

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

January 22, 2020

1. Public Information and Outreach

A) Awareness and Press

- Press
 - Efficiency Maine's collaboration with The Nature Conservancy to support lighting upgrades in municipal facilities was covered by the *Portland Press Herald* (<https://www.pressherald.com/2019/12/23/for-small-towns-grant-program-for-energy-efficient-lighting-is-a-bright-idea/>).
 - An electric vehicle charging station grant was covered by *The Forecaster* (<https://www.pressherald.com/2019/12/23/more-demand-leads-to-new-electric-vehicle-charging-stations-in-falmouth/>).
 - Tuesday, January 14, 2020, Efficiency Maine held a press conference with Governor Janet Mills, Hometown Heat Pumps and F.W. Webb. The announcement was picked up by several news outlets including the *Portland Press Herald* (<https://www.pressherald.com/2020/01/14/maine-will-double-its-heat-pump-rebate/>), *MPBN* (<https://www.mainepublic.org/post/maine-governor-announces-new-incentives-aimed-boosting-use-energy-efficient-heat-pumps>), *WMTW* (<https://www.wmtw.com/article/maine-doubling-rebate-for-high-performance-heat-pumps/30518822>), and *WGME* (<https://wgme.com/news/local/rebates-for-heat-pumps-are-now-double-in-maine-but-there-are-some-exceptions>).
- Events
 - The Executive Director presented on Efficiency Maine programs at a meeting of State Farm Insurance Agents, January 15, 2020.
 - Staff presented on Efficiency Maine programs at the Belfast City Free Library, January 13, 2020.
- Website and Outreach (December)
 - 23,519 website visits (compared to 24,503 visits in November)
 - 14,538 unique visits
 - 2,993 visits were driven through digital ads
 - Facebook
 - 3,499 fans
- Call Center (December)
 - 1,433 inbound phone calls received
 - 97% answered within 20 seconds (vs. a goal of 90%)
 - 1,087 inbound emails
 - 1,142 pieces of inbound mail

B) Government Relations

- The Trust answered questions from the Maine Public Utilities Commission (PUC) on the Trust's proposal regarding beneficial electrification of the transportation sector.
- The Trust reviewed the Examiner's Reports in both Central Maine Power's (CMP's) rate case and billing investigation for issues that could affect the Trust.
- EMT Staff helped to organize a meeting of the Work Group on Buildings-Infrastructure-Housing as part of the Maine Climate Council process. The meeting consisted of presentations from SunRun, ReVision Energy, and Introspective Systems about opportunities for growth in distributed energy resources (DERs) in Maine and a discussion among the members of the work group.
- Staff participated in a meeting of the steering committee for the governor's Lead By Example initiative.
- Staff participated in a public hearing of the Technical Assistance Group (TAG) of the Maine Uniform Buildings and Energy Code (MUBEC) about specific issues being considered for updates in Maine's building energy codes.
- Staff participated in a series of meetings surrounding the kick-off of the new Non-wires Alternative Coordinator.

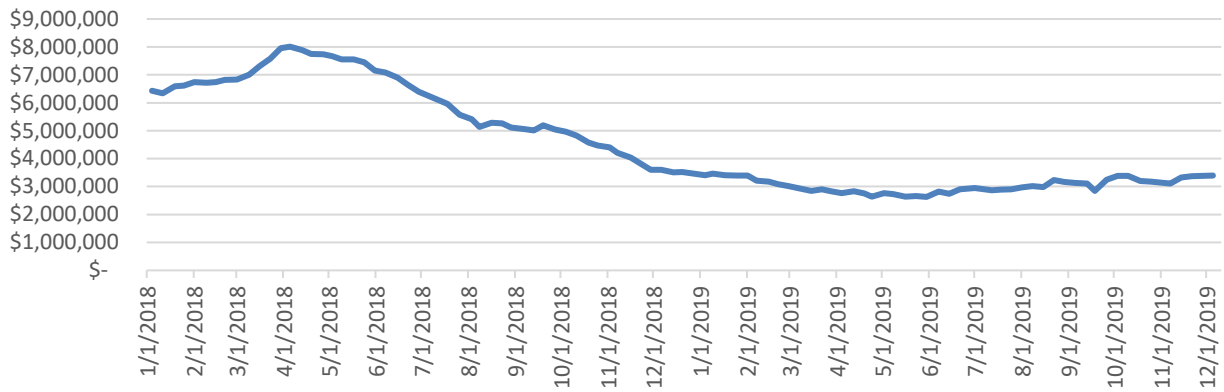
2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

