

**Executive Director’s Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
December 20, 2023**

Noteworthy

Federal funding from ARPA / Maine Jobs and Recovery Plan

C&I Programs	FON/Sector	Pre-Approvals	Complete and Paid	Paid	Pipeline (Not Paid)
	Hospitality	70	56	\$1,742,949	\$891,666
	Public Pre K-12 Schools	66	34	\$867,065	\$1,588,764
	Small to Medium Municipality	133	78	\$680,822	\$577,009
	Long-Term Care	4	2	\$14,000	\$29,210
	Total	273	170	\$3,304,836	\$3,086,649

The whole-home heat pump rebate initiative that was launched on 9/18/2023 continued to evolve based on stakeholder feedback. On 11/29, EMT announced modifications to the guidelines for whole-home heat pump measure: to be eligible for the EMT rebate, the new heat pumps must serve as the dedicated, primary system for space heating and the old, central furnace or boiler, if left in place, will be relegated to a backup system for use in extreme situations.

Residential Programs

In an existing home, relegating the old system to an emergency backup will be achieved by turning off the switch on the central furnace or boiler and placing a protective plastic cover over the switch. An acceptable alternative approach will be to set the thermostats for the old heating system to the “off” position (or absent an “off” position, set to the lowest temperature setting) and, for wall thermostats, to protect them with a non-locking plastic cover. This alternative approach will be suitable, for example, in the minority of homes that produce their domestic hot water off the old boiler. As another alternative, homes may elect to connect the old furnace or boiler directly to an automatic standby generator. Except for low-income households participating in the initiative to fully replace furnaces in manufactured homes, it is not necessary to disconnect or disable the old, central furnace or boiler.

Three virtual Q&A sessions were held for installers and team members spent time on the phone, in the field, and on email gathering feedback. Since the 9/18/2023 launch of this new measure, EMT has issued for the following numbers of rebates for completed whole-home heat pump measures: 66 for low-income households, 97 for moderate-income households; and 74 for all other income levels.

Demand Management

Staff is in the process of relaunching the small battery management initiative that uses the “bring your own device” (BYOD) approach.

Administration

Staff filed proposed updates to Chapter 3 of the Trust’s rules with the Secretary of State’s office. The Notice of Rulemaking Proposal was subsequently issued in local newspapers, via email to interested parties, and on the Efficiency Maine website here: www.energymaine.com/rulemaking/. A hearing is to be held Tuesday, December 19, at 9:00 AM at the offices of the Trust in Augusta. The Trust will accept written comments on the proposed rule through January 5, 2024.

1. Public Information and Outreach

A) Awareness and Press

- **Press** – (See Appendix A for additional details)
 - The Trust distributed a press release on December 5 announcing the addition of instructional videos to its Electricity Monitors Loaner initiative. The press release was published by:
 - *The Piscataquis Observer* December 8 (<https://observer-me.com/2023/12/08/news/efficiency-maine-adds-instructional-videos-to-electricity-monitor-loaners-resources/>).
 - *Bangor Daily News* December 5 (<https://www.bangordailynews.com/2023/12/05/bdn-maine/efficiency-maine-adds-instructional-videos-to-electricity-monitor-loaners-resources/>).
 - *Energy News Network* quoted the Executive Director in a December 4 article about continuing heat pump demand amidst falling heating oil prices.
 - Several media outlets quoted the Executive Director in articles about recent updates to Efficiency Maine’s Heat Pump Program. They include:
 - *Maine Public* on November 30. This article was republished by *Bangor Daily News* on November 30.
 - *News Center Maine* on November 28.
 - *Fox22 Bangor* on November 22.
 - *Bangor Daily News* on November 21. This article was republished by *The Piscataquis Observer* on November 24.
 - *Bangor Daily News* on November 15. This article was republished by:
 - *Spectrum News* on November 15.
 - *WGME 13* on November 15.
 - *Fox 23* on November 15.
 - *Maine Morning Star* quoted the Executive Director in an article on November 28 that covered the Maine State Chamber of Commerce panel on business opportunities associated with carbon mitigation in the Maine economy.
 - *Energy News Network* quoted the Executive Director in a November 16 article about funding from the Inflation Reduction Act (IRA) and its potential effect on Maine’s heat pump programs. The following publications also posted articles about IRA funding and the Trust’s role in administering it:
 - *EnergyPortaLEU* on November 16.
 - *Washington Examiner* on November 17.
 - *Boston University Student News* on November 17.
- **Events**

Staff attended, participated in, or presented to 43 community and industry audiences since the beginning of FY24. Activity from the past month:

 - Staff presented information about the Trust’s residential programs and incentives during:
 - a Keller Williams Realty continuing education credit (CEU) course on December 11
 - a presentation about the Trust’s residential offerings for manufactured homes at Bowdoin College meeting on November 30;
 - the York Energy Coach Training on November 21;

- a Home and Energy Chat, hosted by Green & Healthy Maine HOMES on November 14;
 - a meeting of hoMEworks, a nonprofit group dedicated to homebuyer education on November 13; and
 - a “Tea Talks” for Dexter Age-Friendly Community event on November 9.
- The Executive Director presented at the Science is US webinar, sponsored by The American Association of the Advancement of Science and the Maine State Chamber of Commerce, on November 28.
- Staff presented information about the Trust’s Electric Vehicle (EV) programs and incentives during an E2Tech Forum called “Recharge Maine: The EV Charger Expansion” on November 29.
 - Staff presented information about the Trust’s commercial programs and incentives during the Freeport Sustainability Board Meeting on December 7.
- **Website and Outreach** (see Appendix B for additional details)
 - November website visits
 - 43,862 unique visitors
 - 12,070 visits driven by digital ads
 - Facebook
 - 4,709 followers

B) Call Center (November)

- 2,798 inbound phone calls were received, down from 3,335 last month and down from 2,921 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 96% of calls were answered within 20 seconds (vs. a goal of 90%).
- 453 outbound calls were made compared to 506 this month last year, mostly for home inspection scheduling.
- 1,203 inbound emails were received, down from 1,546 this month last year, mostly rebate claims for the Retail Initiatives program.
- 602 pieces of inbound mail were processed, compared to 1,073 this month last year, mostly rebate claims for the Retail Initiatives program.
- 87% of monitored calls got perfect scores in November, up from 75% this month last year and the second highest ever.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust continued to participate in stakeholder meetings on rate design held as a follow-on to CMP’s recent rate case. A December 1 filing from CMP presented recommendations to the Commission and concluded that informal proceeding (Docket No. 2022-00152).
 - The Trust participated in a series of workshops convened by the Commission in the ongoing Integrated Grid Planning proceeding (Docket No. 2022-00322).
 - The Trust submitted brief comments in response to a Request for Information from the Commission on the subject of alternatives to natural gas (Docket No. 2023-00302).
- Maine Legislature
 - The Trust has spoken to several legislators about carryover bills from last year, including one advocating for a pilot to demonstrate medium & heavy duty EVs.
- Maine Climate Council
 - At the request of the Governor’s Office of Policy, Innovation and the Future (GOPIF), Staff updated and shared its results from FY2023 regarding the installation of heat

