

# Executive Director's Summary Report

to the Board of Trustees  
of the  
Efficiency Maine Trust

May 26, 2021

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** -- This month there was relevant press coverage on:
  - Efficiency Maine's funding opportunity for the hospitality sector in the *Bangor Daily News*; *WMTW-TC Channel 8*; and the *Green Energy Times*;
  - Presentations about Efficiency Maine heat pump programs in the *Mount Desert Islander*;
  - Efficiency Maine EVs initiatives, including:
    - the town of Oakland's purchase of two electric vehicles using Efficiency Maine rebates in the *Morning Sentinel*,
    - the May 4 Electric Vehicle (EV) Symposium sponsored by Presque Isle Economic and Community Development and the Northern Maine Development Commission, as seen on *WAGM-TV Channel 8 / WWPI-TV Channel 16*,
    - *WABI5* reports on the installation of two EV charging stations in Augusta at the City Center and in the Dickman Street parking garage; B98.5 online radio and Fox23 also picked up the story,
    - completion of the first phase of the initiative to install a network of fast electric vehicle (EV) chargers across the state of Maine, covered by the *Sun Journal*, *Mainebiz*, *WMTW-TV8*, *Yahoo News*, *Bangor Daily News*, and *News Center Maine*.
  - Earth Day round-up story by *Centralmaine.com* mentions several Efficiency Maine rebate programs as examples of steps readers can take to save money while protecting the environment.
  - More detailed descriptions and links to the stories are included at the end of this Report.
- **Events**
  - Efficiency Maine conducted six informational webinars to introduce the energy provisions of Maine's new building codes, which take effect on July 1, 2021, and which include aspects of the newly adopted 2015 version of the International Energy Conservation Code (IECC). More than 385 Code Enforcement Officers, architects and building trade professionals attended.
  - Staff presented an introduction to Efficiency Maine's heat pump program on May 20 during a webinar hosted by A Climate to Thrive.
  - Staff collaborated on heat pump training on May 18 for students of the Kennebec Valley Community College Heat Pump Installer Class.
  - Staff presented heat pump training to technicians attending a Maine Energy Marketers Association session on May 4.

- Staff presented during a May 4 EV Symposium sponsored by Presque Isle Economic and Community Development and the Northern Maine Development Commission.
  - Staff presented on April 27 an overview of the Maine Climate Council’s Buildings, Infrastructure, Housing, and Transportation goals, as well as Efficiency Maine heat pump, weatherization and electric vehicle programs during a Zoom Planet Talk sponsored by the Planeteers of Southern Maine.
  - Staff participated on April 27 in a webinar titled “Home + Energy Chats: The Future of Cars is Electric!” sponsored by Green & Healthy HOMES magazine.
- **Website and Outreach**
    - 36,589 website visits
      - 23,986 unique visitors
      - 2,288 visits website driven through digital ads
    - Facebook
      - 3,730 fans
- **Call Center (April)**
    - 1,563 inbound phone calls were received, up from 1,326 this month last year. Inquiries about heat pumps are the primary call driver.
    - 96% of calls were answered within 20 seconds (vs. a goal of 90%).
    - 773 inbound emails were received, up from 618 this month last year.
    - 928 pieces of inbound mail were processed, down from 3,203 month last year (when we were in the midst of a campaign reaching out to low-income households).
    - 517 outbound calls were made to schedule residential heat pump and heat pump water heater virtual inspections.
- **Government Relations**
    - Highlights for the Trust’s activities related to the Maine Public Utilities Commission (PUC) include:
      - Participated in a Technical Conference on CMP’s proposed Section 31 transmission line project (Brunswick/Topsham);
      - Reviewed behind the meter data for CMP’s proposed Section 80 transmission line project (Camden/Rockland);
      - Investigated battery ownership models as they might apply to an upgrade in the Old Town area Versant on a reliability;
      - Participated in a case conference on a CMP pilot project proposal to own and operate a customer-sited, 1.3 MW battery to avoid peak demand charges for an electric ferry and offset diesel fuel emissions.

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

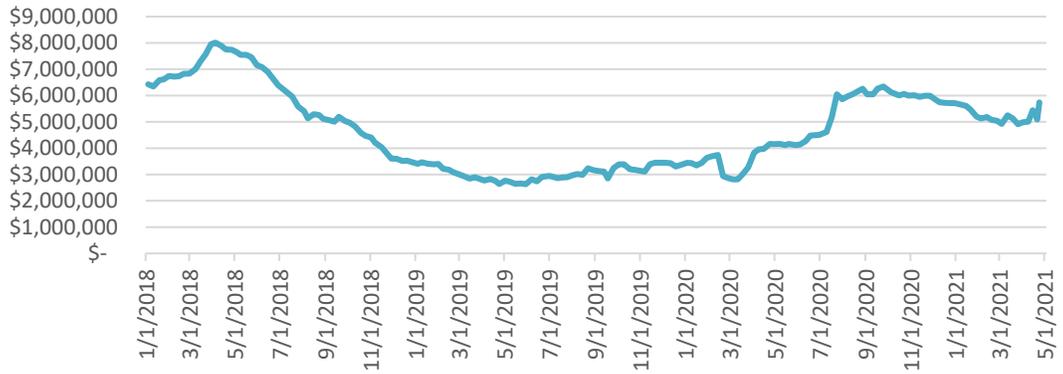
### A) C&I Prescriptive (CIP) Program

- The pipeline of pending electric projects has stayed consistent over the last month, with \$4.0 million worth of incentives awaiting project completion.
- The RGGI pipeline has shown additional growth over the past month due to Variable Refrigerant Flow (VRF) retrofit projects. The current pipeline is \$944,000, a \$153,000 increase over last month.
- The pipeline of pending natural gas projects has decreased slightly with a current commitment of \$202,000 for pre-approved projects.
- Funding Opportunity Notice (FON) updates:
  - The Small Municipality Retrofits FON is an opportunity for small municipalities with a population of less than 4,000 to participate in enhanced lighting and heat pump incentives with financial assistance from The Nature Conservancy (TNC).
    - Applications were accepted through March 31 with an anticipated installation completion date of June 1.
    - 141 projects have been pre-approved for incentives worth \$612,000 (\$425,000 from Efficiency Maine and \$187,000 from TNC).
    - 47 projects have been completed with \$218,000 in incentives (\$142,000 from Efficiency Maine and \$76,000 from TNC).
    - A Hospitality Retrofits FON recently launched in early April and the deadline to accept new applications has recently been extended through July 1. This FON is an opportunity for businesses in Maine's hospitality industry (restaurants, hotels, motels, etc.) to participate in enhanced lighting, HVAC and refrigeration incentives. Projects are expected to be complete in early September. To date, 5 projects have been submitted with incentives of \$18,000.
- The number of incoming calls (473) in April were consistent with March quantities.
- The program team is continuing with virtual inspections where possible. Onsite field visits were halted mid-December due to increasing concerns of COVID, but plans are being made to return to the field. The team completed 53 inspections over the last month. A new virtual inspection platform is currently being reviewed with an anticipated rollout in early in the next program year. This virtual inspection platform will assist with inspections and complement onsite visits.
- Qualified Partner Annual Certification content is currently being updated. This process is required for all Qualified Partners to remain active in the next program year. The training will be launched on the exclusive training website by June or training may be completed through a live, online webinar.

