

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

July 22, 2020

1. Public Information and Outreach

A) Awareness and Press

- Press
 - Energy News Network featured Efficiency Maine's electric vehicle initiative in a July 7 article that quotes the Executive Director (<https://energynews.us/2020/07/07/northeast/maine-pushes-forward-on-electric-vehicle-charging-during-pandemic/>).
 - On July 5, the Portland Press Herald ran an OpEd written by the Executive Director highlighting Efficiency Maine's 10th anniversary. The article, which also appeared in affiliated publications, such as the Kennebec Journal and Morning Sentinel (centralmaine.com), recapped accomplishments from the organization's decade of initiatives and noted how the organization is well positioned to help Maine in the years ahead as the state transforms its markets for products that consume energy (<https://www.pressherald.com/2020/07/05/maine-voices-efficiency-maine-trust-has-a-10-year-record-of-energy-saving-success/>).
 - Efficiency Maine's website is mentioned as a source to find retailers and distributors of LED light bulbs in a July 3 Bangor Daily News article about eco- and budget-friendly ways to stay cool without using an air conditioner. The article points out that LED light bulbs not only save energy, they reduce the amount of heat emitted into a room (<https://bangordailynews.com/2020/07/03/homestead/7-eco-friendly-budget-friendly-ways-to-stay-cool-at-home-without-a-c/>).
 - Several media outlets covered Efficiency Maine's June 30 press release announcing the installation of two Level 2 electric vehicle chargers in Thomaston. Coverage included the Penobscot Bay Pilot (<https://www.penbaypilot.com/article/thomaston-installs-pair-electric-vehicle-chargers/135852>) and the Courier Gazette, Camden Herald, Republican Journal, Free Press and VillageSoup online (<https://knox.villagesoup.com/p/thomaston-connects-to-electric-vehicle-charging-network/1863314>). WBQX-FM (106.9 Mhz) radio also broadcast a brief news item on July 1. The spot specified the location of the chargers in town and mentioned they were made possible by a grant from Efficiency Maine.
 - The Penobscot Bay Pilot picked up a press release issued on June 24 by Evergreen Home Performance, an Efficiency Maine Residential Registered Vendor (RRV), in which they identify themselves as an RRV and reference the Efficiency Maine Home Energy loan program (<https://www.penbaypilot.com/article/evergreen-home-performance-reopens-while-playing-it-safe/135493>

- Website and Outreach
 - 30,927 website visits (compared to 8,955 visits in April)
 - 18,307 unique visits
 - 6,203 visits website driven through digital ads
 - Facebook
 - 3,624 fans
- Call Center (June)
 - 1,803 inbound phone calls received; volume is up 60% from May
 - 97% answered within 20 seconds (vs. a goal of 90%)
 - 714 inbound emails
 - 1,081 pieces of inbound mail
 - One of the top call drivers was an article about heat pumps in the Brunswick Times Record that referred to Efficiency Maine.

B) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust continued its work with the Office of the Public Advocate (OPA) on various Non-Wires Coordinator tasks including;
 - Discussion of process related to Utilities annual distribution plans
 - Development of the benefit-cost analysis and investigation process
 - Development of the report on Section 31 (Brunswick/Topsham) Docket and
 - Supporting the NWAC in their drafting of the Section 80 NWA report
 - The Trust drafted a response to the Order on Summit Natural Gas’s request to administer their rebate program.
- Maine Climate Council
 - The Work Group co-chairs, including EMT’s Executive Director, gave recorded interviews about the process which will be distributed by the Governor’s Office of Policy Innovation and the Future.

