

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

November 20, 2019

1. Public Information and Outreach

A) Awareness and Press

- Press
 - Efficiency Maine was mentioned in the *Portland Press Herald's* coverage of Maine's energy and weatherization goals (<https://www.pressherald.com/2019/10/27/maine-ill-equipped-to-reach-weatherization-goals/>).
 - The *Portland Press Herald* published that the town of Westbrook received an Efficiency Maine rebate on an electric vehicle (EV) that will be used for outreach to veterans (<https://www.pressherald.com/2019/11/06/citys-first-electric-vehicle-will-serve-veterans/>).
 - The ribbon cutting for the new public Level 3 charging stations at the West Gardiner rest stop, and the awards for public Level 2 chargers, were covered by *MaineBiz* (<https://www.mainebiz.biz/article/expansion-of-state-ev-charging-program-to-23-maine-towns-cities-announced>), *NTG News* (<https://ngtnews.com/maine-beefs-up-ev-charging-network>), *STL News* (<https://www.stl.news/maine-governor-mills-unveils-new-electric-vehicle-fast-charging-station/298249/>), and *Central Maine* (<https://www.centralmaine.com/2019/11/09/skowhegan-receiving-second-electric-vehicle-charging-station-from-settlement-highlighting-statewide-push/>).
- Website and Outreach (October)
 - 27,738 website visits (compared to 26,699 visits in September)
 - 16,290 unique visits
 - 2,401 visits were driven through digital ads
 - Facebook
 - 3,481 fans
- Call Center (October)
 - 1,479 inbound phone calls received
 - 96% answered within 20 seconds (vs. a goal of 90%)
 - 664 inbound emails
 - 917 pieces of inbound mail

B) Government Relations

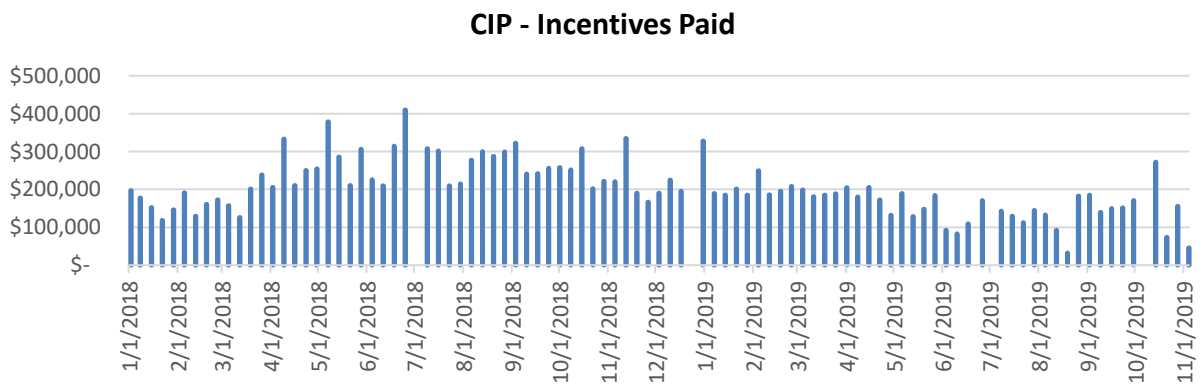
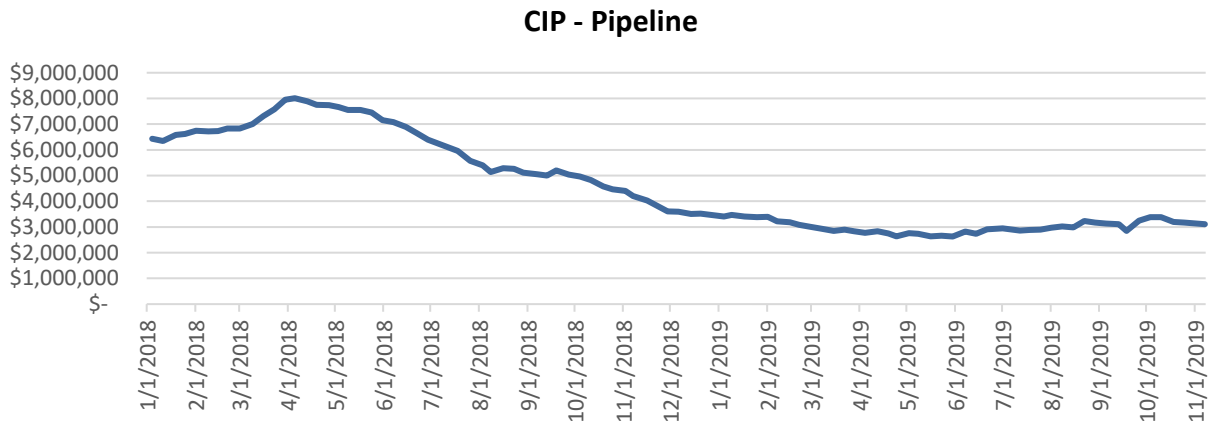
- Maine Public Utilities Commission (PUC)
 - Staff participated in a technical conference on its request for approval of a significant change (Significant Change 2) to the Triennial Plan driven by recent legislative amendments. Staff also responded to stakeholder comments.

