

**Executive Director’s Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
February 28, 2024**

Noteworthy

C&I Programs	The initiative to invest federal American Rescue Plan funds through businesses in the “hospitality” sector has invested 69% of its total \$3.3 million budget, with a committed pipeline of \$643,000. Round 2 of the Hospitality Funding Opportunity Notice is scheduled to launch in late winter with initial outreach at the Maine Hospitality Maine Expo (March 27th) and again at the Maine Tourism Conference (April).
Residential Programs	Rebate volume for standard weatherization projects was down 54% fiscal-year-to-date (FYTD) compared to this point in the last year.
Low Income Initiatives	The program has rebated insulation measures in 731 homes since July 1, 2023, with an additional 110 projects reserved.
Demand Management	The "open access" (sometimes referred to as bring-your-own-device) Load Shifting Initiative (LSI) was relaunched last week after a several-month push to expand the program offerings and update program design aspects to provide participants with a better experience. The Trust now offers small battery management through its DERMS platform, on top of the existing and heavily reworked EV charging management measures. Enrollment is completed through the new Small Battery Management and Managed Charging for Electric Vehicles webpages.
EV Initiatives	Staff organized a review team to screen bids and make awards for the competitive solicitation for high-speed chargers called “Phase VI.” Proposed awards were announced for sites in Bangor, Newport, Rumford, Bridgton, N. Windham, and Portland and await federal government approval before being finalized.
Administration	Staff posted a schedule for various TPVI informational workshops open to the public on the website at https://www.energymaine.com/triennial-plan-vi/

1. Public Information and Outreach

A) Awareness and Press

- **Press** – (See Appendix A for additional details)
 - MainePublic’s “Maine Calling” show featured the executive director on a panel with representatives of Maine DOT and ReVision Energy talking about EV initiatives in Maine.
 - *Mainebiz* published an extensive article on February 15 reviewing Maine’s position as a national leader in installing heat pumps and highlighting the role of the Trust’s heat pump programs.
 - The *Times Record* published an article on February 13 that quoted Staff regarding the Town of Brunswick’s adoption of a Commercial Property Assessed Clean Energy (C-PACE) ordinance.

- *Yahoo! Tech* published an article on February 2, using quotes from an *Energy News Network* article published in December 2023, where the Executive Director discussed Maine’s success in transitioning to heat pump technology. The article was republished by *The Cool Down* on February 4.
- *Chicago Tribune* published an article on February 1 that quoted Staff describing the performance of heat pumps in cold climates.
- *CentralMaine.com* published an article on January 22 that quoted Staff on electricity usage and the planning process for grid infrastructure upgrades across Maine.
- **Events**
Staff attended, participated in, or presented to 58 community and industry audiences since the beginning of fiscal year 2024 (FY24). Activity from the past month includes:
 - Staff from the Commercial and Industrial Prescriptive Initiatives team gave a presentation about HVAC improvements to the Maine Healthcare Association on January 18.
- **Website and Outreach** (see Appendix B for additional details)
 - January website visits
 - 46,118 unique visitors
 - 14,577 visits driven by digital ads
 - Facebook
 - 4,733 followers

B) Call Center (December)

- 3,012 inbound phone calls were received, up from 2,544 last month and down from 3,164 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%).
- 130 outbound calls were made compared to 449 this month last year, mostly for home inspection scheduling.
- 1,204 inbound emails were received, down from 1,621 this month last year, mostly rebate claims for the Retail Initiatives program.
- 474 pieces of inbound mail were processed, compared to 892 this month last year, mostly rebate claims for the Retail Initiatives program.
- 95% of monitored calls got perfect scores in December, the same as 95% this month last year.
- The Call Center forecasts spending 97% of its budget by year end.

C) Government Relations

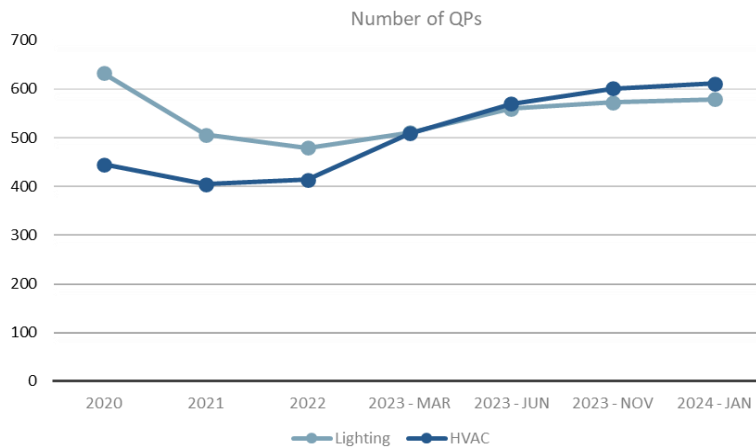
- Maine Public Utilities Commission (PUC)
 - The Trust submitted comments in response to a Commission Notice of Inquiry regarding utility ownership of energy storage (Docket No. 2023-00316).
 - The Trust submitted comments encouraging the Commission to maintain a central forum for the public filing of studies and reports related to non-wires alternative investigations (Docket No. 2020-00125).
 - The Trust submitted comments on integrated grid plan priorities for the transmission & distribution utilities (Docket No. 2022-00322).

