

**Executive Director's Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust  
May 24, 2023**

**Highlights:**

- **Staff participated in 14 public events in the past month.**
- **In response to reports of plumbers discouraging installation of HPWHs, the EMT online tool to locate installers of HPWH has begun sorting them based on the number they have installed through EMT programs. In April, the online locator tool jumped from 25 plumbers reporting having previously installed a HPWH to 61.**
- **The LMI weatherization initiative is on track to invest 98% of its budget for FY2023**
- **The FCM M&V Compliance Review was completed and found that the EMT portfolio is fully compliant with ISO NE M&V requirements.**

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** (see Appendix A for additional details)
  - *The Maine Monitor* included the Trust in its coverage of electrification, electric vehicles (EVs), and heat pumps and weatherization. It quoted the Staff in a May 14 article about electrifying Maine homes and in a May 11 article about Maine's progress towards expanding EVs and EV charging. *The Maine Monitor* also quoted the Staff in an April 30 article highlighting the push towards heat pumps and weatherization in Maine. This article was republished by *News Center Maine* on May 1, *Energy News Network* on May 1, and *The PenBay Pilot* on May 10.
  - *The Bangor Daily News* quoted Staff in a May 2 article about Maine's progress on its goal of transitioning the state to electric vehicles.
  - *Green and Healthy Maine Homes* quoted Staff in an April 21 article about Maine's climate goals for the coming decades.
- **Events**
  - Staff presented information about the Trust's residential programs and incentives at 14 community events and realty meetings. They are:
    - Rockport Public Library Climate Resilience Speaker Series on April 19;
    - Bowdoin Panel on Sustainable Buildings on April 19;
    - Bangor Citizens Climate Lobby Earth Day Event on April 22;
    - Portland Sustainability Office Earth Day 2023 event on April 22;
    - Greenwood Town Office Earth Day Energy Fair on April 22;
    - Earth Day event for Williams Realty clients on April 22;
    - presentation to Maine Driver's License Examiners on April 25;
    - heat pumps presentation for Wells Energy Advisory Committee on April 27;
    - Oratorio Chorale Performance with Environmental Partners Fair on April 29;
    - Old House Emporium by Greater Portland Landmarks on April 29 & 30;
    - Waypoint Brokers Collective continuing education credit (CEU) class on May 3;

- OceanView Environment Group Falmouth Retirement Community on May 15;
- Kennebec Valley Community College (KVCC) heat pump installation class on May 16; and,
- Maine Energy Marketers Association (MEMA) heat pump training on May 16.
- Staff presented information about EV initiatives at the Governor’s Office of Policy, Innovation and the Future’s (GOPIF) Communities Leading on Climate Conference on May 11.
- Staff supported a booth presence at the ClimateWork Summit on Maine’s Economy & Climate Change on May 19. Staff also participated in 3 panel discussions about: general incentives and tax credits, the electric vehicle rebates, and programs available for non-residential consumers.
- **Website and Outreach** (see Appendix B for additional details)
  - April website visits
    - 38,522 unique visitors
    - 9,665 visits driven by digital ads
  - Facebook
    - 4,644 followers

#### **B) Call Center (April)**

- 3,118 inbound phone calls were received, down from 3,252 last month and up from 2,755 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%).
- 582 outbound calls were made compared to 1,032 this month last year, mostly for home inspection scheduling.
- 1,168 inbound emails were received, down from 1,090 this month last year, mostly rebate claims for the Retail Initiatives program.
- 564 pieces of inbound mail were processed, compared to 887 for the same month last year.

#### **C) Government Relations**

- Maine Public Utilities Commission (PUC)
  - The Trust participated in technical conferences and settlement discussions in CMP’s rate case (Docket No. 2022-00152).
  - The Trust participated in settlement discussions in Versant’s rate case (Docket No. 2022-00152).
  - The Commission issued an order approving the Trust’s request for significant changes filed with the Trust’s Annual Update to the Commission on Triennial Plan V. The Board had approved these changes, which related to the carryforward of nonbudgeted electric procurement from FY2022 and updates to MACE energy efficiency opportunity associated with the discontinuation of certain lighting measures, in December 2022 (Docket No. 2021-00380).
  - The Trust filed its FY2024 request for new electric efficiency and natural gas procurement (Docket No. 2022-00039).
  - The Trust participated in a third workshop in the Integrated Grid Planning proceeding (Docket No. 2022-00322).
- Maine Legislature – Trust Staff tracked and/or participated in discussions regarding:
  - LD 1887, a bill that clarifies the review and procurement process for Nonwires Alternatives (NWAs). The bill reflects the Trust’s legislative recommendation in the FY22 Annual Report that future utility plans to invest in substations (and any associated equipment) should be subject to the same NWA treatment as investments in any other

part of the transmission and distribution system. (The statute currently excludes substations from review in the NWA process.)

- LD 1606, An Act to Finance Clean Energy and Infrastructure, which would direct the Trust to help finance energy upgrades at public schools. The bill is being carried over to next year.
  - LD 1724, a bill that would accelerate beneficial electrification in Maine by allowing the Trust to leverage electric procurement funds for fuel switching measures in certain limited circumstances: where those measures are cost-effective and would, over the life of the measures, reduce rates. The bill would direct the PUC to incorporate beneficial electrification measures into the calculation of electric MACE – the maximum achievable cost-effective efficiency – even if the majority of the cost savings were derived from reduced fossil fuel costs.
  - The Governor’s budget “Change Package,” (LD 258), which would amend the Efficiency Maine Trust Act by replacing “shall” with “may” in the current statutory language (35-A, Sec 10115) that directs the Trust to oversee and administer funds received from: (a) the US DOE State Energy Program and (b) other federally funded programs and projects “related to trust programs.”
  - LD 1778, which proposes to set a ceiling on energy efficiency spending of revenues from the Regional Greenhouse Gas Initiative (i.e., the Trust’s RGGI budget). The bill would direct revenue in excess of this ceiling to “affected customers” (energy-intensive manufacturers).
- Federal Government
    - Staff has developed a proposal to deploy Bipartisan Infrastructure Law (BIL) funds, which are earmarked for capitalizing revolving loan funds (RLF) across the country. Staff’s proposal is to finance beneficial electrification projects in congregate housing in Maine. Maine’s share of the national budget for RLFs is slightly less than \$0.9 million. A required element of each state’s initiative is that it must make use of detailed energy audits. Staff determined that the federal energy audit requirements would not work with certain types of projects, and would be overly burdensome on typical residential applications. After discussions with the Governor’s Energy Office (GEO), Staff developed the proposal to focus on larger, more complex projects to electrify HVAC systems in congregate housing, such as assisted living facilities in disadvantaged communities.
    - Staff has held two planning meetings with GEO regarding the Inflation Reduction Act (IRA) rebate initiatives. Part of the discussions have centered on conducting outreach: to the community of contractors and vendors to discuss measure design, supply chain matters, and training needs; to disadvantaged communities; to state departments/agencies doing complementary work, etc.. Next steps include developing straw proposals for measure designs, outreach strategies, and budget allocations of the IRA rebate programs.