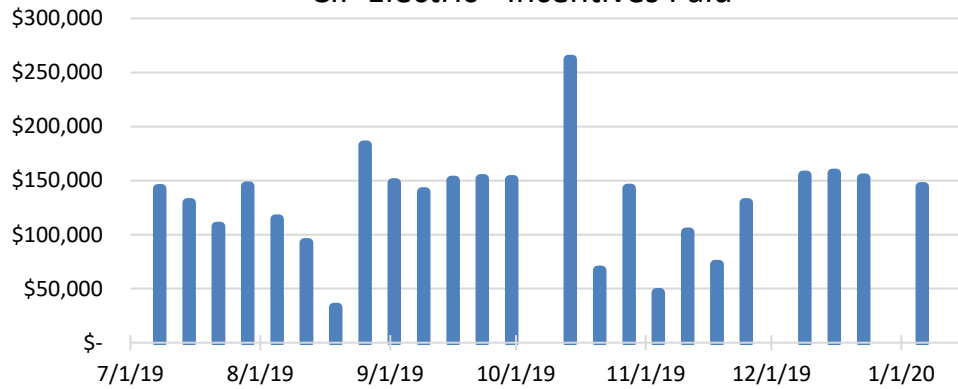
- Program activity has continued at a steady pace in FY2020, with a combined pipeline of over \$2.5 million in new projects. The pipeline of FY2019 projects pending completion in FY2020 is \$852,000 - down from \$3 million at the beginning of the fiscal year.
- Of the bulbs receiving discounts through distributors to date:
 - 13% are screw-bulb (7% of dollar amount discounted)
 - 87% are mogul and T8, T5, and T5HO linear replacement lamps (93% of dollar amount discounted)
- The distributor lighting initiative has a \$55,000 pipeline of larger, pre-authorized projects and is on pace to commit all its funds.
- Lighting participation for FY2020 is steady with over 800 Prescriptive and Pay-for-Performance lighting projects submitted using the CLIC tool.

¹ The Updated Financials table reported for each Program reflects data pulled from the Trust's financial management system mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on January 16, 2019, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of December 2019).

CIP - Pipeline



CIP Electric - Incentives Paid



Updated Financials	Program Investment
FY2020 Program Budget	\$17,464,059
7/1 to 12/31 Spending	\$3,487,253
Percent of Budget Spent to Date	20%
Percent of Year Passed	50%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$3,487,253
Committed Pipeline	\$3,518,687
Total (Expenditures & Committed Pipeline)	\$7,005,940
Percent of Current Budget	40%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	19,856,783	(5,160)

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Thermal Programs	-	16,507

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

Project Type (through 12/31)	Projects
Prescriptive Lighting Solutions	599
Electric Heating and Cooling Solutions	244
Compressed Air Solutions and Other	28
Natural Gas Heating and Cooling Solutions	9
All Fuels Heating and Cooling Solutions	8

B) C&I Custom Program

- The C&I Custom Program Review Team has not met since the December Board Meeting.
- The pipeline has remained steady, now consisting of 6 projects worth roughly \$924,000 in incentive offers.
- Program staff did not receive any new scoping audit applications.
- Program staff received 1 new Technical Assistance (TA) Study application.
- Program staff reviewed 2 project proposals that did not meet the program requirements and were ultimately denied.

