

**Executive Director’s Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
April 24, 2024**

Noteworthy	
Gov’t Relations	Staff collaborated with the Governor’s Office of Policy, Innovation and the Future (GOPIF), and separately with the Northeast Energy Efficiency Partnerships (NEEP), in preparing two proposals seeking funds from the EPA’s Carbon Pollution Reduction Grants. These proposals were submitted on April 1.
C&I Prescriptive Initiatives	The program is expanding the eligibility of packaged-terminal heat pumps (PTHPs) to include “Splitless” heat pump models similar to the Olimpia Splendid Maestro unit or the Innova Ephoca unit.
Retail Initiatives	The program ran a promotional price of \$349 for heat pump water heaters (HPWH) at Lowe’s from 1/1/2024 to 3/31/2024 along with a marketing blitz. Requests for instant discount barcodes rose 6-fold, and retailers are prioritizing Maine stores in their inventory and marketing to try to keep up with demand. Reorder levels and reorder quantities have been reset to unprecedented levels. This promotion was featured in the New Buildings Institute’s Advanced Water Heating Initiative’s monthly webinar with over 100 industry leaders across the country.
EV Initiatives	The Trust received proposals for DC fast chargers at Maine destinations and scored the bids for sites in Rangeley, Greenville/Moosehead, Millinocket, Gorham/Standish, and Orono. The anticipated formal award date is May 14.
Finance Initiatives	The US EPA announced awardees for the competitively bid elements of the Greenhouse Gas Reduction Fund (GGRF). One winner at the national level was the Coalition for Green Capital (CGC), with whom the Trust has arranged to be a sub-recipient. Staff forecasts that this arrangement will result in adding about \$15 million in new capital to the Efficiency Maine Green Bank.
Low-Income Initiatives	The program has rebated 1,070 whole-home heat pump installations (655 for moderate-income households, and 415 for low-income households). There are 110 outstanding reservations for whole home heat pumps. The program has rebated insulation measures in 910 homes since July 1, 2023, with 95 projects in reservation.
Planning	<u>Triennial Plan VI (TP VI)</u> – In the past month, the planning process for TP VI included a special public meeting of the Innovation Advisory Group on March 27 to review opportunities around demand management and next generation heat pump applications. Staff also a special workshop on the 3-year Beneficial Electrification Plan on April 12.

1. Public Information and Outreach

A) Awareness and Press

- **Press** – (See Appendix A for additional details)
 - The Trust supported the unveiling on April 2 of eight new electric vehicle superchargers at the Hannaford grocery store in Rockland. Several state and federal spokespeople attended, including Shailen Bhatt, Administrator of the Federal Highway Administration, Congresswoman Pingree, and representatives from the US Department of Energy, the Maine Department of Transportation, the Governor’s Office of Policy Innovation and the Future, Hannaford and Tesla. The announcement garnered significant coverage in state and national media outlets. The event was covered by local television, radio and print outlets.
 - A press release issued by *Maine State Representative Chellie Pingree’s* office on April 4 quoted Trust staff discussing the impact of a National Clean Investment Fund grant that will be used to support the Efficiency Maine Green Bank’s efforts to fund energy loans across the state (<https://pingree.house.gov/news/documentsingle.aspx?DocumentID=5206>). The release was republished by *The White House* on April 5 (<https://www.whitehouse.gov/briefing-room/statements-releases/2024/04/05/what-they-are-saying-biden-harris-administration-announces-historic-20-billion-in-awards-to-expand-access-to-clean-energy-and-climate-solutions-and-lower-energy-costs-for-communities-across-the-nati/>) and *Mainebiz* on April 9 (<https://www.mainebiz.biz/article/efficiency-maine-to-leverage-strong-heat-pump-market-with-15m-fed-grant>).
- **Events**

Staff attended, participated in, or presented to 73 community and industry audiences since the beginning of FY24. Activity from the past month includes:

 - Staff presented information about the Trust’s residential programs and incentives during:
 - the Advanced Water Heating Initiatives Residential Working Group on April 16;
 - an FW Webb HVAC Expo on April 11;
 - the Green Home + Energy Show on April 6.
 - Staff presented information about the Trust’s commercial programs and incentives during Hospitality Maine - Maine Lodging & Restaurant Show on March 27.
 - Staff presented information about the Trust’s electric vehicle programs and incentives during:
 - the Portland Earth Day Celebration;
 - the Green Home + Energy Show EV Ride and Drive on April 6.
- **Website and Outreach** (see Appendix B for additional details)
 - March website visits
 - 47,746 unique visitors
 - 24,403 visits driven by digital ads
 - Facebook
 - 4,761 followers