- The Maine Office of the Public Advocate (OPA) held a stakeholder meeting and announced that they have hired the consulting firm DNV GL to serve as the Non-Wires Alternatives Coordinator.

2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

- Program activity has ramped up in FY2020. There is a pipeline of over \$2.1 million in new projects added in FY2020 which has combined with the existing pipeline (\$1.2 million) of uncompleted FY2019 projects that were carried forward.
- The new HVAC Advisory Group held its second meeting. The group will help identify typical baseline HVAC installations and potential high efficiency replacements by building type.



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 November 13, 2019, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of October 2019).

Updated Financials	Program Investment
FY2020 Program Budget	\$16,855,280
7/1 to 10/31 Spending	\$2,548,283
Percent of Budget Spent to Date	15%
Percent of Year Passed	33%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$2,548,283
Committed Pipeline	\$3,332,670
Total (Expenditures & Committed Pipeline)	\$5,880,953
Percent of Current Budget	35%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	15,721,073	(3,476)
Thermal Programs	-	13,893

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

Project Type (through 10/31)	Projects
Prescriptive Lighting Solutions	398
Electric Heating and Cooling Solutions	159
Compressed Air Solutions and Other	23
Natural Gas Heating and Cooling Solutions	8
All Fuels Heating and Cooling Solutions	5

B) C&I Custom Program

- The C&I Custom Program Review Team has not met since the October Board Meeting.
- The pipeline has grown modestly, adding 2 new projects. The total pipeline now consists of 7 projects worth roughly \$733,000 in incentive offers.
- Program staff did not receive any new scoping audit or Technical Assistance (TA) Study applications.
- Program staff reviewed 1 project proposal that did not meet the program requirements and was ultimately denied.

Updated Financials	Program Investment
FY2020 Program Budget	\$13,443,158
7/1 to 10/31 Spending	\$784,756
Percent of Budget Spent to Date	6%
Percent of Year Passed	33%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$784,756
Committed	\$7,786,500
Pipeline	\$733,300
Total (Expenditures, Committed, & Pipeline)	\$9,304,556
Percent of Current Budget	72%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	302,200	-
Thermal Programs	-	-

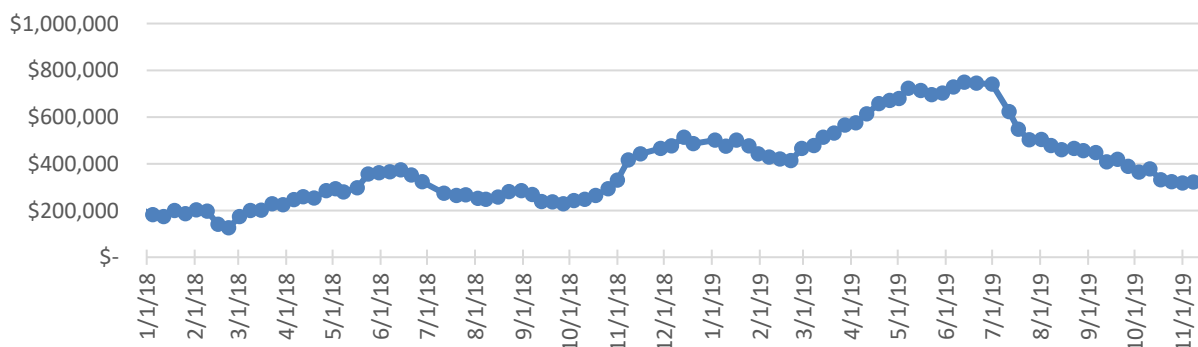
C) Small Business Initiative (SBI)

