

# Executive Director's Summary Report

to the Board of Trustees  
of the  
Efficiency Maine Trust

December 9, 2020

## 1. Public Information and Outreach

### A) Awareness and Press

- Press
  - Efficiency Maine's role in the Maine Climate Council's Climate Action Plan is mentioned in articles about the Plan in the December 2 issue of Mainebiz and the November 29 issue of centralmaine.com (<https://www.mainebiz.biz/article/maines-climate-plan-focuses-on-building-economy-while-tackling-challenges> and <https://www.centralmaine.com/2020/11/29/maines-bold-climate-action-plan-will-require-money-commitment/>). Other coverage includes an article on December 2 in The National Law Review (<https://www.natlawreview.com/article/maine-climate-council-releases-final-climate-action-plan>).
  - Staff is quoted in a November 30 article in the Bangor Daily News about home energy audits (<https://bangordailynews.com/2020/11/30/homestead/home-energy-audits-help-homeowners-save-money/>).
  - The Executive Director is quoted and featured in a November 19 WGME-TV 13 segment and article about the installation of two electric vehicle chargers in front of Portland City Hall (<https://wgme.com/news/local/portland-unveils-new-electric-vehicle-charging-stations>).
  - Staff was featured in an interview with WGME-TV 13 for a November 19 segment about the growing popularity and benefits of heat pumps (<https://wgme.com/features/real-estate-report/heat-pumps-growing-more-popular-in-maine>).
  - A November 18 Bangor Daily News article mentions the Efficiency Maine grant used to fund rooftop solar panels at the Portland Housing Authority's 58 Boyd Street development (<https://bangordailynews.com/2020/11/18/bdn-maine/portland-housing-authority-announces-completion-of-solterra-at-58-boyd-street/>). An article also was posted to MaineBiz on November 20 (<https://www.mainebiz.biz/article/mixed-income-building-in-portlands-east-bayside-is-more-than-just-apartments-city-says>).
  - The Executive Director is quoted in a November 8 article in The Maine Monitor that focuses on renewable energy (<https://www.themainemonitor.org/building-a-renewable-future-poses-daunting-task-for-maine/>). The article was reprinted in the Penobscot Bay Pilot (<https://www.penbaypilot.com/article/building-renewable-future-poses-daunting-task-maine/140618>).
  - The Executive Director is quoted extensively in November 8 articles in The Maine Monitor and Energy News Network that explore electric vehicle adoption in rural markets. The two publications partnered on the piece (<https://www.themainemonitor.org/the-drive-toward-vehicle-electrification-in->

[maine/](#) and <https://energynews.us/2020/11/08/northeast/the-drive-toward-vehicle-electrification-in-maine/>). This article also was picked up by The Pen Bay Pilot (<https://www.penbaypilot.com/article/drive-toward-vehicle-electrification-maine/140697>).

- Bangor Daily News and WABI-TV on October 30 and November 1, respectively, covered the installation of an electric vehicle charging station funded by Efficiency Maine and located in Bangor Pickering Square parking garage (<https://bangordailynews.com/2020/10/30/bdn-maine/new-electric-vehicle-charging-station-at-the-pickering-square-parking-garage/> and <https://www.wabi.tv/2020/11/01/ev-charging-station-installed-in-bangor/>).
- Staff is quoted in an October 26 MaineBiz article about an E2Tech webinar that explores the emerging market for Combined Heat and Power (CHP) systems (<https://www.mainebiz.biz/article/combined-heat-and-power-may-be-an-energy-market-with-promise-in-maine>).
- Events
  - EMT was featured at a December 2 conference on “Active Energy Efficiency” hosted by the Alliance to Save Energy describing the Trust’s successful strategy to promote beneficial electrification using heat pumps and heat pump water heaters, <https://www.youtube.com/watch?v=8FtqauY1waQ&list=PLrqHMVTsnaZL149IoSsVeg-trmOpOATi6>.
  - Staff moderated a [panel discussion](#) about Variable Refrigerant Flow (VRF) solutions on October 28 during the IAQ & Energy 2020 conference. The team compiled and developed assets for an [Efficiency Maine-focused webpage on the conference website](#), as well as for the [VRF webpage on our website](#).
- Website and Outreach
  - 39,558 website visits
    - 25,682 unique visits
    - 6,676 visits website driven through digital ads
  - Facebook
    - 3,693 fans
- Call Center (October)
  - 2,606 inbound phone calls were received in October, up 76% from this month last year. This is driven primarily by calls about heat pumps.
  - 90% of calls were answered within 20 seconds (vs. a goal of 90%).
  - 799 inbound emails were received (up from 685 this month last year).
  - 562 pieces of inbound mail were processed (down from 917 this month last year).
  - 1,333 outbound calls were made to schedule home inspections and drive participation in our low income program (up from zero this month last year).

## **B) Government Relations**

- Maine Public Utilities Commission (PUC)
  - The Trust Participated in a meeting with Central Maine Power (CMP), the Maine Office of the Public Advocate (OPA) and DNV-GL to discuss active non-wires alternatives cases and how to improve data sharing.
  - The Trust Participated in a Technical Conference on CMP’s Section 80 (mid-coast) transmission proposal.
  - The Trust evaluated the behind-the-meter contribution to peak events on CMP’s section 171A transmission line in the Kennebunk region.