Updated Financials	Program Investment
FY2020 Program Budget	\$14,766,565
7/1 to 12/31 Spending	\$1,234,773
Percent of Budget Spent to Date	8%
Percent of Year Passed	50%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$1,234,772
Committed	\$7,314,892
Pipeline	\$924,367
Total (Expenditures, Committed, & Pipeline)	\$9,474,031
Percent of Current Budget	64%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	302,200	-
Thermal Programs	-	2,049

C) Small Business Initiative (SBI)

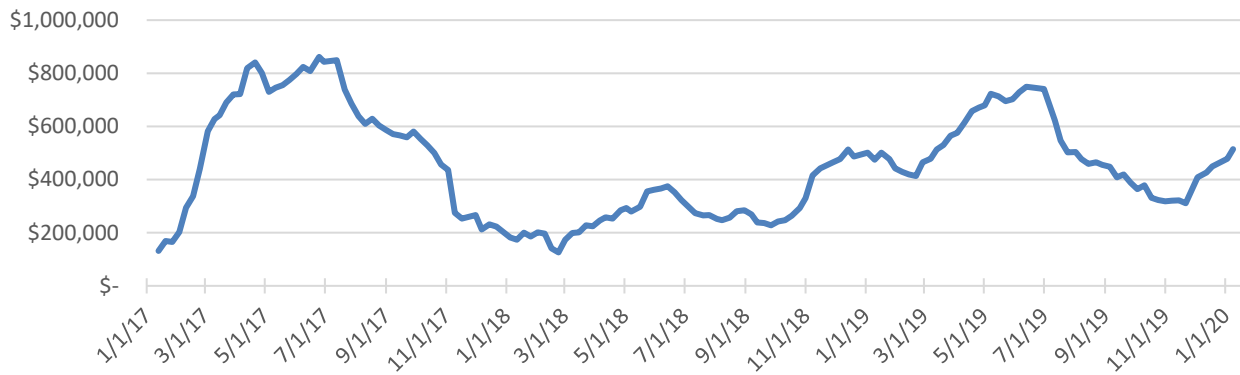
- Program activity has ramped up in FY2020, with a pipeline of \$508,514 in new projects. The pipeline of FY2019 projects pending completion in FY2020 is approximately \$6,000, down from \$740,000 at the beginning of the fiscal year.

- Region 16 is underway with eight contractors on board for the region. A case study project (Hammond Lumber, Calais) was completed this month.
- A contractor information/training event was held in Dover-Foxcroft on December 17. A total of 8 contractors have signed on to participate in this region, and the project pipeline for this region has started growing.
- The next region to be rolled out is the Millinocket area (Region 18). Contractor recruitment for this region will begin in January.

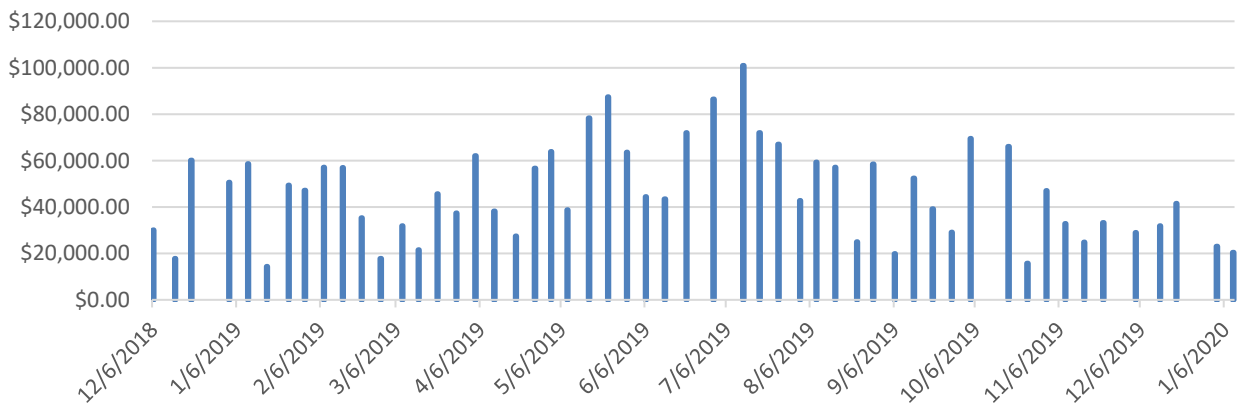
SBI Activities	Region 14	Region 15	Region 16	Region 17	Region 18
Launch Date	4/2019	9/2019	10/2019	1/2020	2/2020
Assessments Requested/Assigned	285	128	63	6	-
Assessments Completed	248	107	51	5	-
Pre-approved Projects	216	92	46	3	-
Signed SOWs	179	58	25	0	-
Installations Underway	21	15	7	0	-
Projects Completed	146	32	6	0	-
Anticipated Closeout	3/2020	4/2020	5/2020	6/2020	7/2020

