

**Executive Director’s Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust  
September 27, 2023**

## Noteworthy

Federal Grants	The Trust has submitted materials to the Coalition for Green Capital (CGC) asking to serve as a sub-recipient and coalition partner in the CGC’s application to the U.S. EPA for funding from the Greenhouse Gas Reduction Fund (GGRF).
C&I Programs	Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. To date, 450 VCCs have been requested (56 new requests in FY24), 434 of which have been completed. Most requests were for lodging and multifamily facilities.
Residential Programs	The Home Energy Savings Program (together with Low Income Initiatives) launched a change to the program design on 9/18/2023 which limits eligibility for program rebates to “whole home heat pump” systems. Details are at: <a href="https://www.energymaine.com/at-home/whole-home-heat-pump-incentives/">https://www.energymaine.com/at-home/whole-home-heat-pump-incentives/</a> .
Low Income	Avesta anticipates receiving its Certificate of Occupancy in October, which will trigger a payment from Efficiency Maine in support of the Porter Station affordable housing development being built to Passive House standards in Portland.
EM&V	Staff and its contractor kicked off the VRF AMI and Metering Study to review performance of variable refrigerant flow heat pump systems.
Finance and Admin	The independent annual audit is fully drafted and receiving final QC review by the auditor.
Events	The Trust held its 2023 Annual Event in Freeport on September 14. More than 200 attendees joined to honor top-performing trade allies, to celebrate progress toward Maine’s energy goals, and to run workshops on the emerging opportunities around “beneficial electrification” in Maine’s residential and commercial buildings. The Trust also recognized the Industrial Energy Consumer Group (IECG) as the recipient of the Philip C. Hastings Award recognizing extraordinary commitment to energy efficiency in Maine.

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** (see Appendix A for additional details)
  - *WCSH News Center Maine* referenced Efficiency Maine’s EV Rebate program in a September 24 story titled “National Drive Electric Week event held in Portland to raise awareness for EV options.”

- *Bangor Daily News* quoted the Executive Director in a September 8 article about the benefits of heat pumps in Maine homes. This article was republished by the *Piscataquis Observer* on September 9.
- Multiple media outlets quoted the Executive Director in articles highlighting Maine’s achievement of reaching its goal of installing 100,000 heat pumps ahead of schedule. The publications include:
  - *NewsWires* on August 21.
  - *Fast Company* on September 6.
  - *Reasons to be Cheerful* on September 6.
- *The Portland Press Herald* quoted the Executive Director in an August 16 article about the first-year impacts of the Inflation Reduction Act in Maine.
- **Events**
  - Staff organized the 2023 Annual Event in Freeport on September 14. More than 200 attendees joined to honor top-performing trade allies, to celebrate progress toward Maine’s energy goals, and to run workshops on the emerging opportunities around “beneficial electrification” in Maine’s residential and commercial buildings. The Trust also recognized the Industrial Energy Consumer Group (IECG) as the recipient of the Philip C. Hastings Award, which recognizes extraordinary commitment to energy efficiency in Maine. Chair MacDonald provided opening remarks; Trustee Colburn moderated one of the workshops.
  - Staff presented information about the Trust’s residential programs and incentives at the Kennebec Valley Community College (KVCC) heat pump training on August 22; at a webinar hosted by Evergreen Home Performance, The Governor’s Energy Office and the Trust on August 24; to “Resilient Harrison Maine” on September 7; at the Maine Air National Guard family day on September 10; at the Granite Group heat pump training on September 12; to the Camden Rotary Club on September 12, and to the Finance Authority of Maine on September 13.
  - Staff presented information about the Trust’s electric vehicle (EV) program and incentives at the Brunswick Curtis Memorial Library EV Program on August 23, and at the Portland and South Portland Sustainability Council's Coffee and Climate Series on September 8.
- **Website and Outreach** (see Appendix B for additional details)
  - August website visits
    - 38,978 unique visitors
    - 12,750 visits driven by digital ads
  - Facebook
    - 4,685 followers

**B) Call Center (August)**

- 2,995 inbound phone calls were received, up from 2,671 last month but down from 3,145 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 97% of calls were answered within 20 seconds (vs. a goal of 90%).
- 467 outbound calls were made compared to 774 this month last year, mostly for home inspection scheduling.
- 1,196 inbound emails were received, down from 1,298 this month last year, mostly rebate claims for the Retail Initiatives program.

- 570 pieces of inbound mail were processed, compared to 627 this month last year, mostly rebate claims for the Retail Initiatives program.

### C) Government Relations

- Maine Public Utilities Commission (PUC)
  - The Trust participated in meetings in a rate design stakeholder process convened as a follow-on to CMP’s recent rate case in Docket No. 2022-00152.
  - The Trust provided input in response to a Commission-issued request for comments in the ongoing Integrated Grid Planning proceeding (Docket No. 2022-00322).
  - The Trust hosted a second stakeholder meeting on the applications of embedded metering as a follow-on action to the Settlements for Versant and CMP in Docket No. 2021-00325.
- Maine Legislature
  - The Trust has no new information to report this month.
- Federal Government
  - The Trust has submitted materials to the Coalition for Green Capital (CGC) to serve as a sub-recipient and coalition partner in the CGC’s application to the U.S. EPA for funding from the Greenhouse Gas Reduction Fund (GGRF). If the CGC’s bid is successful, the Efficiency Maine Green Bank would be guaranteed a share of the grant to help capitalize loan products and cover some administrative expenses.
  - The Trust has continued to plan internally and to organize conversations with stakeholders to advance the preparation of Maine’s plan to for use of the U.S. DOE Inflation Reduction Act funding for Home Energy Rebates. Staff met with GEO and MaineHousing on September 21 to review and discuss decision points and next steps.

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

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

- The program conducted 35 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.
- The number of incoming calls was lower in August than in June and July (when there had been increased volume due to QP Annual Certification process and program changes with the start of the new program year). The program received a total of 384 calls throughout the month of August, and 371 calls were answered live before voice mail, which represents a 97% answer rate.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. To date, 450 VCCs have been requested (56 new requests in FY24), 434 of which have been completed. Most requests were for lodging

<sup>1</sup> The **Energy Savings** table reported for each program reflects data pulled from the Efficiency Maine project tracking database on September 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 August 2023). The **Updated Financials** table for each program reflects data pulled from the Trust’s financial management system at mid-month. Note that the available program budgets do not yet reflect committed, but unspent, carryforward funds from the prior fiscal year because a final accounting of those carryforward amounts awaits completion of the annual audit. The audit will be finalized in October at which time the carryforward amounts may be brought forward into the current fiscal year’s operating budget. A consequence of this situation is that the program budget, and the percent of budget spent or committed, reported in this report may change significantly when the budgets are adjusted at the regular October meeting of the Board.

and multifamily facilities. To date, 61 projects have proceeded with at least 42 additional potential projects being developed.

