

**Executive Director's Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust  
June 28, 2023**

## Noteworthy

- Legislation -- LD 1724, The Beneficial Electrification Policy Act was passed and awaits the Governor's signature. It would accelerate electrification in Maine by allowing the Trust to leverage electric procurement funds for fuel switching measures 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.
- Federal Grants -- US DOE has encouraged EMT, GEO and MaineHousing to submit a formal, detailed proposal to expand the use of heat pumps in manufactured homes. The proposal will seek a \$10 million grant for EMT, coordinating with GEO and MaineHousing, to scale up installation of whole-home heat pump systems manufactured homes in rural Maine. Also, Staff filed Partner Connection Forms for two of the three initiatives of the EPA's Greenhouse Gas Reduction Fund (GGRF), a fund that will be used to capitalize green banks to facilitate development of energy efficiency and clean energy projects.
- C&I Programs -- The Qualified Partner network has reached a record high number of engaged contractors (931) representing 792 companies. The mix between lighting and HVAC contractors is evenly split. Initiatives to invest funds from the Maine Jobs and Recovery Plan have expended \$1 million year-to-date and have an additional \$3 million in the pipeline.
- Residential Programs -- The number of weatherization rebates by year-end of FY2023 is forecasted to be up 38% from FY2022. The program team is gathering feedback on options for a whole-home heat pump system measure design.
- Retail & Distributor Channels -- The team has negotiated the lowest heat pump water heater list prices in the country (by \$400). The "Buy a heat pump water heater and give your boiler the summers off" campaign is in full swing and all funds are expected to be invested by the end of July.
- Low Income -- Year-to-date, the Low Income Initiatives program has invested \$12.5 million to improve energy efficiency in low-income homes and has developed a pipeline of an additional \$1.1 million in projects.
- EV -- EMT received 36 bids in response to RFPs soliciting proposals to develop public, universal, high-speed DCFC chargers in Aroostook County, Washington County, Bangor, Augusta, and coastal Route 1 north of Freeport.
- Innovation Pilots -- 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.
- EM&V -- The C&I Heat Pump Impact Evaluation has been completed.
- Demand Management -- Roughly 22MW of curtailable load has either been enrolled in the Demand Response initiative or is in the pipeline. Also, Staff is talking to in-state vendors, regional program administrators, and national manufacturers to analyze program design options for the Load Shifting Initiative.
- Admin & Finance -- The independent annual audit is underway.

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** (see Appendix A for additional details)
  - *The Maine Monitor* published an article on June 18 about ways Mainers can limit their use of heating oil and mentioned the Trust’s rebates, loans, and online resources. This article was republished by the *Bangor Daily News* on June 19 and *News Center Maine* on June 20.
  - *Maine Wire* mentioned the Executive Director in a June 8 article about LD 1101, a bill that would require the Trust to establish a “home energy scoring system.”
  - *The Oregonian* quoted Staff in a May 28 article about the future of heat pumps in the United States.
- **Events**
  - Staff presented information about the Trust’s residential programs and incentives at 4 community events and realty meetings. They are:
    - Better Homes and Gardens Real Estate (The Masiello Group) on May 23
    - The Penobscot Bay Stewards on June 1
    - The Green Realtor Day on June 14
    - The Northern Light Hospital on June 15
  - Staff presented at three industry forums:
    - the Northeast Energy Efficiency Partnerships (NEEP) Summit 2023 on June 14,
    - the Consortium for Energy Efficiency (CEE) Summer Program Meeting on June 8 to share experiences and lessons learned from the residential energy efficiency program, and
    - the PACENation Summit June 6 to share information about the Trust’s Commercial Property Assessed Clean Energy program (C-PACE).
  - Staff presented information about the Trust’s commercial programs and incentives at the 2023 Maine Real Estate & Development Association (MEREDA) Spring Conference on May 25 and the Build Maine Conference June 8 and 9.
- **Website and Outreach** (see Appendix B for additional details)
  - May website visits
    - 33,268 unique visitors
    - 8,718 visits driven by digital ads
  - Facebook
    - 4,652 followers

### B) Call Center (May)

- 3,121 inbound phone calls were received, up from 3,118 last month and up from 2,728 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%).
- 546 outbound calls were made compared to 1,064 this month last year, mostly for home inspection scheduling.
- 1,120 inbound emails were received, down from 1,203 this month last year, mostly rebate claims for the Retail Initiatives program.
- 507 pieces of inbound mail were processed, compared to 721 this month last year.