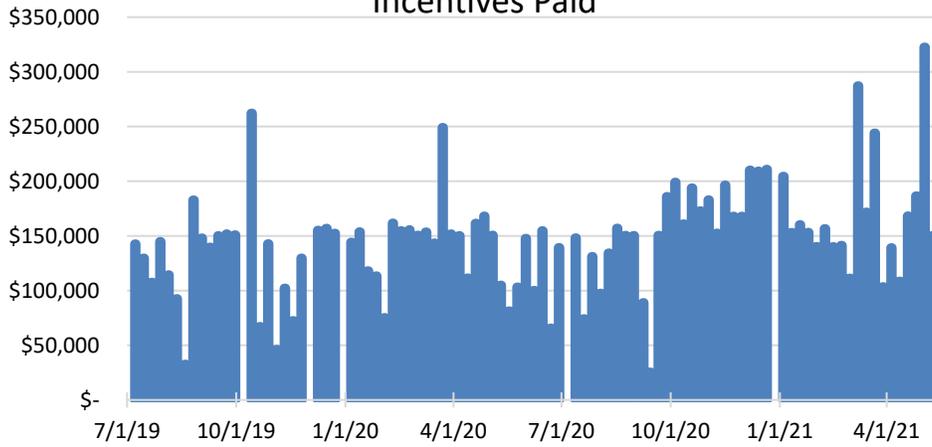
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<sup>1</sup> The Updated Financials table reported for each Program reflects data pulled from the Trust's financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on May 21, 2021, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of April 2021).

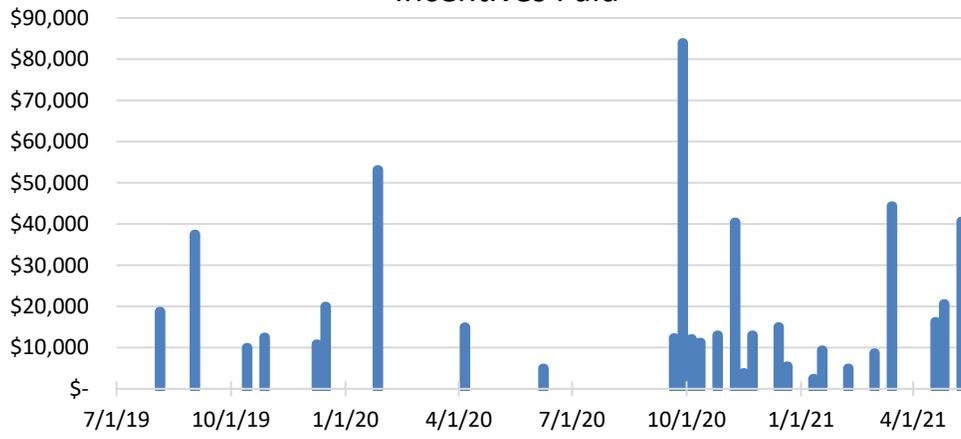
### CIP - Pipeline

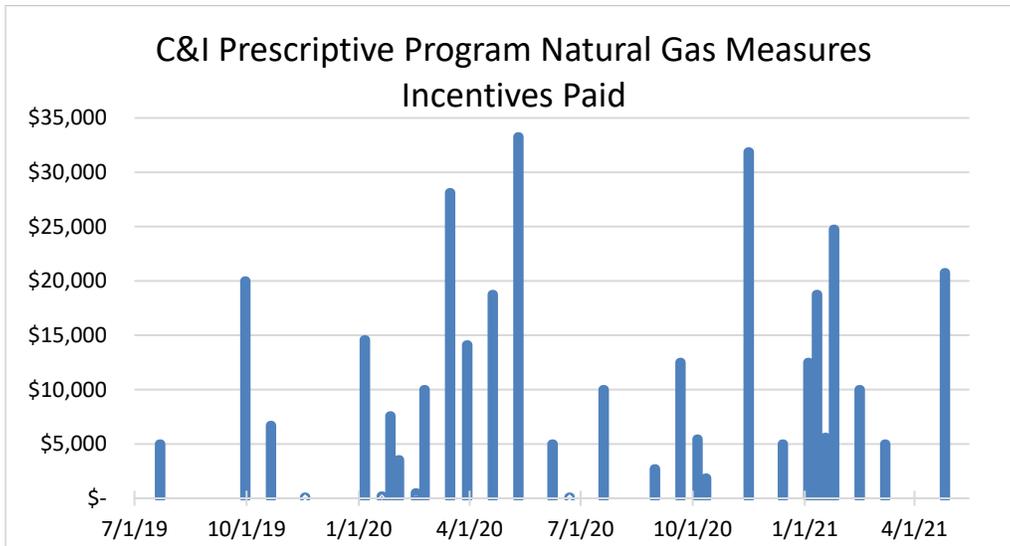


### C&I Prescriptive Program Electric Measures Incentives Paid



### C&I Prescriptive Program All Fuels Measures Incentives Paid





Updated Financials	Program Investment
FY2021 Program Budget	\$18,861,679
7/1 to 4/30 Spending	\$7,812,072
Percent of Budget Spent to Date	41%
Percent of Year Passed	83%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$7,812,072
Committed Pipeline	\$5,736,970
Total (Expenditures and Committed Pipeline)	\$13,549,042
Percent of Current Budget	83%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	35,523,048	1,691
Thermal Programs	-	28,386

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

Project Type (through 4/30)	Projects
Prescriptive Lighting Solutions	917
Electric Heating and Cooling Solutions	477
Compressed Air Solutions and Other	69
Natural Gas Heating and Cooling Solutions	21
All Fuels Heating and Cooling Solutions	10