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

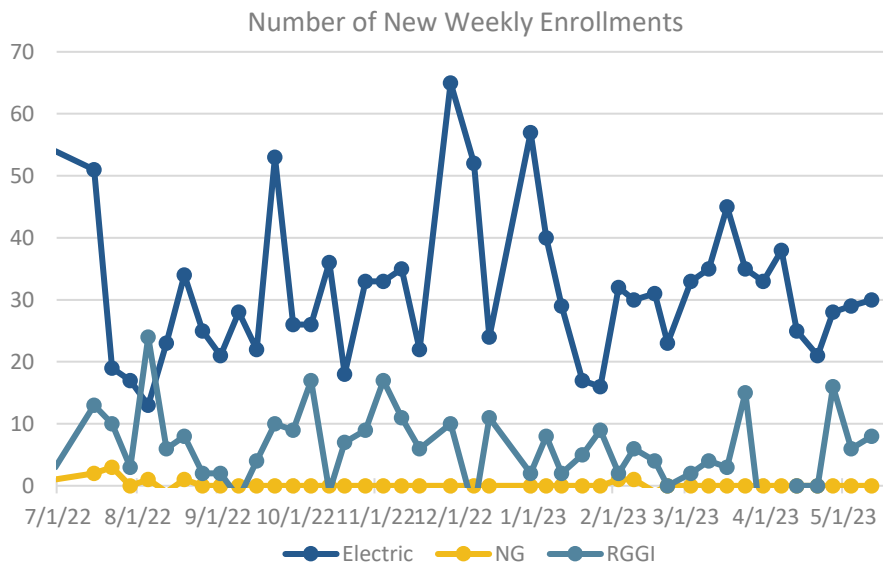
### A) C&I Prescriptive Initiatives (CIPI) Program

- The program conducted 22 inspections over the last month, with a combination of virtual inspections and on-site inspections, pre and post-installation. Satisfaction relating to

<sup>1</sup> 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

installation, equipment expectations and working with a Qualified Partner all remain high. Overall average ratings remain at 4.9.

- The program received a total of 308 calls throughout the month of April, and 300 calls were answered live before voice mail, which represents a 97% answer rate. Twenty-nine transferred calls had a ring time of 20 seconds or longer, 23 of those were still answered by a live team member.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. To date, 380 VCCs have been requested, 358 of which have been completed. The majority of requests have been from lodging and multifamily facilities. To date, 38 projects have proceeded with at least 60 additional projects in progress of being developed.
- A Commercial Heat Pump Water Heating solution is currently being developed and expect to launch in June with a prescriptive pathway for 80 gallon tanks and above.
- The Program Team is preparing to launch a Funding Opportunity Notice (FON) to a subset of the multifamily sector to accelerate weatherization and HVAC (HPs, VRFs, ERVs etc.) electric solutions projects. This FON will target multifamily buildings that currently use oil or propane heating fuels.
- CIPI offers the Qualified Partner Network an exclusive website where they can keep current with CIPI solutions, program announcements, and reference materials. Visits to the website in April 2023 were up 21% (591 total sessions) over April 2022. Mobile traffic was up significantly (+44%).

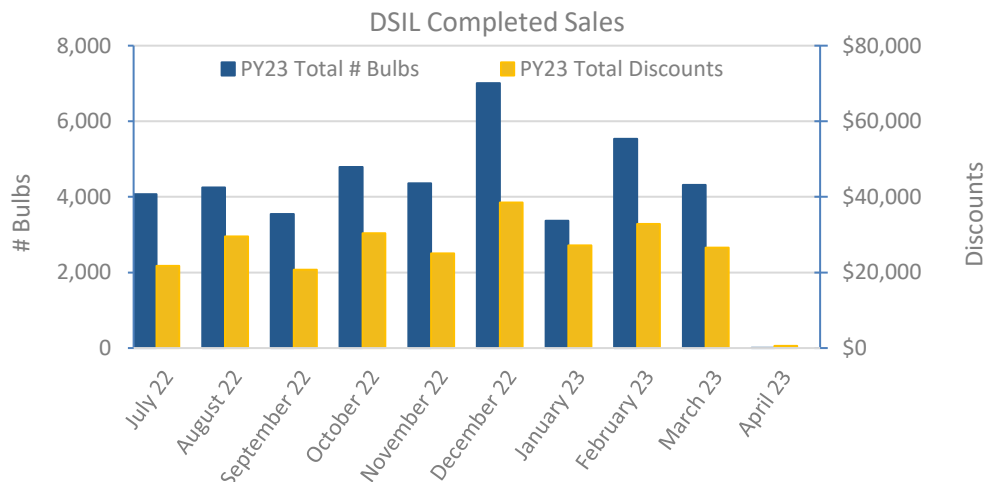
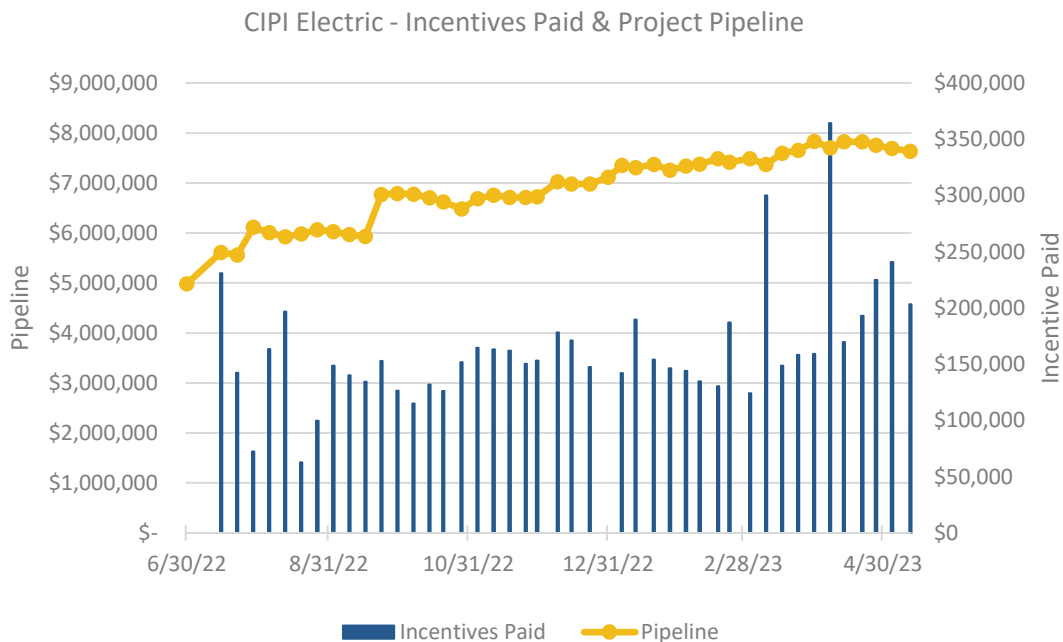


Electric Measures

- The pipeline of pending electricity projects has decreased slightly over the last month, mostly due to completion of projects. The current pipeline constitutes \$7.6 million in incentives. The following is a breakdown by solution:
  - Agricultural Solutions: \$460,797
  - LED Lighting retrofit: \$1,453,242
  - Small Business LED Lighting Retrofits [<50 kW]: \$1,189,803
  - Electric HVAC: \$3,966,296

tracking database on May 17, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of April 2023).

