

**Executive Director’s Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust  
April 22, 2026**

**Noteworthy**

**Administration** Last month, the Legislature confirmed reappointment of five Trustees to staggered terms, plus one new appointment, on the EMT Board.

**Government Affairs** Several bills were passed into law that relate to EMT’s work. LD 725 directs EMT to study certain labor issues (wages, benefits, training, injuries) for workers on projects that receive funds from EMT. LD 2140 directs EMT to establish a demand response program for residential consumers and to help educate consumers about the utilities’ opt-in, time-of-use (TOU) rates.

- C&I Prescriptive Program**
- The current total project pipeline for electric projects is \$5.35 million, a growth of nearly \$2 million since the last Board meeting. This includes lighting applications in small businesses and pre-authorizations for lighting projects through participating distributors.
  - 7 HVAC applications have been received from long-term care facilities that seek to use the energy audits and project loans available through the Energy Efficiency Revolving Loan Fund (EERLF) Program. These applications represent over \$610,000 in qualifying HVAC incentives. Another \$260,000 in incentive requests have been reviewed and await customer confirmation to proceed.
  - The two “business case” initiatives to invest federal ARPA funds through this program have fully spent and/or committed more than 97% of their available budgets.

**Demand Management Program** After months of collaboration with battery manufacturers, aggregators, and installers, the Small Battery Program launched on January 31. By mid-April, the program can report: 7 battery brands are now offering Efficiency Maine-funded “Virtual Power Plant Programs” (VPPs) to their customers and others are considering joining; the VPPs have begun marketing and promoting the Trust’s Small Battery Program to Maine consumers seeking emergency backup power systems; 13 battery customers have enrolled through two separate aggregators and the target for next year is 500. April will be the first month of calling “events.”

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press – (see Appendix A for additional details)**
  - *The Washington Post* published an April 7 article that chronicled a reporter’s experience navigating the decision-making process of purchasing a heat pump water heater. The article refers readers to the Trust’s water heating cost comparison tool.
  - The *Portland Press Herald* published an article on March 24 that mentions the use of Efficiency Maine incentives in details of the Portland Housing Authority’s plans to redevelop 173 units of affordable housing in East Bayside, Portland.
- **Events** – Staff attended, participated in, or presented to multiple community and industry audiences. Activity from the past month includes presentations about the Trust’s residential programs and incentives at:
  - Maine Labor Climate Council Event for Potential Mobile Home Initiative Customers on February 28;
  - Kennebec Valley Community College Heat Pump Training on March 10;
  - Freeport Energy Efficiency Fair on March 14;
  - Central Maine Community College HP Installer Training on March 19;
  - Maine Energy Marketers Association Heat Pump Training Night Class on March 18;
  - ClimateWork Maine Summit on March 19;
  - Plumbing Heating Cooling Contractors Association Expo on March 20;
  - Green Home and Energy Show on March 28;
  - Maine Energy Marketers Association Heat Pump Training on April 2;
  - Maine Home Show on April 11 and 12; and
  - Bureau of General Services Project and Facilities Managers on April 9.
- **Website and Outreach (see Appendix B for additional details)**

March website visits:

  - 33,964 unique visitors
  - 14,387 website visits driven through digital ads

Facebook:

  - 4,745 followers

### B) Call Center (March)

- 3,364 inbound phone calls were received, versus 23,196 calls last month and 3,374 calls this month a year ago. Inquiries about residential heat pumps were the primary call drivers.
- 94% of calls were answered within 20 seconds, versus a goal of 90%.
- 1,396 outbound calls were made, compared to 755 calls this month last year, mostly for home inspection scheduling.
- 771 inbound emails were received, compared to 1,221 emails this month last year, mostly representing rebate claims for the Retail Initiatives program.
- 337 pieces of inbound mail were processed, mostly representing rebate claims for the Retail Initiatives. 386 pieces of inbound mail were processed this month last year.
- 13,913 brochures and retail signs were sent out to requesters last month, versus 10,135 this month last year. 6,891 were for allies (installers, event organizers, etc.) and 6,722 were for the Retail & Distributor field team for retail stores and distributor branches.

## C) Government Relations

### Maine Public Utilities Commission (PUC)

- 2/25/26: The Trust attended the initial case conference for Request for Approval Regarding Larrabee Road Substation Breaker Project Pertaining to Central Maine Power ([DN 2025-00363](#)).
- 2/26/26: The Trust attended Versant's Integrated Grid Plan Presentation in Maine Public Utilities Commission Proceeding to Identify Priorities for Grid Plan Filings ([DN 2022-00322](#)).
- 3/13/26: The Trust submitted its Annual Update and Requested Approval of Significant Changes to the Fiscal Year 2026-2028 Triennial Plan in Request for Approval of the Triennial Plan for Fiscal Years 2026-2028 Pertaining to Efficiency Maine Trust ([DN 2024-00310](#)).
- 3/16/26: The Trust submitted comments on Versant and CMPs Integrated Grid Plans ([DN 2022-00322](#)).
- 3/16/26: The Trust attended the initial Case Conference and Technical Conference in PF Land LLC, Request for Advisory Ruling Regarding Private and Direct Sales of Electricity ([DN 2026-00038](#)).
- 3/25/26: The Trust submitted comments on the 2025 SEA Net Energy Billing Cost Benefit Report in Commission Initiated Summary Investigation Seeking Comment on 2025 NEB Cost Benefit Report ([DN 2026-00053](#)).
- 3/30/26: The Trust submitted comments on regulatory changes needed to accommodate flexible interconnection of load and generation in the Commission Initiated Inquiry into Issues Related to Chapter 324 of the Commission's Rules ([DN 2025-00303](#)).
- 4/8/26: The Trust attended a workshop in Maine Public Utilities Commission Request for Information Regarding Innovative Approaches for Improving Resiliency and Addressing Escalating Storm Costs (DN [2025-00343](#)).
- 4/9/26: The Trust attended a Technical Conference in Request for Approval Regarding Larrabee Road Substation Breaker Project Pertaining to Central Maine Power ([DN 2025-00363](#)).
- 4/10/26: The Trust attended an initial case conference in Request for Approval Regarding Detroit-Guilford and Carmel Area Upgrades Pursuant to 35-A MRSA 3132-A Pertaining to Central Maine Power Company ([DN 2025-00166](#)).
- 4/10/26: The Trust attended and answered data requests from the Office of the Public Advocate during a Technical and Case Conference on the Trust's Annual Update, filed in Request for Approval of the Triennial Plan for Fiscal Years 2026-2028 Pertaining to Efficiency Maine Trust ([DN 2024-00310](#)).

