

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

Noteworthy

- Press -- Various outlets published stories on the Governor's July 21 press conference announcing that the goal of adding 100,000 heat pumps had been achieved and that a new goal had been established. EMT staff and a half-dozen of the top performing heat pump installers were in attendance and spoke with the media.
- Federal Grants -- Staff filed a concept proposal for a \$5 million grant to support the installation of whole-home heat pump systems in "stick-built" homes of rural, low-income Mainers. The application complements a separate application that EMT, GEO, and MaineHousing are preparing for a \$10 million grant to scale up the installation of whole-home heat pump systems in manufactured homes.
- C&I Programs –
 - For the start of FY2024, the electric HVAC initiative is focusing on a whole-building (or whole-zone) installation approach for heat pumps and variable frequency drive (VRF) systems to ensure the heat pumps serve as the principal heating system. More emphasis will also be added on appropriate sizing of the heat pump systems.
 - The C&I Custom Program Review Team met once and approved five projects worth \$1,416,913 in incentives since the last board meeting.
- Residential Programs -- weatherization rebate volumes for the full year are estimated to be 36% above FY2022, and the year-over year heat pump installations (not including low income households) is estimated to be up 11%.
- Low Income -- The program is working with Passamaquoddy tribal leaders to rebate 45 more heat pumps in the next few weeks.
- EV -- EMT reviewed 36 bids in response to RFPs soliciting proposals to develop public, universal, high-speed DCFC chargers and selected winning bidders for 6 sites in Aroostook County and Washington County, 5 sites on coastal Route 1 from Ellsworth to Freeport, plus 1 site each in Bangor and Augusta. Announcing the final awards and signing contracts will be the next phase.

1. Public Information and Outreach

A) Awareness and Press

- Press (see Appendix A for additional details)
 - Various outlets published stories on the Governor's July 21 press conference announcing that the goal of adding 100,000 heat pumps had been achieved and that a new goal had been established. EMT staff and a half-dozen of the top performing heat pump installers were in attendance and spoke with the media.
 - *Fox 23* published an article on July 17 quoting the Executive Director and highlighting the State's plans to continue supporting the installation of electric vehicle (EV) chargers across the state.

- *The Sun Journal* quoted the Executive Director in a July 13 article about the State’s initiatives supporting the installation of more EV chargers in Maine.
- *WMTW* quoted Staff in a July 12 article and television segment about the rise of air conditioning in Maine and how heat pumps are helping meet that demand.
- *Maine Public* quoted the Executive Director in a June 21 article about LD256, recently passed legislation that authorizes Efficiency Maine to administer an e-bike rebate program.
- **Events**
 - Staff presented information about the Trust’s residential programs and incentives at the Maine Energy Marketer’s Association (MEMA) heat pump training on June 30 and at Brookewood Realty Group on July 18.
 - Staff presented information about the Trust’s commercial programs and incentives at the 2023 Educational Plant Maintenance (EPMA) Spring Conference on June 27 and 28.
- **Website and Outreach** (see Appendix B for additional details)
 - June website visits
 - 33,307 unique visitors
 - 10,132 visits driven by digital ads
 - Facebook
 - 4,662 followers

B) Call Center (June)

- 2,973 inbound phone calls were received, down from 3,121 last month but up from 2,740 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 96% of calls were answered within 20 seconds (vs. a goal of 90%).
- 553 outbound calls were made compared to 883 this month last year, mostly for home inspection scheduling.
- 1,185 inbound emails were received, down from 1,253 this month last year, mostly for rebate claims for the Retail Initiatives program.
- 553 pieces of inbound mail were processed, compared to 726 this month last year.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust filed supplemental comments related to energy storage systems in a rulemaking considering updates to small generator interconnection procedures (Docket No. 2023-00103).
 - Commission staff filed a Recommended Decision recommending approval of the Trust’s Request for a Significant Change to Triennial Plan V to fund cost-effective large battery projects using electric efficiency procurement. A Commission Decision is still pending (Docket No. 2021-00380).
 - The Trust joined the Office of the Public Advocate and Central Maine Power in filing an update on the status of the Brunswick area Section 31 non-wires alternative (Docket 2019-00309).
- Maine Legislature – In the last few weeks of the legislative session, Staff tracked and/or participated in discussions on bills relating directly to EMT initiatives, including:
 - LD 1724 – Signed by the Governor, “An Act to Enact the Beneficial Electrification Policy Act of 2023,” allows EMT to leverage electric procurement funds for fuel switching measures in certain limited circumstances: where those measures are cost-effective and would, over the life of the measures, reduce rates. The bill directs the PUC to incorporate beneficial electrification measures into the calculation of electric MACE –

the maximum achievable cost-effective efficiency – even if the majority of the cost savings are derived from reduced fossil fuel costs.