Region 14 covers Bangor and Hampden; Region 15 covers the Augusta area; Region 16 covers Calais and eastern Washington County; Region 17 covers the Dover-Foxcroft area; and Region 18 covers the Millinocket area

SBI Pipeline



SBI - Incentives Paid Per Week



Updated Financials	Program Investment
FY2020 Program Budget	\$3,442,187
7/1 to 12/31 Spending	\$1,158,265
Percent of Budget Spent to Date	34%
Percent of Year Passed	50%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$1,158,265
Committed Pipeline	\$501,439
Total (Expenditures & Committed Pipeline)	\$1,659,704
Percent of Current Budget	48%

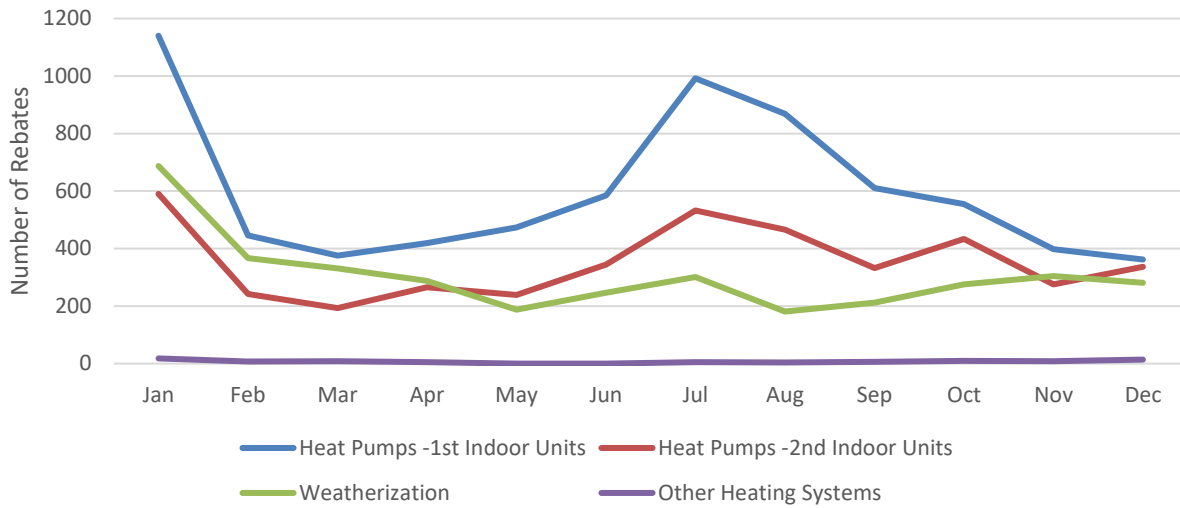
Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,825,061	(2,494)

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

D) Home Energy Savings Program (HESP)

