

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

October 28, 2020

1. Public Information and Outreach

A) Awareness and Press

- Press
 - In a Portland Press Herald October 22 article, the Executive Director noted the record number of heat pump installations Efficiency Maine is seeing despite the potential impact of lower oil prices and ongoing economic uncertainty during the pandemic. The story explored the impact of fuel costs on Mainers as they prepare for the upcoming heating season (<https://www.centralmaine.com/2020/10/22/fuel-oil-prices-flirt-with-16-year-low-in-maine-as-heating-season-approaches/>).
 - A Portland Press Herald October 7 article covered the Board of Trustee's vote to accept applications from cannabis businesses applying for Efficiency Maine Commercial and Industrial Program grants (<https://www.pressherald.com/2020/10/07/once-shut-out-maine-cannabis-industry-now-eligible-for-sustainable-energy-grants/>). Related coverage based on the Portland Press Herald article also appeared in:
 - Marijuana Business Daily on October 8 (<https://mjbizdaily.com/maine-cannabis-companies-now-qualify-for-energy-efficiency-grants/>).
 - Energy News Network on October 8 (<https://energynews.us/digests/maine-to-allow-efficiency-incentives-for-marijuana-industry/>).
 - The Executive Director was interviewed on October 5 by the WBLM Morning Show and discussed how Efficiency Maine programs are stimulating jobs in the state and assisting small businesses. He also referred listeners to our website and vendor locator web tool.
 - Centralmaine.com included Efficiency Maine's ASE Stars of Energy Efficiency Award news in a summary article on October 3. (<https://www.centralmaine.com/2020/10/03/central-maine-business-briefs-marshall-communications-launches-crisis-communications-division/>).
- Events
 - Staff participated in the initial session of a two-day virtual workshop hosted by the Northeast Energy Efficiency Partnerships on October 21 and 22 that focused on Air Source Heat Pumps and Variable Refrigerant Flow solutions.
- Website and Outreach
 - 37,821 website visits
 - 24,481 unique visits
 - 6,187 visits website driven through digital ads
 - Facebook
 - 3,669 fans

- Call Center (September)
 - 2,408 inbound phone calls received; volume is up 86% from September 2019. This is driven primarily by heat pump calls.
 - Despite staff turnover at the Call Center and a spike in calls, 93% of calls were answered within 20 seconds (vs. a goal of 90%).
 - 751 inbound emails were received (up from 617 this month last year).
 - 554 pieces of inbound mail were processed (down from 965 this month last year).
 - 628 outbound calls were made to schedule home inspections and drive our low-income program (up from 12 this month last year).

B) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust completed the filing of the HESP Budget Adjustment in the Triennial Plan Docket; the Trust received PUC approval for the adjustment on October 27.
 - The Trust monitored and reviewed filing from utilities and interested parties in the PUC’s Net Energy Billing Evaluation, Docket No. 2020-00199.
 - The Trust Co-hosted a stakeholder outreach webinar with the Non-Wires Alternative Coordinator.

- Maine Climate Council
 - The Executive Director participated in two meetings of the Maine Climate Council as it is considering policy and program recommendations to include in a final climate action plan due to be filed on December 1.

2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

- The current program pipeline of pending projects remains steady at slightly over \$6.0 million in project commitments, is approximately the same since last month.
- \$854,219 in incentives were paid out over the last four weeks
- Funding Opportunity Notice (FON) updates:
 - School Lighting Retrofit FON is completed and shows average payback of 4.3 years.

# Schools	Annual Savings (kWh)	Annual Savings (\$)	Lifetime Savings (kWh)	Lifetime Savings (\$)	Project Cost	Measure Cost	Incentives
48	2,683,521	\$400,261	34,885,773	\$5,232,865	\$1,743,114	\$1,486,780	\$736,658
<i>AVERAGE</i>	<i>55,907</i>	<i>\$8,338</i>	<i>726,786</i>	<i>\$109,018</i>	<i>\$36,314</i>	<i>\$30,947</i>	<i>\$15,410</i>