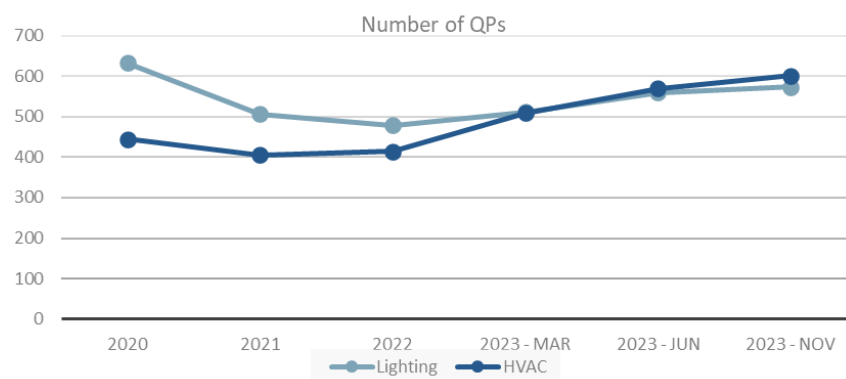
pumps, heat pump water heaters, residential weatherization, electric vehicles (EVs) and EV chargers. These results were integral to the Maine Climate Council’s (MCC) 2023 [progress report](#) presented by GOPIF at the MCC’s December 1 meeting and posted on its online dashboard at <https://www.maine.gov/climateplan/dashboard>. Also, the Working Group on Buildings, Infrastructure and Housing, co-chaired by the EMT’s Executive Director, held its second meeting on December 7.

- Federal Government
 - The Trust has continued planning for Maine’s application for Inflation Reduction Act funding for home energy rebates, working alongside the Governor’s Energy Office and MaineHousing. This planning includes presenting initial plan concepts to the December 5 meeting of the Maine Affordable Housing Coalition, a series of discussions with the U.S. Department of Energy program managers, and preparing for a public meeting on a straw proposal for Maine’s plan for the deployment of these rebate funds, to be held in mid-January 2024.
 - The Trust has continued preparations for the administration of Energy Efficiency Revolving Loan Fund Capitalization Grant Funds made available under the Bipartisan Infrastructure Law.

2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

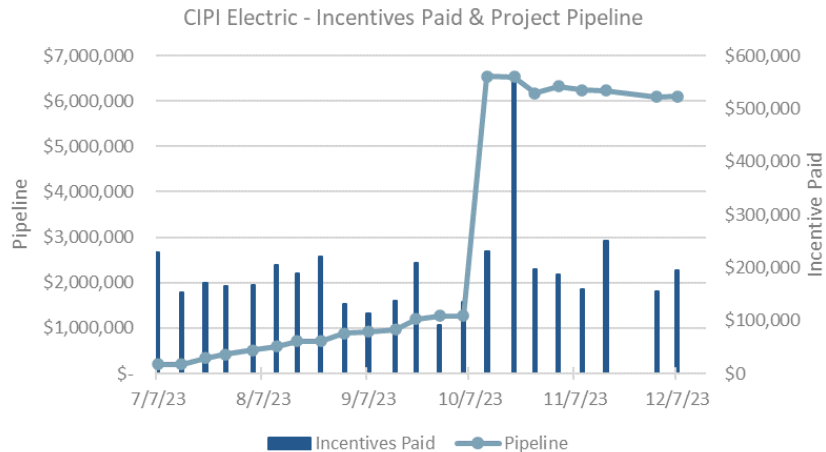
- The program conducted 39 inspections over the past month, using a combination of virtual inspections and on-site inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices (FONs). 33 more requests have been received over the last month to bring the total requests in this fiscal year up to 128. Since inception, 522 VCCs have been requested, 503 of which have been completed. Most requests were for lodging and multifamily facilities. To date, 73 projects have proceeded after receiving a VCC, and 41 additional projects are under development.



¹ The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on December 14, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of November 2023).

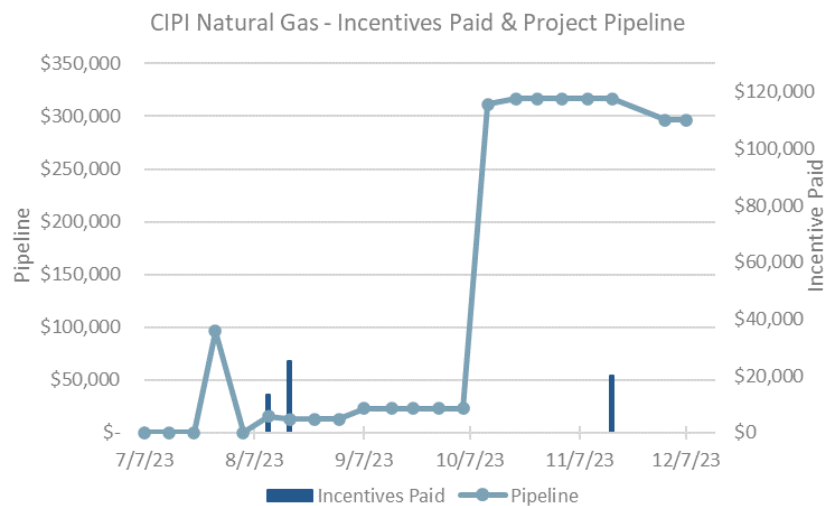
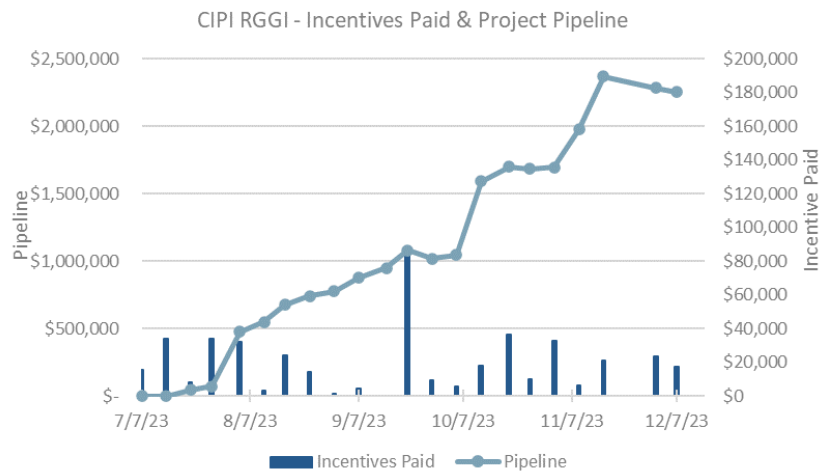
Electric Measures

- With 46% of FY2024 gone by, CIPI electric solutions has invested 28% of the current full-year budget. The full-year forecast is to invest or commit 98% of the budget, leaving approximately \$395,000 in carryforward.
- There are 389 projects in the current pipeline comprising \$6.1 million in incentives.
- New applications for prescriptive horticultural lighting measures have been slow. Pre-approved projects from FY2023 and FY2024 now total \$355,000 in incentives. A total of 14 projects worth \$279,000 in incentives have been completed and paid year-to-date.
- It was announced this month that incentives for interior lighting controls will be discontinued on January 1st, 2024.