**B) C&I Custom Program**

- The C&I Custom Program Review Team met once and approved 5 projects worth \$145,860 in incentive offers.
- The pipeline has grown modestly, adding 5 new projects. The total pipeline now consists of 8 projects worth \$203,031 in incentive offers, after adjusting for probability of completion.
- Program staff received 1 new scoping audit request. It did not receive any new requests for Technical Assistance (TA) studies.
- Program staff reviewed 1 project proposal that did not meet the program requirements and will not proceed further in the process.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2021 Program Budget	\$11,448,039
7/1 to 4/30 Spending	\$2,350,831
Percent of Budget Spent to Date	21%
Percent of Year Passed	83%
<b>Additional Details on FY2021 Financials</b>	<b>Program Investment</b>
Expenditures	\$2,350,831
Committed	\$5,848,567
Pipeline	\$203,031
Total (Expenditures, Committed and Pipeline)	\$8,402,428
Percent of Current Budget	73%

<b>Energy Savings (through 4/30)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings</b>
Electric Programs	5,540,959	305
Thermal Programs	(1,087)	3,885

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

- SBI project activity by Efficiency Maine region:

<b>Running Totals</b>	<b>Region 19 Brewer</b>	<b>Region 20 Bucksport Area</b>	<b>Region 21 Belfast Area</b>	<b>Region 22 Belgrade Lakes Area</b>	<b>Region 23 Lewiston/ Auburn</b>
Region Launch Date	May-20	Aug-20	Sep-20	Sep-20	Jan-21
# of Participating Lighting Contractors	19	18	13	12	7
Lighting Assessments Requested/Assigned	81	48	73	69	38
Lighting Assessments Completed	72	43	57	61	25
Pre-approved Projects	64	36	40	52	23
Signed SOWs	57	33	29	42	17

Lighting Installations Underway	1	12	1	7	5
Lighting Projects Completed & Paid	56	20	20	27	7

- Region 18 (Millinocket area) closed out this month. Results as follows:

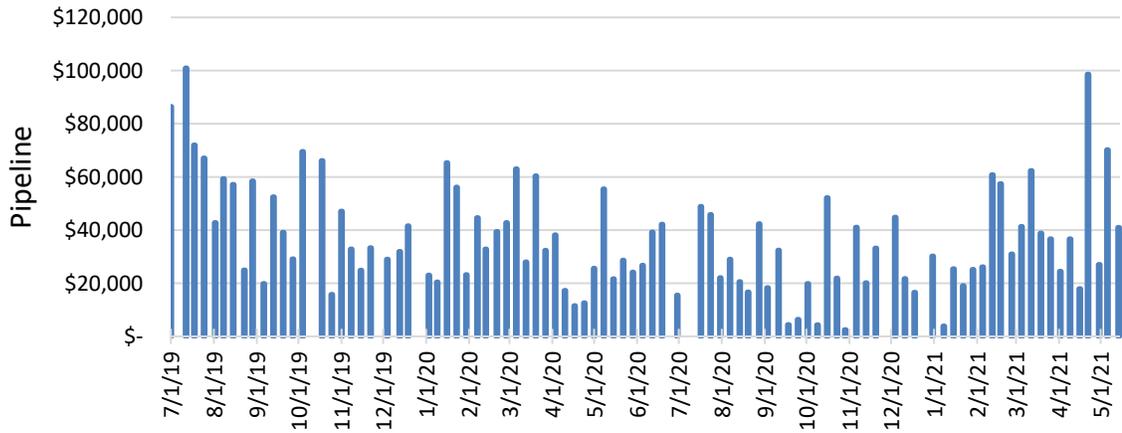
Region 18	Millinocket Region	
	Region Totals	Average Project
# Jobs	102	
Project Cost	\$ 395,184	\$ 3,874
Incentive	\$ 333,371	\$ 3,268
Incentive %	84.4%	
Annual kWh Savings	818,268	8,022
Lifetime MWh Savings	10,637	1,203
Annual \$ Savings	\$ 122,740	\$ 1,203
Monthly \$ Savings	\$ 10,228	\$ 100

- Regions 20 (Bucksport Area), 21 (Belfast Area), and 22 (Belgrade Lakes Area) were launched late August/September 2020 and are all open. Overall activity in these regions has been decreasing, and the program team is planning additional targeted customer outreach next month to help boost activity.
- Region 23 (Lewiston/Auburn) was launched in January. Seven contractors have signed on to participate so far, with multiple projects underway. A second mailer was sent out to eligible businesses this month, and the program team commenced a call campaign to those targeted businesses.
- A Request for Proposals Seeking Maine Lighting Distributors to Supply Materials for Small Business Initiative Projects for FY2022 was issued on May 4, 2021. Proposals are due on June 10.
- Promotional coupons are being sent to small businesses in targeted regions who completed lighting projects through SBI in the past (referred to as SBI grads). To date, coupons for an additional \$400 off an eligible heat pump system (up to 3 systems max, an additional \$1,200 total) have been sent to SBI grads in the following regions:
  - Region 5 (Lakes Region – the Bridgton/Fryeburg area)
  - Region 6 (Mountains Region – the Bethel/Farmington/Skowhegan area)
  - Region 7 (Sanford/Berwicks Region)
  - Region 8 (Route 25 Corridor, Gorham and west)
  - Region 9 (Windham/Gray/New Gloucester)
  - Region 16 (Calais-Lubec Region)
- Overall, the total SBI lighting pipeline has been decreasing this past month while we have been closing out older regions. The rate of new customers inquiring with the program has also slowed. The heat pump retrofits for small businesses pipeline continued to increase significantly this month, largely due to the Small Municipality FON.

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



### SBI - Total Incentives Paid & Total Project Pipeline (Lighting)



### Small Business Initiative - FY21 Heat Pump Retrofits for Small Business



Updated Financials	Program Investment
FY2021 Program Budget	\$5,693,080
7/1 to 4/30 Spending	\$1,933,066
Percent of Budget Spent to Date	34%
Percent of Year Passed	83%
Additional Details on FY2021 Financials	Program Investment
Expenditures	\$1,933,066
Committed Pipeline	\$700,402
Total (Expenditures & Committed Pipeline)	\$2,633,468
Percent of Current Budget	46%