2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

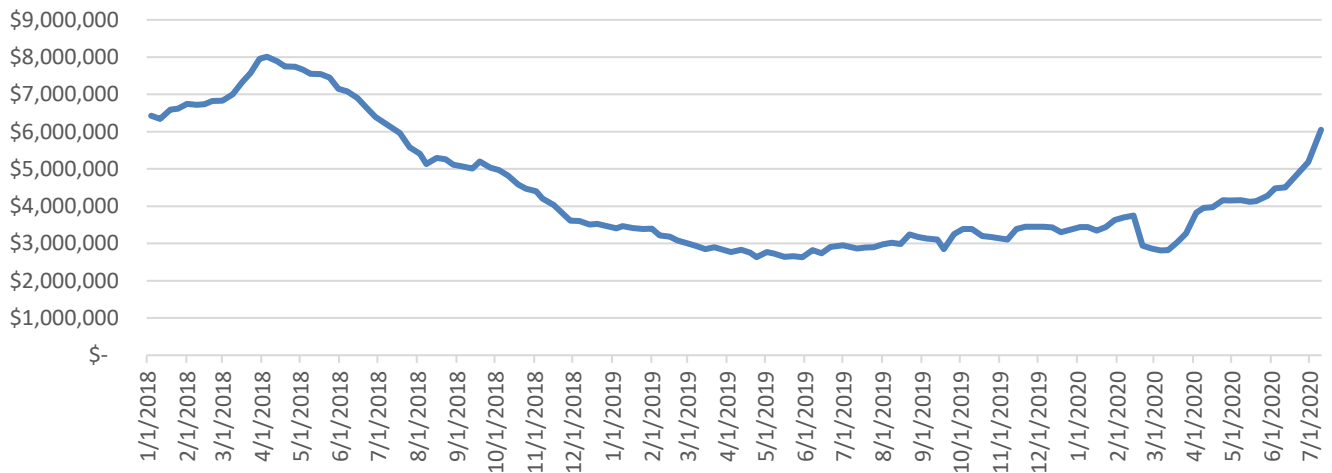
- The current pipeline of pending projects represents over \$5.7 million in new commitments, almost a \$1.2 million increase over the last month.
- The new program year started this month, with minimal incentive and discount changes after the team reviewed material pricing for market trends. Changes made include increased lighting incentives across all measures that use the pay for performance pathway (where incentives are calculated based on project savings determined through the Cost-Effective Lighting Investment Calculator (CLIC)).
- Funding Opportunity Notice (FON) updates:
 - The deadline for the School Lighting Retrofit FON was June 1. Projects that have received pre-approval with customer acknowledgement represents over \$920,000

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 July 20, 2020, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of June 2020).

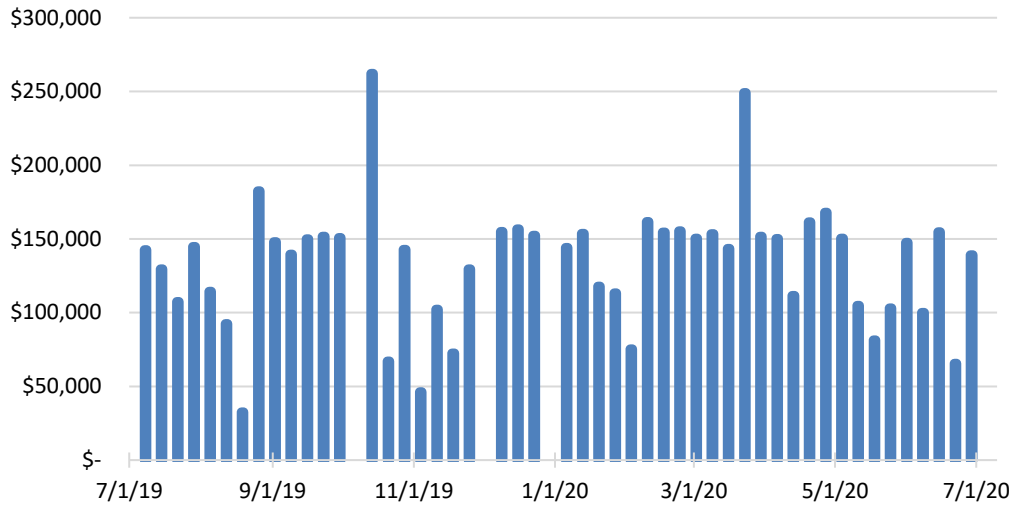
in incentives. Projects are expected to have an installation completion date of August 31.