### C) Government Relations

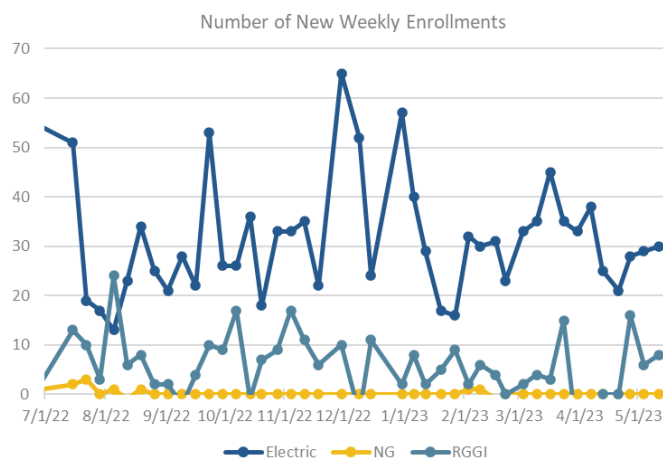
- Maine Public Utilities Commission (PUC)
  - The Commission issued an order approving the Trust’s FY2024 request for new electric efficiency and natural gas procurement (Docket No. 2022-00039).
  - The Trust filed comments related to energy storage in a rulemaking considering updates to small generator interconnection procedures (Docket No. 2023-00103).
  - The Trust joined stipulations that settled CMP and Versant’s rate cases (Docket No. 2022-00152 and Docket No. 2022-00255, respectively).
  - The Trust filed a request for a Significant Change to Triennial Plan V to fund cost-effective large battery projects with electric efficiency procurement. The Board approved the submission of this request in its April meeting (Docket No. 2021-00380).
  - The Trust continued to participate in workshops in the Integrated Grid Planning proceeding (Docket No. 2022-00322).
- Maine Legislature – In the last few weeks of the legislative session, Staff tracked and/or participated in discussions on bills relating directly to EMT initiatives, including:
  - LD 187, “An Act to Eliminate the Energy Efficiency and Renewable Resource Fund,” was enacted by the Legislature and awaits action by the Governor.
  - LD 256, “An Act to Add Electric Bicycles to the Electric Vehicle Rebate Program” was signed into law. The act authorizes EMT to extend eligibility, if there are sufficient funds, to electric bikes (e-bikes), provided that eligibility is limited to low-income and moderate-income consumers, or organizations that serve those consumers, for use in commuting.
  - LD 815, "An Act to Provide Energy Efficiency Program Outreach and Assistance to Manufactured Housing Residents," was signed into law and requires the EMT to offer educational information about energy efficiency to low- and moderate-income (LMI) consumers residing in manufactured housing, and to offer access to its programs to these consumers, and to report annually on these activities.
  - LD 1101, “An Act to Support Lower Home Energy Costs by Establishing a Home Energy Scoring System”, was enacted by the Legislature and was signed by the Governor. The act requires the Trust to establish the US DOE’s “Home Energy Scoring System” in Maine and to create a repository for voluntarily completed and submitted scores.
  - 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 bill has been enacted by the Legislature and awaits action by the Governor.
  - LD 1887, a bill to amend the types of transmission and distribution projects subject to the Nonwires Alternative review process so that sub-stations will be included. The bill has been enacted by the Legislature and awaits action by the Governor.
  - 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.”

- Federal Government
  - Staff filed a grant proposal with the US Department of Energy (US DOE) to capitalize a Revolving Loan Fund, using funds from the Bipartisan Infrastructure Law, that would be used to finance heat pump systems at congregate housing facilities in Maine.
  - US DOE has formally encouraged a concept proposal prepared by EMT, GEO and MaineHousing to submit a more detailed proposal. The proposal will seek a \$10 million grant for EMT to scale up installation of whole-home heat pump systems manufactured homes in rural Maine.
  - Staff filed Partner Connection Forms for two of the three initiatives of the EPA’s Greenhouse Gas Reduction Fund (GGRF), a fund that will be used to capitalize green banks to facilitate development of energy efficiency and clean energy projects.

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

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

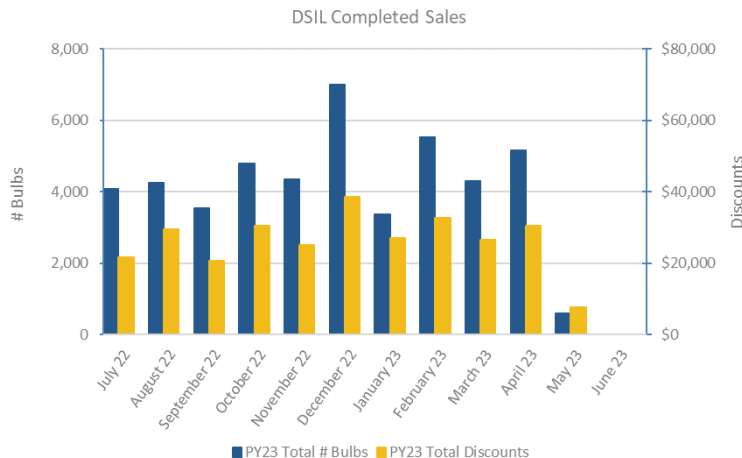
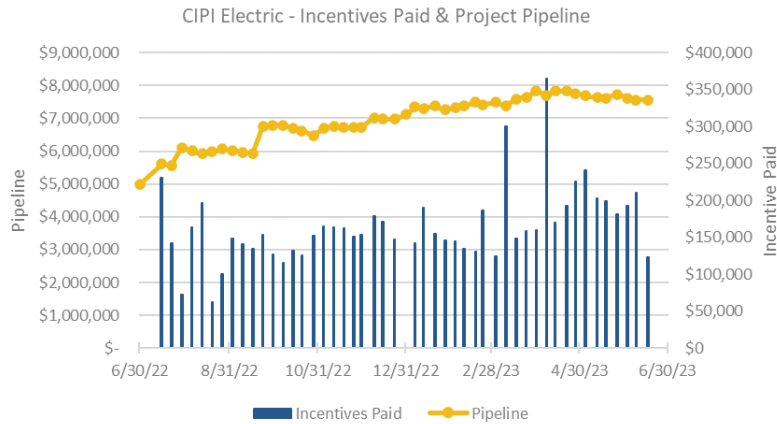
- The program conducted 31 inspections over the past month, with a combination of virtual inspections and on-site inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high. Overall average ratings remain at 4.9.
- The program received a total of 359 calls throughout the month of May, and 348 calls were answered live before voice mail, which represents a 97% answer rate.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. To date, 396 VCCs have been requested, 371 of which have been completed. The majority of requests are for lodging and multifamily facilities. As of 6/1/2023, 66 projects have proceeded, with 57 additional potential projects being tracked.
- The Qualified Partner network has reached a record high number of engaged contractors (931) representing 792 companies. The mix between lighting and HVAC contractors is evenly split, however HVAC contractors has seen the most growth.