- LD 1887 – Signed by the Governor, “An Act to Clarify the Review and Procurement Process for Non-Wires Alternatives (NWAs),” ensures that future utility plans to invest in substations (and any associated equipment) are subject to the same NWA treatment as investments in any other part of the transmission and distribution system. (The statute previously excluded substations from review in the NWA process.)
- The Governor’s budget “Change Package,” (LD 258), was signed by the Governor. It amends the Efficiency Maine Trust Act by replacing “shall” with “may” in the current statutory language (35-A, Sec 10115) that directs the Trust to oversee and administer funds received from: (a) the US DOE State Energy Program and (b) other federally funded programs and projects “related to trust programs.”
- Federal Government
 - The U.S. EPA issued Notices of Funding Opportunity (NOFOs) for the Greenhouse Gas Reduction Fund (GGRF). These Inflation Reduction Act funds are intended to capitalize loans to support energy efficiency and clean energy projects. Staff is reviewing the NOFOs and engaging with organizations that are pursuing applications to serve as intermediary administrators of funds.
 - Staff filed a concept proposal for a \$5 million grant to support the installation of whole-home heat pump systems in stick-built homes in rural Maine. The application is intended to complement a separate application that EMT, GEO, and MaineHousing are preparing for a \$10 million grant to scale up the installation of whole-home heat pump systems in manufactured homes.

2. Program Highlights¹

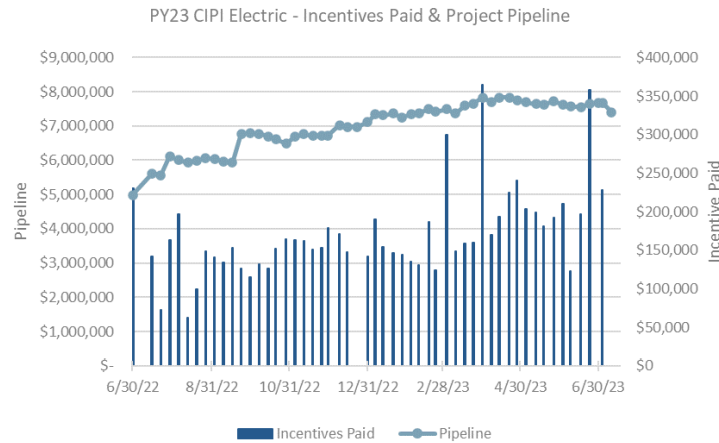
A) C&I Prescriptive Initiatives (CIPI) Program

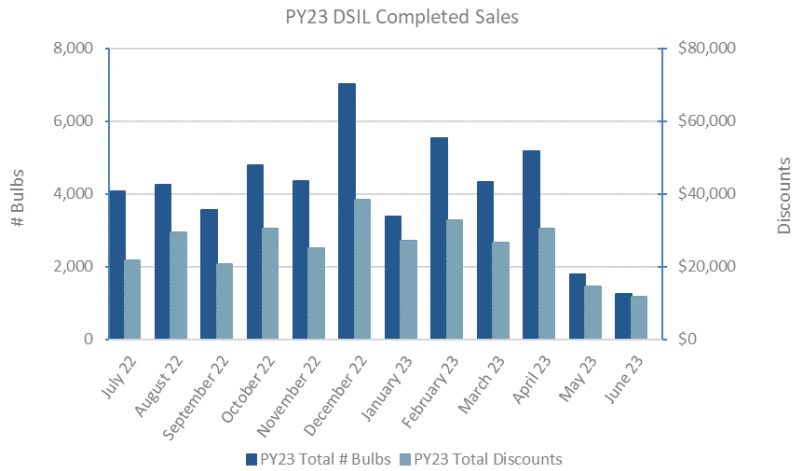
- The program conducted 21 inspections over the past month, with a combination of virtual inspections and on-site inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high. Overall average ratings remain at 4.9.
- The program received a total of 482 calls throughout the month of June, and 457 calls were answered live before voice mail, which represents a 95% answer rate.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. To date, 406 VCCs have been requested, 385 of which have been completed. Many requests were for lodging and multifamily facilities. To date, 54 projects have proceeded, with 53 additional potential projects being developed.
- Qualified Partner annual certification kicked off in June with a combination of in-person sessions and the rollout of the online training platform.
- June’s visits to the Qualified Partner website (767 sessions) were the highest in 3 years. No other month, or year, saw as much traffic to the website.

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 July 20, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of June 2023).