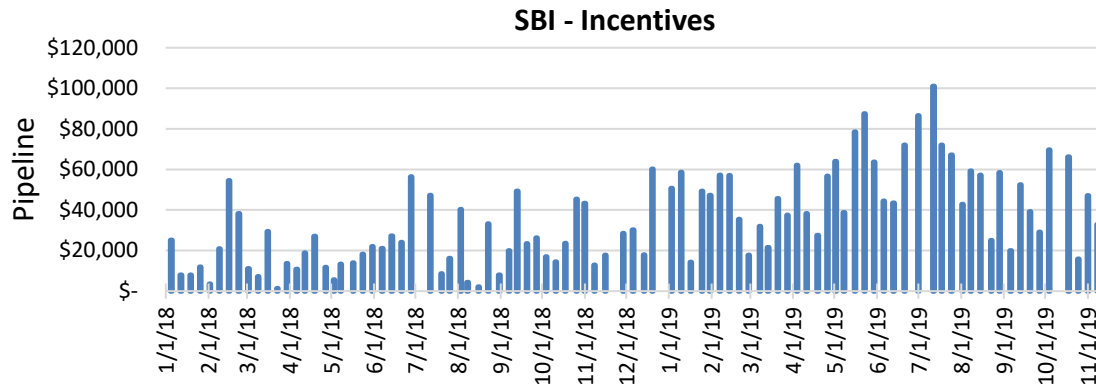
- Program activity has increased in FY2020, with a pipeline of \$295,000 in new projects. The pipeline of FY2019 projects that were carried forward is approximately \$25,000, down from \$740,000 at the beginning of the fiscal year.
- Region 13 (Burnham to Hermon) was closed out in October and contractors are finalizing the remaining projects in Region 12 (Hallowell/Gardiner/Chelsea).
- Staff received utility data for Region 16, which will cover the Calais area of eastern Washington County. This data is used for outreach and marketing.
- Staff is working to launch a new region, Region 17, which will cover the Dover-Foxcroft area.

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	133	157	260	57	13
Assessments Completed	125	147	206	40	10
Pre-approved Projects	114	135	177	30	9
Signed SOWs	90	113	145	16	6
Installations Underway	8	0	15	6	3
Projects Completed	81	112	117	01	0
Anticipated Closeout	11/2019	Closed	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 covers Calais and eastern Washington County.

SBI - Pipeline





Updated Financials	Program Investment
FY2020 Program Budget	\$3,442,187
7/1 to 10/31 Spending	\$910,832
Percent of Budget Spent to Date	26%
Percent of Year Passed	33%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$910,832
Committed Pipeline	\$323,541
Total (Expenditures & Committed Pipeline)	\$1,234,373
Percent of Current Budget	36%

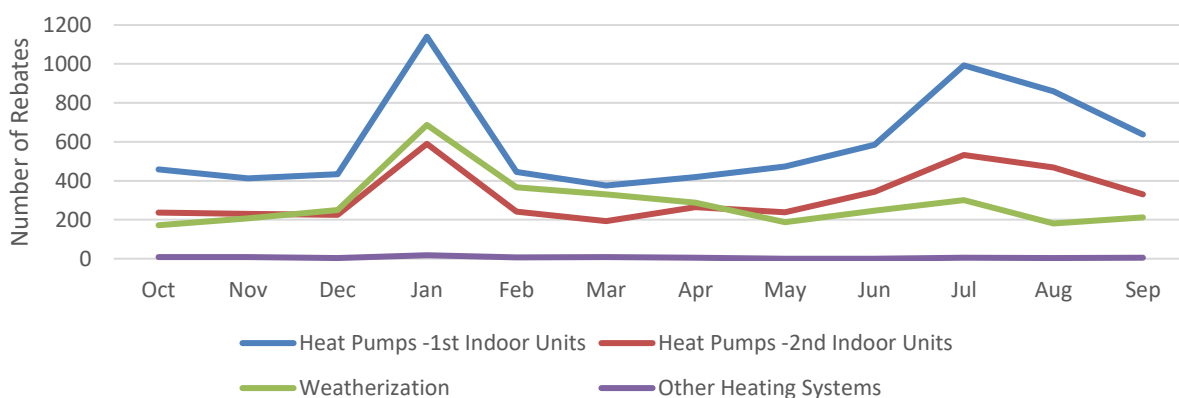
Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,264,995	(1,978)