Thermal Measures

- RGGI Funds –The current pipeline represents \$2.25 million in incentives, which is a \$500,000 increase from the month prior. The full-year forecast is to invest or commit 80% of the current budget, leaving just over \$1 million in carryforward.
- 46% of all heat pump projects in the pipeline are in existing buildings.
- The program is developing a qualified product list (QPL) for standard heat pumps (HPs) and variable refrigerant flow heat pumps (VRFs) to help Qualified Partners (QPs) submit their projects for pre-approval and eliminate equipment submittals.
- Qualified Partners who do HVAC work continue to familiarize themselves with FY24 CIPI updated program requirements relating to heat pumps.
- VRF systems are being updated in the Technical Reference Manual (TRM) to reflect current pricing. This type of heat pump system remains cost-effective.
- The funding opportunity notice (FON) for multifamily building retrofits was released in June 2023. Applications will be accepted through June 1, 2024. A total of twelve applications have been submitted to date. Four have been pre-approved and one has been completed, representing incentives of \$92,000 and \$17,000, respectively.
- Natural Gas Funds - The pipeline of projects slightly decreased to \$293,000. There are currently 6 projects in the pipeline. The full-year forecast is to invest 81% of the budget, leaving approximately \$187,000 in carryforward. The program forecasts investing 93% of funds in the Unutil territory.



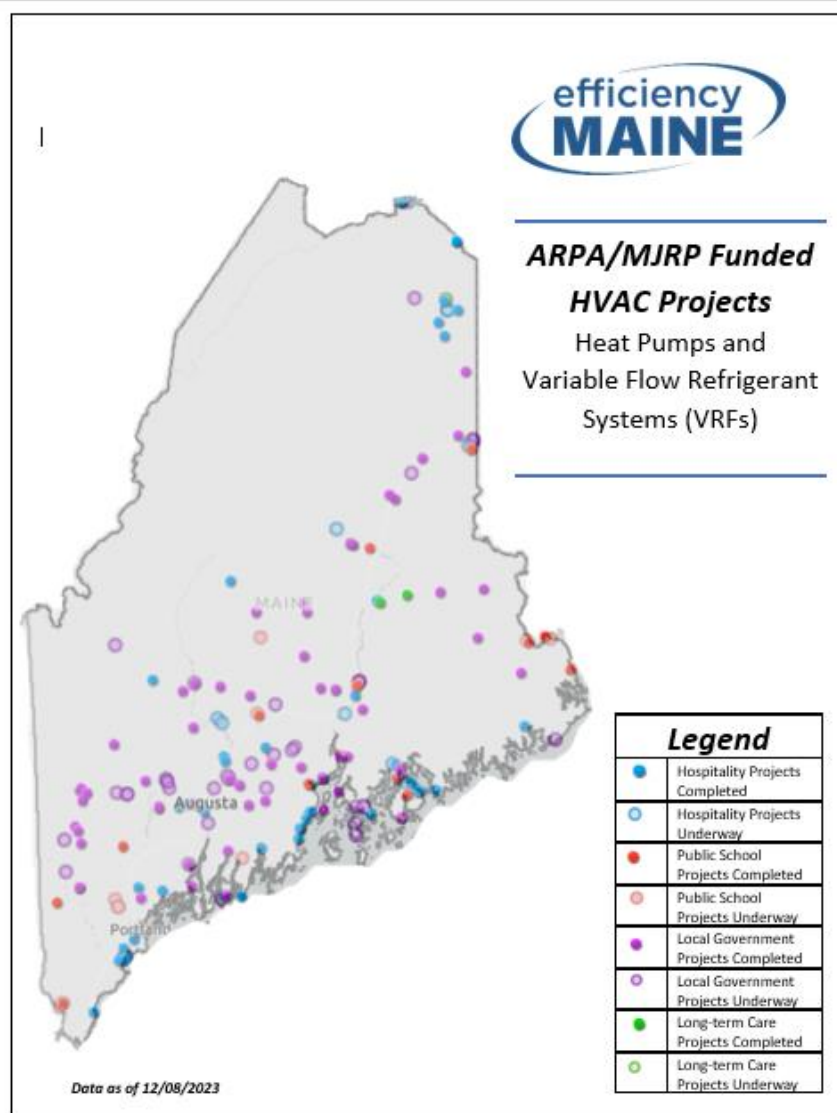
Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

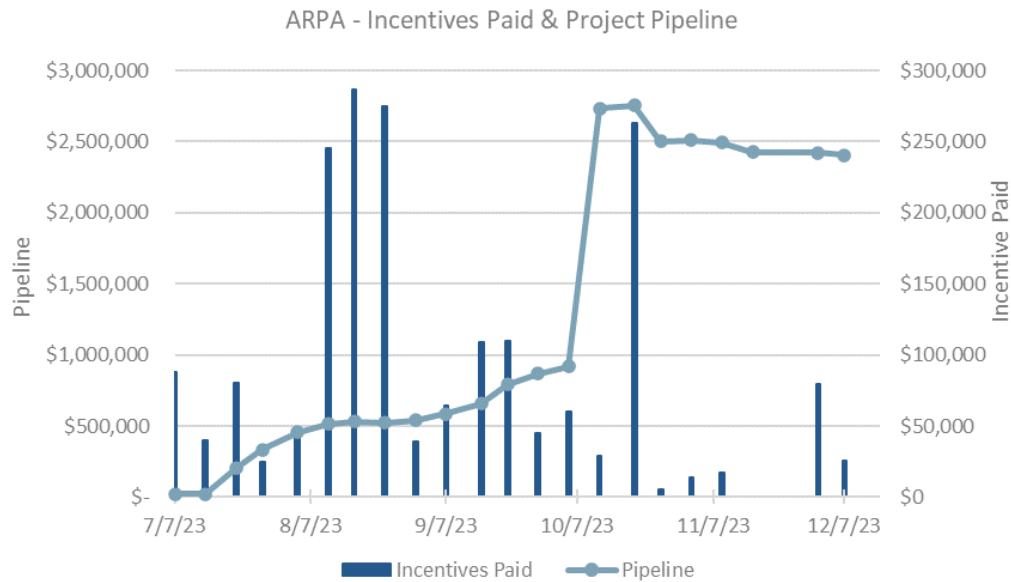
- Three FONs using MJRP funds have closed to new applicants and are nearing their project completion timelines.
 - The FON for hospitality sector retrofits requires projects for this round to be completed by December 31, 2023.
 - The FON for school retrofits requires projects for this round to be completed by December 31, 2023.
 - The FON for small municipality retrofits requires projects for this round to be completed by February 28, 2024.
- The FON for long-term care retrofits has extended the application deadline to March 30, 2024. Six applications have been submitted, of which two have been completed and paid.
- The FON for municipalities having between 5,000 to 10,000 residents was launched on October 1, 2023, and will accept applications through March 1, 2024. This opportunity is focused on electrification and HVAC measures.
- A second round of school retrofits was recently released which will focus on electrification measures to assist schools that currently heat with oil and propane. 3 applications have been submitted, 2 of which have been pre-approved for \$106,000 in incentives.