Electric Measures

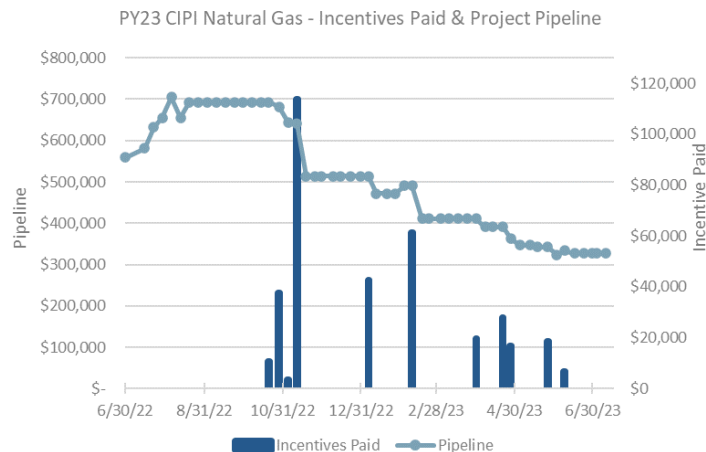
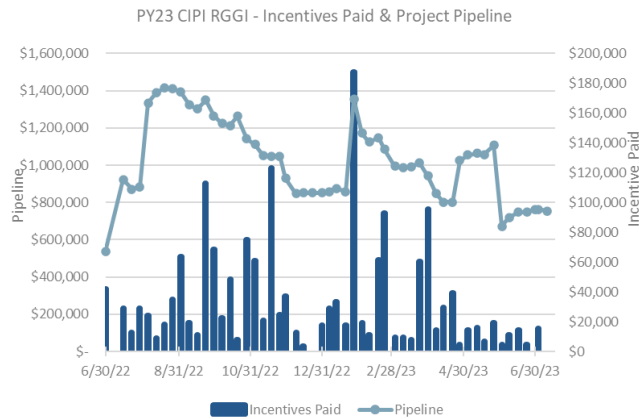
- The pipeline of pending electricity projects decreased over the last month. The current pipeline constitutes \$7.4 million in incentives. The program has started to receive a few lighting projects for FY2024. The current FY2024 pipeline is \$200,000.
- New prescriptive horticultural lighting applications have continued to slow with only a few additional projects submitted over the last month. Pre-approved projects total \$1.59 million in incentives. Fifty-seven projects have been completed and paid for in the amount of \$1.15 million.
- The electric HVAC program changes in several ways for the start of FY2024. There will be a focus on a whole-building or whole-zone installation approach for heat pumps and variable frequency drive (VRF) systems to ensure the heat pumps serve as the principal heating system. More emphasis will also be added on appropriate sizing of the heat pump systems.
- The total volume of lighting sales and discounts paid through the “distributor channel” in FY2023 to date represent:
 - 5% are screw-bulb,
 - 96% are mogul and T8, T5, and T5HO linear replacement lamps.
 - The lamp types with the highest volume of sales continue to be 4’ T8 LED linear replacement lamps (83% of the sales of all lamps) followed by 4’T5HO LED lamps (4%) and then T8 U-Bend lamps (2%).
 - The limited time promotion for mogul lamps ended in June. To date, 680 lamps have been sold and installed. These installations represent 540,000 kWh in first year savings.





Thermal Measures

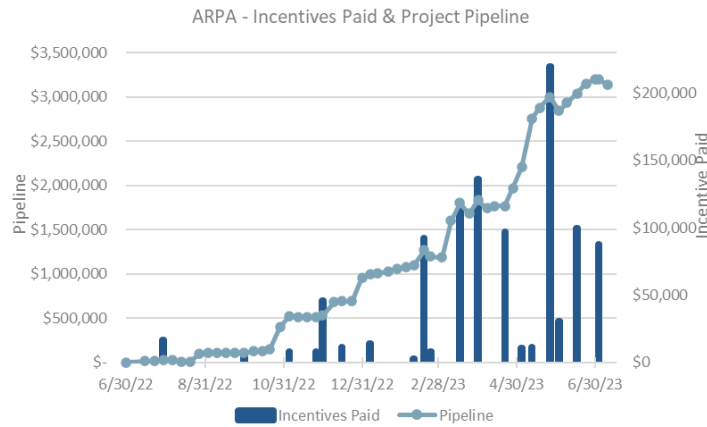
- **RGGI** - The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) increased slightly during the last month. Current commitments are \$755,000 in incentive value.
- **Natural Gas** - The pipeline of pending natural gas projects was unchanged. Current commitments are \$327,000 in incentive value, which fully commits all FY2023 funds. No new applications have been received to date for FY2024.



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

- The program’s Funding Opportunity Notices (FONs) have seen a steady increase in activity from recent mailings and Virtual Customer Consultations.
- The Multifamily Retrofits FON began accepting applications as of July 1, 2023. Applications will be accepted through 6/30/2024. No applications have been submitted to date.
- Activity by FON:

FON	Pre-Approvals	Complete and Paid	Paid	Pipeline
Hospitality	72	33	\$682,333	\$1,789,171
School	59	11	\$270,893	\$1,733,017
Small Municipality	83	34	\$354,503	\$311,837
Long-Term Care	3	-	\$-	\$22,400
Total	217	78	\$1,307,729	\$3,856,25



Updated Financials	Program Investment
FY2023 Program Budget	\$27,891,683
7/1 to 6/30 Spending	\$14,169,789
Percent of Budget Spent to Date	51%
Percent of Year Passed	100%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$14,169,789
Committed Pipeline	\$11,968,459
Total (Expenditures and Committed Pipeline)	\$26,138,248
Percent of Current Budget	94%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	29,215,150	(8,868)
Thermal Programs	(1,477,252)	67,913