B) Call Center (March)

- 3,515 inbound phone calls were received, up from 3,171 last month and up from 3,252 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 90% of calls were answered within 20 seconds (vs. a goal of 90%).
- 98% of monitored calls got perfect scores, up from 92% this month last year.
- 74 outbound calls were made compared to 782 this month last year, mostly for home inspection scheduling.
- 1,444 inbound emails were received, up from 1,291 this month last year, mostly rebate claims for the Retail Initiatives program.
- 434 pieces of inbound mail were processed, compared to 598 this month last year, mostly rebate claims for the Retail Initiatives program.
 - 16,530 brochures and retail signs were sent out to requesters, 3/4ths of which were for allies (installers, event organizers, etc.) and 1/4th of which was for the Retail & Distributor field team. This is a record high and reflects the large number of events we're attending.
- The Call Center forecasts spending 85% of its budget by year end.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust provided supplemental information on its 2024 Annual Update filing to Commission Staff and other interested parties in a technical conference held on April 17 ([Docket No. 2021-00380](#)). A Commission response to the significant change requests included in the 2024 Annual Update is pending.
 - The Trust intervened in proceedings related to Versant requests for increases to transmission and distribution rates slated to take effect July 1, 2024. One proceeding considers the annual reconciliation of Versant's revenue decoupling mechanism ([Docket No. 2024-00077](#)). A second considers Versant's reconciliation of stranded cost charges ([Docket No. 2024-00078](#)).
- Maine Legislature
 - The Governor signed LD 1606 into law. The bill 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.
- Maine Climate Council
 - Staff continue to attend working groups on energy, transportation, and buildings. The most recent meeting of the Working Group on Buildings met in person virtually to discuss setting goals and making recommendations related to weatherization and clean heating systems.
- Federal Government
 - Staff has been working to finalize the grant agreement with the US Department of Energy for Energy Improvements in Rural and Remote Areas for retrofitting the heating systems of manufactured homes.
 - In recent weeks, the US EPA announced the awardees for the competitively bid elements of the Greenhouse Gas Reduction Fund (GGRF). Staff has been making preparations to collaborate with winners of this competitive process in order to re-capitalize and expand the work of the Efficiency Maine Green Bank.
 - Staff continues to work with GEO and MaineHousing to file applications for the Inflation Reduction Act Home Energy Rebate programs. One of the two applications has been

- submitted. Additional work remains to finalize and submit ancillary elements of the application and is ongoing.
- Staff collaborated on two separate proposals submitted on April 1 for US EPA Carbon Pollution Reduction Grants.
 - The first proposal was developed with Maine’s Governor’s Office of Policy Innovation and the Future to develop a proposal that would include funding for (a) rebates for light duty EVs for low- and moderate-income customers and community fleets; (b) rebates for medium and heavy duty EVs; and (c) technical assistance and public outreach for EVs. The Trust would play a role in administering these funds if the proposal is successful. The proposal also will seek funding for incentives to install heat pumps in schools and municipal buildings, and also workforce training associated with EVs, but the Trust is not expected to play a role in administering those initiatives.
 - The second proposal was developed with the Northeast Energy Efficiency Partnerships (NEEP) on a regional proposal, in which Connecticut would be the fiscal agent, to deliver more incentives for home electrification using heat pumps and heat pump water heaters. If the proposal is successful, the portion of the grant that will go to incentivize eligible projects in Maine would be administered by the Trust.