<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 tracking database on June 21, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of May 2023).

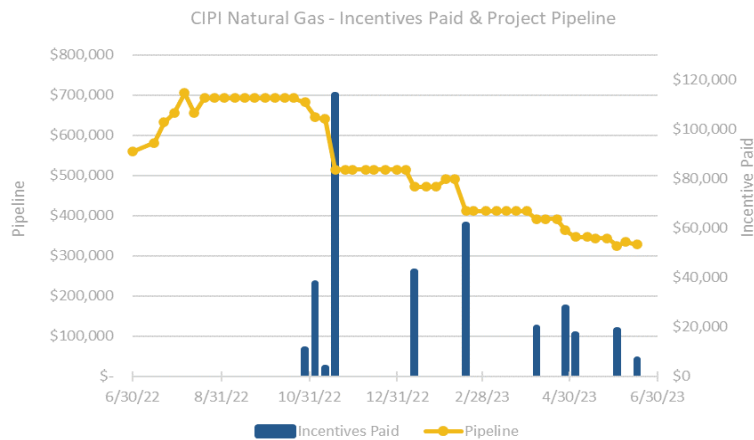
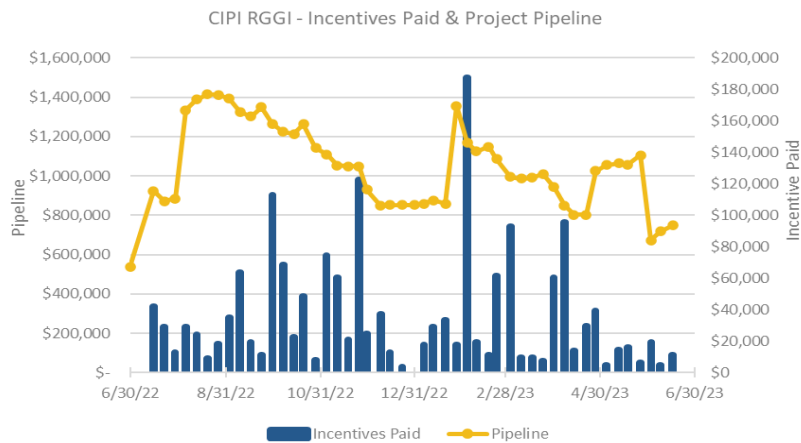
Electric Measures

- The pipeline of pending electricity projects has remained consistent over the last month. The current pipeline constitutes \$7.6 million in incentives.
- A slight modification to the small business pathway lighting incentives was made effective for the fourth quarter of the fiscal year. Incentives are now calculated at 75% of the measure cost.
- 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%).
  - 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, nearly 600 lamps have been sold and installed with discounts totaling \$46,000. These installations represent 478,000 kWh in first year savings.
- New prescriptive horticultural lighting applications have slowed, with only a few additional projects submitted over the last month. Pre-approved projects total \$1.4 million in incentives. This is a slight reduction in the pipeline due to multiple cancelled projects. Fifty-five projects have been completed and paid totaling \$1.1 million.



**Thermal Measures**

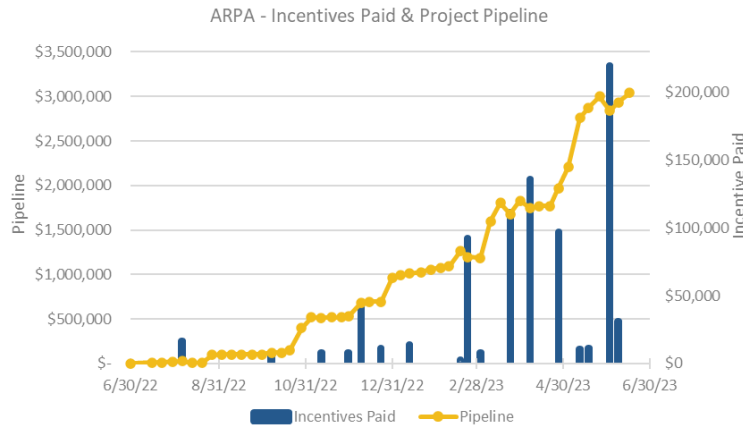
- RGGI - The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) decreased slightly over the last month, mostly due to high-performance Variable Refrigerant Flow (VRF) retrofit projects. Current commitments are \$747,000 in incentive value. Heat pump retrofits for small businesses are included in this figure and account for \$194,000 of the RGGI pipeline.
- Natural Gas - The pipeline of pending natural gas projects decreased as projects were completed and incentives were paid out. Current commitments are \$327,000 in incentive value, which fully commits all FY2023 funds. New applications for natural gas measures are no longer being accepted for this fiscal year.