### Maine Legislature

- The Governor signed into law the following bills that relate to the Trust, its work, and/or energy prices:
  - LD 725 -- requires the Trust to establish an advisory group and to study, for certain Qualified Partners: wages and retirement benefits; number of employees receiving health insurance; what training programs were used by employees; number of employees that were hired through a registered apprenticeship program number of injuries occurring on projects funded by the Trust. The Trust must submit a report with findings and recommendations to the Legislature by January 31, 2027.
  - LD 1730 – facilitates customers’ ability to install very small (<1200 Watt), so called “plug-in” or “balcony solar”, PV and/or battery systems.
  - LD 2037 -- extends Maine’s participation in the Regional Greenhouse Gas Initiative (RGGI).
  - LD 2140 -- a resolve directing the Trust to run a demand response initiative to reach residential consumers through the end of Triennial Plan VI. It requires that the Trust submit a report assessing the efficacy and cost-effectiveness of the program by February 28, 2028.

- LD 2220 -- establishes the Maine Home Energy Navigator and Coaching Resource Hub at the Maine Department of Energy Resources (DOER) to support community-based energy coaching services, as funding allows.

#### Maine Executive Branch

- Department of Energy Resources
  - Staff participated in the kick-off to DOER's Energy Plan.
  - Staff is engaging in discussions with DOER, the PUC and OPA about future plans and opportunities for Demand Management.

#### Federal Government

- Climate Pollution Reduction Grant (New England Heat Pump Accelerator, or NEHPA)
  - Market Hub:
    - Staff continues to process HPWH rebates using CPRG funds. As of the end of March, Trust programs have rebated 660 HPWHs using \$1,161,709 in NEHPA funding.
  - Innovation Hub
    - Staff supported VEIC in the release of a Community Grant RFI (accepting responses 4/10-5/1), ensuring that the RFI accurately reflected Maine's priorities for Community Grant Projects. Staff collaborated with DOER and GOPIF on articulating the priorities and on outreach efforts to distribute the RFI to stakeholders and encourage their feedback.
    - Staff is working on an RFP for Innovation Hub State Pilot Projects.
  - Evaluator RFP
    - The Connecticut Department of Energy and Environmental Protection (DEEP) issued an RFP to select an Evaluator to lead evaluation of the Accelerator in all 5 states: CT, ME, RI, MA, NH. The Trust has staff participating in the review committee.

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

### A) C&I Prescriptive Initiatives (CIPI) Program

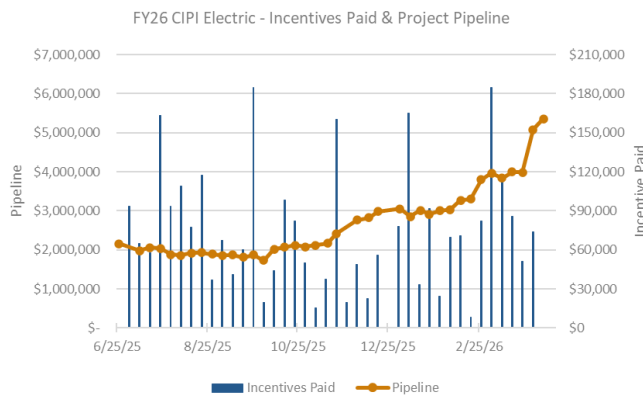
- The program conducted 19 inspections over the past month, using a combination of virtual inspections and on-site inspections, pre- and post-installation.
- Businesses may request a virtual customer consultation (VCC) through the public website to get connected with the CIPI Delivery Team and discuss how to get started with a project. A total of 68 consultations have been requested through fiscal year (FY) 2026 to date, with 18 new requests over the past month. There are currently 88 projects under development after receiving a VCC.
- February marked a major improvement in both traffic and audience size on the Qualified Partner website, with the strongest year-over-year user growth in months, indicating an increase in new and returning member activity. Sessions were up nearly 11% over the previous month and 6.6% over the previous year. Growth in the number of users was the standout metric, with new users more than doubling, a 112% increase over the previous year. While still below early 2025 benchmarks, engagement saw a major rebound this month, with users viewing significantly more pages and spending more time on the site.
- The program received 152 calls in February, similar to January. All calls were answered live before voicemail. 72 outgoing calls were made.

<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 Trust's project tracking database on April 15, 2026, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of March 2026).

- The program received 140 calls in March, a slight decrease from the prior month. 139 calls were answered live before voicemail. 80 outgoing calls were made.

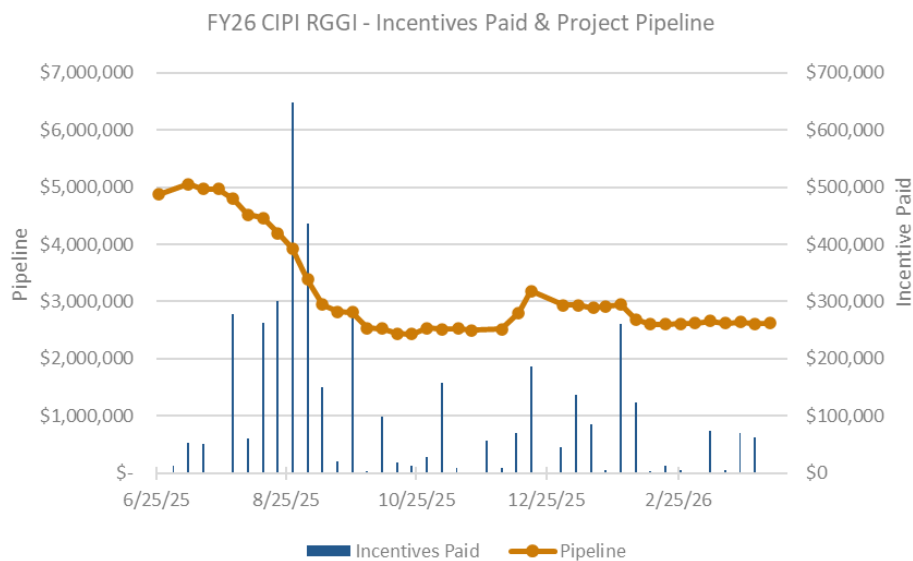
Electric Measures

- The program’s current total project pipeline for electric projects is \$5.35 million, a growth of nearly \$2 million since the last Board meeting. This includes lighting applications in small businesses and pre-authorizations for lighting projects through participating distributors.
- New applications for prescriptive horticultural lighting have been slow, with 1 new application pre-approved over the last month. A total of 13 projects have been completed and paid year-to-date (YTD) for nearly \$216,000 in incentives.
- The program launched a new Funding Opportunity Notice (FON-023-2026) for school lighting retrofits in early November. This FON increases lighting incentives for Maine public schools (PreK-12) by 30% compared to typical lighting incentives. Applications will be accepted through June 30, 2026. A total of 25 applications have been submitted to date for approximately \$466,000 in requested incentives.
- The program also launched an FON for compressed air systems (FON-024-2026) in late November. This limited time opportunity offers 30% higher incentives than typically provided, with the intent of accelerating the conversion to efficient compressed air systems in Maine businesses. Applications will be accepted through June 30, 2026. Four applications have been received to date representing nearly \$34,000 in requested incentives.
- The Discounted Screw-In LEDs (DSIL) initiative, targeting sales at distributors across the state, continues to see a slow-down in sales.
  - 3.2% are mogul replacement lamps (26.2% of discounts paid).
  - 96.8% are T8, T5, and T5HO linear replacement lamps (73.8% of discounts paid).
  - The lamp type with the highest volume of sales continue to be 4’ T8 Type A LED linear replacement lamps (78.2% of the sales of all lamps) followed by 4’ T8 Type C 2-lamp kits (6.2%) and T8 U-bend lamps (4.5%).



