

**Executive Director’s Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
October 30, 2024**

Noteworthy

Government Relations	Staff has been working with GOPIF and the Maine Climate Council to finalize the updated climate action plan, set targets, and help model the emissions impacts of various policy scenarios.
Commercial & Industrial (C&I) Programs	A new opportunity for municipalities having less than 10,000 residents was launched on October 1, 2024. This opportunity provides incentives for HVAC and water heating projects. The application submission deadline is March 31, 2025 and projects have until November 30, 2025 to be completed.
Home Energy Savings Program	The program issued 148 rebates for weatherization last month, a 35% increase compared to this month last year. The program has already rebated more whole-home heat pumps in the first three months of this year (1,814) than in the final 9 months of last year (1,805).
Income-Eligible Initiatives	This program has rebated 1,716 whole-home heat pump installations in FY25 (1,052 for moderate-income households, and 664 for low-income households). There are 219 preapproved reservations in the pipeline (steady from last month).
EV Initiatives	The pace of EV rebates has accelerated significantly in recent months. The program also announced its intent to make awards for Level 2 EV chargers in Caribou, Bethel, Old Orchard Beach, Boothbay Harbor, Augusta, and more.
E, M & V	Staff kicked off the Whole Home Heat Pump Metering project. This project will assess the usage of whole home heat pumps and any supplemental heating sources homes, as well as calibrate heat impact modeling that uses utility interval data.
Admin	Staff filed the final annual audit with the State.

1. Public Information and Outreach

A) Awareness and Press

- **Press** – (See Appendix A for additional details)
 - Staff was featured on a *WABI-TV* news segment on October 17 that featured tips on how to keep warm and save energy this winter.
 - *The Portland Press Herald* quoted the Executive Director in an October 12 article that discusses the Trust’s budgets for heat pump programs, mentioning steps taken by Governor Mills’s administration and the efforts of the Trust and other agencies to administer funding from federal taxes, state utility rates, and other funding sources.
 - *The Maine Wire* quoted the Executive Director in an October 3 article about the Trust’s manufactured home heat pump program.
- **Events** – Staff attended, participated in, or presented to multiple community and industry audiences since what was reported in the prior Executive Director’s Report. Activity from the past month includes:
 - Presentations about the Trust’s residential programs and incentives during:
 - Dave’s World 6th store opening in Augusta on September 26;
 - F.W. Webb Annual Pig Roast on September 26;
 - Town of Eastport community meeting on September 27;
 - Downeast Coastal Conservancy meeting on September 27;
 - Town of Unity community meeting on October 3;
 - Sustainable Scarborough Day on October 6;
 - Kennebec Valley Community College heat pump training on October 8;
 - Maine Association of Realtors Convention on October 8;
 - Green & Healthy Maine HOME + Energy webinar on October 9;
 - Maine Energy Marketers Association heat pump training class on October 10;
 - Bridging the Gap Resource Connection on October 10;
 - F.W. Webb Customer Appreciation Open House on October 10;
 - Sustainable Brunswick: Prepare for Winter webinar on October 16;
 - Blue Hill Peninsula Tomorrow meeting on October 18, and
 - WERU Radio “Power For the People” segment on October 18.
 - Presentations about the Trust’s electric vehicle programs and incentives during:
 - National Drive Electric Week on September 28;
 - Sustainable Scarborough Day electric vehicle ride and drive on October 6, and
 - Center for an Ecology-Based Economy Solar and EV Expo on September 28.
 - Presentations about the Trust’s commercial and industrial programs and incentives during:
 - The Maine Municipal Association Annual Convention on October 2 and 3.
- **Website and Outreach** (see Appendix B for additional details)
 - September website visits
 - 41,564 unique visitors
 - 17,248 visits driven by digital ads
 - Facebook
 - 4,783 followers

B) Call Center (August)

- 3,340 inbound phone calls were received, up from 3,193 last month and up from 2,741 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.

- 95% of calls were answered within 20 seconds (vs. a goal of 90%).
- 95% of monitored calls got perfect scores, up from 87% this month last year.
- 507 outbound calls were made compared to 319 this month last year, mostly for home inspection scheduling.
- 1,340 inbound emails were received, up from 1,149 this month last year, mostly rebate claims for the Retail Initiatives program.
- 599 pieces of inbound mail were processed, compared to 570 this month last year, most of which were rebate claims for the Retail Initiatives program.
 - 9,873 brochures and retail signs were sent out to those requesting them: 58% were for allies (installers, event organizers, etc.) and 42% were for the Retail & Distributor field team.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust participated in a workshop in an Inquiry Regarding Improving Resiliency and Addressing Escalating Storm Costs ([Docket No. 2024-00191](#))
 - The Trust monitored a workshop held in an Inquiry of Time of Use Rates for Delivery and Standard Offer ([Docket No. 2024-00231](#))
- Maine Legislature
 - The Trust has no new information to report this month.
- Maine Climate Council
 - Staff participated in the quarterly meeting of the MCC for a discussion about setting targets in the updated climate action plan and preliminary review of the plan’s first draft. Staff also received briefings and provided comments on preliminary modeling of emissions reductions.
- Federal Government
 - Staff worked to finalize the implementation details for the IRA Home Efficiency Rebate (HER) Program for submission to the US DOE. This is the second of two core elements of the IRA Home Energy Rebate program, the first of which (“HEAR”) was launched last month. Once the implementation details for HER are approved, an agreement between the US DOE and GEO will be finalized and a corresponding memorandum of understanding will be signed between the Trust and GEO.