2. Program Highlights¹

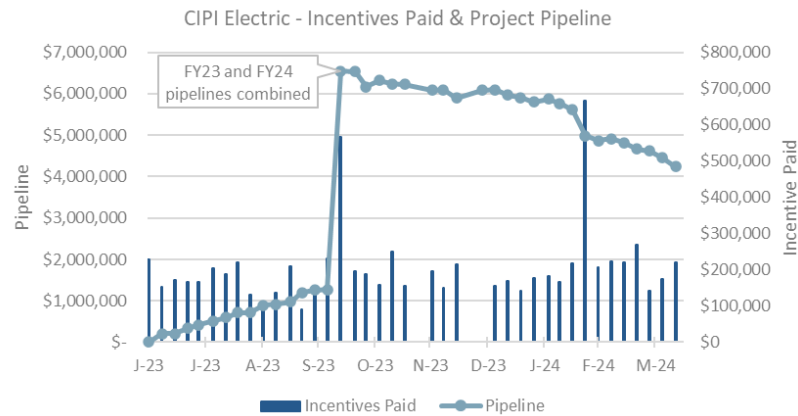
A) C&I Prescriptive Initiatives (CIPI) Program

- The program conducted 27 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 23 new Virtual Customer Consultation (VCC) requests over the last month. To date, 87 projects have proceeded after receiving a VCC, and 11 additional projects are under development.
- The program continues to receive requests from contractors and vendors seeking to be registered as new Qualified Partners (QPs). Plans are underway for FY25 annual certification which will take place in June and will include a combination of options to participate, including in person, live webinars and via the training platform.
- After an assessment of new technology, the program is expanding the eligibility of packaged-terminal heat pumps (PTHPs) to include “Splitless” heat pump models similar to the Olympia Splendid Maestro unit or the Innova Ephoca unit.

Electric Measures

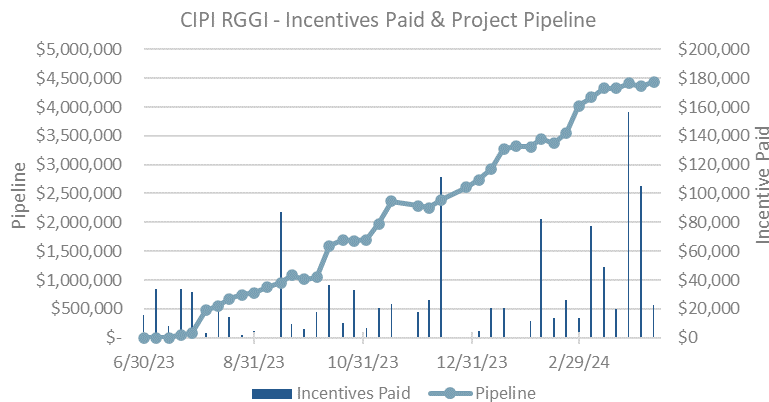
- The current pipeline of electric projects has continued declining over the last month, comprising \$4.2 million in incentives.
- New applications for prescriptive horticultural lighting measures have been slow, with three additional projects submitted over the last month. Pre-approved projects in FY2024 now total \$355,000 in incentives. A total of 19 projects worth \$352,000 in incentives have been completed and paid year-to-date.
- A new opportunity for exterior lighting through the Outdoor Lighting Retrofits FON-017-2024 was launched this month.

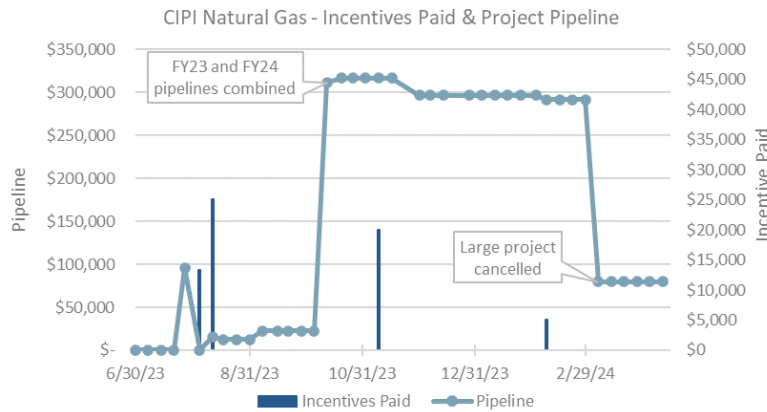
¹ The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on April 18, 2024, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of March 2024).