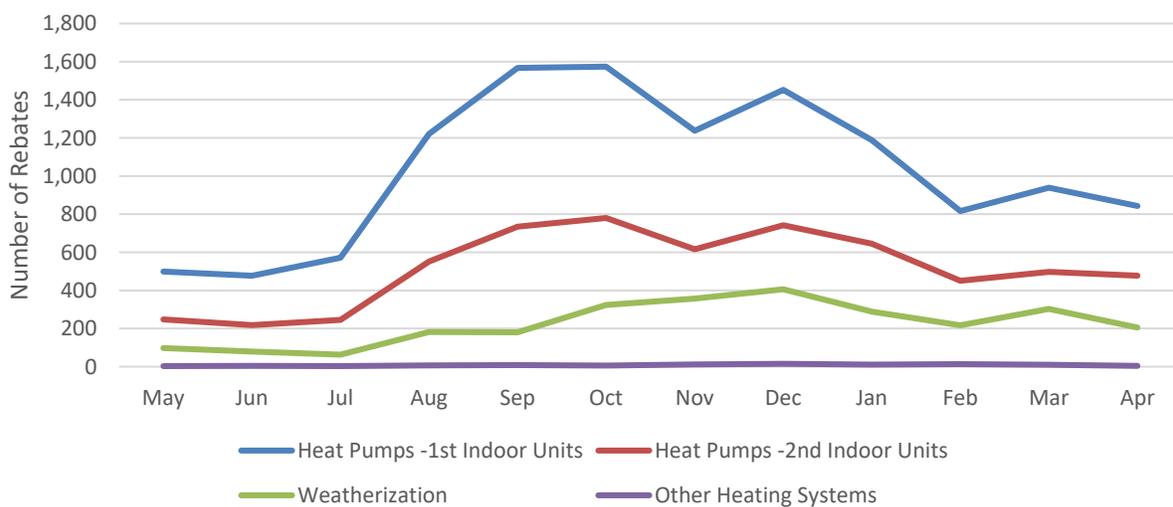
Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,727,462	(2,599)

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

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

- HESP is on track to invest 100% of its funding. The program continues to see demand for heat pump rebates that is more than double last year's volume.
- Our Technical Field Representatives inspected 18% of rebated heat pumps using a remote inspection platform (STREEM) and 90% of those customers rated their overall experience a 9 or 10 out of 10.
- Monitoring recordings of inbound customer call and videos of home inspections continue to yield ideas for ways to improve customer service.

HESP Number of Rebates - Last 12 Months



Updated Financials	Program Investment
FY2021 Program Budget	\$19,782,220
7/1 to 4/30 Spending	\$15,772,498
Percent of Budget Spent to Date	80%
Percent of Year Passed	83%

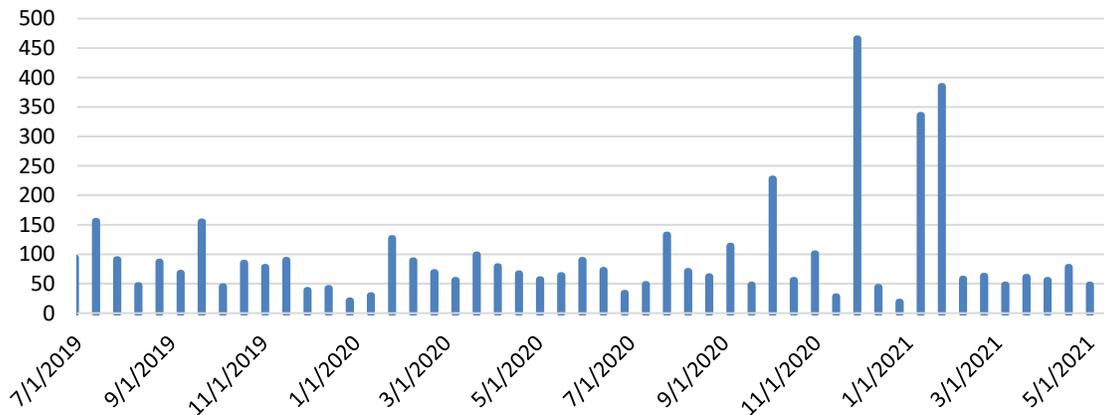
Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	-	194,742
Thermal Programs	798,487	31,722

Project Type (through 4/30)	Participating Households
Electric Measures	12,126
All Fuels Measures	1,453
Natural Gas Measures	-

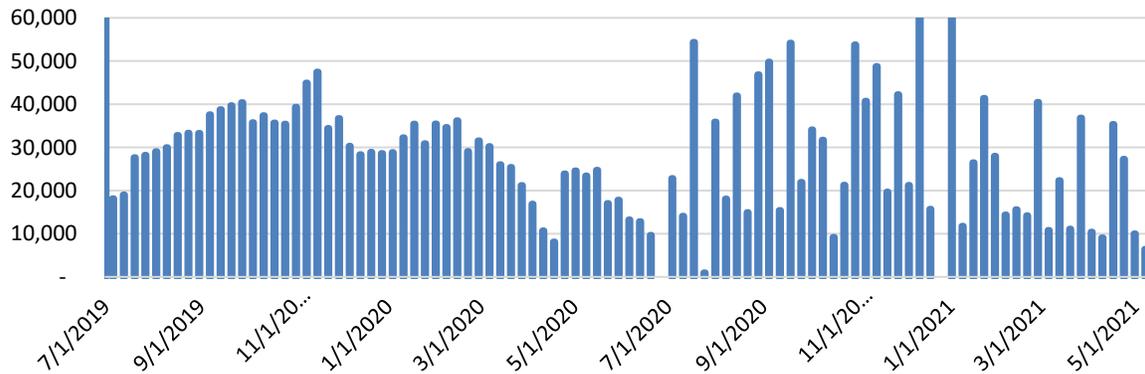
**E) Retail Initiatives Program**

- This program is on track to invest 95% of its funding by year-end and promotional activity has been limited to conserve funds.

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



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



Updated Financials	Program Investment
FY2021 Program Budget	\$7,466,470
7/1 to 4/30 Spending	\$6,142,225
Percent of Budget Spent to Date	82%
Percent of Year Passed	83%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	40,304,241	(22,178)
Thermal Programs	-	-

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

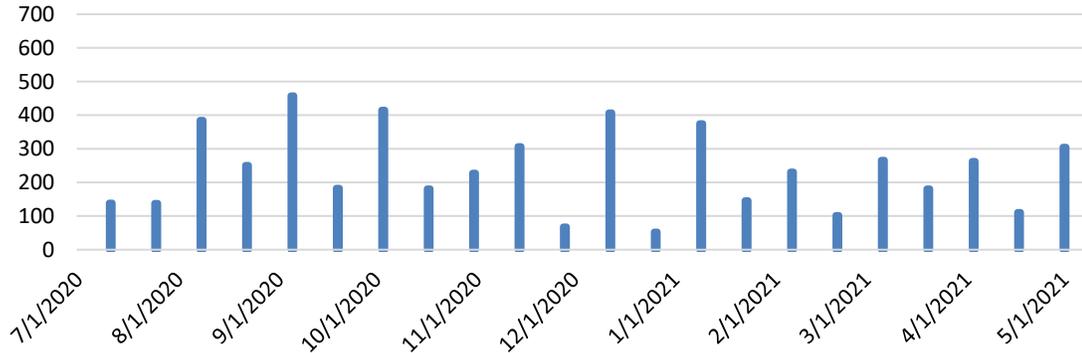
Rebate Type (through 4/30)	Projects
Light Bulbs	1,202,408
Appliance Rebates	8,742

#### F) Distributor Initiatives

##### Distributor Non-Lighting

- The pace of heat pump water heater (HPWH) rebates continues to be strong, and the program anticipates investing all available funding.
- For April, distributors report that HPWHs constituted 80% of the top-selling electric water heaters in Maine. The national average is 2%.
- ECM circulator pumps were 48% of top-selling circulator pumps in April.
- A seven-week pilot for Unitol and Bangor Natural Gas customers motivated 466 homeowners to purchase and install ENERGY STAR® smart thermostats. The entire program was email-based: solicitation, and rebate claim. Participants submitted photos of their newly installed thermostats which is a new program approach to ensure installation.