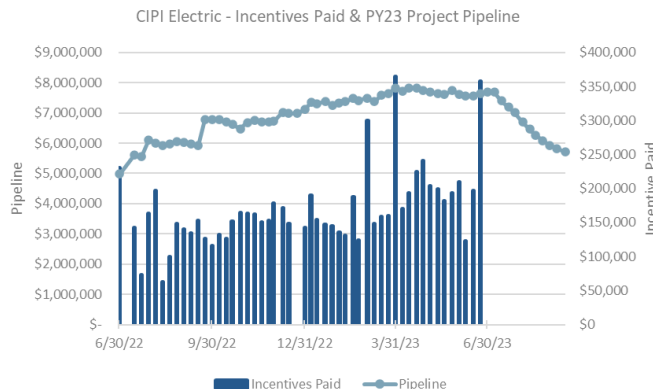
- Qualified Partner annual certification kicked off in June and was completed through a combination of in-person sessions, the online training platform and two live webinars. 667 individuals completed annual certification which represents approximately 73% of FY23 individuals. Prior to certification, the number of Qualified Partners hit an all-time high.

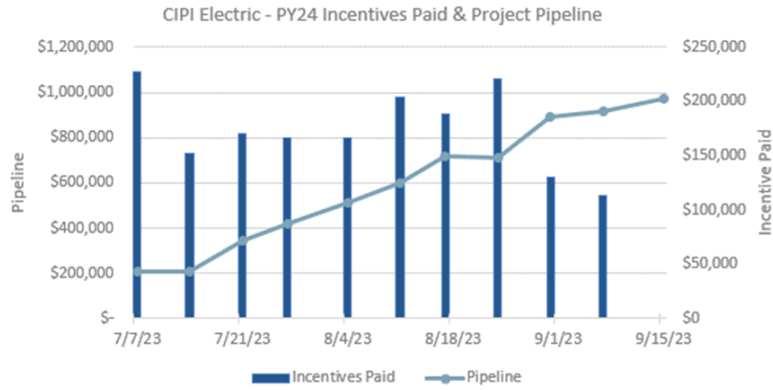


- Traffic to the Qualified Partner website was down slightly in August compared to July. This is typical as we see increased traffic at the start of the new program year when QPs review incentives to identify any changes at the start of the new fiscal year. However, traffic was considerably higher (25.9%) than August of 2022, showing more interest in heating and cooling content.

Electric Measures

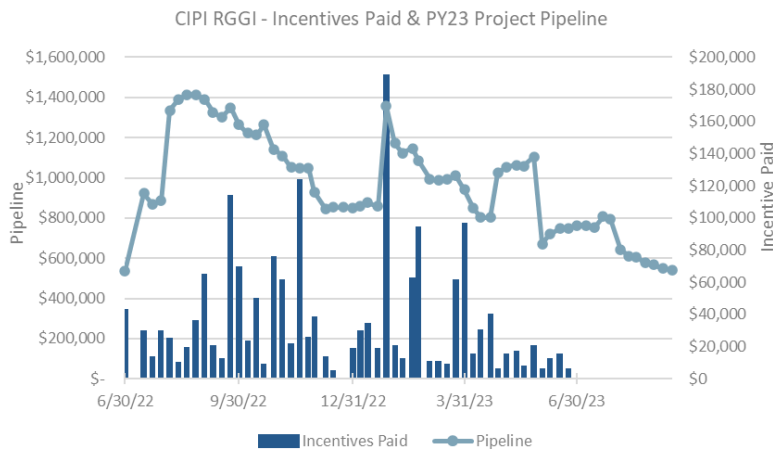
- The pipeline of pending electricity projects for FY23 continued to decrease over the last month. The current FY23 pipeline constitutes \$5.7 million in incentives. The pipeline for FY24 has grown to approximately \$973,000 in incentives.
- New prescriptive horticultural lighting applications have continued to slow with only a couple additional projects submitted over the last month. FY23 Pre-approved projects total \$272,000 in incentives, and FY24 pre-approved projects total \$85,000 in incentives. A total of seven projects worth \$232,000 in incentives have been completed and paid fiscal year to date.
- The electric HVAC program changed in several ways for the start of FY2024 for a focus on a whole-building or whole-zone installation approach for heat pumps and variable frequency drives, as well as an emphasis on appropriate sizing. The available programs have been simplified into C&I HVAC Electrification Existing Buildings and New Construction, as well as Electric Ancillary Solutions.

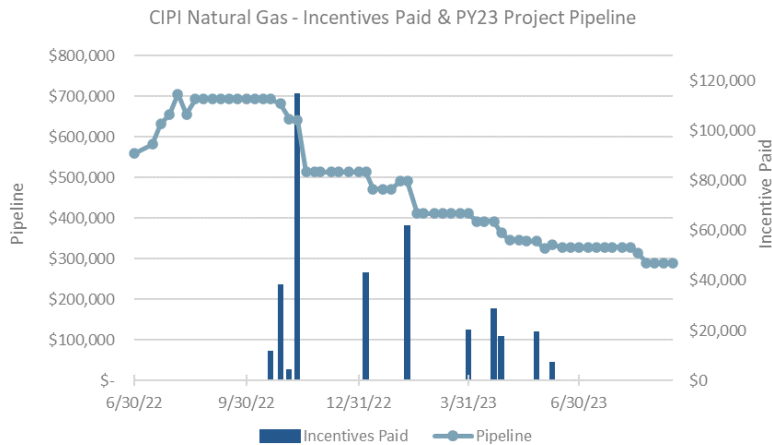
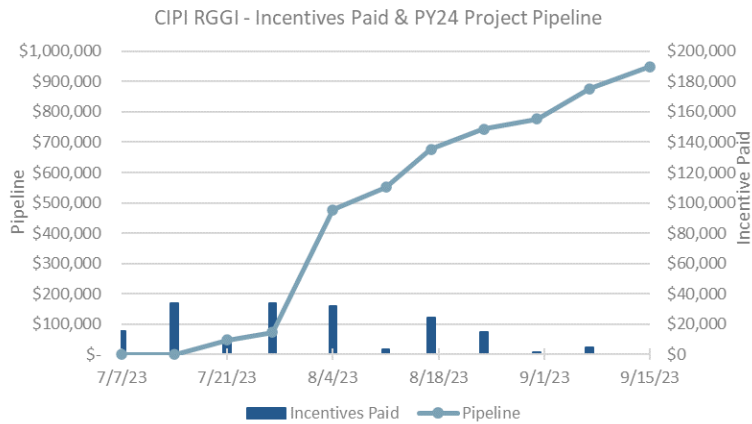