- Year-to-date, insulation and heat pump rebates are 28% ahead of last year.
- Compared to July-December of 2018:
 - The number of weatherization rebates is up 14% and
 - The number of heat pump rebates was up 26%.
- Enhanced rebates for higher efficiency heat pumps were announced January 1 and the response has been strongly favorable. The types of heat pumps eligible prior to January 1 still qualify for a \$500 rebate for the first unit and \$250 for the second, but if they are even more efficient ("Tier 2") then the rebates increase to \$1,000 for the first unit and \$500 for the second. Hopefully this will help demand during what is usually a slow period for heat pump installations.

HESP Number of Rebates - Last 12 Months



Updated Financials	Program Investment
FY2020 Program Budget	\$13,719,061
7/1 to 12/31 Spending	\$4,931,351
Percent of Budget Spent to Date	36%
Percent of Year Passed	50%

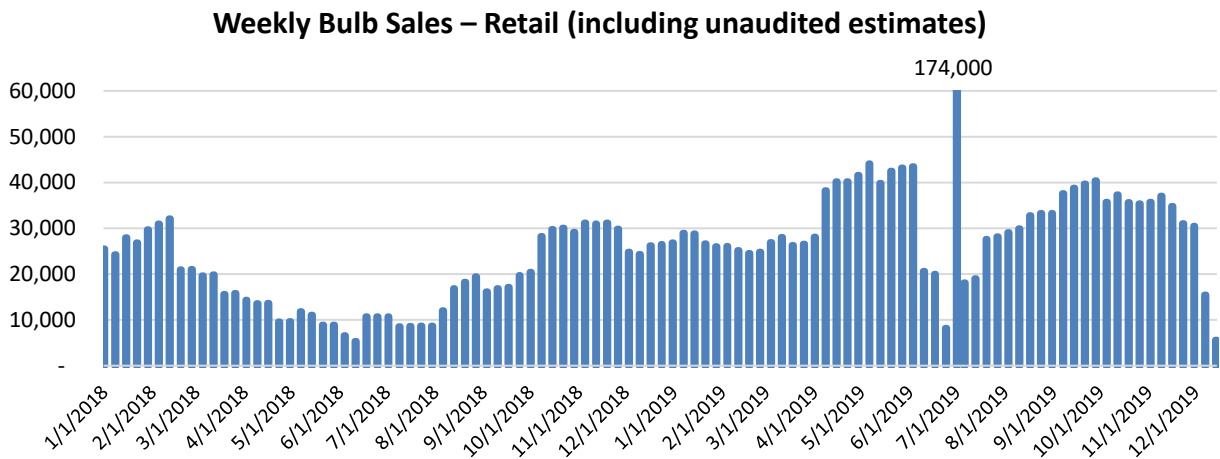
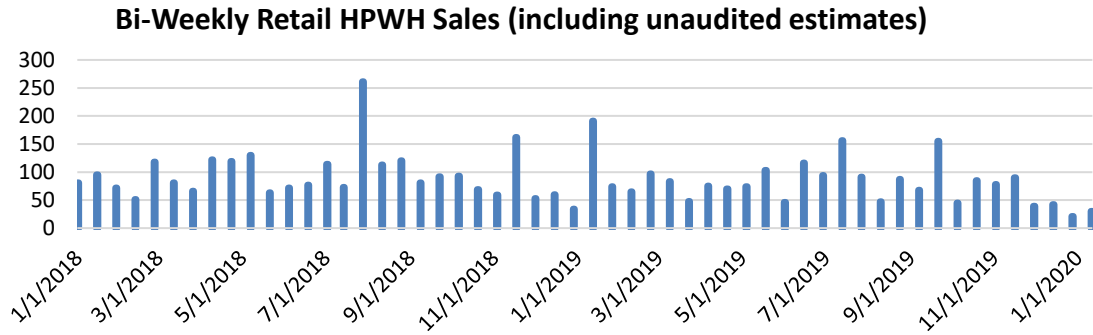
Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(2,735,119)	42,722
Thermal Programs	101,298	13,621