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

- The program’s Funding Opportunity Notices (FONs) have seen a steady increase in activity from recent mailings and Virtual Customer Consultations.
- The hospitality sector retrofits FON ended the application period on May 1, 2023. Projects must be completed by December 31, 2023.
- The application period for the school retrofits FON ended on May 1, 2023 and projects must be completed by December 31, 2023.
- Activity as of 6/16/2023:

FON	Pre-Approvals	Complete and Paid	Paid	Pipeline
Hospitality	70	29	\$616,705	\$1,457,171
School	48	10	\$268,093	\$1,170,552
Small Municipality	77	29	\$200,870	\$398,386
Long-Term Care	3	-	\$-	\$14,000
<b>Total</b>	<b>131</b>	<b>58</b>	<b>\$1,085,668</b>	<b>\$3,040,108</b>



Updated Financials	Program Investment
FY2023 Program Budget	\$27,891,683
7/1 to 5/31 Spending	\$12,698,205
Percent of Budget Spent to Date	46%
Percent of Year Passed	92%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$12,698,205
Committed Pipeline	\$11,671,507
Total (Expenditures and Committed Pipeline)	\$24,369,712
Percent of Current Budget	87%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	27,258,875	(9,084)
Thermal Programs	(1,334,466)	65,449

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

#### B) C&I Custom Program

- The C&I Custom Program Review Team did not meet since the last board meeting.
- The program added two new projects to the pipeline. The total pipeline consists of 9 projects worth \$2,344,414 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and one new Technical Assistance (TA) study request.
- Program staff reviewed one project proposal that did not meet the program requirements and will not proceed further in the process.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2023 Program Budget	\$19,820,247
7/1 to 5/31 Spending	\$5,384,554
Percent of Budget Spent to Date	27%
Percent of Year Passed	92%

<b>Additional Details on FY2023 Financials</b>	<b>Program Investment</b>
Expenditures	\$5,384,554
Committed	\$8,400,355
Pipeline	\$2,344,414
Total (Expenditures, Committed and Pipeline)	\$16,129,323
Percent of Current Budget	81%

<b>Energy Savings (through 5/31)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings</b>
Electric Programs	3,498,682	-
Thermal Programs	(116,113)	14,698

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

- The number of rebates for FY2023 by year-end is forecasted to achieve an increase of 17% compared to FY2022.
- Inbound customer calls and home inspections continue to be monitored to improve customer service.
- Installers report appreciating EMT’s prompt payments of rebates. By the end of April, the program was processing claims in 4 days.

Weatherization

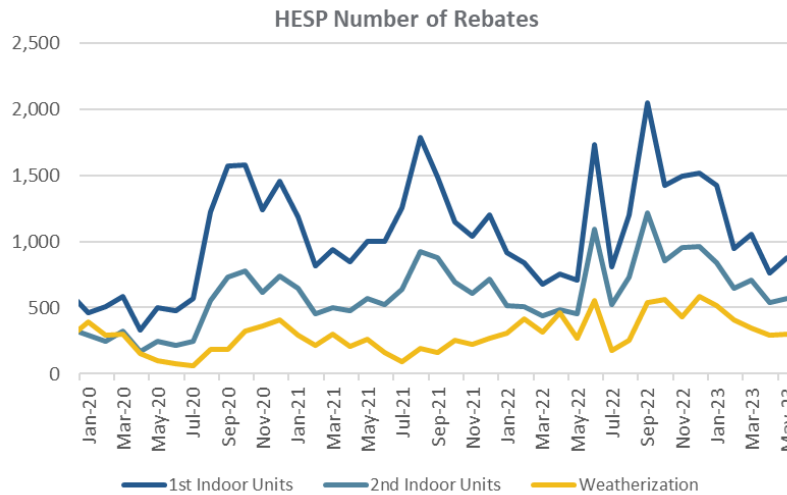
- Weatherization rebate volumes for May were 11% higher than last May (301 vs. 272 rebates). The number of weatherization rebates by year-end of FY2023 is forecasted to be up 38% from FY2022.
- Twenty-one percent of rebated installation projects were inspected versus a goal of 15%. Year-to-date, 15% have been inspected.
- Ninety-one 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 47 days (versus 58 days in April).

Heat Pumps

- Heat pump rebate volumes for May were 25% higher than last May. The number of heat pump rebates by year-end of FY2023 is forecasted to be up 14% from FY2022.
- Thirty-six percent of rebated heat pump projects were inspected versus a goal of 10% to 15%. Year-to-date, 15% 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 50 days, up from 41 days in April.



- The program team is gathering feedback on options for a whole-home heat pump system measure design.



Updated Financials	Program Investment
FY2023 Program Budget	\$32,784,381
7/1 to 5/31 Spending	\$25,154,136
Percent of Budget Spent to Date	77%
Percent of Year Passed	92%

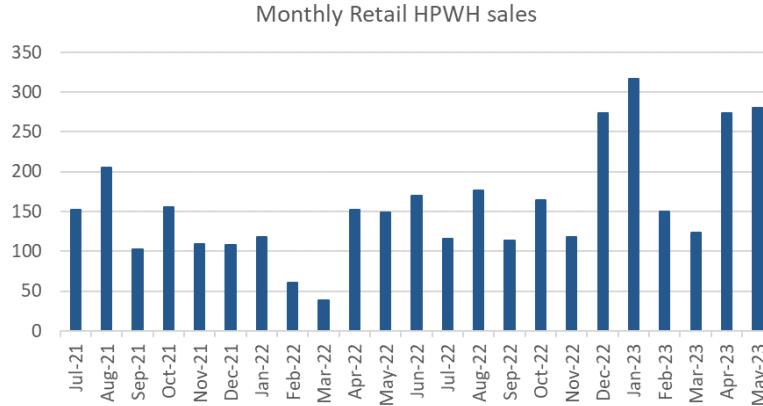
Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(14,408,061)	262,512
Thermal Programs	1,304,477	40,833