**Thermal Measures**

- RGGI - The FY24 pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) increased slightly over the last month to \$950,000, which is almost a \$400,000 increase. Remaining FY23 commitments have decreased due to incentive payments. Current commitments are \$543,000 in incentive value.
- Natural Gas - The FY23 pipeline of pending natural gas projects decreased due to incentive payments. Current commitments are \$289,000 in incentive value. The program received one new application for FY24, which brings total commitments to \$22,000.
- HVAC Qualified Partners continue to familiarize themselves with updated program requirements for Heat Pumps and Variable Refrigerant Flows (VRFs) with the whole building or whole zone approach and appropriate sizing.
- The multifamily retrofits FON was released in June 2023. Applications will be accepted through June 1, 2024. Four applications have been submitted with one pre-approved for \$17,000.

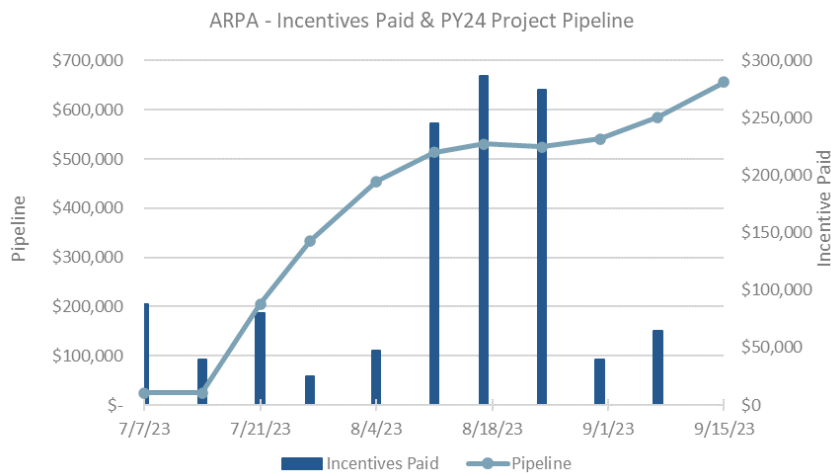
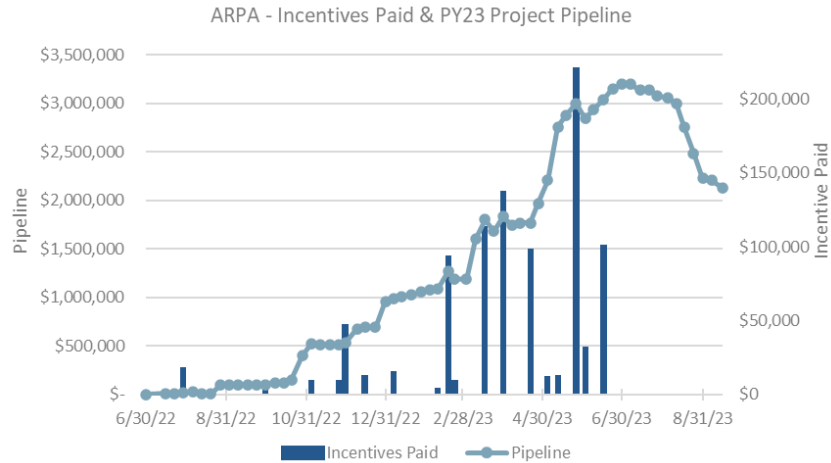




**Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)**

- The program’s Funding Opportunity Notices (FONs) have seen a steady increase in activity from recent mailings and Virtual Customer Consultations.
  - The hospitality sector retrofits FON ended the application period on May 1, 2023. Projects must be completed by December 31, 2023.
  - The application period for the school retrofits FON ended on May 31, 2023 and projects must be completed by December 31, 2023.
  - The small municipality retrofits FON ended on August 31, 2023 and projects must be completed by February 28, 2024.
  - Applications through the long-term care retrofits FON will be accepted through June 1, 2024. Three applications have been submitted with two completed and paid.
- Several Qualified Partners have become very active in each FON to help promote electrification through FON-targeted sectors with the assistance of enhanced incentive opportunities.
- Activity by FON:

FON	Pre-Approvals	Complete and Paid	Paid	Pipeline
Hospitality	73	49	\$1,481,203	\$1,234,025
School	66	18	\$313,475	\$2,083,945
Small Municipality	146	53	\$508,742	\$779,504
Long-Term Care	3	2	\$14,000	\$8,400
<b>Total</b>	<b>288</b>	<b>122</b>	<b>\$2317,420</b>	<b>\$4,105,874</b>



Updated Financials	Program Investment
FY2024 Program Budget	\$21,656,200
7/1 to 8/31 Spending	\$2,998,338
Percent of Budget Spent to Date	14%
Percent of Year Passed	17%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$2,998,338
Committed Pipeline	\$11,264,124
Total (Expenditures and Committed Pipeline)	\$14,262,462
Percent of Current Budget	66%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	4,470,472	(1,470)
Thermal Programs	144,849	10,056

\*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 three projects worth \$1,144,175 in incentives since the last board meeting.
- The program added three new projects to the pipeline. The total pipeline consists of five projects worth \$159,306 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and two new Technical Assistance (TA) study requests, one of which has been declined.
- 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
FY2024 Program Budget	\$11,040,516*
7/1 to 8/31 Spending	\$240,871
Percent of Budget Spent to Date	2%*
Percent of Year Passed	17%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$240,871
Committed	\$11,385,247
Pipeline	\$159,306
Total (Expenditures, Committed and Pipeline)	\$11,785,424
Percent of Current Budget	107%*

\* See footnote 1, *supra*. The Program Budget, Percent of Budget Spent to Date, and Percent of Current Budget will be adjusted in the October Executive Director’s Report to reflect the addition of funds that were committed but not spent by the program in FY2023 and will be carried forward into the program’s budget for FY2024.