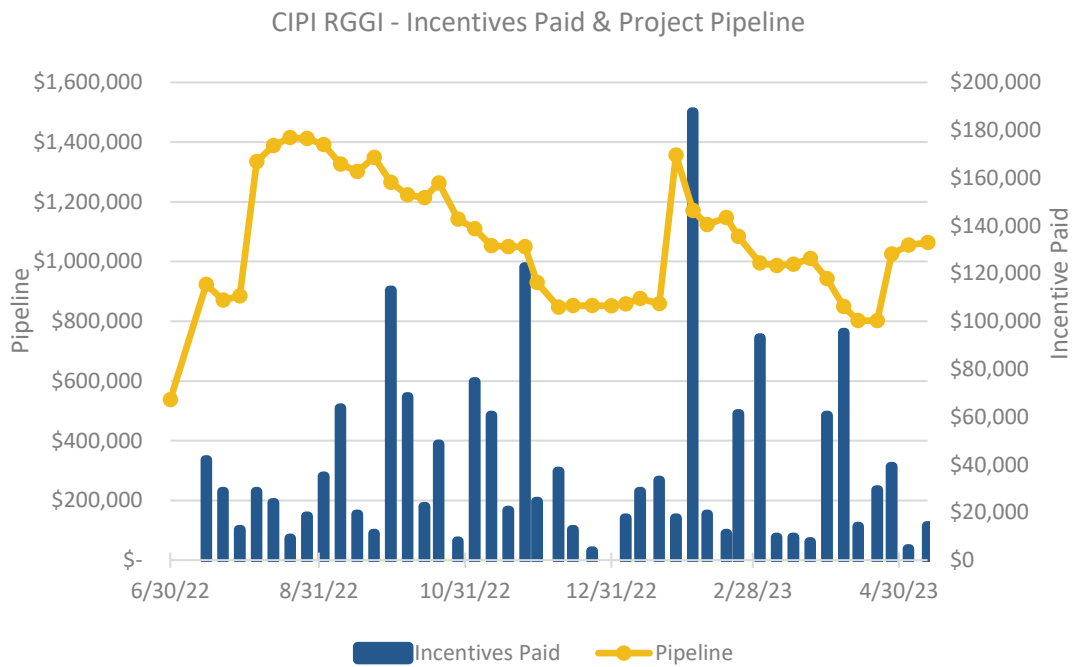
- High Performance Heat Pump systems: \$440,250
- Compressed Air Solutions: \$125,460
- The total volume of lighting sales and discounts paid through the “distributor channel” in FY2023 to date represent:
  - 6% are screw-bulb (5% of discounts paid),
  - 94% are mogul and T8, T5, and T5HO linear replacement lamps (95% of discounts paid).
  - The lamp types with the highest volume of sales continue to be 4’ T8 LED linear replacement lamps (81% of the sales of all lamps) followed by 4’T5HO LED lamps (4.8%) and then PAR38 lamps (2.1%).
  - Residential style screw-in lamps were removed from the distributor discount program on 1/1/23. These lamps included R20, PAR16, PAR20, PAR30, BR30, BR40, MR16, Globe and Candelabra lamps.
  - A limited time promotion to enhance the discounts on interior high/low bay and exterior mogul lamps will continue through the end of June. To date, 424 lamps have been sold and installed with discounts totaling \$34,000. These installations represent 347,000 kWh in first year savings.



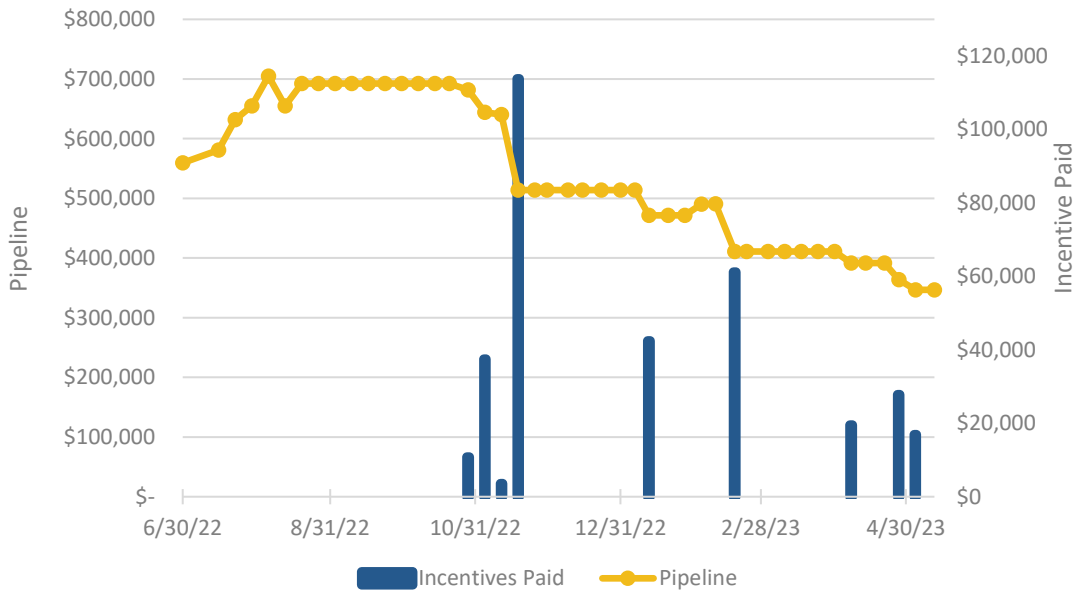
The graph above reflects incomplete data for April.

Thermal Measures

- The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) increased slightly over the last month, mostly due to high performance Variable Refrigerant Flow (VRF) retrofit projects. Current commitments are slightly over \$1 million in incentive value. The following is a breakdown by solution:
  - HVAC - Oil: \$40,850
  - Small Business Heat Pump Retrofit [Single zone only]: \$171,200
  - ST & T lighting projects: \$93,918
  - VRF Retrofits: \$752,626
  - Multifamily Weatherization: \$5,000
- There have been additional inquiries into the new multifamily weatherization measures since they were recently added to the prescriptive program.
- The pipeline of pending natural gas projects decreased as projects were completed and incentives were paid out. Current commitments are \$346,000 in incentive value, which fully commits all FY2023 funds. New applications for natural gas measures are no longer being accepted.