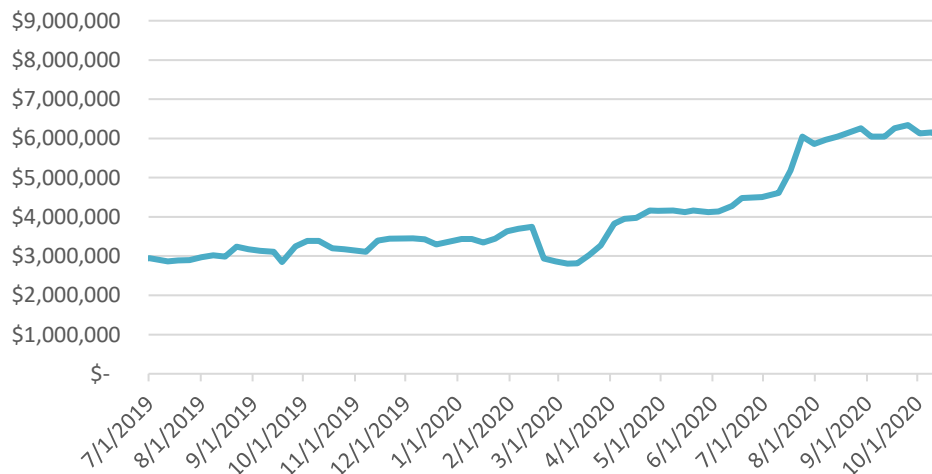
¹ The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on October 23, 2020, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of September 2020).

- The Parking and Pole Lighting Retrofits FON extended the application acceptance date through November 4 with a December 31 deadline to complete installation.

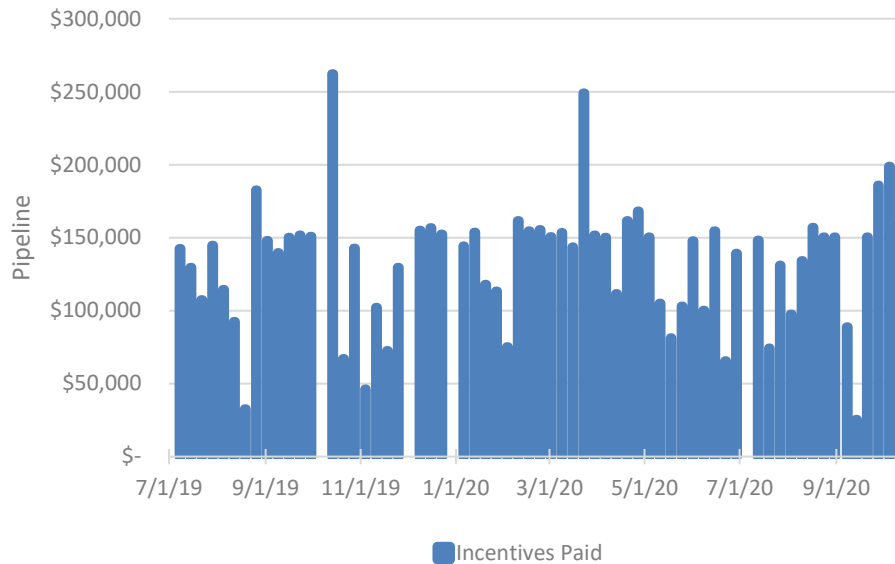
# Projects	Annual Savings (kWh)	Annual Savings (\$)	Lifetime Savings (kWh)	Lifetime Savings (\$)	Project Cost	Measure Cost	Incentives
34	1,032,322	\$151,134	13,420,186	\$2,013,027	\$481,096	\$461,569	\$318,022
<i>AVERAGE</i>	<i>55,907</i>	<i>\$4,445</i>	<i>394,711</i>	<i>\$59,207</i>	<i>\$14,149</i>	<i>\$13,576</i>	<i>\$9,354</i>

- The Packaged Terminal Heat Pump (PTHP) Retrofits FON:
 - Application period ended September 30.
 - 10 projects, representing committed incentives of \$262,954, have been submitted and will be completed by October 31.
- The program received 263 calls throughout the month of September through live transfers from the Call Center or direct from Qualified Partners; 251 were answered before voicemail, which represents an 95% answer rate.
- The program field staff has been back in the field completing onsite visits and physical inspections of completed projects and project assistance. Safety protocols have been implemented and are shared with customers and contractors in advance of each visit. A log of every site visit is kept for contact tracing if necessary. The field staff completed 41 on-site inspections between September 5 and October 15 and 43 phone calls to verify post-installation inspections that were checked as self-installed.
- Refrigeration technology is currently being evaluated with the expectation that new measures will be launched November 1.
- The FY2021 Regional Greenhouse Gas Initiative (RGGI) pipeline continues to increase primarily due to the addition of variable refrigerant flow (VRF) retrofit projects.
- Commitments to date are \$433,000 from the RGGI budget and \$286,000 from the natural gas budget.