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	459,790	-
Thermal Programs	-	-

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

- The number of rebates for FY2024 (to date) are up 25% compared to this point last year (from 2,207 to 2,750).
- Inbound customer calls and home inspections continue to be monitored to improve customer service.

Weatherization

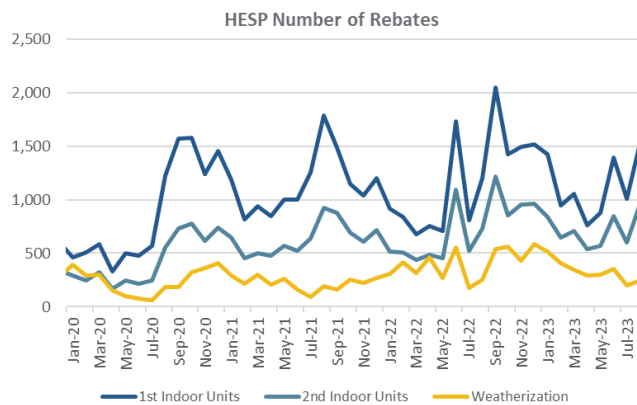
- Weatherization rebate volumes were down 5% compared to this month last year (from 258 to 245) and down 26% fiscal year to date compared to this month last year.
- Forty-seven percent of rebated installation projects were inspected versus a goal of 15%. Year-to-date, 25% have been inspected.
- Sixty-seven 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 63 days (versus 50 days in July).

Heat Pumps

- Heat pump rebate volumes for August were 29% higher than the same month one year ago.
- Twenty-seven percent of rebated heat pump projects were inspected versus a goal of 15%. Year-to-date, 26% have been inspected.
- Eighty-eight 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 38 days, down from 47 days in July.
- The program prepared for and launched a change to the program design on 9/18/2023 which limits eligibility for program rebates to “whole home heat pump” systems. The changes were presented to and discussed with contractors at the workshops in Freeport on 9/14/2023 and also on a webinar open to all Registered Residential Vendors on the morning of the launch.
- New Efficiency Maine rebates for whole home heat pump systems offer:
  - 80% of project cost up to an \$8,000 lifetime rebate limit – **low income**
  - 60% of project cost up to a \$6,000 lifetime rebate limit – **moderate income**
  - 40% of project cost up to a \$4,000 lifetime rebate limit – **any income**
- The new Efficiency Maine rebate levels were changed in part to reflect the impact of significant federal tax incentives that have recently become available:
  - Up to \$2,000 for heat pumps
  - Up to \$600 for 200+ amp circuit panels
- Details of the new Efficiency Maine rebates are at: <https://www.energymaine.com/at-home/whole-home-heat-pump-incentives/>.



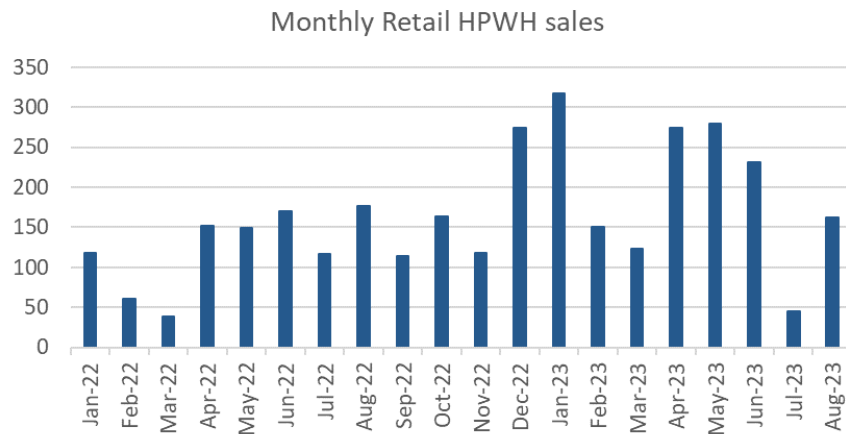
Updated Financials	Program Investment
FY2024 Program Budget	\$20,634,018
7/1 to 8/31 Spending	\$3,329,851
Percent of Budget Spent to Date	16%
Percent of Year Passed	17%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(2,612,196)	47,854
Thermal Programs	246,088	3,798

Project Type (through 8/31)	Participating Households
Heat Pumps	2,797
Weatherization and Other Heating Systems	275

**D) Retail Initiatives Program**

- The program rebated 162 heat pump water heaters (HPWH) in August
- As a result of Staff’s negotiations, Maine has the lowest HPWH prices in the country.
  - Lowe’s kept HPWH prices unchanged in Maine while it instituted a \$150 increase in the rest of the country.
  - Lowe’s list price (before discount) in Maine is \$551 lower than its national price (\$1,399 vs \$1,950).
  - Home Depot’s list price (before discount) in Maine is \$300 lower than its national price (\$1,399 vs \$1,699)
- The program’s goal is to have HPWHs at or very near price parity with electric resistance water heaters (after factoring in Efficiency Maine instant discounts). Lowe’s current price after the discount is \$449. The Granite Group is selling direct to homeowners for the lowest discounted price in the state (\$429).
- Virtually all stores now have HPWH inventory, prime merchandising placement, and trained associates. Lowe’s had as many as 17 HPWHs in each store – a record high level.
- The program has expanded its marketing focus beyond replace-on-burnout sales to driving “early-retirement” sales of working water heaters. The program continued an aggressive Google ad word campaign targeting leaky water heaters, installed new signs in stores, and pursued mail campaigns targeting heat pump purchasers and new home buyers. FY2024 will be the most aggressive water heating marketing strategy to date for the program.
- The quantity of HPWH installers listed on the Efficiency Maine website climbed from 200 last month to 206 this month.