### Thermal Measures

- New applications for heating, ventilation, and air conditioning (HVAC) measures represent 98% of the pipeline for projects that will use RGGI funds. The RGGI pipeline is \$2.6 million in incentives, similar to the prior month.
- The program has received 7 HVAC applications from long-term care facilities that are interested in taking advantage of the energy audit and project loans through the Energy Efficiency Revolving Loan Fund (EERLF) Program. These applications represent over \$610,000 in qualifying HVAC incentives. Another \$260,000 in incentive requests have been reviewed and are waiting on customer confirmation to proceed.
- The opportunity for School Ventilation Retrofits, FON-025-2026 was launched on February 18th, 2026. This FON targets fossil fuel-based ventilation systems that can be replaced with efficient electric linear expansion valve (LEV) kits, dedicated outdoor air systems (DOAS), and Energy Recovery Ventilators (ERVs). This FON increases ventilation incentives for Maine public schools (PreK-12) by approximately 30% compared to typical incentives. Applications will be accepted through December 31, 2026. One application has been received to date for approximately \$28,000 in requested incentives.
- The program launched an opportunity for Multifamily Electrification Retrofits on March 31, 2026. This opportunity offers enhanced incentives for electric HVAC equipment in low-income multifamily housing. Applications will be accepted through December 31, 2026.



### NECEC Projects

- Over \$1 million in incentives has been pre-approved for projects in schools planning construction projects.

### Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

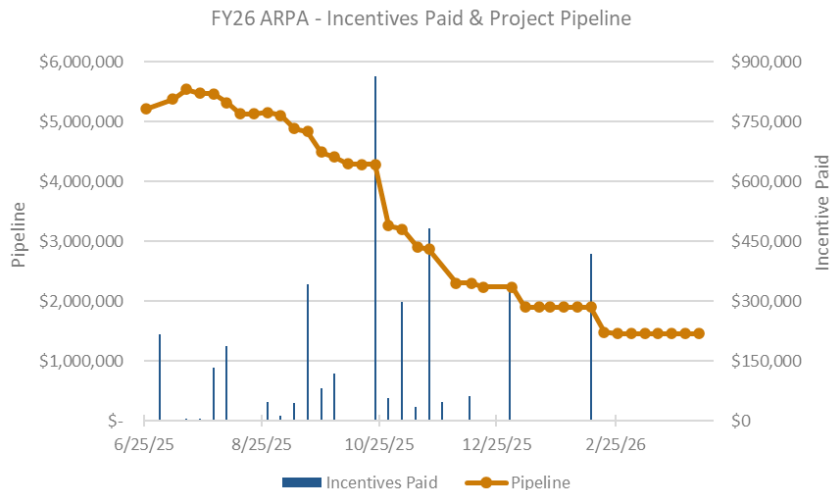
- There are no active Funding Opportunity Notices funded by ARPA.
- Activity by business case:

MJRP Business Case	Budget	Invested and committed	Remaining
Business Case #2	\$3,880,000	98%	2%
Business Case #3	\$13,181,000	97%	3%

- Activity by funding opportunity notice (FON):

FON	Pipeline	Complete and Paid		Accepting applications until:
	Incentive	Number of Projects	Incentive	
Hospitality (Round 1)	\$-	67	\$2,620,347	Closed
School (Round 1)	\$-	28	\$1,527,727	Closed
Small Municipality*	\$-	100	\$987,979	Closed
Long-Term Care (Round 1)	\$84,180	5	\$699,132	Closed
Medium Municipality*	\$-	11	\$1,316,655	Closed
School (Round 2)	\$-	34	\$5,052,374	Closed
Municipality (Round 3)	\$-	3	\$213,576	Closed
Hospitality (Round 2)	\$-	18	\$379,190	Closed
Municipality (Round 4)	\$-	30	\$1,006,134	Closed
Congregate LI Multifamily	\$1,377,532	-	\$-	Closed
<b>Total</b>	<b>\$1,461,712</b>	<b>296</b>	<b>\$13,803,114</b>	

\*Towns with less than 5,000 residents are classified under "Small Municipality." Towns with 5,000 to 10,000 residents are classified under "Medium Municipality."



### Inflation Reduction Act (IRA)

- A funding opportunity, FON-009-2025, using funds from the federal Inflation Reduction Act (IRA) was launched in September 2024 to support the new construction of multifamily buildings. This opportunity aims to advance Maine’s electrification priorities in new construction multifamily buildings serving low-income residents.
  - There are currently 17 projects in the program pipeline. 15 have been approved. The submitted projects comprise a total of 714 dwelling units and over \$5.7 million in estimated incentives. 1 project was recently completed and paid incentives in the amount of \$135,000.

### **CIPI Program -- Summary Financials and Energy Savings**

Updated Financials	Program Investment
<b>FY2026 Program Budget</b>	<b>\$43,321,465</b>
7/1 to 3/31 Spending	\$12,776,722
Committed Pipeline	\$16,802,299
<b>Total (Expenditures and Committed Pipeline)</b>	<b>\$29,579,021</b>
Percent of Current Budget	68%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Efficiency Programs	15,364,088	(6,027)
Electrification Programs	(3,791,054)	49,220
Thermal Efficiency Programs	13,149	1,042

### B) C&I Custom Program

- The C&I Custom Program Review Team met twice and approved 3 projects worth \$225,844 in incentives since the last board meeting.
- The Program added 3 new projects to the pipeline since the last board meeting. The total pipeline now consists of 8 projects worth \$1,628,117 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and did not approve any new technical assistance requests.
- Program staff reviewed 1 project proposal that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
<b>FY2026 Program Budget</b>	<b>\$18,620,014</b>
Expenditures	\$3,703,439
Committed	\$8,863,825*
Pipeline	\$1,628,117
<b>Total (Expenditures, Committed and Pipeline)</b>	<b>\$14,195,381</b>
Percent of Current Budget	76%
Percent of Year Passed	75%

*\*The Trust is cancelling an award for a project that cannot move forward and will be unencumbering \$970,000 of RGGI funds currently allocated to that project. These funds have been removed from the committed funds shown above.*

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Efficiency Programs	9,628,835	(19,894)
Thermal Efficiency Programs	(5,281,086)	75,764

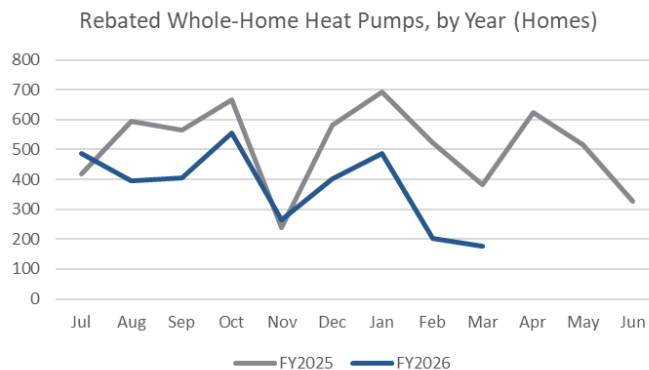
\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

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

- The program received 18 claims per day last week vs a 4-month avg of 23/day.