- Several Qualified Partners have become very active in each FON to help promote electrification through FON-targeted sectors with the assistance of enhanced incentive opportunities.

- **Activity by FON:**

FON/Sector	Pre-Approvals	Complete and Paid	Paid	Pipeline (Not Paid)
Hospitality	70	56	\$1,742,949	\$891,666
Public Pre K-12 Schools	66	34	\$867,065	\$1,588,764
Small to Medium Municipality	133	78	\$680,822	\$577,009
Long-Term Care	4	2	\$14,000	\$29,210
Total	273	170	\$3,304,836	\$3,086,649





Updated Financials	Program Investment
FY2023 Program Budget	\$31,251,785
7/1 to 11/30 Spending	\$7,017,477
Percent of Budget Spent to Date	22%
Percent of Year Passed	42%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$7,017,477
Committed Pipeline	\$11,095,159
Total (Expenditures and Committed Pipeline)	\$18,112,636
Percent of Current Budget	58%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	15,676,824	8,250
Thermal Programs	(307,261)	27,195

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

B) C&I Custom Program

- The Review Team for the C&I Custom Program met once and approved 2 projects worth \$378,022 in incentives since the last board meeting.
- The program added 6 new projects to the pipeline. The total pipeline consists of 16 projects worth \$2,880,981 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and no new Technical Assistance (TA) study requests.
- Program staff reviewed 2 project proposals that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2023 Program Budget	\$20,225,209
7/1 to 11/30 Spending	\$1,034,547
Percent of Budget Spent to Date	5%
Percent of Year Passed	42%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$1,034,547
Committed	\$12,901,450
Pipeline	\$2,880,981
Total (Expenditures, Committed and Pipeline)	\$16,816,978
Percent of Current Budget	83%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	1,065,800	-
Thermal Programs	(161,270)	7,010

C) Home Energy Savings Program (HESP)

- The total quantity of rebates for FY2024 (to date) is down 22% compared to this point last year (from 13,827 to 10,825).

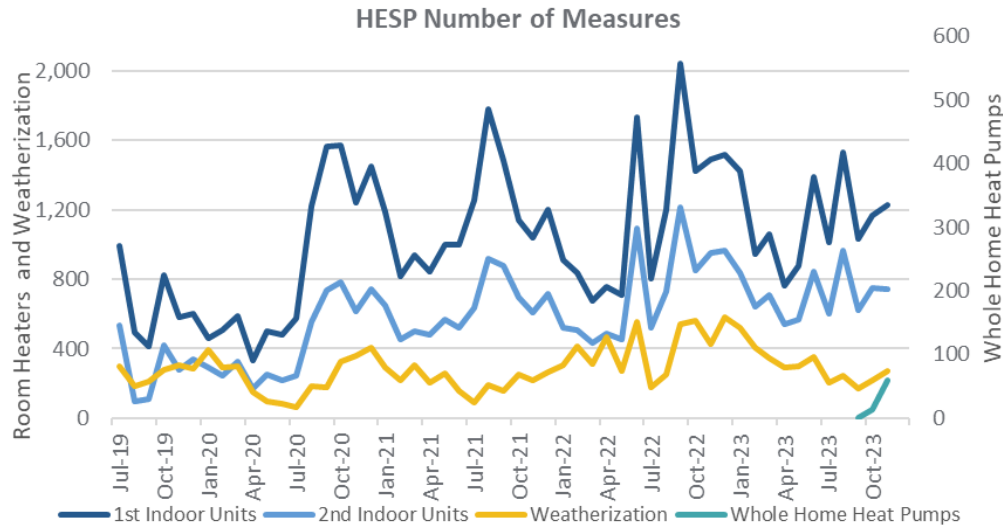
Weatherization

- Rebate volume for “market-rate” weatherization projects were down 36% compared to this month last year (from 427 to 274) and down 52% fiscal-year-to-date (FYTD) compared to this month last year. (See “Low Income Initiatives/Weatherization,” below, for rebate volume for weatherization in low-income and moderate-income homes.)
- 3% of rebated projects were inspected this month. Year-to-date, 15% of completed weatherization projects in HESP have been inspected. The inspection team temporarily experienced reduced capacity but is once again fully staffed.
- 33% 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 75 days (versus 72 days in October).

Heat Pumps

- Rebate volume for “supplemental” heat pumps for November was 19% lower than the same month one year ago.
- The program issued 74 whole-home heat pump rebates since the 9/18/2023 launch of this new measure.
- 6% of rebated heat pump projects were inspected versus a goal of 15%. Year-to-date, 20% of completed heat pump projects have been inspected.
- 83% 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 37 days, up from 33 days the prior month.

- The whole-home heat pump rebate initiative that was launched on 9/18/2023 continued to evolve based on stakeholder feedback. Three virtual Q&A sessions were held for installers and team members spent time on the phone, in the field, and on email gathering feedback.
 - The final day for a qualifying installation of a heat pump when used as a “room heater” or “supplemental” heater was extended from 10/31/2023 to 11/7/2023 to accommodate delays associated with the Lewiston lockdown.



Updated Financials	Program Investment
FY2023 Program Budget	\$29,132,626
7/1 to 11/30 Spending	\$8,886,742
Percent of Budget Spent to Date	31%
Percent of Year Passed	42%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(6,340,609)	116,447
Thermal Programs	696,972	10,631

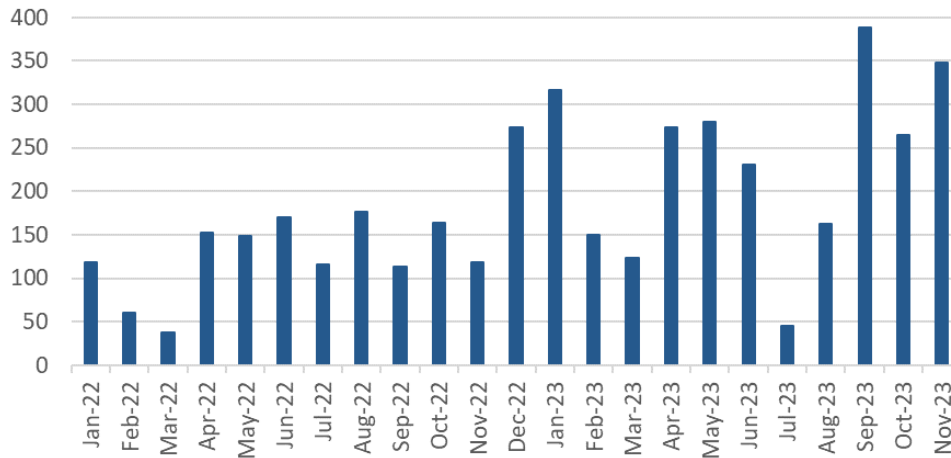
Project Type (through 11/30)	Participating Households
Heat Pumps	6,636
Weatherization and Other Heating Systems	852

D) Retail Initiatives Program

- This program rebated 175 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, and trained associates. Both Lowe’s and Home Depot are maintaining high inventory levels in response to demand and HPWHs represent 38% of top-selling electric water heaters in the state, up from 34% last quarter.