Updated Financials	Program Investment
FY2024 Program Budget	\$7,801,336
7/1 to 8/31 Spending	\$430,489
Percent of Budget Spent to Date	6%
Percent of Year Passed	17%

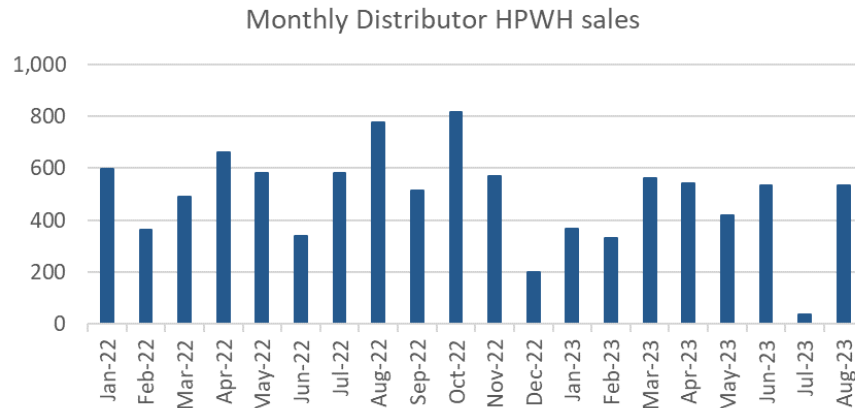
Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	282,274	1,543
Thermal Programs	-	-

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

Rebate Type (through 8/31)	Projects
Appliance Rebates	1,005

**E) Distributor Initiatives**

- The Distributor program continues to account for 67% of rebated HPWHs, aided by the fact that every Maine plumbing distributor participates in the Trust’s HPWH initiative. Each offers HPWHs at a lower price than electric water heaters, and each offers instant discounts so plumbers don’t have to do any paperwork or wait for a rebate check. Branches are covered with signs, from entrance-door clings, to floor displays, to counter mats. Sixty-three percent of top-selling electric water heaters sold through Maine distributors in August were HPWHs versus a national average of 2%.
- Sixty-six percent of top-selling circulating pumps for boiler radiators were the efficient ECM-type compared to 60% in FY2023.
- Program field representatives visit every plumbing branch every week to support the sale of HPWHs and ECM circulator pumps.
- The program is preparing to launch a 90-day limited time promotional discount of \$100 on ECM circulator pumps during the heating season.



Updated Financials	Program Investment
FY2024 Program Budget	\$12,332,991
7/1 to 8/31 Spending	\$728,089
Percent of Budget Spent to Date	6%
Percent of Year Passed	17%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	467,168	3,128
Thermal Programs	-	-

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

Rebate Type (through 8/31)	Projects
Heat Pump Water Heaters	575
Electronically Commuted Pumps	424
Distributor HVAC (NG)	-

#### F) Low Income Initiatives

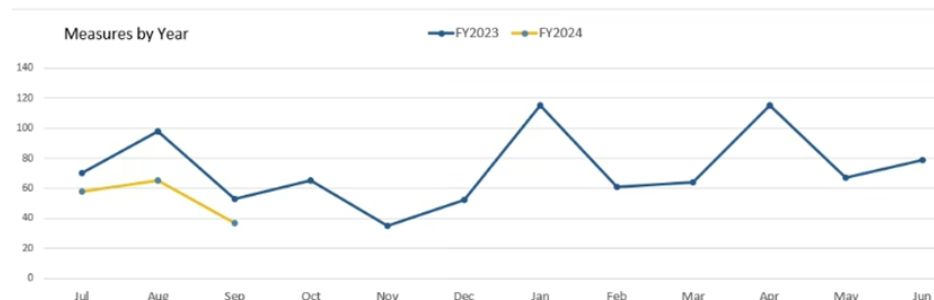
- The program’s use of the tax assessed value of a property to establish eligibility for “moderate income” Mainers is ending 10/31/2023. Installers have been notified. Income levels will be used instead.

##### Low Income Direct Mail (Faucet aerators and low-flow devices)

- The program has delivered DIY kits to 157 households since July 1. LED bulbs were removed from this kit in June.

##### Low Income Heat Pump Water Heater Initiative

- 161 heat pump water heaters have been installed since July 1.
  - Electric baseline: 62
  - Oil/propane baseline: 99
- Five new HPWH installers have signed on for FY24.
- The following is a historical view of rebated LMI heat pump measures, including month-to-date:



##### Arrearage Management Program (AMP)

- The program has seen 686 new AMP entrants 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

- The program sent 3,800 invitations to HEAP customers sorted for mobile homes within installer territory.
- The program contacted eighty-one park managers by email to push newsletter inserts outlining the invitation.
- Outreach to Community Action Agencies is underway.
- Sixty-one homes have completed an online screening, resulting in 35 qualified leads. Installs are being scheduled.

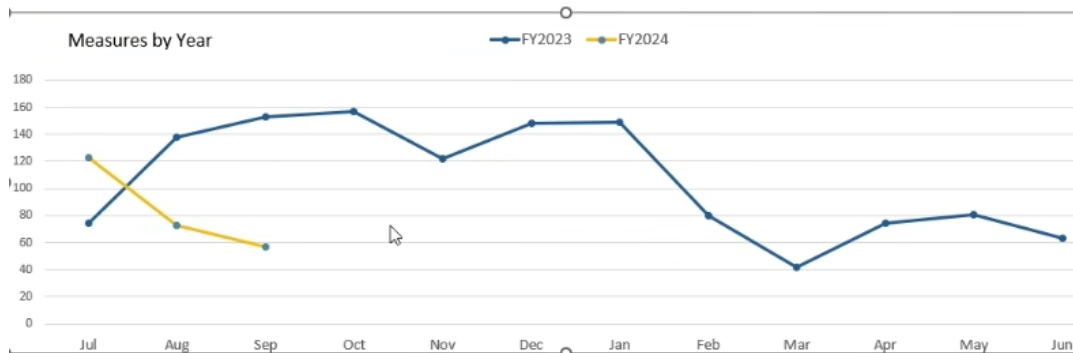
High Performance Affordable Housing Pilot

- Avesta anticipates their Certificate of Occupancy in October, which will trigger a payment from Efficiency Maine in support of Porter Station in Portland built to Passive House standards.