- Maine Climate Council
  - Trust Staff attended the release of the Maine Climate Council’s final Climate Action Plan on December 1 and participated in a “media availability” event that followed.
- MUBEC Technical Board
  - The Executive Director participated in the meeting of the Technical Board to discuss development and adoption of a “Stretch Code” on energy standards to be appended to the building code in Maine. Adoption of the Stretch Code is more than 6 months behind schedule and a Technical Assistance Group (TAG) meeting is being expedited to address the matter. EMT reiterated its commitment of funds to assist in the training of builders and other trade allies on the terms of the soon-to-be adopted “base” (2015 IECC) building energy code and the stretch code.

<b>2. Program Highlights<sup>1</sup></b>
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**A) C&I Prescriptive (CIP) Program**

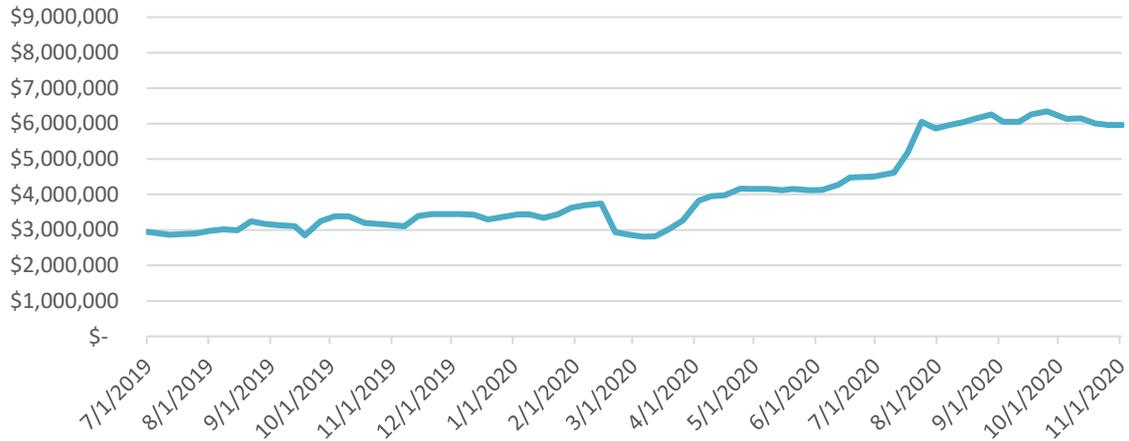
- The current pipeline of pending projects remains consistent with \$5.9 million in pre-approved projects. Projects funded by the Regional Greenhouse Gas Initiative (RGGI), worth \$677,000 to date, continue to increase primarily due to new uptake of variable refrigerant flow (VRF) retrofit projects. The natural gas funded projects (\$288,000) have remained consistent over the last month.
- Weekly incentive payouts in November increased by 24% over last month.
- Funding Opportunity Notice (FON) updates:
  - The School Lighting Retrofits FON is complete. The results are summarized in the attached closeout report (see Appendix).
  - The Parking and Pole Lighting Retrofits FON initially accepted applications through September 30, with an installation deadline of October 31. The application process was extended through November 2; new projects should be completed by December 31. Projects (52) that received pre-approval with customer acknowledgement represent almost \$457,000 in incentives.
  - The Packaged Terminal Heat Pump (PTHP) Retrofits FON had a deadline for project completion of October 31. Projects (10) that received pre-approval with customer acknowledgement represent almost \$263,000 in incentives.
  - The program is developing a FON for small municipalities to provide enhanced incentives (in coordination with The Nature Conservancy) for high performance heat pump retrofits.
- The program’s field team has returned to 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. The team completed 34 on-site inspections between October 17 and November 21, including both pre- and post-installation inspections. The team conducted 52 phone calls to verify post-installation inspections that were checked as self-installed.

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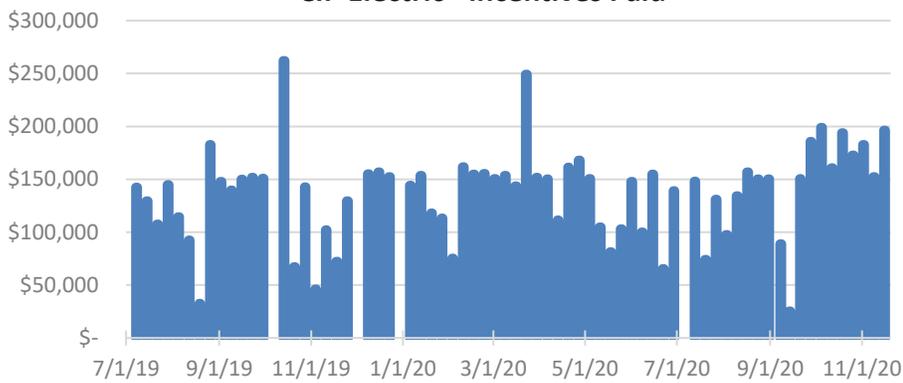
<sup>1</sup> The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on December 5, 2020, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of October 2020).