2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

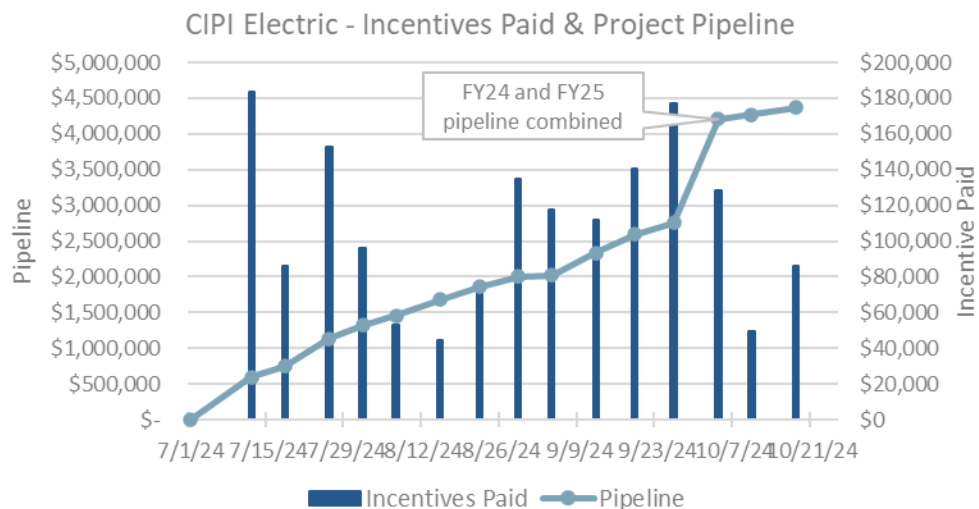
- The program conducted 22 inspections over the past month, using a combination of virtual inspections and on-site inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner (QP) all remain high.
- There were 13 new Virtual Customer Consultation (VCC) requests over the last month. To date, 105 projects have proceeded after receiving a VCC, and 73 additional projects are under development.

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 October 24, 2024, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of September 2024).

- The program received 335 calls throughout the month of September, and 305 calls were answered live before voice mail, which represents a 91% answer rate. Nearly 150 outgoing calls were made as well.
- The program team has started the annual process of reviewing uncashed checks. Due diligence letters have been sent to any entity that was issued an incentive check through 6/30/24 that has not yet cashed the incentive check. Efforts are made to either cash the original check or reissue an incentive check. Any check that has remained dormant for a period of 3 years must be filed with the State of Maine as unclaimed property by November. The original list of 85 uncashed checks totaled nearly \$760,000 in incentives. Most of these checks were issued in June and have since been cashed. There are currently 12 remaining uncashed checks for almost \$58,000 that have requested new checks, mostly to be sent to revised mailing addresses.

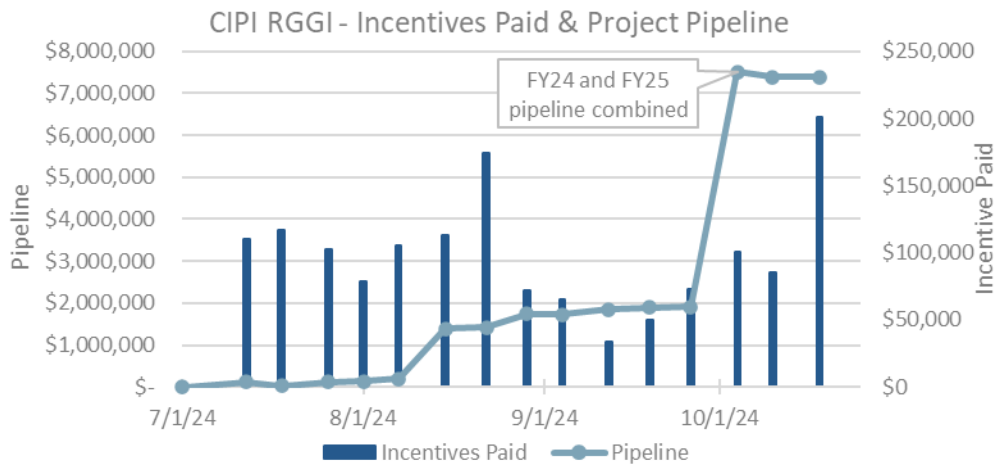
Electric Measures

- The program combined carryforward funds from FY2024 with the FY25 pipeline this month after Board approval of moving the carryforward funds into this year’s budget. The current total electric pipeline is \$4,367,807.
- New applications for prescriptive horticultural lighting measures have been steady, with 4 additional projects submitted over the last month. 2 projects have been completed and paid for in FY25 for approximately \$80,000 in incentives.



Thermal Measures

- RGGI Funds – New heating, ventilation, and air conditioning (HVAC) applications continue to play a significant role in the RGGI pipeline. The RGGI pipeline comprises nearly \$7.4 million in incentives and represents FY24 and new FY25 projects.
- The program team launched the Qualified Products List (QPL) for Variable Refrigerant flow (VRF) systems. This will help populate drop-down menus and simplify data entry when creating new enrollments for HVAC incentives through this program.
- The funding opportunity notice (FON) for multifamily retrofits closed to new submissions in June. This opportunity focused on electrification with HVAC measures and building insulation. Over \$1.5 million in incentives have been pre-approved for various HVAC systems and insulation and more than \$620,000 in incentives have been paid for completed projects to date.