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

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved five projects worth \$1,416,913 in incentives since the last board meeting.
- The program added three new projects to the pipeline. The total pipeline consists of seven projects worth \$1,018,094 in incentive offers, after adjusting for probability of completion.
- Program staff received one new scoping audit request and no new Technical Assistance (TA) study requests.
- Program staff reviewed three project proposals that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2023 Program Budget	\$16,320,247
7/1 to 6/30 Spending	\$5,821,096
Percent of Budget Spent to Date	36%
Percent of Year Passed	100%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$5,821,096
Committed	\$8,852,199
Pipeline	\$1,018,094
Total (Expenditures, Committed and Pipeline)	\$15,961,389
Percent of Current Budget	96%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	3,992,846	-
Thermal Programs	(116,113)	14,698

C) Home Energy Savings Program (HESP)

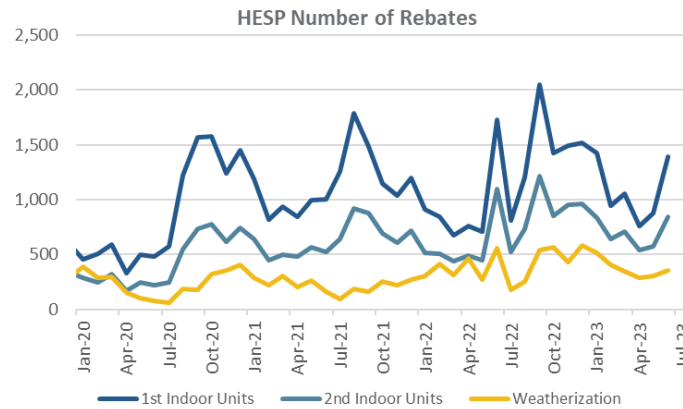
- Final results are still being tallied, but the number of rebates for FY2023 is estimated to achieve an increase of 15% compared to FY2022.
- Inbound customer calls and home inspections continue to be monitored to improve customer service.

Weatherization

- Despite a slow month, weatherization rebate volumes for the full year are estimated to be 36% above FY2022.
- Nineteen percent of rebated installation projects were inspected (versus a goal of 15%). Year-to-date, 15% have been inspected.
- Eighty-eight percent of customers ranked their overall insulation experience either a 9 or 10 on a 0-to-10 scale.
- Top insulation installers report being scheduled out 54 days (versus 47 days in May).

Heat Pumps

- Heat pump rebate volumes for June were 21% higher than last June. The number of heat pump rebates for the full year of FY2023 is estimated to be up 11% from FY2022.
- Twenty-seven percent of rebated heat pump projects were inspected versus a goal of 10% to 15%. For the full year of FY2023, 15% have been inspected.
- Eighty-three 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 45 days, down from 50 days in May.
- The program team is gathering feedback on a whole-home heat pump system measure design.



Updated Financials	Program Investment
FY2023 Program Budget	\$32,784,381
7/1 to 6/30 Spending	\$27,165,841
Percent of Budget Spent to Date	83%
Percent of Year Passed	100%

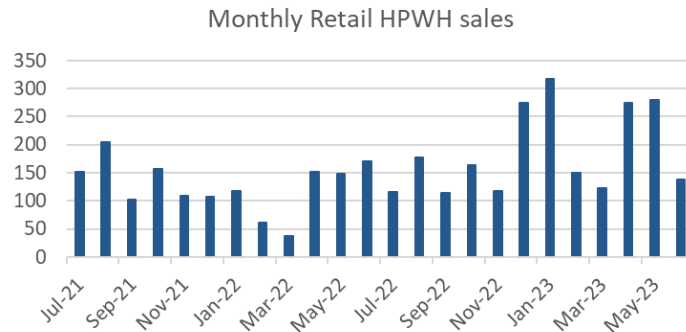
Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(15,805,887)	288,271
Thermal Programs	1,482,604	43,660

Project Type (through 6/30)	Participating Households
Heat Pumps	16,485
Weatherization and Other Heating Systems	2,914

D) Retail Initiatives Program

- Combined, the Retail Initiatives Program and Distributor Initiatives Programs rebated an estimated 8,860 heat pump water heaters (HPWH) in FY2023, beating FY2022's 8,418. This keeps Maine as the #1 program in the country for HPWH. ENERGY STAR reports that only 115,000 HPWHs were sold in the entire US in 2021.

- The program team has negotiated the lowest HPWH list prices in the country (lower by \$400) and with EMT’s instant discounts, buyers do not need to wait for a rebate. Instant discounts are available in all Lowe’s, Home Depots, and Granite Group locations. Granite Group, a distributor, is now selling HPWHs retail.
- There are now 194 plumbers indicating, on the EMT website, their willingness to install HPWH.



