

**Executive Director's Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
April 26, 2023**

Top Line Takeaways:

Commercial Program - The program launched new weatherization solutions for multifamily buildings with five or more units.

Home Energy Savings Program - Heat pump rebate volumes for March were 59% higher than last March (1,770 vs. 1,111 rebates).

Retail Program - Maine has the lowest retailer list prices for heat pump water heaters in the country.

1. Public Information and Outreach

A) Awareness and Press

- **Press** (see Appendix A for additional details)
 - The Trust hosted a press event in Bangor on April 12 to announce two new direct current (DC) fast charging stations now open to the public in Bangor and Newport. At the event, the Trust also highlighted new funding opportunities to support future infrastructure expansion. Speakers at the event were the Maine DOT, Governor's Energy Office, Irving Oil, City of Bangor, and the Bangor Regional Chamber of Commerce. The announcement was covered by *Maine Public*, *Mainebiz*, *Bangor Daily News*, *WABI5*, *Fox 22*, and five other outlets that picked up the news.
 - *The Maine Monitor* quoted the Executive Director in an April 8 article about the Trust's work to expand heat pump usage across Maine. The article was republished by *Bangor Daily News* on April 10.
 - *The Portland Press Herald* quoted Staff in a March 19 article about obstacles to obtaining an electric vehicle (EV) in Maine. The article was republished by *Central Maine* and *Yahoo News!*.
 - *The Maine Monitor* quoted Staff in a March 12 article highlighting Maine's available EV infrastructure.
- **Events**
 - Staff tabled and presented at multiple events around the state on Earth Day.
 - Staff presented information about the Trust's electric vehicle program at the Androscoggin Valley Council of Governments (AVCOG) Municipal EV Development Webinar on April 11.
 - Staff supported a booth presence at the 2023 Green Home and Energy Show in South Portland on April 1 and shared information about the Trust's residential and electric vehicle programs and incentives.
 - Staff supported a booth presence at the 2023 Maine Governor's Conference on Tourism on March 28 in Bangor and shared information about the Trust's electric vehicle and commercial programs and incentives.
 - Staff presented information about the Inflation Reduction Act (IRA) during a Topsham Energy Committee IRA webinar on March 22.

- Staff supported a booth presence at the 2023 HospitalityMaine Expo in Portland on March 22 and shared information about the Trust’s commercial program and incentives.
- Staff presented information about the Trust’s residential programs and incentives on March 17 to Central Maine Community College’s (CMCC) heat pump installation class; on March 14 to Kennebec Valley Community College’s (KVCC) heat pump installation class; on March 15 to a group of Maine realtors from Maine Life Real Estate; on March 24 at the Plumbing-Heating-Cooling Contractors Association Annual Conference; on March 30 at the Maine Energy Marketers Association’s (MEMA) heat pump training; on April 3 at the Brunswick Rotary; on April 11 at the Curtis Memorial Library & Citizen’s Climate Lobby; on April 12 at the Hallowell Climate Action Conservation Commission meeting; on April 12 at the York Public Library, and on April 14 at the Gold LEAF Institute Senior College at the University of Maine at Farmington.
- **Website and Outreach** (see Appendix B for additional details)
 - February website visits
 - 40,176 unique visitors
 - 9,105 visits driven by digital ads
 - Facebook
 - 4,629 followers

B) Call Center (March)

- 3,252 inbound phone calls were received, up from 3,080 last month and up from 2,916 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 98% of calls were answered within 20 seconds (vs. a goal of 90%).
- 782 outbound calls were made compared to 512 this month last year, mostly for home inspection scheduling.
- 1,291 inbound emails were received, up from 1,000 this month last year, mostly rebate claims for the Retail Initiatives program including the DIY program that ended 3/31/2023.
- 598 pieces of inbound mail were processed, compared to 2,133 this month last year.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust participated in a second workshop in the Integrated Grid Planning proceeding (Docket No. 2022-00322).
 - The Trust filed surrebuttal testimony in CMP’s rate case (Docket No. 2022-00152).
 - The Trust participated in technical conferences in Versant’s rate case (Docket 2022-00255).
- Maine Legislature
 - Staff testified in opposition to the original version of LD 1101, a bill that appears to mandate that the Trust establish a single, uniform standard for energy audits that is overly complex and costly. Staff also objected to the requirement that the Trust develop a system of penalties to be assessed against contractors for violating energy audit standards. Staff expressed support for the idea of developing a voluntary home energy score. After working with the bill sponsor, Staff proposed a scaled down bill which received majority support from the Energy, Utilities and Technology (EUT) Committee.
 - LD 187, a bill requested by the Trust to repeal the Renewable Resource Fund in 35-A MRS §10121, passed out of the EUT Committee.

- The EUT Committee continued working on LD 519, a Resolve proposing to have the Trust run a pilot project on Vehicle-to-Grid (V2G) applications of electric school buses. After the Trust expressed concerns about unknown and unlimited costs, the bill was amended to give the Trust full discretion to design the pilot and to abandon pursuit or implementation of a pilot if the costs forecasts are prohibitive. Costs of such a project to interconnect to the grid have wide variability and are unknown until additional analysis is performed. The bill was voted out of the Committee with majority support.
- Staff has been working with the bill sponsor and MaineHousing on LD 815, a bill seeking to ensure that residents of manufactured homes get full access to the information about, and participation in, energy efficiency programs for low- and moderate-income Mainers.
- The trust testified neither for nor against LD 952 - An Act to Create a 21st Century Electric Grid.
- **Federal Government**
 - Staff continued to work on developing plans for implementing the Inflation Reduction Act's two rebate programs (a) for home energy performance and (b) for high-efficiency electric equipment and appliances in LMI homes. Staff organized an extended meeting with the Governor's Energy Office to discuss initial concepts for program design and plans for gathering stakeholder input.
 - Staff continued developing a proposal for a new Revolving Loan Fund to assist nursing homes and assisted living facilities convert to high-efficiency HVAC systems using federal funds from the Bipartisan Infrastructure Law.

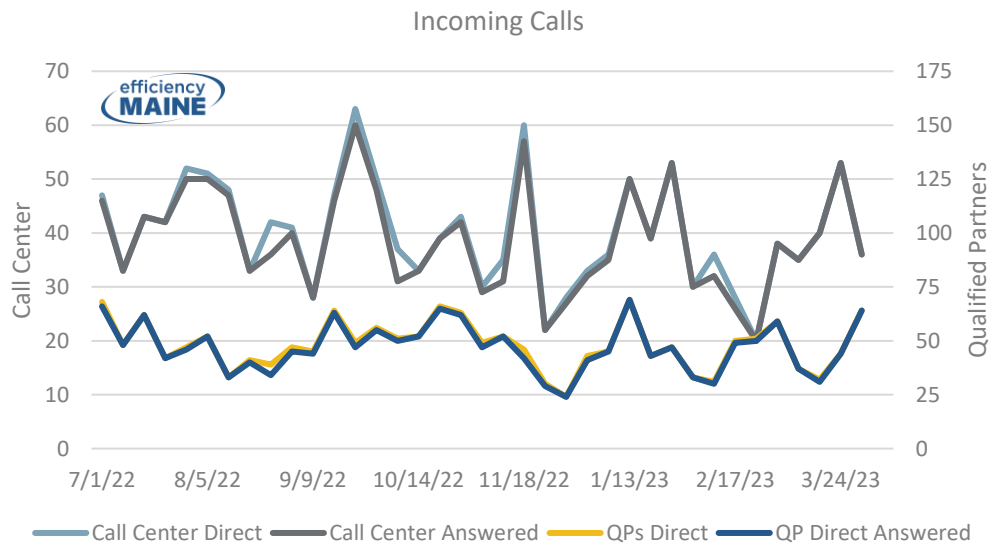
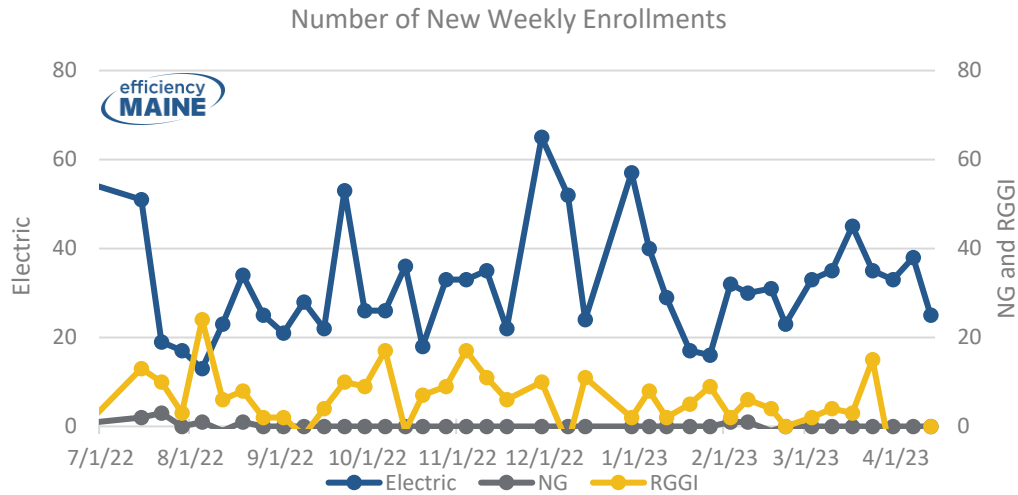
2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