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

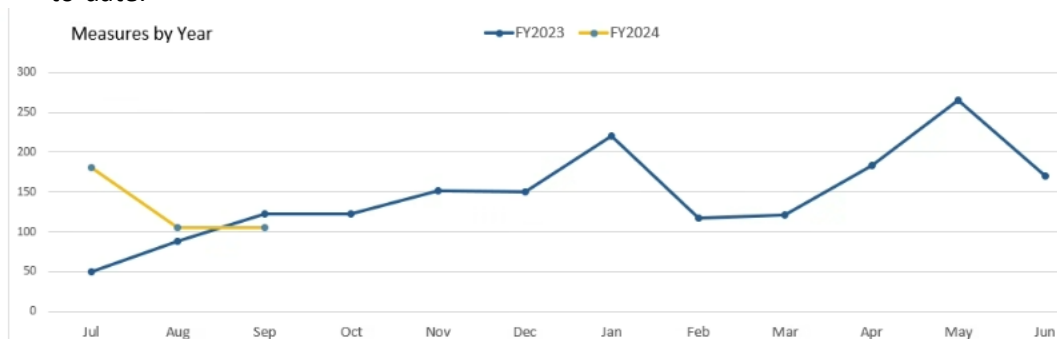
*Heat Pumps*

- The program has rebated installations of 254 single-zone heat pumps since July 1. Installers report a slow down because of a mild summer and IRA rebates pending in the news. Whole home heat pump rebates are available for September installs.
- The following is a historical view of rebated LMI heat pump measures, including month-to-date:



*Weatherization*

- The program has rebated insulation measures in 226 homes since July 1.
- The following is a historical view of rebated LMI weatherization measures, including month-to-date:



Low Income Natural Gas

- The program has nothing new to report on this initiative.

Updated Financials	Program Investment
FY2024 Program Budget	\$15,764,230
7/1 to 8/31 Spending	\$1,987,244
Percent of Budget Spent to Date	13%
Percent of Year Passed	17%
Additional Details on FY2024 Financials	Program Investment
Expenditures	\$1,987,244
Pipeline	\$577,260
Total (Expenditures & Committed Pipeline)	\$2,564,504
Percent of Current Budget	16%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	253,669	(7)
Thermal Programs	(439,144)	10,464

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

### G) Electric Vehicle (EV) Initiatives

#### Electric Vehicle Supply Equipment (EVSE)

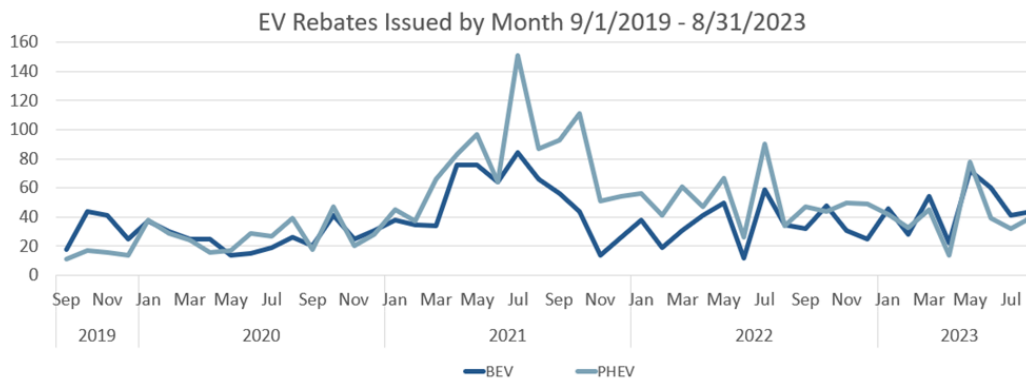
- Staff hosted kickoff meetings with the awardees of the Request for Proposal (RFP) for federal from the National EV Infrastructure (NEVI) Program funds. The awardees will be developing projects to install high-speed charging stations (DCFC) in Bangor, Augusta, Ellsworth, Searsport, Rockland, Waldoboro, and Brunswick (Phase 5 RFP). Staff is finalizing contracts with these awardees.

#### EV Rebates

- The program issued 84 EV rebates in the month of August.
- The top EV models sold for the month of August were the Toyota RAV4 Prime, Chevy Bolt EUV, and Chevy Bolt.
- Staff met with local bicycle advocacy organizations to collect information and insights to inform development of a pilot project to support access to electric bicycles for low- and moderate-income Mainers and the organizations that serve them.

#### EV Public Information and Outreach

- Staff visited participating EV dealerships to distribute marketing materials, answer questions, and listen to feedback from participating dealers.



EV Rebates by Customer Type				
Fiscal Year	Commercial*	Low Income	Moderate Income	Any Income
2020	9	2	-	474
2021	76	4	-	976
2022	70	3	-	1,255
2023	52	33	63	925
2024 (YTD)	9	6	21	123
<b>Total</b>	<b>216</b>	<b>48</b>	<b>84</b>	<b>3,753</b>

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

Total Rebates By Technology Type (9/1/2019 – 8/31/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,837 (45%)	\$4,913,000 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,264 (55%)	\$2,165,000 (31%)
<b>Total</b>	<b>4,101</b>	<b>\$7,078,000</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2024 Program Budget	\$12,564,279	\$2,106,421
7/1 to 8/31 Spending	\$499,352	\$237,332
Percent of Budget Spent to Date	4%	11%
Additional Committed	\$1,460,116	\$612,823
Percent of Budget with Committed	16%	40%
Percent of Year Passed		17%

#### H) Demand Management Program

##### Demand Response Initiative

- No additional curtailable load was added in September.
- Curtailment Service Providers (CSPs) called events on September 6<sup>th</sup> and September 7<sup>th</sup>. These days now fall in the top 3 demand days of the CY2023 summer capacity season.
- A new ISO-NE system peak for the summer was set on September 7<sup>th</sup> at roughly 23.4 GW.

##### Load Shifting Initiative

- The program called targeted dispatches of its fleet of vehicles that enrolled in either Level 2 home charging management or onboard charging management initiative on September 6 and September 7. Staff are still working to analyze customer performance data.
- ChargePoint has identified and developed a remedy for the issue that had been preventing customers using their systems from being controlled by the Virtual Peaker platform. Staff are working directly with affected customers to reconnect their chargers with the DERMS platform.

#### I) Efficiency Maine Green Bank

- Staff is pursuing opportunities to increase capitalization for the Efficiency Maine Green Bank activities.

