

**Executive Director’s Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust  
August 23, 2023**

<b>Noteworthy</b>	
Federal Grants	Efficiency Maine’s Green Bank Staff have been actively participating in the American Green Bank Consortium (AGBC). This work has included developing a common vision for the state green banks for the use of GGRF funds, developing a strategy to maximize the funding to be allocated to the state green banks, and interviewing potential national bidders to forge strategic partnerships. Staff continues to review the new rules issued by the US DOE for allowable uses of the IRA Rebate funds and is developing plans for the use of those funds to advance the targets for weatherization and heat pumps enumerated in the Efficiency Maine Trust Act (and the State’s climate action plan) and ways to incorporate the funding (and rules) into existing programs. Staff has held conversations with contractors and vendors, affordable housing developers and property managers, and the Governor’s Energy Office. More discussions are planned.
C&I Programs	The heat pump measure has shifted its emphasis to whole building (or whole zone) applications.
Home Energy Savings	The program is preparing to launch a significant new initiative to encourage homeowners to replace their central heating systems with heat pumps.
Low Income	Since July 1, the program has rebated of 171 single-zone heat pumps and insulation measures in 138 homes.
Electric Vehicles	Staff announced 7 awards resulting from the RFP for use of federal NEVI funds to develop DC fast charging stations. Sites are located in Bangor, Augusta, Ellsworth, Searsport, Rockland, Waldoboro, and Brunswick. This is the first of several years of solicitations to deploy the NEVI funds. Staff also announced 5 awards for the RFP (“Phase 4, Round 2”) to deploy funds from the Maine Jobs and Recovery Plan (MJRP) and the NECEC Settlement to develop DC fast charging stations in Aroostook and Washington Counties. Sites are located in Medway, Houlton, Ashland, Danforth, and Machias.
EM&V	Staff has received a draft of the Residential Heat Pump Impact Evaluation. The Board will receive a full briefing on the final evaluation results at a later meeting. The evaluation’s preliminary findings include: there is a blended baseline comprising a mix of “retrofit” and “lost opportunity” purchasing scenarios; the actual usage of the heat pumps is lower than the program originally assumed; the actual energy savings is higher (due to fuel switching) than the program originally assumed; and there is a high level of customer satisfaction. Overall, the evaluators found that single-zone heat pumps rebated between FY2019 and FY2021 are cost-effective under Triennial Plan V methodologies and assumptions.
Demand Management	Curtailment Service Providers (CSP) made their first demand response calls of the season on July 27 and July 28. The ISO-NE system peak to-date was set on July 28th, with 22.2 GW of demand observed using real-time system data.
Finance and Admin	The independent annual audit is in process.

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** (see Appendix A for additional details)
  - WGME quoted Staff in an August 11 news segment and article about opportunities for landlords through the Trust’s Multifamily Retrofits Funding Opportunity Notice.
  - Several media outlets, some quoting the Executive Director, covered the planned awards of more than \$6 million for new public, high-speed EV chargers that recently were announced by the MaineDOT and EMT under the brand of the statewide initiative: “Recharge Maine.”
- **Events**
  - Staff presented information about the Trust’s residential programs and incentives at:
    - the Granite Group heat pump training on July 19;
    - two Central Maine Community College (CMCC) heat pump trainings on July 25 and August 8;
    - the Vallee Harwood & Blouin Real Estate group on August 1.
- **Website and Outreach** (see Appendix B for additional details)
  - July website visits
    - 39,540 unique visitors
    - 13,286 visits driven by digital ads
  - Facebook
    - 4,679 followers

### B) Call Center (July)

- 2,671 inbound phone calls were received, down from 2,973 last month, but up from 2,288 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%).
- 402 outbound calls were made compared to 791 this month last year, mostly for home inspection scheduling.
- 1,277 inbound emails were received, up from 1,092 this month last year, mostly rebate claims for the Retail Initiatives program.
- 505 pieces of inbound mail were processed, compared to 609 this month last year.

### C) Government Relations

- Maine Public Utilities Commission (PUC)
  - The Commission unanimously approved the Trust’s Request for a Significant Change to Triennial Plan V to fund cost-effective large battery projects with electric efficiency procurement funds from the utilities.
  - The Trust kicked off a stakeholder group on the applications of embedded metering as a follow-on action to the Settlements for the Versant and CMP rate design case in docket 2021-00325.
- Federal Government
  - US DOE’s Office of State and Community Energy Programs issued its formal guidance on allowable uses of funds from the Inflation Reduction Act (IRA) “Rebate Programs” on July 27. This guidance came in the form of the Home Energy Program Requirements and Applications Instructions as well as the full program Administrative and Legal Requirements Document (ALRD). The DOE now refers to these programs as Home Efficiency Rebates (formerly HOMES) and Home Electrification and Appliance Rebates (formerly HEEHRA). By

formula, Maine will receive approximately \$36 million from each of the programs. Trust Staff have been reviewing and analyzing the documents and conducting initial outreach to key stakeholders including GEO.

- Trust Staff, in collaboration with the Governor’s Energy Office and MaineHousing, have submitted a \$10 million grant application to scale up the installation of whole-home heat pump systems in manufactured homes. Staff also awaits the determination of a separate concept proposal seeking a \$5 million grant to support the installation of whole-home heat pump systems in stick-built homes in rural Maine.

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

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

- The program conducted 26 inspections over the past month, with a combination of virtual inspections and on-site inspections, and pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high. Overall average ratings this month were 5.0 out of 5.0.
- The number of incoming calls through live transfers from the Call Center or direct from Qualified Partners remained relatively high, primarily due to QP Annual Certification and program changes rolled out with the start of the new program year. The program received a total of 435 calls throughout the month of July, and 404 calls were answered live before voice mail, which represents a 93% answer rate.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. To date, 430 VCCs have been requested (35 new requests in FY2024), 409 of which have been completed. The majority of requests were for lodging and multifamily facilities. To date, 54 projects have proceeded, with 54 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. To date, over 615 have completed annual certification with sessions wrapping up in August with two live webinars.
- July’s visits to the Qualified Partner website (782 sessions) were the second highest in 3 years with the highest being June of this year.