- Commercial refrigeration measures were launched on November 1. Qualified Partners were trained on the incentives during the Annual Certification process; companies that have completed their training have updated “Refrigeration Solutions” services added to QP Locator on the Efficiency Maine website.

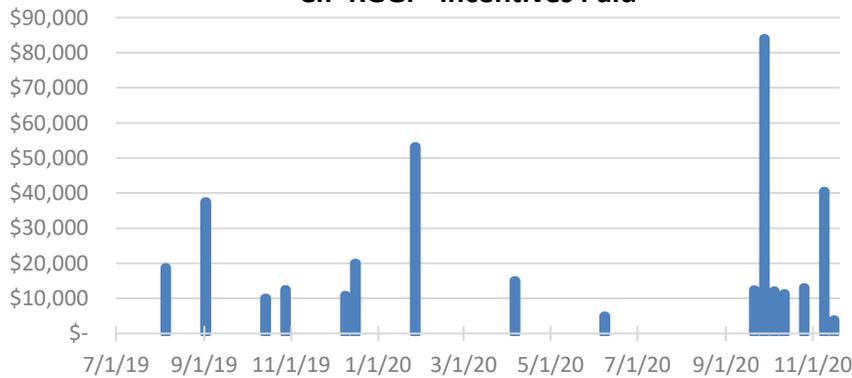
**CIP - Pipeline**

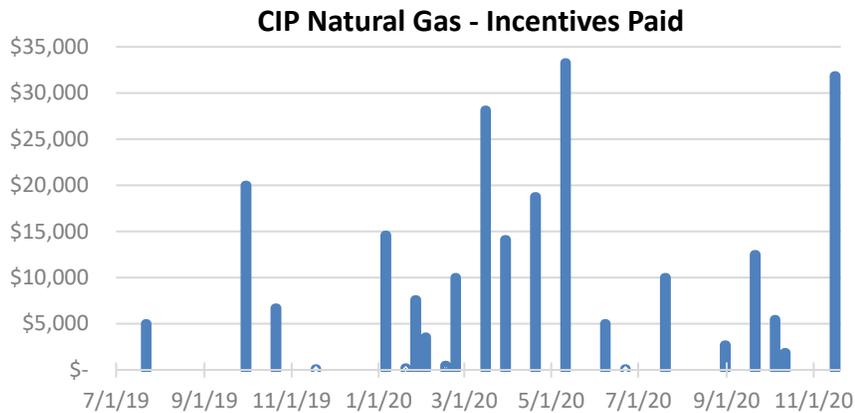


**CIP Electric - Incentives Paid**



**CIP RGGI - Incentives Paid**





Updated Financials	Program Investment
FY2021 Program Budget	\$19,618,679
7/1 to 10/31 Spending	\$3,567,576
Percent of Budget Spent to Date	18%
Percent of Year Passed	34%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$3,567,576
Committed Pipeline	\$5,997,627
Total (Expenditures and Committed Pipeline)	\$9,565,203
Percent of Current Budget	49%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	9,045,203	(3,593)
Thermal Programs	-	12,376

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

Project Type (through 10/31)	Projects
Prescriptive Lighting Solutions	339
Electric Heating and Cooling Solutions	143
Compressed Air Solutions and Other	27
Natural Gas Heating and Cooling Solutions	6
All Fuels Heating and Cooling Solutions	1

#### B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 4 projects worth \$190,327 in incentive offers.
- The pipeline has grown modestly, adding 2 new projects. The total pipeline now consists of 2 projects worth almost \$86,806 in incentive offers, after adjusting for probability of completion.

- Program staff received 1 new scoping audit request. It did not receive any new Technical Assistance (TA) study requests.
- Program staff reviewed 1 project proposal that did not meet the program requirements and was ultimately denied.

Updated Financials	Program Investment
FY2021 Program Budget	\$11,532,469
7/1 to 10/31 Spending	\$432,796
Percent of Budget Spent to Date	5%
Percent of Year Passed	34%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$432,796
Committed	\$5,932,631
Pipeline	\$86,806
Total (Expenditures, Committed and Pipeline)	\$6,452,233
Percent of Current Budget	56%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	1,146,431	-
Thermal Programs	-	628

### C) Small Business Initiative (SBI)

- All projects in Region 15 (Augusta) have been completed, and incentives paid, with the following results:

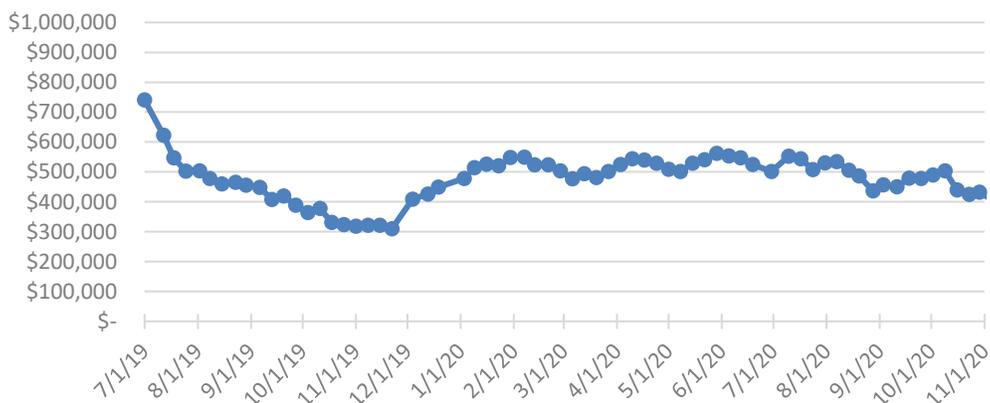
Region 15	Augusta	
	Region Totals	Average Project
# Project	106	
Project Cost	\$ 435,743	\$ 4,111
Incentive Paid	\$ 326,807	\$ 3,083
Incentive %	75.0%	
Annual kWh Savings	769,232	7,257
Lifetime MWh Savings	10,000	94
Annual \$ Savings	\$ 115,385	\$ 1,089
Monthly \$ Savings	\$ 9,615	\$ 91

Notes: Savings based on \$0.15 per kWh.

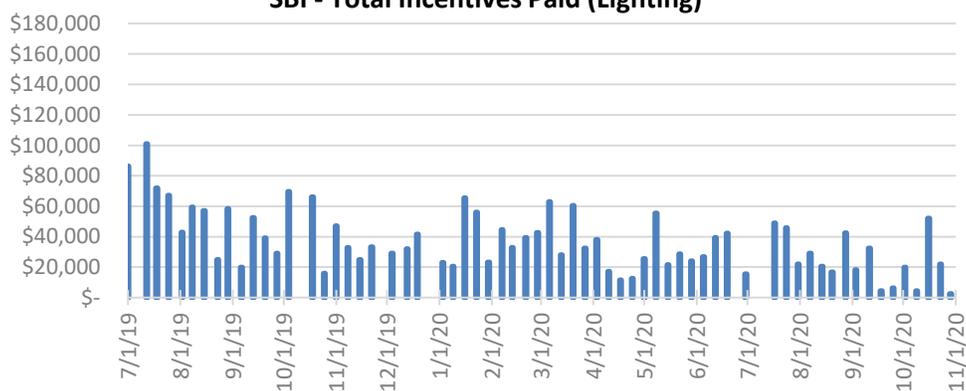
- The following table summarizes the status of active regions. The program team is preparing to launch additional regions in the third quarter.

	<b>Region 16</b> Calais to Lubec	<b>Region 17</b> Dover-Foxcroft	<b>Region 18</b> Millinocket Area	<b>Region 19</b> Brewer	<b>Region 20</b> Bucksport Area	<b>Region 21</b> Belfast Area	<b>Region 22</b> Belgrade Lakes Area
Region Launch Date	Oct-2019	Nov-2019	Mar-2020	May-2020	Aug-2020	Sep-2020	Oct-2020
# of Participating Contractors*	9	12	18	19	20	8	9
Lighting Assessments Requested/Assigned	164	133	100	56	14	25	16
Lighting Assessments Completed	150	108	87	45	12	17	10
Pre-approved Projects	147	91	72	41	10	11	6
Signed SOWs	135	83	55	35	9	8	3
Lighting Installations Underway	12	4	3	5	1	1	1
Lighting Projects Completed & Paid	114	68	37	27	6	2	0

**Small Business Initiative - Total Project Pipeline (Lighting)**



**SBI - Total Incentives Paid (Lighting)**



<b>Updated Financials</b>	<b>Program Investment</b>
FY2021 Program Budget	\$5,693,080
7/1 to 10/31 Spending	\$672,303
Percent of Budget Spent to Date	12%
Percent of Year Passed	34%

<b>Additional Details on FY2021 Financials</b>	<b>Program Investment</b>
Expenditures	\$672,303
Committed Pipeline	\$432,575
Total (Expenditures & Committed Pipeline)	\$1,104,878
Percent of Current Budget	19%

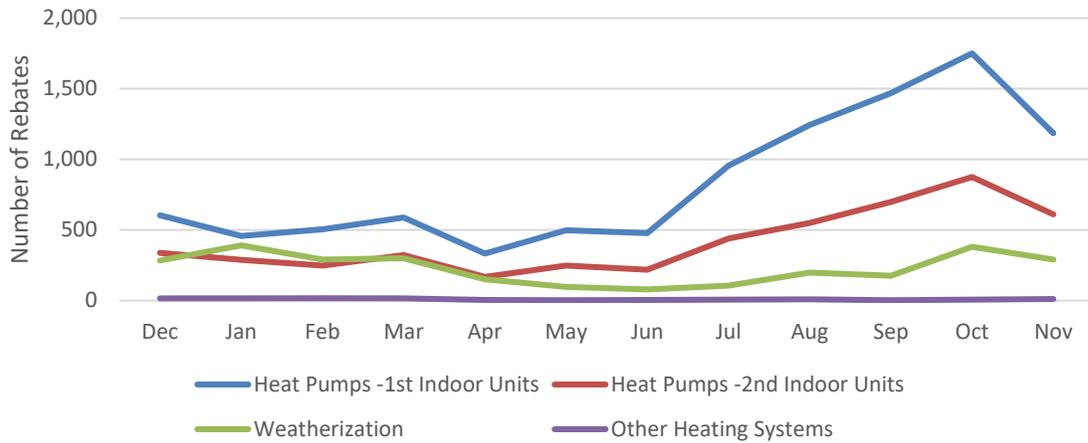
<b>Energy Savings (through 10/31)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings*</b>
Electric Programs	921,928	(810)

