

# Executive Director's Summary Report

to the Board of Trustees  
of the  
Efficiency Maine Trust

December 18, 2019

## 1. Public Information and Outreach

### A) Awareness and Press

- Press
  - The Executive Director was interviewed about the Trust's HESP and EV programs on WERU, November 27 (<https://archives.weru.org/power-for-the-people/2019/11/power-for-the-people-11-27-19-efficiency-maine-rebates/>).
  - Seacoast Online featured the Town of Wells adding an electric vehicle (EV) to its fleet (<https://www.seacoastonline.com/news/20191206/town-of-wells-goes-electric-with-lease-of-nissan-leaf>).
- Events
  - Staff presented at a heat pump workshop in Yarmouth, December 4.
  - The Executive Director presented on the role of EVs in the future of Maine Transportation at the 69<sup>th</sup> Maine Transportation Conference, December 5.
  - The Executive Director presented on Maine's new collaborative process for developing Non-Wires alternatives to grid investments at the Restructuring Roundtable in Boston, December 13.
- Website and Outreach (November)
  - 24,503 website visits (compared to 27,733 visits in October)
    - 15,184 unique visits
    - 2,104 visits were driven through digital ads
  - Facebook
    - 3,481 fans
- Call Center (November)
  - 1,403 inbound phone calls received
    - 95% answered within 20 seconds (vs. a goal of 90%)
  - 802 inbound emails
  - 921 pieces of inbound mail

### B) Government Relations

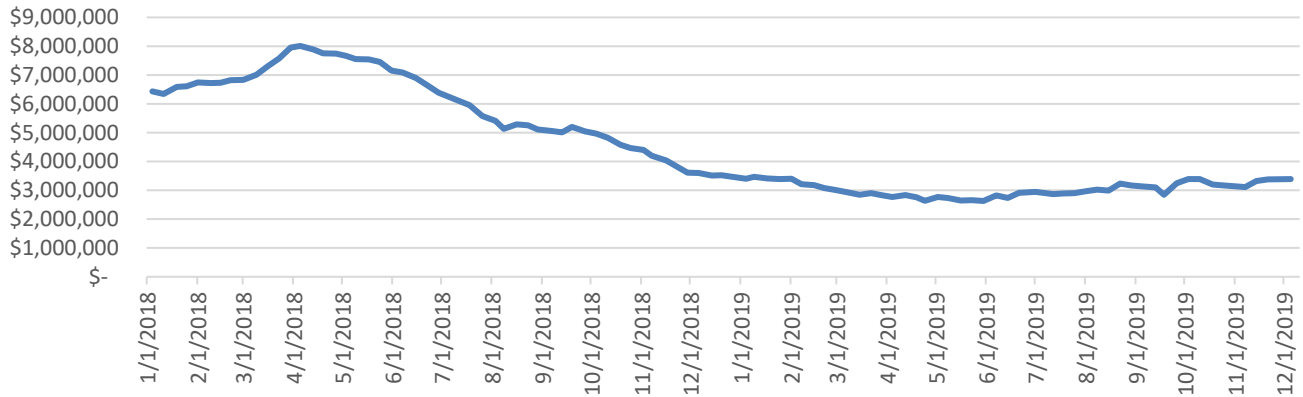
- On December 11, the Maine Public Utilities Commission (MPUC) issued an Order approving the Trust's requests for a Second Significant Change. The Order approves updates to the budget and performance metrics of the Fourth Triennial Plan based upon modified screening methodologies and assumptions that were approved by Commission order on June 25. Both Significant Change One and Two were developed by the Trust in response to recent legislative amendments affecting the Commission's oversight of the Trust and the Programs offered by the Trust.