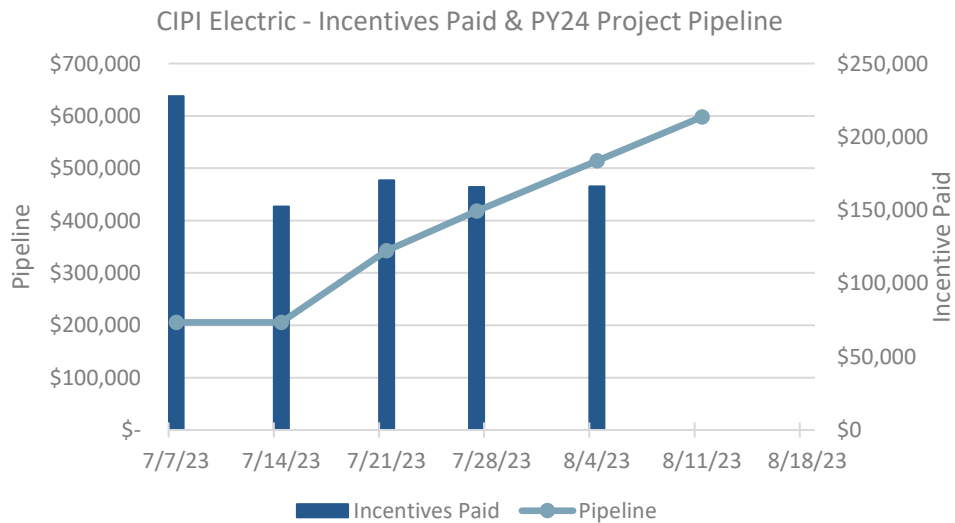
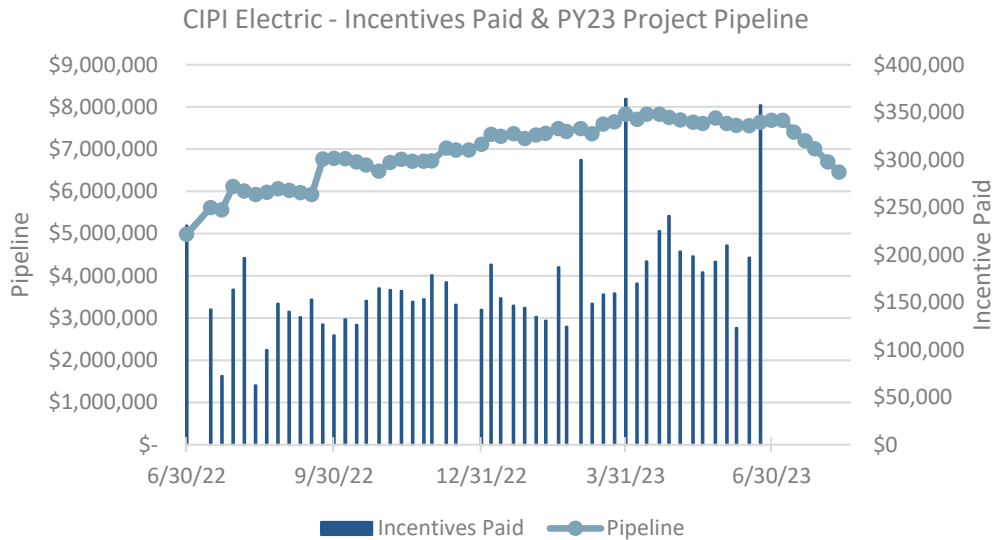
#### Electric Measures

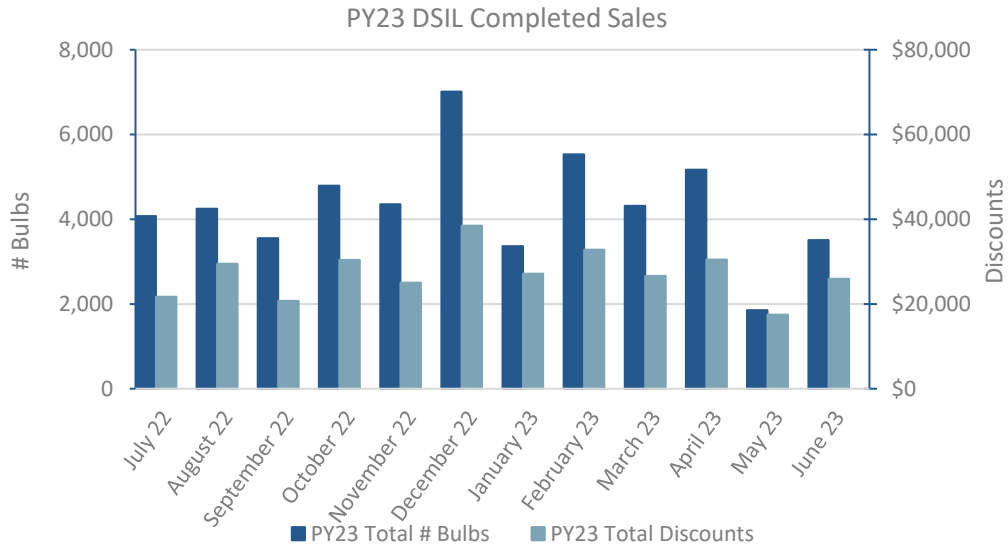
- The pipeline of pending electricity projects for FY2023 decreased over the last month, while the pipeline for FY2024 has grown. The current FY2023 pipeline constitutes \$6.5 million in incentives and the FY2024 pipeline constitutes nearly \$600,000. These totals include projects through the small business lighting and distributor lighting channels.
- There were a few changes to the electric HVAC program for the start of FY2024.
  - There will be a focus on **whole building** or **whole zone** approach for heat pumps and variable refrigerant flow systems and an emphasis on appropriate sizing.
  - The available programs have been simplified into HVAC Electrification Existing Buildings and New Construction, as well as Electric Ancillary Solutions.
- New prescriptive horticultural lighting applications have continued to slow, with only a couple of additional projects submitted over the past month. FY2024 pre-approved projects total \$32,000 in incentives. One project has been completed and paid out in the amount of \$52,000.