CIP - Pipeline



CIP - Incentives Paid



Updated Financials	Program Investment
FY2021 Program Budget	\$13,976,000
7/1 to 9/30 Spending	\$1,806,857
Percent of Budget Spent to Date	13%
Percent of Year Passed	25%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$1,806,857
Committed Pipeline	\$6,006,341
Total (Expenditures and Committed Pipeline)	\$7,813,198
Percent of Current Budget	56%*

* FY2021 budget (not including FY2021 carryforward)

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	6,312,505	(2,354)
Thermal Programs	-	10,755

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

Project Type (through 9/30)	Projects
Prescriptive Lighting Solutions	245
Electric Heating and Cooling Solutions	112
Compressed Air Solutions and Other	22
Natural Gas Heating and Cooling Solutions	3
All Fuels Heating and Cooling Solutions	1

B) C&I Custom Program

- The C&I Custom Program Review Team has not met since the last Board Meeting.
- The pipeline has grown modestly, adding six new projects. The projects in the pipeline comprise almost \$214,000 in incentive offers, adjusted for probability of completion.
- The Program fielded 13 inquiries regarding project opportunities in cannabis-related businesses. Program staff received one project application and expects to see at least three more in the coming weeks. The program instituted a protocol of contacting the Office of Marijuana Policy to verify that applicants are in good standing with the state agency.
- Program staff did not receive any new scoping audit or Technical Assistance (TA) study requests
- Program staff reviewed two project proposals that did not meet the program requirements and were dropped from further consideration.

Updated Financials	Program Investment
FY2021 Program Budget	\$5,936,000
7/1 to 9/30 Spending	\$342,279
Percent of Budget Spent to Date	6%
Percent of Year Passed	25%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$342,279
Committed	\$5,928,447
Pipeline	\$213,814
Total (Expenditures, Committed, & Pipeline)	\$6,484,541
Percent of Current Budget	125%*

* FY2021 budget (not including FY2021 carryforward)

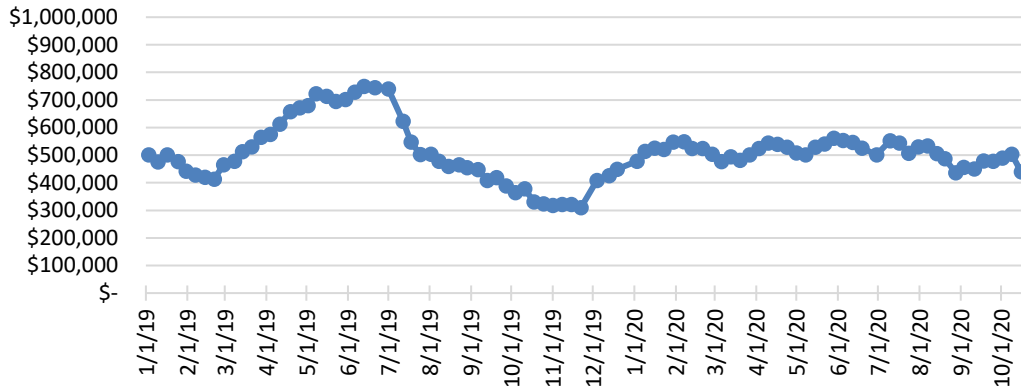
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	1,146,431	-
Thermal Programs	-	628

C) Small Business Initiative (SBI)