Thermal Measures

- RGGI Funds – The current pipeline of projects represents \$4.4 million in incentives, which is a \$100,000 increase from the month prior.
- The program is finalizing a qualified product list (QPL) for standard heat pumps (HPs) and variable refrigerant flow heat pumps (VRFs) to help QPs submit their projects for pre-approval and eliminate equipment submittals.
- The funding opportunity notice (FON) for multifamily building retrofits continues to see activity. This opportunity is focused on electrification and building insulation. Additional Building Consultations have been requested this month, and outreach to multifamily building owners and trade groups continues. To date, over \$300,000 in incentives have been submitted with almost \$200,000 under review.
- Natural Gas Funds - The pipeline of projects remained the same as last month. The current pipeline constitutes approximately \$80,000 in potential incentives.





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

- **Business Case #2: Hospitality**
 - The second round of hospitality funding was launched on March 27, 2024. Informational webinars were held for customers in April. The program team will attend the Maine Tourism Conference this month to continue outreach.
- **Business Case #3: Public Schools, Municipalities, Congregate Housing**
 - The FONs for schools, municipalities, and long-term care continue to accept applications and process projects.
 - The program is developing another FON for congregate housing that includes assisted living facilities, which were not covered in the first version of the FON for long-term care facilities.
 - The second round of school retrofits, focusing on electrification measures to assist schools that currently heat with oil and propane, has received multiple applications. The application deadline has been extended through October 1, 2024. Projects now have until November 30, 2025 to be completed.

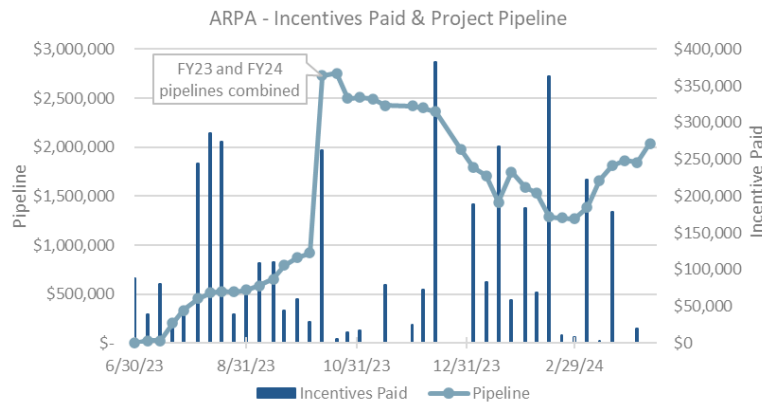
• Activity by business case:

MJRP Business Case	Budget	Invested and committed	Remaining
Business Case #2	\$3,341,587	81%	19%
Business Case #3	\$8,475,344	55%	45%

• Activity by FON:

FON	Pipeline		Complete and Paid	
	Number of Projects	Incentive	Number of Projects	Incentive
Hospitality (Round 1)	0	\$-	64	\$2,604,047
School (Round 1)	1	\$78,200	27	\$1,449,527
Small Municipality*	4	\$205,680	98	\$934,119
Long-Term Care	3	\$99,040	2	\$14,000
Medium Municipality*	8	\$714,740	0	\$-
School (Round 2)	6	\$920,600	0	\$-
Hospitality (Round 2)	0	\$-	0	\$-
Total	22	\$2,018,260	189	\$5,001,693

*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	\$43,480,881
7/1 to 3/31 Spending	\$14,332,640
Percent of Budget Spent to Date	33%
Percent of Year Passed	75%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$14,332,640
Committed Pipeline	\$10,792,015
Total (Expenditures and Committed Pipeline)	\$25,124,655
Percent of Current Budget	58%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	26,968,530	1,988
Thermal Programs	(1,369,379)	53,070

*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 incentives since the last board meeting.
- The program added 1 new project to the pipeline. The total pipeline consists of 6 projects worth \$589,140 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 1 project proposal that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2024 Program Budget	\$23,996,467
7/1 to 3/31 Spending	\$3,574,250
Percent of Budget Spent to Date	15%
Percent of Year Passed	75%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$3,574,250
Committed	\$13,081,627
Pipeline	\$589,140
Total (Expenditures, Committed and Pipeline)	\$17,245,017
Percent of Current Budget	72%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	6,373,051	7,874
Thermal Programs	(161,270)	7,010

C) Home Energy Savings Program (HESP)

- The program forecasts investing 74% of its funds by fiscal year end.