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<sup>1</sup> The Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on August 15, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of July 2023). Financial information is intentionally omitted from the Executive Director’s Report this month to allow Staff more time to focus on completing all necessary accounting and compliance work associated with the independent annual audit.

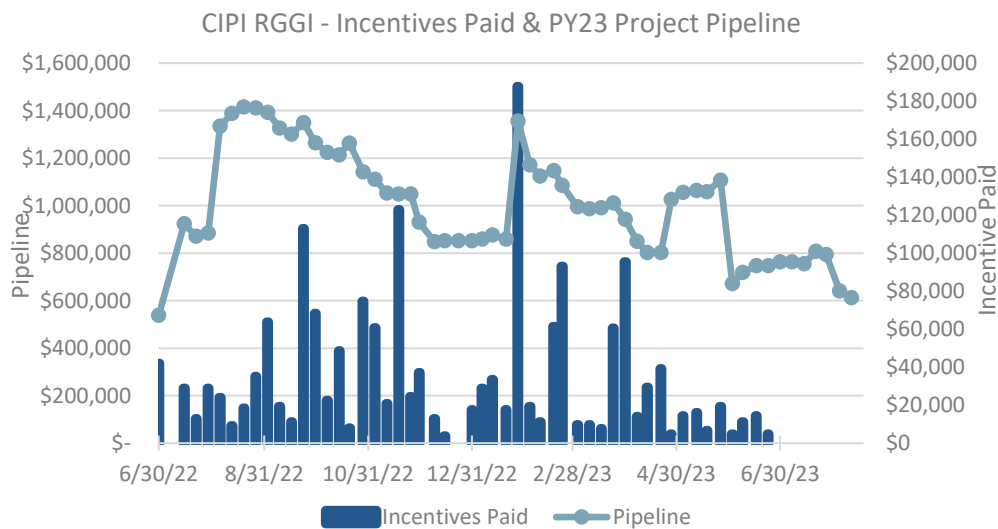
- The total volume of lighting sales and discounts paid through the “distributor channel” in FY2024 to date represent:
  - 3% are mogul replacement lamps (30% of discounts paid),
  - 97% are T8, T5, and T5HO linear replacement lamps (70% of discounts paid).
  - The lamp types with the highest volume of sales continue to be 4’ T8 LED linear replacement lamps (87% of the sales of all lamps) followed by T8 U-Bend lamps (10%).
  - The limited time promotion for mogul lamps ended in June. To date, 779 lamps have been sold and installed with discounts totaling \$61,000. These installations represent 620,400 kWh in first year savings.

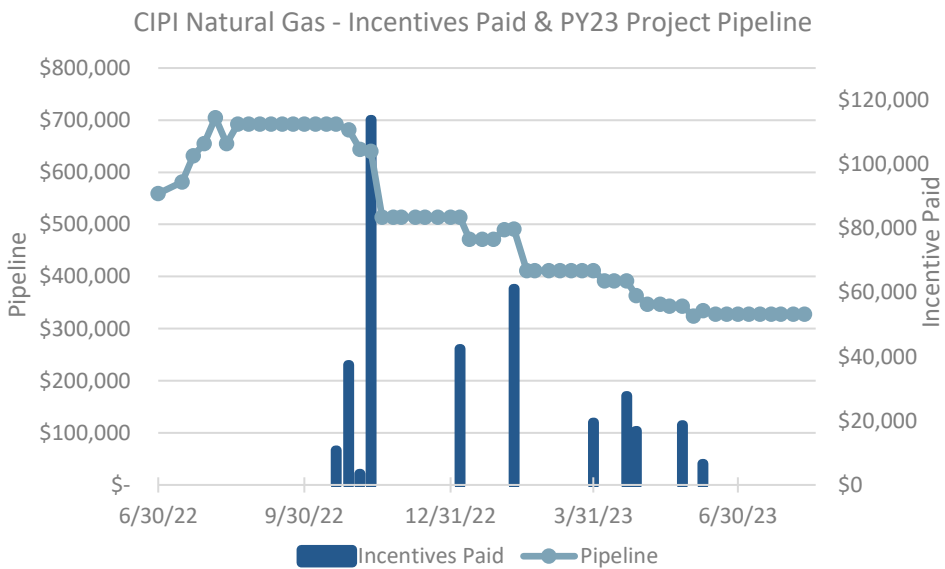
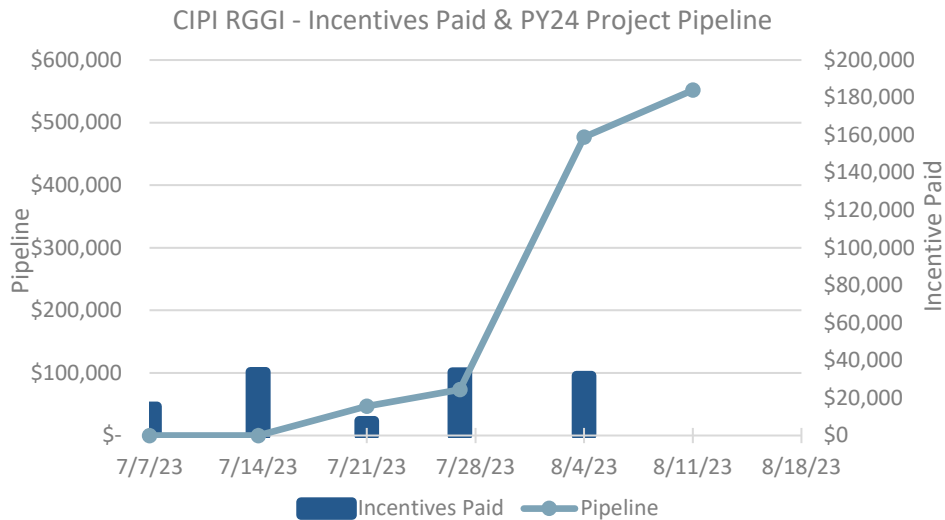




**Thermal Measures**

- RGGI - The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) for FY2024 increased over the last month. Current commitments are \$551,000 in incentive value. The remaining commitments on the FY2023 pipeline are \$612,000 in incentive value.
- Natural Gas - The pipeline of pending natural gas projects for FY2023 is unchanged from last month. Current commitments are \$327,000 in incentive value, which fully commits all FY2023 funds. One application has been received to date for FY2024 for \$15,000 in incentive value.
- A new FON promoting **multifamily retrofits** was released in June 2023. Applications will be accepted through June 1, 2024. Three applications are in the process of submittal.