- The program conducted 43 inspections over the last month, with a combination of virtual inspections and on-site inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high. Overall average ratings remain at 4.9 out of a maximum score of 5. The quantity of virtual inspections have been decreasing due to complexity of the installed projects and customer preference for on-site inspections; however, they still account for half of the assigned inspections.
- The number of incoming calls through live transfers from the Call Center or direct from Qualified Partners was higher in March than February, mostly due to a five-week month. The program received a total of 438 calls throughout the month of March, and 437 calls were answered live before voice mail. Twenty-five transferred calls had a ring time of 20 seconds or longer, all 25 were still answered by a live team member.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. To date, 360 VCCs have been requested, 342 of which have been completed. The majority of requests have been for lodging and multifamily facilities. To date, 35 projects have proceeded with at least 54 additional projects in progress of being developed.

¹ 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 April 21, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of March 2023).

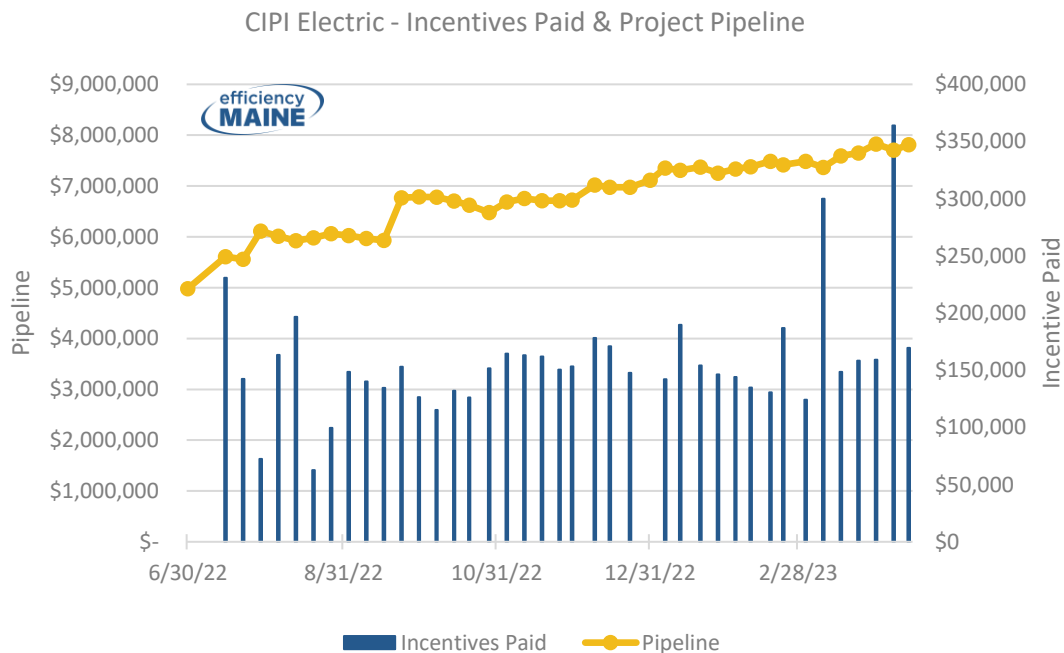
- Overall program activity for small businesses has been steady and increasing throughout FY23 to date now that enhanced incentives are available to eligible small businesses statewide. Statewide marketing plans are being developed utilizing utility data to target eligible small businesses.

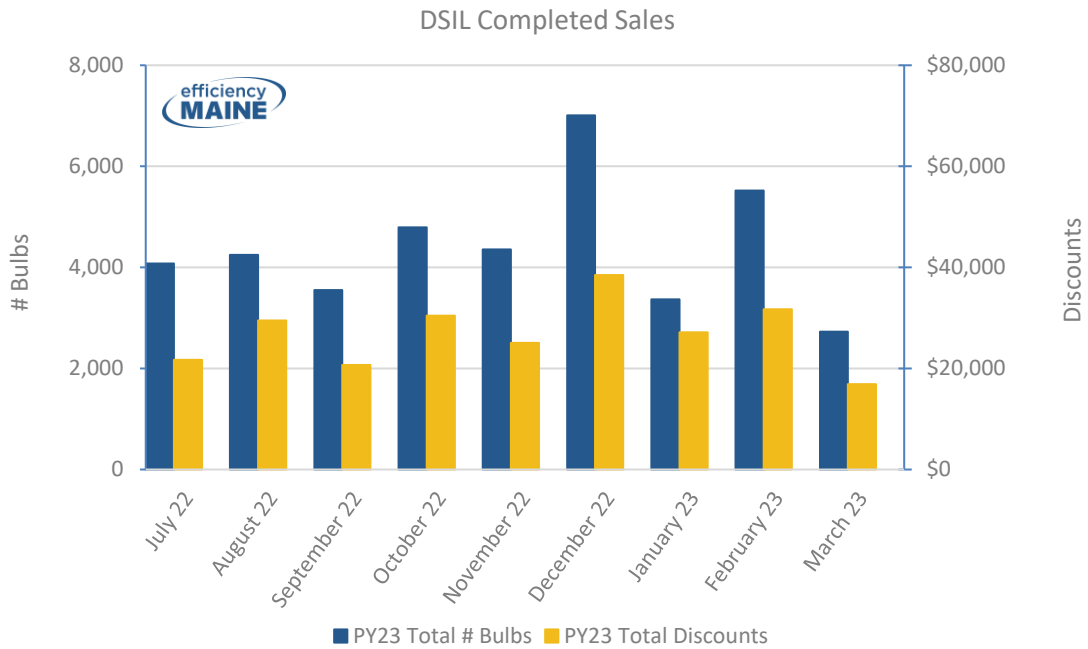


Electric Measures

- The pipeline of pending electricity projects has increased slightly over the last month. The current pipeline constitutes \$7.8 million in incentives. This includes small business lighting and DSIL pre-authorizations.
- The total volume of lighting sales and discounts paid through the “distributor channel” in FY2023 to date represent:
 - 6% are screw-bulb (6% of discounts paid),
 - 94% are mogul and T8, T5, and T5HO linear replacement lamps (94% of discounts paid).
 - The lamp types with the highest volume of sales continue to be 4’ T8 LED linear replacement lamps (81% of the sales of all lamps) followed by 4’T5HO LED lamps (4.8%) and then PAR38 lamps (2.4%).

