

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

January 26, 2016

1. Communications

A.) Awareness and Press

- Outreach Events:
 - Staff organized the Efficiency Maine Annual Energy Symposium, January 8, 2016
 - Keynote was delivered by U.S. Senator Susan Collins
 - ACEEE Policy Program Director Suzanne Watson addressed national trends in energy efficiency
 - Staff panel describing program use of RGGI funds
 - 30 companies and organizations were recognized for their outstanding leadership in energy efficiency and Efficiency Maine programs
 - More than 200 contractors, policymakers, and stakeholders attended the event
 - Staff exhibited at the Falmouth Energy Fair January 23, 2016
 - The Business Program Manager presented to architects and engineers at WBRC, January 6, 2016
- Press:
 - Residential Program Manager Dana Fischer was a panelist on a second Maine Calling's Residential Heating discussion, December 21, 2015 (<http://news.mpbn.net/post/home-heating-options-part-2#stream/0>)
 - High-efficiency equipment at Maine ski resorts was discussed in the *Press Herald* (www.pressherald.com/2015/12/26/maines-ski-slopes-benefit-from-a-flurry-of-activity/)
 - Two Grants-to-Green funded efficiency projects in Unity were featured in the Maine press (www.centralmaine.com/2016/01/11/unity-college-performing-arts-center-completes-green-energyproject/ and www.centralmaine.com/2015/12/02/unity-barn-raisers-receives-grant/)
 - Several articles have discussed LD 1398 including an editorial in the *Bangor Daily News* (<http://bangordailynews.com/2016/01/11/opinion/editorials/efficiency-investments-better-deal-than-electricity-subsidies/>)
- Website and Outreach
 - 21,635 website visits in December

- compare with 28,488 visits in December 2014
- 16,645 unique visits in December
 - 6,573 visits were driven through digital ads in December
- Staff is beginning a web refresh and search engine optimization project that should increase traffic over the year

B.) Call Center

- 275 calls per week, on average, in December
- 57 email inquiries per week, on average, in December
- The appliance customer satisfaction call campaign is ongoing

C.) Government Relations

- Activity at the PUC included:
 - Attending the final meetings of the initiative to work on “next step” solar policies
 - Triennial Plan III
 - Two days of technical conferences
 - Developing responses to 64 data requests
- Legislature
 - Testified at the public hearing on LD 1398, “An Act To Reduce Electric Rates for Maine Businesses”
 - Submitted the Natural Gas study on Large Volume Customers to the EUT Committee

2. Program Highlights¹

A.) Business Incentive Program – Electric Measures

Period	Incentive Spending	kWh Savings	Participants
07/01 to 12/31	\$6,109,280	15,764,820	670
December	\$157,024	343,753	6

Description	Program Investment
FY16 Program Budget	\$6,934,159
07/01 to 12/31 Spending	\$5,807,423
Percent of Budget Spent to Date	84%
Percent of Year Passed	50%

¹ The spending amounts in each table reflect the most recently paid invoice.

- The Trust hosted a monthly webinar for Qualified Partners and had over 60 QPs in attendance.
 - This was the 3rd webinar and the feedback has been positive, QPs like the opportunity to have more of a connection with the program and to be able to ask questions in real time.
 - Have seen an interest in new Qualified Partners, will work on developing these relationships and offering technical support for new projects.
- The program currently has 500 Qualified Partner companies representing over 700 individuals.

B.) Business Incentive Program – Natural Gas Measures

Period	Incentive Spending	MMBtu Savings	Participants
07/01 to 12/31	\$61,628	2,768	17
December	\$8,940	350	4

Description	Program Investment
FY16 Program Budget	\$923,394
07/01 to 12/31 Spending	\$89,528
Percent of Budget Spent to Date	10%
Percent of Year Passed	50%

- The natural gas pipeline includes \$158,347 of spending for both Prescriptive and Custom projects.

C.) Business Incentive Program – All Fuels Measures / Heat Pumps / Heating Solutions

Period	Incentive Spending	MMBtu Savings	Participants
07/01 to 12/31	\$329,350	6,924	137
December	\$27,500	547	35

Description	Program Investment
FY16 Program Budget	\$2,316,686
07/01 to 12/31 Spending	\$627,993
Percent of Budget Spent to Date	27%
Percent of Year Passed	50%

- The program launched the new Heating Solutions measures in early December.
 - The new oil / propane measures pipeline includes \$11,000 of spending.
- The heat pump pipeline includes 58 projects and \$122,500 of spending.
- Completed 4 Counter Days and 1 Trade Show with Heating equipment distributors.

D.) Business Incentive Program – Multifamily

Period	Incentive Spending	kWh Savings	Participants
07/01 to 12/31	\$565,236	2,981,986	16
December	\$172,546	780,194	3

Description	Program Investment
FY16 Program Budget	\$1,141,610
07/01 to 12/31 Spending	\$596,903
Percent of Budget Spent to Date	52%
Percent of Year Passed	50%

E.) Large Customer Program

- The kWh PON total budget is budget is \$11.6 million.
 - Encumbered and committed from previous years plus spending from this year equals \$6.1 million.
 - New awards in FY 16 equal \$2.4 million (this number is a combination of projects that have been awarded and encumbered and projects that have only been awarded).
 - Total pipeline of potential new projects could use \$5.5 million in incentives.
 - This would fully commit all Large Custom Projects in 2016.
- The GHG PON total budget is \$7.7 million.
 - Encumbered and committed from previous years plus spending from this year equals \$3.6 million.
 - New awards in FY 16 of \$1.7 million (this number is a combination of projects that have been awarded and encumbered and projects that have only been awarded).
 - Total pipeline of potential new projects could use \$2.1 million in incentives.
 - Gap = \$1.9 million.