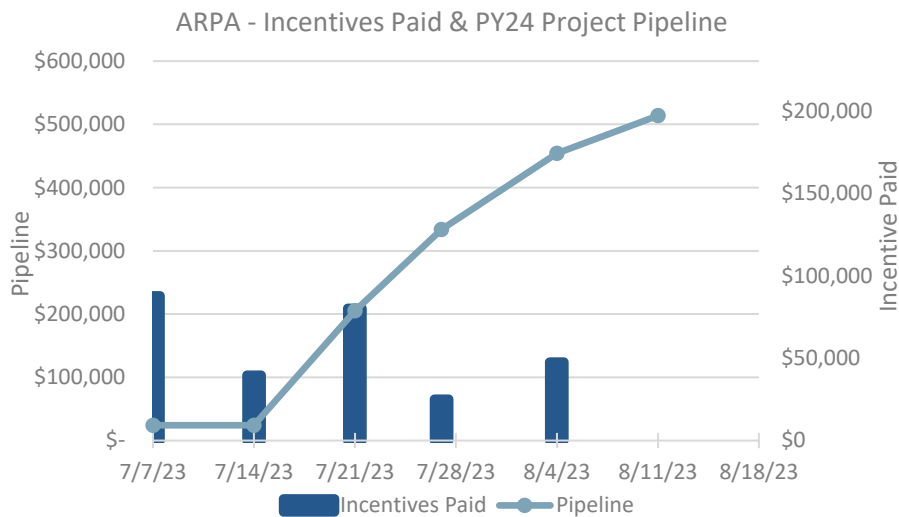
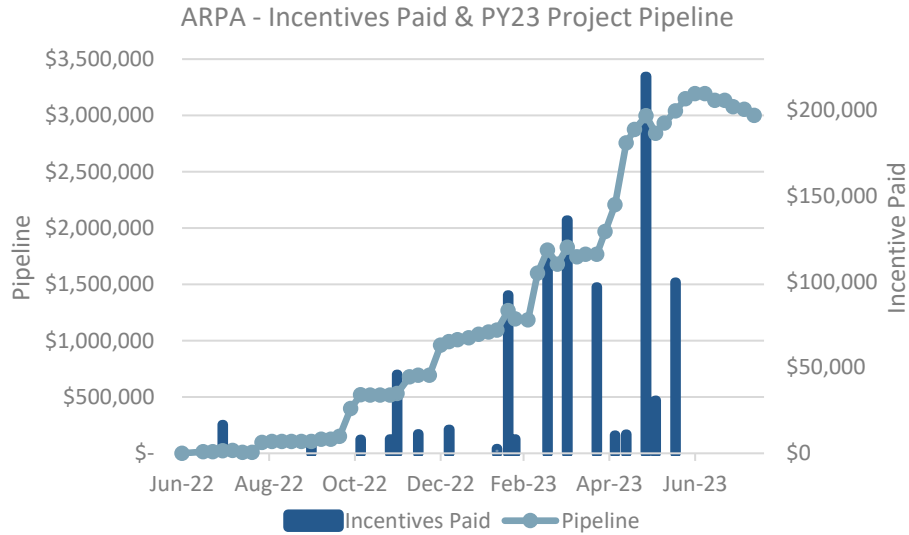




Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

- 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 initial application period on May 1, 2023. Projects must be completed by December 31, 2023.
- The initial application period for the school retrofits FON ended on May 1, 2023 and projects must be completed by December 31, 2023.
- The small municipality retrofits FON is accepting applications through August.
- Activity by FON:

FON	Pre-Approvals	Complete & Paid	Paid	Pipeline
Hospitality	74	37	\$762,483	\$1,998,449
School	61	12	\$278,357	\$1,914,573
Small Municipality	84	36	\$365,547	\$309,399
Long-Term Care	3	2	\$14,000	\$8,400
<b>Total</b>	<b>222</b>	<b>87</b>	<b>\$1,420,388</b>	<b>\$4,230,821</b>



Energy Savings (through 7/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,982,523	(810)
Thermal Programs	(217,554)	3,816

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

**B) C&I Custom Program**

- The C&I Custom Program Review Team met twice and approved two projects worth \$1,166,423 in incentives since the last Board meeting.
- The program added two new projects to the pipeline. The total pipeline consists of seven projects worth \$515,000 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and no new Technical Assistance (TA) study requests.
- Program staff reviewed one project proposal that did not meet the program requirements and will not proceed further in the process.

- The Phase Change Material measure, examined through a recent Innovation Program pilot, was found to be cost-effective and will be incorporated into the Custom Program’s standard offerings.

Energy Savings (through 7/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	459,790	-
Thermal Programs	-	-

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

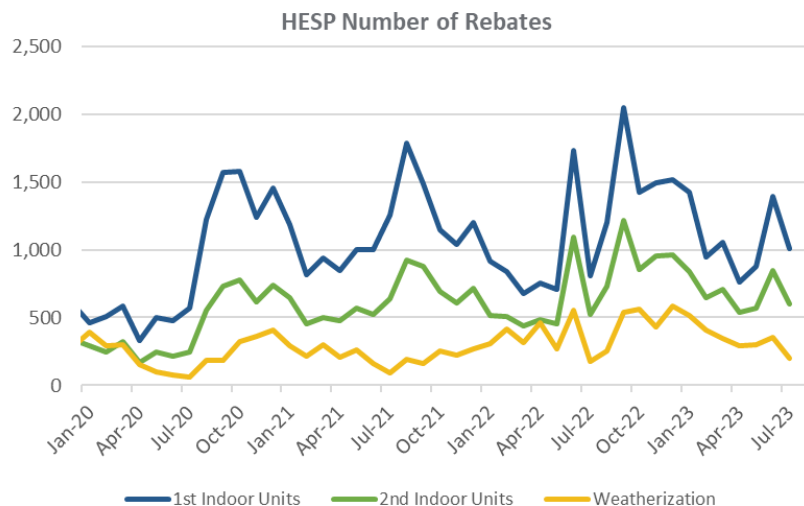
- Total rebates for FY2024 were down 24% compared to this month last year (from 1,997 to 1,514).
- Inbound customer calls and home inspections continue to be monitored to improve customer service.