- A leading opportunity to raise capital for the Green Bank’s programs is to join a successful bidder seeking grants / loans from the Inflation Reduction Acts’ Greenhouse Gas Reduction Fund (GGRF) administered by the US EPA.
  - To this end, Staff has submitted background documents (e.g., statutory authority, program history, loan activity reports, resumes, etc.) to the Coalition for Green Capital, which is developing a grant application on behalf of participating green banks such as the Efficiency Maine Green Bank.
  - Staff also continues to develop plans to deploy capital through loans and leases to support Maine consumers’ pursuit of more energy efficient and clean technology. Part of this planning includes expanding strategies to reach underserved customer segments of Maine. In its most recent meeting with the Efficiency Maine Low Income Advisory Group (LIAG), Staff discussed its interest in partnering with others to achieve greater market penetration with underserved customer segments
  - Efficiency Maine Green Bank Initiatives have been added to the main navigation bar on the Efficiency Maine website.
- C-PACE: The C-PACE program is recruiting municipalities and capital providers to participate. Augusta, Cumberland and Westbrook have passed ordinances authorizing C-PACE in their towns. Also, multiple capital providers have been registered to participate in the program.

**J) Other Initiatives**

Agricultural Fair Assistance Program

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

Thermal Energy Investment Program

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

Lead By Example (LBE)

- The LBE Initiative Review Team did not approve any new projects since the last board meeting, but two projects have received project bids and are under review.
- No new LBE technical assistance (TA) requests were approved.
- The total pipeline consists of 13 projects in various stages of development.
- The state energy consultant continues to make improvements to the state energy use dashboard, fill gaps in the database for Maine’s smaller electric utilities, and is preparing a report for the first site visit.
- Staff is working on an amendment to the memorandum of agreement for use of these funds consistent with the vote of the Board at its meeting last month.

<b>Lead by Example FY2024 Financials</b>	<b>Program Investment</b>
Budget	\$2,400,000
Expenditures	\$22,133
Committed	\$395,692
Pipeline	\$721,830
Total (Expenditures, Committed and Pipeline)	\$1,139,655
Percent of Current Budget	47%



### 3. Strategic Initiatives

#### A) Innovation

- Whole Home Heat Pump Solutions Pilot: Recruitment is ongoing for double-wide sized homes, and homes located in Northern Maine. The innovation program will test ducted configurations of whole home solutions in up to twenty of these home types and meter them throughout this next winter.
- Hydronic Heat Pump with Thermal Storage Pilot: The team is actively recruiting five homes in the greater Millinocket area to participate and expand learnings in the next year. Site visits have begun for preliminary participants and the first heat pump units are expected to arrive by the end of October for installations prior to the winter heating season.
- Energy Storage System Pilot: Eight potential projects are now in various stages of investigation and development. No applications have been received.

#### B) Evaluation, Measurement, and Verification

- Staff and its contractor kicked off the VRF AMI and Metering Study to review performance of variable refrigerant flow heat pump systems.
- Staff and its contractor kicked off the Residential Baseline Study. The study will emphasize learning more about the current conditions of multifamily and manufactured homes in Maine in support of Triennial Plan VI planning.

### 4. Administration and Finance Highlights

#### C) Administration

- The independent audit of the Trust’s financials has been fully drafted and is under final QC review by the auditor. It will be completed later this week for review and approval by the Board in time for submission to the State’s Bureau of the Budget by October 15.

#### D) Financial

##### Revenues

- The sum of the year’s new revenues from state and regional sources through the end of August 2023 was \$8.72 million out of a total expected annual revenue of \$56.03 million. Approximately \$192,000 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 \$0. The total budgeted revenue for FY2024 is \$121.97 million.

##### Expenditures

- Total expenditures through the end of August 2023 were \$11.3 million. Details are below:

\$588,000	Administration (excluding interfund transfers)
\$13,000	Public Information
\$19,000	Evaluation work
\$0	Innovation pilots
\$0	Demand Management Program
\$2.0 million	Low Income Initiatives
\$430,000	Retail Initiatives Program
\$728,000	Distributor Initiatives Program
\$3.3 million	Home Energy Savings Program
\$3.0 million	C&I Prescriptive Initiatives Program
\$241,000	C&I Custom Program
\$0	Inter-Agency transfers

- \$77.4 million is encumbered across all budget categories but not yet spent.