#### Heat Pumps

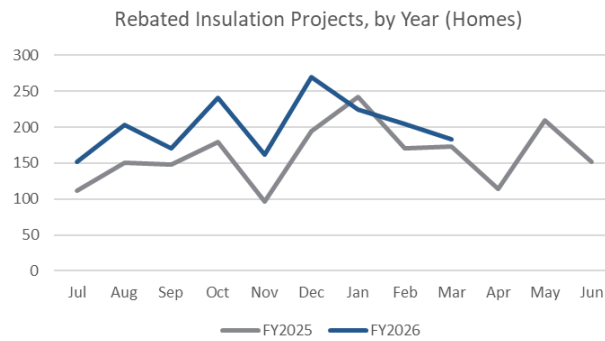
- The program issued 3,457 “standard” rebates for whole-home heat pumps (average of 84/week) fiscal year-to-date (FYTD). There are early indications that the slowest weeks may have already passed and at least one distributor has reported that heat pump sales are up.
- Increased marketing in print, radio, social media, and Google search are all underway.
- Top installers are reporting a 36-day backlog, up from last month.
- Winter weather has been a factor slowing heat pump installations in recent months, as outdoor unit placements were more difficult in cold and snowy conditions.
- Last month, the team inspected 52% of rebated heat pump upgrades, exceeding its 10-15% goal. 83% of customers rated their overall experience a 9 or a 10 on a scale from 0 to 10.
- The following is a historical view of homes receiving a “Standard” rebate for a whole-home heat pump:



#### Insulation

- The program issued 1,937 “standard”<sup>2</sup> rebates (average of 47/week) FYTD.
- The program isolated marketing for insulation to Google search only given that insulation activity has, generally, been solid.
- Top residential registered vendors (RRVs) that offer insulation services are reporting a 45-day backlog in project work, up from 32 days last month.
- Last week, the team inspected 21% of insulation upgrades compared to its 10-15% goal. 69% of customers rated their overall experience a 9 or a 10 on a scale from 0 to 10.
- The following is a historical view of homes receiving a “Standard” rebate for insulation:

<sup>2</sup> “Standard” rebates are those for households that do not receive the elevated rebate levels for low-income or moderate-income households. Results for weatherization and heat pump rebates for low-income and moderate-income households are reported in the section below “Low-Income Initiatives.”



**Biomass and Geothermal**

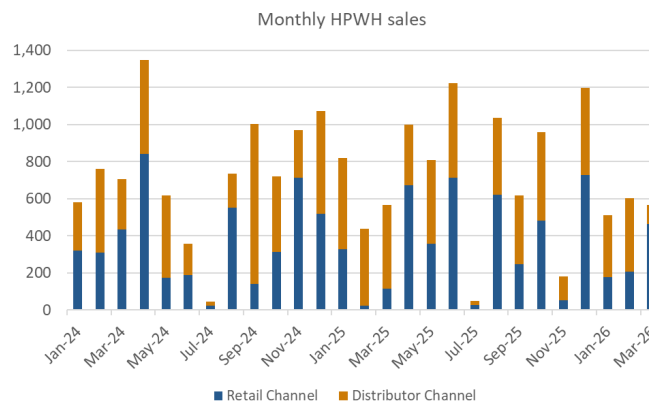
- FYTD, the program has rebated 50 pellet boilers and 21 geothermal systems.
- The program updated its webpages related to pellet boilers, streamlined eligibility criteria, and created a marketing brochure that includes commercial biomass offerings as well.

Updated Financials	Program Investment
FY2026 Program Budget	\$26,505,942
7/1 to 3/31 Spending	\$14,472,656
Percent of Budget Spent to Date	55%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electrification Programs	(20,593,732)	281,459
Thermal Efficiency Programs	1,452,214	26,198

**D) Retail and Distributor Initiatives**

- In March, the program had a limited-time offer of \$1,100 discount on heat pump water heaters (HPWH).
- The program launched a massive marketing campaign comprised of in-store signage, emails, postcards to 80,000 homes, and digital ads. Both Home Depot and Lowe’s were well stocked. Nonetheless, the comparatively low price of competing water heaters (i.e., electric resistance or “ER”) has frustrated the rate of HPWH sales in recent months.



Updated Financials	Program Investment
FY2026 Program Budget	\$21,299,205
7/1 to 3/31 Spending	\$10,793,837
Percent of Budget Spent to Date	51%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Efficiency Programs	5,401,136	32,204

### E) Income-Eligible Home Programs

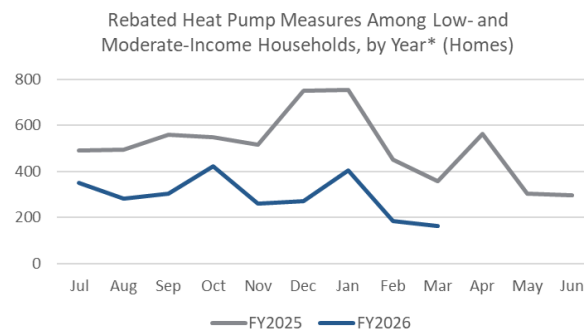
#### Low- and Moderate-Income Initiative

##### Heat Pumps

- The program has rebated 2,661 whole-home heat pump installations in low- and moderate-income (LMI) homes FYTD. This includes:
  - 1,438 for moderate-income households, and
  - 1,223 for low-income households.
- The program has also issued 121 supplemental heat pump rebates in low-income households.
- The following represents whole home heat pump rebates by income category:

Whole Home Heat Pump Rebate Distribution (last four months)		
Any Income	Moderate Income	Low Income
56%	22%	22%

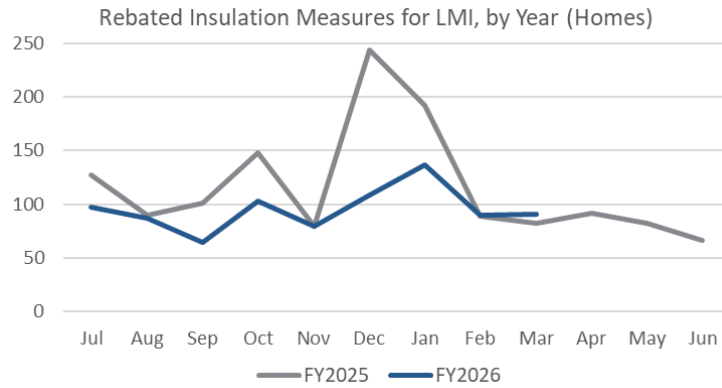
- The following is a historical view of homes receiving a rebate for heat pump measures, including both single-zone heat pumps (room heaters) and whole-home heat pump systems:



\*excludes heat pumps rebated through the Manufactured Home Pilot

##### Insulation

- The program rebated insulation measures in 892 homes.
- The program estimates it has about 10 days worth of ARPA funding remaining before it will have to switch to RGGI to cover the cost of insulation to LMI customers.
- The following is a historical view of homes receiving LMI insulation rebates:



**Arrearage Management Program (AMP)**

- The program saw 1,375 new AMP entrants FYTD.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees.