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



### Distributor Lighting

- Following are statistics on the total volume of lighting sales and discounts paid through the “distributor channel” to date:
  - 12% are screw-bulb (8% of discounts paid)
  - 88% are mogul and T8, T5, and T5HO linear replacement lamps (92% of discounts paid), this is consistent with last month. The lamp types with the highest volume of sales continue to be 4’ LED linear replacement lamps (74%) followed by PAR38 screw-in lamps (4%).
- Total April sales are only partial as invoices are still being processed as illustrated in the figure, below.



Updated Financials	Program Investment
FY2021 Program Budget	\$10,013,229
7/1 to 4/30 Spending	\$6,463,475
Percent of Budget Spent to Date	65%
Percent of Year Passed	83%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	12,198,215	28,737
Thermal Programs	-	13,732,718

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

Rebate Type (through 4/30)	Units	Projects
Distributor Lighting	68,812	-
Distributor HVAC (Oil)	-	2,382
Distributor HVAC (Electric)	-	3,400
Distributor HVAC (NG)	-	490
Distributor Hot Water (Electric)	-	5,031

#### G) Low Income Initiatives

- **Low Income Direct Mail:** Year-to-date, the program has fulfilled 3,948 kits to low-income Mainers, predominantly found through the Low Income Home Energy Assistance Program (LIHEAP) list. The DHHS volume will be reported in next month's report and is expected to triple this amount.
- **Low Income Heat Pump Water Heater Initiative:** To date, installers have completed 515 HPWH installations, replacing electric resistance and another 211 in the pipeline. Staff forecasts 600 by year-end. The program is using NECEC funds to install units in eligible homes where domestic hot water comes off the boiler system. This is expected to be a highly cost-effective measure. In this iteration the program is focusing on participation from households with the largest LIHEAP benefit to find those with the highest energy burden. The program has 19 completed projects and has 81 in the pipeline. Note that heat pump water heater pricing is forecast to rise in July.
- **Arrearage Management Program (AMP):** Since July 1, 2020, the program has seen 600 new enrollments into AMP. The Trust continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices. Outbound calls are made to households that seem to be a good fit for a heat pump water heater installation. Each new enrollee from the start of FY2021 will receive an Education Booklet compiled by Efficiency Maine, an idea raised during the Low Income Advisory Group meetings. This booklet outlines energy saving tips and will be mailed directly to a participant's home.
- **Low and Moderate Income (LMI) Initiative:**
  - Since July 2020, 996 heat pump installations have gone through this low- and moderate-income initiative. The pipeline has 142 reservations. Heat pump installs

are on target to invest 100% of allocated funds by fiscal year end. EMT has begun to invest the NECEC heat pump funds for homes that have been heating with propane.

- Since July, 225 weatherization projects have been completed through the initiative. 12 reservations are in the pipeline.
- **Affordable Housing Initiative:** The program has invited 9 projects that have received a Notice To Proceed from MSHA to receive an incentive to design and build affordable housing projects to Passive House standards. Applications are due by June 1, 2021; 3 to 6 applications are possible.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2021 Program Budget	\$11,542,425
7/1 to 4/30 Spending	\$4,785,069
Percent of Budget Spent to Date	41%
Percent of Year Passed	83%
<b>Additional Details on FY2021 Financials</b>	<b>Program Investment</b>
Expenditures	\$4,785,069
Committed Pipeline	\$844,000
Total (Expenditures & Committed Pipeline)	\$5,629,069
Percent of Current Budget	49%

<b>Energy Savings (through 4/30)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings*</b>
Electric Programs	3,302,691	(703)
Thermal Programs	(2,450,978)	31,334

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

<b>Initiative (through 4/30)</b>	<b>Units</b>
Direct Installs	945
Market-based Installs	198

#### 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

- EMT awarded a total of 8 level 2 charging plugs at five separate state government agency locations including Bureau of General Services in Augusta, the Department of Transportation in Rockland and Presque Isle, the Department of Marine Resources in Boothbay, and the Bureau of Motor Vehicles in Augusta. Applications submitted in response to this program opportunity notice will be reviewed and awarded by EMT on a rolling basis until the budget of \$200,000 is exhausted.
- EMT issued rebates for 8 new level 2 charging plugs at 7 municipalities that also received an enhanced EV rebate. Governmental entities, tribal governments, and select Maine non-

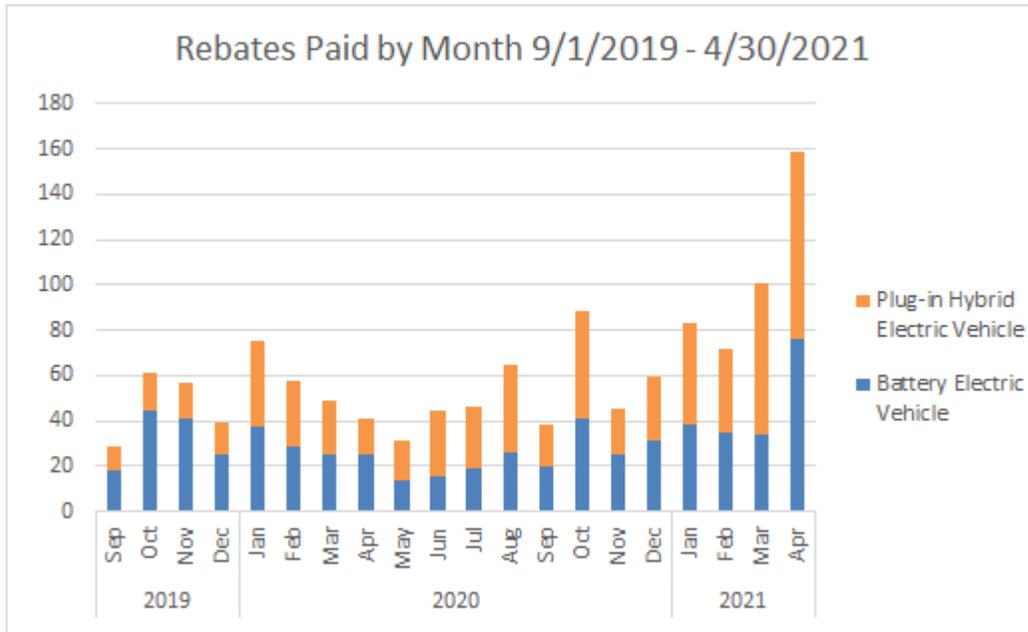
profits who take advantage of the EV rebate program are eligible for a rebate of \$350 per plug for up to two level 2 chargers.