- 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.
- The quantity of HPWH installers listed on the Efficiency Maine website climbed from 217 last month to 222 this month.

Monthly Retail HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$7,966,336
7/1 to 11/30 Spending	\$2,080,466
Percent of Budget Spent to Date	26%
Percent of Year Passed	42%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,179,174	7,667
Thermal Programs	-	-

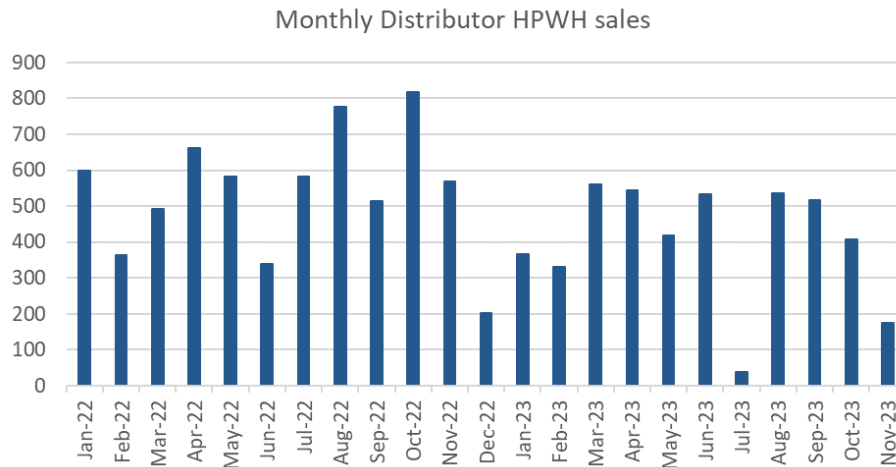
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 11/30)	Projects
Appliance Rebates	3,305

E) Distributor Initiatives

- This channel continues to account for 63% of Efficiency Maine’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 water heaters, and each offers instant discounts so plumbers don’t have to do any paperwork or wait for a rebate check.

- 63% of top-selling electric water heaters sold through Maine distributors this month were HPWHs. The program team is investigating ways to encourage distributors to use bulk orders for HPWHs to make pricing more favorable.
- 68% of top-selling circulating pumps for boilers were the efficient ECM-type compared to 60% in same period last year.
 - On October 1st, the program launched a 90-day limited time promotional discount of \$100 on ECM circulator pumps. This increase from the usual \$75 discount is expected to further expand the share of efficient circulator pumps. The program forecasts a record-breaking year for ECM circulator pumps.
- Program field representatives visit every plumbing branch every week to support the sale of HPWHs and ECM circulator pumps.



Updated Financials	Program Investment
FY2023 Program Budget	\$12,667,991
7/1 to 11/30 Spending	\$2,268,562
Percent of Budget Spent to Date	18%
Percent of Year Passed	42%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,619,074	9,096
Thermal Programs	-	-

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

Rebate Type (through 11/30)	Projects
Heat Pump Water Heaters	1,678
Electronically Commuted Pumps	2,778

F) Low Income Initiatives

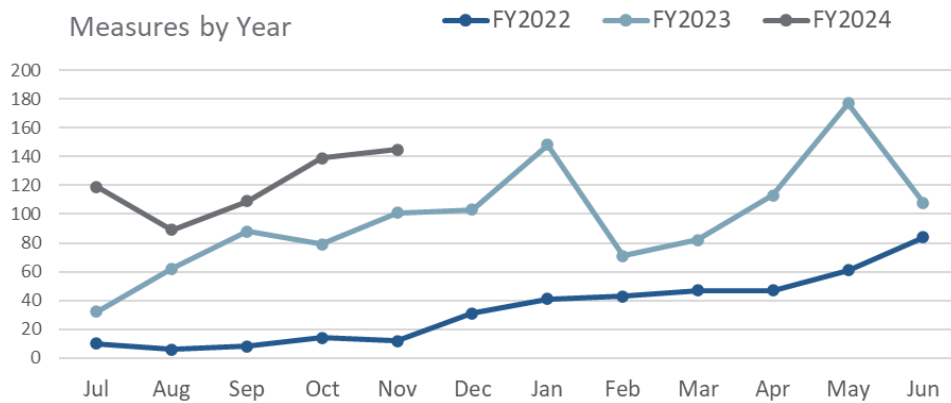
Low and Moderate Income (LMI) Initiative (weatherization and heat pumps)

Heat Pumps

- The program has rebated 163 whole-home heat pump installations (for 97 moderate-income households and 66 low-income households).
- Separately, 424 rebates have been given for single-zone heat pumps (not whole-home) since July 1, 2023.

Weatherization

- The program has rebated insulation measures in 490 homes since July 1. This year has seen higher investment than last year. The program expects an overall increase of 25% investment in FY2024 compared to FY2023.
- The following is a historical view of rebated LMI insulation measures:

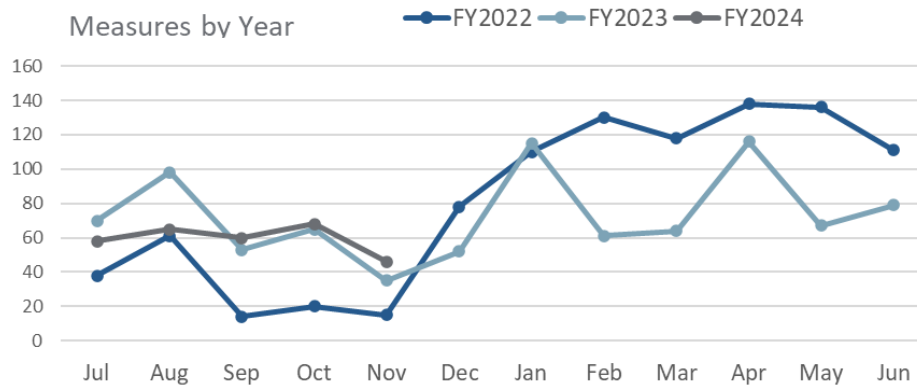


Low Income Direct Mail (DIY - faucet aerators and low-flow devices)

- The program has delivered DIY kits to 358 households since July 1.

Low Income Heat Pump Water Heater Initiative

- 303 heat pump water heaters have been installed since July 1.
 - 120 (40%) were found to have replaced an electric water heater
 - 183 (60%) were found to have replaced an oil- or propane-fired water heater:
- The following is a historical view of rebated income-eligible heat pump water heater (HPWH) measures:



Arrearage Management Program (AMP)

- The program has seen 868 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.
- An AMP draft report was submitted to the Legislature on October 17, 2023 highlighting Efficiency Maine’s interventions with AMP enrollees.

Manufactured Home Pilot (Heat pumps)

- 15,000 residents of manufactured homes received an EMT offer through direct mail to convert a single-wide mobile home to heat pumps using the existing distribution system (ductwork) and replacing the old furnace.
- The program sorted the newest HEAP list for new homeowners of manufactured homes and sent direct mail to these homes.
- 14 homes are in the process of receiving site visits, 11 are awaiting scheduling by installers, and 13 have been completed this year.