**Mobile Home Initiative (*Heat Pumps*)**

- 19 projects are currently in the pipeline, 11 of which will be funded by OCED (in towns with a population of 10,000 or fewer) and 8 will be funded by IRA-HEAR.
- 138 questionnaire submissions have been received by customers expressing interest in participating in the program since July 2025. This is up from 63 submissions in FY25.
- The project team traveled to 54 towns throughout the state to distribute outreach materials. Flyers and additional program information were left at town halls, mobile home parks, and local libraries.
- The project team created a postcard mailer and sent it to 18,000+ eligible households throughout the state on April 9<sup>th</sup>.

Updated Financials	Program Investment
<b>FY2026 Program Budget</b>	<b>\$55,988,359</b>
7/1 to 3/31 Spending	\$21,577,432
Pipeline	646,000
<b>Total (Expenditures and Pipeline)</b>	<b>\$22,223,432</b>
Percent of Current Budget	40%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Efficiency Programs	165,683	-
Electrification Programs	(15,284,246)	195,305
Thermal Efficiency Programs	548,358	14,161

**F) Electric Vehicle (EV) Initiatives**

**Electric Vehicle Supply Equipment (Public Charging)**

- In early-March, The Trust issued a [Request for Proposals \(RFP\) for Public Level 2 EV Chargers](#). Through this RFP, the Trust is offering up to \$120,000 per project to install and operate public Level 2 EV chargers at multifamily, business, and public properties. The Trust will

accept proposals until March 3, 2027, or until funding is exhausted, whichever comes first, and will review proposals and announce awards monthly. For more details, please visit the [RFP page](#).

- In early-March, The Trust announced awards under its [RFP for Public DC Fast Chargers: Phase 10](#) to the following bidders:
  - Dysarts Service, Dysart's Restaurant & Truck Stop (Hermon)
  - Tesla Inc., Tokyo Japanese Steakhouse (Newport)
  - Applegreen Electric, Hannaford (Topsham)
  - Applegreen Electric, Hannaford (Brunswick)
- In mid-March, Promenade East Condominium Assoc Inc's public Level 2 EV charging project at the Promenade Towers in Portland became operational.
- In late-March,
  - Gridwealth EV's 2 public DC fast charging projects (at the Airport Mall in Bangor and at the Shaw's Plaza in Windham) became operational.
  - Global Montello's public DC fast charging project at the Alltown Market in Orono became operational.

**EV Rebates**

- The program paid out 13 rebates in February and 10 rebates in March.

**EV Public Information and Outreach**

- The program team visited 38 Participating Dealers in February and 69 in March.

Light Duty EV Rebates Issued FYTD (7/1/2025 – 3/31/2026)		
Vehicle Condition	Number of Rebates	Dollars Spent
New	52	\$297,500
Used	21	\$66,500
<b>Total</b>	<b>73</b>	<b>\$364,000</b>

Light Duty EV Rebates by Customer Type in FY26				
Month	Commercial*	Low Income	Moderate Income	Total
July	-	-	-	-
August	-	8	1	9
September	-	6	7	13
October	2	9	5	16
November	-	1	-	1
December	-	-	-	-
January	4	1	6	11
February	2	3	8	13
March	1	2	7	10
<b>Total</b>	<b>9</b>	<b>30</b>	<b>34</b>	<b>73</b>

*\*Includes all business, non-profit, and governmental entity rebates*

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2026 Program Budget	\$46,159,047	\$4,221,995
7/1 to 3/31 Spending	\$4,020,546	\$1,037,509
Additional Committed	\$14,272,966	\$272,000*

Percent of Budget with Committed	40%	31%
Percent of Year Passed		75%

*\*The amount of EV rebate budget that is considered “committed” includes upcoming light-duty EV rebates and a set-aside for the medium- and heavy-duty vehicle demonstration pilot.*

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electrification Programs	(254,989)	4,996

## G) Demand Management Program

### C&I Demand Response

- The program has begun enrollments of qualified C&I customers for the summer 2026 performance season and launched a new customer enrollment tracker with a dashboard for improved collaboration with Program Partners.
- Three Program Partners have been contracted to participate who represent 99% of enrolled load from last season.

### Energy Storage System (Large Battery) Initiative

- With regard to large battery proposals, the C&I Custom Program Review Team did not meet or approve any incentives since the last board meeting.
- Program staff added no new projects to the pipeline. The pipeline consists of 4 potential projects.
- Program staff reviewed 1 project proposal that did not meet the program requirements and will not proceed further in the process.

### Off-Peak Chargers

- As of mid-April, 805 off-peak chargers have been commissioned; the program is forecasting just over 1,000 by fiscal year-end.
  - Staff does not, at this time, have precise data on the total number of EVs purchased in Maine this year, but estimates it will be around 5,000. At that annual rate, the program’s commissioning of 1,000 off-peak chargers/year would translate into a market penetration rate of 20% of new EV sales.
- 98% of more than 106,000 charging sessions on commissioned off-peak chargers have been off-peak.
- The manufacturer of our discounted off-peak chargers, Emporia, has continued to experience issues with inventory in March.
- Over the last 2 weeks, the program saw the highest quantity of downloads of the discount code since September (when the federal tax credits for EVs expired).
- The primary channels the program’s marketing of this opportunity are car dealerships, electricians, and Google ads and follow-up emails.
- The program also is shifting its message to electricians to emphasize Emporia’s dynamic load management feature (see, <https://www.emporiaenergy.com/blog/what-is-load-management/> ). The manufacturer promotes this feature saying, “No room in the circuit panel for an EV charger? No Problem...” This feature can save thousands of dollars on installation by avoiding the need for a panel upgrade, which in turn increases consumer satisfaction while maintaining safety. Electricians have initially been highly receptive to this message.

### Small Battery Program (“Renewable Reliability” in Triennial Plan)

- After months of collaboration with battery manufacturers, aggregators, and installers, the Small Battery Program launched on January 31. By mid-April, the program update includes:
  - 7 battery brands are now offering Efficiency Maine-funded “Virtual Power Plant Programs” (VPPs) to their customers. Others are still learning about the program and considering joining.