- Maine Legislature
 - Staff submitted to the Legislature a report required annually of Quasi-State Agencies.
 - Staff submitted to the Legislature a report required bi-annually on the Trust’s budgets, revenues and expenditures.
 - Staff presented an overview of the Agricultural Fairs Assistance Program report to the Energy, Utilities, and Technology (EUT) Committee.
 - Staff participated in a public hearing for LD 2206, a bill proposing to prohibit the Trust from conditioning the receipt of certain incentives for weatherization and heat pumps on the disconnection or disabling of a consumer’s existing primary heating equipment powered by heating fuel. At the sponsor’s request, the Committee unanimously voted that the bill Ought Not To Pass.
 - Staff followed the Committee work on LD 2067, a bill that extends the utilities’ Arrearage Management Program (AMP) from 2024 to 2028. The bill passed unanimously out of the EUT Committee.
 - Staff participated in a work session for LD 122, a bill that makes several updates to the EV Fund section of the EMT Act. It replaces the term “rebate” with “incentive,” increases the maximum retail price threshold for eligible EVs from \$50,000 to \$55,000, clarifies in-state purchase/lease requirements, and relaxes ownership duration requirements. It also requires that EMT establish a program to provide incentives for commercial medium- and heavy-duty EVs. The majority of the EUT committee voted “ought to pass” on the bill.
 - Staff has followed LD 1606, a bill that directs the Green Schools Program within the Maine Department of Education to conduct a study and develop guidance (in coordination with EMT, GEO, and GOPIF) to assist public schools in achieving energy efficiency and maximizing the use of clean energy. The majority of the EUT committee voted “ought to pass” on the bill.
 - Staff has followed LD 1929, a bill that proposes to establish licensing requirements for residential construction, including weatherization and installation/modification of HVAC systems. The bill establishes a board to administer the licensing requirements, and calls on EMT to serve as one of 13 members. The Committee on Innovation, Development, Economic Advancement and Business tabled the bill.
- Maine Climate Council
 - Staff attended meetings of the Work Group on Transportation and the Work Group on Energy and also organized and led a meeting of the Work Group on Buildings, Infrastructure and Housing. Staff also participated in numerous planning meetings related to the work of the Council and the Buildings work group.
- Federal Government
 - On January 23, the Trust hosted a public meeting with the Governor’s Energy Office and MaineHousing to review a draft strategic plan for the Inflation Reduction Act Home Energy Rebate Programs. Staff continues to prepare application materials for submission to the U.S. Department of Energy (DOE).

2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

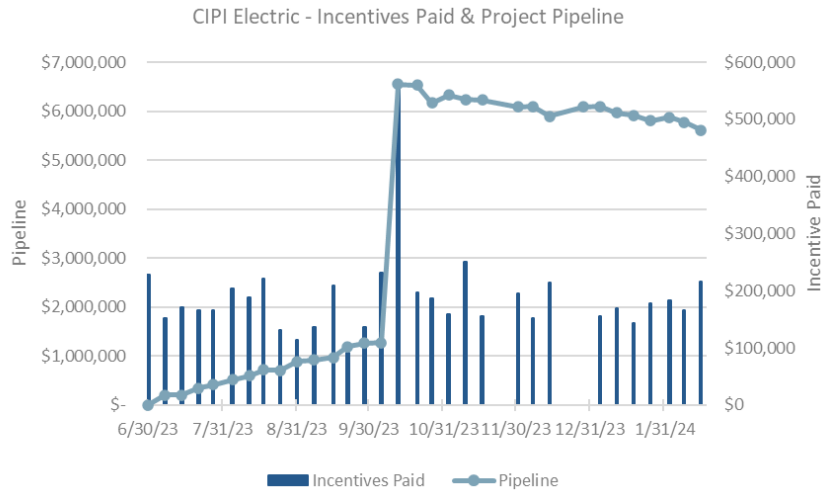
- The program conducted 29 inspections over the past month, using a combination of virtual inspections and on-site inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high.
- There were 20 new Virtual Customer Consultations (VCCs) requests over the last month. Since inception, 556 VCCs have been requested, 526 of which have been completed. Most requests were for lodging and multifamily facilities. To date, 85 projects have proceeded after receiving a VCC, an increase of 13 over the last month, and 10 additional projects are under development.
- The program is seeing steady growth in the number of new Qualified Partners after the annual drop each year due to Annual Certification. Prior to program year 2024 (PY24) certification, the number of Qualified Partner companies and individuals hit an all-time high, and the drop from annual certification has been less each year.



¹ The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on February 22, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of January 2024).

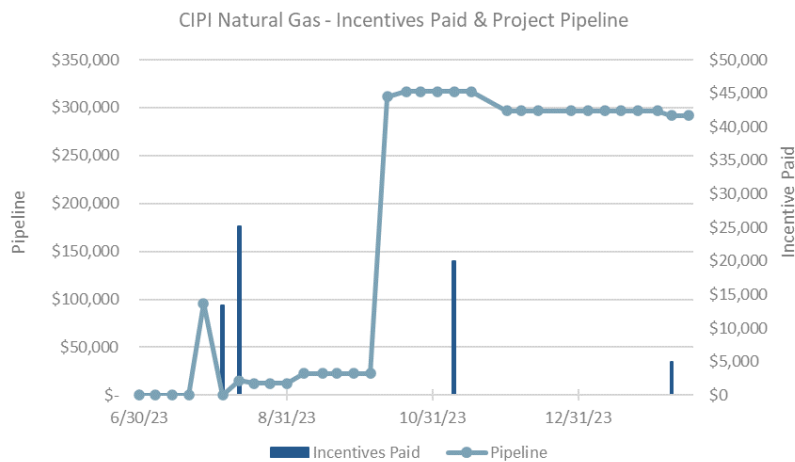
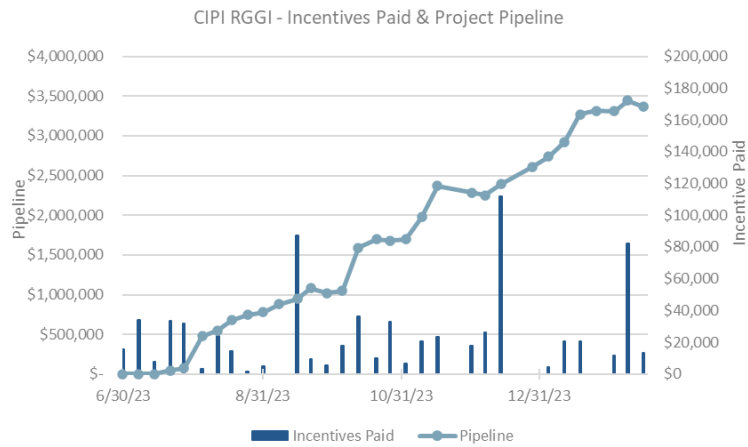
Electric Measures

- The current pipeline of electric projects has decreased slightly over the last month, comprising \$5.6 million in incentives. The slight downward trend is expected, as supplemental heat pump projects allowed under the prior year’s program guidelines are completing their installations. In FY2024, new, whole-building heat pump projects are being funded through RGGI instead of through the electric efficiency funding from the utilities.
- New applications for prescriptive horticultural lighting measures have been slow, with three additional projects submitted over the last month. Pre-approved projects from FY2023 and FY2024 now total \$111,000 in incentives. A total of 19 projects worth \$311,000 in incentives have been completed and paid year-to-date.