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

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

- The program is seeing unprecedented demand for heat pump rebates, more than double last year's volume. In addition to higher incentives, reasons for the increased activity include people spending more time in their homes for work and school; more disposable income for some households due to less dining out, entertainment, and vacation; the desire for air conditioning to deal with hot summers, complementing efficiency heating during the winter; and word of mouth from thousands of heat pump customers.
- Year-to-date rebate volume (through the end of September):
  - 7,981 heat pump rebates, up 106% from FY2020; and
  - 861 weatherization rebates, down 11% from FY2020.
- To handle pending heat pump and weatherization rebate claims, the rebate team has doubled in size (40% are temporary).
- The program is conducting virtual inspections of heat pump installations, which is working well. Inspectors have been able to keep up with the growing volume of homes thanks to a new homeowner recruiting team and process. Inspectors are using a new online tool that allows them to use the homeowner's phone or tablet to view installations.
- The program has formed a new team to focus specifically on supporting Residential Registered Vendors. Its 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	\$18,382,220
7/1 to 10/31 Spending	\$7,986,335
Percent of Budget Spent to Date	43%
Percent of Year Passed	34%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	-	83,045
Thermal Programs	251,740	9,030

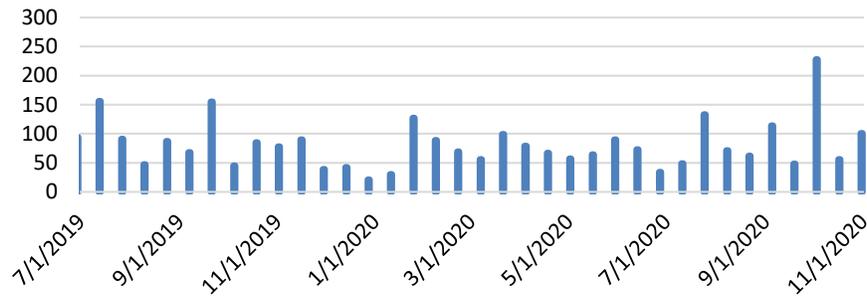
Project Type (through 10/31)	Participating Households
Electric Measures	5,185
All Fuels Measures	440
Natural Gas Measures	-

#### E) Retail Initiatives Program

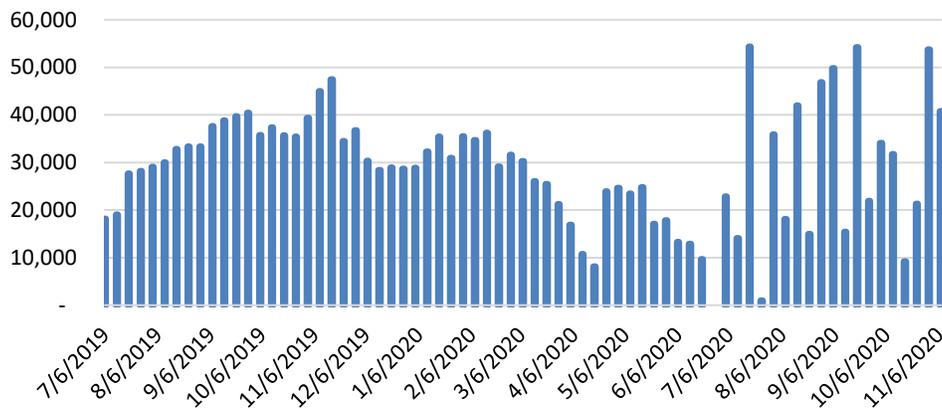
- To help conserve funds to meet the high level of activity in the heat pump water heater initiative, the program will limit most rebates for LED bulbs to products that are promoted “off shelf.” The program forecasts issuing rebates for 1.5 million bulbs this fiscal year.
- October saw a record peak in demand as Home Depot was able to maintain stock of heat pump water heaters for the first time since they started offering our instant discounts in June. This promotion effectively overcame the “first-cost barrier,” allowing customers to get a lower price on the product without needing to wait up to 6 weeks for a rebate check. In addition to replace-on-burnout purchases, store employees reported some sales were to customers who were attracted to the discounted price and planned to replace operating units. This promotion was originally designed as a pilot test of a new incentive approach and is scheduled to end December 31.

- Maine is a national leader in heat pump water heater (HPWH) sales. The ENERGY STAR® 2019 Unit Shipment Report shows 84,000 HPWHs shipped in the U.S. in 2019; last year Efficiency Maine rebated 8,466 units.
- Mail-in rebates on room air purifiers were reduced from \$50 to \$25 each on November 1. The program forecasts issuing rebates for 779 units over the fiscal year.