- The Parking and Pole Lighting Retrofits FON is accepting applications through September 30. Projects that have already received pre-approval with customer acknowledgement represents over \$200,000 in incentives. The list of submitted projects pending review or customer pre-approval acknowledgement represents an additional \$180,000 in incentives. Projects are expected to have an installation completion date of October 31.
- The Packaged Terminal Heat Pump (PTHP) Retrofits FON was launched in mid-May. Another marketing mailer will be sent to a list of Maine lodging businesses to notify them of the opportunity, and the team will host an informational webinar in early August. Projects that have received pre-approval with customer acknowledgement represents almost \$89,000 in incentives. The list of submitted projects pending review or customer pre-approval acknowledgement represents an additional \$128,000 in incentives. Projects are expected to have an installation completion date of October 31.
- The program team received 258 calls in May (56 more than the previous month). The number of incoming calls has been increasing the last few weeks.
- All on-site activity for the Delivery Team remains on-hold due to COVID-19. Inspections are being handled by phone call where applicable. The program team conducted 33 phone calls to verify installations. In lieu of on-site visits, photos are being requested to help with verification.
- The program team recently rolled out a new online training platform for Qualified Partner Annual Certification. Qualified Partners are able to select the training they require and complete it at their convenience.
- The pipelines of pending RGGI and natural gas projects have increased slightly over the last month. Commitments to date are \$125,000 for RGGI and \$165,000 for natural gas.

CIP - Pipeline



CIP - Incentives Paid



Updated Financials	Program Investment
FY2020 Program Budget	\$17,184,059
7/1 to 6/30 Spending	\$7,826,206
Percent of Budget Spent to Date	46%
Percent of Year Passed	100%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$7,826,206
Committed Pipeline	\$5,748,862
Total (Expenditures and Committed Pipeline)	\$13,575,068
Percent of Current Budget	79%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	28,695,759	(14,083)
Thermal Programs	-	28,230

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

Project Type (through 6/30)	Projects
Prescriptive Lighting Solutions	1,454
Electric Heating and Cooling Solutions	414
Compressed Air Solutions and Other	53
Natural Gas Heating and Cooling Solutions	27
All Fuels Heating and Cooling Solutions	12

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 4 projects with a \$452,482 incentive offer.
- The pipeline has grown modestly, adding 1 new project. The total pipeline moving into FY2021 consists of 2 projects worth almost \$400,000 in incentive offers, after adjusting for probability of completion.
- Program staff received 1 new scoping audit request.
- Program staff reviewed 2 project proposals that did not meet the program requirements and were ultimately denied.

Updated Financials	Program Investment
FY2020 Program Budget	\$13,739,756
7/1 to 6/30 Spending	\$4,358,796
Percent of Budget Spent to Date	32%
Percent of Year Passed	100%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$4,358,796
Committed	\$5,640,589
Pipeline*	\$0
Total (Expenditures, Committed, & Pipeline)	\$9,999,385
Percent of Current Budget	73%

*Does not reflect current pipeline, as these projects will come out of FY2021 budget (vs. FY2020)

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	1,947,351	-
Thermal Programs	(83,922)	32,835

C) Small Business Initiative (SBI)

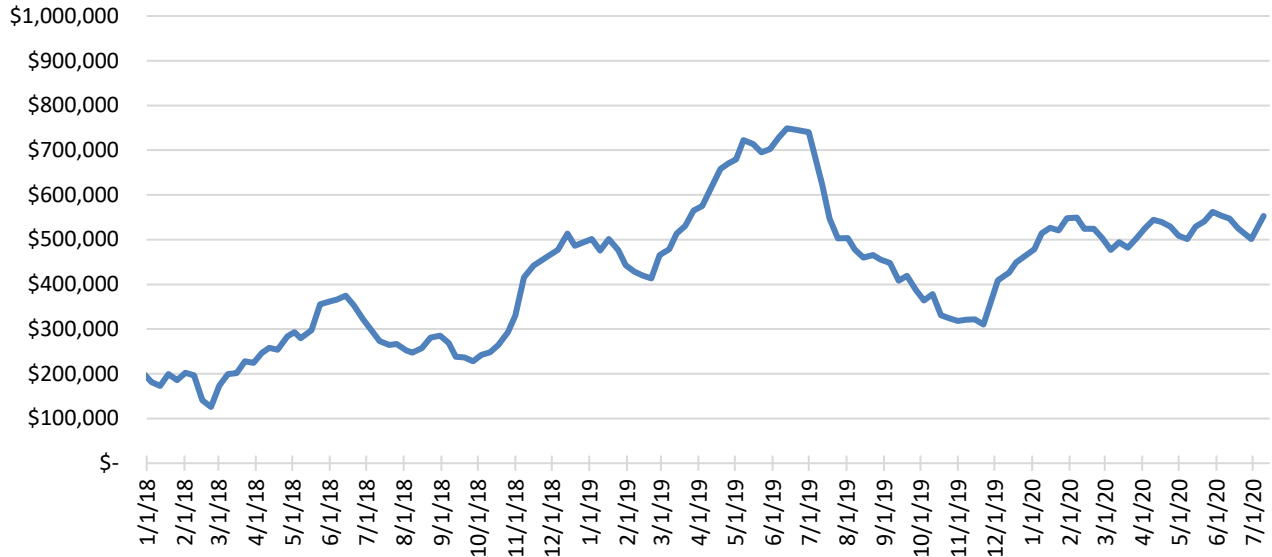
- The three final projects in Region 14 (Bangor) were completed on June 30th and will be paid out mid-July.
- The program team has been finalizing details this month for offering an enhanced incentive for heat pumps to small business customers in new, active SBI regions in PY21. In addition, a small business loan offering will be available for small business customers that move forward with a heat pump project in these new, active SBI regions (lighting project costs may be rolled in as well).