*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 32% ahead of where it was in FY2019.
- Compared to July-October of 2018:
 - The number of weatherization rebates was up 14% and
 - The number of heat pump rebates was up 37%.
- Quality Assurance inspections are being completed on a sampling of projects using web-linked tablets that automatically generate reports for homeowners, installers, and the program team. Reports are reviewed weekly for program improvement ideas.

HESP Rebates - Last 12 Months



Updated Financials	Program Investment
FY2020 Program Budget	\$10,395,973
7/1 to 10/31 Spending	\$3,151,738
Percent of Budget Spent to Date	30%
Percent of Year Passed	33%

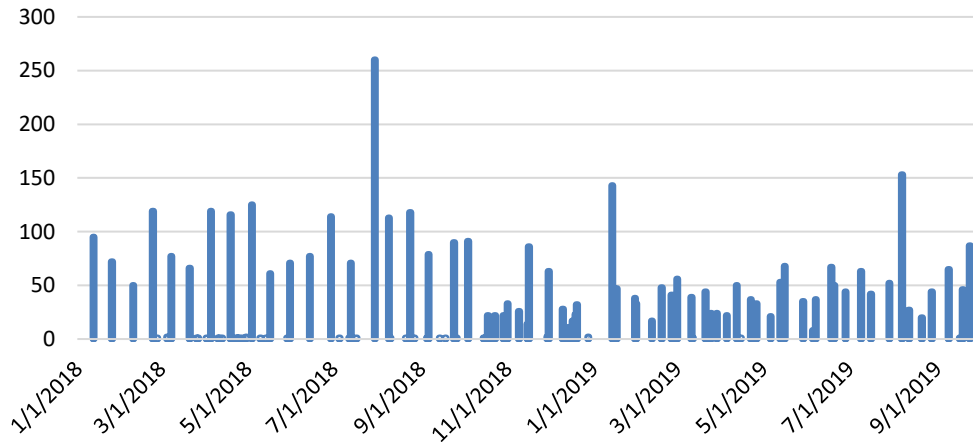
Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(2,402,255)	37,214
Thermal Programs	79,005	10,158

Project Type (through 10/31)	Participating Households
Electric Measures	3,426
All Fuels Measures	594
Natural Gas Measures	5