Updated Financials	Program Investment
FY2023 Program Budget	\$11,448,336
7/1 to 6/30 Spending	\$7,215,568
Percent of Budget Spent to Date	63%
Percent of Year Passed	100%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	27,804,994	(16,949)
Thermal Programs**	-	-

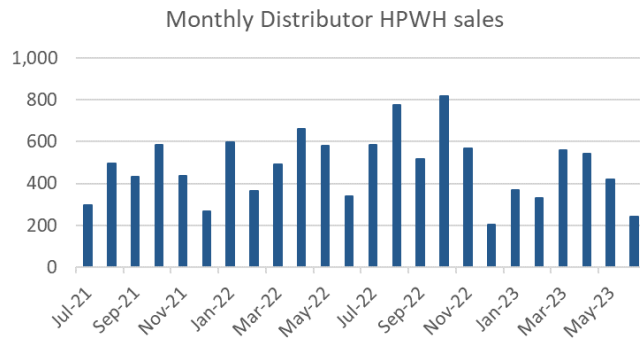
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

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

Rebate Type (through 6/30)	Projects
Light Bulbs	850,398
Appliance Rebates	7,318

E) Distributor Initiatives

- The full-year estimate for ECM circulation pumps is 14,909, 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. ECM’s share of the circulator pump market has gone from 51% in Q3 to 80% in Q4.
- All Maine plumbing distributors are participating in our HPWH 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.



Updated Financials	Program Investment
FY2023 Program Budget	\$13,344,332
7/1 to 6/30 Spending	\$8,337,852
Percent of Budget Spent to Date	62%
Percent of Year Passed	100%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	5,871,156	33,380
Thermal Programs	-	877

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

Rebate Type (through 6/30)	Projects
Heat Pump Water Heaters	5,663
Electronically Commuted Pumps	7,172
Distributor HVAC (NG)	68

F) Low Income Initiatives

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

- The program has delivered DIY kits to 3,471 households since July 1. LED bulbs were removed from this kit in June.

Low Income Heat Pump Water Heater Initiative

- 876 heat pump water heaters were installed in FY23. 344 tanks were installed in homes with existing electric resistance tanks, and 532 tanks were installed in homes that heated water using a boiler.

Arrearage Management Program (AMP)

- The program served 771 new participants in FY23.
- Utilities sent hundreds of new entrants in mid-June. Over 500 new participants will be counted in next month’s report.
- 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

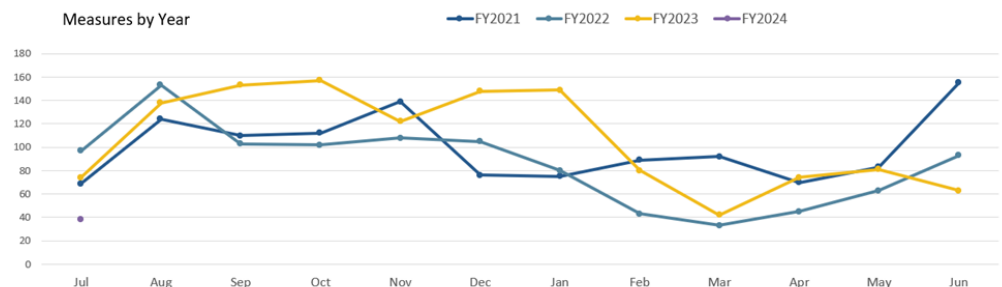
- Phase 3 launched on July 1st. Six new installers with service territories extending from Bangor to Kittery signed agreements. Planning has also begun to recruit Home Energy Assistance Program (HEAP) customers through a direct mail campaign.

Passive House Design Pilot

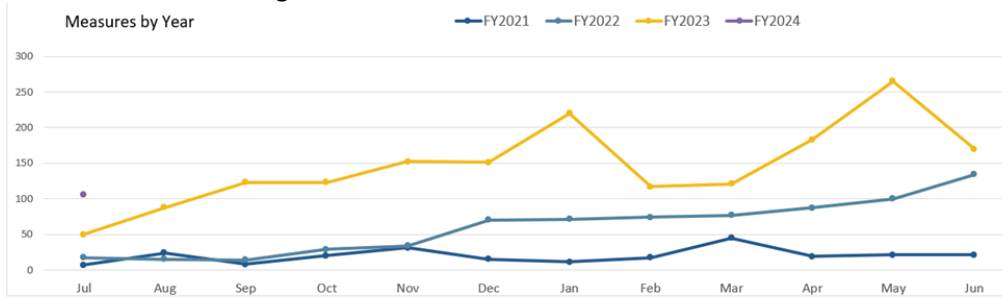
- The Trust has no new information to report on this initiative this month.

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

- The program has rebated installations of 1,282 single-zone heat pumps and invested 96% of the budget for FY2023.
- The program is working with Passamaquoddy tribal leaders to rebate 45 more heat pumps in the next few weeks.
- Installers report bad weather as a reason for fewer heat pumps installs in June this year.
 - The following is a historical view of rebated LMI heat pump measures:



- The program has rebated insulation measures in 867 homes and invested 93% of the budget for FY2023.
 - The following is a historical view of rebated LMI weatherization measures:



Low Income Natural Gas

- The program has investments in all utility territories (LDCs). In FY2023, 98% of Unitil funds were invested, 69% of Bangor Natural Gas funds were invested, and 21% of Maine Natural Gas funds were invested.