High Performance Affordable Housing Pilot

- Avesta has received all payments. Avesta’s final payment was released for project completion in accordance with Passive House PHIUS 2021 standards as documented by a Certified Passive House Consultant (CPHC).

Low Income Natural Gas

- The program has nothing new to report on this initiative.

Updated Financials	Program Investment
FY2023 Program Budget	\$21,673,339
7/1 to 11/30 Spending	\$6,154,399
Percent of Budget Spent to Date	28%
Percent of Year Passed	42%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$6,154,399
Pipeline	\$1,534,500
Total (Expenditures & Committed Pipeline)	\$7,688,899
Percent of Current Budget	35%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	507,316	(7)
Thermal Programs	(1,562,972)	32,233

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

G) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

- The first of the projects awarded in Maine using National Electric Vehicle Infrastructure (NEVI) funds has broken ground at the Hannaford Supermarket in Rockland.
- Staff hosted an informational webinar on its [Request for Proposal \(RFP\) for DC Fast Charging Stations – Maine Phase 6](#), which is Maine’s second round of NEVI funds. The target areas are strategic segments of Interstate 295 and US Route 1A in Portland, Interstate 95 in Pittsfield, Newport, Hermon, and Bangor, US Route 2 in Rumford and Dixfield, and US Route 302 in North Windham, Fryeburg, and Bridgton.

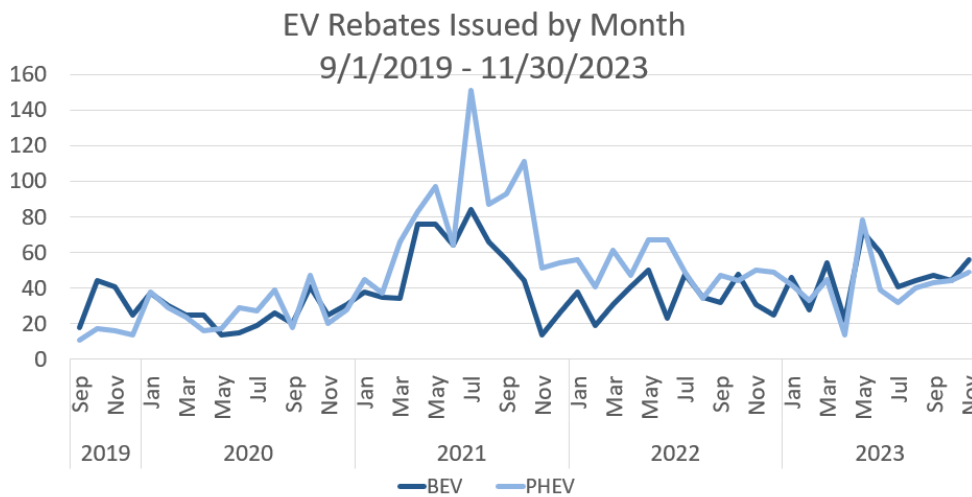
- In mid-November, Staff executed three contracts with Phase 5 RFP awardees for their DC fast charging stations in Rockland, Augusta, Searsport, and Brunswick.
- On 12/11/2023, Staff issued a [Request for Proposal \(RFP\) for DC Fast Chargers at Maine Destinations](#). The eligible destinations include Rangeley, Greenville/Moosehead, Millinocket, Gorham/Standish, and Orono.

EV Rebates

- Staff made changes to the [EV home page](#) to improve user experience and customer satisfaction.
- The program issued 105 EV rebates in the month of November.
- The top EV models rebated for the month of November were the Toyota RAV4 Prime, Chevy Bolt EUV, and Volkswagen ID.4.
- Staff reported to the parties to the agreement governing the NECEC Dirigo EV Fund and HQ EV Fund on results from the past fiscal year.

EV Public Information and Outreach

- Staff presented at E2Tech’s Recharge Maine: The EV Charger Expansion event on 11/29/2023 in Brunswick.
- Staff visited participating EV dealerships, delivering EV rebate brochures and guidebooks on charging, answering questions, and gathering feedback on the program.



EV Rebates by Customer Type				
Fiscal Year	Commercial*	Low Income	Moderate Income	Any Income
2020	9	2	-	474
2021	76	4	-	976
2022	70	3	-	1,255
2023	54	33	63	925
2024 (YTD)	27	25	54	334
Total	236	67	117	3,887

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

Total Rebates By Technology Type (9/1/2019 – 11/30/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,984 (45%)	\$5,299,000 (70%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,400 (55%)	\$2,264,000 (30%)
Total	4,384	\$7,563,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$13,343,400	\$2,126,476
7/1 to 11/30 Spending	\$686,050	\$745,118
Percent of Budget Spent to Date	5%	35%
Additional Committed	\$7,537,898	\$886,778
Percent of Budget with Committed	62%	77%
Percent of Year Passed		42%

H) Demand Management Program

Demand Response Initiative

- In the past month, Staff issued the first of several payments to curtailment service providers. Issues with collection of utility data delayed the settlement process. Staff fully anticipate having all incentives issued to CSPs before December 31. The January ED report will include various metrics comparing actualized curtailment activity between this year and last year.

Load Shifting Initiative

- Having completed the first summer capacity season, Staff is now working to incorporate participant feedback to improve the program experience and flow. Enrollment for existing managed charging measures is ongoing.
- Staff completed the first round of incentive payments to a total of 43 participants. The next round of incentives will be paid out in mid-January.
- Staff is in the process of relaunching the small battery management initiative that uses the “bring your own device” (BYOD) approach. This initiative collaborates directly with manufacturers to develop a program that accomplishes the goals of the Trust while working within the operating parameters of the equipment and Distributed Energy Resource Management System (DERMS) platform. The program anticipates having this initiative operational this winter for active dispatching during the CY2024 summer capacity season.

I) Efficiency Maine Green Bank

- Staff continues to explore opportunities for capitalizing the fund, including anticipated resources from the Inflation Reduction Act’s Greenhouse Gas Reduction Fund.
- Staff is reviewing options for future delivery of services for the Green Bank (e.g., marketing, underwriting, loan servicing).
- Efficiency Maine Green Bank initiatives have been added to the main navigation bar on the Efficiency Maine website.

Loan and Lease Initiatives:

- Home Energy Loans: The Trust currently offers loans to income-eligible applicants. Staff is exploring ways to expand these loan offerings.
- Small Business Loans: The Trust continues to offer small business loans. No program changes are planned at this time.
- Manufactured Home Heat Pump Lease: Leases continue to be offered to participants in the manufactured home heat pump pilots.