CIPI Natural Gas - Incentives Paid & Project Pipeline

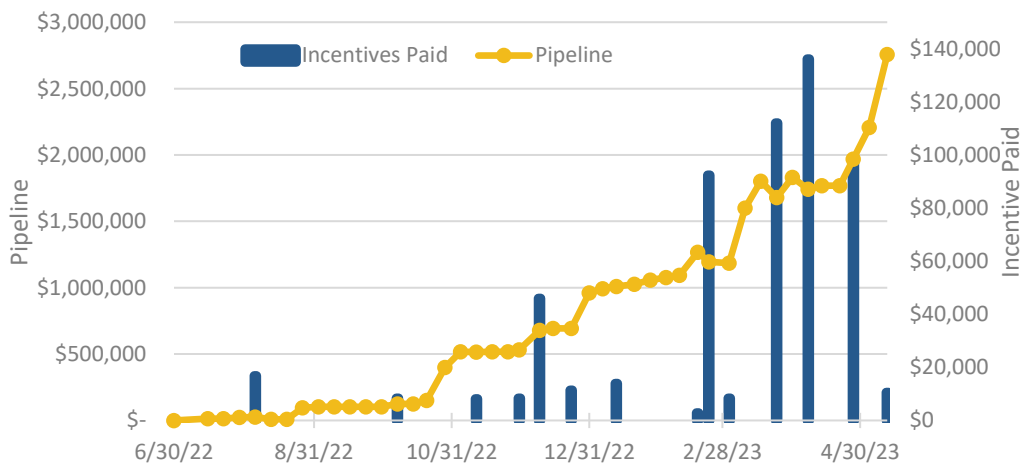


**Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)**

- The program’s Funding Opportunity Notices (FONs) have seen steady activity from recent mailings and Virtual Customer Consultations.
- The hospitality retrofits opportunity ended the application period on May 1, 2023. Projects must be completed by December 31, 2023.
- Activity as of 5/12/2023:

FON	Applications	Approvals	Underway	Complete and Paid	Total Paid
Hospitality	76	61	19	24	\$425,418
School	48	36	15	10	\$268,093
Small Municipality	65	51	21	20	\$128,807
Long-Term Care	4	3	2	0	\$0

ARPA - Incentives Paid & Project Pipeline



Updated Financials	Program Investment
FY2023 Program Budget	\$27,891,683
7/1 to 4/30 Spending	\$11,160,975
Percent of Budget Spent to Date	40%
Percent of Year Passed	83%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$11,160,975
Committed Pipeline	\$11,802,311
Total (Expenditures and Committed Pipeline)	\$22,963,286
Percent of Current Budget	82%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	24,003,395	(7,744)
Thermal Programs	(1,356,472)	61,736

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

## B) C&I Custom Program

### Electric and Thermal Measures

- The C&I Custom Program Review Team met once and approved 3 projects worth \$742,464 in incentives since the last board meeting.
- The program added three new projects to the pipeline. The total pipeline consists of 7 projects worth \$1,256,090 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 this month.
- Program staff reviewed two project proposals that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2023 Program Budget	\$19,820,247
7/1 to 4/30 Spending	\$5,055,434
Percent of Budget Spent to Date	26%
Percent of Year Passed	83%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$5,055,434
Committed	\$8,696,608
Pipeline	\$1,256,090
Total (Expenditures, Committed and Pipeline)	\$15,008,132
Percent of Current Budget	76%



Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	2,691,158	-
Thermal Programs	(116,113)	13,139

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

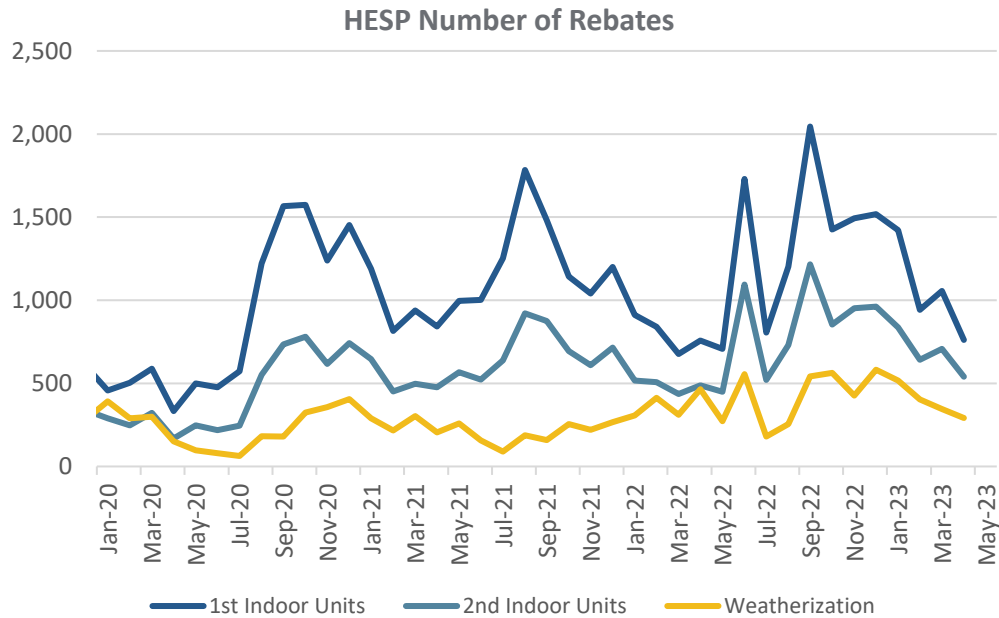
- The number of rebates for FY2023 is forecasted to achieve a year-end increase of 19% compared to FY2022.
- Inbound customer calls and home inspections continue to be monitored to improve customer service.
- Installers tell us they appreciate prompt payments of rebates. By the end of April, we had only 4 days’ worth of claims in the pipeline, compared to an expected claim window of six weeks.

Weatherization

- Weatherization rebate volumes for April were 37% lower than last April (291 vs. 646 rebates). The number of weatherization rebates by year-end of FY2023 is forecasted to be up 40% from FY2022.
- Five percent of rebated installation projects were inspected versus a goal of 15%. Year-to-date, 15% have been inspected.
- Ninety-four percent of customers ranked their overall insulation experience either a 9 or 10 on a 0-to-10 scale.
- Top insulation installers report backlogs of 58 days (versus 60 days in March).

Heat Pumps

- Heat pump rebate volumes for April were 5% higher than last April. The number of heat pump rebates by year-end of FY2023 is forecasted to be up 15% from FY2022.
- Thirty-nine percent of rebated heat pump projects were inspected versus a goal of 10% to 15%.
- Eighty-two 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 41 days, down from 48 days in March.



Updated Financials	Program Investment
FY2023 Program Budget	\$32,784,381
7/1 to 4/30 Spending	\$23,053,039
Percent of Budget Spent to Date	70%
Percent of Year Passed	83%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(13,528,147)	246,062
Thermal Programs	1,200,414	37,874

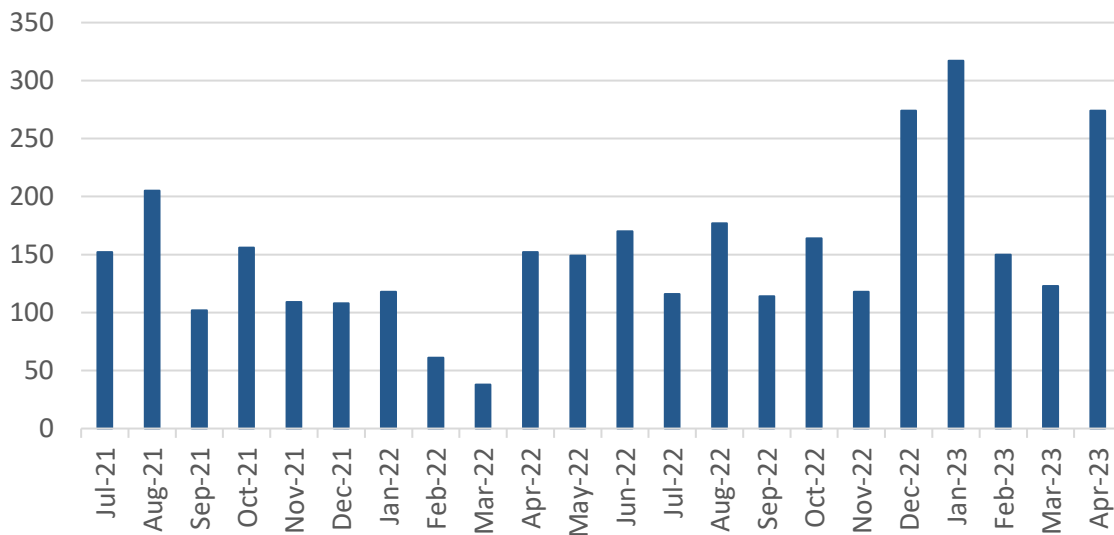
Project Type (through 4/30)	Participating Households
Heat Pumps	14,008
Weatherization and Other Heating Systems	2,522