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

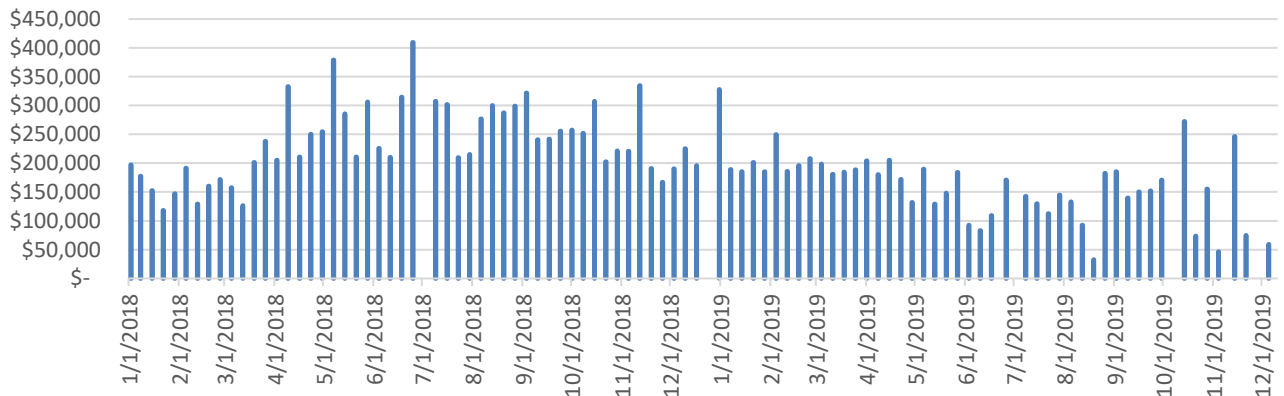
### A) C&I Prescriptive (CIP) Program

- Program activity continues to increase and the program has a pipeline of over \$3 million.
- The HVAC Advisory Group held its second meeting. The group will help identify typical baseline HVAC installations and potential high efficiency replacements by building type.

**CIP - Pipeline**



**CIP - Incentives Paid**



Updated Financials	Program Investment
FY2020 Program Budget	\$17,464,058
7/1 to 11/30 Spending	\$2,988,623
Percent of Budget Spent to Date	17%
Percent of Year Passed	42%

<sup>1</sup> 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).

<b>Additional Details on FY2020 Financials</b>	<b>Program Investment</b>
Expenditures	\$2,988,623
Committed Pipeline	\$3,394,510
Total (Expenditures & Committed Pipeline)	\$6,383,133
Percent of Current Budget	37%

<b>Energy Savings (through 11/30)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings*</b>
Electric Programs	15,554,954	(4,300)
Thermal Programs	-	13,912

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

<b>Project Type (through 11/30)</b>	<b>Projects</b>
Prescriptive Lighting Solutions	497
Electric Heating and Cooling Solutions	200
Compressed Air Solutions and Other	25
Natural Gas Heating and Cooling Solutions	9
All Fuels Heating and Cooling Solutions	5

#### **B) C&I Custom Program**

- The C&I Custom Program Review Team has not met since the November Board Meeting.
- The pipeline has remained steady, now consisting of 6 projects worth roughly \$440,000 in incentive offers.
- Program staff did not receive any new applications for scoping audits or Technical Assistance (TA) Studies.
- Program staff reviewed 1 project proposal that did not meet the program requirements and was ultimately denied.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2020 Program Budget	\$14,766,565
7/1 to 11/30 Spending	\$1,187,266
Percent of Budget Spent to Date	8%
Percent of Year Passed	42%

<b>Additional Details on FY2020 Financials</b>	<b>Program Investment</b>
Expenditures	\$1,187,266
Committed	\$7,398,872
Pipeline	\$439,809
Total (Expenditures, Committed, & Pipeline)	\$9,025,948
Percent of Current Budget	61%

<b>Energy Savings (through 11/30)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings</b>
Electric Programs	302,200	-