**Bi-Weekly Retail HPWH Sales (invoiced)**



**Weekly Bulb Sales – Retail (invoiced)**



Updated Financials	Program Investment
FY2021 Program Budget	\$6,616,470
7/1 to 10/31 Spending	\$2,908,798
Percent of Budget Spent to Date	44%
Percent of Year Passed	34%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	13,822,332	(7,958)
Thermal Programs	-	-

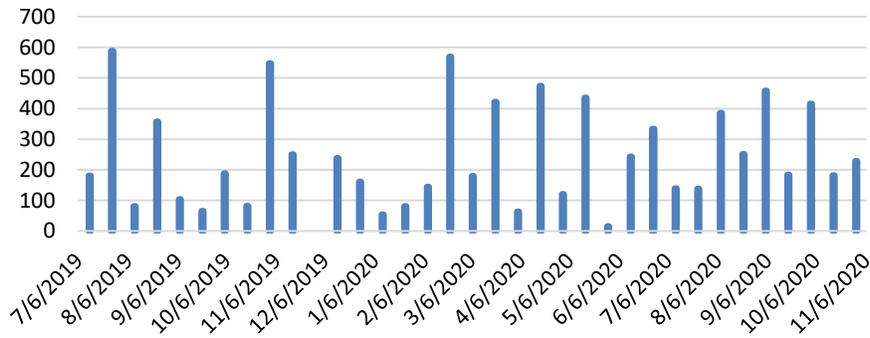
\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 10/31)	Projects
Light Bulbs	411,992
Appliance Rebates	3,435

**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 branch-to-branch competition without disclosing confidential data to other distributors. Distributors report that ECM circulator pumps were 33% of top selling circulator pumps in October.
- Sales through the lighting distributor initiative for FY2021 continue to be slower than the start of FY2020, but are similar to the levels seen at the end of FY2020. Following are summary statistics regarding the total volume of sales and discounts paid through the “distributor channel” to date:
  - 15% are screw-bulb (10% of discounts paid)
  - 85% are mogul and T8, T5, and T5HO linear replacement lamps (90% of discounts paid)
  - The lamp types with the highest volume of sales continue to be 4’ LED linear replacement lamps (72%) followed by PAR38 screw-in lamps (5%).

**Bi-Weekly Distributor HPWH Sales (invoiced)**



Updated Financials	Program Investment
FY2021 Program Budget	\$10,171,799
7/1 to 10/31 Spending	\$3,493,034
Percent of Budget Spent to Date	34%
Percent of Year Passed	34%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	4,303,002	14,854
Thermal Programs	-	13,723,534

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

Rebate Type (through 10/31)	Units	Projects
Distributor Lighting	22,653	-
Distributor HVAC (Oil)	-	689
Distributor HVAC (Electric)	-	895
Distributor Hot Water (Electric)	-	2,150

### G) Low-Income Initiatives

- *Low Income Direct Mail:* MaineHousing has shared the newest 2020 LIHEAP list with Efficiency Maine, and it includes a total of 41,450 Maine households that are receiving heating assistance. Staff have sorted out those households who have previously received energy saving Do-It-Yourself (DIY) kits from the Efficiency Maine, leaving 28,322 for mailer outreach. Staff anticipate the Maine Department of Health and Human Services (DHHS) will sort their database as well for a mailer scheduled in late January. The program has fulfilled 468 DIY kits to low-income Mainers so far this fiscal year.
- *Low Income Heat Pump Water Heater Initiative:* To date, installers have completed 211 installations, with another 233 in the pipeline. New invitations to the unserved households of the LIHEAP list are scheduled for December.
- *Arrearage Management Program (AMP):* Since July 1, 2020 we have 249 new enrollments into AMP.
- *Affordable Heat Initiative:*
  - Since July, the program has incentivized 560 heat pump installations. The program pipeline (186 reservations) is starting to decrease. Staff have initiated digital advertising in northern counties where our threshold for property values includes properties with assessed values of \$80,000 or less; these counties have seen the most activity to date. Meanwhile, in early November, the program increased the property value threshold for six southern counties where there has been little or no activity. The program is on track to invest 98% of available funds for heat pump installations by fiscal year-end.
  - Since July, 92 weatherization projects have been completed. The program is pursuing a direct install approach to identify cost-effective projects and assign them to Residential Registered Vendors. The program has identified 40 low income homes in collaboration with the Opportunity Alliance. Field staff has visited 5 households to date to screen opportunities for cost-effective insulation and air sealing projects. Measures will be at no cost to the homeowners and assigned to Residential Registered Vendors who specialize in insulation. If effective, the program will look to target geographic subsets of low-income Mainers and offer the same services in other areas.