Project Type (through 12/31)	Participating Households
Electric Measures	4,031
All Fuels Measures	767
Natural Gas Measures	6

E) Retail Initiatives Program

- Discounted LEDs are available in over 300 stores and the team forecasts that 1.8 million bulbs will be rebated this fiscal year.
- The field team is visiting every major retailer of LEDs, heat pump water heaters (HPWHs), clothes washers, and room air purifiers each week to ensure pricing is correct, signage is in place, claim forms are available, and store personnel are trained.

- Rebates on efficient pellet and wood stoves have jumped from 61 in the month of October when the rebate launched to 165 in November and 197 in December. The program team is forecasting a record 854 by the time the final rebate claims are submitted by January 31. The purchase window closed December 31. This would be a 35% increase over last fiscal year's 633 units (the program ran for 6 months in FY2019).



Updated Financials	Program Investment
FY2020 Program Budget	\$8,411,793
7/1 to 12/31 Spending	\$3,351,780
Percent of Budget Spent to Date	40%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	27,324,308	(24,863)
Thermal Programs	-	553

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

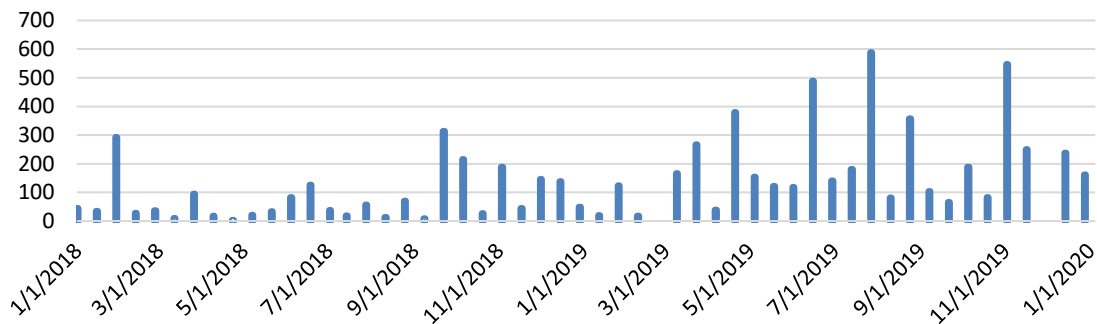
Rebate Type (through 12/31)	Projects
Light Bulbs	796,341
Appliance Rebates	4,653

Rebate Type (through 12/31)	Projects
Smart Thermostats	-

F) Distributor Initiatives Program

- Field staff is visiting plumbing distributors to offer technical training on Electronically Commutated Motor (ECM) circulator pumps and heat pump water heaters. To help increase residential ECM circulator pump rebates, instant rebates were increased from \$50 each to \$75. This amount will hopefully be enough to encourage risk-averse plumbers to try them.
- Demand for oil boilers and furnaces has increased this year due to increased availability of instant discounts (rather than mail-in rebates).

Bi-Weekly Distributor HPWH Sales (including unaudited estimates)



Updated Financials	Program Investment
FY2020 Program Budget	\$10,718,772
7/1 to 12/31 Spending	\$3,295,499
Percent of Budget Spent to Date	31%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	11,010,462	(5,237)
Thermal Programs	-	2,279

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

Rebate Type (through 12/31)	Units	Projects
Distributor Lighting	58,781	-
Distributor HVAC (Oil)	-	490
Distributor HVAC (Electric)	-	1,023
Distributor Hot Water (Electric)	-	2,307