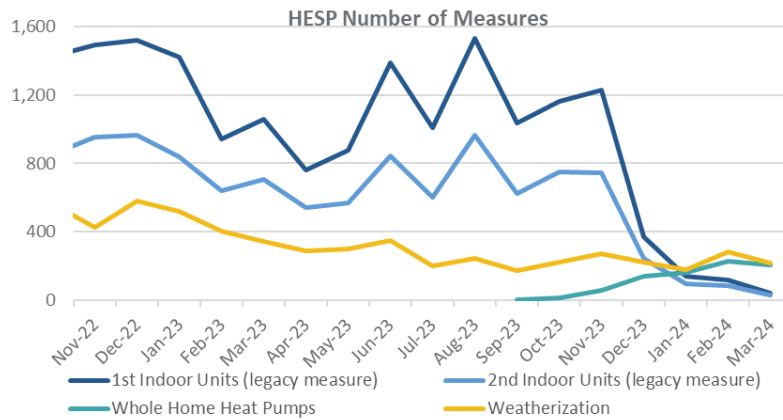
Weatherization

- The program forecasts issuing 2,400 “standard” rebates for the full year, a decline from last year but consistent with the pace needed to achieve the goals of Maine’s climate action plan. (“Standard” rebates are those for households that do not receive the elevated rebate levels for low-income or moderate-income households. Please see “Low-Income Initiatives/Weatherization,” below, for rebate volume for weatherization in low-income and moderate-income homes.)
- 28% of rebated projects were inspected this month. Year-to-date, 19% of completed weatherization projects in HESP have been inspected. The goal is to inspect 10% to 15%.
- 82% 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 35 days (down 34% from this month last year, but up 7 days from last month).

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. 48 rebate claims came in for supplemental heat pumps this month.
- The program issued 205 “standard” rebates for whole home heat pumps in March. Since the 9/18/23 shift to rebating only whole-home heat pumps, this program has issued a total of 809 whole-home heat pump rebates. (Income-eligible rebates are reported in the Low-Income Initiatives section of this report.)
- 69% of rebated heat pump projects were inspected versus a goal of 15%; some retraining is being provided for installers experiencing confusion about details of the program.

- 77% 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 36 days, up from 9 days the prior month.



Updated Financials	Program Investment
FY2024 Program Budget	\$31,628,333
7/1 to 3/31 Spending	\$15,575,653
Percent of Budget Spent to Date	49%
Percent of Year Passed	75%

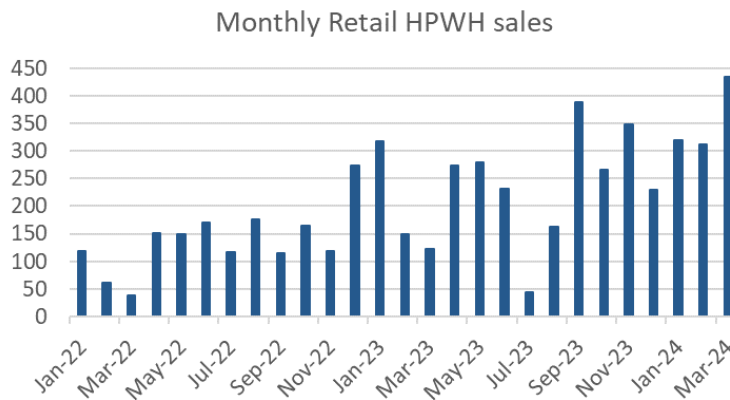
Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(12,080,065)	184,817
Thermal Programs	1,233,171	21,814

Project Type (through 3/31)	Participating Households
Heat Pumps	8,080
Weatherization and Other Heating Systems	1,557

D) Retail Initiatives Program

- The program forecasts investing 82% of its funding by year end.
- The program launched a \$349 heat pump water heaters (HPWH) promotional price at Lowe’s from 1/1/2024 to 3/31/2024 along with a marketing blitz.
 - Requests for instant discount barcodes rose 6-fold, and retailers are prioritizing Maine stores in their inventory and marketing to try to keep up with demand. Reorder levels and reorder quantities have been reset to unprecedented levels. This promotion was featured in the New Buildings Institute’s Advanced Water Heating Initiative’s monthly webinar with over 100 industry leaders across the country.
- As a result of the program’s negotiations, Maine continues to see the lowest HPWH prices in the country.

