equipment	EV Accelerator Program
FY2020 Program Budget	\$3,050,000	\$4,700,000
7/1 to 9/30 Spending	\$689,409	\$57,879
Percent of Budget Spent to Date	12%	1%
Percent of Year Passed	25%	

J) Strategic Initiatives

- **Innovation**
 - The results of the Low Income Behavioral Pilot are undergoing a final review by the Staff.
 - Staff has extended the timeframe of the Commercial Demand Response pilot by six months to allow ReVision to close six remaining projects.
 - The test year has begun for the Residential Distributed Energy Resources (DER) aggregation and controls pilot. ReVision has now run three test months’ worth of scheduled “events” and has preliminary findings showing that not only is the VirtualPeaker system working well with the distributed resources, but also that there is an opportunity to effectively shift residential loads.
 - Staff is working on two load shifting pilots. The first pilot, with EnergySolutions USA, is in the process of finalizing the contract. Staff anticipates having an executed copy in hand by the end of the month. The second pilot, with Isle au Haut Electric Power Company, is in the process of installing thermal storage measures this fall. The test year for the Introspective Solutions controllers being used in the pilot has been pushed back until November 2020.
- **Evaluation, Measurement & Verification**
 - Nothing new to report.

3. Administration and Finance Highlights

A) Administration

- The independent financial audit for the Trust's FY2019 has been completed. The auditors from Runyon, Keersteen and Ouellette issued an unmodified opinion, finding no material weaknesses or significant deficiencies.
- The Public Utilities Commission has determined that recent changes to Maine law will result, going forward, in Natural Gas Procurement being remitted directly to Efficiency Maine rather than being routed through the PUC. This change obviates the need for the Trust's natural gas fund budgets to be reflected in the State's biannual budget.

B) Financial

Revenues

- The new revenues from state and regional sources through the end of September 2019 were \$10.3 million out of a total expected annual revenue of \$50.1 million. Approximately \$0.3 million in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, we have made interfund transfers of approximately \$0.5 million.

Expenditures

- Total expenditures through the end of September 2019 were \$10.7 million, of which approximately:
 - i. \$1.1 million was spent on Administration (excluding interfund transfers)
 - ii. \$22,000 was spent on Public Information
 - iii. \$57,000 was spent on Evaluation work
 - iv. \$4,000 was spent on Innovation pilots
 - v. \$0.2 million was spent on Low Income Initiatives
 - vi. \$1.5 million was spent on the Retail Initiatives Program
 - vii. \$2.4 million was spent through HESP
 - viii. \$1.7 million was spent through the C&I Prescriptive Program
 - ix. \$0.6 million was spent on the C&I Custom Program
 - x. \$0.6 million was spent on the Small Business Initiative
 - xi. \$74,000 was spent in Inter-Agency Transfers
 - xii. Another \$1.5 million has been awarded through competitive solicitations but the contracts are not yet finalized
 - xiii. Another \$41.7 million is encumbered across all budget categories but is not yet spent.