Thermal Measures

- RGGI Funds – The current pipeline represents \$3.4 million in incentives, which is a \$440,000 increase from the month prior. The upward trend of the RGGI pipeline is attributable in part to the transition to whole building heat pump systems and shifting the payment of rebates for such systems to RGGI funds instead of from electric efficiency funding from the utilities.
- The program is developing a qualified product list (QPL) for standard heat pumps (HPs) and variable refrigerant flow heat pumps (VRFs) to facilitate the efforts of Qualified Partners (QPs) to submit their project plans to the Trust for pre-approval.
- The program received a positive response to the VRF system eligibility criteria that was modified at the start of the 3rd quarter to reflect heating performance. Equipment eligibility is aligned with the 2024 Consortium for Energy Efficiency (CEE) Tier 2 specifications. Incentives for VRF systems increased for both retrofit and new construction scenarios after a review of market prices.
- The funding opportunity notice (FON) for multifamily building retrofits continues to see activity. This opportunity is focused on electrification and building insulation.
- Natural Gas Funds -- The pipeline of projects remained steady.



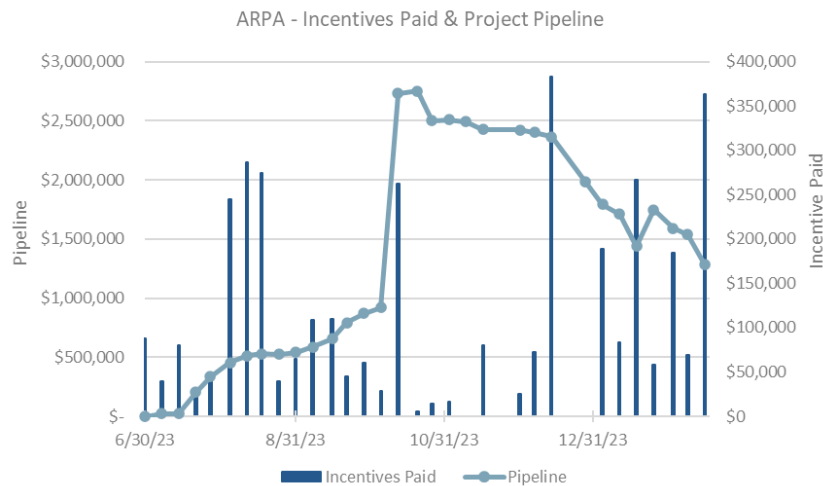
Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

- Hospitality
 - This initiative has invested 69% of its total \$3.3 million budget, with a committed pipeline of \$643,000.
 - Round 2 of the Hospitality Funding Opportunity Notice is scheduled to launch in late winter with initial outreach at the Maine Hospitality Maine Expo (March 27th) and again at the Maine Tourism Conference (April).
- Public Schools, Municipality, Congregate Housing
 - The initiative has invested 39% of its total \$8.5 million budget, with a committed pipeline of \$892,000.
 - There are several projects being planned. The initiative anticipates receiving a few applications in the coming weeks.
 - The initiative is considering a timeline extension for the current FONs deadline for investing these funds has been extended by the federal government.
 - The initiative is planning another mailing to customer lists that will include an invitation to an informational webinar.

- Activity by FON:

FON	Pipeline		Complete and Paid	
	Number of Projects	Incentive	Number of Projects	Incentive
Hospitality	5	\$643,140	63	\$2,205,894
School (Round 1)	1	\$611,600	27	\$1,449,527
Small Municipality*	17	\$272,880	76	\$866,919
Long-Term Care	1	\$8,400	2	\$14,000
Medium Municipality*	0	\$0	0	\$0
School (Round 2)	2	\$436,064	0	\$0
Total	26	\$1,972,084	168	\$4,536,340

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



Updated Financials	Program Investment
FY2024 Program Budget	\$41,480,881
7/1 to 1/31 Spending	\$10,534,063
Percent of Budget Spent to Date	25%
Percent of Year Passed	59%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$10,534,063
Committed Pipeline	\$10,552,617
Total (Expenditures and Committed Pipeline)	\$21,086,680
Percent of Current Budget	51%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	20,359,512	4,868
Thermal Programs	(720,698)	39,032

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

B) C&I Custom Program

- The Review Team for the C&I Custom Program did not meet or approve any new incentives since the last board meeting.
- The program added 3 new projects to the pipeline. The total pipeline consists of 6 projects worth \$179,528 in incentive offers, after adjusting for probability of completion.
- Program staff received 1 new scoping audit request and no new Technical Assistance (TA) study requests.
- Program staff reviewed 2 project proposals that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2024 Program Budget	\$24,056,467
7/1 to 1/31 Spending	\$2,936,402
Percent of Budget Spent to Date	12%
Percent of Year Passed	59%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$2,936,402
Committed	\$13,819,021
Pipeline	\$179,528
Total (Expenditures, Committed and Pipeline)	\$16,934,951
Percent of Current Budget	70%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	4,362,062	-
Thermal Programs	(161,270)	7,010

C) Home Energy Savings Program (HESP)

- The program forecasts investing 79% of its funds by fiscal year end.

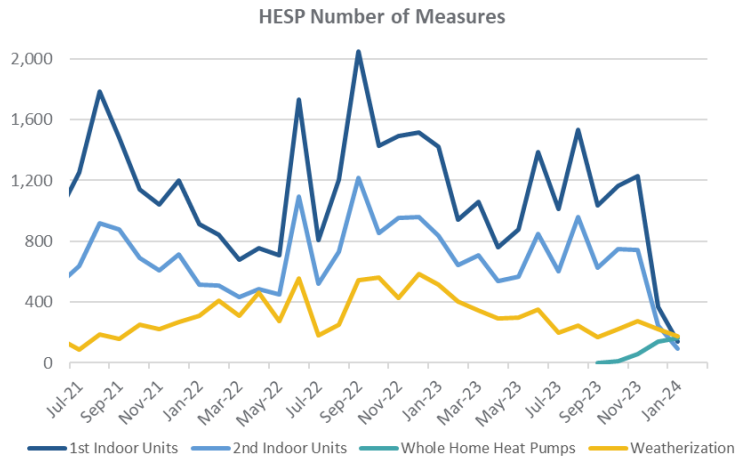
Weatherization

- The program forecasts rebating weatherization measures in 1,692 homes, which is 104% of the goal for the “standard” rebate (i.e., rebates that are not restricted to income-eligible households).
 - The Staff sometimes uses the term “all-income” as a substitute for “standard” rebate.
 - Income-eligible rebate activity is reported in the Low-Income Initiatives section of this report.
- Rebate volume for standard weatherization projects was down 66% compared to this month last year (from 517 to 176) and down 54% fiscal-year-to-date (FYTD) compared to this month last year.
- 11% of rebated projects were inspected this month. Year-to-date, 18% of completed weatherization projects in HESP have been inspected. The goal is to inspect 10% to 15%.