#### D) Retail Initiatives Program

- The program forecasts rebating about 2,937 heat pump water heaters (HPWHs) by the end of FY2023.
- The program team has negotiated the lowest heat pump water heater list prices in the country (by \$500) and with our instant discounts, buyers don't need to wait for a rebate.
- Prompted by reports of plumbers discouraging installation of HPWHs, the team has begun sorting HPWH installers based on the number they have installed through EMT programs. In April, the online locator tool jumped from 25 plumbers reporting having previously installed a HPWH to 61.
- The \$100 DIY Winter Prep Rebate promotion ended 3/31/2023, having paid out \$195,000 to 2,463 homes.

- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.

Monthly Retail HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$11,448,336
7/1 to 4/30 Spending	\$6,165,190
Percent of Budget Spent to Date	54%
Percent of Year Passed	83%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	27,214,399	(20,189)
Thermal Programs**	-	-

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

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

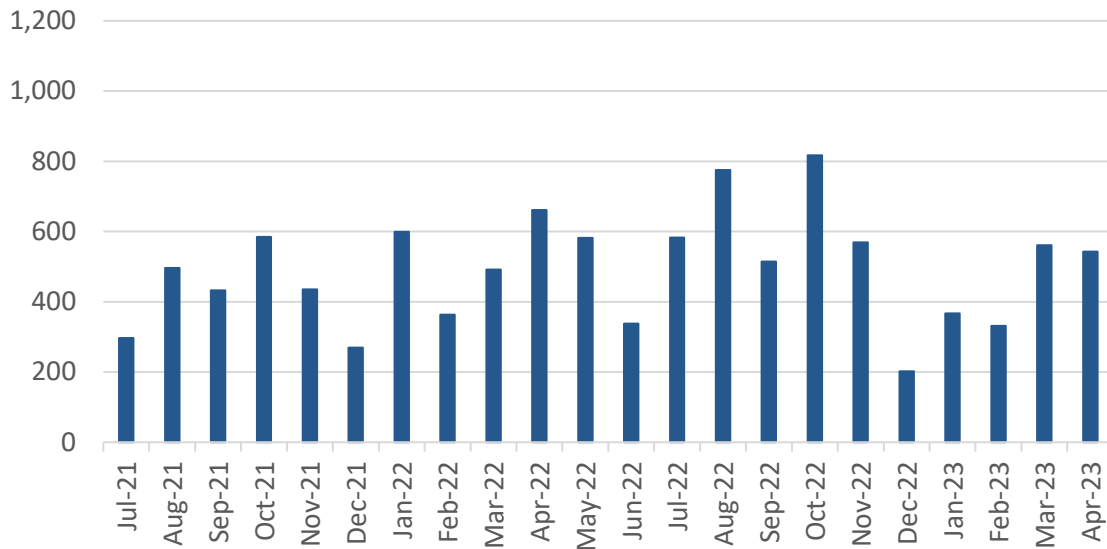
Rebate Type (through 4/30)	Projects
Light Bulbs	848,723
Appliance Rebates	5,955

**E) Distributor Initiatives**

- The program forecasts rebating 6,604 heat pump water heaters using instant discounts at distributor branches by the end of FY2023.
- All Maine plumbing distributors are participating in our heat pump water heater initiative. Plumbers receive an instant discount at time of purchase so there is no waiting for a rebate check and no risk of a claim being denied.
- The full-year forecast for ECM circulation pumps is 14,391, up from 11,607 in FY2022; 8,535 in FY2021; and 4,861 in FY2020. The program launched a limited-time promotion on these efficient pumps for the last quarter of the fiscal year and the response has been favorable.

Temporarily increasing the discount from \$75 to \$100 has motivated distributors to promote them more aggressively and sales are already up. One distributor has doubled the share of its circulator pumps that are the ECM efficient type.

Monthly Distributor HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$13,694,332
7/1 to 4/30 Spending	\$6,356,155
Percent of Budget Spent to Date	46%
Percent of Year Passed	83%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	4,641,937	27,176
Thermal Programs	-	767

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

Rebate Type (through 4/30)	Projects
Heat Pump Water Heaters	4,847
Electronically Commuted Pumps	5,601
Distributor HVAC (NG)	59

**F) Low Income Initiatives**

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

- Outreach for this initiative is now automated once households confirm eligibility on our website. The program has delivered DIY kits to 5,588 households since July 1.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 770 heat pump water heaters have been installed, 470 in homes where water is heated by the boiler, and 300 in homes that used an electric resistance water heater.

Arrearage Management Program (AMP)

- The program has seen 722 new participants since July 1.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees. Outbound calls are made to households that seem to be a good fit for a heat pump water heater installation.

Manufactured Home Pilot

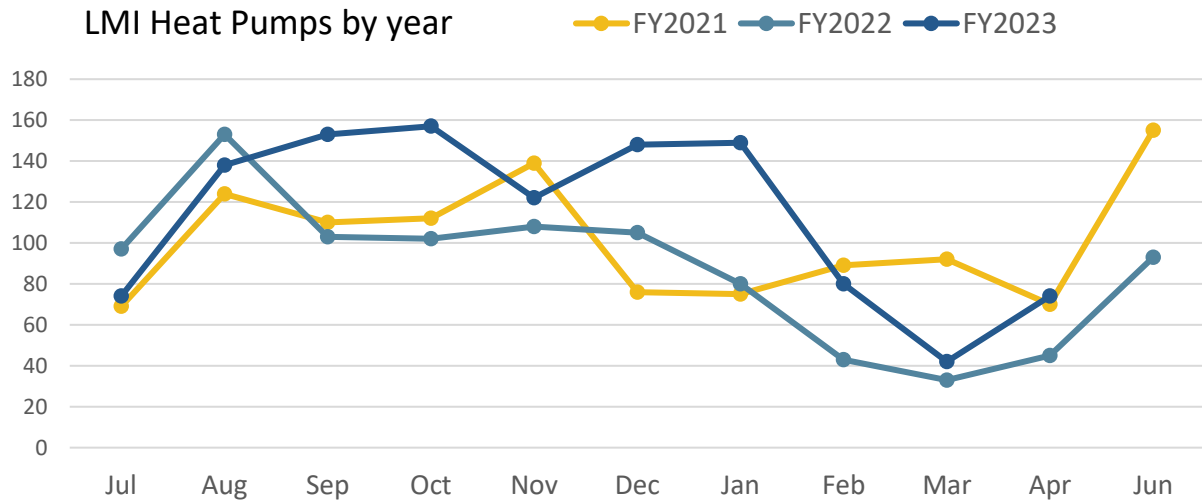
- Phase 3 planning is underway. Two installer solicitation sessions are scheduled where capacity is needed.