- Efficiency Maine has free endcap merchandising space in 17 out of 22 Lowe’s and Home Depot stores. In Maine, HPWHs represented 67% of top-selling electric water heaters in March, up from 33% last year, compared to a national average of 3%.
- The program continued an aggressive marketing campaign, conveying new messages through new channels -- 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. Marketing focused beyond the traditional replace-on-burnout to a more proactive “early retirement” focus (I.e., “Consider buying a HPWH now even if you’re not planning to buy a water heater.”) They save \$500 per year, plus if you act before 3/31/24, you’ll save over \$1,000 on the purchase.
- There are 222 HPWH installers listed on the Efficiency Maine website.



Updated Financials	Program Investment
FY2024 Program Budget	\$7,966,336
7/1 to 3/31 Spending	\$4,395,840
Percent of Budget Spent to Date	55%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,371,201	15,664
Thermal Programs	-	-

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

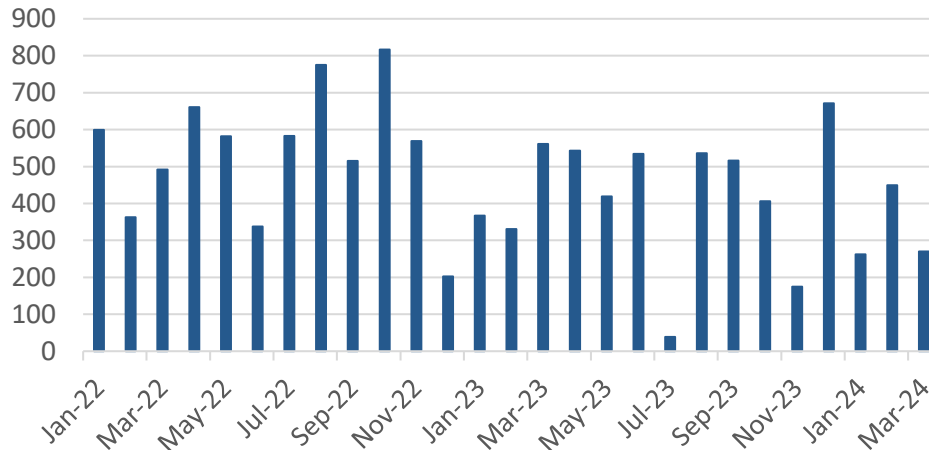
Rebate Type (through 3/31)	Projects
Appliance Rebates	6,466

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 ECM circulator pumps.
- At distributors, the share of electric water heaters that are HPWH climbed to 72% in March.

- 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.
- In January, the Distributor program launched a bulk pricing option for sales of five or more HPWHs in order keep the end-prices for HPWH competitive with traditional electric water heaters (which have recently been the object of manufacturer discounts). This has had a significant favorable impact on HPWH sales.
- ECM circulator pumps represented 62% of circulator pump sales in March. This is better than the 60% in FY2023. Price is a large driver of circulator pumps.

Monthly Distributor HPWH sales



Updated Financials	Program Investment
FY2024 Program Budget	\$12,667,991
7/1 to 3/31 Spending	\$5,312,988
Percent of Budget Spent to Date	42%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,350,149	18,062
Thermal Programs	-	-

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

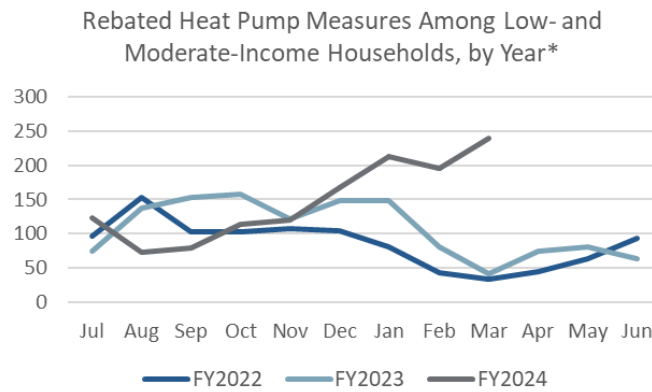
Rebate Type (through 3/31)	Projects
Heat Pump Water Heaters	3,328
Electronically Commuted Pumps	6,357