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

- **Business Case #2: Hospitality**
 - This initiative is currently accepting applications through November 30, 2024 seeking another round of hospitality retrofits focusing on electrification and water heating in Maine restaurants and lodging facilities. Projects will have one year -- until November 30, 2025 -- to be completed. \$156,000 in HVAC incentives and \$36,000 in water heating incentives have been pre-approved so far. All HVAC incentives have been completed and paid, and the program is pursuing more applications.
- **Business Case #3: Public Schools, Municipalities, Congregate Housing**
 - The FON for Maine municipalities having between 5,000 and 10,000 residents is now closed to new applications. Projects have until November 30, 2025 to be completed. This opportunity is focused on electrification and HVAC measures. Over \$780,000 in incentives have been pre-approved with \$146,000 paid so far.
 - The long-term care retrofits FON is now closed to new applications. Projects now have until March 30, 2025 to be completed. Over \$780,000 in incentives were pre-approved for HVAC measures and almost \$21,000 in additional lighting incentives. Over \$25,000 of the HVAC incentives have been paid as well as all of the lighting incentives for completed projects.
 - The second round of school retrofits, focusing on electrification measures to assist schools that currently heat with oil and propane, is accepting applications through March 31, 2025. Projects have until November 30, 2025 to be completed. \$3 million in incentives have been pre-approved and \$72,000 have been paid.
 - The program is promoting another opportunity for whole-building HVAC projects in municipal buildings that have previously installed a partial heat pump solution. The Nature Conservancy has collaborated with Efficiency Maine to fund additional incentives for qualifying heat pump mini-split installations. Applications will be accepted through November 30, 2024. \$213,000 in incentives have been paid for completed projects.
 - The opportunity for the healthcare sector to upgrade HVAC and water heating systems in licensed assisted housing facilities is accepting applications through November 30, 2024. Projects have until November 30, 2025 to be completed.
 - A new opportunity for municipalities having less than 10,000 residents was launched on October 1, 2024. This opportunity provides incentives for HVAC and water heating projects. The application submission deadline is March 31, 2025 and projects have until November 30, 2025 to be completed.

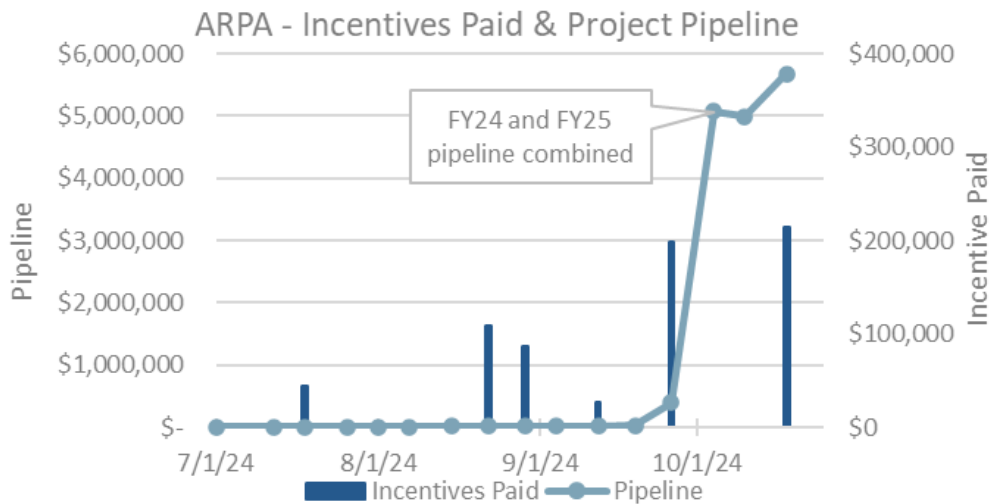
- Activity by business case:

MJRP Business Case	Budget	Invested and committed	Remaining
Business Case #2	\$3,880,000	76%	24%
Business Case #3	\$14,450,000	62%	38%

- Activity by FON:

FON	Pipeline	Complete and Paid		Accepting applications until:
	Incentive	Number of Projects	Incentive	
Hospitality (Round 1)	\$-	64	\$2,620,847	Closed
School (Round 1)	\$-	28	\$1,527,728	Closed
Small Municipality*	\$-	100	\$987,980	Closed
Long-Term Care	\$758,112	4	\$25,200	Closed
Medium Municipality*	\$1,012,273	1	\$146,790	Closed
School (Round 2)	\$3,536,781	2	\$400,370	Extended to 3/31/2025
Municipality (Round 3)	\$-	3	\$213,576	Closed
Hospitality (Round 2)	\$41,258	6	\$113,464	11/30/2024
Assisted Housing	\$-	0	\$-	11/30/2024
Municipality (Round 4)	\$-	0	\$-	3/31/2025
Total	\$5,348,424	208	\$6,035,955	

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



Inflation Reduction Act (IRA)

- The Trust launched the Initiative for Electrification in New Affordable Multifamily Housing on September 18, 2024. This opportunity represents the first round of Inflation Reduction Act (IRA) funding in Maine. It is targeted at whole-building efficient HVAC heat pump systems in new construction, low-income, multifamily buildings.

Updated Financials	Program Investment
FY2025 Program Budget	\$50,402,667
7/1 to 9/30 Spending	\$3,586,685
Percent of Budget Spent to Date	7%
Percent of Year Passed	25%

Additional Details on FY2025 Financials	Program Investment
Expenditures	\$3,586,685
Committed Pipeline	\$17,433,422
Total (Expenditures and Committed Pipeline)	\$21,020,107
Percent of Current Budget	42%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	4,506,187	(1,724)
Thermal Programs	(159,336)	14,413

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

B) C&I Custom Program

- The Review Team for the C&I Custom Program did not meet or approve any incentives since the last board meeting.
- The program added no new projects to the pipeline. The current pipeline consists of 4 potential projects worth \$765,000 in incentive offers combined:
 - (1) process equipment electrification
 - (1) large industrial HVAC equipment
 - (1) horticultural LED lighting
 - (1) geothermal heat pump system
- Program staff received 1 new scoping audit request and no new Technical Assistance (TA) study requests.
- Program staff reviewed 1 project proposal that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2025 Program Budget	\$21,187,175
7/1 to 9/30 Spending	\$1,051,885
Percent of Budget Spent to Date	5%
Percent of Year Passed	25%

Additional Details on FY2025 Financials	Program Investment
Expenditures	\$1,051,885
Committed	\$11,633,804
Pipeline	\$765,000
Total (Expenditures, Committed and Pipeline)	\$13,450,689
Percent of Current Budget	63%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	59,410	-
Thermal Programs	(1,346,353)	70,127

C) Home Energy Savings Program (HESP)

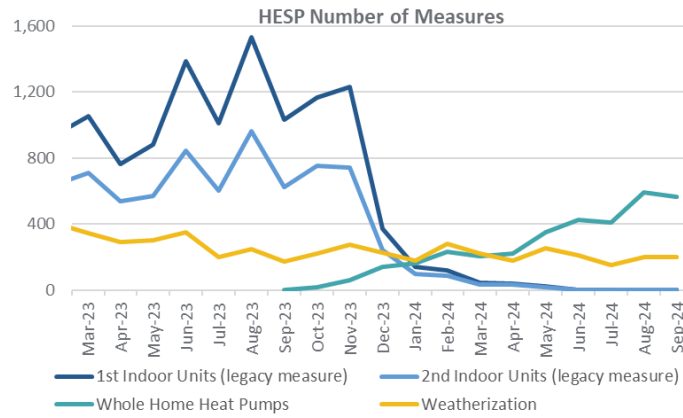
- The program forecasts investing 98% of its \$26.6 million budget.