- Residential style screw-in lamps were removed from the distributor discount program on 1/1/23. These lamps included R20, PAR16, PAR20, PAR30, BR30, BR40, MR16, Globe and Candelabra lamps.
- A limited time promotion was added to enhance the discounts on interior high/low bay and exterior mogul lamps. To date, 320 lamps have been sold and installed with discounts totaling \$27,000. These installations represent 267,000 kWh in first year savings.
- The pipeline of small business lighting projects is showing consistent growth and currently stands at \$1.1 million in incentive value, a \$200,000 increase over the last month. A slight modification to the small business pathway lighting incentives was made effective for the fourth quarter. Incentives will now be calculated at 75% of the measure cost.
- New prescriptive horticultural lighting applications have continued to slow, with only a few additional projects submitted over the last month. Pre-approved projects total \$1.45 million in incentives. Forty-nine projects have been completed and paid, totaling incentives of \$848,000.

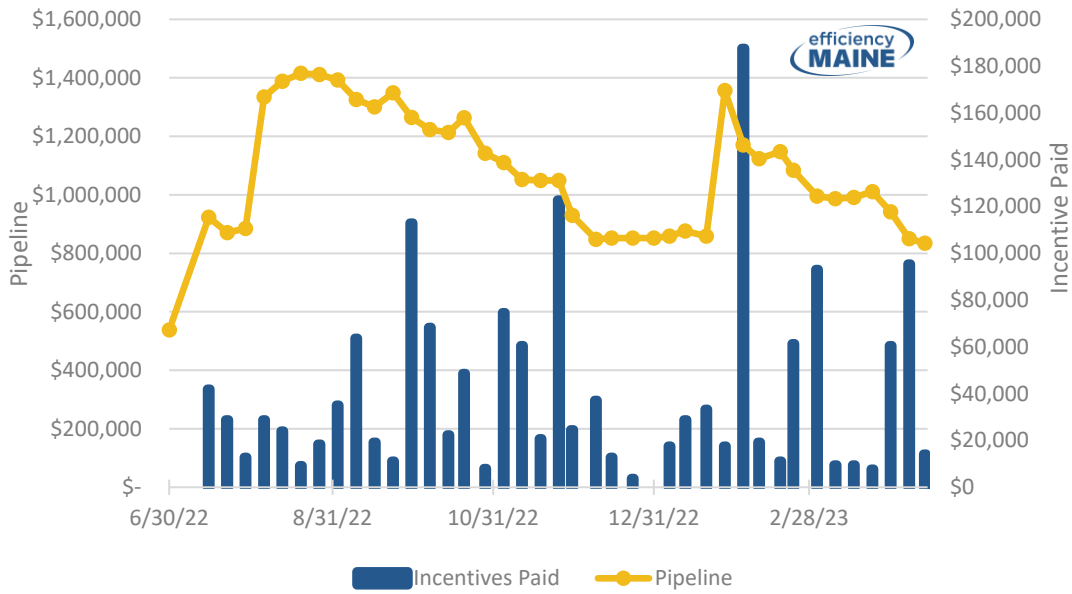




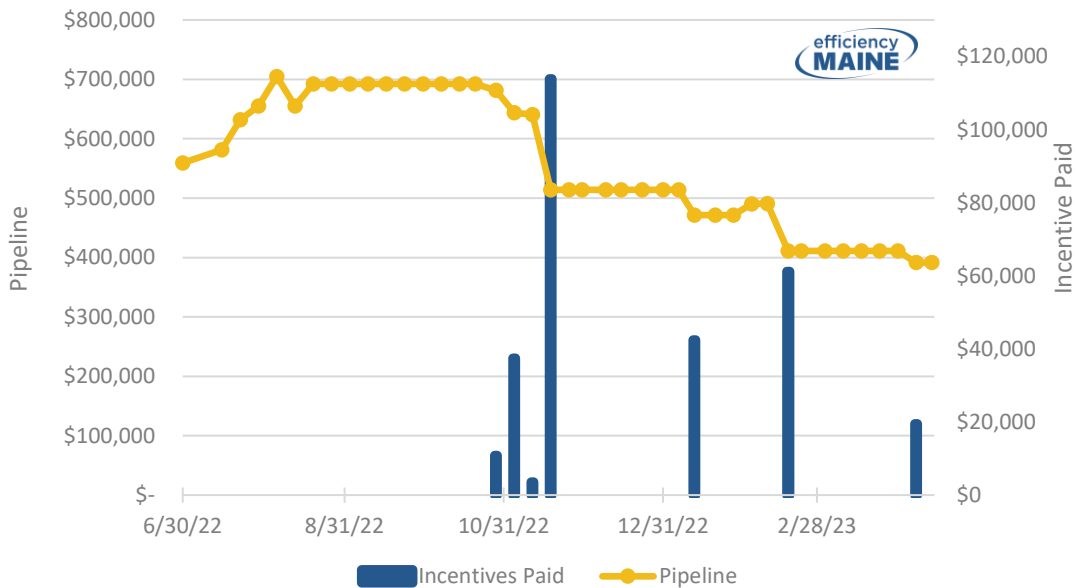
Thermal Measures

- The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) decreased over the past month. Current commitments are \$834,000 in incentive value.
- The pipeline of pending natural gas projects decreased as projects were completed and incentives were paid out. Current commitments are \$391,000 in incentive value, which fully commits all FY2023 funds. New applications for natural gas measures are no longer being accepted for FY2023.
- The pipeline of heat pump retrofits for small businesses currently stands at \$134,000, a slight decrease from last month.
- The program launched new weatherization solutions for multifamily buildings with five or more units. These solutions include attic insulation, basement insulation, air sealing activities, and heat pump retrofits. No incentive applications have been submitted to date. The team is also in the process of planning a Multifamily Funding Opportunity Notice (FON).

CIPI RGGI - Incentives Paid & Project Pipeline



CIPI Natural Gas - Incentives Paid & Project Pipeline

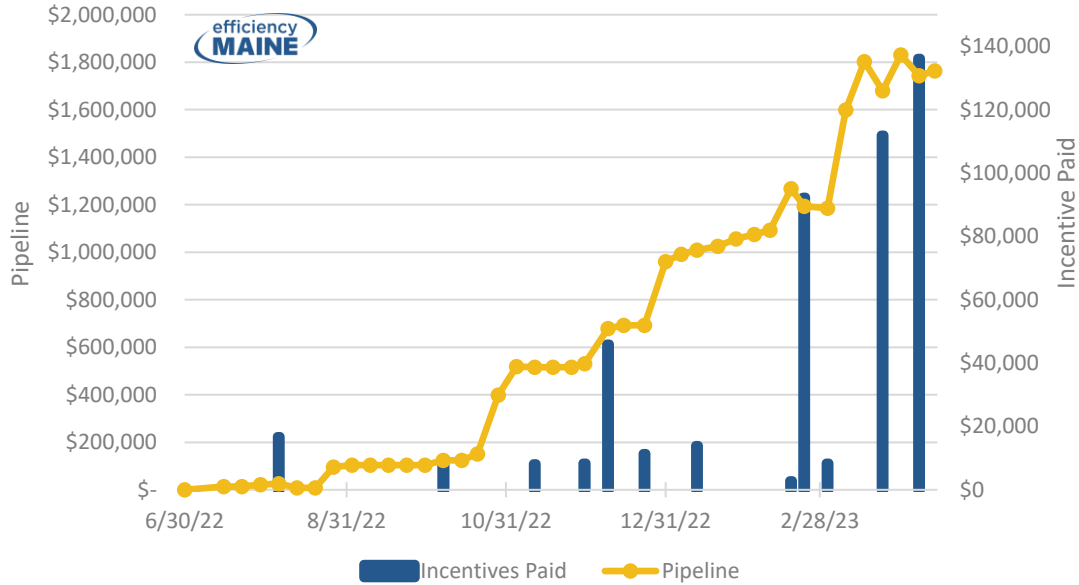


Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

- The program’s Funding Opportunity Notices (FONs) have seen an increase in activity from recent mailings and Virtual Customer Consultations.
- The team will conduct additional outreach with customers and QPs as the hospitality and school FONs approach their application end-date in May for the first round of this funding opportunity.
- The team is focusing on outreach to long-term care communities to increase activity.
- Activity as of 4/18/2023:

FON	Pre-approvals	Complete and Paid	Incentive Total
Hospitality	41	18	\$328,278
School	29	7	\$255,432
Small Municipality	40	19	\$106,707
Long-Term Care	1	-	\$-
Total	111	44	\$690,417

ARPA - Incentives Paid & Project Pipeline



Updated Financials	Program Investment
FY2023 Program Budget	\$27,891,683
7/1 to 3/31 Spending	\$9,471,086
Percent of Budget Spent to Date	34%
Percent of Year Passed	75%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$9,471,086
Committed Pipeline	\$10,804,233
Total (Expenditures and Committed Pipeline)	\$20,275,319
Percent of Current Budget	73%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	20,484,103	(6,419)
Thermal Programs	(1,244,517)	54,320

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

Project Type (through 3/31)	Projects
Agricultural Solutions	33
Prescriptive Lighting Solutions	434
Small Business Direct Install Lighting	208
Distributor Lighting (bulbs)	41,799
Electric Heating and Cooling Solutions	511
Compressed Air Solutions	22
Natural Gas Heating Solutions	8
All Fuels Heating Solutions	7

B) C&I Custom Program

Electric and Thermal Measures

- The C&I Custom Program Review Team met once and approved 2 projects worth \$189,901 in incentives since the last board meeting.
- The program added one new project to the pipeline. The total pipeline consists of 8 projects worth \$1,082,590 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and no new Technical Assistance (TA) study requests.
- Program staff reviewed 3 project proposals that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2023 Program Budget	\$19,820,247
7/1 to 3/31 Spending	\$4,523,421
Percent of Budget Spent to Date	23%
Percent of Year Passed	75%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$4,523,421
Committed	\$8,398,028
Pipeline	\$1,082,590
Total (Expenditures, Committed and Pipeline)	\$14,004,039
Percent of Current Budget	71%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	2,415,398	-
Thermal Programs	(51,530)	7,026

C) Home Energy Savings Program (HESP)

- The number of rebates for FY2023 is forecasted to achieve a year-end increase of 21% compared to FY2022.

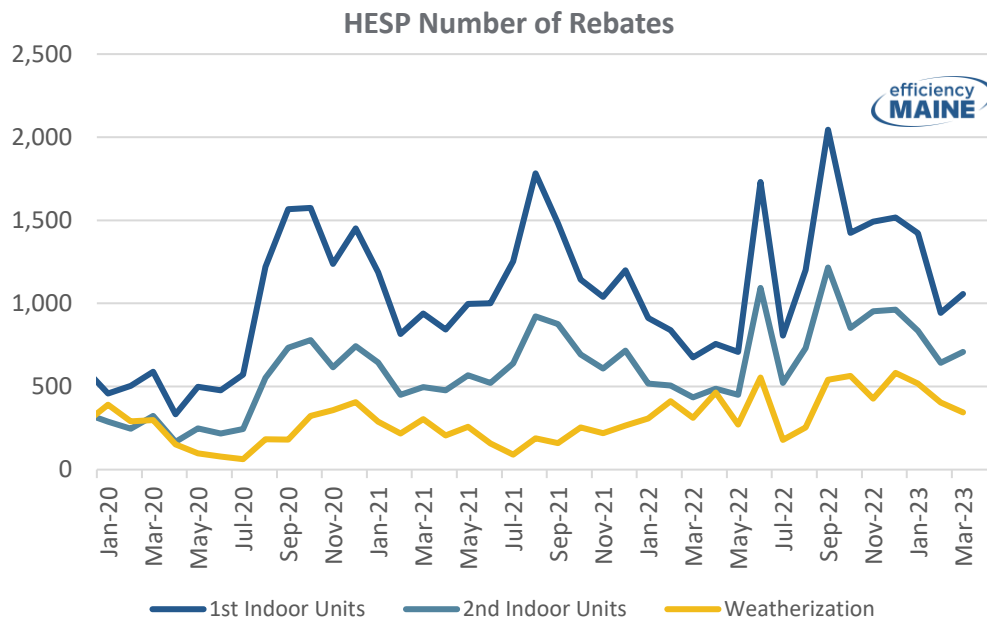
- Inbound customer calls and home inspections continue to be monitored to improve customer service.
- Installers tell us they appreciate prompt payments of rebates. By the end of March, we had only 4 days’ worth of claims in the pipeline, compared to an expected claim window of six weeks.

Weatherization

- Weatherization rebate volumes for March were 12% lower than last March (349 vs. 311 rebates). The number of weatherization rebates by year-end of FY2023 is forecasted to be up 48% from FY2022.
- Fourteen percent of rebated installation projects were inspected versus a goal of 15%.
- Seventy percent of customers ranked their overall insulation experience either a 9 or 10 on a 0-to-10 scale.
- Top insulation installers report backlogs of 60 days (versus 97 days in February).

Heat Pumps

- Heat pump rebate volumes for March were 59% higher than last March (1,770 vs. 1,111 rebates). The number of heat pump rebates by year-end of FY2023 is forecasted to be up 16% from FY2022.
- Twenty-eight percent of rebated heat pump projects were inspected versus a goal of 10% to 15%.
- Eighty-one percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0-to-10.
- Top heat pump installers report an average backlog of 48 days, up from 33 days in February.



Updated Financials	Program Investment
FY2023 Program Budget	\$32,784,381
7/1 to 3/31 Spending	\$21,541,246
Percent of Budget Spent to Date	66%
Percent of Year Passed	75%

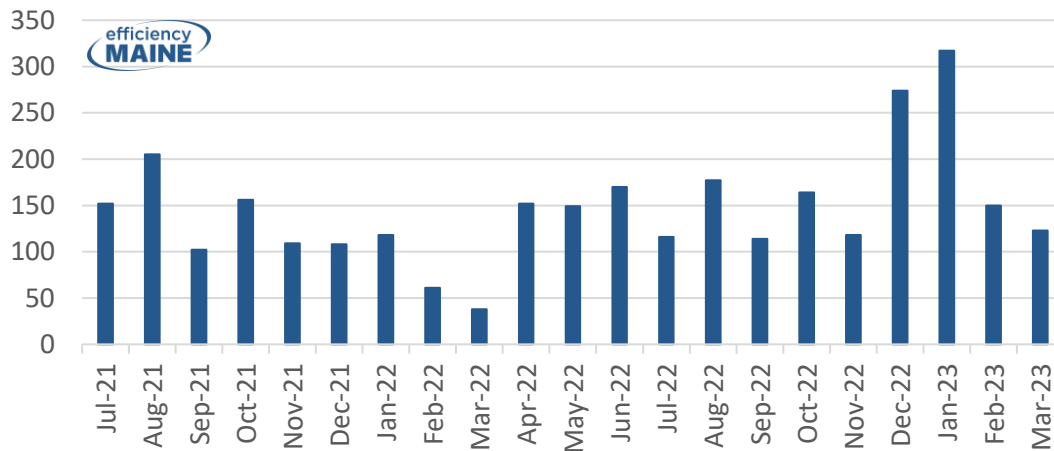
Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(12,793,542)	231,976
Thermal Programs	1,145,617	34,962

Project Type (through 3/31)	Participating Households
Heat Pumps	13,156
Weatherization and Other Heating Systems	2,344

D) Retail Initiatives Program

- The program forecasts rebating about 3,449 heat pump water heaters (HPWHs) by the end of FY2023.
- In January, Granite Group dropped its heat pump water heater price for homeowners from \$599 to \$429 after Efficiency Maine’s instant discount, compared to \$449 at Lowe’s and \$549 at Home Depot. Maine has the lowest retailer list prices in the country and with our instant discounts, buyers don’t need to wait for a rebate.
- The field team is calling on large plumbing offices to recruit them to sign up for HPWH leads. This will help connect homeowners with plumbers who are most comfortable promoting and installing these units.
- The \$100 DIY Winter Prep Rebate promotion ended 3/31/2023, having paid out \$195,000 to 2,463 homes.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.