SBI Activities	Region 15	Region 16	Region 17	Region 18	Region 19
Launch Date	9/2019	10/2019	1/2020	2/2020	5/2020
Assessments Requested/Assigned	155	154	111	58	32
Assessments Completed	139	134	89	53	18

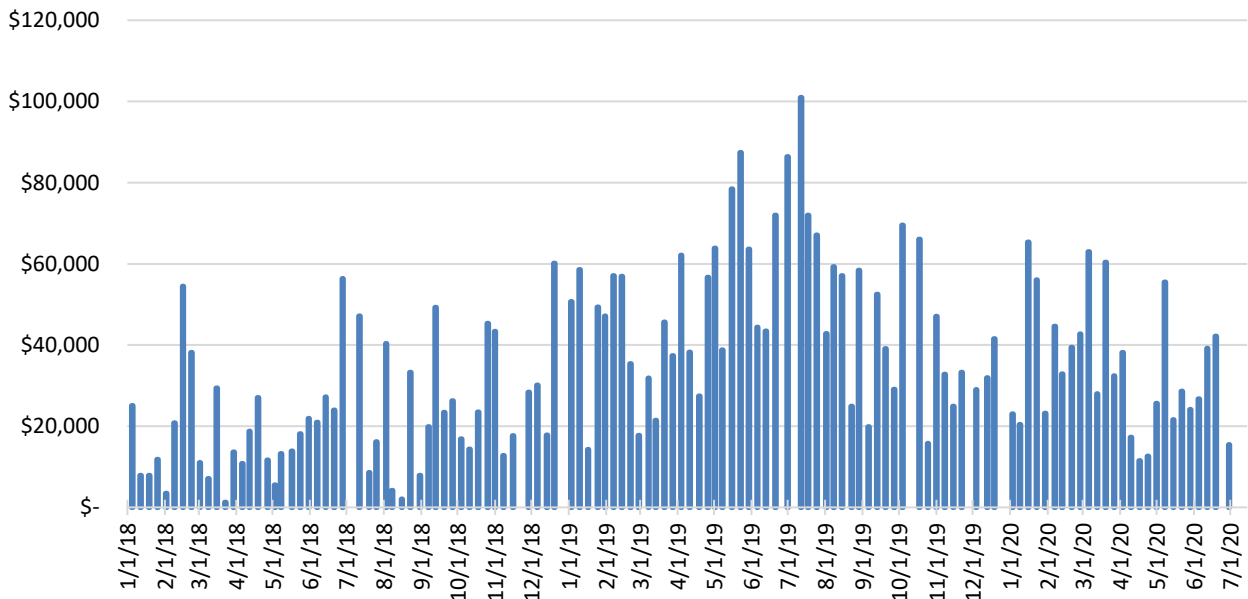
Pre-approved Projects	125	126	76	42	17
Signed SOWs	104	111	67	27	15
Installations Underway	7	10	19	3	5
Projects Completed	95	90	40	10	2

Region 15 covers the Augusta area; **Region 16** covers Calais and eastern Washington County; **Region 17** covers the Dover-Foxcroft area; **Region 18** covers the Millinocket area; and **Region 19** covers Brewer.