Weatherization

- The program issued 148 “standard” rebates last month, a 35% increase compared to this month last year. (“Standard” rebates are for households that do not receive the elevated rebate levels for low-income or moderate-income households. Please see “Low-Income Initiatives/Weatherization,” below, for rebate volume for weatherization in low-income and moderate-income homes.)
- 11% of rebated projects were inspected this month. Year-to-date, 7% of completed weatherization projects in HESP have been inspected. The goal is to inspect 10% to 15%.
- 74% of customers ranked their overall insulation experience either a 9 or 10 on a 0-to-10 scale, and 73% have in the prior 12 weeks.
- Last month, the average top insulation installer had a 21-day backlog (down 50% from this month last year, and down 12 days from the prior month).

Heat Pumps

- The program issued 563 “standard” rebates for whole-home heat pumps last month, the largest monthly quantity since the program shifted to rebating whole-home heat pump systems on 9/18/23. Last year averaged 201 rebates per month. The program has already rebated more whole-home heat pumps in the first three months of this year (1,814) than in the final 9 months of last year (1,805). (Income-eligible rebates are reported separately in the Low-Income Initiatives section of this report.)
- 22% of rebated heat pump projects were inspected versus a goal of 15%.
- 89% 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 63 days, up 92% from this month last year, and up 3 days compared to the prior month.



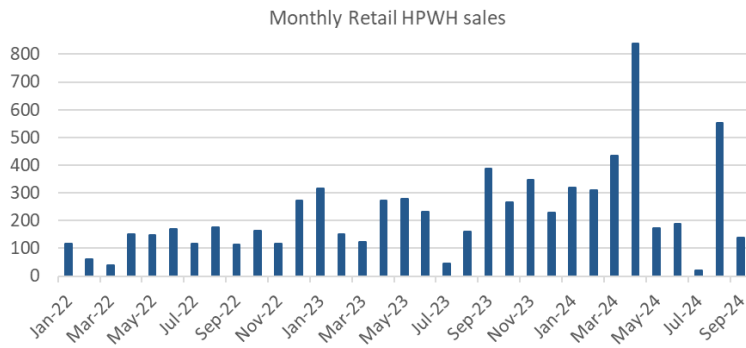
Updated Financials	Program Investment
FY2025 Program Budget	\$28,151,030
7/1 to 9/30 Spending	\$7,763,505
Percent of Budget Spent to Date	28%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	-	-
Thermal Programs	(11,931,663)	144,675

Project Type (through 9/30)	Participating Households
Heat Pumps	1,575
Weatherization and Other Heating Systems	435

D) Retail Initiatives Program

- The program forecasts investing 83% of its \$10.7 million budget
- The program kicked off a highly successful limited time offer at the very end of August promoting heat pump water heaters at Lowe’s and Home Depot priced slightly below traditional electric water heaters to drive early retirement of electric water heaters. To drive customers to stores, the team launched a campaign that included print, radio, YouTube, digital ads, direct mail, and emails. Customer downloads of instant discount barcodes while standing in stores (a leading indicator of success) jumped 80% in the first week. The promotion runs through October and stores are working to maintain inventory.
- 52% of the top-selling electric water heaters in Maine retail stores were HPWHs last month, up from 50% last year. The US average is 4%.
- As a result of the program’s negotiations, Maine continues to see the lowest HPWH prices in the country and stores are providing free end caps for displays.



Updated Financials	Program Investment
FY2025 Program Budget	\$10,695,036
7/1 to 9/30 Spending	\$1,149,403
Percent of Budget Spent to Date	11%
Percent of Year Passed	25%

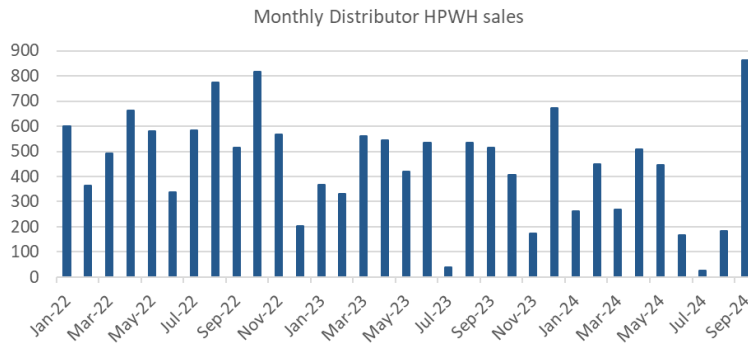
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	655,244	4,376
Thermal Programs	-	-

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

Rebate Type (through 9/30)	Projects
Appliance Rebates	1,752

E) Distributor Initiatives

- The program forecasts investing 93% of its \$10.0 million funding by fiscal year end.
- Field representatives visit every plumbing branch every week to support the sale of HPWHs and ECM circulator pumps.
- At distributors, the share of electric water heaters that are HPWH remained at 78% in the last month, compared to 73% last quarter and 67% last year.
- Every Maine plumbing distributor participates in the HPWH initiative. Each offers HPWHs at a lower price than electric resistance water heaters to help overcome barriers associated with their increased weight and need to address condensate.
- ECM circulator pumps represented 76% of circulator pump sales last month. This is better than the 65% share in FY2023. Price is a significant driver of circulator pump sales.