Monthly Retail HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$11,268,336
7/1 to 3/31 Spending	\$5,739,374
Percent of Budget Spent to Date	51%

Percent of Year Passed	75%
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Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	26,992,945	(21,523)
Thermal Programs**	-	-

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

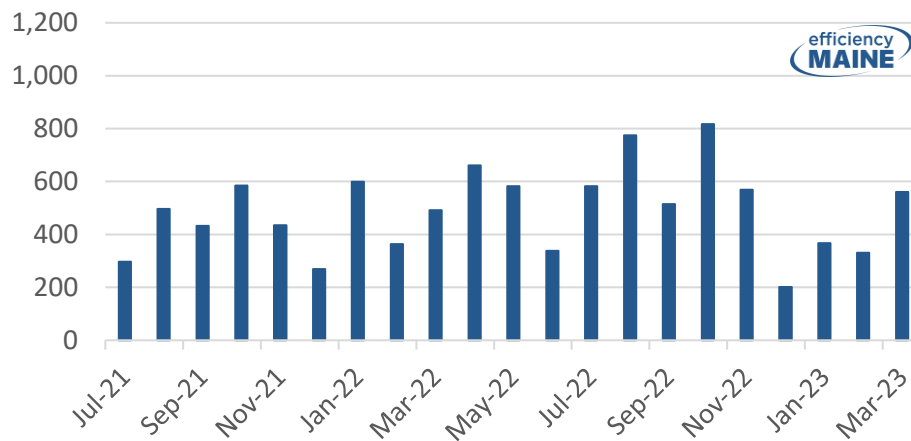
**Savings do not include activities under the DIY Winter Prep Rebate promotion.

Rebate Type (through 3/31)	Projects
Light Bulbs	848,723
Appliance Rebates	5,335

E) Distributor Initiatives

- The program forecasts rebating 6,946 heat pump water heaters using instant discounts at distributor branches by the end of FY2023.
- All Maine plumbing distributors are participating in our heat pump water heater initiative. Plumbers receive an instant discount at time of purchase so there is no waiting for a rebate check and no risk of a claim being denied.
- The full-year forecast for ECM circulation pumps is 14,252, up from 11,607 in FY2022; 8,535 in FY2021; and 4,861 in FY2020. The program launched a limited-time promotion on these efficient pumps for the last quarter of the fiscal year and the response has been favorable. Temporarily increasing the discount from \$75 to \$100 has motivated distributors to promote them more aggressively and sales are already up. One distributor has doubled the share of its circulator pumps that are the ECM efficient type.

Monthly Distributor HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$13,694,332
7/1 to 3/31 Spending	\$5,799,893
Percent of Budget Spent to Date	42%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	4,275,469	24,924
Thermal Programs	-	793

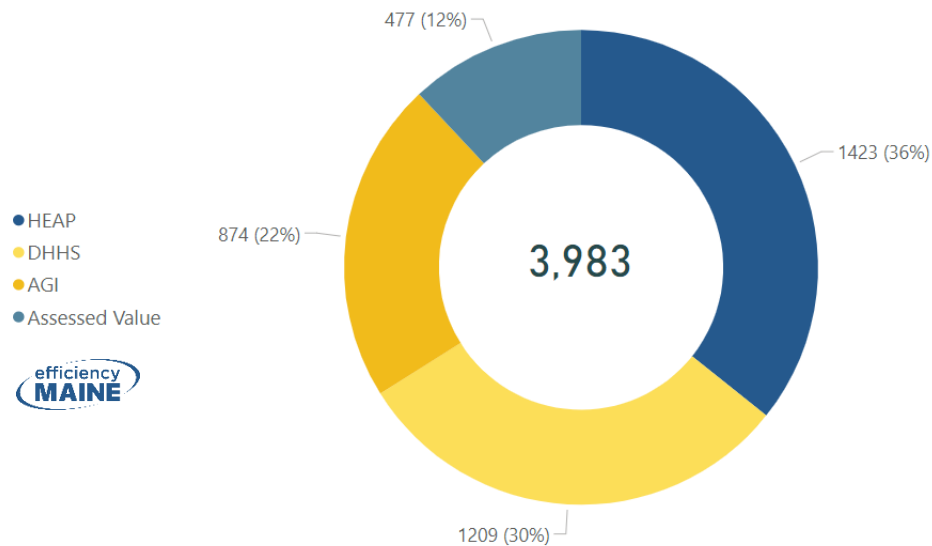
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 3/31)	Projects
Heat Pump Water Heaters	4,447
Electronically Commuted Pumps	5,267
Distributor HVAC (NG)	61

F) Low Income Initiatives

- The “All Rebates” brochure for low- and moderate-income (LMI) households is available on efficiencymaine.com.
- Over 3,900 Mainers have been screened through the online eligibility tool since its launch on July 1, 2022.

Income Verification Requests

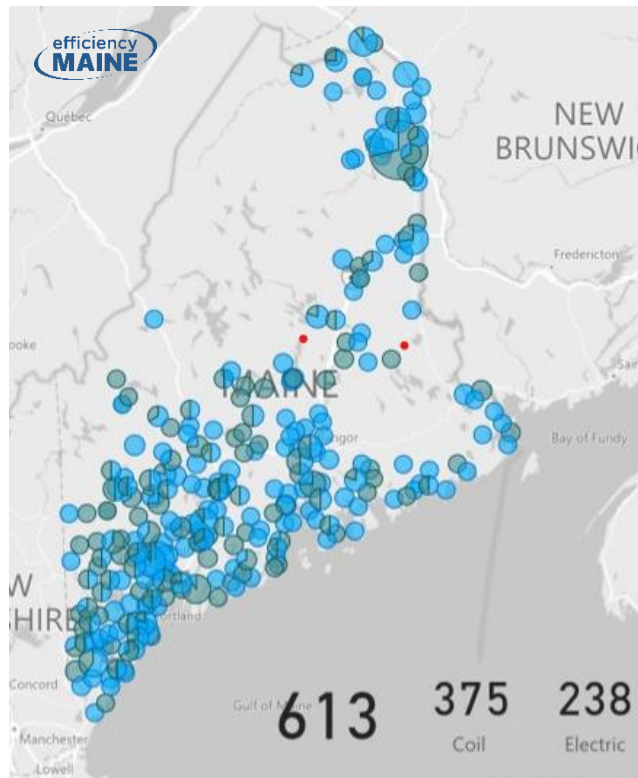


Low Income Direct Mail (LED bulbs and low-flow devices)

- Outreach for this initiative is now automated once households confirm eligibility on our website. The program has delivered DIY kits to 675 households since July 1.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 613 heat pump water heaters have been installed, 375 in homes where water was previously heated by the boiler, and 238 in homes that were using an electric resistance water heater, as noted on the map below.
 - New offers were sent to Maliseet, Micmac, Passamaquoddy, and Penobscot tribal areas.



Arrearage Management Program (AMP)

- The program has seen 592 new participants since July 1.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees. Outbound calls are made to households that seem to be a good fit for a heat pump water heater installation.

Manufactured Home Pilot

- Customer acquisition meetings, emails, phone calls, and soliciting have occurred within several parks. Twenty-eight customers have installed or scheduled their installation of a whole home heat pump solution in which the Miller furnace has been removed. Phase 3 planning is underway.