- 56% 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 41 days (down 57% from this month last year).

Heat Pumps

- Though the deadline for installing supplemental heat pumps ended 11/7/23, claims are still coming in and will be accepted until 5/7/24. 166 rebate claims came in for “supplemental” heat pumps this month.
- Since the 9/18/23 shift to only rebating whole-home heat pumps, the program issued 161 standard rebates for whole-home heat pumps in January, generating a total of 502 since the 9/18/2023 launch of the new measure. (Income-eligible rebates are reported in the Low-Income Initiatives section of this report).
- 56% of rebated heat pump projects were inspected versus a goal of 15% and installation quality is excellent.
- 84% 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 24 days, down from 30 days the prior month.



Updated Financials	Program Investment
FY2024 Program Budget	\$33,128,333
7/1 to 1/31 Spending	\$12,272,164
Percent of Budget Spent to Date	37%
Percent of Year Passed	59%

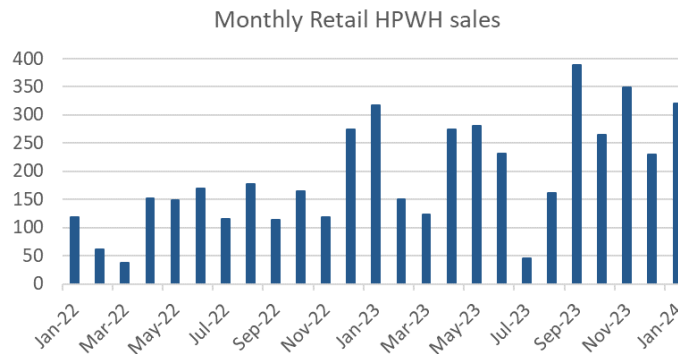
Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(8,847,105)	147,363
Thermal Programs	898,335	12,489

Project Type (through 1/31)	Participating Households
Heat Pumps	7,479

Project Type (through 1/31)	Participating Households
Weatherization and Other Heating Systems	1,193

D) Retail Initiatives Program

- The program forecasts investing 81% of its funding by year end.
- The program launched a \$349 HPWH promotional price at Lowe’s from 1/1/2024 to 3/31/2024 along with a marketing blitz. Requests for instant discount barcodes have doubled.
- This program rebated 320 heat pump water heaters (HPWH) in the past month.
- As a result of Staff’s negotiations, Maine continues to see the lowest HPWH prices in the country.
 - Virtually all stores now have HPWH inventory, prime merchandising placement (free end caps at most stores), and trained associates. Both Lowe’s and Home Depot are maintaining high inventory levels in response to demand and HPWHs represent 48% of top-selling electric water heaters in the state during Q3, up from 33% last year.
- The program continued an aggressive marketing campaign, placing messaging via store shelves, Google ad word, email, and postal mail. The ads targeted anyone searching for water heaters, new home buyers, and recipients of heat pump rebates.
- There are 221 HPWH installers listed on the Efficiency Maine website.



Updated Financials	Program Investment
FY2024 Program Budget	\$7,966,336
7/1 to 1/31 Spending	\$3,099,880
Percent of Budget Spent to Date	39%
Percent of Year Passed	59%

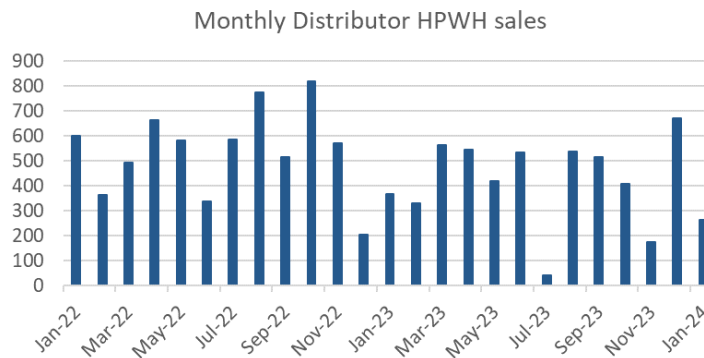
Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,707,786	11,101
Thermal Programs	-	-

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

Rebate Type (through 1/31)	Projects
Appliance Rebates	4,789

E) Distributor Initiatives

- The program forecasts investing 81% of its funding by fiscal year end.
- Field representatives visit every plumbing branch every week to support the sale of HPWHs and Electronically Commutated Motor (ECM) circulator pumps.
- This channel now accounts for 61% of the Trust’s rebates for heat pump water heaters (HPWHs).
 - Every Maine plumbing distributor participates in our HPWH initiative. Each offers HPWHs at a lower price than electric resistance water heaters, and each offers instant discounts so plumbers don’t have to do any paperwork or wait for a rebate check.
 - 73% of top-selling electric water heaters sold through Maine distributors this month were HPWHs compared to 68% last year.
- In January, the program launched a bulk pricing option for sales of five or more HPWHs by distributors in order keep the end-prices for HPWH competitive with traditional electric water heaters, which have recently been the object of manufacturer discounts.
- From October through December, the program offered a promotional discount of \$100 on ECM circulator pumps. This was an increase from the usual \$75 discount. This limited time promotion drove ECM circulator pumps to be 66% of top-selling circulating pumps this Q2 compared to 52% in Q2 of last year.