Project Type (through 5/31)	Participating Households
Heat Pumps	14,985
Weatherization and Other Heating Systems	2,714

**D) Retail Initiatives Program**

- The program forecasts rebating about 1,847 heat pump water heaters (HPWH) by the end of FY2023.
- The program team has negotiated the lowest heat pump water heater list prices in the country (by \$400) and with EMT’s instant discounts, buyers do not need to wait for a rebate.
- Prompted by anecdotes of certain plumbers discouraging installation of HPWH, the EMT website now sorts HPWH installers based on the number of HPWH each plumber has installed through EMT programs, and the program is recruiting more HPWH-installing plumbers to register to be on our plumber locator.
- 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. May was a problematic month for store pricing and inventory, and field staff played a key role helping headquarters offices stay in synch with stores.
- The “Buy a heat pump water heater and give your boiler the summers off” campaign is in full swing and all funds are expected to be invested by the end of July.



Updated Financials	Program Investment
FY2023 Program Budget	\$11,448,336
7/1 to 5/31 Spending	\$6,601,369
Percent of Budget Spent to Date	58%
Percent of Year Passed	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	27,432,833	(19,304)
Thermal Programs**	-	-

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

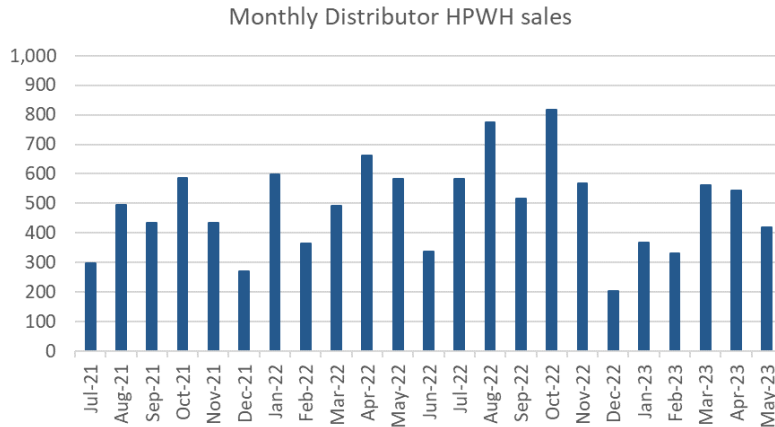
\*\*Savings do not include activities under the DIY Winter Prep Rebate promotion.

Rebate Type (through 5/31)	Projects
Light Bulbs	850,398
Appliance Rebates	6,462

#### E) Distributor Initiatives

- The program forecasts rebating 6,564 heat pump water heaters (HPWH) using instant discounts at distributor branches by the end of FY2023.
- All Maine plumbing distributors are participating in our HPWH initiative. Plumbers receive an instant discount at time of purchase so there is no waiting for a rebate check and no risk of a claim being denied.
- The full-year forecast for ECM circulation pumps is 15,005, 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. ECM’s share of the circulator pump market has gone from 55% in the first three quarters to 80% this quarter.



Updated Financials	Program Investment
FY2023 Program Budget	\$13,344,332
7/1 to 5/31 Spending	\$7,282,223
Percent of Budget Spent to Date	55%
Percent of Year Passed	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	5,045,277	28,893
Thermal Programs	-	811

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

Rebate Type (through 5/31)	Projects
Heat Pump Water Heaters	5,152
Electronically Commuted Pumps	5,975
Distributor HVAC (NG)	63

**F) Low Income Initiatives**

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

- Outreach for this initiative is now automated once household’s eligibility is confirmed. The program has delivered DIY kits to 3,389 households since July 1. LEDs will be removed from this kit offer in FY24.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 837 heat pump water heaters have been installed. Installers and suppliers have signed on with steady tank prices at \$1,350 for FY24.

Arrearage Management Program (AMP)

- The program has seen 1,007 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

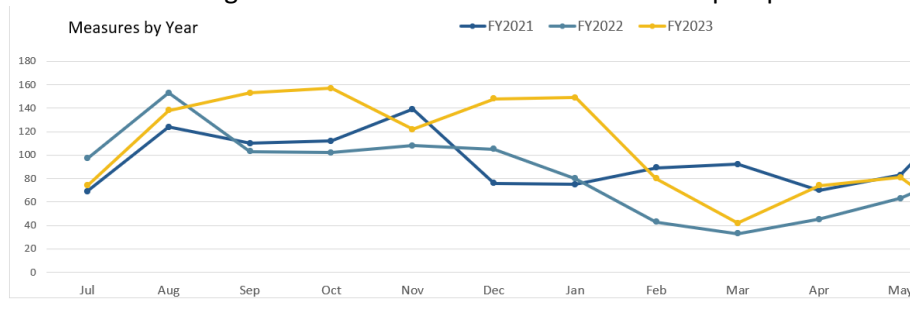
- Phase 3 planning is underway. The program has signed six installer agreements with service territories spanning from Bangor to Kittery. Customer acquisition planning is underway.