Updated Financials	Program Investment
FY2023 Program Budget	\$17,182,010
7/1 to 6/30 Spending	\$14,069,623
Percent of Budget Spent to Date	82%
Percent of Year Passed	100%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$14,069,623
Pipeline	\$362,000
Total (Expenditures & Committed Pipeline)	\$14,431,623
Percent of Current Budget	84%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,593,723	(988)
Thermal Programs	(3,526,257)	65,980

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

G) Renewable Energy Demonstration Grants Program

- With the passage of LD 187 - “An Act to Eliminate the Energy Efficiency and Renewable Resource Fund,” EMT will discontinue this program. Staff will leverage the balance of funds 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)

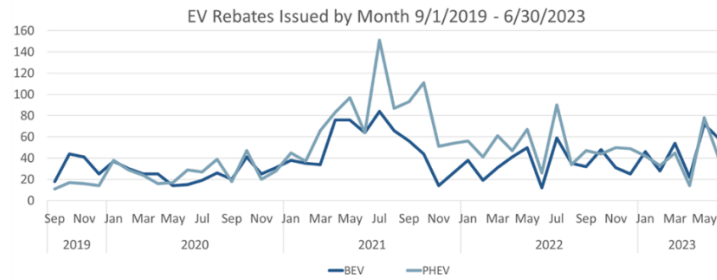
- Numerous local governments, businesses, and non-profits applied for EMT’s funding opportunity (FON) for rural level 2 charging projects in Cumberland and York counties that closed on June 30th. The FON was oversubscribed, and EMT accepted projects on a “first come, first served” basis until the budget was fully exhausted.
- Bids were due on June 22 for two separate Request for Proposals (RFP) to develop high-speed (DCFC) charging projects in select areas of the state. In recent weeks, Staff led two teams of bid reviewers to score and select winning bidders.
 - Phase 4-2 -- The RFP for “Phase 4-2” will be used to award 6 additional sites in Aroostook County and Washington County using \$2.4 million in federal ARPA and the NECEC settlement funding.
 - Phase 5 -- The RFP for “Phase 5” will be used to award 7 additional sites in Bangor, Augusta, and along Route 1 between Ellsworth and Freeport using nearly \$7 million in federal funds from the National EV Infrastructure (NEVI) program.
- Staff assisted the MaineDOT in developing the annual update to the state’s plan for using federal funds for EV deployment.

EV Rebates

- The program issued 97 EV rebates in the month of June.
- The top EV models sold for the month of June were the Toyota RAV4 Prime, Chevy Bolt EUV, and the Volkswagen ID.4.

EV Public Information and Outreach

- Staff visited local EV dealerships and distributed marketing materials.
- Staff presented an overview of EMT EV initiatives to the Maine Board of Environmental Protection.



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)	52	33	63	925
Total	210	42	63	3,628

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

Total Rebates by Technology Type (9/1/2019 – 6/30/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,750 (44%)	\$4,739,500 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,192 (56%)	\$2,113,500 (31%)
Total	3,942	\$6,853,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$2,884,684	\$1,960,189
7/1 to 6/30 Spending	\$750,969	\$1,690,091
Percent of Budget Spent to Date	26%	86%
Additional Committed	\$2,766,589	605,995
Percent of Budget with Committed	122%	117%
Percent of Year Passed		100%

I) Demand Management Program

Demand Response Initiative

- Curtailment Service Providers (CSP) have continued to enroll participants for this summer capacity season following the board's authorization to increase our program budgets for this year. Currently, roughly 23MW of curtailable load has either been enrolled in the program or is in the pipeline.
- The Trust and its CSPs have not called a demand response event yet this season.

Load Shifting Initiative

- This week Staff is launching an Efficiency Maine Load Management Initiative microsite and enrollment forms.
- The electric vehicle charging management measure has been fully launched. Program participants can enroll via a charger hardware-based solution (ChargePoint and Emporia) or

- a telematics, onboard charging management solution (Ford, Hyundai, Jaguar, Land Rover, Tesla, Toyota, and Volkswagen).
- Staff is working with Virtual Peaker to continue integrating vendors/OEMs into the DERMS platform.

J) Strategic Initiatives

- **Innovation**
 - Whole Home Heat Pump Solutions Pilot: Nineteen Phase 2 manufactured home installations have been completed, in addition to the 19 whole home installations in Phase 1. This pilot has been turned over to the low-income program team to implement for Phase 3.
 - 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 actively recruiting 5 additional homes to participate and expand learnings in the next year.
 - Energy Storage System Pilot: Seven potential projects are now in stages of investigation and development. No applications have been received.
- **Evaluation, Measurement, and Verification**
 - Staff and its contractor, Michaels Energy, kicked off the C&I Custom Program Evaluation.
 - The Cadmus Group was selected to run the TPVI Comprehensive Measure Review, intended to identify candidates for new cost-effective measures in the Triennial Plan VI period.