Updated Financials	Program Investment
FY2024 Program Budget	\$12,667,991
7/1 to 1/31 Spending	\$4,046,006
Percent of Budget Spent to Date	32%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,452,289	13,568
Thermal Programs	-	-

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

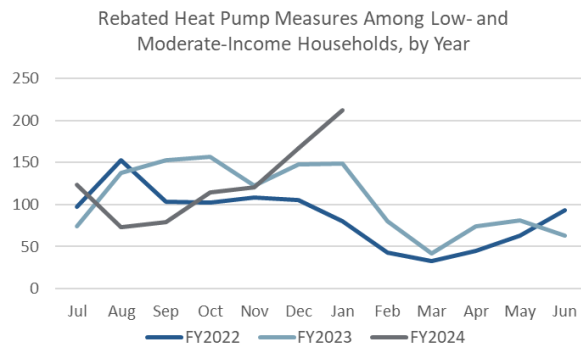
Rebate Type (through 1/31)	Projects
Heat Pump Water Heaters	2,502
Electronically Commuted Pumps	4,295

F) Low Income Initiatives

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

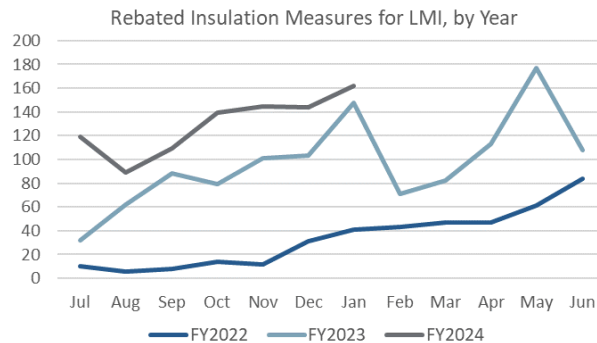
Heat Pumps

- The program has rebated 606 whole-home heat pump installations. There are 69 additional reservations for whole home heat pumps.
- Separately, 431 rebates were given for single-zone heat pumps (not whole-home) approved under the program guidelines that were in place from July 1, 2023 until the September 18, 2023 announcement of the shift to whole-home heat pumps. This rebate offer has ended.
- At the end of September, the program launched a [new single-zone heat pump rebate](#) (not whole-home) for low-income households only. Four have been paid with another 12 reservations to date.
- The following is a historical view of rebated heat pump measures, including both single-zone heat pumps (room heaters) and whole-home heat pumps:



Weatherization

- The program has rebated insulation measures in 731 homes since July 1, 2023, with an additional 110 projects reserved.
- The program convened an RRV meeting with insulation contractors in January to gather feedback about how things are going in the industry.
- The following is a historical view of rebated LMI insulation measures:

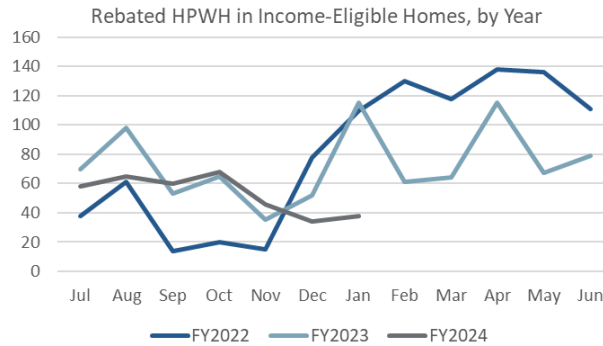


Low Income Direct Mail (DIY - faucet aerators and low-flow devices)

- The program has delivered DIY kits to 460 households since July 1.

Low Income Heat Pump Water Heater Initiative

- 425 heat pump water heaters have been installed since July 1, 2023, with 213 reservations. Installations remain relatively steady.
 - 182 (43%) were found to have replaced an electric water heater
 - 243 (57%) were found to have replaced an oil- or propane-fired water heater:
- The direct mail campaign targeting electric baselines is underway.
- The following is a historical view of rebated income-eligible heat pump water heater (HPWH) measures:



Arrearage Management Program (AMP)

- The program has seen 1,004 new AMP entrants since July 1.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees. Outbound calls are made to households that seem to be a good fit for a heat pump water heater installation.

Pilot -- Manufactured Home (Heat pumps)

- Projects in 30 homes have been completed this year, an increase of five homes since last month. An additional 41 homes are in the pipeline, nearly doubled from 22 last month.
- Staff are working with AmeriCorps members to promote the pilot program in manufactured home parks, community action agencies, and town offices.

Pilot -- High Performance Affordable Housing

- South Portland Housing Development Corp’s “Jocelyn Place” project is expected to submit documentation within two weeks that Passive House standards have been achieved. This will trigger their final milestone payment.

Updated Financials	Program Investment
FY2024 Program Budget	\$26,923,339
7/1 to 1/31 Spending	\$10,989,816
Percent of Budget Spent to Date	41%
Percent of Year Passed	59%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$10,989,816
Pipeline	\$1,320,000
Total (Expenditures & Committed Pipeline)	\$12,309,816
Percent of Current Budget	46%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	617,221	(7)
Thermal Programs	(3,825,149)	60,480

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

G) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

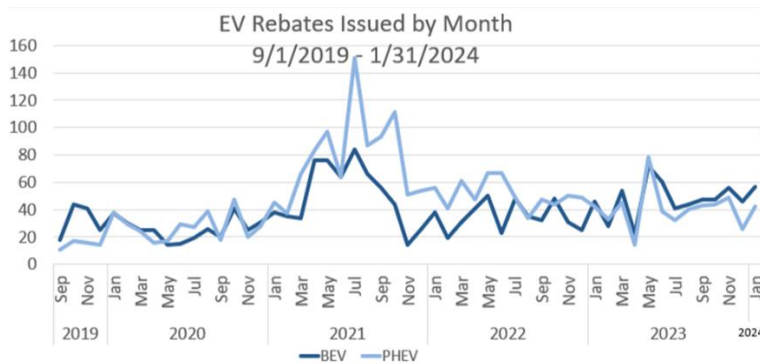
- On 1/11/2024, the state of Maine was awarded \$15 million from the [Federal Highway Administration’s Charging and Fueling Infrastructure \(CFI\) Discretionary Grant Program](#) to continue building out its public EV charging network.
- Staff organized a review team to screen bids and make awards for the competitive solicitation for high-speed chargers called “Phase VI.” Proposed awards were announced for sites in Bangor, Newport, Rumford, Bridgton, N. Windham, and Portland and await federal government approval before being finalized.

EV Rebates

- The program issued 99 EV rebates in the month of January.
- The top EV models rebated for the month of January were the Ford F-150 Lightning, Chevy Bolt EUV, and Toyota RAV4 Prime.
- On 1/1/2024, Staff launched three changes to the EV rebate program:
 - Increased the standard EV rebate amounts to \$1,000 (plug-in hybrid) and \$2,000 (battery electric vehicle),
 - Increased the business fleet chassis cab/cutaway rebate to \$8,000, and
 - Increased the manufacturer’s suggested retail price (MSRP) cap for pickup trucks and commercial vans to \$80,000.
- On 1/11/2024, Staff issued a [Request for Proposal \(RFP\) for an Electric Bike Pilot](#).