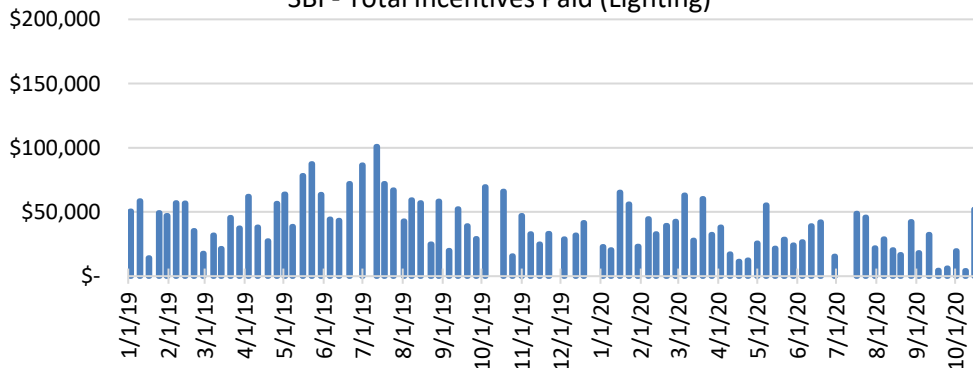
- Regions 20 (Bucksport Area), 21 (Belfast Area), and 22 (Belgrade Lakes Area) were launched late August/September. Introductory mailers were sent to eligible businesses in Regions 20 and 21 last month, and to Region 22 businesses this month. The program team has continued conducting contractor recruitment efforts and held one contractor informational webinar on September 8. Another contractor informational webinar focusing on heat pump projects is scheduled for October 23.
- Utility data has been obtained and is available for additional FY2021 regions to launch in early 2021.

	Region 15 Augusta	Region 16 Calais to Lubec	Region 17 Dover-Foxcroft	Region 18 Millinocket Area	Region 19 Brewer	Region 20 Bucksport Area	Region 21 Belfast Area	Region 22 Belgrade Lakes Area
Region Launch Date	Sep-19	Oct-19	Nov-19	Mar-20	May-20	Aug-20	Sep-20	Oct-20
# of Participating Contractors*	10	9	12	18	19	20	8	9
Lighting Assessments Requested/Assigned	159	160	126	82	53	12	15	8
Lighting Assessments Completed	151	145	105	76	43	10	11	2
Pre-approved Projects	137	142	89	67	39	8	6	1
Signed SOWs	107	129	80	43	32	4	6	0
Lighting Installations Underway	1	10	7	5	4	2	1	0
Lighting Projects Completed & Paid	104	107	61	32	24	1	0	0

Small Business Initiative - Total Project Pipeline (Lighting)



SBI - Total Incentives Paid (Lighting)



Updated Financials	Program Investment
FY2021 Program Budget	\$5,162,000
7/1 to 9/30 Spending	\$387,805
Percent of Budget Spent to Date	8%
Percent of Year Passed	25%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$387,805
Committed Pipeline	\$439,471
Total (Expenditures & Committed Pipeline)	\$827,276
Percent of Current Budget	16%*

* FY2021 budget (not including FY2021 carryforward)

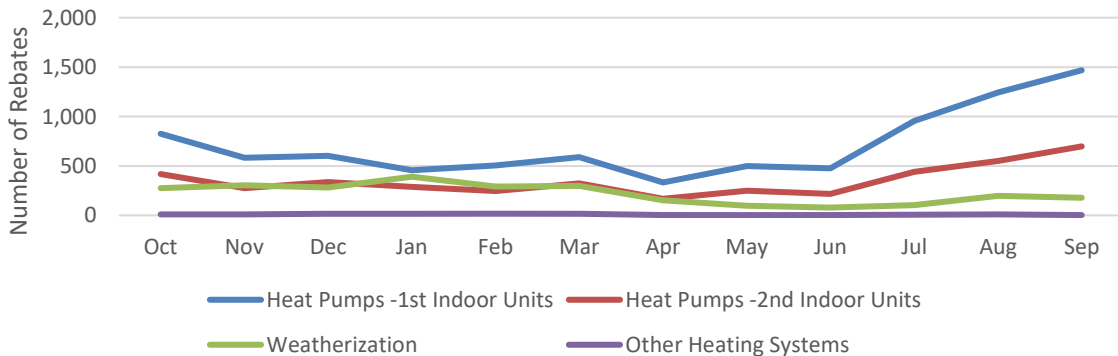
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	722,434	(663)

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

D) Home Energy Savings Program (HESP)

- The Trust is experiencing unprecedented demand for heat pump rebates.
- Year-to-date (through the end of September):
 - The number of heat pump rebates was 7,148, up 172% from FY2020;
 - The number of weatherization rebates was 481, down 30% from FY2020.
 - To handle the growing backlog of heat pump and weatherization rebate claims, the rebate team has doubled in size; half of them are temporary.
 - Virtual inspections of homes are working well, and inspectors have been able to keep up with the growing volume of homes thanks to a new homeowner recruiting team/process.
- A new team has been formed focusing specifically on supporting Residential Registered Vendors. Their job is to maintain the records used by our on-line Vendor Locator and to ensure that they are getting the most value out of our rebates, loans, co-op marketing funds, training classes (both our heat pump basics video and Registered Trainer classes), training scholarships, newsletters, and brochures.