Passive House Design Pilot for Affordable Housing

- South Portland Development Corporation has begun to draw down on its incentive from the Trust.

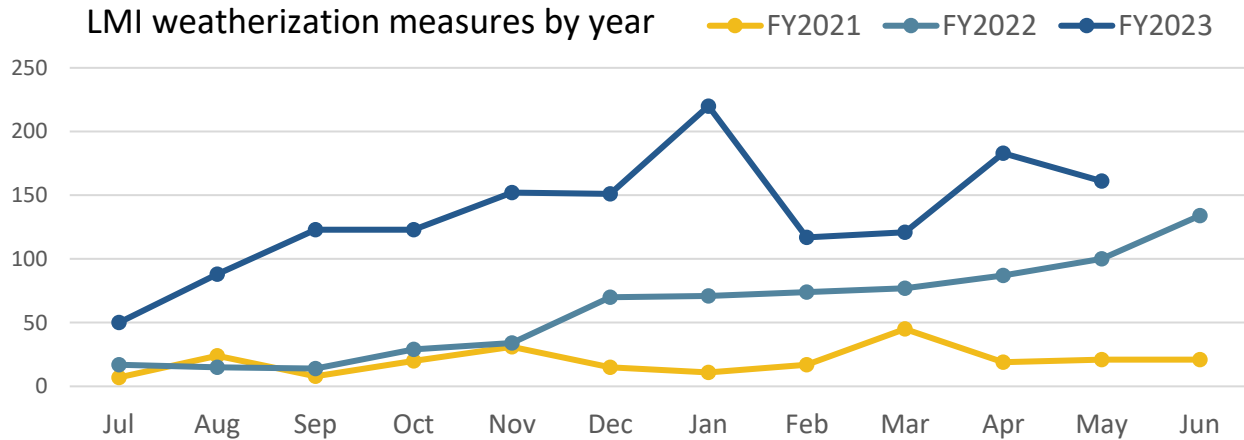
Low and Moderate Income (LMI) Initiative (weatherization and heat pumps)

- Since July 1, the program has rebated installations of 1,184 single-zone heat pumps and is on track to invest 98% of the budget in FY2023. NECEC funds are fully invested. FCM funds will be fully invested in May. RGGI funds will support this measure through June 30.
  - The following is a historical view of rebated LMI heat pump measures:



- Since July 1, the program has rebated insulation measures in 728 homes. Since decreasing the low-income rebate to 80%, the program has seen a decrease in rebated projects.
- However, in January the moderate-income track for insulation rebates became effective. The program is on track to invest 98% of the budget in FY2023.

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



**Low Income Natural Gas**

- The program has investments in all LDCs. Seventy-five percent of funds have been invested.

Updated Financials	Program Investment
FY2023 Program Budget	\$16,432,010
7/1 to 4/30 Spending	\$10,922,696
Percent of Budget Spent to Date	66%
Percent of Year Passed	83%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$10,922,696
Pipeline	\$851,200
Total (Expenditures & Committed Pipeline)	\$11,773,896
Percent of Current Budget	72%

Energy Savings (through 4/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,967,634	(819)
Thermal Programs	(3,146,414)	56,274

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

**G) Renewable Energy Demonstration Grants Program**

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

**H) Electric Vehicle (EV) Initiatives**

Electric Vehicle Supply Equipment (EVSE)

- Staff and MaineDOT hosted a webinar about the Charging and Fueling Infrastructure (CFI) Grant Program in Maine. The link to that presentation can be found [here](#).
- Staff hosted the Phase 4-2 DC Fast Charging Bidder’s Informational Webinar #2.
- Staff hosted the Phase 5 Fast Charging Bidder’s Informational Webinar #2.

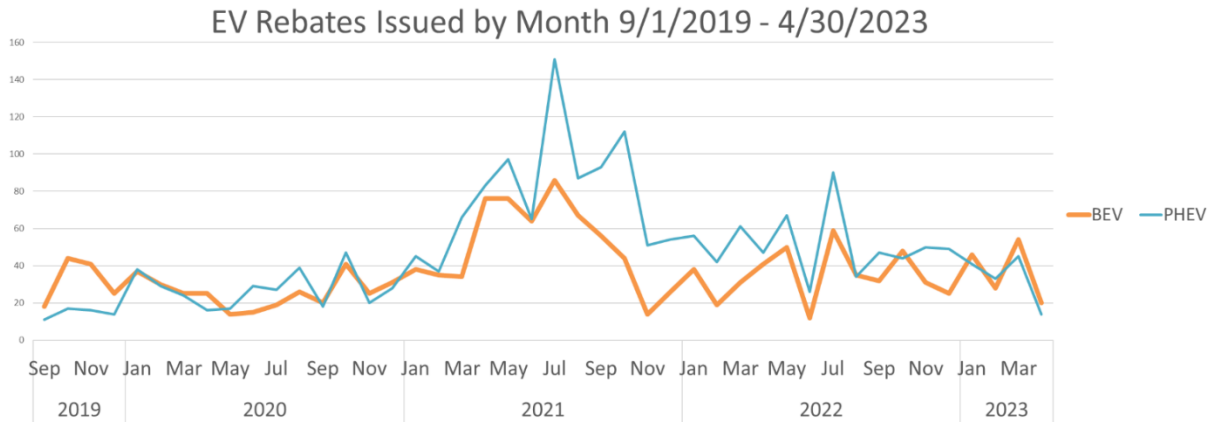
EV Rebates

- The program issued 34 EV rebates in the month of April. Supply chain disruptions continue to constrain vehicle supply. Vehicle availability is expected to gradually improve throughout 2023 as supply chain restrictions ease.

- The top EV models sold for the month of April were the Toyota RAV4 Prime, Volkswagen ID.4, and the Nissan Leaf.

EV Public Information and Outreach

- Staff attended the Green Homes and Energy Show.
- Staff traveled to dealerships in Southern Maine and replenished EV marketing materials.
- Staff hosted and organized an EV Press Event in Bangor for the opening of the Irving DC fast chargers.
- Staff attended Earth Day events in York, Portland, and Greenwood.



EV Rebates by Customer Type				
Fiscal Year	Commercial*	Low Income	Moderate Income	Any Income
2020	9	2	-	474
2021	76	4	-	977
2022	73	3	-	1,255
2023 (YTD)	42	23	32	728
<b>Total</b>	<b>200</b>	<b>32</b>	<b>32</b>	<b>3,434</b>

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

Total Rebates By Technology Type (9/1/2019 – 4/30/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,621 (45%)	\$4,492,000 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,077 (55%)	\$2,031,500 (31%)
<b>Total</b>	<b>3,698</b>	<b>\$6,523,500</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$7,884,684	\$7,460,189
7/1 to 4/30 Spending	\$176,361	\$1,410,542
Percent of Budget Spent to Date	2%	19%
Additional Committed	\$3,101,620	\$592,500
Percent of Budget with Committed	42%	27%
Percent of Year Passed		83%

**I) Demand Management Program**

Demand Response Initiative

- Staff pre-approved three curtailment service providers (CSPs) to enroll customers in this year’s capacity period: CPower, CES, and Voltus. CSPs that are interested but not pre-approved are still eligible to participate in the program until the entire program budget has been encumbered. Staff continues to work with CSPs to enroll customers towards a new stretch goal of 20MW of enrolled load in the FY2023 program season.
- The summer capacity season begins on June 1<sup>st</sup> and customers are permitted to enroll up until the date of the first dispatch or as budget allows.