Small Business Initiative - Total Project Pipeline



SBI - Total Incentives Paid



Updated Financials	Program Investment
FY2020 Program Budget	\$3,442,187
7/1 to 6/30 Spending	\$2,253,742
Percent of Budget Spent to Date	65%
Percent of Year Passed	100%

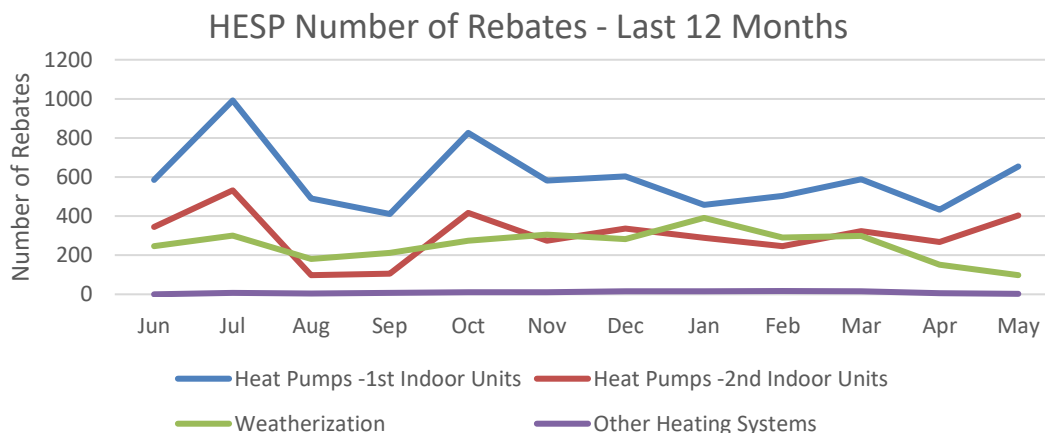
Additional Details on FY2020 Financials	Program Investment
Expenditures	\$2,253,742
Committed Pipeline	\$531,460
Total (Expenditures & Committed Pipeline)	\$2,785,202
Percent of Current Budget	81%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	4,852,480	(4,467)

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

D) Home Energy Savings Program (HESP)

- The number of June rebates was down 4% compared to June 2019.
 - Heat pump rebates up 10%
 - Weatherization rebates down 60%
- For the period July through June, the total number of rebates was up 2% over last year.
 - Heat pump rebates up 12%
 - Weatherization rebates down 24%
- In-home heat pump inspections have been replaced by video/phone inspections since Maine’s State of Emergency restrictions have been issued. Weatherization inspections are waiting until inspectors can safely enter homes.
- Weatherization continues to be hard hit by COVID19, heat pump volumes have recovered.
- Registered Vendor Support web page has been created and a new process for training organizations to register has been created.



Updated Financials	Program Investment
FY2020 Program Budget	\$14,321,561
7/1 to 6/30 Spending	\$9,881,255
Percent of Budget Spent to Date	69%
Percent of Year Passed	100%

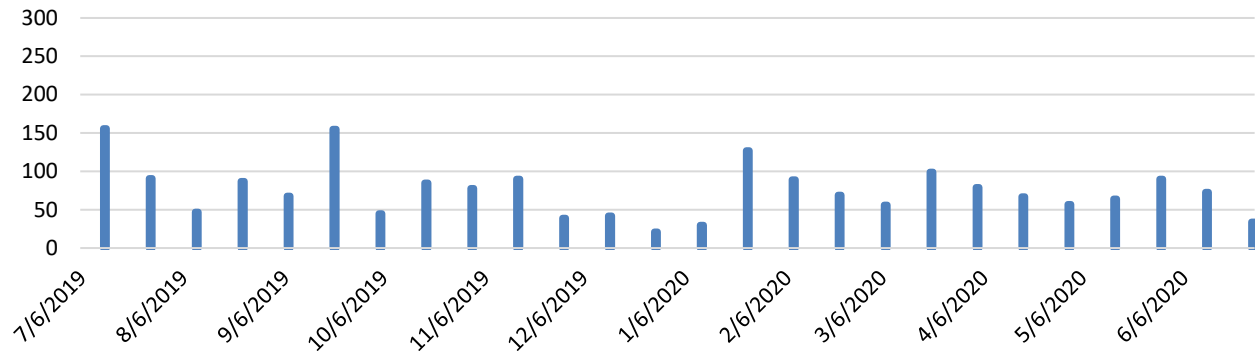
Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(4,615,563)	90,537
Thermal Programs	246,166	32,314

Project Type (through 6/30)	Participating Households
Electric Measures	7,467
All Fuels Measures	1,651
Natural Gas Measures	18