HESP Number of Rebates - Last 12 Months



Updated Financials	Program Investment
FY2021 Program Budget	\$18,380,000
7/1 to 9/30 Spending	\$4,114,272
Percent of Budget Spent to Date	22%*
Percent of Year Passed	25%

* FY2021 budget (not including FY2021 carryforward)

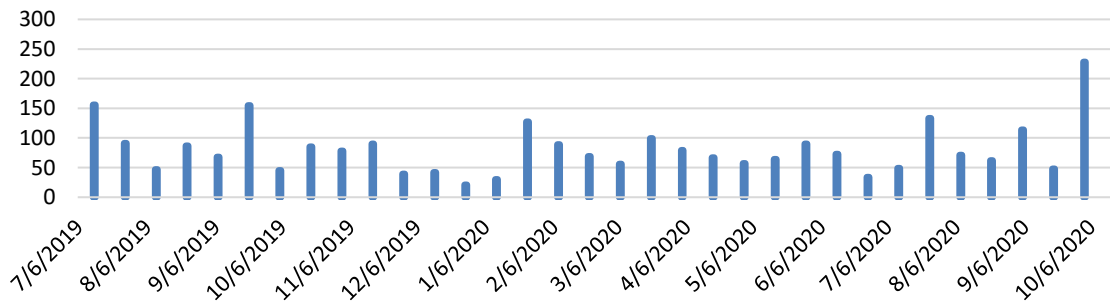
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	-	56,966
Thermal Programs	129,137	5,539

Project Type (through 9/30)	Participating Households
Electric Measures	3,530
All Fuels Measures	244
Natural Gas Measures	-

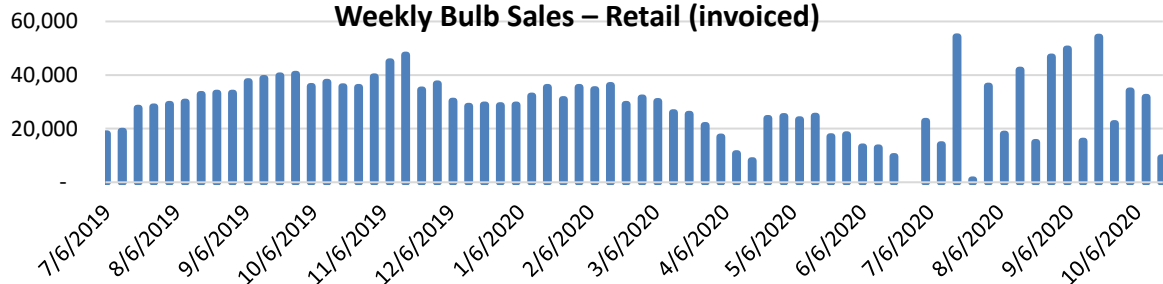
E) Retail Initiatives Program

- LED bulb volumes are on track to reach hit a 4-year high in FY2021.
- Home Depot has replenished its stock of heat pump water heaters.
- Maine leads the U.S. in installation heat pump water heaters. This year the program team is forecasting 10,000 heat pump water heaters

Bi-Weekly Retail HPWH Sales (invoiced)



Weekly Bulb Sales – Retail (invoiced)



Updated Financials	Program Investment
FY2021 Program Budget	\$6,614,000
7/1 to 9/30 Spending	\$1,768,808
Percent of Budget Spent to Date	27%*
Percent of Year Passed	25%

* FY2021 budget (not including FY2021 carryforward)

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	7,679,816	(3,907)
Thermal Programs	-	-