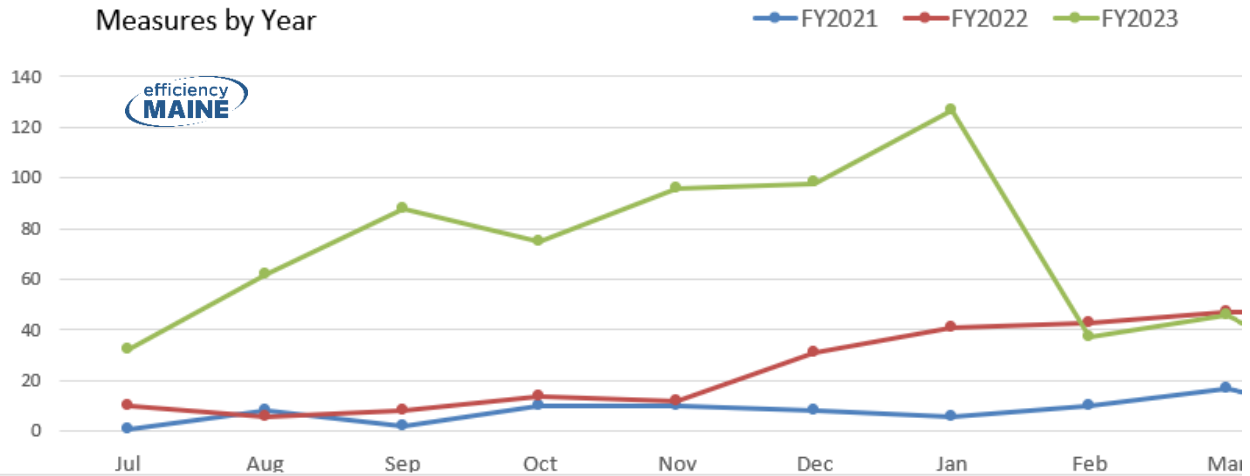
Low- and Moderate-Income (LMI) Initiative (weatherization and heat pumps)

- Since July 1, the program has rebated installations of 1,109 single-zone heat pumps and is on track to invest 96% of the budget in FY2023.
- Since July 1, the program has rebated insulation measures in 613 homes. Since decreasing the low-income rebate to 80% of project cost (down from 90%) in January 2023, the program has seen a reduction in the pace of rebated projects. At the same time, the “moderate-income track” for insulation rebates came into effective, and those rebates have

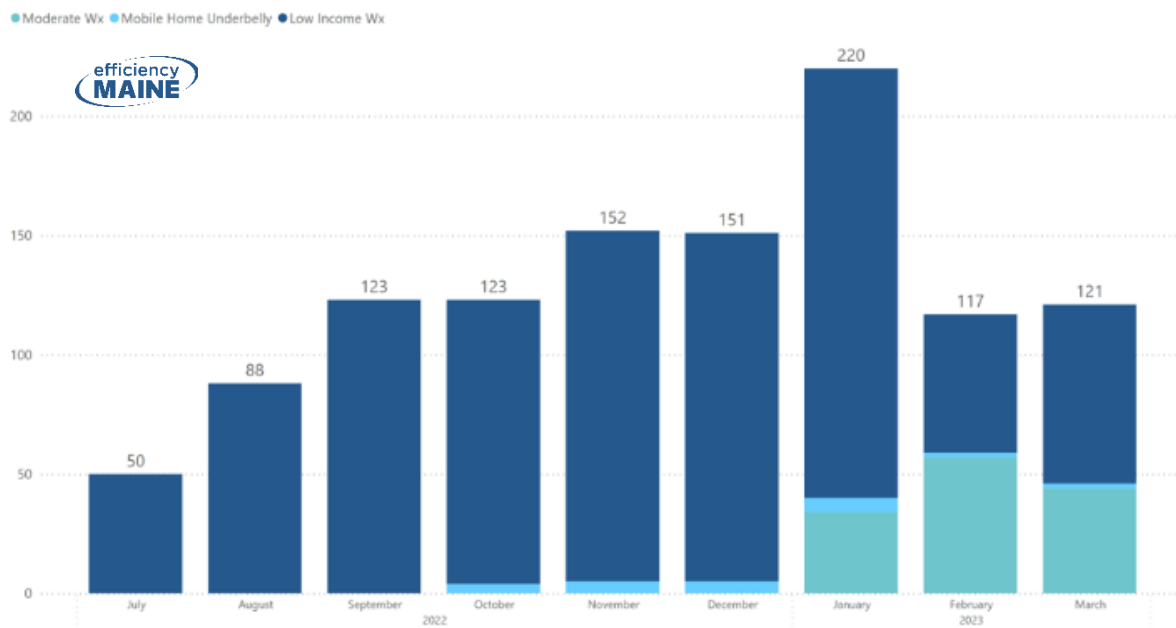
added to the program totals. The program is on track to invest 92% of the FY2023 budget for weatherization for these customer groups.

- The following is a historical view of rebated LMI weatherization measures:

Measures by Year



LMI Weatherization - Measures Installed



Low Income Natural Gas

- The program has investments in all LDCs. Potential small investments in air sealing are still possible in Unitil and Bangor Natural Gas territories.

Updated Financials	Program Investment
FY2023 Program Budget	\$16,432,010
7/1 to 3/31 Spending	\$9,668,065
Percent of Budget Spent to Date	59%
Percent of Year Passed	75%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$9,668,065
Pipeline	\$1,065,750
Total (Expenditures & Committed Pipeline)	\$10,733,815
Percent of Current Budget	65%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,292,444	(631)
Thermal Programs	(2,905,418)	50,843

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

G) Renewable Energy Demonstration Grants Program

- Staff will leverage the balance of funds in the Energy Efficiency and Renewable Resource Fund (EERRF) to provide rebates for heating systems deployed through the Innovation Program’s Hydronic Heat Pump Demonstration Pilot.

H) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

- The DC Fast Charging Stations Phase 4-2 Request for Proposals (RFP) was released on March 22. This RFP is a continuation of the previously posted (and closed) “[Phase 4](#)” RFP and will target areas in northern Maine and in eastern Maine that were not awarded in through Phase 4. It also adds two new locations that were not included in the first round of Phase 4 and includes updated equipment specifications and scoring criteria. Responses to this RFP are due June 22, 2023. More information about this RFP is posted on the Trust’s [opportunities page](#).
- The DC Fast Charging Phase 5 RFP was released on March 22. The target areas particular to this RFP are located on US Route 1 and Interstate 95 consistent with the [Maine Plan for EV Infrastructure Deployment](#). Responses to this RFP are due June 22, 2023. More information about this RFP is posed on the Trust’s [opportunities page](#).

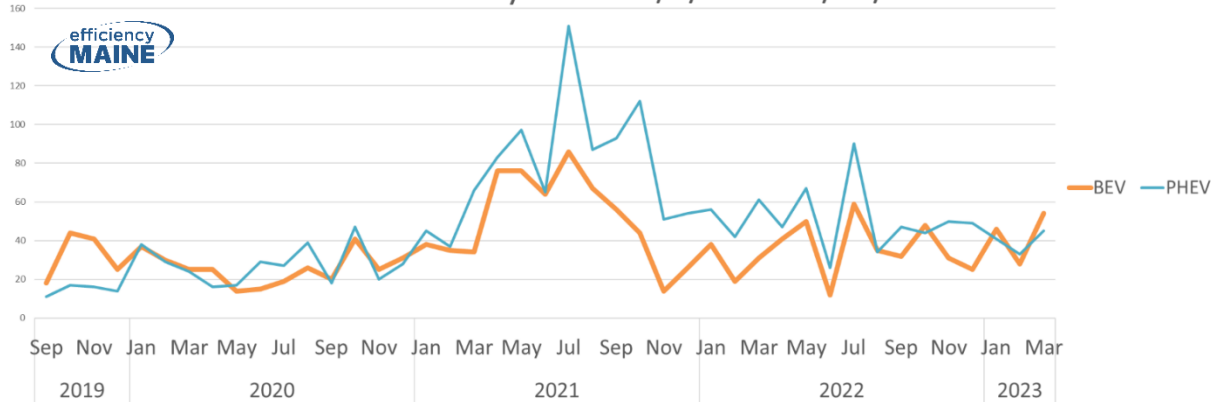
EV Rebates

- The program issued 99 EV rebates in the month of March. Global supply chain disruptions continue to constrain vehicle supply. Vehicle availability is expected to gradually improve throughout 2023.
- The top EV models sold for the month of March were the Toyota RAV4 Prime, Chevy Bolt EUV, and the Hyundai Kona.

EV Public Information and Outreach

- Staff spoke at and attended the Governor’s Conference on Tourism.
- Staff hosted a Pre-Bidder’s webinar for the Phase 5 DC Fast Charging RFP.
- Staff hosted its first of two webinars about the current funding opportunity notice (FON) for EV chargers in Cumberland and York counties.
- Staff hosted its first of two webinars about installing level 2 electric vehicle chargers at commercial and public properties.
- Staff traveled to dealerships in Southern Maine to speak about the EV rebate program and to provide informational material to customers.