EV Public Information and Outreach

- Staff visited participating EV dealerships, delivering EV rebate brochures and guidebooks on charging, answering questions, providing information about the federal tax credits, and gathering feedback on the program.



EV Rebates by Customer Type				
Fiscal Year	Commercial*	Low Income	Moderate Income	Standard
2020	9	2	-	474
2021	76	4	-	976

2022	70	3	-	1,255
2023	54	33	63	925
2024 (YTD)	47	38	77	454
Total	256	80	140	4,082

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

Total Rebates By Technology Type (9/1/2019 – 1/31/2024)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	2,090 (46%)	\$5,621,500 (71%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,468 (54%)	\$2,315,000 (30%)
Total	4,558	\$7,936,500

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2024 Program Budget	\$14,815,658	\$3,654,218
7/1 to 1/31 Spending	\$974,761	\$1,073,835
Percent of Budget Spent to Date	7%	29%
Additional Committed	\$7,675,620	\$798,335
Percent of Budget with Committed	58%	51%
Percent of Year Passed		59%

H) Demand Management Program

Demand Response Initiative

Staff and its curtailment service providers (CSPs) completed the settlement process for the calendar year 2023 summer capacity season with the following results:

Category	CY2022 Summer Capacity Period Summary	CY2023 Summer Capacity Period Summary
Enrolled CSPs	2	3
Enrolled Customers	23	177
Enrolled MW	11.2	16.04
Enrolled Incentive Budget	\$392,000	\$561,400
Number of Events Called	8	3
Delivered Performance (MW)	7.5	11.49
Rate of Curtailment (Delivered/Enrolled)	66%	71%
Incentives Paid to CSPs	\$262,210	\$402,209

On February 22, ISO-NE published its [Preliminary Annual Peak Load report](#) for the 2023 summer capacity season. This report officially confirms that the Trust's Demand Response Initiative curtailment did coincide with the New England system peak on September 7, 2023 (hour starting 17:00).

Staff are working to incorporate customer and CSP feedback into the PON for this coming summer capacity season, with plans to launch the program PON in early-March. One significant programmatic change will be to remove some prohibitions of behind-the-meter generation at sites participating in DRI. This change is necessary to open up customer segments that are otherwise unable to participate due to on-site intermittent renewables (such as solar), some emergency generation resources, and non-curtailable process generation.

Staff launched a fully updated webpage to better serve the growing number of existing and potential [Demand Management Program](#) participants.

Load Shifting Initiative

The "open access" (sometimes referred to as bring-your-own-device) Load Shifting Initiative (LSI) was relaunched last week after a several-month push to expand the program offerings and update program design aspects to provide participants with a better experience. The Trust now offers small battery management through its DERMS platform, on top of the existing and heavily reworked EV charging management measures. Enrollment is completed through the new [Small Battery Management](#) and [Managed Charging for Electric Vehicles](#) webpages.

The supported battery OEMs are:

- Eguana
- Emporia
- Enphase
- Generac
- SolarEdge
- Tesla

The supported L2 charger OEMs are:

- ChargePoint
- Emporia

The supported telematics OEMs are:

- Ford (model year 2013 and later)
- Hyundai (model year 2012 and later)
- Jaguar (model year 2016 and later)
- Kia (model year 2017 and later)
- Land Rover (model year 2016 and later)
- Tesla (model year 2012 and later)
- Toyota (model year 2017 and later, excluding Prius Prime)
- Volkswagen (model year 2014 and later)

Staff will provide an update on participant enrollment at the March board meeting.

I) Efficiency Maine Green Bank

- Staff has launched two RFPs:
 - Lending Platform: to support origination, servicing, vendors, and customers. <https://www.energymaine.com/opportunities/rfp-em-013-2024/>
 - Lending Services: provide lending support to expanding finance initiatives through the EMGB. <https://www.energymaine.com/opportunities/rfp-em-014-2024/>

Loan and Lease Initiatives:

Key Metrics	Home Energy Loans		Small Business Loans	Manufactured Home Heat Pump Lease	Municipal Lease	Total
	Income-Eligible Loans	Non-Income-Eligible Loans				
Quantity						
Last month	24	-	-	13	-	37
FYTD	195	341	3	59	-	598
All time	195*	7,709	6	59	-	7,969
Dollars						
Last month	\$117,353	-	-	\$30,500	-	\$147,853
FYTD	\$1,052,539	\$2,142,250	\$12,935	\$136,000	-	\$3,343,725
All time	\$1,052,539*	\$60,066,519	\$26,921	\$136,000	-	\$61,281,979

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

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

- Detailed information can be found at <https://www.energymaine.com/c-pace/>
- Staff continues to meet with interested municipalities and local lenders to facilitate the understanding and adoption of the program.
- Staff is working with local and community lenders to raise awareness of and participation in the program.
- Staff is providing more educational content about C-PACE on the website.
- Staff continues to update the program based on feedback from participating or interested municipalities and registered capital providers.
 - A list of participating municipalities can be found at <https://www.energymaine.com/c-pace-participating-municipalities/>
 - A list of Registered Capital Providers can be found at <https://www.energymaine.com/c-pace-registered-capital-providers/>
 - Staff updated the C-PACE Program Guidelines to further describe and clarify the application requirements.
 - Staff implemented changes to the SIR Certification document. This document will now require a description of the Energy Savings Improvements and how those improvements meet the requirements of the program.
 - Staff implemented changes to the C-PACE Assessment Agreement to help clarify the relationship and ongoing communication between the Capital Provider and Participating Municipality for a C-PACE project in which there is a default or delinquency.
 - Staff added two support documents to the webpage for Capital Providers:
 - Benefits of becoming a Registered Capital Provider
 - Benefits of providing Mortgage Lender Consent for a C-PACE project

Key Metrics	Participating Municipalities	Registered Capital Providers	Project Applications
New this month	-	-	1
Total	8	3	3

J) Other Initiatives

Thermal Energy Investment Program

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

School Decarbonization

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

Lead By Example (LBE)

- The LBE Initiative Review Team did not meet or approve any projects since the last board meeting.
- No new LBE technical assistance (TA) requests were approved.
- Program staff did not review any project proposals that did not meet the program requirements.
- The total pipeline consists of 11 projects in various stages of development worth \$1,347,621 in incentive offers, after adjusting for the probability of completion.