<b>Enrollable Load</b>	<b>20.00 MW</b>
<b>Enrolled Load</b>	12.26 MW
<b>Pipeline</b>	7.00 MW
<b>Total Available Load</b>	<b>0.74 MW</b>

Load Shifting Initiative

- Staff have launched the pre-enrollment phase of the small battery program, allowing customers to provide contact information, battery capacity, and manufacturer type to the Trust in anticipation of the full enrollment.
- Staff have coordinated with various vendors throughout the state to market this program more directly to those customers that have already installed battery arrays and EV chargers. Anecdotally, they are confident that the various incentives offered through this program will provide meaningful incentives for the purchase, installation, and enrollment of connected DERs.
- Over the past month, Staff and Virtual Peaker have worked to continue developing its DERMS platform and associated program presence. As of 5/19, this currently includes:
  - An Efficiency Maine landing page, titled ‘load management’;
  - Several pieces of Efficiency Maine marketing materials;
  - A fully commissioned pre-enrollment site, allowing customers to provide Staff with contact information, address, and battery equipment make/model; and,
  - A fully commissioned load forecasting tool.
- Large Battery Program: Six large battery projects are now in the stages of investigation and development. No formal applications have been received.

**J) Strategic Initiatives**

- **Innovation**
  - Whole Home Heat Pump Solutions Pilot: Sixteen installations have been completed in manufactured homes so far this year, with another scheduled this week. A preliminary report of findings from the stick-built and manufactured home installations from the last two years is expected in the next few months with data collection continuing through next winter.
  - Hydronic Heat Pump with Thermal Storage Pilot: The test bed site in Freedom is operational with the hydronic heat pump, storage, and SCADA device is operational and collecting data. The team is developing plans to expand the learnings of this test home into more pilot homes in the next few months.
- **Evaluation, Measurement, and Verification**
  - The C&I Heat Pump Impact Evaluation is complete. Staff is hoping to present results to the Board at the June meeting.



- Staff kicked off the Multifamily Advanced Metering Infrastructure (AMI) Analysis and Tool Development project.
- The RFP for the C&I Custom Program Evaluation is open for bids.
- The FCM M&V Compliance Review was completed and found that the EMT portfolio is fully compliant with ISO NE M&V requirements. From the report:
  - “Based on a comprehensive review of the measure savings calculations, supporting evaluation research, and reporting to ISO-NE, NMR found that Efficiency Maine Trust was in compliance with the M&V requirements established by ISO-NE for the period covered in this compliance review. Our review found that the data exchange between effRT and EEM was working exceptionally well given the volume and velocity of data being exchanged and the dynamic nature of program tracking records across a variety of energy efficiency programs. Table 1 shows that the aggregate DRV values by season were aligned in effRT and EEM, and the relative precision for the aggregate summer and winter DRV values at the 80% confidence level was well within the  $\pm 10\%$  range allowed by ISO-NE.”

**Table 1: High-Level Compliance Review Results**

Season	effRT kW	EEM kW	Relative Precision (at 80%)
Summer	10,344	10,344	$\pm 6.25\%$
Winter	12,898	12,898	$\pm 6.42\%$

- “NMR also found that the metering equipment the Trust uses to measure power generated by DG assets was compliant with Section 10 of the M-MVDR.”

**K) Efficiency Maine Green Bank**

- The Trust is a member of the Coalition for Green Capital and Staff is exploring opportunities for funding through this channel, including opportunities that stem from the Inflation Reduction Acts’ Greenhouse Gas Reduction Fund.
  - Staff continues to research other underserved customer segments of Maine.
  - Staff is also conferring with a small group of individuals with expertise in the capital markets and financial product creation, to help refine the design of finance initiatives.
- Home Energy Loans: The Trust has limited the availability of loans from the Residential Revolving Loan Fund to applicants who are eligible in the Trust’s Low- and Moderate-Income program offerings. Staff is advancing the opportunity to use third-party capital to expand loan offerings to non-LMI consumers.
- Small Business Loans: The Trust continues to offer Small Business Loans with no program changes.
- C-PACE: The adopted C-PACE rule took effect in February 2023. Staff has launched the municipality participation process. The staff has made a notable change to the standard agreement among C-PACE parties which reduces the potential liability of municipalities in the instance of foreclosure. The change has been reflected on Appendix D – C-PACE Assessment Agreement on the C-PACE webpage. Staff is continuing to work with municipalities to help them better understand and opt in to the program. Staff has also launched the Capital Provider Registration process and is currently reviewing applications from Capital Providers.

- Manufactured Home Heat Pump Lease: The Manufactured Home Heat Pump Lease is currently being offered to participants of the Manufactured Home Pilot 2. Thus far, most participants of the Manufactured Home Pilot 2 have selected the lease option.
- Municipal and School Lease: The Municipal and School Lease finance initiative offered by the Trust has been designed to match participants of the commercial and industrial programs with local lenders that provide “Municipal Leases” or a Tax Except Lease Purchase (TELP). The Municipal Lease finance initiative is currently active and open to participation from municipalities, schools, and local lenders.

**L) Other Initiatives**

Agricultural Fair Assistance Program

- Fifteen of sixteen fairs have pre-approved lighting and heat pump projects underway. These projects will be completed by the opening day of their fairs.

Thermal Energy Investment Program

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

Lead By Example (LBE)

- The LBE Initiative Review Team did not approve any new projects since the last board meeting.
- No new LBE technical assistance (TA) funding was awarded.
- One new facility received an invitation to apply, and the total pipeline still consists of 12 projects in various stages of bid solicitation development.
- The state energy consultant completed the bulk of the state energy use data collection for 2020 through 2022, and has begun collecting non-master energy agreement data (propane, kerosene, and wood). The consultant has also begun planning for project-specific technical support.
- Staff has discussed with GOPIF and Bureau of General Services/DAFS the intention to fund a limited number of new Level 2 public EV chargers on or near the Capitol grounds.

<b>Lead by Example FY2023 Financials</b>	<b>Program Investment</b>
Budget	\$3,597,725
Expenditures	\$155,114
Committed	\$304,303
Pipeline	\$776,000
Total (Expenditures, Committed and Pipeline)	\$1,235,417
Percent of Current Budget	34%

**3. Administration and Finance Highlights**

**A) Administration**

- Kate Rankin has been promoted to Director of the Communications Division.
- Staff have interviewed candidates to fill a vacant accounting position.

**B) Financial**

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of April 2023 was \$78.5 million out of a total expected annual revenue of \$81.3 million. Approximately \$1.1 million in additional revenue has been received year-to-date on interest

from outstanding loans and other miscellaneous revenues. Year-to-date, the Trust has made interfund transfers of \$3.0 million. The total budgeted revenue for FY2023 is \$105.6 million.