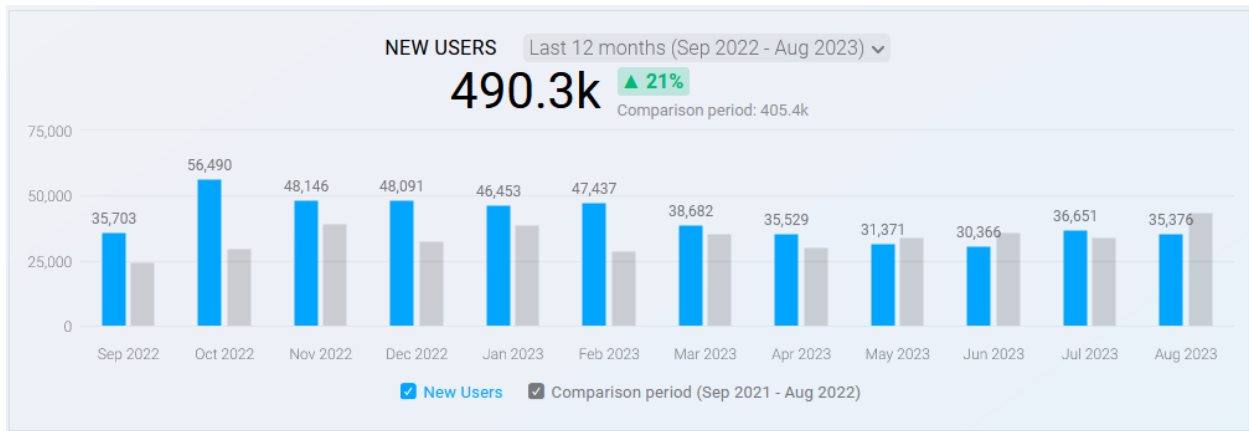
## Appendix A

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

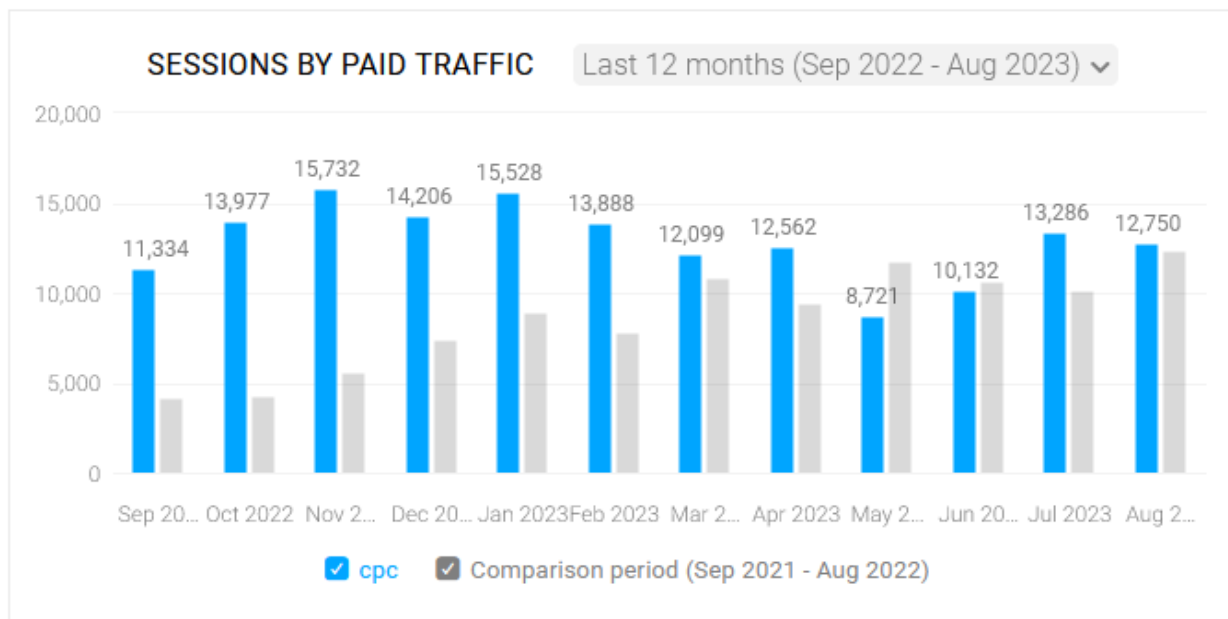
- *The Harpswell Anchor* mentioned the Trust in a September 8 article about strategies for combating climate change (<https://harpswellanchor.org/2023/09/how-to-save-money-and-energy-while-combating-climate-change/>).
- *Bangor Daily News* quoted the Executive Director in a September 8 article about the benefits of heat pumps in Maine homes (<https://www.bangordailynews.com/2023/09/08/mainefocus/heat-pump-everything-to-know-joam40zk0w/>). This article was republished by the *Piscataquis Observer* on September 9 (<https://observer-me.com/2023/09/09/featured/is-a-heat-pump-right-for-your-maine-home-heres-everything-to-know/>).
- *The Portland Press Herald* mentioned the Trust and its programs in a September 6 article about tax credits and incentives available to Mainers (<https://www.pressherald.com/2023/09/05/our-sustainable-city-credits-rebates-and-tax-incentives-oh-my-navigating-federal-and-state-incentives/>).
- *Fast Company* quoted the Executive Director in a September 6 article about the state of Maine reaching its goal of installing 100,000 heat pumps by 2025 ([https://www.fastcompany.com/90944101/how-maine-got-more-than-100000-residents-to-install-heat-pumps?partner=rss&utm\\_source=rss&utm\\_medium=feed&utm\\_campaign=rss+fastcompany&utm\\_content=rss](https://www.fastcompany.com/90944101/how-maine-got-more-than-100000-residents-to-install-heat-pumps?partner=rss&utm_source=rss&utm_medium=feed&utm_campaign=rss+fastcompany&utm_content=rss)). This article was republished by *Reasons to be Cheerful* on September 6 (<https://reasonstobecheerful.world/small-urban-spaces-boost-biodiversity-australia/>).
- *Mainebiz* published an article on August 28 highlighting the recent adoption of a Commercial Property Assessed Clean Energy (C-PACE) ordinance in Augusta, Cumberland and Westbrook (<https://www.mainebiz.biz/article/maine-communities-adopt-program-to-finance-energy-upgrades-for-buildings>).
- *NewsWires* quoted the Executive Director in an August 21 article about Maine’s achievement of reaching its climate goal of installing 100,000 heat pumps by 2025 ([https://www.einnews.com/pr\\_news/650720135/after-maine-surpasses-100-000-heat-pump-goal-two-years-ahead-of-schedule-governor-mills-sets-new-ambitious-target](https://www.einnews.com/pr_news/650720135/after-maine-surpasses-100-000-heat-pump-goal-two-years-ahead-of-schedule-governor-mills-sets-new-ambitious-target)).
- *The Sun Journal* mentioned the Trust in an August 17 article about recently installed electric vehicle chargers in Western Maine (<https://www.sunjournal.com/2023/08/17/new-charging-stations-make-foothills-ev-friendly/>).
- *The Portland Press Herald* quoted the Executive Director in an August 16 article about the first year impacts of the Inflation Reduction Act in Maine (<https://www.pressherald.com/2023/08/16/what-has-the-inflation-reduction-act-done-for-maines-climate-so-far/>).

## 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 (Aug 1 - 31) ▾

Landing Page	Last Month	Δ
/	10,279	▲ 2%
/at-home/heat-pump-water-heater-program/	4,670	▲ 17%
/about-heat-pumps/	3,553	▼ 27%
/at-home/ductless-heat-pumps/	2,521	▼ 29%
/at-home/heating-cost-comparison/	2,491	▲ 24%
/electric-vehicle-rebates/	2,255	▲ 21%
/home-insulation/	2,000	▲ 14%
/at-home/	1,650	▼ 8%
/heat-pump-user-tips/	1,283	▼ 28%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,206	▼ 32%

**TOP LANDING PAGES BY SESSION (ORGANIC)** Last Month (Aug 1 - 31) ▾

Landing Page	Last Month	Δ
/	5,823	▼ 1%
/at-home/ductless-heat-pumps/	1,670	▼ 22%
/at-home/heating-cost-comparison/	1,519	▲ 20%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,131	▼ 33%
/heat-pump-user-tips/	1,104	▼ 30%
/electric-vehicle-rebates/	956	▲ 11%
/at-home/	883	▼ 6%
/heat-pumps/	865	▼ 39%
/charging-station-locator/	762	▼ 7%
/at-home/water-heating-cost-comparison/	630	▲ 27%