Updated Financials	Program Investment
FY2025 Program Budget	\$10,348,194
7/1 to 9/30 Spending	\$1,645,554
Percent of Budget Spent to Date	16%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	588,474	3,857
Thermal Programs	-	-

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

Rebate Type (through 9/30)	Projects
Heat Pump Water Heaters	713
Electronically Commuted Pumps	681

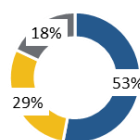
F) Low Income Initiatives

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

Heat Pumps

- This program has rebated 1,716 whole-home heat pump installations in FY25 (1,052 for moderate-income households, and 664 for low-income households). There are 219 preapproved reservations in the pipeline (steady from last month).

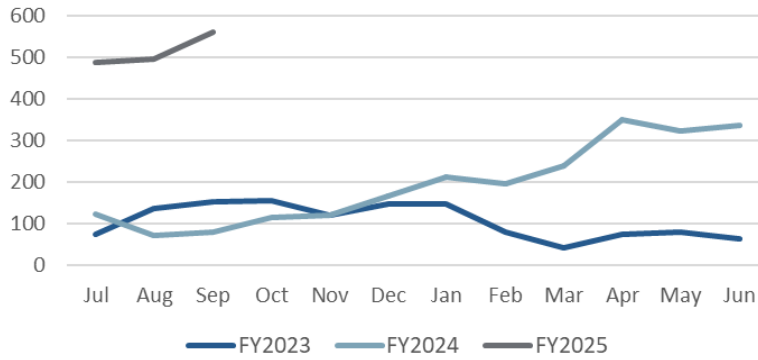
Whole Home Heat Pump Rebates Issued (last 4 months)



■ Standard ■ Moderate Income ■ Low Income

- 73 rebates for supplemental heat pumps (not whole-home) have been issued and another 30 reservations have been preapproved.
- The following is a historical view of rebated heat pump measures, including both single-zone heat pumps (room heaters) and whole-home heat pump systems:

Rebated Heat Pump Measures Among Low- and Moderate-Income Households, by Year*

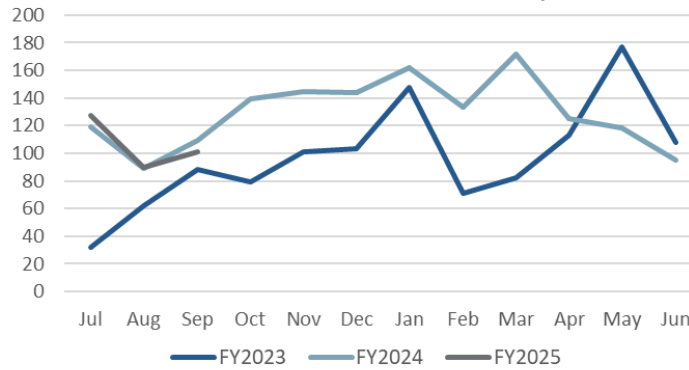


*excludes heat pumps rebated through the Manufactured Home Pilot

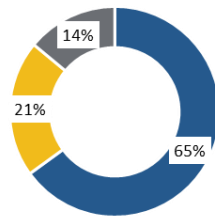
Weatherization

- The program has rebated insulation measures in 274 homes in FY25. An additional 129 projects have been preapproved for reservations.
- The following is a historical view of rebated LMI insulation measures:

Rebated Insulation Measures for LMI, by Year



Insulation Rebates Issued (last 4 months)



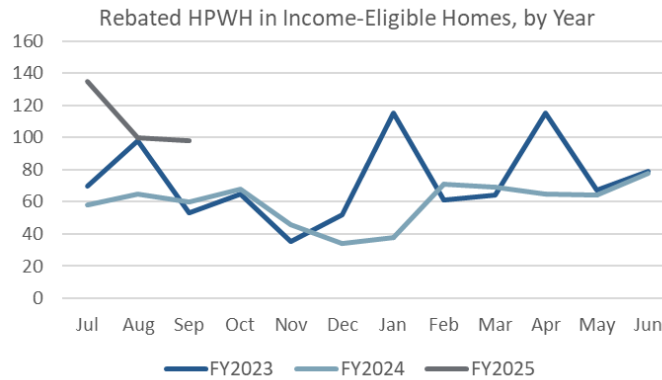
■ Standard ■ Moderate Income ■ Low Income

Low Income Direct Mail (DIY - faucet aerators and low-flow devices)

- The program has delivered DIY kits (containing faucet aerators and a low-flow showerhead) to 93 households since July 1, 2024.

Low Income Heat Pump Water Heater Initiative

- 376 heat pump water heaters have been installed since July 1, 2024, and an additional 158 projects have been preapproved.
- The following is a historical view of rebated income-eligible heat pump water heater (HPWH) measures:



Arrearage Management Program (AMP)

- The program has seen 440 new AMP entrants since July 1, 2024.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees.

Manufactured Home Pilot (Heat pumps)

- The program is restarting this initiative with a new loan product and with new federal requirements incorporated into all processes. FY25 activity has included the overhaul of all forms, agreements, webpages, and outreach materials.
- 11 homes are in queue for site visit prescreening after successfully completing the income verification and facility type online survey.
- 5 installers have signed updated RRV agreements, and an additional 5 additional RRV’s are in process, bringing expected capacity to 10 installers.