F) Low Income Initiatives

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

Heat Pumps

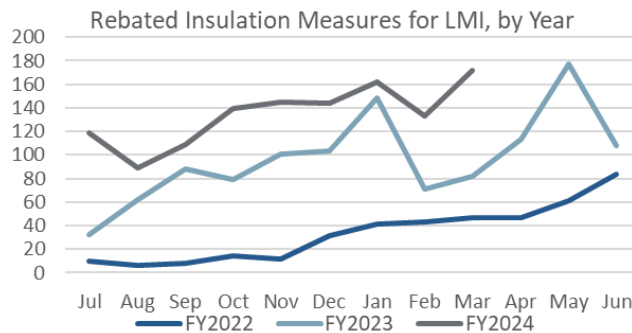
- The program has rebated 1,070 whole-home heat pump installations (655 for moderate-income households, and 415 for low-income households). There are 110 total reservations for whole home heat pumps.
- At the end of Calendar Year 2023, the program launched a [new single-zone heat pump rebate](#) (not whole-home) for low-income households only. 32 have been paid with another 15 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:



*excludes heat pumps rebated through the Manufactured Home Pilot

Weatherization

- The program has rebated insulation measures in 910 homes since July 1, 2023, with 95 projects in reservation.
- The following is a historical view of rebated LMI insulation measures:



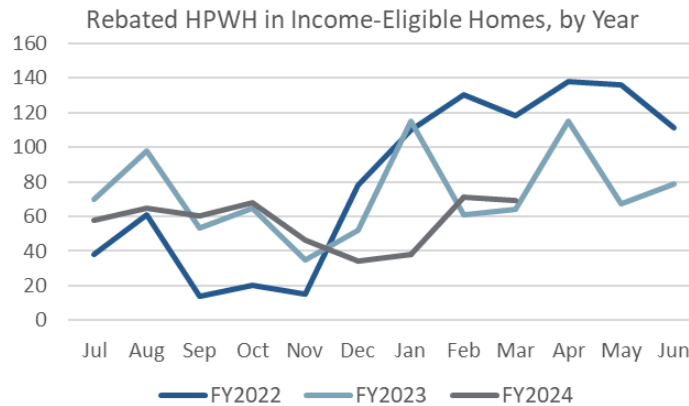
Low Income Direct Mail (DIY - faucet aerators and low-flow devices)

- The program has delivered DIY kits to 665 households since July 1.

Low Income Heat Pump Water Heater Initiative

- 542 heat pump water heaters have been installed since July 1, 2023, with 226 reservations.
 - 229 (42%) were found to have replaced an electric water heater
 - 313 (58%) 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 1,407 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 where it appears there is a good fit for a heat pump water heater installation.

Manufactured Home Pilot (Heat pumps)

- The pilot has reached FY24 funding capacity and is pushing pipeline projects through to completion. Projects in 71 homes have been completed since the start of FY23, with 14 additional homes in the pipeline. The following is a breakdown of demonstrated eligibility pathways:

Home Energy Assistance Program	52%
Department of Health and Human Services	17%
LI Adjusted Gross Income	31%

High Performance Affordable Housing Pilot

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

Updated Financials	Program Investment
FY2024 Program Budget	\$34,623,339
7/1 to 3/31 Spending	\$16,480,961
Percent of Budget Spent to Date	48%
Percent of Year Passed	75%
Additional Details on FY2024 Financials	Program Investment
Expenditures	\$16,480,961
Pipeline	\$1,610,500
Total (Expenditures & Committed Pipeline)	\$18,091,461
Percent of Current Budget	52%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	951,655	(7)
Thermal Programs	(7,350,574)	105,109

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

G) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

- On March 20, Tesla opened its Rockland Supercharger EV charging station, which is Tesla’s first charging station in the country to use the common CCS standard in addition to its proprietary NACS standard. This is also the first National Electric Vehicle-funded (NEVI) station in Maine and the seventh in the country. In early April, Maine Department of Transportation (MaineDOT) hosted a press event to celebrate this milestone.
- Staff hosted “kickoff” meetings with project developers that were awarded under the [RFP for DC Fast Charging Stations – Maine Phase 6](#), which is Maine’s second round of NEVI funding.
- Staff also received proposals for its [RFP for DC Fast Chargers at Maine Destinations](#). Eligible destinations include Rangeley, Greenville/Moosehead, Millinocket, Gorham/Standish, and Orono. The review team met and scored the project proposals. The anticipated award date is May 14.