Energy Storage System (ESS) Program

- Staff added 1 new project to the pipeline. The pipeline now consists of 8 potential projects.
- 1 new project application has been submitted worth \$1,250,000 in potential incentive offers.

3. Strategic Initiatives

A) Innovation

- Pilot - Heat Pump Solutions: The team is testing both a standard ducted heat pump in double-wide manufactured homes and an alternative configuration in mostly northern Maine homes that requires an outdoor heat pump unit but utilizes the blower of the existing furnace. Recruitment is complete for double-wide homes, but ongoing for manufactured homes in northern Maine. 4 installations are complete in this phase to date, with 4 additional installs scheduled this month and 18 sites engaging in screening. The team will test ducted configurations in up to 20 of these home types and meter them throughout the coming winter.
- Pilot - Hydronic Heat Pump with Thermal Storage: The team screened and approved 4 homes for this pilot and the first high-temperature hydronic heat pump equipment has been installed in the first site. The team is testing the full configuration at the first site. Data is being monitored in real time to learn as much as possible about the system. Additional installations are expected in February and March.

B) Evaluation, Measurement, and Verification

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

4. Administration and Finance Highlights

A) Administration

Triennial Plan VI (TPVI)

- Staff received and reviewed 12 written comments in response to the TPVI Request for Information (RFI). All comments are posted on the website at <https://www.energymaine.com/triennial-plan-vi/>
- Staff posted a schedule for various TPVI informational workshops open to the public on the website at <https://www.energymaine.com/triennial-plan-vi/>

B) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of January 2024 was \$48.3 million out of a total expected annual revenue of \$70.9 million. Revenues from federal funding are \$8.2 million year-to-date. Approximately \$651,000 in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, the Trust has made interfund transfers of \$2.2 million. The total budget for FY2024 as of the end of January, including use of fund balance, is \$191.2 million.

Expenditures & Encumbrances

- Total expenditures through the end of January 2024 were \$52.1 million. The summary of expenditures and encumbrances is as follows:

Expenditures	
\$4.6 million	Administration (excluding interfund transfers)
\$142,000	Public Information
\$360,000	Evaluation work
\$250,000	Innovation pilots
\$216,000	Demand Management Program
\$11.0 million	Low Income Initiatives
\$3.1 million	Retail Initiatives Program
\$4.0 million	Distributor Initiatives Program
\$12.3 million	Home Energy Savings Program
\$10.5 million	C&I Prescriptive Initiatives Program
\$2.9 million	C&I Custom Program
\$2,000	Inter-Agency transfers
Encumbrances	
\$87.3 million	Encumbered across all budget categories but not yet spent

Appendix A

Full List of Press Coverage (plus links)

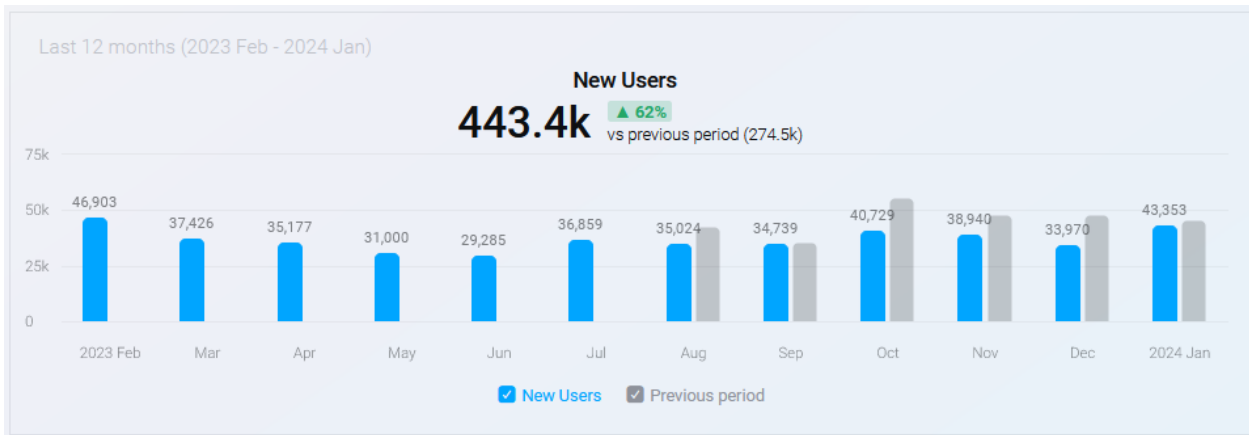
- *Mainebiz* published an article on February 15 that quoted the Executive Director and highlighted successes of the Trust in administering heat pump programming (<https://www.mainebiz.biz/article/pumped-up-on-heat-pumps-maine-leads-the-nation-on-installations>).
- *The Times Record* published an article on February 13 that quoted staff congratulating the Town of Brunswick for adopting the Commercial Property Assessed Clean Energy (C-PACE) ordinance (<https://www.pressherald.com/2024/02/13/brunswick-businesses-eligible-for-new-energy-efficiency-loans/>).
- *Maine Public* published an article on February 12 about housing needs across the state, focusing on an affordable housing project in Portland that used Efficiency Maine funding (<https://www.mainepublic.org/business-and-economy/2024-02-12/maine-needs-84-000-new-homes-by-2030-this-affordable-housing-project-shows-why-that-will-be-difficult>).
- *The Times Record* published an article on February 8 discussing Low Income Assistance Program (LIAP) and Home Energy Assistance Program (HEAP) initiatives that complement Efficiency Maine incentives. The article also mentioned the Trust’s manufactured home heat pump pilot program (<https://www.pressherald.com/2024/02/08/recycle-bin-low-income-heating-assistance/>).
- *NJ Spotlight News* republished an article on February 8 that mentions Efficiency Maine in its coverage of a nine-state agreement to increase installation targets for heat pumps across the country (<https://www.njspotlightnews.org/2024/02/gov-phil-murphy-fuel-merchants-association-of-new-jersey-department-of-environmental-protection-commissioner-shawn-latourette-new-jersey-board-of-public-utilities-new-jersey-conservation-foundation-e/>). This content has been republished by other news outlets, including:
 - *Port Press Herald* on February 8 (<https://www.pressherald.com/2024/02/07/maine-8-other-states-sign-agreement-to-boost-production-of-heat-pumps/>);
 - *Wired* (<https://www.wired.com/story/these-states-are-basically-begging-you-to-get-a-heat-pump/>); *The Hill* (<https://www.msn.com/en-us/news/politics/democratic-led-states-join-forces-to-boost-heat-pump-use/ar-BB1hVZ9I>);
 - *Bloomberg Law* (<https://news.bloomberglaw.com/environment-and-energy/state-officials-commit-to-boost-heat-pump-deliveries-by-2030>).
- *Yahoo! Tech* published an article on February 2, using quotes from an *Energy News Network* article published in December 2023, where the Executive Director discussed Maine’s successes in transitioning to heat pump technology (<https://www.yahoo.com/tech/one-technology-changed-home-heating-020000835.html>). The article was republished by *The Cool Down* on February 4 (<https://www.thecooldown.com/green-tech/maine-energy-revolution-heat-pumps-electric/>).
- *Chicago Tribune* published an article on February 1 that quoted staff describing the performance of heat pumps in cold climates (<https://www.chicagotribune.com/2024/01/31/concerned-about-climate-change-more-chicagoans-are-buying-all-electric-home-heating-systems/>).
- *Burlington Free Press* published an article on January 30 that mentions Efficiency Maine in the context of coverage based on an Efficiency Vermont press release that highlighted Vermont’s success at installing the most heat pumps per capita in the United States (<https://www.burlingtonfreepress.com/story/money/2024/01/30/vermont-has-the-most-heat-pump-installations-per-capita-in-the-ne/72398064007/>).
- *Clean Technica* published content on January 26 that discussed how well heat pumps work in the cold and the Trust’s role in bringing heat pumps to Maine