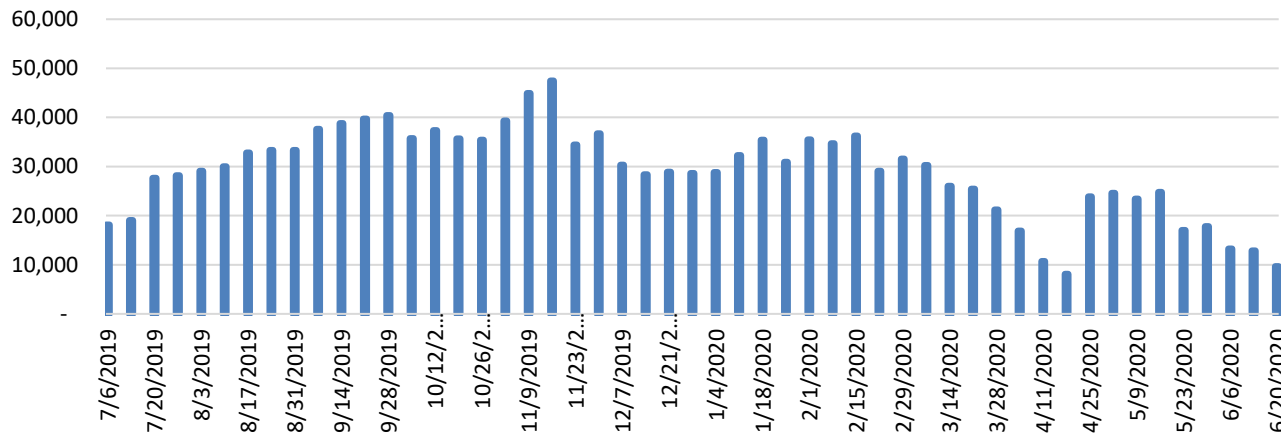
E) Retail Initiatives Program

- LED volumes hit a 4-year high in FY2020 despite COVID19-driven shortages of China-sourced LEDs. Agreements with LED retailers and manufacturers are in place for FY2021 and LEDs remain available in over 300 stores.
- After a successful June pilot, an instant rebate coupon for heat pump water heaters (HPWH) is now available at Home Depot stores. Using their smartphones in the store, customers are able to download a personal barcode to access an \$850 discount at the register. This will help address the first-cost barrier that inhibits customers from investing in efficient water heaters when their old one burns out and needs to be replaced immediately.
- Efficiency Maine continues to publish “Best Water Heater Prices in Maine” and shares this with retailers and manufacturers to highlight the value of competitive prices. Both Lowe’s and Home Depot have lowered their prices.

Bi-Weekly Retail HPWH Sales (invoiced)



Weekly Retail Bulb Sales (invoiced)



Updated Financials	Program Investment
FY2020 Program Budget	\$8,211,793
7/1 to 6/30 Spending	\$7,413,088
Percent of Budget Spent to Date	90%
Percent of Year Passed	100%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	52,068,346	(45,435)
Thermal Programs	-	1,989

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

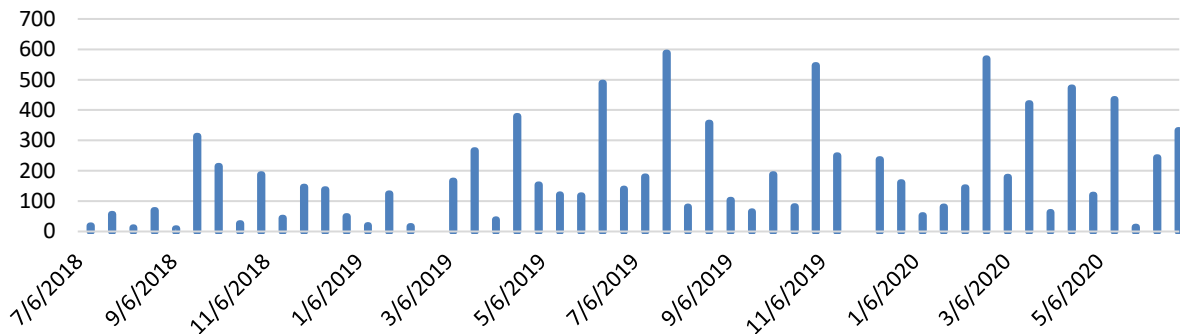
Rebate Type (through 6/30)	Projects
Light Bulbs	1,459,580