Updated Financials	Program Investment
FY2021 Program Budget	\$10,352,235
7/1 to 10/31 Spending	\$2,077,470
Percent of Budget Spent to Date	20%
Percent of Year Passed	34%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$2,077,470
Committed Pipeline	\$828,200
Total (Expenditures & Committed Pipeline)	\$2,905,670
Percent of Current Budget	28%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	525,616	(89)
Thermal Programs	(1,064,874)	13,358

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

Initiative (through 10/31)	Units
Direct Installs	285
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

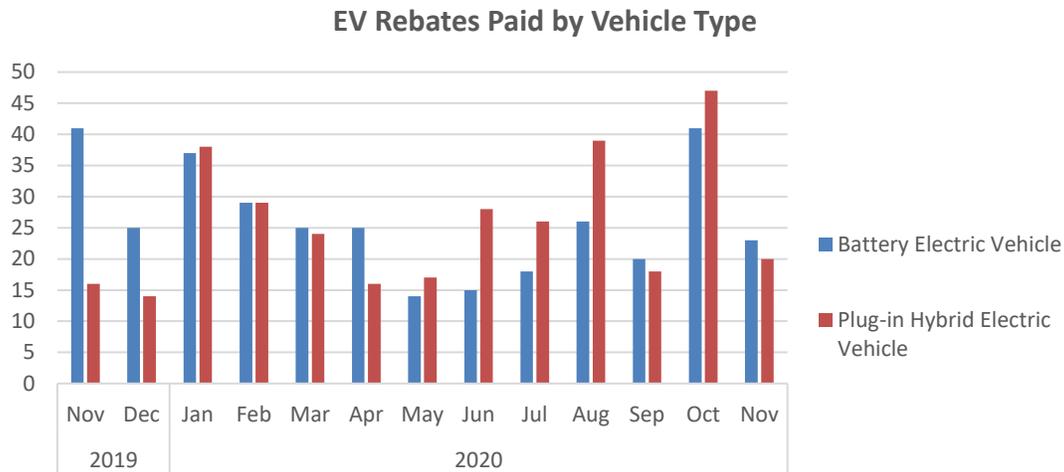
##### Electric Vehicle Supply Equipment (EVSE) Initiative

- The deadline for applications in response to the Trust’s Request for Proposal (RFP) to install Level 2 EV chargers at towns and businesses around the state has passed. Staff are convening a review team this week and will announce awards by mid-December. If uncommitted funds remain after the awards made for this RFP, the program may issue a second round of solicitation.
- Several awarded projects to install Level 2 chargers through “Phase II” have been completed, including City of Portland locations at the Portland Jetport and Payson Park; Unum in Portland; Bowdoin College; the City of Rockland; and Indian Hill Trading Post in Greenville. In total, these completed projects include 22 new Level 2 plugs. The rest of the awarded projects are scheduled to be completed by June 2021.
- The Trust released a Notice of Intent to Issue a request for proposals to purchase, install, and operate DC Fast Chargers (DCFC) for electric vehicles (EVs) at sites in or near select communities and along select corridors in central and eastern Maine. This solicitation

constitutes “Phase III” of Maine’s Working Plan for EV Charging Infrastructure and the use of VW Settlement funds. Staff plan to release this RFP before the end of January 2021.

**EV Rebates**

- In October, 88 EV rebates were issued; 41 of those were BEVs and 47 were PHEVs.
- Staff hosted a stakeholder webinar to provide a year-in-review of the EV Accelerator Program and to discuss program modifications that the Trust plans to enact in mid-December, encouraging stakeholders to submit comments. Modifications under consideration include: increasing incentive amounts for Qualified Low-Income customers and Governmental Entities and Tribal Governments, adding an enhanced incentive for Eligible Nonprofit Service Providers, offering a rebate towards charging equipment for Government and Nonprofit entities that receive an EV rebate, and extending rebate eligibility to “used” EVs for Qualified Low-Income customers.



Total YTD Rebates By Technology Type	Number of Rebates
BEV (Battery Electric Vehicle)	105
PHEV (Plug-in Hybrid Electric Vehicle)	150
<b>Total</b>	<b>235</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Accelerator Program
FY2021 Program Budget	\$1,597,079	\$928,012
7/1 to 10/31 Spending	\$32,790	\$461,127
Percent of Budget Spent to Date	2%	50%
Percent of Year Passed		34%

**EV Public Education and Outreach**

- Efficiency Maine placed an advertisement for the Level 2 EV chargers RFP in a transportation and logistics issue of MaineBiz. Staff has been interviewing public Level 2 charger hosts that

received awards as well as electricians to develop informational videos and guidebooks for prospective EV charger hosts and drivers.

- The Trust participated in a press event at Portland City Hall to unveil five new EV charging locations, four of which received Efficiency Maine grants. Efficiency Maine awarded funds to install chargers at the Jetport, Payson Park, Back Cove, and the corner of Spring and High Streets. Portland Mayor Kate Snyder, Councilor Thibodeau, Portland Sustainability Director Troy Moon, and Barry Woods from ReVision Energy were present. The event was covered by WGME and WPFO networks.

## J) Strategic Initiatives

### • Innovation

- The Trust has received and is reviewing a draft final report for the Residential DER Load Shifting pilot.
- Ducktrap River of Maine recently agreed to participate in the Commercial Split System HPWH Pilot. Equipment was shipped out at the end of the month and will be installed in the coming weeks.
- The Trust's contractor continues with its customer recruitment for the L2 Smart Charging pilot, including refining its Google Ad Words campaign to attempt to capture future participants during make-ready work.
- Stash Energy continues to face difficulties sourcing components, pushing back the installation of their equipment on Isle au Haut until later this month at the earliest.