Expenditures

- Total expenditures through the end of April 2023 were \$72.8 million. Details are below:

\$6.4 million	Administration (excluding interfund transfers)
\$190,000	Public Information
\$391,000	Evaluation work
\$776,000	Innovation pilots
\$471,000	Demand Management Program
\$10.9 million	Low Income Initiatives
\$6.2 million	Retail Initiatives Program
\$6.4 million	Distributor Initiatives Program
\$23.1 million	Home Energy Savings Program
\$11.2 million	C&I Prescriptive Initiatives Program
\$5.1 million	C&I Custom Program
\$64,000	Inter-Agency transfers
\$56.8 million	Encumbered across all budget categories but not yet spent

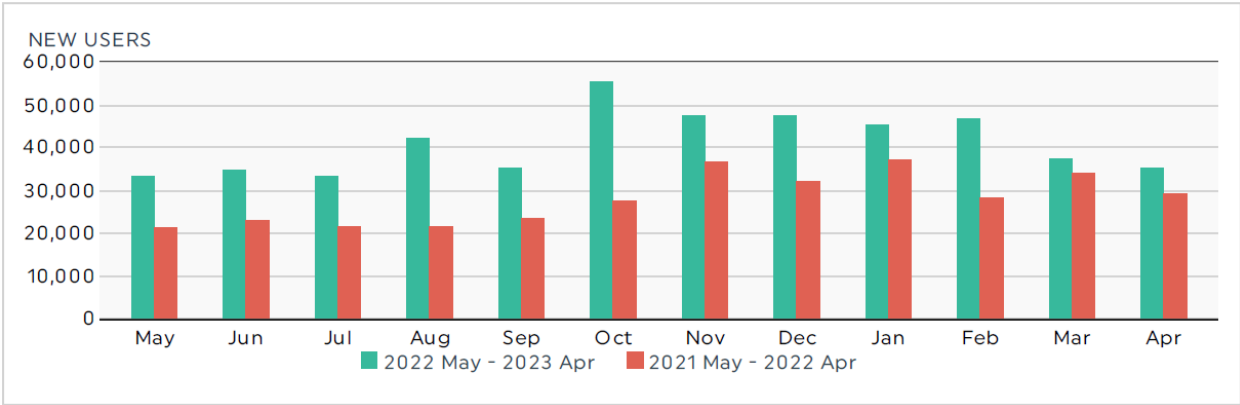
## Appendix A

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

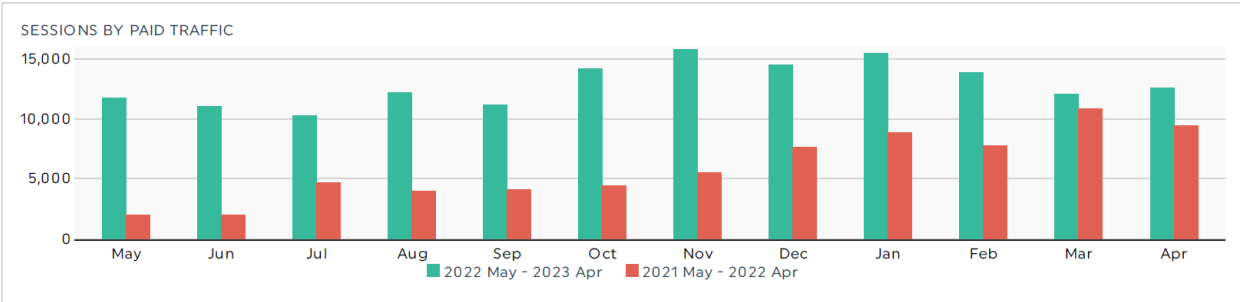
- *The Maine Monitor* quoted the Executive Director in a May 14 article about electrifying Maine homes (<https://themainemonitor.org/so-much-to-gain-getting-greater-comfort-savings-and-climate-benefits-by-moving-more-quickly-to-carbon-free-home/>).
- *The Maine Monitor* quoted the Executive Director in a May 11 article about Maine’s progress towards expanding electric vehicles (EVs) and EV charging (<https://www.mainepublic.org/climate/2023-05-11/the-supply-of-electric-vehicles-hasnt-kept-pace-with-maines-exploding-demand>).
- *The Portland Press Herald* mentioned the Trust in a May 9 article about a new Brunswick apartment complex that will use incentives to help support the installation of energy efficient technology (<https://www.pressherald.com/2023/05/09/new-brunswick-apartment-complex-branded-as-towns-most-eco-friendly/>).
- *Central Maine* mentioned the Trust in a May 9 article about an 1800s Maine home that saved energy and money with Efficiency Maine incentives (<https://www.centralmaine.com/2023/05/07/making-old-maine-homes-more-efficient/>).
- *The Portland Press Herald* published an article on May 6 encouraging Maine residents to ask their towns to apply for the Trust’s available funding for energy efficiency upgrades (<https://www.pressherald.com/2023/05/06/letter-to-the-editor-push-your-local-council-to-tap-efficiency-maine-funding/>).
- *The Bangor Daily News* quoted Staff in a May 2 article about Maine’s progress on its goal of transitioning the state to electric vehicles (<https://www.bangordailynews.com/2023/05/02/mainefocus/maine-goal-electric-vehicles-joam40zk0w/>).
- *The Maine Monitor* published an article on April 30 quoting the Executive Director and highlighting the push towards heat pumps and weatherization in Maine (<https://www.themainemonitor.org/hooked-on-heating-oil-pushing-for-heat-pumps-and-weatherization/>). This article was republished by:
  - *News Center Maine* on May 1 (<https://www.newscentermaine.com/article/news/local/linked-on-heating-oil-pushing-for-heat-pumps-and-weatherization-in-maine-energy-efficient/97-8bc43532-65b9-42a7-b5dc-aa22f5fd80bf>).
  - *Energy News Network* on May 1 (<https://energynews.us/2023/05/01/insulation-upgrades-limited-aid-hold-mainers-back-from-heat-pumps/>).
  - *The PenBay Pilot* on May 10 (<https://www.penbaypilot.com/article/linked-heating-oil-pushing-heat-pumps-and-weatherization/173640>).
- *Green and Healthy Maine Homes* quoted the Executive Director in an April 21 article about Maine’s climate goals (<https://greenmainehomes.com/blog/vision2050>).

## Appendix B Additional Website Metrics

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



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



Efficiencymaine.com (represented by “/”) is always the top page by sessions or path. It is the URL most advertised and used directly. Below are our top pages and paths. Organic sessions include all people who found the Efficiency Maine website through a search engine (not via an ad).

TOP LANDING PAGES BY SESSIONS	
Landing Page Path	Sessions
/	9,644
/electric-vehicle-rebates/	5,828
/at-home/heat-pump-water-heater-program/	3,575
/about-heat-pumps/	2,672
/at-home/heating-cost-comparison/	2,464
/category/news/	2,323
/at-home/ductless-heat-pumps/	1,698
/home-insulation/	1,548
/at-home/	1,534
/heat-pump-user-tips/	1,418

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	5,592
/at-home/heating-cost-comparison/	1,611
/heat-pump-user-tips/	1,234
/at-home/ductless-heat-pumps/	1,142
/at-home/	841
/electric-vehicle-rebates/	836
/heat-pump-user-tip-what-mode-should-i-use-on-my-...	701
/heat-pumps/	695
/at-home/water-heating-cost-comparison/	595
/at-home/ductless-heat-pump-installation-considerati...	468

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