Updated Financials	Program Investment
FY2025 Program Budget	\$54,939,765
7/1 to 9/30 Spending	\$12,085,967
Percent of Budget Spent to Date	22%
Percent of Year Passed	25%
Additional Details on FY2025 Financials	Program Investment
Expenditures	\$12,085,967
Pipeline	\$2,075,000
Total (Expenditures & Committed Pipeline)	\$14,160,967
Percent of Current Budget	26%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	491,273	-
Thermal Programs	(10,003,798)	112,989

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

G) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

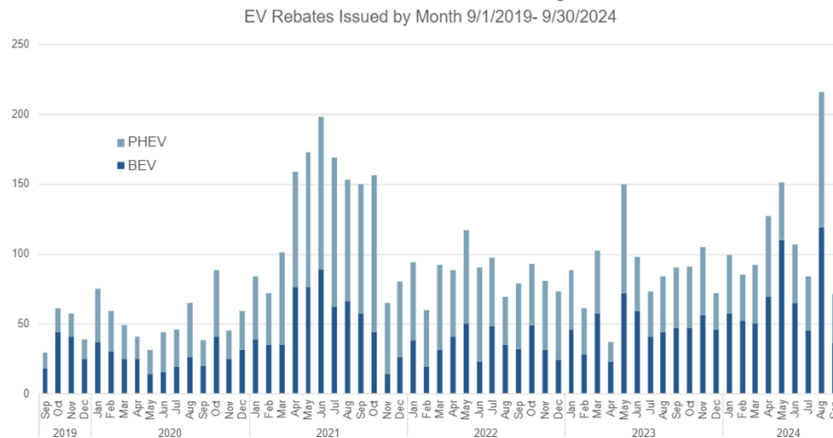
- On July 17, August 21, and September 17, 2024, Efficiency Maine announced proposed awards to several entities under its RFPs for Level 2 EV Chargers. Locations include Caribou, Bethel, Old Orchard Beach, Boothbay Harbor, Augusta, and more. Since these RFPs are funded by the federal Charging and Fueling Infrastructure (CFI) Program, the Federal Highway Administration (FHWA) must concur in each of these proposed selections before they be fully awarded and proceed.
- From September 23 to 26, 2024, Staff participated in NASEO-AASHTO-Joint Office’s EV Charging Infrastructure National Conference and Forth’s Roadmap Conference.

EV Rebates

- The program issued 71 EV rebates in the month of September compared to 90 rebates in September 2023.

EV Public Information and Outreach

- Staff visited participating EV dealerships, delivering EV rebate brochures and guidebooks on charging, answering questions, providing information about the federal tax credits, and gathering feedback on the program.
- Staff participated in multiple events:
 - On September 8, the Wells Library EV Expo,
 - On September 14, the Rockland Electrification Expo,
 - On September 28, the CEBE EV Expo at the Oxford Hills Comprehensive High School in South Paris,
 - On October 6, 2024, Sustainable Scarborough’s EV Ride and Drive event.



EV Rebates by Customer Type					Total
Fiscal Year	Commercial*	Low Income	Moderate Income	Standard	
2020	12	2	-	482	496
2021	76	4	-	1,128	1,208
2022	70	3	-	1,314	1,387
2023	49	31	63	888	1,025
2024	82	67	124	903	1,176
2025 (YTD)	20	28	22	301	371
Total	309	135	209	5,016	5,502

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

Total Rebates By Technology Type (9/1/2019 – 9/30/2024)	Number of Rebates	Incentives
BEV (Battery Electric Vehicle)	2,645 (48%)	\$7,265,000 (73%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,857 (52%)	\$2,671,000 (27%)
Total	5,502	\$9,936,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2025 Program Budget	\$39,612,815	\$5,962,424
7/1 to 9/30 Spending	\$16,000	\$1,051,777
Percent of Budget Spent to Date	0%	18%
Additional Committed	\$11,100,760	\$80,322
Percent of Budget with Committed	28%	19%
Percent of Year Passed		25%

H) Demand Management Program

Demand Response Initiative

- The last day of the 2024 summer capacity season was September 30th. Three Curtailment Service Providers (CSPs) were pre-qualified to operate in the Trust's program: CES, CPower, and Enersponse.
- Between the three CSPs, 15.71 MW of load has been enrolled for the current capacity season, with an additional 10 MW in the pipeline.

Target Enrolled Load	30.00 MW
Current Enrolled Load	15.71 MW
Pipeline	10.00 MW
Remaining Load	4.29 MW

- CSPs and Staff called targeted demand response events on July 9, 15, 16, and 17.
- On July 16, the grid in New England reached a new seasonal peak of roughly 24,300 MW. No commercial curtailment events were called in August or September.
- Staff have begun the performance settlement process with its contractor QGM, Inc. The Trust intends to issue incentives to CSPs by late fall/early winter.

Energy Storage System (Large Battery) Program

- The Review Team did not meet or approve any new ESS projects since the last board meeting. The pipeline consists of 6 potential projects.

Load Shifting Initiative

- Staff has called 14 demand response events this season, which events have been called in parallel across all EV charging management and battery measures.
- The open enrollment period for small batteries re-opened on October 1st and staff are now working to approve the pipeline of participants who signaled their interest in the program over the summer.
- Open enrollment continues for EV charging management measures, with adoption falling below the Trust's anticipated rates. The Demand Management Program and Electric Vehicle

Program teams are developing strategies to drive the aggressive adoption of these measures for the fall of FY25.

- The program has enrolled the following device quantities:

Battery	118
Connected EV (Telematics)	75
EV Charger	44
Total	237

1) Efficiency Maine Green Bank

- EMGB has been coordinating with lead applicants to the Inflation Reduction Act’s Greenhouse Gas Reduction Fund (IRA-GGRF) grant competitions to prepare for federal funds. Staff continues participation in various green bank and IRA-GGRF focused working groups. EMGB is part of a successful application to the National Clean Investment Fund competition through the Coalition for Green Capital.
- EMGB is organizing with winners from the Solar For All and Clean Communities Investment Accelerator to best align EMGB with all GGRF funds.
- Staff has launched the EMGB Platform for Manufactured (Mobile) Home Initiative Loans.