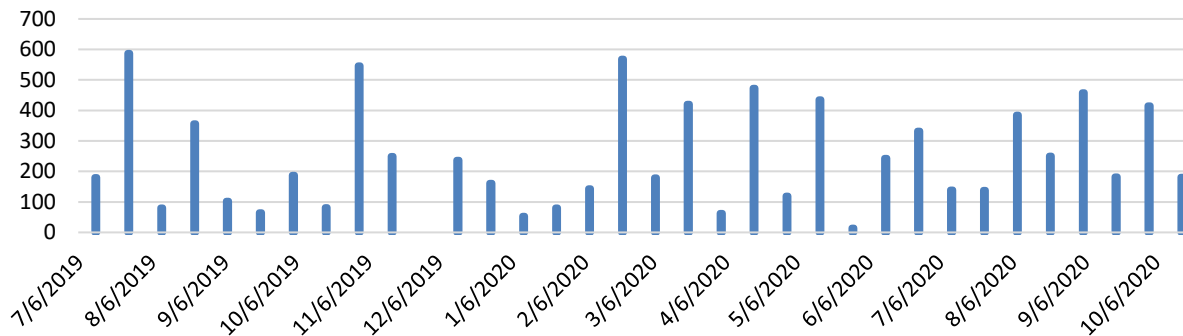
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 9/30)	Projects
Light Bulbs	226,408
Appliance Rebates	2,350

F) Distributor Initiatives Program

- 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. In addition, field staff are sharing “Top Performing Branch” reports within distributors. This is intended to inspire healthy competition without disclosing confidential data to other distributors.
- Distributors report that heat pump water heaters were 73% of top selling electric water heaters in September and that ECM circulator pumps were 42% of top selling circulator pumps.
- Lighting sales for FY2021 continue to be slower than the start of FY2020, but are similar to the sales levels towards the end of FY2020. Following is more information on the total volume of lighting sales and discounts paid through the “distributor channel” to date:
 - 16% are screw-bulb (accounting for 10% of discounts paid)
 - 84% are mogul and T8, T5, and T5HO linear replacement lamps (accounting for 90% of discounts paid)

Bi-Weekly Distributor HPWH Sales (invoiced)



Updated Financials	Program Investment
FY2021 Program Budget	\$9,984,000
7/1 to 9/30 Spending	\$1,911,891
Percent of Budget Spent to Date	19%*
Percent of Year Passed	25%

* FY2021 budget (not including FY2021 carryforward)

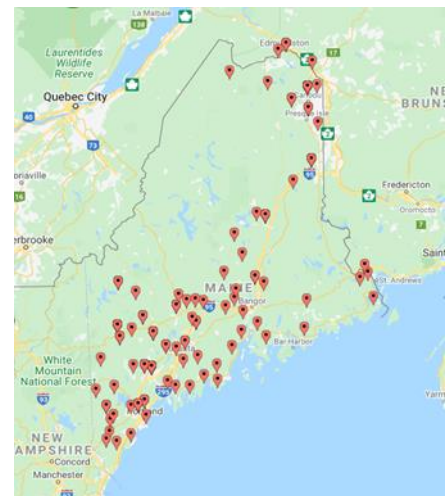
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,270,365	10,233
Thermal Programs	-	1,827

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

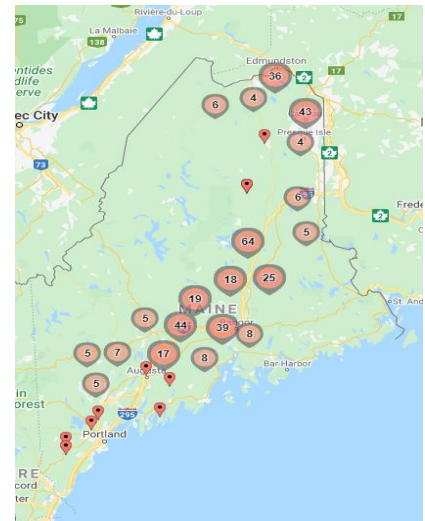
Rebate Type (through 9/30)	Units	Projects
Distributor Lighting	18,524	-
Distributor HVAC (Oil)	-	396
Distributor HVAC (Electric)	-	575
Distributor Hot Water (Electric)	-	1,526