K) Efficiency Maine Green Bank

- Staff is exploring opportunities to increase capitalization for Green Bank activities. Opportunities include grants and loans from the Inflation Reduction Act's Greenhouse Gas Reduction Fund (GGRF).
 - 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.
 - Efficiency Maine Green Bank Initiatives have been added to the main navigation bar on the Efficiency Maine website.
- Home Energy Loans: The Trust continues to offer loans to income-eligible applicants. Staff is advancing the opportunity to use third-party capital to expand loan offerings.
- Small Business Loans: The Trust continues to offer Small Business Loans with no program changes.
- C-PACE: The C-PACE program is recruiting participation from municipalities. Staff is currently meeting with interested municipalities to facilitate the understanding and adoption of the program. Several towns are considering joining. Staff is also recruiting Capital Providers to register and is currently reviewing applications that have been submitted. Staff is working with local and community lenders to build further understand about the program and grow participation.
- Manufactured Home Heat Pump Lease: The Manufactured Home Heat Pump Lease is currently live and being offered to participants of the Manufactured Home Pilot 3.

- 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. The Municipal Lease list of participating lenders can be found here: [Municipal Lease - Efficiency Maine](#)

L) Other Initiatives

Agricultural Fair Assistance Program

- All participating fairs are continuing their projects.
- One project has already been completed and paid. One additional project is complete and has been scheduled for an inspection.

Thermal Energy Investment Program

- A new Program Opportunity Notice was issued on July 1, 2023 for FY2024 for thermal energy derived projects defined as “a project that produces thermal energy and thermal renewable energy credits including but not limited to, (1) conversion of fossil fuel-fired boilers to wood-fueled boilers or boilers using biofuels derived from wood, and (2) installation of new wood-fueled boilers or boilers using biofuels derived from wood.”
- One biomass boiler project has been completed and paid, and another is in the pipeline.

Lead By Example (LBE)

- The LBE Initiative Review Team did not approve any new projects since the last board meeting.
- One new LBE technical assistance (TA) request was approved.
- One new facility received an invitation to apply, and the total pipeline consists of 14 projects in various stages of bid solicitation development.
- The state energy consultant is developing a dashboard for the state energy database and planning for site specific investigations with site specific analysis.
- The Executive Director met with the Attorney General and Commissioner of the Department of Administration and Financial Services to provide a status report and discuss amending the terms of the Memorandum of Agreement.

Lead by Example FY2023 Financials	Program Investment
Budget	\$3,597,725
Expenditures	\$288,034
Committed	\$174,482
Pipeline	\$685,590
Total (Expenditures, Committed and Pipeline)	\$1,148,106
Percent of Current Budget	32%

3. Administration and Finance Highlights

A) Administration

- Staff have reached out to the Maine PUC and utilities to discuss next steps, administratively, to wind down the Renewable Resources Fund pursuant to the directives of LD 187 enacted last month.

B) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of June 2023 was \$85.8 million out of a total expected annual revenue of \$86.9 million. Approximately \$1.3 million 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 \$3.9 million. The total budgeted revenue for FY2023 is \$104.5 million.

Expenditures

- Total expenditures through the end of June 2023 were \$90.2 million. Details are below:

\$8.3 million	Administration (excluding interfund transfers)
\$254,000	Public Information
\$510,000	Evaluation work
\$1.1 million	Innovation pilots
\$471,000	Demand Management Program
\$14.1 million	Low Income Initiatives
\$7.2 million	Retail Initiatives Program
\$8.3 million	Distributor Initiatives Program
\$27.2 million	Home Energy Savings Program
\$14.2 million	C&I Prescriptive Initiatives Program
\$5.8 million	C&I Custom Program
\$83,000	Inter-Agency transfers
\$45.6 million	Encumbered across all budget categories but not yet spent

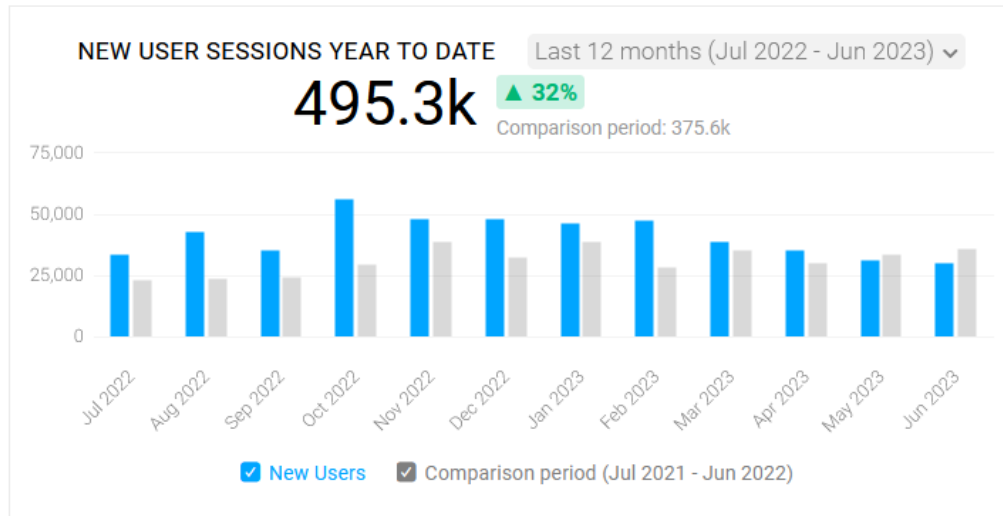
Appendix A

Full List of Press Coverage (plus links)