G) Low-Income Initiatives

- The Low Income Direct Mail (LIDM) Initiative continues to offer free Do-It-Yourself (DIY) kits to households that participate in state or federal low-income programs. The Trust is working to offer the program to DHHS recipients who have not yet opted-in to receive any combination of LEDs, energy saving aerators, or a showerhead. This population represents approximately 155,000 households.
- The Trust participates in the electric utilities' Arrearage Management Program (AMP). This year, the program will offer a host of deeper energy saving measures in addition to the usual tips and Do-It Yourself kits. The Call Center reached out to all AMP participants with a direct installation offer of HPWH's where applicable. Staff are routinely getting enrollments from both electric utilities and 594 new participants have been enrolled in FY2020.
- The Low Income Direct Install (LIDI) initiative offers free installations of heat pump water heaters (HPWHs) to eligible households. There have been 79 installations so far in FY2020. Staff are currently reaching out specifically to landlords to increase activity in the initiative.
- Re-launched in November, the Affordable Heating Initiative offers a \$1,500 incentive to install a wall mounted heat pump when homeowners property values are less than the EMT-established county threshold for assessed value (approximately 50% of the median property values in the county). LIHEAP households are eligible for a \$2,000 incentive if they elect not to be served by their local CAA under MaineHousing's parallel heat pump effort. A pre-qualification reservation is required from the installer for this program. To date, the Trust has conducted 54 installations, with 34 in the pipeline. The Trust is launching the weatherization portion of the initiative in January.

Updated Financials	Program Investment
FY2020 Program Budget	\$7,587,733
7/1 to 12/31 Spending	\$697,294
Percent of Budget Spent to Date	9%
Percent of Year Passed	50%

Additional Details on FY2020 Financials	Program Investment
Expenditures	\$697,294
Committed Pipeline	\$412,400
Total (Expenditures & Committed Pipeline)	\$1,109,694
Percent of Current Budget	15%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	336,645	(84)
Thermal Programs	-	-

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

Initiative (through 12/31)	Units
Direct Installs	38
Market-based Installs	96

H) Renewable Energy Demonstration Grants Program

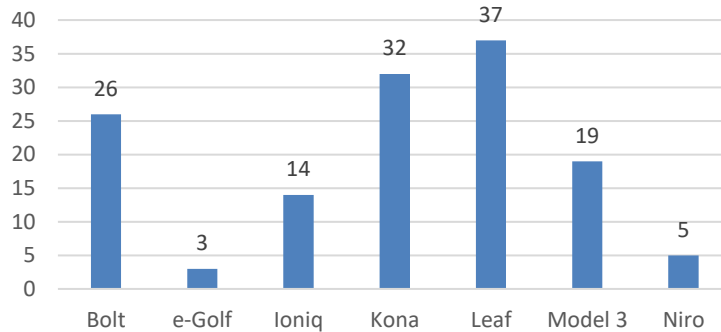
- The Trust has no new information to report on this initiative this month.