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings
Thermal Programs	-	-

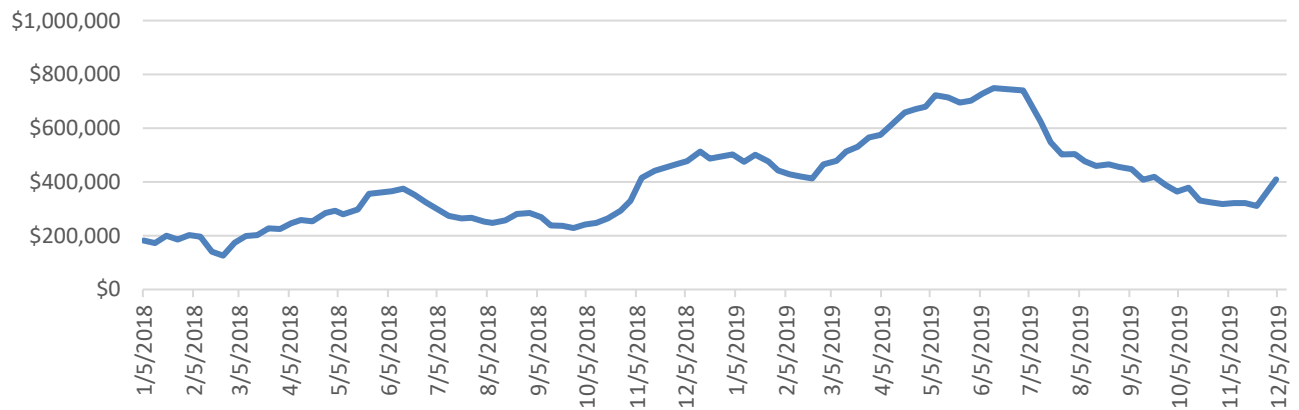
**C) Small Business Initiative (SBI)**

- Program activity has ramped up in FY2020, with a pipeline of \$408,923 in pending projects.
- Region 13 (Burnham to Hermon) was closed out in October and contractors completed the remaining projects in Region 12 (Hallowell/Gardiner/Chelsea).
- Staff has 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 launched a new region, Region 17, which will cover the Dover-Foxcroft area.

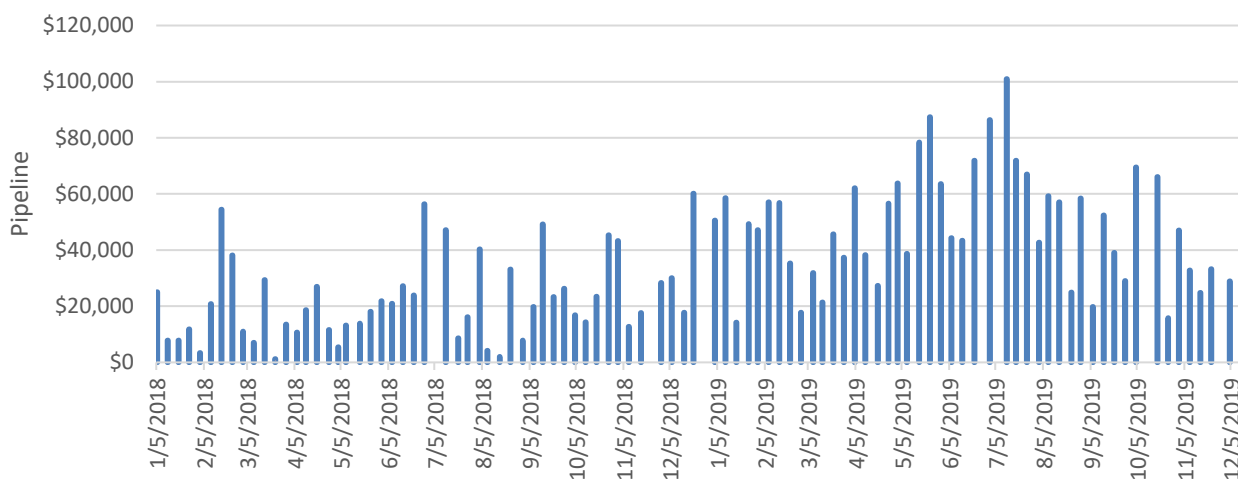
SBI Activities	Region 12	Region 13	Region 14	Region 15	Region 16
Launch Date	1/2019	2/2019	4/2019	9/2019	10/2019
Assessments Requested/Assigned	133	157	266	83	37
Assessments Completed	125	147	217	57	31
Pre-approved Projects	115	135	187	47	24
Signed SOWs	90	113	159	30	12
Installations Underway	8	0	16	12	6
Projects Completed	88	112	125	7	3
Anticipated Closeout	Closed	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; Region 16 covers Calais and eastern Washington County; and Region 17 covers the Dover-Foxcroft area.

**SBI Pipeline**



## SBI - Incentives



Updated Financials	Program Investment
FY2020 Program Budget	\$3,442,187
7/1 to 11/30 Spending	\$1,058,522
Percent of Budget Spent to Date	31%
Percent of Year Passed	42%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$1,058,522
Committed Pipeline	\$408,923
Total (Expenditures & Committed Pipeline)	\$1,467,445
Percent of Current Budget	43%