Rebate Type (through 6/30)	Projects
Appliance Rebates	10,442
Smart Thermostats	-

F) Distributor Initiatives Program

- Most distributors that had temporarily closed their counters and were only loading from their loading docks in response to the pandemic are now opening their counters again. This is allowing field staff to resume visiting most branches and promoting sales best practices.
- Field staff are collecting and sharing market share data for heat pump water heater and ECM (Electronically Commutated Motor) circulator pump sales by distributor branch. This has helped manufacturers focus their training efforts on the lowest performing branches and is yielding continuous increases in market share.
 - Distributors report that heat pump water heaters account for 79% of top selling electric water heaters and that ECM circulator pumps account for 45% of top selling circulator pumps.

Bi-Weekly Distributor HPWH Sales (invoiced)



Updated Financials	Program Investment
FY2020 Program Budget	\$11,918,772
7/1 to 6/30 Spending	\$8,757,675
Percent of Budget Spent to Date	73%
Percent of Year Passed	100%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	24,470,727	(10,494)
Thermal Programs	-	13,387

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

Rebate Type (through 6/30)	Units	Projects
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Distributor Lighting	118,944	-
Distributor HVAC (Oil)	-	2,923
Distributor HVAC (Electric)	-	4,550
Distributor Hot Water (Electric)	-	5,765

G) Low-Income Initiatives

- **Low Income Direct Mail:** The Trust is sunsetting this initiative and has no new mailers scheduled. Staff will continue to fulfill FY20 requests through the calendar year. 12,701 kits were sent to low income homes in FY20.
- **Low Income Heat Pump Water Heater Initiative:** Overall this initiative installed 782 total water heaters in FY20. Staff are starting the new fiscal year with strong numbers against a FY21 goal of 1,000 water heater installations.
- **Arrearage Management Program (AMP):** The Trust has sent energy usage reports, efficiency tips, and invitations for electric savings measures to 100% of all 883 new enrollees; 43% of these enrollees have requested measures. Call Center staff will be making outbound calls this summer to enrollees who may qualify for a heat pump water heater installation.
- **Affordable Heat Initiative:** Heat pump marketing materials continue to be sent inside municipal tax mailers. The incentive for homes that qualify using the assessed property value pathway rose to \$2,000 in June. Staff are seeing a stronger pace for heat pump installs in June than in previous months while weatherization pace continues to lag. Staff are planning an outreach campaign in July and August for weatherization to low income homeowners who have installed a heat pump this program year.

AHI Reservation Status	DHP (Based on Assessed Property Value)	DHP (Based on LIHEAP Participation)	Weatherization (All Eligible)
Requests Received	243	63	35

- Staff continue to work with local CAAs to establish a priority list for homes to receive a “direct install” weatherization prospects. The Trust will supply MSHA’s CHIP (Central Heating Improvement Program) with Smart thermostats. The Trust’s goal is to reach 75% of the 2,000 CHIP jobs annually.)

Updated Financials	Program Investment
FY2020 Program Budget	\$7,587,733
7/1 to 6/30 Spending	\$3,628,611
Percent of Budget Spent to Date	48%
Percent of Year Passed	100%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$3,628,611
Committed Pipeline	\$376,300
Total (Expenditures & Committed Pipeline)	\$4,004,911
Percent of Current Budget	53%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	8,228,050	(2,239)
Thermal Programs	(908,682)	11,418

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

Initiative (through 6/30)	Units
Direct Installs	1,806
Market-based Installs	367

H) Renewable Energy Demonstration Grants Program

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

I) Electric Vehicle (EV) Initiatives

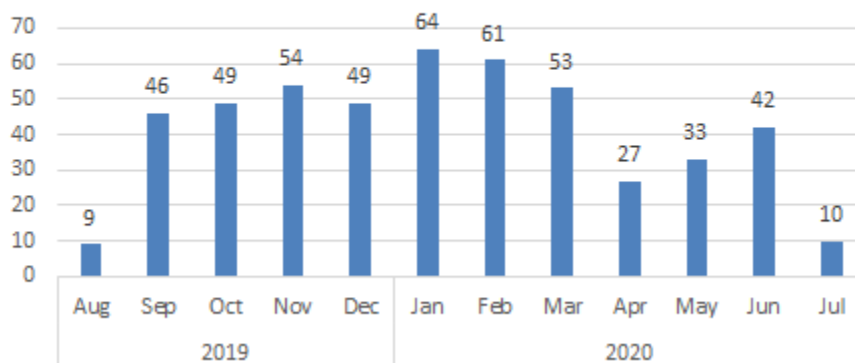
Electric Vehicle Supply Equipment (EVSE) Initiative

- Staff continues to review and closeout the Level 2 Charger grants awarded last year.
 - Two separate Level 2 projects were completed in Fort Kent - one at the Northern Maine Medical Center and another downtown at the Town Office.