G) Low-Income Initiatives

- Low Income Direct Mail:** The program has initiated another round of Do-It-Yourself (DIY) offers in coordination with the Maine Department of Health and Human Services (DHHS). We are supplying DHHS with addresses for all of those who have previously opted into our direct mail campaign bulb offers. DHHS will sort the addresses and send the new offer to only those who have not yet responded to the Trust. This pathway invests the electric procurement funding and supplies a greater prospect list to our other measures and initiatives (heat pumps, weatherization, water heater offers).
- Low Income Heat Pump Water Heater Initiative:** To date, installers have completed 155 projects, with another 214 in the pipeline. Marketing to low-income renters and cross marketing will be our focus next month. This map shows a nice distribution of this initiatives impact across the state.
- Arrearage Management Program (AMP):** The program has enlisted its Call Center to make outbound calls to a pre-sorted list of AMP enrollees whose homes are well-suited to a heat pump water heater but have not yet taken advantage of the program. Call center staff have completed 212 outbound calls and secured commitments for 17 more projects through this outreach. Since July 1, 2020, the Trust has 175 new enrollments into AMP.



- **Affordable Heat Initiative:** Heat pump installations have hit 370, with an additional pipeline of 186. This pace keeps us on target to invest 95% of our funds by fiscal year end. The map shows the distribution of installs throughout the state, favoring the northern areas.
- **Low Income Direct Install Weatherization:** The program has identified 40 low incomes homes throughout Cumberland County in collaboration with The Opportunity Alliance. The program is sending staff to identify any cost-effective insulation and air sealing opportunities. Scheduling will begin in late October. All measures will be at no cost to the homeowners and given to Residential Registered Vendors specializing in insulation.



Updated Financials	Program Investment
FY2021 Program Budget	\$9,015,000
7/1 to 9/30 Spending	\$1,137,210
Percent of Budget Spent to Date	13%
Percent of Year Passed	25%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$1,137,210
Committed Pipeline	\$767,900
Total (Expenditures & Committed Pipeline)	\$1,905,110
Percent of Current Budget	21%*

* FY2021 budget (not including FY2021 carryforward)

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	393,934	(64)
Thermal Programs	(788,941)	9,754

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

Initiative (through 9/30)	Units
Direct Installs	212
Market-based Installs	37

H) Renewable Energy Demonstration Grants Program

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

I) Electric Vehicle (EV) Initiatives

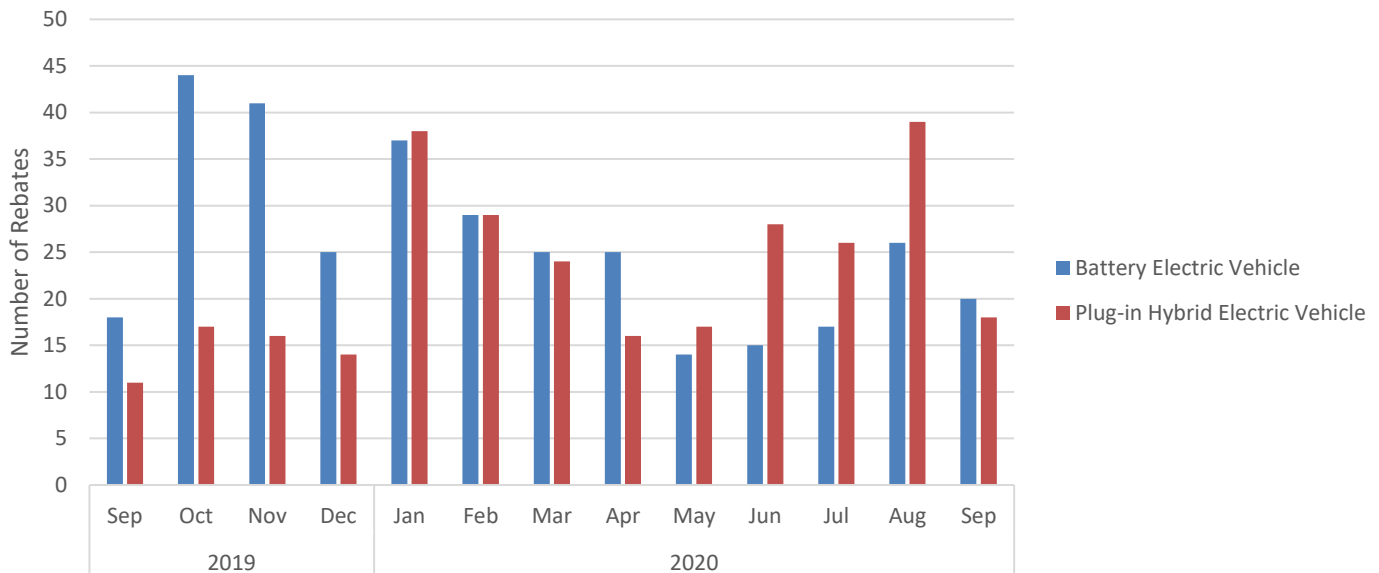
Electric Vehicle Supply Equipment (EVSE) Initiative