Passive House Design Pilot

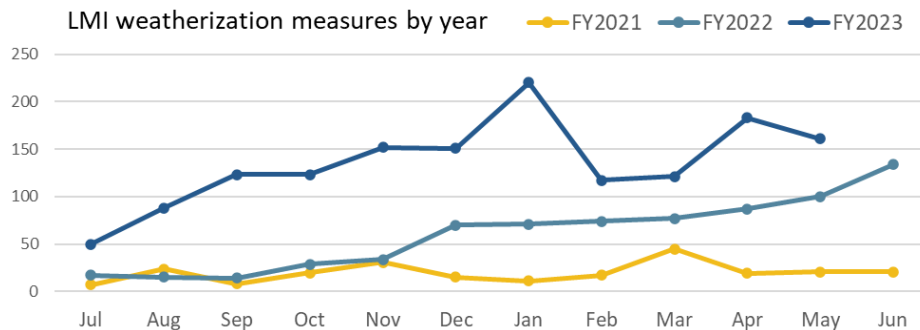
- South Portland Development Corporation has begun to draw down on their 3% construction incentive. The Avesta certificate of occupancy is pending, which will be the next milestone for incentive payment.

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

- Since July 1, the program has rebated installations of 1,260 single-zone heat pumps and is on track to invest 98% of the budget in FY2023.
  - The following is a historical view of rebated LMI heat pump measures:



- Since July 1, the program has rebated insulation measures in 841 homes. The program has secured additional ARPA funds to support growing demand.
  - The following is a historical view of rebated LMI weatherization measures:



Low Income Natural Gas

- The program has investments in all utility territories (LDCs). More than seventy-five percent of funds have been invested and a total of 83% of the budget is committed.

Updated Financials	Program Investment
FY2023 Program Budget	\$16,432,010
7/1 to 5/31 Spending	\$12,534,974
Percent of Budget Spent to Date	76%
Percent of Year Passed	92%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$12,534,974
Pipeline	\$1,112,500
Total (Expenditures & Committed Pipeline)	\$13,647,474
Percent of Current Budget	83%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,531,267	(988)
Thermal Programs	(3,307,439)	60,579

\*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)

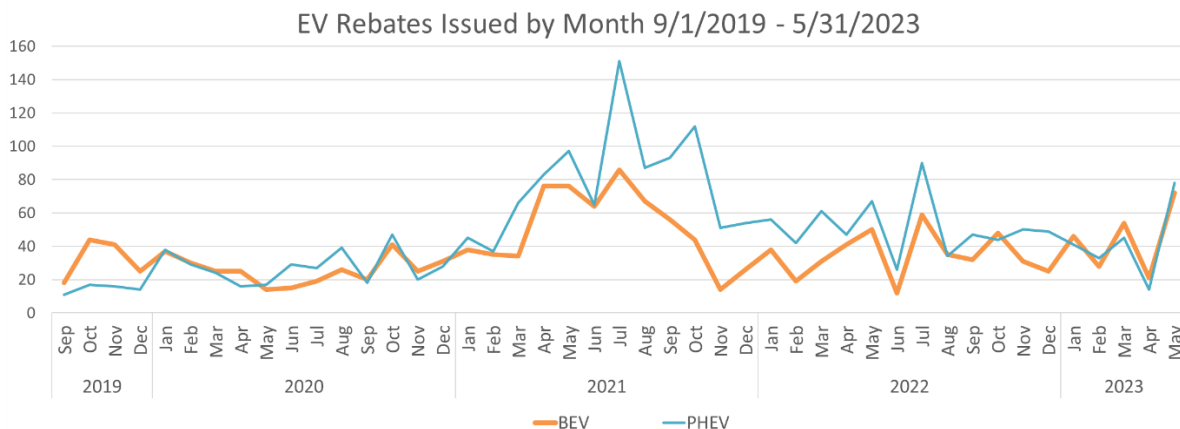
- Staff hosted the Phase 4-2 DC Fast Charging Bidder’s Informational Webinar #2
- Staff hosted the Phase 5 Fast Charging Bidder’s Informational Webinar #2.
- EMT received 36 bids in response to RFPs soliciting proposals to develop public, universal, high-speed DCFC chargers in Aroostook County, Washington County, Bangor, Augusta, and coastal Route 1 north of Freeport.

EV Rebates

- The program issued 150 EV rebates in the month of May (vs. 35 rebates in April).
- The top EV models sold for the month of April were the Toyota RAV4 Prime, Volkswagen ID.4, Nissan Leaf, and the Tesla Model 3.

EV Public Information and Outreach

- Staff presented at the Maine Climate Council’s (MCC) Communities Leading on Climate conference in Orono.
- Staff presented at the ClimateWork Maine Summit in Augusta.



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)	47	30	50	847
<b>Total</b>	<b>205</b>	<b>39</b>	<b>50</b>	<b>3,553</b>

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

Total Rebates By Technology Type (9/1/2019 – 5/31/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,694 (44%)	\$4,666,000 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,155 (56%)	\$2,083,000 (31%)
<b>Total</b>	<b>3,849</b>	<b>\$6,749,500</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$7,884,684	\$7,460,189
7/1 to 5/31 Spending	\$176,429	\$1,549,031
Percent of Budget Spent to Date	2%	21%
Additional Committed	\$2,998,396	\$614,903
Percent of Budget with Committed	40%	29%
Percent of Year Passed		92%

**I) Demand Management Program**

Demand Response Initiative

- Curtailment Service Providers (CSP) have continued to enroll participants for this summer capacity season following the board’s authorization to increase our program budgets for this year. Currently, roughly 22MW of curtailable load has either been enrolled in the program or is in the pipeline.
- The Trust and its CSPs have not called a demand response event yet this season.

Load Shifting Initiative

- Staff anticipate launching the full program microsite and enrollment forms for both the battery storage and EV managed charging measures.
- The Virtual Peaker “Insight” peak forecasting tool has been fully commissioned and is now being utilized by Staff to monitor near real-time and anticipated grid conditions.
- A major small battery manufacturer has opted to not participate in the Trust’s program this year citing internal business development goals.