EV Rebates Issued by Month 9/1/2019 - 3/31/2023



EV Rebates by Customer Type				
Fiscal Year	Commercial*	Low Income	Moderate Income	Any Income
2020	9	2	-	474
2021	76	4	-	977
2022	73	3	-	1,255
2023 (YTD)	42	22	27	700
Total	200	31	27	3,406

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

Total Rebates By Technology Type (9/1/2019 – 2/28/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,601 (44%)	\$4,459,500 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,063 (56%)	\$2,023,000 (31%)
Total	3,664	\$6,482,500

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$7,884,684	\$7,460,189
7/1 to 3/31 Spending	\$171,771	\$1,272,950
Percent of Budget Spent to Date	2%	17%
Additional Committed	\$4,672,436	\$721,803
Percent of Budget with Committed	61%	27%
Percent of Year Passed		75%

i) Demand Management Program

Demand Response Initiative

- Staff pre-approved three curtailment service providers (CSPs) to enroll customers in this year's capacity period: CPower, CES, and Voltus. CSPs that are interested but not pre-approved are still eligible to participate in the program until the entire program budget has been encumbered.
- Customer pre-enrollment for the upcoming capacity season began on April 3 and the Trust is working with its CSPs to fully enroll the program.

Load Shifting Initiative

- Staff are working with the Trust's DERMS vendor, Virtual Peaker, to finalize program design and pre-launch tasks in anticipation of a May 1 pre-enrollment launch date and a June 1 program go-live date. Staff plan to leverage existing relationships with the vendor network, as well as existing program materials, to begin advertising our incentives.
- The Trust plans to offer incentives for small batteries (up to 20kW maximum continuous discharge per customer) and EV managed charging measures (both EVSE and telematics V1G solutions).

J) Strategic Initiatives

- **Innovation**
 - Whole Home Heat Pump Solutions Pilot: Sixteen installations have been completed in manufactured homes so far this year. A preliminary report of findings from the stick-built and manufactured home installations from the last two years is expected in the next few months with data collection continuing through next winter.
 - Hydronic Heat Pump with Thermal Storage Pilot: The test bed site in Freedom is operational with the hydronic heat pump, storage, and SCADA device is operational and collecting data. The team is developing plans to expand the learnings of this test home into more pilot homes in the next few months.
 - Energy Storage System Pilot: Six potential projects are now in the stages of investigation and development. No applications have been received.
- **Evaluation, Measurement, and Verification**
 - The Trust has no new information to report on this initiative this month.

K) Efficiency Maine Green Bank

- As a member of the Coalition for Green Capital, the Trust is exploring opportunities for capitalization of the Efficiency Maine Green Bank through this coalition, including opportunities that stem from the Inflation Reduction Acts' Greenhouse Gas Reduction Fund.
 - Staff continues to research other underserved customer segments of Maine related to vulnerable communities, financing, and energy savings improvement projects.
 - Staff is also conferring with a small group of individuals with expertise in the capital markets and financial product creation, to help refine the design of finance initiatives.
- Home Energy Loans: The Trust has limited the availability of residential loans from the Revolving Loan Fund to applicants who are eligible in the Trust's Low- and Moderate-Income program offerings. Staff continues to advance plans to use third-party capital of community banks and credit unions to facilitate loan offerings to low-risk borrowers.
- Small Business Loans: The Trust continues to offer Small Business Loans, with no program changes to report.
- C-PACE: The adopted C-PACE rule took effect in February 2023. Staff has launched the Municipality participation process. Staff is working with municipalities to better understand and adopt the program. Staff has also launched the Capital Provider Registration process and is currently reviewing applications from Capital Providers.
- Manufactured Home Heat Pump Lease: The Manufactured Home Heat Pump Lease (\$50/month for 50 months) is currently being offered to participants of the Manufactured Home Pilot 2. Thus far, most participants of the Manufactured Home Pilot 2 have selected the lease option.

- Municipal and School Lease: The Municipal and School Lease finance initiative offered by the Trust has been designed to match participants of the commercial and industrial programs with local lenders that provide “Municipal Leases” or a Tax Except Lease Purchase (TELP). The Municipal Lease finance initiative is currently active and open to participation from municipalities, schools, and local lenders.

L) Other Initiatives

Agricultural Fair Assistance Program

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

Thermal Energy Investment Program

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

Lead By Example (LBE)

- Two new facilities received invites to apply, and the total pipeline still consists of 12 projects in various stages of bid solicitation development.
- The energy consultant hired by the Trust to study energy consumption in state properties completed the bulk of the state energy use data collection for 2020 through 2022, and provided energy use intensity data for all primary energy contracts (electricity, oil, and natural gas).

3. Administration and Finance Highlights

A) Administration

- Staff is exercising a partial termination of the remainder of its Forward Capacity Market (FCM) resource obligation for Forward Capacity Auction (FCA) # 14 to reflect Staff’s forecast that the Trust’s programs will not install the balance of this resource obligation by the deadline. The Trust Staff’s forecast for FCA # 14 at the beginning of 2020 -- for delivery in summer of 2023 -- did not foresee the global pandemic or the ensuing economic disruption. One of the Trust’s largest and most reliable contributors to its capacity resource has been commercial/institutional lighting. However, since March 2020 many Maine offices have been operating on reduced/restricted hours and have experienced significant economic strains and insecurity. As a consequence, commercial property owners have significantly cut back on investments in their facilities, including for lighting, and the Trust has not added as many megawatts of capacity resource as it had originally forecasted. To reflect this reality, Staff is voluntarily terminating the portion of the FCA #14 resource that will not be installed. This year the Trust forecasts receiving slightly less than \$8 million in revenues from the FCM. The addition of this year’s revenues will bring the total since 2006, when Efficiency Maine first started offering capacity resources into the FCM, to \$97 million.
- Amalia (Molly) Siegel is leaving the Trust to take a position with the Governor’s Office on Policy Innovation and the Future.
- Lily McVetty is shifting duties to cover EV Initiatives.
- Hogan Dwyer has joined the Trust as a new Program Assistant focusing on EV Initiatives.

B) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of March 2023 was \$77.7 million out of a total expected annual revenue of \$81.3 million. Approximately \$833,000 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 \$2.8 million. The total budgeted revenue for FY2023 is \$105.6 million.

Expenditures

- Total expenditures through the end of March 2023 were \$65.6 million. In summary:

\$5.8 million	Administration (excluding interfund transfers)
\$164,000	Public Information
\$347,000	Evaluation work
\$647,000	Innovation pilots
\$287,000	Demand Management Program
\$9.7 million	Low Income Initiatives
\$5.7 million	Retail Initiatives Program
\$5.8 million	Distributor Initiatives Program
\$21.5 million	Home Energy Savings Program
\$9.5 million	C&I Prescriptive Initiatives Program
\$4.5 million	C&I Custom Program
\$64,000	Inter-Agency transfers
\$61.6 million	Encumbered across all budget categories but not yet spent