F.) Small Business Initiative

Period	Incentive Spending	kWh Savings	Participants
07/01 to 12/31	\$574,752	2,474,932	74

December	\$72,237	519,424	11
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Description	Program Investment
FY16 Program Budget	\$1,010,917
07/01 to 12/31 Spending	\$589,144
Percent of Budget Spent to Date	58%
Percent of Year Passed	50%

- The program’s project pipeline equals \$59,026.
- 54 customers requesting lighting assessments –
 - 7 – Region 3 - Norway/Oxford/So. Paris
 - 47 – Region 4 - Waterville/Winslow

G.) Commercial New Construction -- Maine Advanced Buildings Program

- Construction of one project was completed in December; waiting for final documentation prior to issuing incentives.
- The program has 5 projects under MOU representing 219,812 square feet, with an estimated 669,034 of kWh savings.
 - There are 5 additional projects in preliminary design phase and are actively considering participating in program.
 - The projects in project development equal \$185,000 and 105,000 sq ft.

H.) Home Energy Savings Program

Period	Incentive Spending	kWh Savings	MMBtu Savings	Measures
07/01 to 12/31	\$5,091,472	6,034,778	43,870	5,217
December	\$967,428	970,099	11,579	1,401

Description	Program Investment
FY16 Program Budget	\$8,360,503
07/01 to 11/30 Spending	\$3,270,361
Percent of Budget Spent to Date	39%
Percent of Year Passed	42%

- December was the biggest month for loans in calendar year 2015 with \$638K of value and an incredible 93 loan closings.

- The program is starting to see a downward slope of loan applications and project activity now that snow and cold have arrived.
- In December, 962 homes received rebates totaling \$700,000 on \$5.5 million worth of project work.
- During the first half of FY16 the program achieved:
 - 4,878 participating homes.
 - Investing \$4.0 million out of a budget of \$8.4 million, or 48%.
- Low Income claims and inquiries are coming in and are driven by a December direct mailing to 24,000 single family LIHEAP homes.
 - An outbound call script will be employed ASAP to help homeowners connect with contractors, have an opportunity to ask questions about how the program works, and provide feedback on any reasons why they cannot or will not be participating at this time.
- Both Bangor Natural Gas and Maine Natural Gas incentives have taken off in the past 2 months providing customers with elevated incentives on heating systems and insulation.
- Two weeks ago, a new Facebook Ad was posted in our “Share Your Experience” campaign this time specific to wood and pellet heating. We have had more than 37,000 views, 36 comments, 687 click through to our website and received thoughtful recommendations on promotion of best practices in the installation of EPA Phase 2 outdoor wood boilers.
 - Social media testimonial collection from commenters in prior “Share Your Experience” ads is underway to create media for additional marketing channels.

I.) Consumer Products Program

Period	Incentive Spending	kWh Savings	Appliance Rebates	Lighting Rebates
07/01 to 12/31	\$3,751,901	16,680,494	4,416	913,881
December	\$731,077	2,766,894	190	184,804

Description	Program Investment
FY16 Program Budget	\$10,533,305
07/01 to 11/30 Spending	\$4,111,427
Percent of Budget Spent to Date	39%
Percent of Year Passed	42%

- A \$50 Clothes Washer rebate was added to the program.
- “Value Line” LEDs were added to the Retail Program. The LEDs meet all ENERGY STAR® criteria except they have a 10k hour life instead of a 25k hour life.

J.) Low-Income Initiatives (electric, natural gas, and “any fuels”)

Period	Incentive Spending	kWh Savings	LIDI Projects	Ductless Heat Pumps
07/01 to 12/31	\$1,365,248	4,718,094	75	101
December	\$151,592	596,533	-	3

Description	Program Investment
FY16 Program Budget	\$4,867,334
07/01 to 11/30 Spending	\$1,316,757
Percent of Budget Spent to Date	27%
Percent of Year Passed	42%

- Four of seven participating CAPs and all four participating Indian tribes have invested 100% of their funds. The remaining three CAPs anticipate investing all of their funds next month.
- The low income heat pump program projects it will invest 100% of its RGGI funds (\$587k) by the end of February, saving 203 low income families an anticipated \$1.2 million over the lifetime of the heat pumps.
- All 154 low income natural gas prospects were sent a mailing announcing the co-pay program and two eligible prospects have expressed interest.
 - The co-pay is \$100 for the air sealing and then 5% of additional work deemed to be cost effective.

K.) Strategic Initiatives (Cross Cutting)

I. Evaluation & Data Analysis

- The Low Income Multifamily Weatherization Program Evaluation report was posted on the website. Results will be presented to the board during the January meeting.
- Near real-time appliance customer survey is getting started and is being run through our call center. The survey will provide timely data gathering for evaluation and early assessment of free-ridership and customer satisfaction to inform program design refinements.
- effRT 2.0 records were uploaded to the new ISO NE EEM database.
- Request for Proposal for Forward Capacity Market Measurement and Verification certification to be posted this week. A third party evaluator will analyze and certify the relative precision of our portfolio and certify that the Trust’s measurement and verification activities are in compliance with ISO NE requirements.

II. Forward Capacity Market

- No Update to Report

III. Innovation Pilots

- The Trust posted RFP EM-003-2016 – Request for Proposals for Heat Pump Water Heater Demonstration Pilots. The proposal period ends on February 18.

IV. Demand Response Study

- Staff organized the final meeting of the Demand Response Working Group on January 14, 2016
- Staff completed a draft report of the meetings and issues and circulated the draft for stakeholder feedback
- On January 25, 2016, the Supreme Court issued its decision upholding the validity of the regional DR programs, such as those current managed by ISO-NE

3. Administration and Finance Highlights

A.) Administration

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B.) Financial

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