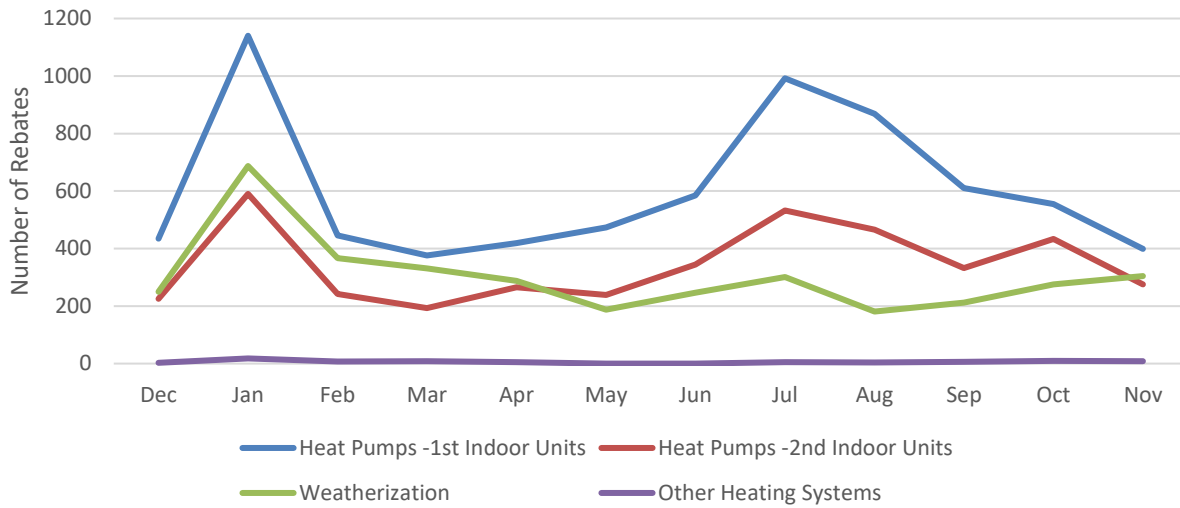
Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,562,714	(2,240)

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

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

- For the period July through November, insulation and heat pump rebates are 28% ahead of last year.
  - The number of weatherization rebates is up 19%, and
  - The number of heat pump rebates was up 31%.
- Quality Assurance inspections are now completed using web-linked tablets that automatically generate reports for homeowners, installers, and the program team. Reports are reviewed weekly for program improvement ideas.

### HESP Number of Rebates - Last 12 Months



Updated Financials	Program Investment
FY2020 Program Budget	\$13,719,061
7/1 to 11/30 Spending	\$3,866,917
Percent of Budget Spent to Date	28%
Percent of Year Passed	42%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(2,402,255)	37,214
Thermal Programs	79,005	10,158

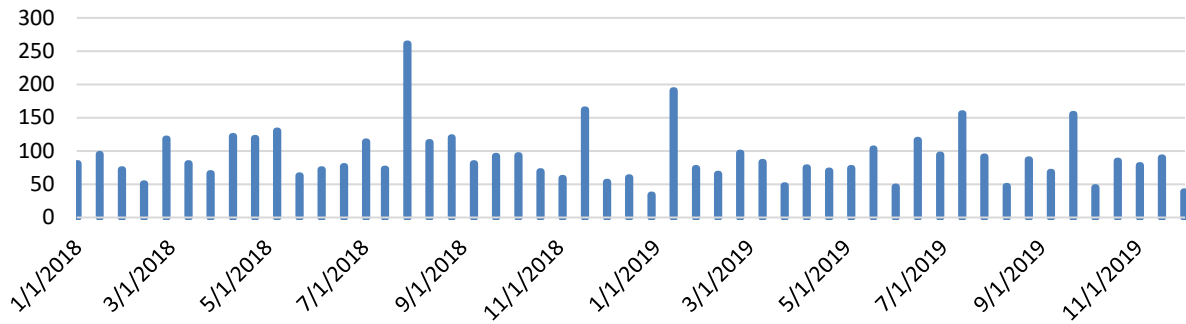
Project Type (through 11/30)	Participating Households
Electric Measures	3,426
All Fuels Measures	594
Natural Gas Measures	5