Weatherization

- Weatherization rebate volumes were up 100% compared to this month last year (from 90 to 180), mostly as a result in the number of weeks in July.
- Twenty-three percent of rebated installation projects were inspected versus a goal of 15%. Year-to-date, 17% have been inspected.
- Seventy-five 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 50 days (versus 54 days in June).

Heat Pumps

- Heat pump rebate volumes for July were 30% lower than the same month one year ago.
- Thirty-one percent of rebated heat pump projects were inspected versus a goal of 10% to 15%. For the full year of FY2023, 26% have been inspected.
- Eighty-nine 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 46 days, up from 44 days in June.
- **The program is preparing to launch a significant new initiative to encourage homeowners to replace their central heating systems with heat pumps.**





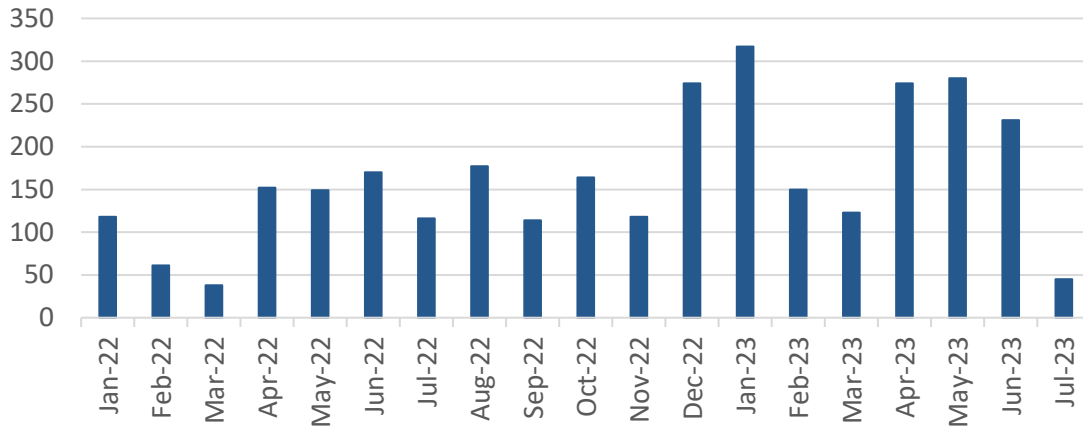
Energy Savings (through 7/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(1,085,272)	19,513
Thermal Programs	103,824	1,716

Project Type (through 7/31)	Participating Households
Heat Pumps	1,102
Weatherization and Other Heating Systems	117

**D) Retail Initiatives Program**

- The month of July started out slowly, discounting 45 heat pump water heaters via the retail channel.
- As a result of Staff’s negotiations, Maine has the lowest heat pump water heater (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.
- The program started a digital display ad targeting leaky water heaters, new point-of-purchase tags that our field team installs in stores, and mail campaigns targeting heat pump purchasers and new home purchasers. 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 176 last month to 200 this month.

### Monthly Retail HPWH sales



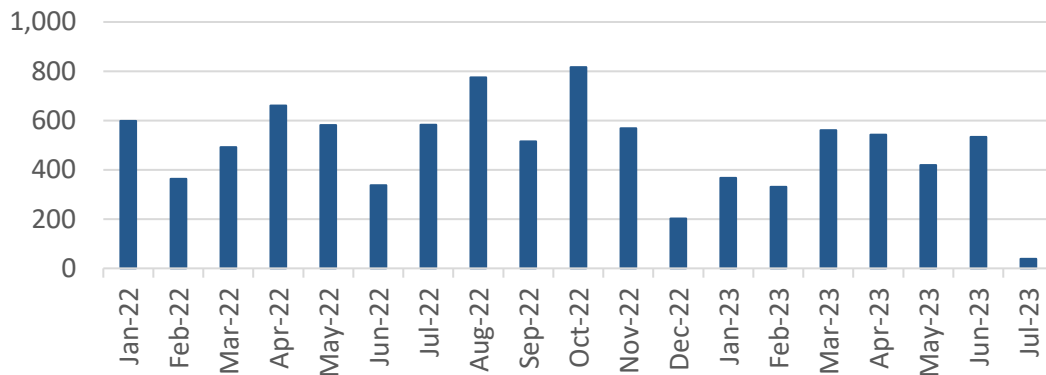
Energy Savings (through 7/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	70,235	303
Thermal Programs	-	-

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

#### E) Distributor Initiatives

- The Distributor Program continues to account for 66% of rebated HPWHs because every plumbing distributor in the state participates in this program. 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. 71% of top-selling electric water heaters sold through Maine distributors in July were HPWHs versus a national average of 2%.
- 30 ECM circulator pumps were rebated in July.
- Efficiency Maine field representatives visit every plumbing branch every week to support the sale of HPWHs and ECM circulator pumps.

### Monthly Distributor HPWH sales



Energy Savings (through 7/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	10,357	76
Thermal Programs	-	-

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

**F) Low Income Initiatives**

Low Income Direct Mail

- The program has delivered Do-It-Yourself (DIY) kits to 83 households since July 1. LED bulbs were removed from this kit in June.

Low Income Heat Pump Water Heater Initiative

- 78 heat pump water heaters have been installed since July 1.
  - 29 tanks were installed in homes with existing electric resistance tanks, and
  - 49 tanks were installed in homes that heated water using a boiler.

Arrearage Management Program (AMP)

- The program served 144 new participants since July 1.
- The program saw 512 new enrollees in May and June after the winter prohibition against utility disconnections expired in April.
- 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

- Over the next eight weeks, 3,800 customers on the HEAP list who live in manufactured homes will be contacted about this pilot. 15 homeowners have expressed interest in replacing their furnace with a whole home heat pump since the first mailers were sent out on July 24.