EV Rebate Program

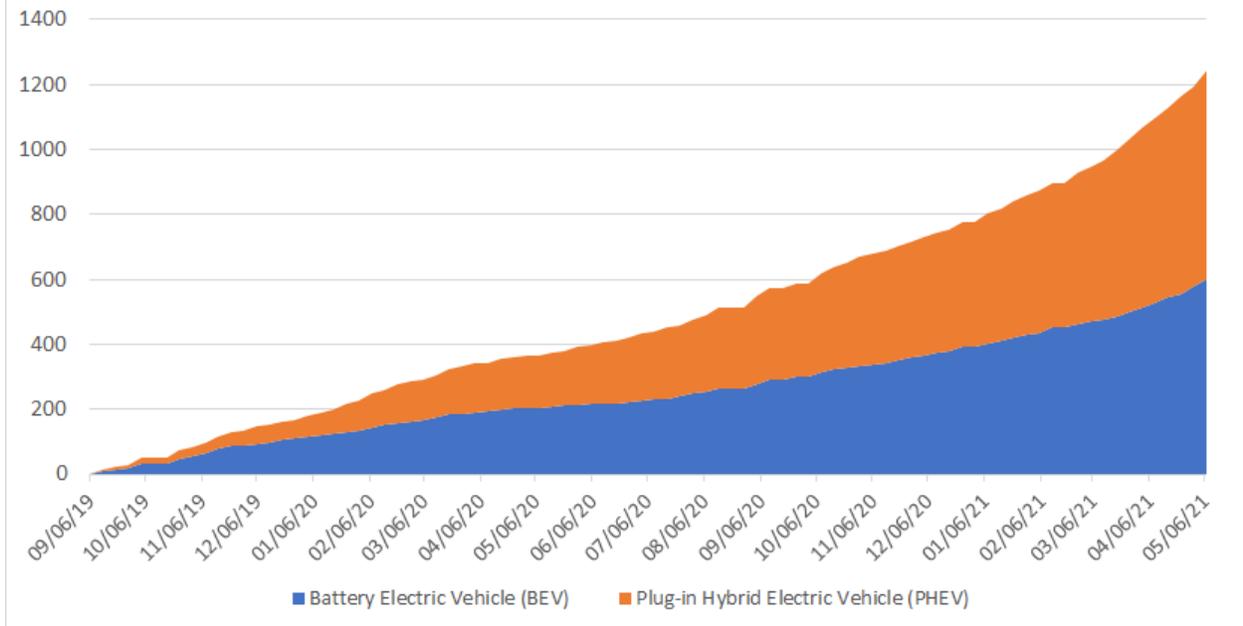
- EMT issued 159 EV rebates in the month of April, making it the top month for rebates since the program began. The top models this month were the Toyota Prius Prime, Toyota RAV4 Prime, and Nissan LEAF.
- EMT staff continue to reach out to EV dealers including smaller used car dealers that were not previously eligible for the program but are now eligible to provide rebates on used vehicles to low-income customers.
- We added another 3 dealerships to the program, bringing the number of participating dealers to 65.
- Since the launch of increased rebate amounts for governmental entities on December 21, 2020, the Trust has issued 43 rebates to 19 different municipalities, with 14 more municipalities in the pipeline to receive one or more vehicles. The program has gained press coverage in the Portland Press Herald, Seacoast Online, Kennebec Journal, and the Maine Municipal Association’s newsletter.

EV Public Information and Outreach

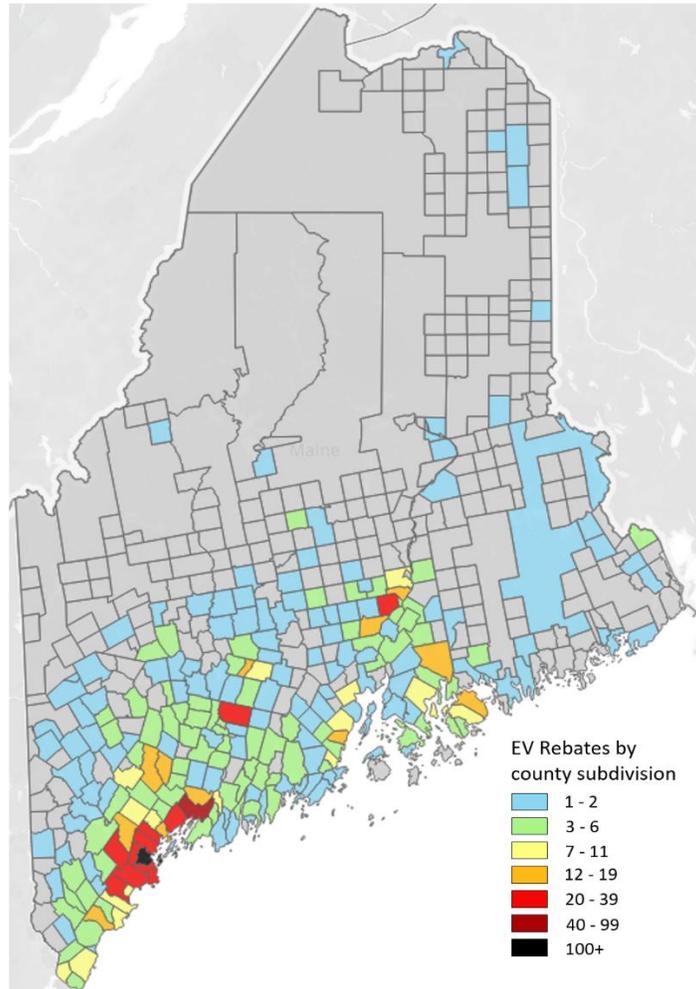
- Staff presented at an EV symposium hosted by the Northern Maine Development Commission and the City of Presque Isle. The event was aimed at boosting awareness about electric vehicles and the importance to the area’s tourism economy. Staff presented alongside representatives from Versant Power, A Climate to Thrive, a local auto dealer, and other Aroostook County community leaders.
- Staff launched a new round of radio public service announcements on 7 stations in the Portland Radio Group and Townsquare Media, including WBLM, WQCB, and Coast 93.1. The messages seek to mitigate range anxiety and raise awareness about the benefits of driving electric. This campaign will continue through the summer.