**J) Strategic Initiatives**

• **Innovation**

- Whole Home Heat Pump Solutions Pilot: Seventeen installations have been completed in manufactured homes so far this year, with two more scheduled. A “Phase 3” of the pilot is being planned in conjunction with the low-income program team.
- 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. The team anticipates a small expansion of this pilot in the next year.

- Energy Storage System Pilot: Seven potential projects are now in stages of investigation and development. No applications have been received.
- **Evaluation, Measurement, and Verification**
  - The C&I Heat Pump Impact Evaluation is complete. Results will be presented to the Board at this meeting. Overall, the evaluators found that heat pumps rebated between FY2017 and FY2019 are cost-effective under Triennial Plan V methodologies and assumptions. The evaluation assessed the baseline as a blend of “retrofit” and “lost opportunity” situations. In aggregate, the evaluators assessed higher savings were achieved than reported by the program. However, given that more of the projects were actually retrofit situations than originally assumed, this means the measure costs were also higher than originally assumed. Higher costs associated with retrofit projects resulted in mixed cost-effectiveness. Other findings include:
    - There remains significant unused potential for installed heat pumps to provide more heating in most facilities.
    - Customer satisfaction with heat pumps is high.
    - Net-to-gross ratio is estimated at 65%, which indicates that program influence is nearly tripling commercial heat pump installations in Maine.
  - The RFP for the C&I Custom Program Evaluation has been awarded to Michaels Energy and will be kicked off in the next few weeks.

#### K) Efficiency Maine Green Bank

- Staff is exploring opportunities to increase capitalization for Green Bank activities. Opportunities include grants and loans from the Inflation Reduction Acts’ Greenhouse Gas Reduction Fund (GGRF).
  - Staff continues to research other underserved customer segments of Maine related to vulnerable communities, financing, and energy savings improvement projects.
  - Staff is also conferring with a small group of individuals with expertise in the capital markets and financial product creation, to help refine the design of finance initiatives.
  - The Trust maintains membership in the Coalition for Green Capital (CGC) and participating in discussions of how the CGC may apply for the GGRF and flow financing down through state green banks.
  - 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.
- 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 is reaching out to municipalities to encourage their participation in the program. The Staff has made a change in the C-PACE program which reduces the liability of municipalities in the instance of foreclosure, reflected on Appendix D – C-PACE Assessment Agreement on the C-PACE webpage. Staff has recently updated the Capital Provider Registration process.
- 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 used the Manufactured Home Heat Pump Lease.

- Municipal and School Lease: The Municipal and School Lease finance initiative offered by the Trust has been designed to match participants of the commercial and industrial programs with local lenders that provide “Municipal Leases” or a Tax Except Lease Purchase (TELP). The Municipal Lease finance initiative is currently active and open to participation from municipalities, schools, and local lenders. The Municipal Lease list of participating lenders can be found here: [Municipal Lease - Efficiency Maine](#)

**L) Other Initiatives**

Agricultural Fair Assistance Program

- All participating fairs have pre-approved scope of work and have begun work. Fairs will complete their projects prior to their respective fair dates.
- One fair has already been completed and inspected.

Thermal Energy Investment Program

- One biomass boiler project has been completed and another biomass boiler has been pre-approved.

Lead By Example (LBE)

- The LBE Initiative Review Team did not approve any new projects since the last board meeting.
- One new LBE technical assistance (TA) request was approved.
- One new facility received an invitation to apply, and the total pipeline consists of 13 projects in various stages of bid solicitation development.
- The state energy consultant is developing a dashboard for the state energy database.

<b>Lead by Example FY2023 Financials</b>	<b>Program Investment</b>
Budget	\$3,597,725
Expenditures	\$246,235
Committed	\$213,705
Pipeline	\$776,000
Total (Expenditures, Committed and Pipeline)	\$1,235,940
Percent of Current Budget	34%

**3. Administration and Finance Highlights**

**A) Administration**

- Staff participated in mandatory half-day professional development training on Diversity, Equity, and Inclusion (DEI).
- The independent audit for FY2023 has begun. The audit team conducted its first full day of field work at the EMT office.

**B) Financial**

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of May 2023 was \$78.9 million out of a total expected annual revenue of \$81.3 million. Approximately \$1.2 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 \$3.4 million. The total budgeted revenue for FY2023 is \$105.6 million.

Expenditures

- Total expenditures through the end of May 2023 were \$80.9 million. Details are below:

\$7.2 million	Administration (excluding interfund transfers)
\$207,000	Public Information
\$437,000	Evaluation work
\$917,000	Innovation pilots
\$471,000	Demand Management Program
\$12.5 million	Low Income Initiatives
\$6.6 million	Retail Initiatives Program
\$7.3 million	Distributor Initiatives Program
\$25.1 million	Home Energy Savings Program
\$12.7 million	C&I Prescriptive Initiatives Program
\$5.4 million	C&I Custom Program
\$64,000	Inter-Agency transfers
\$50.5 million	Encumbered across all budget categories but not yet spent