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 171 single-zone heat pumps since July 1.
- The program has rebated insulation measures in 138 homes since July 1.

Low Income Natural Gas

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

Energy Savings (through 7/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	127,445	(7)
Thermal Programs	(197,307)	4,703

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

**G) Electric Vehicle (EV) Initiatives**

Electric Vehicle Supply Equipment (EVSE)

- Staff announced seven awards resulting from the RFP for use of federal NEVI funds to develop DC fast charging stations. Sites are located in Bangor, Augusta, Ellsworth, Searsport, Rockland, Waldoboro, and Brunswick. This is the first of several years of solicitations to deploy the NEVI funds.

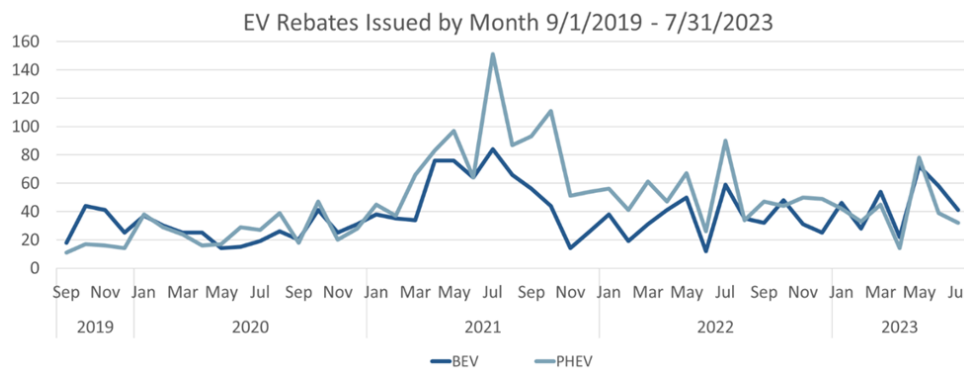
- Staff also announced five awards for the RFP (“Phase 4, Round 2”) to deploy funds from the Maine Jobs and Recovery Plan (MJRP) and the NECEC Settlement to develop DC fast charging stations in Aroostook and Washington Counties. Sites are located in Medway, Houlton, Ashland, Danforth, and Machias.
- Staff participated in a ribbon cutting for a DC fast charging station in Lewiston that received funding under the Phase 3 Request for Proposal (RFP).
- Staff worked alongside MaineDOT to submit the annual update to Maine’s plan for EV infrastructure deployment and National Electric Vehicle Infrastructure (NEVI) investment.
- The program fully enrolled its Funding Opportunity Notice (FON 2) for level two charging stations in rural areas in Cumberland and York Counties using MJRP funds. The program approved 40 projects worth over \$600,000 in incentives.

**EV Rebates**

- The program issued 73 EV rebates in the month of July.
- The top EV models rebated for the month of July were the Toyota RAV4 Prime, Tesla Model 3, the Hyundai Tucson PHEV, and the Toyota Prius Prime.

**EV Public Information and Outreach**

- At the invitation of the Governor’s Office of Policy Innovation and the Future (GOPIF), Staff participated in a field trip for high school students to a participating EV Dealership in Augusta to learn about EVs.
- Staff visited participating EV Dealerships, delivering EV rebate brochures and charging guidebooks, answering questions, and listening 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	-	977
2022	70	3	-	1,255
2023	52	33	63	925
2024 (YTD)	5	3	9	58
<b>Total</b>	<b>210</b>	<b>42</b>	<b>63</b>	<b>3,686</b>

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

Total Rebates By Technology Type (9/1/2019 – 7/31/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,791 (45%)	\$4,823,000 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,224 (55%)	\$2,138,000 (31%)
<b>Total</b>	<b>4,015</b>	<b>\$6,961,000</b>

**H) 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 program budgets. Enrollment appears to have plateaued, with roughly 23MW of curtailable load enrolled in the program or in the pipeline.
- CSPs made their first demand response calls of the season on July 27th and July 28th. The ISO-NE system peak to-date was set on July 28th, with 22.2 GW of demand observed using real-time system data. At this point last year, the system peak for the whole year had been set on July 20th with 24.2 GW of demand.

Load Shifting Initiative

- The residential electric vehicle charging management measure has been fully launched. Program participants can enroll via a Level 2 (L2) ChargePoint or Emporia charger. Alternatively, an onboard charging management solution is also available for Ford, Hyundai, Jaguar, Land Rover, Tesla, Toyota, and Volkswagen vehicles.
- There is a known issue with enrolling ChargePoint chargers into the program. The Trust’s sub-contractor is working with the ChargePoint support team to resolve this issue on the back end. The numbers below reflect this operating assumption but may change as the Staff gets more information.

Measure	Enrolled	Pipeline (awaiting final enrollment information)	Total
EV Managed Charging (L2)	18	38	56
EV Managed Charging (Onboard)	40	4	44
<b>Total</b>	<b>58</b>	<b>42</b>	<b>100</b>

**I) Efficiency Maine Green Bank**

- C-PACE: The C-PACE program has launched the Municipality participation process and the Capital Provider Registration process. Multiple municipalities have now adopted ordinances to participate in the program and multiple capital providers have been registered to participate in the program.
  - Staff continues to meet with interested municipalities to facilitate understanding and adoption of the program.
  - Staff is working with local and community lenders to promote participation in the program.
  - Staff has provided more educational content on the [Efficiency Maine C-PACE webpage](#) to aid in program understanding, and has plans to add more.
- Staff is exploring opportunities to increase capitalization for Green Bank activities. There is a strong potential for the Efficiency Maine Green Bank to receive grants and loans from the Inflation Reduction Acts’ Greenhouse Gas Reduction Fund (GGRF).
  - Efficiency Maine’s Green Bank Staff have been actively participating in the American Green Bank Consortium (AGBC). This work has included developing a common vision for the state green banks for the use of GGRF funds, developing a strategy to maximize the funding to be allocated to the state green banks, and interviewing potential national bidders to forge strategic partnerships.