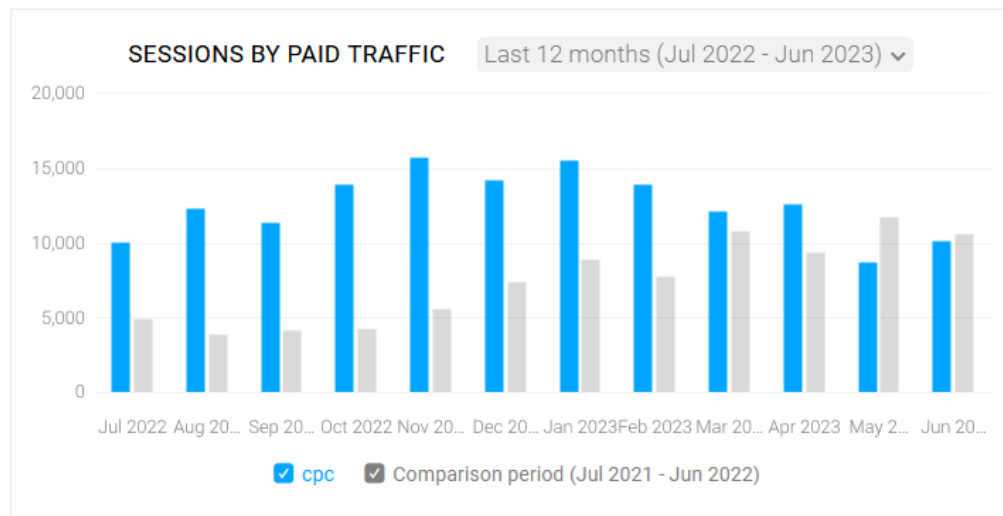
- *Fox 23* published an article on July 17 quoting the Executive Director and highlighting the Trust's plans to continue supporting the siting and installation of EV chargers across the state (<https://fox23maine.com/news/local/maine-plans-to-more-than-triple-the-number-of-public-vehicle-chargers-public-chargers-electric-car-market-department-of-energy-electric-vehicles-ev>).
- *The Maine Monitor* published an article on July 16 discussing home heating alternatives available to Mainers. The article mentioned the Trust and its resources (<https://themainemonitor.org/replacing-your-home-heating-oil-part-two-of-our-starter-guide/>). This article was reposted by:
 - *News Center Maine* on July 16 (<https://www.newscentermaine.com/article/money/replacing-home-heating-oil/97-6513e641-3a95-4f6e-aad4-fe533775c4af>).
 - *Bangor Daily News* on July 17 (<https://www.bangordailynews.com/2023/07/17/business/home-heating-oil-guide-part-two/>).
- *The Sun Journal* quoted the Executive Director in a July 13 article about the Trust's work to support the installation of more EV chargers in Maine (<https://www.sunjournal.com/2023/07/13/more-electric-vehicle-chargers-are-coming-to-lewiston-and-auburn/>).
- *WMTW* quoted Staff in a July 12 article and television segment about the rise of air conditioning in Maine and how heat pumps are helping meet that demand (<https://www.wmtw.com/article/maine-households-may-add-air-conditioning-to-keep-up-with-hotter-days/44522109>).
- *Maine Public* quoted the Executive Director in a June 21 article about LD256, recently passed legislation that authorizes Efficiency Maine to administer an e-bike rebate program (<https://www.mainepublic.org/politics/2023-06-21/new-maine-law-paves-way-for-statewide-e-bike-rebates>).

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 SESSION Last Month (Jun 1 - 30) ▾

Landing Page	Last Month	Δ
/	9,670	▲ 4%
/at-home/heat-pump-water-heater-program/	3,449	▲ 3%
/about-heat-pumps/	3,227	▲ 25%
/electric-vehicle-rebates/	1,831	▲ 4%
/at-home/ductless-heat-pumps/	1,747	▲ 11%
/heat-pump-user-tips/	1,723	▲ 1%
/at-home/heating-cost-comparison/	1,536	▼ 25%
/at-home/	1,505	▲ 11%
/home-insulation/	1,401	▼ 2%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,284	▲ 9%

TOP LANDING PAGES BY SESSION (ORGANIC) Last Month (Jun 1 - 30) ▾

Landing Page	Last Month	Δ
/	5,431	0%
/heat-pump-user-tips/	1,456	▼ 5%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,205	▲ 7%
/at-home/ductless-heat-pumps/	1,116	▲ 12%
/at-home/heating-cost-comparison/	942	▼ 32%
/electric-vehicle-rebates/	846	▲ 10%
/at-home/	827	▲ 11%
/heat-pumps/	627	▼ 5%
/charging-station-locator/	626	▲ 24%
/at-home/water-heating-cost-comparison/	430	▼ 20%