- These VPPs have begun marketing online, and promoting the Trust’s Small Battery Program to Maine consumers seeking emergency backup power systems
- To date, 13 battery customers have enrolled through two separate aggregators. The program target for next year is 500.
- April will be the first month of calling “events.”

Time-of-Use Behavioral Program

- Staff is investigating options for launching a new demand response program focusing on residential customers. The working concept is to target homes that are significantly contributing to grid peaks and help them reduce their electric bills by signing up for time-of-use (TOU) rates and encouraging them to shift their load off peak.
- Ideal candidates have large, customer-shiftable loads that coincide with peak. An illustrative example is a high-mileage EV that charges on-peak (especially for EVs not already using a pre-programmed off-peak charger).
- Secondary opportunities include:
  - scheduling, using timers, on devices like window AC units, water heaters, dehumidifiers
  - delay-start features, for example on dishwashers, and
  - education to promote other behavioral changes (e.g., electing to wait for the weekend to do laundry).
- Recently enacted LD 2041 directs the Trust to prioritize outreach and education for low-income electricity customers.
- Next steps are gathering feedback from stakeholders on program design.

**H) Efficiency Maine Green Bank (EMGB)**

- The EMGB team is working on a variety of expansions and improvements to its offerings and operations, including:
  - adding Heat Pump Water Heaters to the eligibility of Home Energy Loans;
  - developing and implementing improvements to the EMGB’s online loan platform to simplify the application process for customers and contractors;
  - exploring the viability of adding Small Batteries to the eligibility of EMGB loans and supporting a Battery Lease program.
  - Providing origination and servicing services for a community lender to promote financing on C&I projects.
  - pursue additional capitalization as a means to expand EMGB offerings to more customer classes, for more measures, and to achieve operating efficiencies.
- The long-term pace of EMGB loans has remained steady. Short-term pacing has recently dipped to \$400,000 per month, likely due to seasonality.
- Over 40% of EMGB activities currently are serving LIDAC customers.

Key Metrics	Home Energy Loans		Small Business Loans	Manufactured Home Initiative Financing	EE-RLF	Total
	Income-Eligible Loans	Non-Income-Eligible Loans				
<b>Quantity</b>						
Last month	10	18	-	-	-	28
FYTD	76	303	-	10	6	395
All time	629*	8,081	89	126	6	8,931
<b>Dollars</b>						
Last month	\$54,458	\$164,614	-	-	-	\$219,072
FYTD	\$442,238	\$3,357,826	-	\$27,500	\$58,275	\$3,885,839
All time	\$3,190,158*	\$64,301,080	\$1,232,398	\$296,000	\$58,275	\$69,077,910

\* Since 2013, the Trust has offered a loan product to households with a FICO credit score as low as 580 to support home energy upgrades. However, Staff did not collect data on household income associated with those loans until the start of FY2024. As a result, values reported in this table on “Income-Eligible Loans” only reflect activity starting in FY2024 when the Trust began tracking and reporting household income level associated with these loans.

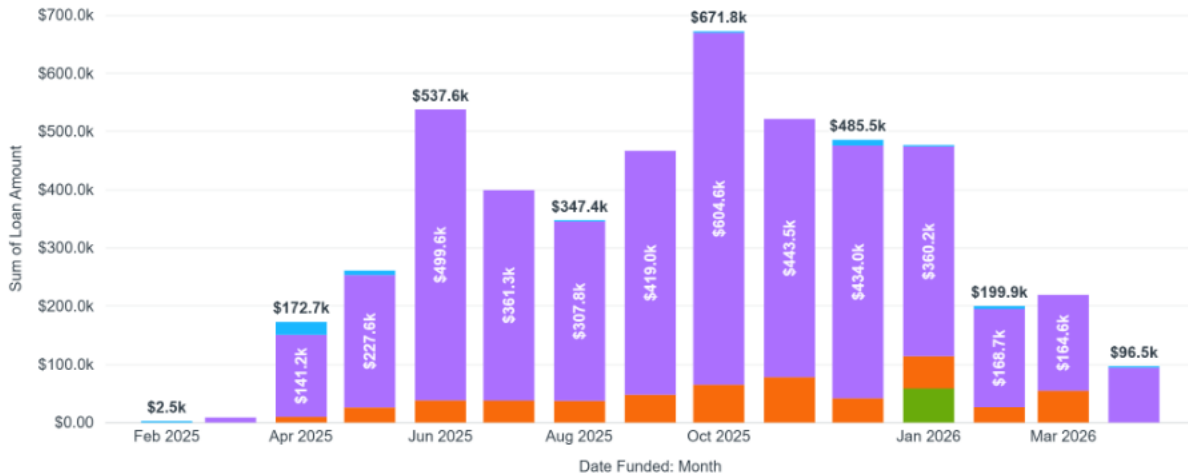
### C-PACE

Key Metrics	Participating Municipalities	Registered Capital Providers	Project Applications	Approved Project Financing (\$)
Total	14	3	4	\$8,655,189

### EMGB Loan Trends

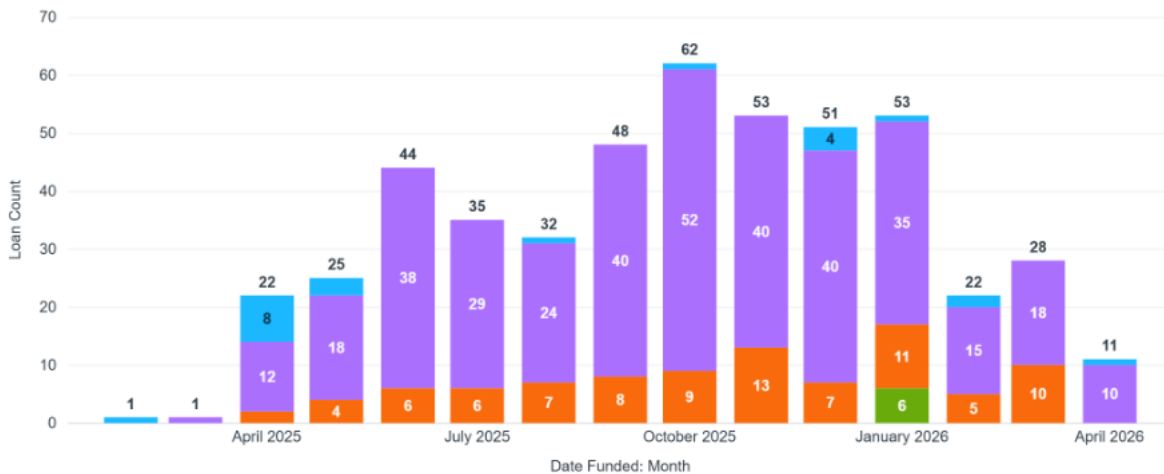
Funded Loan Amounts by Program Rep

● Manufactured Home Initiative Financing 
 ● Home Energy Loans – Non Income-Eligible Loans 
 ● Home Energy Loans – Income-Eligible Loans 
 ● EE-RLF



Funded Loan Counts by Program Rep

● Manufactured Home Initiative Financing 
 ● Home Energy Loans – Non Income-Eligible Loans 
 ● Home Energy Loans – Income-Eligible Loans 
 ● EE-RLF



## I) Other Initiatives

### Thermal Energy Investment Program

- The Thermal Energy Investment Program (TEIP) provides financial incentives to businesses, municipalities, educational institutions, and nonprofit entities located in the state of Maine for the installation of new thermal energy wood-derived projects. This opportunity was revised on March 1, 2026 with increased incentives.
- The current incentive pipeline has 6 projects pre-approved for \$1.1 million. 1 project has been completed and paid \$36,000 in incentives.