- Efficiency Maine Green Bank has maintained a strong relationship with the Coalition for Green Capital which expects to be one of the leading applicants for a portion of the GGRF funds.
- 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 is offering loans to income-eligible applicants. Staff is advancing the opportunity to utilize third-party capital to expand loan offerings.
- 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 Exempt 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](#)

## J) Other Initiatives

### Agricultural Fair Assistance Program

- Fairs continue to build their energy reduction projects. Three projects have been completed and paid. Additional projects are scheduled for final 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) in State Properties

- The LBE Initiative Review Team did not approve any new projects since the last board meeting.
- No new LBE technical assistance (TA) requests were approved.
- No new facilities received an invitation to apply, and the total pipeline consists of 14 projects in various stages of bid solicitation development.
- The energy consultant contracted by this initiative has finished a working draft of the state energy use dashboard and has conducted their first site visit.
- Staff met with the Office of Attorney General and Department of Administrative and Financial Services to discuss strategies for fully expending available budgets in the timeframe of the governing Memorandum of Agreement for the use of these funds.

### 3. Strategic Initiatives

#### A) Innovation

- Whole Home Heat Pump Solutions Pilot: Twenty manufactured home installations have been completed in Phase 2 of the pilot, in addition to the 19 whole-home installations completed in Phase 1. This pilot has been turned over to the low-income program team to implement Phase 3 for single-wide manufactured homes located in southern and central Maine. Staff is planning additional pilot testing of the technology in a small number of double-wide manufactured homes and homes located further north in the state.
- Hydronic Heat Pump with Thermal Storage Pilot: The test bed site in Freedom is operational with the hydronic heat pump, storage, and SCADA device all operational and collecting data. The team is actively recruiting five additional homes in the greater Millinocket area to participate and expand learnings in the next year. The team is also working to procure higher temperature hydronic heat pump units directly from manufacturers and expects to receive units in time to test in the recruited homes during the upcoming heating season.
- Energy Storage System Pilot: Seven potential projects are in stages of investigation and development. No applications have been received.

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

- Staff and its contractor, The Cadmus Group, kicked off the TPVI Comprehensive Measure Review, a study to identify candidates for new cost-effective measures in the Triennial Plan VI period.
- Staff has received a draft of the Residential Heat Pump Impact Evaluation. The Board will receive a full briefing on the final evaluation results at a later meeting and the Staff will present an overview at the Trust's Annual Event on September 14th.
  - The evaluation included on-site metering at 124 homes in 15 counties for projects completed under the Home Energy Savings Program and the Low and Moderate Income Initiative.
  - The evaluation preliminary findings include: there is a blended baseline comprising a mix of "retrofit" and "lost opportunity" purchasing scenarios; the actual usage of the heat pumps lower than the program originally assumed; the actual energy savings is higher (due to fuel switching) than the program originally assumed; and there is a high level of customer satisfaction.
  - These findings are generally in line with those of the Commercial and Industrial Program Heat Pump Impact Evaluation presented to the board this past June. The residential evaluation found a higher portion of retrofit projects and higher usage per heat pump than the C&I evaluation.
  - Overall, the evaluators found that single-zone heat pumps rebated between FY2019 and FY2021 are cost-effective under Triennial Plan V methodologies and assumptions.
  - The evaluator's estimated net-to-gross ratio of 86% indicates the program is having a significant impact on the market with more than 8 out of 10 residential heat pump installations in Maine directly attributable to Efficiency Maine programs.

## 4. Finance and Administration

### A) Administration

- Staff hired Filip Manjencic to serve as a new member of the Communications Division to handle development and maintenance of the website and other duties as assigned.
- The independent audit for FY2023 is in process. Added time is required to review the use and accounting of federal funds received in the past fiscal year.

### B) Financial

As noted above, financial information is intentionally omitted from the Executive Director's Report this month to allow Staff more time to focus on completing all necessary accounting and compliance work associated with the independent annual audit.



## Appendix A

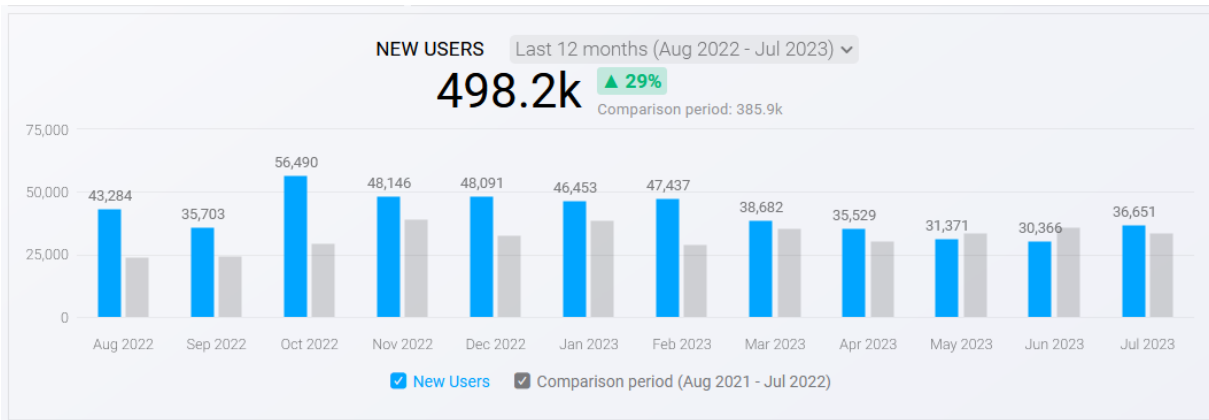
### Full List of Press Coverage (plus links)