### Cumulative Rebates Sept. 2019 - Apr. 2021



### EV Rebates Issued 9/1/2019 – 4/30/2021



<b>Total Rebates By Technology Type (9/1/2019 – 4/30/2021)</b>	<b>Number of Rebates</b>	<b>Dollars Spent</b>
BEV (Battery Electric Vehicle)	618	\$1,603,500
PHEV (Plug-in Hybrid Electric Vehicle)	622	\$629,500
<b>Total</b>	<b>1,240</b>	<b>\$2,233,000</b>

<b>Updated Financials</b>	<b>Electric Vehicle Supply Equipment</b>	<b>EV Rebate Program</b>
FY2021 Program Budget	\$2,962,079	\$3,130,012
7/1 to 4/30 Spending	\$174,737	\$1,530,062
Percent of Budget Spent to Date	6%	49%
Percent of Year Passed		83%

## J) Strategic Initiatives

### • Innovation

- Phase Change Material Pilot:
  - Vessel Services, Inc. has signed onto the pilot as the fourth and final participant. Vessel Services was founded in 1980 to serve Portland’s working waterfront. Their scope and clientele have expanded and now include products and services including bulk and specialty ice and cold storage.
  - Sensor installation is underway at Ready Seafood and Luke’s Lobster. Upon installation, each site will commence a four-week baseline data collection period.
- L2 Smart Charging Pilot
  - The Trust distributed \$225 in off-peak charging rebates (\$25 each) in May 2021 to 8 unique participants in the Simulated TOU (Time of Use) Group who had achieved at least 90% of their charging off-peak in a given quarter. One participant earned two quarterly rebates, for a total of 9 rebates distributed in this quarter.
  - An additional 6 participants from the Smart EV Charger Group charged off-peak at least 90% of the time in a quarter; however, participants in this group are not eligible to receive quarterly rebates, as they are all scheduled to receive rebates following the provision of one year of charging data.
  - To-date, 75% of the 23,040 kWh charged by participants occurred off-peak; these early results suggest that the managed charging interventions being piloted are successfully shifting EV charging off-peak.
  - The average participant has achieved a 77% quarterly off-peak charging rate, and the two groups charge off-peak at roughly equal rates: 76% for the Smart EV Charger Group and 78% for the Simulated TOU Group.
- Commercial Battery Storage Pilot
  - All three sites (East Brown Cow, Bar Harbor Public Works, and PlasTech) have been running smoothly over the past five months. The variety in the load profiles coupled with shifting solar production have provided some insight into how the battery controllers are working.
  - The shift from winter to spring had a significant impact on the battery behavior across all three sites. These observations will be analyzed to help determine how these three batteries can be utilized for grid peak demand. There are

opportunities ahead to adjust “thresholds” to understand the usefulness to the utility, while not negatively impacting the customers.

- Bar Harbor Public Works and Hyatt Place now have a full year of data. Upcoming reports will include comparisons of the years, more delineation of storage performance over the month and comparisons of the sites to ISO New England peak data.

- **Evaluation, Measurement & Verification**

- The Retail and Distributor Lighting Impact Evaluation has been completed. The Board was briefed during the 5/12/2021 workshop. The final report is available on the Efficiency Maine website. Evaluation assessed projects completed in FY2019 and metered lighting from October 2019 through November 2020.
  - Key findings: Program was cost effective under all considered cases. LED socket saturation increased significantly between 2013 and 2019 from 3% to 32%. Including CFLs and LEDs, efficient lightbulbs were found in 56% of all sockets. Findings from the evaluation will be incorporated into the FY2022 Retail/Residential Technical Reference Manual (TRM) and the FY2022 Commercial/Industrial/Multifamily TRM.

### 3. Administration and Finance Highlights

#### A) Administration

- Staff are making plans to reopen the offices to vaccinated employees and sub-contractors on June 1.
- Staff is currently forecasting holding the June meeting of the Board in the conference room at the Trust’s Augusta office.
- Lily McVetty was hired as a new Program Assistant. She is (or very soon will be) a new Bowdoin graduate.

#### B) Financial

##### Revenues

- The sum of the year’s new revenues from state and regional sources through the end of March 2021 was \$58.27 million out of a revised total expected annual revenue of \$66.2 million. Approximately \$928,000 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 \$2.41 million. The total budgeted revenue for FY2021 is \$71.34 million.

##### Expenditures

- Total expenditures through the end of March 2021 were \$48.39 million of which approximately:
  - i. \$2.65 million was spent on Administration (excluding interfund transfers)

- ii. \$151,000 was spent on Public Information
- iii. \$1,197,500 was spent on Evaluation work
- iv. \$272,700 was spent on Innovation Pilots
- v. \$4.79 million was spent on Low Income Initiatives
- vi. \$6.14 million was spent on the Retail Initiatives Program
- vii. \$6.46 million was spent on the Distributor Initiatives Program
- viii. \$15.77 million was spent through HESP
- ix. \$7.81 million was spent through the C&I Prescriptive Program
- x. \$2.35 million was spent on the C&I Custom Program
- xi. \$1.93 million was spent on the Small Business Initiative
- xii. \$0 was spent in Inter-Agency Transfers
- xiii. Another \$35.6 million is encumbered across all budget categories but is not yet spent.