### School Decarbonization

- No new technical assistance requests have been submitted.

### Lead By Example

- All projects are complete and the program has paid out all committed incentive awards.

## 3. Strategic Initiatives

### A) Innovation

- **Pilot – Whole Home Heat Pump Solutions:** The Staff has no new information to report this month.
- **Pilot – Hydronic Heat Pump with Thermal Storage:** Test sites are fully operational with a high-temperature hydronic heat pump, multiple thermal storage tanks, and a control system all running together as designed. Additional tests to improve the design are in progress. Plans to test the next series of hydronic heat pumps are underway with a new unit installed for testing this last month.
- **Pilot – Device Aggregator:** The Staff has no new information to report this month.

### B) Evaluation, Measurement, and Verification

- Staff and Demand Side Analytics kicked off the 2026 Whole Home Heat Pump (WHHP) Survey, which will ask questions to recipients of WHHP rebate from Calendar Year 2025 about how they use their heat pumps, comfort and satisfaction, other heating systems in the home, and what they would have done in the absence of a rebate.

## 4. Administration and Finance Highlights

### A) Administration

- Trustee Heather Furth has completed her term on the Board of Trustees and Patricia (Pat) Stanton has been appointed and confirmed to fill the seat that was occupied by Ms. Furth. Trustees Colburn, Isaacson, Poole, Rauscher, and Welsh have been re-appointed and confirmed. The terms are staggered. *Ex officio* Trustee Burgess has taken a new position within the Administration and has been replaced on the Board by Celina Cunningham. Trustee MacDonald is continuing to serve in her seat.
- Staff is recognizing several EMT work anniversaries that recently have been reached:
  - 20 years – Joy Adamson, Grants Administrator
  - 15 years –
    1. Ian Burnes, Director of Strategic Initiatives
    2. Greg Leclair, Director of Finance & Administration
    3. Andy Meyer, Senior Program Manager
  - 10 years –
    1. Emily Cushman, Assistant Deputy Director for Programs
    2. Peter Eglinton, Deputy Director and Director of Programs
    3. Laura Martel, Senior Research and Evaluation Manager

**B) Finance**

Revenues

- The sum of the fiscal year’s new revenues from state and regional sources through the end of March was \$113 million out of a total expected annual revenue of \$115.4 million. Revenues from federal funding were \$19.5 million. Approximately \$568,000 in additional revenue has been received on interest from outstanding loans and other miscellaneous revenues. In FY2026, the Trust made interfund transfers totaling \$3.4 million. The total budget for FY2026, including use of fund balance, was \$250.3 million.

Expenditures & Encumbrances

- Total expenditures through the end of March 2026 were \$78.5 million. The summary of expenditures and encumbrances is as follows:

Expenditures	
\$7.3 million	Administration (excluding interfund transfers)
\$42,000	Public Information
\$494,000	Evaluation work
\$408,000	Innovation pilots
\$1.2 million	Demand Management Program
\$21.6 million	Income-Eligible Home Programs
\$10.8 million	Retail and Distributor Initiatives Program
\$14.5 million	Home Energy Savings Program
\$12.8 million	C&I Prescriptive Initiatives Program
\$3.7 million	C&I Custom Program
\$0	Inter-Agency transfers
Encumbrances	
\$113.7 million	Encumbered across all budget categories but not yet spent