### • Evaluation, Measurement & Verification

- A Baseline Study on New Residential Construction is actively recruiting homeowners and has folks in the field.
- Meters are beginning to be installed in the field for a C&I Heat Pump Impact Evaluation.
- The Retail and Distributor Lighting Impact Evaluation and Small Business Lighting Impact Evaluation teams have removed all loggers from the field and are now analyzing the lighting logger data.

## 3. Administration and Finance Highlights

### A) Administration

- The Trust hired Amalia Siegel to the position of Program Manager. Amalia is focusing primarily on the Trust's EV initiatives and also the Isle au Haut pilot project.

### B) Financial

#### Revenues

- The sum of the year's new revenues from state and regional sources through the end of October 2020 was \$24.95 million out of a revised total expected annual revenue of \$59.03 million. Approximately \$322,275 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 \$976,217.

#### Expenditures

- Total expenditures through the end of October 2020 were \$24.33 million of which approximately:
  - i. \$1,076,570 was spent on Administration (excluding interfund transfers)
  - ii. \$56,024 was spent on Public Information
  - iii. \$396,226 was spent on Evaluation work
  - iv. \$49,786 was spent on Innovation pilots
  - v. \$2.07 million was spent on Low Income Initiatives
  - vi. \$2.91 million was spent on Retail Initiatives Program
  - vii. \$3.49 million was spent on the Distributor Initiatives Program
  - viii. \$7.99 million was spent through HESP
  - ix. \$3.57 million was spent through the C&I Prescriptive Program
  - x. \$432,796 was spent on the C&I Custom Program
  - xi. \$672,303 was spent on the Small Business Initiative
  - xii. \$0 was spent in Inter-Agency Transfers
  - xiii. Another \$56.1 million is encumbered across all budget categories but is not yet spent.

## Appendix



### School Lighting Retrofits: CIP-FON-001-2020 Closeout Report

#### Overview

The Commercial and Industrial Prescriptive Program (CIP) program launched the School Lighting Retrofits, FON-001-2020, as its inaugural Funding Opportunity Notice. The opportunity opened for applications in



February 2020.

The initial

purpose of this

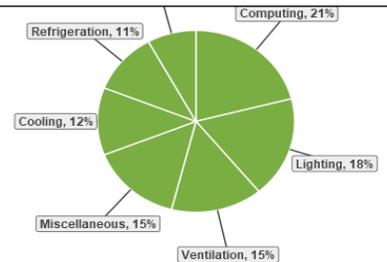
opportunity was to offer schools the chance to receive enhanced incentives on lighting projects that could be installed by the end of the 2020 summer recess. This gave school administrators and contractors the spring and summer to plan and complete the lighting

upgrades while teachers and students were out of the schools. As the COVID-19 pandemic progressed into the spring and summer this opportunity was extended because many schools were closed, giving contractors the ability to work safely.

#### Funding, Eligibility, and Measures

The school lighting projects received an incentive of \$0.30 per kWh in first year savings. Projects were eligible for these incentives up to 80% of the measure cost, and funds were capped at \$100,000 per school district.

The FON document outlined the eligibility of a proposed install, focusing on selected measures and spaces. Eligible measures included both efficient LED indoor and outdoor options, with 12 total measures. Eligible spaces represented some of the most cost-effective areas where lighting could be upgraded, including classrooms, hallways, libraries, auditoriums, and more. Spaces, such as storage rooms, closets, and sports field lighting, were not eligible due to the frequency at which they are used.



Notes: May not total to 100% due to rounding. Miscellaneous is a CBECS category. Other combines end use categories < 5%: Office equipment, Heating, Cooking, Water heating.

© E Source; data from the US Energy Information Administration

## Outreach and Marketing

Initial outreach focused on sending out a mailing and an email to school facility managers, superintendents, and business officers around the state. The mailings included a detailed introduction letter and information on how to find the full FON-001-2020 document on the Efficiency Maine website. Following the mailings, announcements were made to the Maine Principals Association, the Maine Department of Education newsletter, and to



the Efficiency Maine Facebook page. Three informational webinars were also advertised in the FON release notice as a way to connect directly with prospective applicants, walking them through the process and answering any questions that they may have had. Once school projects were underway and an extension of deadline dates was announced, the Trust's communications team distributed a [press release](#) covering the success of the FON. The release was covered by the online publications [Smart Energy Decision](#) and [Energy News Network](#).

## Results

Total EMT Incentives	Total Annual kWh Savings	Total Annual Energy Cost Savings	Total Lifetime kWh Savings	Total Lifetime Cost Savings	Total Project Costs
\$739,659	2,683,521	\$400,261	34,885,773	\$5,203,394	\$1,486,779

### Average Project Breakdown

EMT Incentive	Annual kWh Savings	Estimated Annual Energy Cost Savings	Total Project Cost	Estimated Payback (years)
\$15,410	55,907	\$8,339	\$36,975	2.7

# Project Distribution for School Lighting Retrofits



Locations of Efficiency Maine School Lighting Retrofit projects plotted on free downloadable Maine map from GISGeography (at <https://gisgeography.com/>).