#### E) Retail Initiatives Program

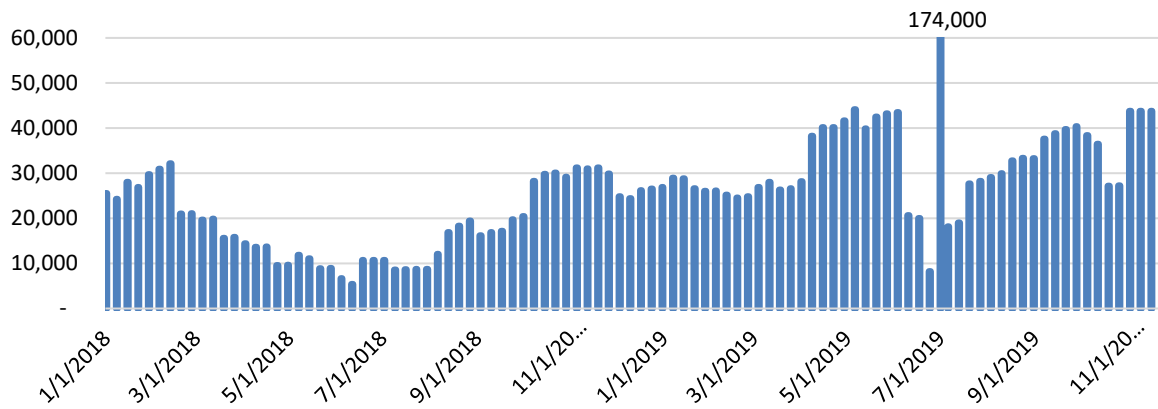
- Discounted LEDs are available in over 300 stores and the program team projects 1.7 million bulbs will receive rebates this fiscal year.
- The field team is visiting every major retailer of LEDs, heat pump water heaters (HPWHs), clothes washers, and room air purifiers each week to ensure pricing is correct, signage is in place, claim forms are available, and store personnel are trained.
- Rebates on efficient pellet and wood stoves have jumped from 61 in the month of October when the rebate launched to 165 in November. The program team is forecasting a record 866 by the time the program ends December 31. This would be a 37% 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

**Weekly Retail HPWH Sales (including unaudited estimates)**



**Weekly Bulb Sales – Retail (including unaudited estimates)**



Updated Financials	Program Investment
FY2020 Program Budget	\$8,411,793
7/1 to 11/30 Spending	\$3,128,519
Percent of Budget Spent to Date	37%
Percent of Year Passed	42%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	20,291,295	(17,629)
Thermal Programs	-	374

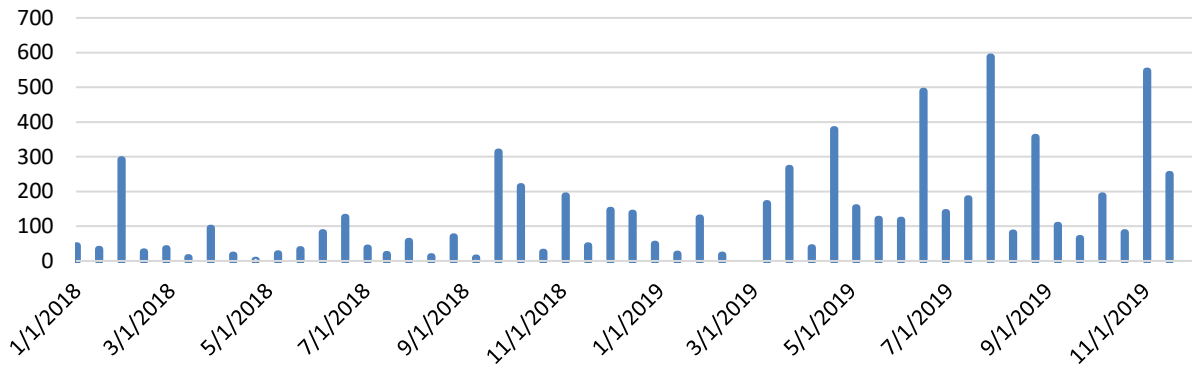
\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 11/30)	Projects
Light Bulbs	572,975
Appliance Rebates	4,354
Smart Thermostats	-

**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).

**Weekly Distributor HPWH Sales (including unaudited estimates)**



Updated Financials	Program Investment
FY2020 Program Budget	\$10,718,772
7/1 to 11/30 Spending	\$3,019,597
Percent of Budget Spent to Date	28%
Percent of Year Passed	42%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	9,906,666	(4,658)
Thermal Programs	-	2,172

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

Rebate Type (through 11/30)	Units	Projects
Distributor Lighting	51,017	-
Distributor HVAC (Oil)	-	469
Distributor HVAC (Electric)	-	487
Distributor Hot Water (Electric)	-	2,303

**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 preparing to offer another round of the program to Department of Health and Human Services (DHHS) program recipients who have not yet opted-in to receive any combination



of LEDs, energy saving aerators, or a showerhead. This population represents approximately 155,000 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 HPWH's where applicable. Staff are routinely getting enrollments from both electric utilities and 588 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 79 installations so far in FY2020. Staff are currently reaching out specifically to landlords to increase activity in the initiative.
- The program contracted 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. On site inspections took place in November.
- On 11/14/19 the Trust announced enhanced incentives for high-efficiency ductless heat pumps for qualified low and moderate income households through its Affordable Heat Initiative.
  1. The rebate is \$2,000 for homeowners who receive heating assistance through the Low Income Home Energy Assistance Program (LIHEAP); **OR**
  2. The rebate is \$1,500 for owners of properties with a tax assessed value (buildings and land combined, before exemptions) below the qualifying county assessment value (established by EMT).