### **Full list of press coverage, plus links**

- The *Penobscot Bay Pilot* ran an article on May 19 publicizing an upcoming June 3 panel being hosted by the Camden Energy Committee in which the Executive Director will participate (<https://www.penbaypilot.com/article/state-energy-leaders-discuss-maine-s-climate-future/147124>). Coverage also appeared on May 19 in *Village Soup – Knox* (<https://knox.villagesoup.com/p/state-energy-leaders-discuss-maines-future/1890940>).
- Efficiency Maine’s May 13 announcement about a funding opportunity for the hospitality sector received coverage in several media outlets. They include
  - *Bangor Daily News* (<https://bangordailynews.com/2021/05/16/bdn-maine/efficiency-maine-initiative-to-boost-recovery-of-maines-hospitality-industry/>);
  - *WMTW-TC Channel 8* (<https://www.wmtw.com/article/efficiency-maine-offers-financial-help-to-hospitality-industry-to-upgrade-equipment/36434288>);
  - *Green Energy Times* (<https://greenenergytimes.org/2021/05/14/efficiency-maine-initiative-to-boost-recovery-of-maines-hospitality-industry/>);
- Efficiency Maine programs are referenced in a May 13 *Portland Press Herald* editorial that discusses American Recovery Plan funds coming to Maine (<https://www.pressherald.com/2021/05/13/the-maine-idea-spending-alone-cant-rebuild-maines-capabilities/>).
- The *Penobscot Bay Pilot* covered on May 12 the introduction of legislation to create the Maine Clean Energy and Sustainability Accelerator, also known as a “green bank,” which proposes giving Efficiency Maine the ability to partner with financial institutions to assist home and small business owners with loans for clean energy projects (<https://www.penbaypilot.com/article/rep-zeigler-introduces-bill-accelerate-clean-energy-development/146872>).
- The *Daily Bulldog* reported on May 11 that the Jay Select Board approved a lighting project in its municipal building that was made possible by rebates from Efficiency Maine (<https://dailybulldog.com/features/jay-selectboard-approves-harvest-lot-bids/>). Also covered on *Yahoo News* via the *Sun Journal* (<https://news.yahoo.com/jay-awards-contract-harvesting-town-223400631.html>).
- The *Mount Desert Islander* publicized on May 10 a webinar hosted on May 20 by A Climate to Thrive that featured a presentation by staff on Efficiency Maine’s heat pump program (<https://www.mdislander.com/maine-news/environment/actt-working-to-electrify-mdi>). The publication publicized the session again on May 17 (<https://www.mdislander.com/maine-news/how-heat-pumps-work>).
- The *Morning Sentinel* on centralmaine.com featured the electric vehicle program in a May 4 article about the town of Oakland’s purchase of two electric vehicles using Efficiency Maine rebates (<https://www.centralmaine.com/2021/05/04/oakland-police-debuting-electric-cars-for-administrative-use/>).
- An April 27 segment on *WAGM-TV Channel 8 / WWPI-TV Channel 16* highlights Efficiency Maine’s participation in a May 4 Electric Vehicle (EV) Symposium sponsored by Presque Isle Economic and Community Development and the Northern Maine Development Commission (<https://www.wagmtv.com/2021/04/28/boosting-tourism-with-green-resources/>).
- An April 26 *Seacoastonline* opinion piece by former York Board of Selectmen Susan Glick makes Efficiency Maine the focal point of energy-saving programs and information that can benefit homeowners and businesses

- (<https://www.seacoastonline.com/story/opinion/columns/2021/04/26/opinion-getting-ready-a-few-many-benefits-efficiency-maine/7366462002/>).
- On April 26, Efficiency Maine [announced](#) the completion of the first phase of an initiative to install a network of fast electric vehicle (EV) chargers across the state of Maine. EMT hosted an unveiling press event at the North Windham Hannaford Supermarket, the location of the final installation. Attendees included Senator Bill Diamond, (D-Windham) / chairman of the Legislature’s Transportation Committee; Robin Mullins, executive director of the Sebago Lakes Region Chamber of Commerce; George Parmenter, brand lead of Health and Sustainability for Hannaford Supermarkets; Barry Tibbets, the town manager of Windham; Don Willard, the town manager of Raymond; and representatives from ChargePoint and ReVision Energy. Media coverage included:
    - *Sun Journal* ([https://www.sunjournal.com/2021/04/26/maine-completes-first-phase-of-electric-vehicle-fast-charger-network/?utm\\_source=Headlines&utm\\_medium=email&utm\\_campaign=Daily](https://www.sunjournal.com/2021/04/26/maine-completes-first-phase-of-electric-vehicle-fast-charger-network/?utm_source=Headlines&utm_medium=email&utm_campaign=Daily)) and on May 6 (<https://www.sunjournal.com/2021/05/06/first-stage-of-statewide-electric-vehicle-fast-charging-network-complete/>).
    - *Mainebiz* (<https://www.mainebiz.biz/article/efficiency-maine-caps-off-first-phase-of-high-speed-ev-charging-network>).
    - *WMTW-TV8* (<https://www.wmtw.com/article/efficiency-maine-completes-network-of-ev-fast-charging-stations-across-maine/36256420>). This coverage was picked up by *Yahoo News* (<https://news.yahoo.com/efficiency-maine-completes-network-ev-204110059.html>).
    - *Bangor Daily News* (<https://bangordailynews.com/2021/04/26/bdn-maine/efficiency-maine-completes-first-stage-of-statewide-electric-vehicle-fast-charging-network-continues-expansion-efforts/> and <https://bangordailynews.com/2021/04/28/business/maine-finishes-1st-phase-of-vehicle-charging-station-network/>).
    - *News Center Maine* (<https://www.newscentermaine.com/article/tech/maine-finishes-1st-phase-of-vehicle-charging-station-network/97-c3faedd0-ecaf-4cfb-931b-fc555e1ed475>).
    - *San Francisco Chronicle* via Associated Press (<https://www.sfchronicle.com/news/article/Maine-finishes-1st-phase-of-vehicle-charging-16133568.php>).
    - *Union Leader* (New Hampshire) ([https://www.unionleader.com/news/business/transportation/maine-completes-first-phase-of-electric-vehicle-fast-charger-network/article\\_ebdb2b39-aeed-5ba8-a3cf-0a7f3d57dbba.html](https://www.unionleader.com/news/business/transportation/maine-completes-first-phase-of-electric-vehicle-fast-charger-network/article_ebdb2b39-aeed-5ba8-a3cf-0a7f3d57dbba.html)).
    - *The Register Citizen* (Connecticut) (<https://www.registercitizen.com/news/article/Maine-finishes-1st-phase-of-vehicle-charging-16133568.php>).
  - *Centralmaine.com* mentions several Efficiency Maine rebate programs as examples of steps readers can take to save money while protecting the environment in an April 23 Earth Day round-up story (<https://www.centralmaine.com/2021/04/21/turn-off-the-lights-buy-local-ride-your-bike-how-to-make-every-day-earth-day/>).
  - *The Original Irregular* published on April 23 Efficiency Maine’s [April 13] press release about offering financing options statewide to eligible small business owners upgrading to high-performance heat pumps and variable refrigerant flow systems (<https://www.theirregular.com/articles/financing-options-available-to-eligible-small-businesses-upgrading-heating-and-cooling-systems/>).

- An April 22 article and video segment by *WABI5* reports on the installation of two EV charging stations in Augusta at the City Center and in the Dickman Street parking garage. The coverage mentions the charging plugs were funded with grants from Efficiency Maine (<https://www.wabi.tv/2021/04/22/city-of-augusta-installs-new-electric-vehicle-chargers/>). B98.5 online radio (<https://b985.fm/augusta-has-two-new-electric-vehicle-charging-stations/>) and Fox23 (<https://fox23maine.com/news/local/augusta-adds-new-electric-car-charging-stations>) also picked up the story.