Appendix A

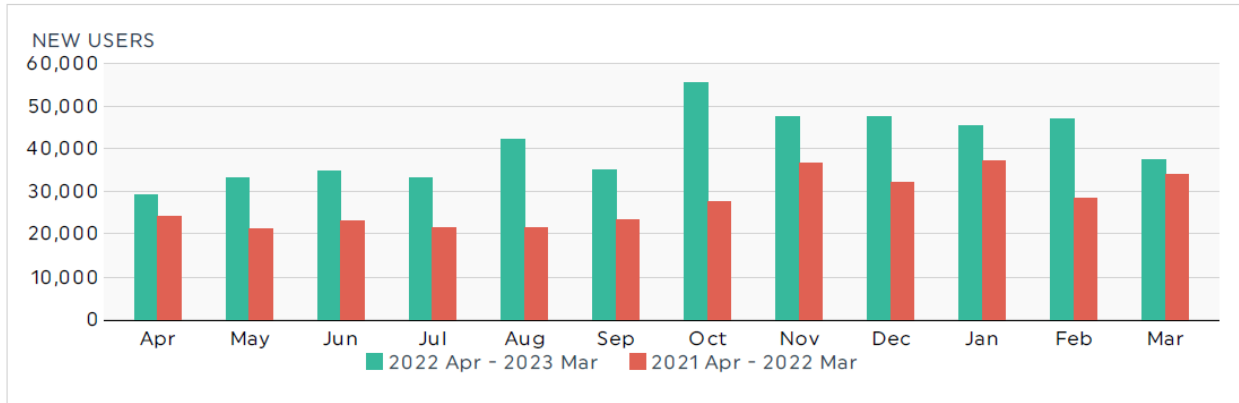
Full List of Press Coverage (plus links)

- The following news outlets published articles or aired news segments about the Trust’s EV announcement in Bangor on April 12:
 - *Maine Public* on April 12 (<https://www.mainepublic.org/business-and-economy/2023-04-12/efficiency-maine-unveils-two-fast-ev-chargers-in-bangor>).
 - *Bangor Daily News* on April 12 (<https://www.bangordailynews.com/2023/04/12/news/bangor/bangor-newport-electric-vehicle-charging-stations/>).
 - *News Center Maine* on April 12 (<https://www.newscentermaine.com/article/news/local/maines-electric-vehicle-charging-network-expands-north-efficiency-maine-ev-charging/97-e2bf893e-b5b8-43be-8873-d574fde4812d>). *News Center Maine* on April 12 (www.youtube.com/watch?v=OmqiEkUfzHA).
 - *WABI5* on April 12 (<https://www.wabi.tv/2023/04/12/efficiency-maine-is-working-make-range-anxiety-thing-past/>). *6WRBC*, *KWCH12 News*, and *WLOX13* picked up this news segment on April 12.
 - (<https://www.wbrc.com/video/2023/04/12/efficiency-maine-is-working-make-range-anxiety-thing-past/>).
 - (<https://www.kwch.com/video/2023/04/12/efficiency-maine-is-working-make-range-anxiety-thing-past/>).
 - (<https://www.wlox.com/video/2023/04/12/efficiency-maine-is-working-make-range-anxiety-thing-past/>).
 - *Electric Energy Online* on April 13 (<https://electricenergyonline.com/article/energy/category/EV-Storage/143/1015744/Maine-s-EV-Charging-Network-Expands-Northward-and-Touts-Significant-New-Funding-Opportunities-.html>).
 - *Mainebiz* on April 13 (<https://www.mainebiz.biz/article/ev-chargers-expand-northward-to-newport-and-bangor-with-plans-for-arostook-washington>).
- *The Maine Monitor* quoted the Executive Director in an April 8 article about the Trust’s work to expand heat pumps across Maine (<https://www.themainemonitor.org/hooked-on-heating-oil-maines-reliance-on-a-dirty-expensive-fuel/>). This article was republished by *Bangor Daily News* on April 10 (<https://www.bangordailynews.com/2023/04/10/business/maine-heating-oil-dependence/>).
- *The Portland Press Herald* mentioned the Trust in an April 4 article about the town of Bath’s plans to install more electric vehicle chargers (<https://www.pressherald.com/2023/04/03/bath-installing-more-electric-vehicle-charging-stations/>).
- *The Courier Gazette* published an article on April 4 announcing an upcoming presentation by staff about the Trust’s residential program at the Rockport Library (https://knox.villagesoup.com/news/community/rockport-library-offers-talk-on-efficiency-maine-residential-offerings/article_b2295cfa-d30f-11ed-b033-8386e241c8fc.html). This article was republished by the *Penobscot Bay Pilot* on April 5 (<https://www.penbaypilot.com/article/learn-about-efficiency-maine-residential-offerings-rockport-library/172287>).

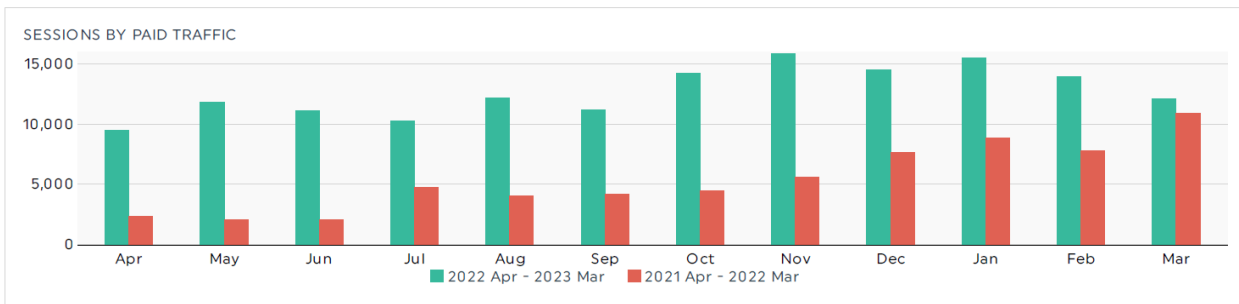
- *CleanTechnica* mentioned the Trust’s heat pump studies in an April 2 article about best practices for using heat pumps (<https://cleantechnica.com/2023/04/02/set-it-forget-it-how-heat-pumps-resolved-a-long-term-marital-dispute/>).
- *The Portland Press Herald* quoted staff in an April 1 article about the Green Home and Energy Show in South Portland on April 1 (<https://www.pressherald.com/2023/04/01/green-home-energy-show-consumers-want-to-know-how-to-go-greener/>).
- *The Portland Press Herald* quoted Staff in a March 19 article about obstacles to obtaining an electric vehicle in Maine (<https://www.pressherald.com/2023/03/19/ready-to-rev-an-electric-vehicle-maine-buyers-are-running-into-roadblocks/>). This article was republished by:
 - *Central Maine* on March 19 (<https://www.centralmaine.com/2023/03/19/ready-to-rev-an-electric-vehicle-maine-buyers-are-running-into-roadblocks/>).
 - *Yahoo News!* on March 19 (https://news.yahoo.com/ready-rev-electric-vehicle-maine-163200231.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAALDYkLKSPJEgOAqeeg_Xug3d-ZNMRwS7WuYcOHKA8vBLoEgbMFDCBFtsTBxvQg8X9nN-apNxqll-U19EP7MKMt76e8WatMyB5Q3Kyfamt2g9uAbdoPbFf2dcMX-ZvDX3g5zKUgY51zso9TBi6yRhk850OvoKJ5j-TiMaU9XD4MXF).
- *The Maine Monitor* published an article on March 12 quoting staff and highlighting Maine’s available EV infrastructure (<https://www.themainemonitor.org/navigating-toward-clean-transportation-and-lower-environmental-impacts/>).

Appendix B Additional Website Metrics

Below is a chart representing new users to Efficiencymaine.com YTD in comparison with last fiscal year.



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



Efficiencymaine.com (represented by “/”) is always 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).

TOP LANDING PAGES BY SESSIONS	
Landing Page Path	Sessions
/	10,642
/electric-vehicle-rebates/	4,560
/at-home/heat-pump-water-heater-program/	4,406
/at-home/heating-cost-comparison/	3,286
/category/news/	2,951
/home-insulation/	2,287
/about-heat-pumps/	2,241
/heat-pump-user-tips/	1,933
/at-home/ductless-heat-pumps/	1,760
/at-home/	1,686

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	6,235
/at-home/heating-cost-comparison/	2,111
/heat-pump-user-tips/	1,740
/at-home/ductless-heat-pumps/	1,193
/at-home/	815
/at-home/water-heating-cost-comparison/	763
/electric-vehicle-rebates/	746
/heat-pumps/	721
/heat-pump-user-tip-use-your-heat-pump-all-winter/	561
/heat-pump-user-tip-what-mode-should-i-use-on-my-...	527

Devices used by individuals accessing efficiencymaine.com include desktops, tablets, phones, and televisions.