[\(https://cleantechnica.com/2024/01/26/cold-climate-heat-pumps-toasty-homes-in-frigid-places/\)](https://cleantechnica.com/2024/01/26/cold-climate-heat-pumps-toasty-homes-in-frigid-places/).

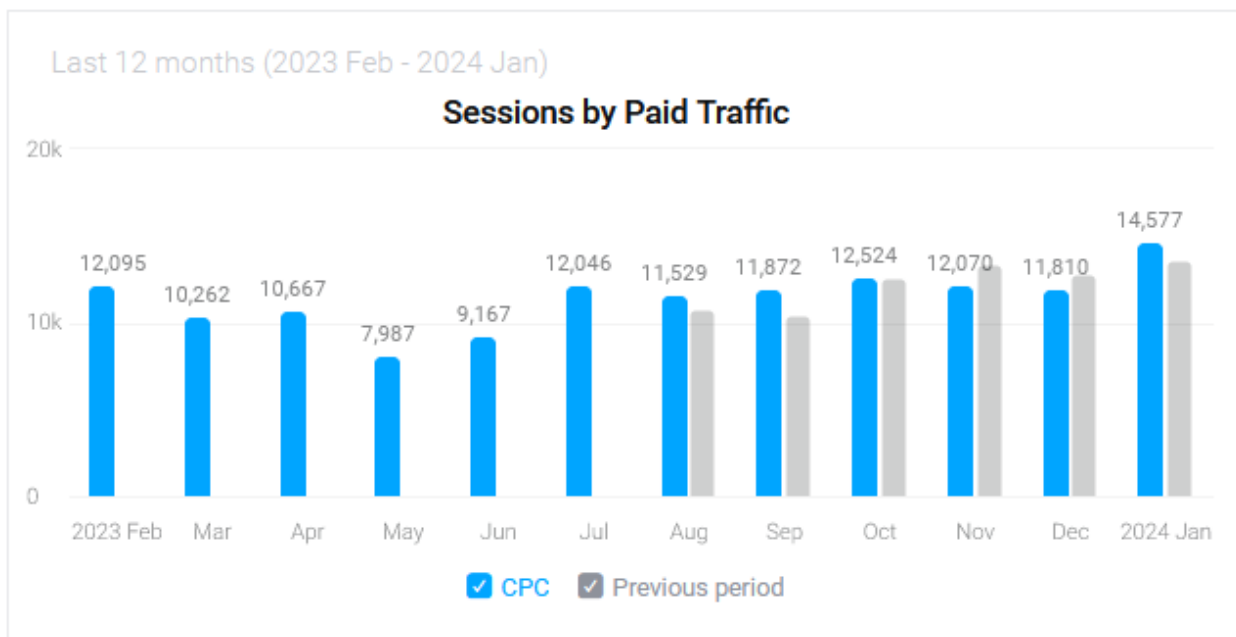
- *CentralMaine.com* published an article on January 22, that quoted staff on electricity usage and the planning process for grid infrastructure upgrades across Maine
[\(https://www.centralmaine.com/2024/01/22/as-mainers-use-more-electricity-plans-for-a-new-grid-ramp-up/\)](https://www.centralmaine.com/2024/01/22/as-mainers-use-more-electricity-plans-for-a-new-grid-ramp-up/).

Appendix B Additional Website Metrics

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



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



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

Last Month (Jan 1 - 31)

Top Landing Pages by Session

Landing Page	Value	vs prev
/	8,187	▲ 5%
/at-home/heating-cost-comparison/	5,192	▲ 17%
/at-home/heat-pump-water-heater-program/	4,969	▲ 37%
/heat-pump-user-tips/	4,278	▲ 44%
/home-insulation/	2,647	▲ 15%
/at-home/low-income-water-heaters/	2,491	▲ 14%
/about-heat-pumps/	2,199	▲ 19%
/at-home/whole-home-heat-pump-incentives/	1,891	▲ 56%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,779	▲ 55%
/electric-vehicle-rebates/	1,704	▲ 14%

Last Month (Jan 1 - 31)

Top Landing Pages by Session (Organic)

Landing Page	Value	vs prev
/heat-pump-user-tips/	3,885	▲ 62%
/	3,852	▲ 4%
/at-home/heating-cost-comparison/	3,486	▲ 16%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,702	▲ 56%
/heat-pump-user-tip-use-your-heat-pump-all-winter/	1,116	▲ 306%
/at-home/water-heating-cost-comparison/	1,014	▲ 32%
/at-home/ductless-heat-pumps/	950	▼ 6%
/electric-vehicle-rebates/	718	▲ 7%
/heat-pumps/	652	▲ 11%
/at-home/	620	▲ 5%