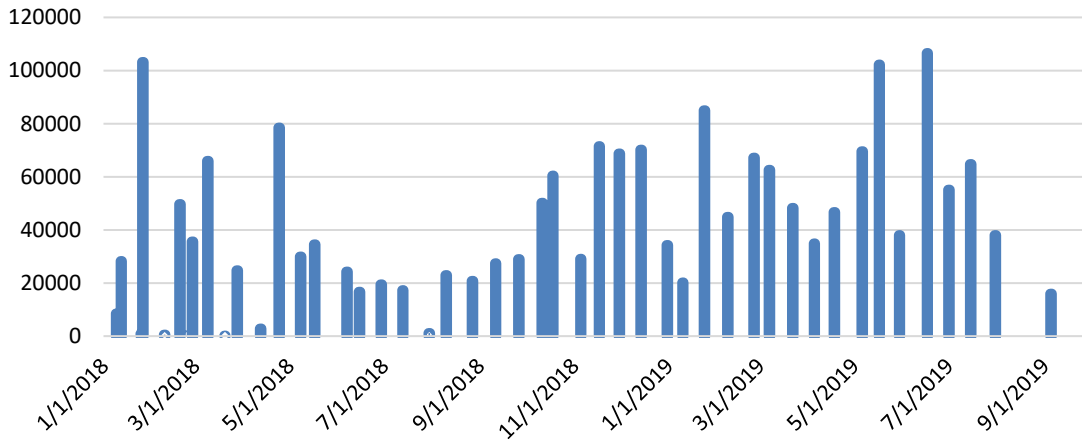
E) Retail Initiatives Program

- Discounted LEDs are available in over 200 stores and the program team projects 1.7 million bulbs will receive rebates this fiscal year.
- 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.
- Thirty-nine rebate claims have been paid on pellet and wood stoves since the October 1 launch and the program team is forecasting a record 854 by the time the program ends December 31. This would be a 35% increase over last fiscal year's 633 units (the program ran for 6 months in FY2019). Stove shops are displaying Efficiency Maine signs on virtually all eligible models and feedback from store management has been favorable.

Retail HPWH Sales



Retail Bulb Sales



Updated Financials	Program Investment
FY2020 Program Budget	\$9,477,866
7/1 to 10/31 Spending	\$2,489,815
Percent of Budget Spent to Date	26%
Percent of Year Passed	33%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	7,280,444	(4,841)
Thermal Programs	-	-

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

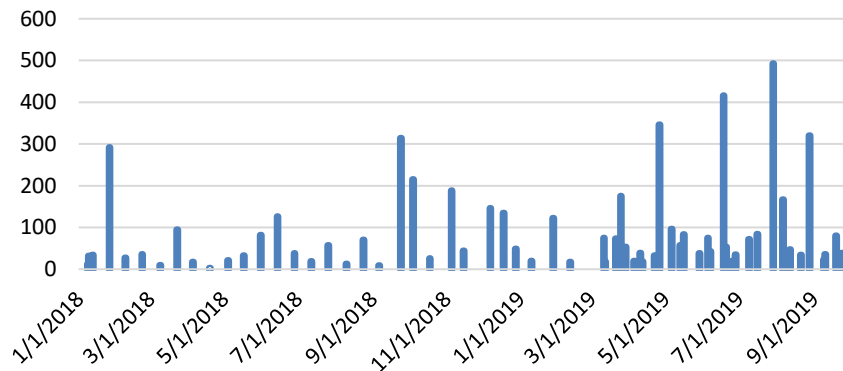
Rebate Type (through 10/31)	Units
Light Bulbs	NA*
Appliance Rebates	3,094
Smart Thermostats	-

*Due to a technical issue, the number of bulbs receiving rebates through October 31 is not available at this time.

F) Distributor Initiatives Program

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

Distributor HPWH Sales



Updated Financials	Program Investment
FY2020 Program Budget	\$7,237,197
7/1 to 10/31 Spending	\$2,200,600
Percent of Budget Spent to Date	30%
Percent of Year Passed	33%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	6,531,829	(3,238)
Thermal Programs	-	649

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

Rebate Type (through 10/31)	Units	Projects
Distributor Lighting	36,296	
Distributor HVAC (Oil)		143
Distributor HVAC (Electric)		290
Distributor Hot Water (Electric)		1,444

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. So far this fiscal year, Staff has fulfilled 3,261 commitments from FY2019, and is working with DHHS to reach out to new households.
- 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 a direct installation offer of HPWHs where applicable. Staff are routinely getting enrollments from both electric utilities and 580 new participants have been enrolled in FY2020.
- The Low Income Direct Install (LIDI) initiative offers free installations of heat pump water heaters to eligible households. The initiative was recently re-launched with two statewide distributors (Ferguson and H.W. Webb) and is showing significant interest. There have been 55 installations so far in FY2020. Staff is also reaching out specifically to landlords to increase activity in the initiative.
- The program entered into contracts 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. All measures have been installed and the inspections team is scheduling site visits for Oct and Nov. The homes will also be metered for electric consumption.
- On November 14, the Affordable Heat Initiative (AHI) announced enhanced incentives for high-efficiency ductless heat pumps for qualified low- and moderate-income households.
 - The rebate is \$2,000 when the homeowner receives heating assistance through the Low Income Home Energy Assistance Program (LIHEAP).
 - The rebate is \$1,500 when the homeowner's property tax assessed value (buildings and land combined, before exemptions) is below the qualifying county assessment value.