- **Municipal Lease:** The municipal lease initiative offered by Efficiency Maine has been designed to partner municipal and schools that participate in the commercial and industrial programs with local lenders that provide “municipal leases” or a Tax Except Lease Purchase (TELP). The initiative is currently active and open to participation from municipalities, schools, and local lenders. The Municipal Lease initiative has a list of participating lenders at <https://www.efficiencymaine.com/municipal-lease/>

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	32	-	-	5	-	37
FYTD	146	341	3	39	-	592
All time	146*	7,709	6	39	-	7,900
Dollars						
Last month	\$163,335	-	-	\$11,000	-	\$174,335
FYTD	\$793,687	\$2,142,250	\$12,935	\$88,500	-	\$3,037,372
All time	\$793,687*	\$60,066,519	\$26,921	\$88,500	-	\$60,975,626

* 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.efficiencymaine.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.efficiencymaine.com/c-pace-participating-municipalities/>
- A list of Registered Capital Providers can be found at <https://www.efficiencymaine.com/c-pace-registered-capital-providers/>

Key Metrics	Participating Municipalities	Registered Capital Providers	Project Applications
New this month	-	-	1
Total	6	3	1

J) Other Initiatives

Agricultural Fair Assistance Program

- Staff is finalizing a report to be submitted to the Joint Standing Committee on Energy, Utilities and Technology in January 2024.

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 project is in progress.

Lead By Example (LBE)

- The LBE Initiative Review Team met once and approved 1 project worth \$191,652 in incentives since the last board meeting.
- No new LBE technical assistance (TA) requests were approved.
- Program staff reviewed 1 project proposal that did not meet the program requirements.
- The total pipeline consists of 11 projects in various stages of development worth \$1,356,460 in incentive offers, after adjusting for the probability of completion.
- The state energy consultant is providing technical input to Bureau of General Services on a planned major renovation project.

3. Strategic Initiatives

A) Innovation

- Pilot - Heat Pump Solutions: This pilot is recruiting owners of both double-wide sized and single-wide manufactured homes. The team is testing a standard ducted heat pump that fully replaces the old furnace and also an alternative configuration that utilizes the blower of the existing furnace. Three installations are complete in this phase to date, with 16 additional sites currently being screened. 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 3 homes for this pilot and the first high-temperature hydronic heat pump equipment has been installed in the first site. The team will test of the full configuration this month at the first site before completing additional installations in January. The team plans to install at 5 sites this winter, in addition to the existing site from last winter.
- Pilot - Department of Energy Connected Communities: The pilot, in partnership with the Post Road Foundation, received approval from the North Star Review Board, validating the Trust's experimental and pilot design. This approval signifies the first major milestone for the pilot.
- Pilot - Energy Storage System: Seven potential projects are now in various stages of investigation and development No applications have been received, but C&I Custom Program Technical Assistance funding was awarded to two projects to offset the costs of system design and interconnection studies.

B) Evaluation, Measurement, and Verification

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

4. Administration and Finance Highlights

A) Administration

- Staff filed proposed updates to Chapter 3 of the Trust's rules with the Secretary of State's office. The Notice of Rulemaking Proposal was subsequently issued in local newspapers, via email to interested parties, and on the Efficiency Maine website here: www.efficiencymaine.com/rulemaking/. A hearing is to be held Tuesday, December 19, at 9:00 AM at the offices of the Trust in Augusta. The Trust will accept written comments on the proposed rule through January 5, 2024.

B) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of November 2023 was \$25.3 million out of a total expected annual revenue of \$59.6 million. Revenues from federal funding are \$8.2 million year-to-date. Approximately \$455,000 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 \$1.5 million. The total budget for FY2024 as of the end of November, including use of fund balance, is \$164 million.

Expenditures & Encumbrances

- Total expenditures through the end of November 2023 were \$33.2 million. The summary of expenditures and encumbrances is as follows:

Expenditures	
\$3.2 million	Administration (excluding interfund transfers)
\$83,000	Public Information
\$218,000	Evaluation work
\$130,000	Innovation pilots
\$156,000	Demand Management Program
\$6.2 million	Low Income Initiatives
\$2.1 million	Retail Initiatives Program
\$2.0 million	Distributor Initiatives Program
\$8.9 million	Home Energy Savings Program
\$7.0 million	C&I Prescriptive Initiatives Program
\$1.0 million	C&I Custom Program
\$0	Inter-Agency transfers
Encumbrances	
\$71.0 million	Encumbered across all budget categories but not yet spent

Appendix A

Full List of Press Coverage (plus links)

- *The Maine Monitor* covered the Maine Climate Council’s annual report on December 10, highlighting the Trust’s successes with adoption of heat pump technologies and the push to get this technology into more low-income and multifamily homes in the future (<https://themainemonitor.org/maine-climate-goals-progress/>).
- *Harpwell Anchor* wrote commentary on energy efficiency programs across the state, highlighting The Trust’s programming and website (<https://harpwellanchor.org/2023/12/how-to-save-money-while-combating-climate-change-part-2/>).
- *Energy News Network* quoted the Executive Director in a December 4 article about continuing heat pump demand amidst falling heating oil prices (<https://energynews.us/2023/12/04/a-year-after-record-heating-oil-price-spike-heat-pump-demand-hums-along-in-maine/>).
- *CBS News 13 WGME* and *Fox 23 News* covered whole home heat pump (WHHP) rebates and the loosening of disabling requirements for incentives on November 30 (<https://wgme.com/news/i-team/efficiency-maine-simplifies-heat-pump-rebates-will-no-longer-require-boilers-be-disconnected>) and (<https://fox23maine.com/newsletter-daily/efficiency-maine-simplifies-heat-pump-rebates-will-no-longer-require-boilers-be-disconnected>).
- *Maine Public* ran a short article on November 30 quoting the Executive Director about updates to Efficiency Maine’s Heat Pump Program (<https://www.mainepublic.org/business-and-economy/2023-11-30/maine-will-no-longer-require-older-heating-systems-to-be-disconnected-to-get-heat-pump-rebates>). The article was republished by *Bangor Daily News* November 30 (<https://www.bangordailynews.com/2023/11/30/politics/maine-heat-pump-rebates-loosened/>).
- *The Portland Press Herald* published on November 28 a guest column that mentioned Efficiency Maine among home heating resources for Mainers (<https://www.pressherald.com/2023/11/28/sen-eloise-vitelli-resources-to-help-you-heat-your-home-this-winter/>). A revised version of the column was published on December 7 in the *Gorham Times* (<https://www.gorhamtimes.com/resources-for-navigating-maines-heating-assistance-programs/>).
- *News Center Maine* quoted the Executive Director in a November 28 article that covered the third in a series of webinars sponsored by the American Association of the Advancement of Science titled ‘Economics of Climate Change.’ (<https://www.newscentermaine.com/article/tech/science/environment/economics-of-climate-change-wraps-third-and-final-meeting-maine-environment-science-technology/97-03ddf837-0b75-456f-bcd3-d75722663ca2>).
- *Maine Morning Star* quoted the Executive Director in an article on November 28 that covered the Maine State Chamber of Commerce panel on adapting to a green economy (<https://mainemorningstar.com/2023/11/28/experts-say-maine-is-on-the-right-track-in-adapting-to-a-green-economy/>).
- *Fox22 Bangor* quoted the Executive Director in a November 22 article about updates to Efficiency Maine’s Heat Pump Program (https://www.foxbangor.com/news/state/maines-top-senate-democrat-responds-to-new-heat-pump-rebate-rules/article_75727b08-897f-11ee-b991-37bdd1f08a9a.html).
- *Canary Media* ran content on November 22 focused on heat pump water heaters (HPWH) at the national level highlighting the Trust’s HPWH program (<https://www.canarymedia.com/articles/heat-pumps/heat-pump-water-heaters-are-a-winner-for-the-climate-and-your-wallet>).