EV Rebates

- 42 EV rebates were issued in the month of June (41 through dealerships; 1 Tesla)
- In total, that is 497 rebates since Labor Day 2019 (through 7/16/2020)
 - Of those: 2 were low-income BEVs and 11 were governmental entities (9 all-electric vehicles receiving a \$7,500 rebate and 2 Plug-In Hybrid EVs receiving a \$2,000 incentive)

Total Number of EV Accelerator Rebates by Month
(as of 7/16/2020)



Technology Type	Number of Rebates
BEV (Battery Electric Vehicle)	276
PHEV (Plug-in Hybrid Electric Vehicle)	221
Total	497

Updated Financials	Electric Vehicle Supply Equipment	EV Accelerator Program
FY2020 Program Budget	\$2,142,041	\$1,139,471
7/1 to 6/30 Spending	\$1,413,238	\$846,127
Percent of Budget Spent to Date	66%	74%
Percent of Year Passed		100%

EV Public Education and Outreach

- The program just finished its second round of radio ad campaigns on five radio stations in the Portland, Brunswick, and Topsham areas and also launched ads on two stations in Bangor. The ads discuss benefits of EVs, their range, commuting and charging opportunities; Staff are planning to launch another campaign in the fall
- Staff is developing how-to manuals about public charging and home chargers for public consumption through the PUC Pilot project regarding beneficial electrification of transportation. These guidebooks will be coupled with a series of videos to educate both EV owners and potential buyers about the basics of EV charging and to raise awareness about its accessibility.
- Digital advertising campaigns are drawing more viewers to the EV pages of the website than in any prior month.
- Staff recently presented to the York Energy Committee about the EV rebate program and the benefits of EVs.

Strategic Initiatives

- **Innovation**
 - The test year concluded for the Residential Distributed Energy Resources (DER) aggregation and controls pilot. The Trust and ReVision Energy are currently analyzing pilot data to better understand the role that load shifting, demand response, and smart devices can play in future program activity. During the month of July, ReVision intends to survey to all pilot participants to gather customer feedback about their experience.
 - The Trust expanded the scope of the Energy Solutions Phase-Change Material pilot to allow for additional customers to participate.
 - All two of the three battery and controller systems (East Brown Cow, Bar Harbor Municipal Works) have been installed and are collecting data in the Commercial Energy Storage Pilot. The third site, PlasTech, is awaiting replacement parts for their system.

- **Evaluation, Measurement & Verification**
 - No new updates to report.

3. Administration and Finance Highlights

A) Administration

- Staff is researching and developing plans to re-open the offices to employees.
- The independent audit is continuing.
- Jennifer Brennan resigned to take a new job in her home state of California. Anastasia Hediger will serve as the default point of contact for inquiries related to EVs; Staff plans to post a new job opening for a Program Manager.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of June 2020 was \$68.24 million out of a revised total expected annual revenue of \$68.24 million. Approximately \$702,000 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 \$3.14 million.

Expenditures

- Total expenditures through the end of May 2020 were \$54.7 million of which approximately:
 - i. \$3.09 million was spent on Administration (excluding interfund transfers)
 - ii. \$148,000 was spent on Public Information
 - iii. \$504,000 was spent on Evaluation work
 - iv. \$83,000 was spent on Innovation pilots
 - v. \$3.63 million was spent on Low Income Initiatives
 - vi. \$7.41 million was spent on Retail Initiatives Program
 - vii. \$8.76 million was spent on the Distributor Initiatives Program
 - viii. \$9.88 million was spent through HESP
 - ix. \$7.83 million was spent through the C&I Prescriptive Program
 - x. \$4.36 million was spent on the C&I Custom Program
 - xi. \$2.25 million was spent on the Small Business Initiative
 - xii. \$1.40 million was spent in Inter-Agency Transfers
 - xiii. Another \$29.82 million is encumbered across all budget categories but is not yet spent.