Updated Financials	Program Investment
FY2020 Program Budget	\$7,587,733
7/1 to 11/30 Spending	\$340,798*
Percent of Budget Spent to Date	4%
Percent of Year Passed	42%

\*The spending to date reflected here does not yet account for the HPWHs attributed to low-income customers through retail and distributor channels (\$180,485).

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$340,798
Committed Pipeline	\$494,000
Total (Expenditures & Committed Pipeline)	\$834,798
Percent of Current Budget	11%

Energy Savings (through 11/30)	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 11/30)	Units
Direct Installs	38

Initiative (through 11/30)	Units
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
  - The Trust received 28 applications for the Public Level 2 EV Charger Round Two RFP in mid-November and intends to make awards by the end of December.
  - The DC fast chargers and Level 2 stations in Skowhegan are operational. The Jackman chargers have been installed but have not yet been commissioned. Design and electrical work continues on the Farmington and Windham host site locations.
  - The Trust submitted a pilot proposal to the MPUC which included, among other things, a request for additional funding to promote Public Level 2 charging stations. Funding awards will be determined no later than March 2020.
- EV Accelerator
  - The program has issued rebates for over 142 electric vehicles purchased through the 45 car dealers participating in the EV Accelerator Program, which was launched on August 29. In addition, 15 rebates have been issued for vehicles without a dealer in the state.
  - Staff continued to reach out to Energy Committees and government fleet managers to encourage them to incorporate EVs into their fleets and to take advantage of the enhanced governmental instant rebate.
  - Staff is beginning the implementation of its 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 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 11/30 Spending	\$354,715	\$277,935
Percent of Budget Spent to Date	12%	6%
Percent of Year Passed		42%

**J) Strategic Initiatives**

- Innovation
  - The results of the Low Income Behavioral Pilot are undergoing a final review by the Trust.
  - The Trust submitted a bid to the Maine Public Utilities Commission RFP for *“Pilot Programs to Support Beneficial Electrification of the Transportation Sector.”*
  - Staff and ReVision Energy closed the customer acquisition period for an ongoing pilot, signing four contracts for battery storage systems. These systems are expected to be installed by the end of January.

- The test year continues for a 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 the VirtualPeaker system is working well with the distributed resources and also that there is an opportunity to effectively shift residential loads.
- Staff is working on two load shifting pilots. The first pilot, with EnergySolutions, executed its contract this past month. The second pilot, with Isle au Haut Electric Power Company, is in the process of installing thermal storage measures by the end of December. 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.
  - We have selected Direct Technology (incumbent) to provide database maintenance and technical services under competitive bid. The new contract starts January 1, 2020.

### 3. Administration and Finance Highlights

#### A) Administration

- The Trust's office space in Westbrook has moved from its prior location at 201 Main Street to a new location on the 4<sup>th</sup> floor of the Dana Warp Mill.

#### B) Financial

##### Revenues

- The new revenues from state and regional sources through the end of November 2019 were \$16.35 million out of a revised total expected annual revenue of \$63.21 million. Approximately \$562,000 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 \$1.02 million.

##### Expenditures

- Total expenditures through the end of November 2019 were \$19.8 million of which approximately:
  - i. \$2.15 million was spent on Administration (excluding interfund transfers)
  - ii. \$29,700 was spent on Public Information
  - iii. \$143,400 was spent on Evaluation and M&V
  - iv. \$14,114 was spent on Innovation pilots
  - v. \$340,800 was spent on Low Income Initiatives
  - vi. \$3.12 million was spent on Retail Initiatives Program
  - vii. \$3.02 million was spent on the Distributor Initiatives Program
  - viii. \$4.01 million was spent through HESP
  - ix. \$2.99 million was spent through the C&I Prescriptive Program
  - x. \$1.19 million was spent on the C&I Custom Program
  - xi. \$1.06 million was spent on the Small Business Initiative
  - xii. \$1.13 million was spent in Inter-Agency Transfers
  - xiii. Another \$39.87 million is encumbered across all budget categories but is not yet spent.