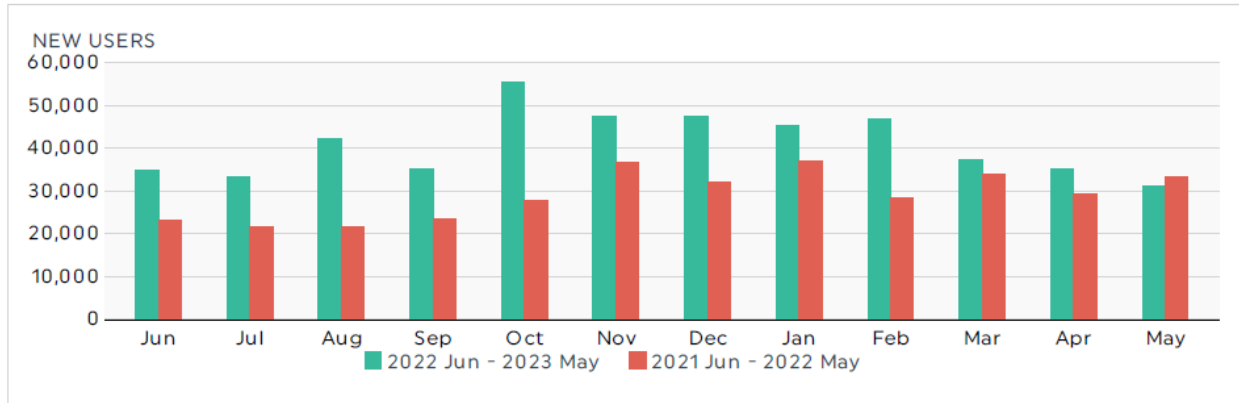
## Appendix A

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

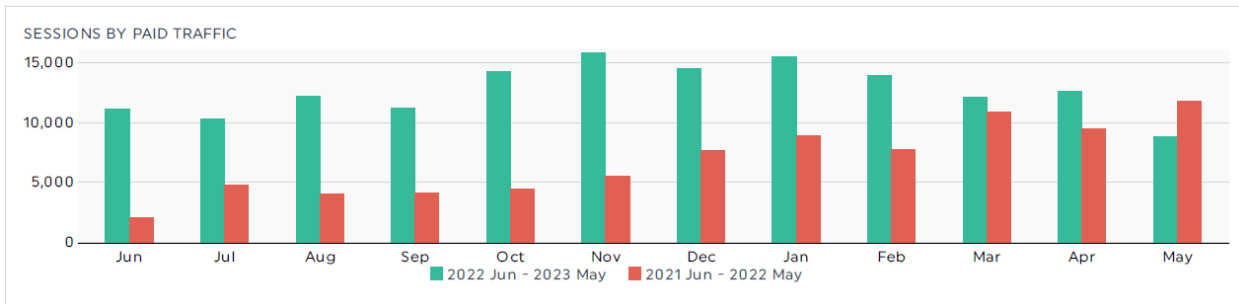
- *The Maine Monitor* published an article on June 18 about ways Mainers can limit their use of heating oil and mentioned the Trust’s rebates, loans, and online resources (<https://themainemonitor.org/so-you-want-to-use-less-home-heating-oil-a-non-exhaustive-starter-guide/>). This article was republished by:
  - *The Bangor Daily News* on June 19 (<https://www.bangordailynews.com/2023/06/19/business/home-heating-oil-guide/>).
  - *News Center Maine* on June 20 (<https://www.newscentermaine.com/article/news/local/tips-for-using-less-home-heating-oil-heat-pump-maine/97-37f827a6-0654-4cae-90e0-6e2f72fbc430>).
- *Maine Wire* mentioned the Executive Director in a June 8 article about LD 1101, a bill that would require the Trust to establish a “home energy scoring system” (<https://www.themainewire.com/2023/06/state-legislature-poised-to-pass-bill-establishing-home-energy-scoring-system-that-will-be-voluntary-for-now/>).
- *Central Maine* posted an article on June 4 about the Trust’s rebates and online resources that can help Maine residents save money and energy (<https://www.centralmaine.com/2023/06/04/how-energy-rebates-can-help-you-save-money-in-maine/>).
- *The Oregonian* quoted Staff in a May 28 article about the future of heat pumps in the United States (<https://www.oregonlive.com/environment/2023/05/heat-pump-popularity-soars-but-cost-and-evolving-technology-remain-barriers.html>).
- *The Bangor Daily News* published an article on May 24 about the lack of working electric vehicle chargers in Maine and mentioned the Trust (<https://www.bangordailynews.com/2023/05/24/business/not-working-chargers-maine-electric-vehicle-joam40zk0w/>). This article was also published by *Government Technology* on May 24 (<https://www.govtech.com/transportation/lack-of-working-chargers-could-hurt-evs-in-maine>).
- *Green & Healthy Homes* published on May 23 an update to a blog from March 2023 about how to finance efficiency and energy upgrades (<https://greenmainehomes.com/blog/financing-efficiency-energy-upgrades>).
- The Trust was mentioned briefly in seven articles published this month about recent utility rate increases in Maine. Publications included *Bangor Daily News*, *the Maine Monitor*, and *Sun Journal*.

## 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
/	9,383
/at-home/heat-pump-water-heater-program/	3,662
/about-heat-pumps/	2,804
/at-home/heating-cost-comparison/	2,059
/electric-vehicle-rebates/	1,841
/heat-pump-user-tips/	1,693
/at-home/ductless-heat-pumps/	1,686
/home-insulation/	1,573
/at-home/	1,480
/category/news/	1,204

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	5,588
/heat-pump-user-tips/	1,526
/at-home/heating-cost-comparison/	1,406
/heat-pump-user-tip-what-mode-should-i-use-on-my-...	1,115
/at-home/ductless-heat-pumps/	1,073
/at-home/	822
/electric-vehicle-rebates/	779
/heat-pumps/	691
/at-home/water-heating-cost-comparison/	546
/charging-station-locator/	519

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