- *WGME* quoted Staff in an August 11 news segment and article about opportunities for landlords through the Trust’s Multifamily Retrofits Funding Opportunity Notice (<https://wgme.com/news/local/program-could-help-maine-landlords-tenants-through-energy-efficient-changes>).
- *The Portland Press Herald* mentioned the Trust in an August 6 article about the increasing use of air conditioning in Maine (<https://www.pressherald.com/2023/08/06/more-mainers-are-warming-up-to-having-air-conditioning-in-their-homes/>).
- Various media outlets quoted the Executive Director or referenced the Efficiency Maine website in stories about federal funding for new public, high-speed EV chargers that recently was awarded by Recharge Maine, including:
  - *WAGMTV* on August 3 (<https://www.wagmtv.com/2023/08/03/electric-vehicle-charging-infrastructure-expanding-arostook-county-prepares-future/>).
  - *The Pen Bay Pilot* on August 1 (<https://www.penbaypilot.com/article/maine-fund-6-million-site-electric-vehicle-charging-stations-along-route-1-stores-gas/176926>).
  - *Maine Public* on August 1 (<https://www.mainepublic.org/environment-and-outdoors/2023-08-01/ev-chargers-are-coming-to-13-new-locations-in-maine>).
- Various media outlets published articles about how Maine has achieved its 100,000 heat pump goal and established a new target. This coverage includes:
  - *the News* on July 28 (<https://www.achrnews.com/articles/153347-maine-exceeds-goal-of-100-000-new-heat-pumps>).
  - *CleanTechnica* on July 28 (<https://cleantechnica.com/2023/07/28/heat-pumps-floating-wind-to-lead-zero-emissions-campaign-in-maine/>).
  - *Canary Media* on July 27 (<https://www.canarymedia.com/articles/heat-pumps/heat-pumps-sold-so-fast-in-maine-the-state-just-upped-its-target>).
  - *WMTW* on July 21 (<https://www.wmtw.com/article/governor-janet-mills-announces-new-goal-for-installing-heat-pumps-in-maine/44613709>).
  - *EnergyPortal.eu* on July 21 (<https://www.energyportal.eu/news/maine-sets-new-heat-pump-goal-to-reduce-reliance-on-heating-oil/85280/>).
  - *The Portland Press Herald* on July 21 (<https://www.pressherald.com/2023/07/21/maine-pledges-to-install-175000-more-heat-pumps-by-2027/>).
  - *News Center Maine* on July 21 (<https://www.newscentermaine.com/article/money/gov-mills-launches-drive-to-add-175000-heat-pumps-in-maine-energy/97-5557fca9-ca5e-4005-bbe7-ef3845e9eb93>).
  - *Spectrum News* on July 21 (<https://spectrumlocalnews.com/me/maine/news/2023/07/21/maine-sets-new-heat-pump-goal-to-reduce-reliance-on-heating-oil>).
- *Utility Dive* published an article on July 25 that mentions the Trust’s use of Virtual Peaker’s distributed energy resource platform to support the Trust’s load management initiative (<https://www.utilitydive.com/press-release/20230725-virtual-peaker-launches-electric-vehicle-managed-charging-solution-giving-u/>). This press release was also posted by *T&DWorld* on July 27 (<https://www.tdworld.com/electrification/article/21270381/virtual-peaker-ev-charging-solution-helps-utilities-manage-ev-loads>).

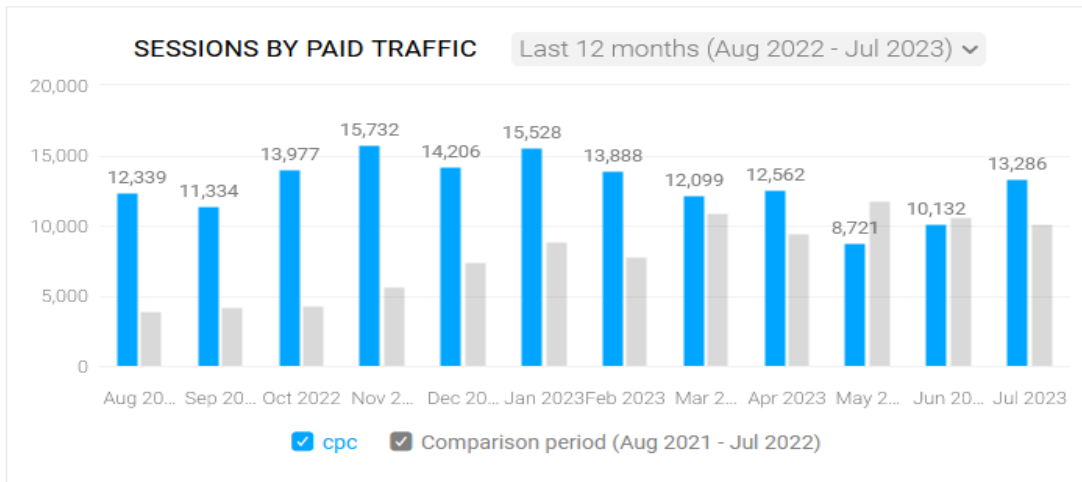
- *The PenBay Pilot* published an article on July 19 discussing home heating alternatives available to Mainers. The article mentioned the Trust and its resources (<https://www.penbaypilot.com/article/replacing-your-home-heating-oil-part-two-starter-guide/176470>). This article was originally published by *the Maine Monitor* on July 16.

## 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 (Jul 1 - 31) ▾

Landing Page	Last Month	Δ
/	10,039	▲ 4%
/about-heat-pumps/	4,892	▲ 52%
/at-home/heat-pump-water-heater-program/	3,984	▲ 16%
/at-home/ductless-heat-pumps/	3,531	▲ 102%
/at-home/heating-cost-comparison/	2,002	▲ 30%
/electric-vehicle-rebates/	1,864	▲ 2%
/heat-pumps/	1,815	▲ 119%
/at-home/	1,797	▲ 19%
/heat-pump-user-tips/	1,792	▲ 4%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,770	▲ 38%

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

Landing Page	Last Month	Δ
/	5,882	▲ 8%
/at-home/ductless-heat-pumps/	2,143	▲ 92%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,680	▲ 39%
/heat-pump-user-tips/	1,569	▲ 8%
/heat-pumps/	1,421	▲ 127%
/at-home/heating-cost-comparison/	1,264	▲ 34%
/at-home/	944	▲ 14%
/electric-vehicle-rebates/	858	▲ 1%
/charging-station-locator/	820	▲ 31%
/at-home/water-heating-cost-comparison/	495	▲ 15%