Active Finance Initiatives:

- Home Energy Loans:** With the new online platform, associated services, and funding sources, EMGB is nearing the launch of modifications to Home Energy Loans, which may include changes to maximum borrowing amount and borrower eligibility (i.e., reinstating loans for all income levels).
- Small Business Loans:** Staff is reviewing potential adjustments to this initiative, which may include changes to the maximum borrowing amount, term length and interest rates.
- Manufactured Home Heat Pump Lease:** Staff has launched the Manufactured (Mobile) Home Initiative Loan as a replacement for its previous lease offering. The loan is a \$2,500 loan (including a \$500 origination fee). The loan has a 50-month Term Length with 0% interest. The loan is only available to participants in the Manufactured (Mobile) Home Initiative.
- Municipal Lease:** No changes.

Key Metrics	Home Energy Loans		Small Business Loans	Manufactured Home Heat Pump Lease	Municipal Lease	Total
	Income-Eligible Loans	Non-Income-Eligible Loans				
Quantity						
Last month	26	-	-	-	-	26
FYTD	77	-	-	1	-	78
All time	391*	7,709	89	104	-	8,293
Dollars						
Last month	\$103,905	-	-	-	-	\$103,905
FYTD	\$351,804	-	-	\$2,500	-	\$354,304
All time	\$1,992,351*	\$60,066,519	\$1,232,398	\$239,000	-	\$63,530,267

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

C-PACE: The C-PACE program is available in Maine to municipalities, capital providers, and eligible projects.

- Staff discussed project viability with potential applicants in Carrabassett Valley, Saco, and other communities.

Key Metrics	Participating Municipalities	Registered Capital Providers	Project Applications	Approved Project Financing (\$)
Total	11	3	3	\$8,655,189

J) Other Initiatives

Thermal Energy Investment Program

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

School Decarbonization

- No new technical assistance requests have been submitted.
- One solar photovoltaic (PV) power-purchase-agreement (PPA) project is in progress.

Lead By Example (LBE)

- The Program has now committed all remaining funding and is closed to new applications.

3. Strategic Initiatives

A) Innovation

- Pilot - Heat Pump Solutions: The pilot team is testing both a standard ducted heat pump in double-wide sized manufactured homes and an alternative configuration in mostly northern Maine homes which requires an outdoor heat pump unit but utilizes the blower of the existing furnace. Recruitment is complete for all homes. 17 installations are complete in this phase to date and an additional 20 sites have been screened for approval. The team will test ducted configurations in these home types throughout the coming winter and conduct a metering analysis.
- Pilot - Hydronic Heat Pump with Thermal Storage: The team screened and approved 5 homes for this pilot. The first 3 sites are fully operational with a high-temperature hydronic heat pump, multiple thermal storage tanks, and a control system all running together as designed. The team is monitoring real time data from this system. The pilot anticipates monitoring 6 total homes for the coming winter.
- Pilot – Maine Transactive Energy: The Trust has no new information to report this month.

B) Evaluation, Measurement, and Verification

- Staff kicked off the Whole Home Heat Pump Metering project. This project will assess the usage of whole home heat pumps and any supplemental heating sources homes, as well as calibrate heat impact modeling that uses utility interval data.

4. Administration and Finance Highlights

A) Administration

- The Board approved Triennial Plan VI at the October 3 Board meeting. Staff intends to submit the Plan to the Public Utilities Commission in early November.
- Staff filed the final annual audit with the State.

B) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of September 2024 was \$32.3 million out of a total expected annual revenue of \$98.1 million. Revenues from federal funding are \$113,000 year-to-date. Approximately \$259,000 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 \$147,000 million. The total budget for FY2025 as of the end of September, including use of fund balance, is \$250.0 million.

Expenditures & Encumbrances

- Total expenditures through the end of September 2024 were \$29.2 million. The summary of expenditures and encumbrances is as follows:

Expenditures	
\$367,000	Administration (excluding interfund transfers)
\$35,000	Public Information
\$261,000	Evaluation work
\$87,000	Innovation pilots
\$15,000	Demand Management Program
\$12.1 million	Low Income Initiatives
\$1.1 million	Retail Initiatives Program
\$1.6 million	Distributor Initiatives Program
\$7.8 million	Home Energy Savings Program
\$3.6 million	C&I Prescriptive Initiatives Program
\$1.1 million	C&I Custom Program
\$0	Inter-Agency transfers
Encumbrances	
\$114.8 million	Encumbered across all budget categories but not yet spent

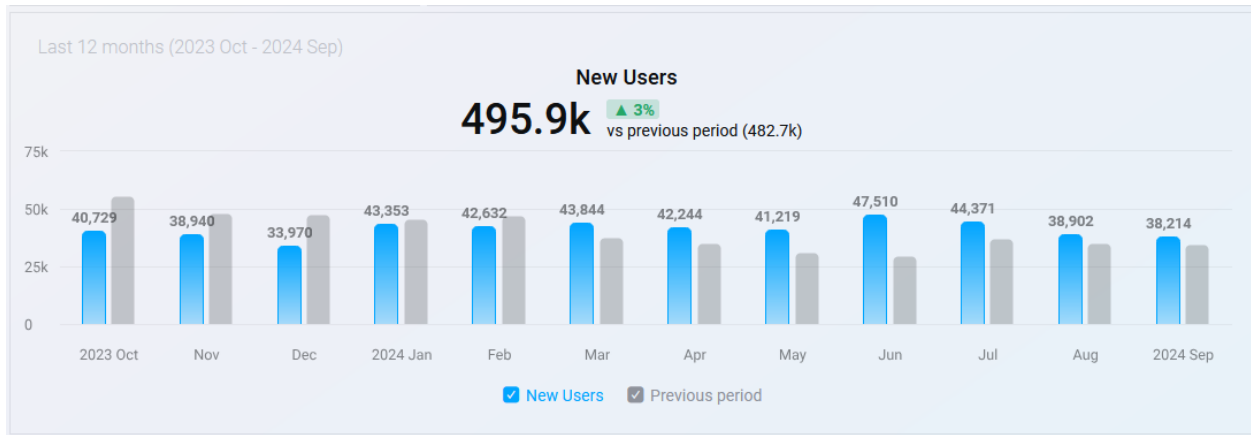
Appendix A

Full List of Press Coverage (plus links)