- The Trust conducted a pre-bidder's conference for the Request for Proposals (RFP) to install Level 2 EV chargers to provide an overview of the requirements and answer questions from prospective bidders. Staff are continuing to reach out to business and municipal networks to raise awareness about this funding opportunity. After the deadline of December 1st at 3:00 PM, the Trust will convene a review team to evaluate the applications received.

EV Rebates

- 38 EV rebates were issued in the month of September; 20 of those were BEVs and 18 were PHEVs.
- One dealership, having two locations in Augusta, joined the program's list of participating dealerships, making it a total of 52 total dealership locations across the state.

Total EV Rebates per Month by BEVs/PHEVs



Total YTD Rebates By Technology Type	Number of Rebates
BEV (Battery Electric Vehicle)	63
PHEV (Plug-in Hybrid Electric Vehicle)	83
Total	146

Updated Financials	Electric Vehicle Supply Equipment	EV Accelerator Program
FY2021 Program Budget	\$1,953,134	\$928,012
7/1 to 9/30 Spending	\$14,063	\$236,749
Percent of Budget Spent to Date	1%	26%*
Percent of Year Passed		25%

* FY2021 budget (not including FY2021 carryforward)

EV Public Education and Outreach

- Placed an advertisement for the Level 2 EV chargers RFP in the MaineBiz Logistics and Transportation issue for November.
- Staff launched a fall-themed radio ad campaign airing in the Portland, Brunswick, Topsham, and Bangor areas about the benefits of EVs, their range, commuting and charging opportunities with a focus on recreational weekend trips.
- Staff has been traveling to the site of Level 2 EV charging station projects to video installations for the purpose developing educational videos.

J) Strategic Initiatives

- **Innovation**
 - The Trust has received and is reviewing a draft final report for the Residential DER Load Shifting pilot.
 - The Trust's contractor continues with customer recruitment for the Commercial Split System HPWH pilot.
 - The Trust's contractor continues with its customer recruitment for the L2 Smart Charging pilot, recently launching a Google Ad Words campaign to attempt to capture future EVA participants during make ready work.
- **Evaluation, Measurement & Verification**
 - Retail and Distributor Lighting Impact Evaluation has collected all residential light loggers. Data analysis has begun.
 - Recruiting is underway for the New Construction Baseline Study and the C&I Heat Pump Impact Evaluation.

3. Administration and Finance Highlights

A) Administration

- Staff filed a provisional draft of the completed audit with the State prior to the deadline on October 15 while awaiting publication of the final “Yellow Book” standards. The final audit is expected to be filed later this week.

B) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of September 2020 was \$14.6 million out of a revised total expected annual revenue of \$58.87 million. Approximately \$237,334 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 \$632,317.

Expenditures

- Total expenditures through the end of September 2020 were \$13.27 million of which approximately:
 - i. \$703,985 was spent on Administration (excluding interfund transfers)
 - ii. \$26,511 was spent on Public Information
 - iii. \$135,462 was spent on Evaluation work
 - iv. \$33,573 was spent on Innovation pilots
 - v. \$1,137,210 was spent on Low Income Initiatives
 - vi. \$1,768,808 was spent on Retail Initiatives Program
 - vii. \$1.91 million was spent on the Distributor Initiatives Program
 - viii. \$4.11 million was spent through HESP
 - ix. \$1.81 million was spent through the C&I Prescriptive Program
 - x. \$342,279 was spent on the C&I Custom Program
 - xi. \$387,805 was spent on the Small Business Initiative
 - xii. \$0 was spent in Inter-Agency Transfers
 - xiii. Another \$54.03 million is encumbered across all budget categories but is not yet spent.