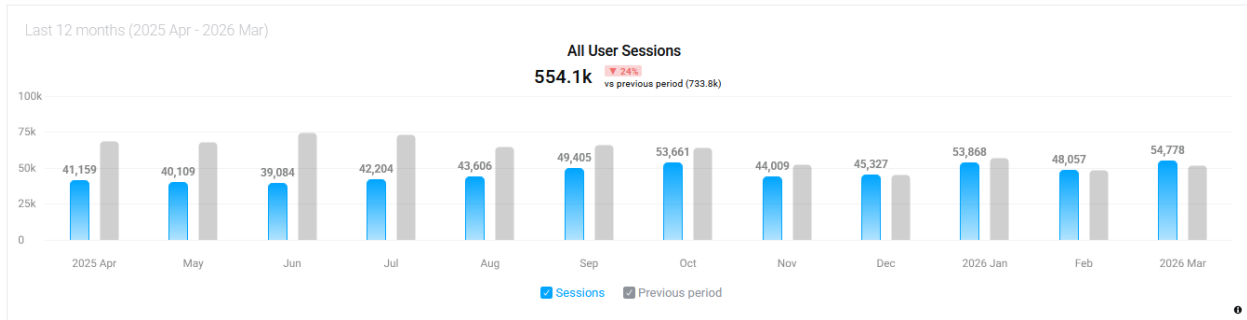
## Appendix A

### Full List of Press Coverage (plus links)

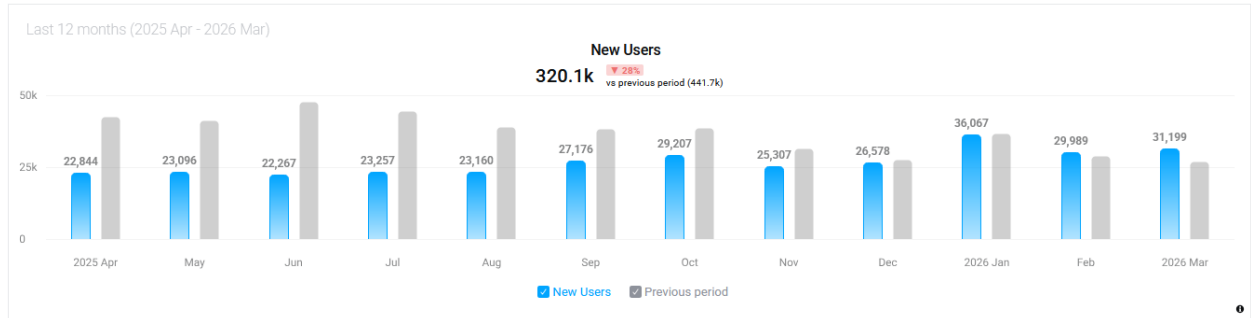
- On April 14, *WGME* published an article that mentions the Trust's role in a recently signed bill to support an energy efficiency pilot program for low-income Mainers (<https://wgme.com/news/local/gov-mills-signs-energy-efficiency-pilot-program-utility-bills-low-income-households-energy-usage>).
- *The Washington Post* published an April 7 article that chronicled a reporter's experience navigating the decision-making process of purchasing a heat pump water heater. The article refers readers to the Trust's water heating cost comparison tool (<https://www.washingtonpost.com/climate-environment/2026/04/07/heat-pump-water-heaters-energy-efficiency/>).
- The *Maine Wire* published an article on March 30 that quotes the Executive Director and is based on the Governor's Office press release announcing Maine's participation in the New England Heat Pump Accelerator (<https://www.themainewire.com/2026/03/maine-to-receive-43-million-in-federal-funding-for-high-efficiency-heat-pump-water-heaters/>).
- On March 26, *Fox 22/ABC7 News of Bangor* quoted Staff in a segment about rising fuel prices and interest in electric vehicles and charging infrastructure ([https://www.foxbangor.com/news/Local/as-the-war-in-iran-continues-to-raise-u-s-gas-prices-is-the-interest/article\\_4783acb1-cc1f-4e7c-8b49-e35c6d2bc3af.html](https://www.foxbangor.com/news/Local/as-the-war-in-iran-continues-to-raise-u-s-gas-prices-is-the-interest/article_4783acb1-cc1f-4e7c-8b49-e35c6d2bc3af.html)).
- The *Portland Press Herald* published an article on March 24 that mentions the use of Efficiency Maine incentives in details of the Portland Housing Authority's plans to redevelop 173 units of affordable housing in East Bayside, Portland (<https://www.pressherald.com/2026/03/24/Portland-housing-authority-development-would-add-173-units-in-bayside/>).
- *News Center Maine* published an article that mentions the Trust and its residential programs in coverage of rising fossil fuel prices on March 19 (<https://www.newscentermaine.com/article/Money/economy/heating-fuel-prices-surge-30-in-maine-since-start-of-iran-war/97-ac48430d-7330-4ba3-82cc-68b7dff8f0ce>).
- On March 5, *The Times Record* published an article that mentioned the Trust and quoted Staff in coverage of the Freeport Energy Forum (<https://www.pressherald.com/2026/03/05/freeport-energy-forum-to-highlight-home-energy-solutions/>).

## Appendix B Additional Website Metrics

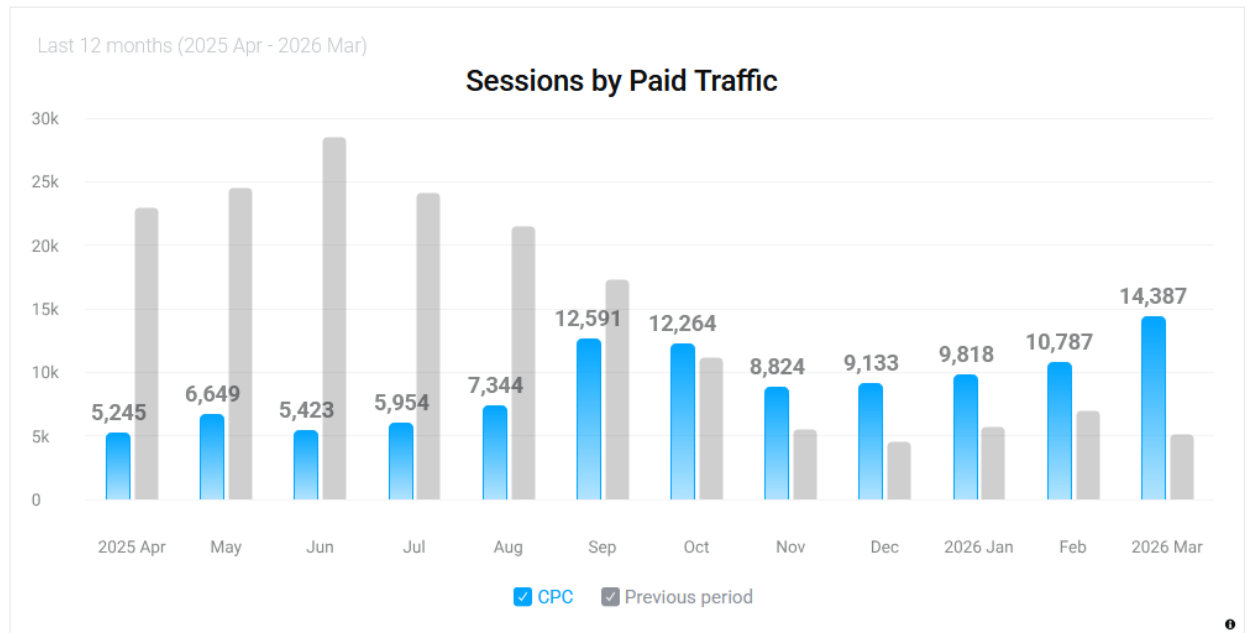
Below is a chart representing all traffic to efficiencymaine.com as a YTD comparison.



Below is a chart representing new users to efficiencymaine.com as a YTD comparison.



Sessions by paid traffic (below) represent Google AdWords, Google Display Network, and Facebook.



The efficiencymaine.com home page (indicated by “/”) is often the top page by sessions or path. It is the URL most advertised and used directly. Below are our top pages and paths. Organic sessions include all people who found the Efficiency Maine website through a search engine (not via an ad).

Last Month (Mar 1 - 31)

Top Landing Pages by Session		
Dimension	Value	vs prev
/at-home/heat-pump-water-heater-program	7,826	▲ 194%
/	7,660	▲ 29%
/at-home/insulation-rebates	3,536	▲ 27%
/at-home/mobile-home-initiative	2,551	▲ 13%
/whole-home-heat-pump-rebates	1,896	▲ 2,428%
/at-home/heating-cost-comparison	1,754	▼ 22%
/at-home/vendor-locator	1,541	▲ 17%
/off-peak-charger-incentives	1,441	▲ 29%
/at-home/residential-heat-pump-rebates	1,393	▼ 31%
/income-based-eligibility-verification	1,369	▲ 17%

Last Month (Mar 1 - 31)

Top Landing Pages by Session (Organic)		
Dimension	Value	vs prev
/	3,873	▲ 31%
/at-home/heating-cost-comparison	940	▼ 27%
/at-home/residential-heat-pump-rebates	832	▲ 57%
/at-home/vendor-locator	676	▲ 14%
/at-home	517	▲ 15%
/income-based-eligibility-verification	451	▲ 21%
/heat-pump-user-tips	425	▼ 45%
/at-home/heat-pump-water-heater-program	392	▲ 168%
/at-home/water-heating-cost-comparison	357	▼ 10%
/about-heat-pumps	336	▲ 69%