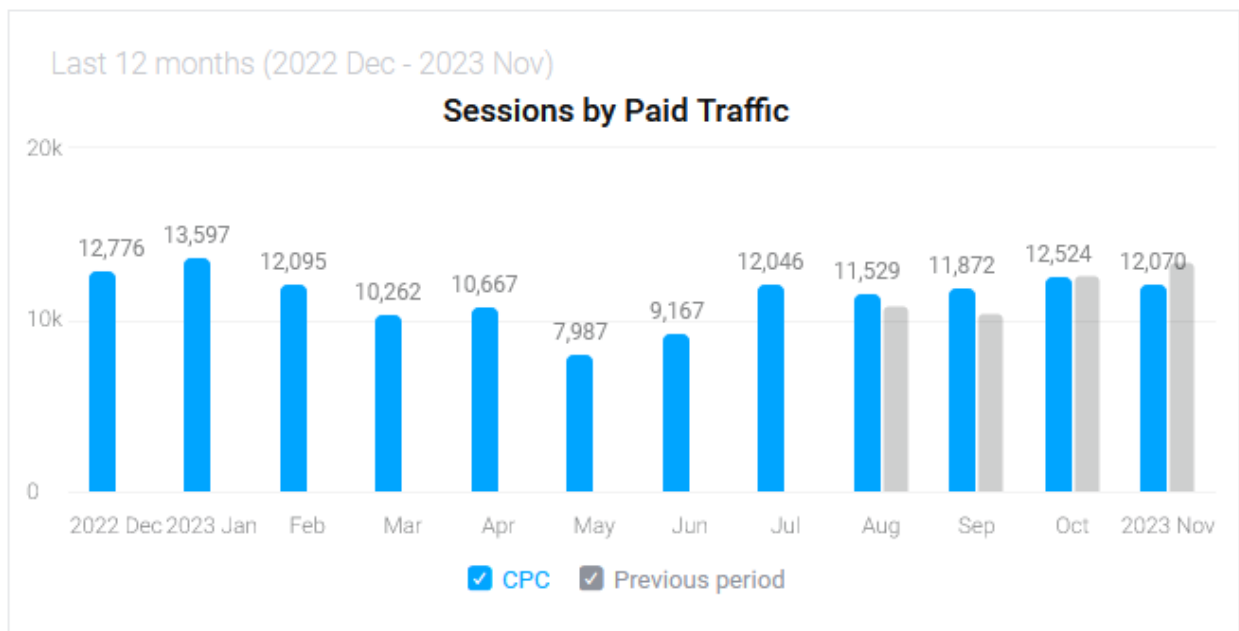
- *Bangor Daily News* quoted the Executive Director in a November 21 article about updates to Efficiency Maine’s Heat Pump Program (<https://www.bangordailynews.com/2023/11/21/news/maine-democrat-troy-jackson-heat-pump-rebate-rules/>). The article was republished by *The Piscataquis Observer* on November 24 (<https://observer-me.com/2023/11/24/news/top-maine-democrat-tries-to-rein-in-strict-heat-pump-rebate-rules/>).
- *The Piscataquis Observer* ran a Letter to the Editor on November 20 highlighting The Trust’s residential programming (<https://observer-me.com/2023/11/19/opinion/thanks-to-efficiency-maine-as-a-money-saver>). The article was republished by *The Ellsworth American* on November 27 (https://www.ellsworthamerican.com/opinion/letters_to_editor/stay-warm-save-money/article_7eddef42-8493-11ee-a6c5-232899d14ad5.html).
- *Energy News Network* quoted the Executive Director in a November 16 article about funding from the Inflation Reduction Act (IRA) and its potential affect on Maine’s heat pump programs (<https://energynews.us/2023/11/16/maine-hopes-ira-money-will-get-heat-pumps-to-more-people-especially-in-multifamily-housing/#:~:text=Maine%20is%20drafting%20plans%20for,and%20expanded%20incentives%20to%20the>). The following publications also ran articles about IRA funding and the Trust’s role in administering it:
 - *EnergyPortalEU* on November 16 (<https://www.energyportal.eu/news/maine-hopes-ira-money-will-get-heat-pumps-to-more-people-2/491990/#gsc.tab=0>).
 - *Washington Examiner* on November 17 (<https://www.washingtonexaminer.com/news/energy-rebates-maine-plans-distribute-72-million-help-bills>).
 - *Boston University Student News* on November 17 (<https://bunewsservice.com/climate-chief-calls-for-mass-save-changes/>).
 - *Bangor Daily News* quoted the Executive Director in a November 15 article about updates to Efficiency Maine’s Heat Pump Program (<https://www.bangordailynews.com/2023/11/15/politics/new-rules-maine-disable-furnace-heat-pump-rebates-joam40zk0w/>). The article was republished by
 - *Spectrum News* on November 15 (<https://spectrumlocalnews.com/me/maine/politics/2023/11/15/new-rules-force-mainers-to-disable-furnaces-for-heat-pump-rebates>).
 - *WGME 13* on November 15 (<https://wgme.com/news/local/new-rules-force-mainers-to-disable-furnaces-for-heat-pump-rebates-efficiency-maine-maine-energy-marketers-association-gov-janet-mills-safety-problems>).
 - *Fox 23* on November 15 (<https://fox23maine.com/news/local/new-rules-force-mainers-to-disable-furnaces-for-heat-pump-rebates-efficiency-maine-maine-energy-marketers-association-gov-janet-mills-safety-problems>).

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 (Nov 1 - 30)

Top Landing Pages by Session

Landing Page	Value	vs prev
/	10,029	▼ 12%
/at-home/heating-cost-comparison/	4,858	▲ 5%
/at-home/heat-pump-water-heater-program/	3,941	▼ 15%
/heat-pump-user-tips/	3,650	▲ 18%
/home-insulation/	2,961	▲ 1%
/about-heat-pumps/	2,730	▼ 23%
/at-home/ductless-heat-pumps/	1,806	▼ 18%
/income-based-eligibility-verification/	1,667	▼ 2%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,625	▼ 7%
/electric-vehicle-rebates/	1,444	▼ 37%

Last Month (Nov 1 - 30)

Top Landing Pages by Session (Organic)

Landing Page	Value	vs prev
/	5,659	▼ 16%
/at-home/heating-cost-comparison/	3,488	▲ 9%
/heat-pump-user-tips/	3,280	▲ 26%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,537	▼ 6%
/at-home/ductless-heat-pumps/	1,379	▼ 11%
/at-home/	732	▼ 21%
/at-home/water-heating-cost-comparison/	717	▼ 10%
/heat-pumps/	673	▼ 12%
/electric-vehicle-rebates/	572	▼ 43%
/at-home/ductless-heat-pump-installation-considerations/	513	▼ 13%