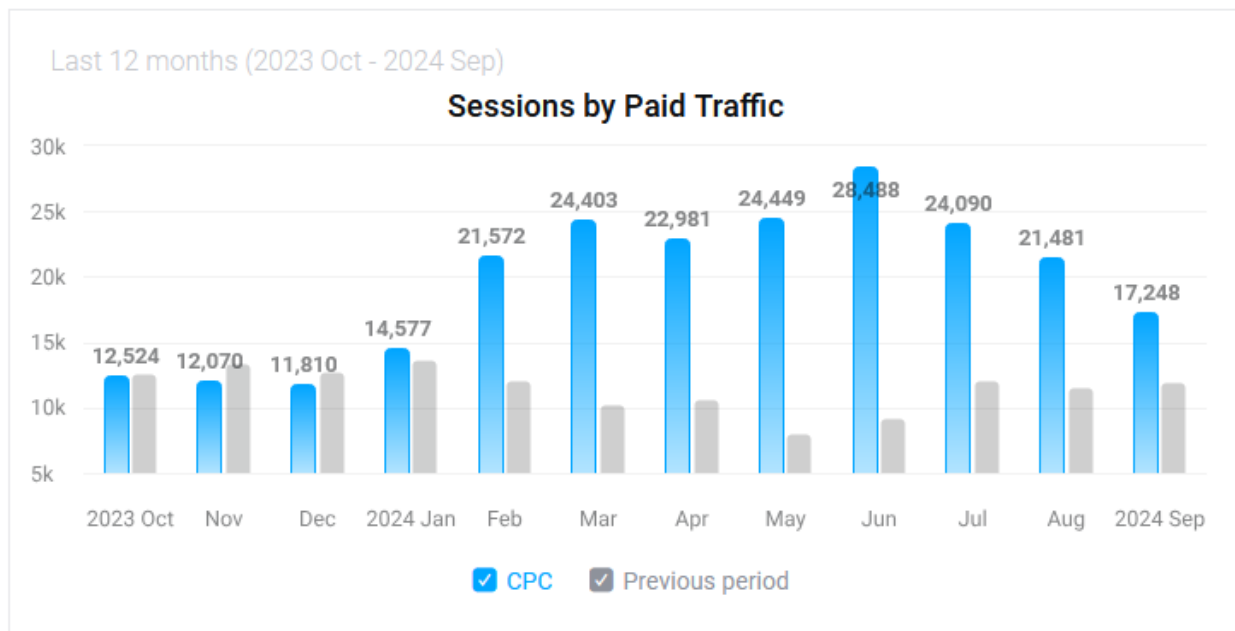
- Staff was featured on a *WABI5* news segment on October 17 that featured tips on how to keep warm and save energy this winter (<https://www.wabi.tv/2024/10/17/how-weatherize-your-home-maine-winter/>).
- *The Portland Press Herald* quoted the Executive Director in an October 12 article that discusses the cost to subsidize adoption of heat pumps in Maine, mentioning steps taken by Governor Mills's administration and the efforts of the Trust and other agencies to administer funding from federal taxes, state utility rates, and other funding sources.
(<https://www.pressherald.com/2024/10/12/how-much-money-has-been-spent-subsidizing-heat-pumps-in-maine/>).
- *CleanTechnica* published an article on October 8 that mentioned the Trust's Commercial and Industrial Prescriptive Initiatives and the funding opportunity notice currently available for Maine municipalities (<https://cleantechnica.com/2024/10/08/mobile-homes-municipalities-find-heat-pumps-to-fit-their-needs/>).
- *The Maine Wire* published an article on October 7 discussing the decrease in heating oil consumption in Maine, attributed to the recent increase in heat pump usage (<https://www.themainewire.com/2024/10/heating-oil-use-declines-6-as-mainers-adopt-subsidized-electric-heat-pumps/>).
- *The Maine Wire* quoted the Executive Director in an October 3 article about the Trust's manufactured home heat pump program (<https://www.themainewire.com/2024/10/maines-heat-pump-program-for-mobile-and-manufactured-homes-still-requires-removal-of-existing-heating-systems-why/>).
- *The Piscataquis Observer* published an article on October 1 about a Dover-Foxcroft church working towards carbon neutrality with the help of Efficiency Maine incentives (<https://observer-me.com/2024/10/01/news/dover-foxcroft-congregational-church-working-to-become-carbon-neutral/>).

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).

Last Month (Sep 1 - 30)

Top Landing Pages by Session

Landing Page	Value	vs prev
/	10,169	▲ 24%
/at-home/low-income-water-heaters/	5,139	▲ 8%
/at-home/heat-pump-water-heater-program/	4,780	▲ 39%
/at-home/whole-home-heat-pump-incentives/	2,938	▲ 1%
/about-heat-pumps/	2,654	▼ 34%
/income-based-eligibility-verification/	2,557	▲ 2%
/at-home/heating-cost-comparison/	2,489	▲ 4%
/electric-truck-rebates-for-individuals-and-organizations/	2,129	▲ 36%
/at-home/	1,695	▲ 19%
/water-heater-diy/	1,690	▲ 32%

Last Month (Sep 1 - 30)

Top Landing Pages by Session (Organic)

Landing Page	Value	vs prev
/	4,642	▲ 16%
/at-home/whole-home-heat-pump-incentives/	1,767	▲ 9%
/at-home/heating-cost-comparison/	1,629	▲ 8%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	887	▼ 17%
/at-home/	669	▲ 8%
/at-home/water-heating-cost-comparison/	533	▼ 3%
/income-based-eligibility-verification/	530	▼ 2%
/about-heat-pumps/	500	▲ 10%
/heat-pumps/	461	▼ 14%
/heat-pump-user-tips/	426	0%