I) Electric Vehicle (EV) Initiatives

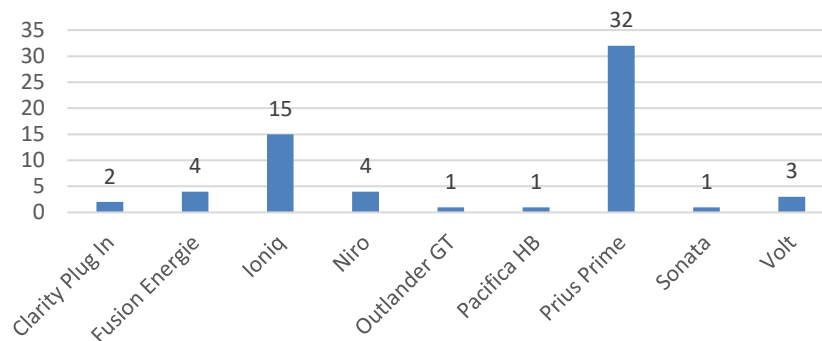
- Electric Vehicle Supply Equipment (EVSE) Initiative
 - The DC fast charger stations in Jackman are operational while the Level 2 stations are planned to be operational soon. Design, legal and electrical work continues on the Farmington and N. Windham host site locations.
 - The Trust awarded 10 Public Level 2 EV Charger -- Round Two incentives in December. These awards conclude Phase 2 of the EVSE Working Plan. The Trust has begun to process invoices on completed projects from Round One and review public level 2 projects for compliance.
- EV Accelerator
 - Nearly 200 electric vehicles have been rebated through the 45 car dealers participating in the EV Accelerator Program, which was launched on August 29. Twenty-five additional rebates have been issued for vehicles purchased directly through manufacturers.
 - Staff has continued to reach out to Energy Committees and government fleet managers to encourage them to incorporate EVs into their fleets and to take advantage of the enhanced governmental instant rebate.
 - Staff has begun planning large workplace EV show-and-tell events that will cover the benefits of EVs as well as include an opportunity to test drive EVs from their local dealers.
- State Fleet Initiative
 - The Department of Administrative and Financial Services (DAFS) released an RFQ for contractors to install Level 2 chargers at Maine Department of Environmental Protection (MDEP), Maine Department of Transportation (MDOT) and the Central Fleet office. Four bids were received and are currently being reviewed.

Updated Financials	Electric Vehicle Supply Equipment	EV Accelerator Program
FY2020 Program Budget	\$2,142,041	\$1,139,471
7/1 to 12/31 Spending	\$731,100	\$350,763
Percent of Budget Spent to Date	34%	31%
Percent of Year Passed		50%

Count of Battery Electric Vehicle (BEV)
Models as of 1/08/2020



Count of Plug-in Hybrid Electric Vehicle (PHEV) models as of 1/08/2020



J) Strategic Initiatives

- **Innovation**

- The results of the Low Income Behavioral Pilot are undergoing a final review by the Trust.
- ReVision Energy has begun the process of installing systems in the Commercial Battery Storage Pilot with all systems expected to be online by the end of January. Three systems will be installed at Hyatt Place in Portland, Plas Tech, and Bar Harbor Public Works.
- The test year continues for the Residential Distributed Energy Resources (DER) aggregation and controls pilot. ReVision Energy has now run four test-months' worth of scheduled "events." Preliminary findings suggest that not only is the VirtualPeaker system working well with the distributed resources, but also that there is an opportunity to effectively shift residential loads.
- Staff are working on two load shifting pilots. The first pilot, with Energy Solutions, held its kick-off meeting. The second pilot, with Isle au Haut Electric Power Company, is in the process of installing thermal storage measures by the end of January.

- **Evaluation, Measurement & Verification**

- Nothing new to report

3. Administration and Finance Highlights

A) Administration

- Staff filed the amended Triennial Plan IV at the Energy, Utilities and Technology Committee of the Maine Legislature.

B) Financial

Revenues

- The new revenues from state and regional sources through the end of December 2019 were \$33.69 million out of a revised total expected annual revenue of \$68.24 million. Approximately \$700,000 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 \$1.12 million.

Expenditures

- Total expenditures through the end of December 2019 were \$23.2 million of which approximately:
 - i. \$2.50 million was spent on Administration (excluding interfund transfers)
 - ii. \$47,800 was spent on Public Information
 - iii. \$216,200 was spent on Evaluation work
 - iv. \$15,400 was spent on Innovation pilots
 - v. \$697,300 was spent on Low Income Initiatives
 - vi. \$3.35 million was spent on Retail Initiatives Program
 - vii. \$3.30 million was spent on the Distributor Initiatives Program
 - viii. \$4.93 million was spent through HESP
 - ix. \$3.49 million was spent through the C&I Prescriptive Program
 - x. \$1.23 million was spent on the C&I Custom Program
 - xi. \$1.16 million was spent on the Small Business Initiative
 - xii. \$1.21 million was spent in Inter-Agency Transfers
 - xiii. Another \$41.58 million is encumbered across all budget categories but is not yet spent.