Updated Financials	Program Investment
FY2020 Program Budget	\$8,125,848
7/1 to 10/31 Spending	\$287,129*
Percent of Budget Spent to Date	4%
Percent of Year Passed	33%

*The spending to date does not yet account for the HPWHs attributed to low-income customers through retail and distributor channels (\$134,325).

Energy Savings (through 10/31)	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 10/31)	Units
Direct Installs	38
Market-based Installs	54

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
 - A ribbon-cutting was held with the Governor and the Maine Turnpike Authority at the recently completed W. Gardiner EV charging stations.
 - Construction and installation are complete for the DC fast chargers (Level 3) and Level 2 stations in Jackman and Skowhegan. They will both be operational in the next few weeks. Design and electrical work continues at the Farmington and Windham host site locations.
 - The Public Level 2 EV Charger Round Two RFP applications were due on November 12; 25 proposals were submitted.
- EV Accelerator
 - As of November 18, the Trust had issued rebates for over 110 electric vehicles to the 44 car dealers participating in the EV Accelerator Program, which was launched on August 29. Additional rebates have been issued for vehicles without a dealer in the state.
 - Staff has begun reaching out to energy committees and government fleet managers to encourage them to incorporate EVs into their fleets and take advantage of the enhanced rebate.
 - Staff is working to finalize and begin implementation of the comprehensive EV customer engagement and public education plan.
- State Fleet Initiative
 - The Department of Administrative and Financial Services (DAFS) released an RFQ for contractors to install Level 2 chargers at offices of MDEP, MDOT and the Central Fleet. 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 10/31 Spending	\$354,055	\$174,435
Percent of Budget Spent to Date	12%	4%
Percent of Year Passed		33%

J) Strategic Initiatives

- **Innovation**

- The results of the Low Income Behavioral Pilot are undergoing a final review by the Trust.
- Staff has extended the timeframe of the Commercial Demand Response pilot by six months to allow revision ReVision Energy to close 6 remaining projects.
- The test year has begun for the Residential Distributed Energy Resources (DER) aggregation and controls pilot. ReVision Energy 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 shifting residential loads.
- Staff are working on two load shifting pilots. The first pilot, with EnergySolutions, 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**

- Evaluators are in the field performing site visits and installing meters for the Retail Lighting, Distributor Lighting, and Small Business Initiative evaluations.

3. Administration and Finance Highlights

A) Administration

- Rick Meinking, Andy Meyer, and Ian Burnes have each reached their 10-year anniversary at the Efficiency Maine Trust.
- Program Assistant Nat Blackford is leaving the Trust to join the Peace Corps. Nat worked extensively on the HESP program and helped develop plans for improved training and certification protocols related to heat pumps. He did research on biomass boilers. He was

our map-making expert. He was a superb note-taker of Board minutes and drafted the Executive Director's Report better than the executive director. Our loss is Tanzania's gain.

- The Trust has hired Satchel Toole to the position of Program Assistant.

B) Financial

Revenues

- The new revenues from state and regional sources through the end of October 2019 were \$16.3 million, up from \$10.3 million through September, out of a revised total expected annual revenue of \$50.1 million. The Staff is seeking to adjust the operating budget to add \$13 million in revenue reflecting recent Board decisions (referred to as "Significant Change 2" to the Triennial Plan) and changes in state statute. Approximately \$436,000 in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, we have made interfund transfers of \$0.5 million.

Expenditures

- Total expenditures through the end of October 2019 were \$15.5 million, of which approximately:
 - i. \$1.3 million was spent on Administration (excluding interfund transfers)
 - ii. \$27,000 was spent on Public Information
 - iii. \$87,000 was spent on Evaluation work
 - iv. \$13,000 was spent on Innovation pilots
 - v. \$287,000 was spent on Low Income Initiatives
 - vi. \$2.4 million was spent on the Retail Initiatives
 - vii. \$3.1 million was spent through HESP
 - viii. \$2.5 million was spent through the C&I Prescriptive Program
 - ix. \$0.78 million was spent on the C&I Custom Program
 - x. \$0.9 million was spent on the Small Business Initiative
 - xi. \$1.1 million was spent in Inter-Agency Transfers
 - xii. Another \$3.6 million has been awarded through competitive solicitations but the contracts are not yet finalized
 - xiii. Another \$41 million is encumbered across all budget categories but is not yet spent.