EV Rebates

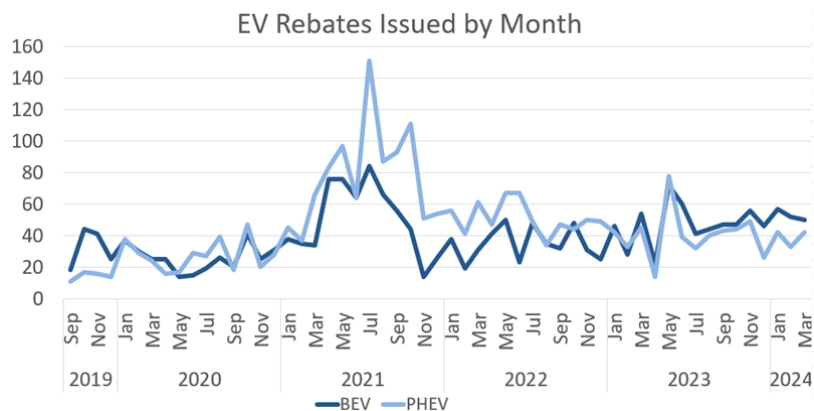
- The program issued 92 EV rebates in the month of March.
- The top EV models rebated for the month of March were the Ford F-150 Lightning, Ford Mustang Mach-E, and Toyota RAV4 Prime.

E-Bike Pilot

- On March 27, Efficiency Maine announced awards for the [Electric Bike Pilot RFP](#) for Lewiston Housing Authority, Portland Housing Authority, and South Portland Housing Authority.

EV Public Information and Outreach

- Staff has been posting public service announcement (PSA) messages on social media about the performance of EVs. It also 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	-	1,303
2023	54	33	63	875
2024 (YTD)	58	50	99	586
Total	267	92	162	4,214

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

Total Rebates By Technology Type (9/1/2019 – 3/31/2024)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	2,192 (46%)	\$5,905,500 (71%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,543 (54%)	\$2,397,000 (30%)
Total	4,735	\$8,302,500

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2024 Program Budget	\$14,815,658	\$3,654,218
7/1 to 3/31 Spending	\$1,355,307	\$1,474,058
Percent of Budget Spent to Date	9%	40%
Additional Committed	\$7,314,288	\$390,693
Percent of Budget with Committed	59%	51%
Percent of Year Passed		75%

H) Demand Management Program

Demand Response Initiative

- Staff launched this year's Demand Response Initiative PON, EM-019-2024. The goal is to enroll roughly 30MW of curtailable load for this summer's capacity season.

Load Shifting Initiative

- Staff have fully resolved the technical issue that was blocking enrollments of customers seeking to use ChargePoint's home EV chargers. We are now working through the backlog of customers who need to re-enroll their devices in the program.
- Staff are working to launch a significant marketing campaign targeting all eligible EVs that received incentives through the EV Rebate program. The hope is that this will significantly increase enrollments prior to the start of this summer capacity season (June 1, 2024).
- With two months of enrollment since its relaunch, the program has enrolled the following devices and quantities:

Battery	51
Connected EV (Telematics)	52
EV Charger	15
Total	118

I) Efficiency Maine Green Bank

- General:
 - EMGB has been coordinating with lead applicants to the Inflation Reduction Act’s Greenhouse Gas Reduction Fund (IRA-GGRF) grant competitions and an informal national group of Green Banks to prepare for the arrival of these federal funds . Staff is participating in various working groups, including a Customer Relationship Management (CRM) and software working group designed to discuss lending and reporting software implementation, a State Revolving Fund working group focused on leveraging private market capital, and a working group discussing the implications of direct pay (elective pay).
 - EMT has executed a sole-source contract with a financial advisor (PFM Advisors) to aid EMGB in designing and implementing lending products that will attract private market capital.
 - Staff has organized discussions with green bank lenders in other states (e.g., the Colorado Clean Energy Fund and Efficiency Vermont) and with lenders active in Maine (e.g., Bangor Savings, Finance Authority of Maine, and the National Energy Improvement Fund) to compare and discuss issues and opportunities to deploy new finance products.
 - Staff have explored income verification products offered by Experian and CLEAResult to enhance lending experience for low-income customers.
 - Staff has reviewed bids submitted to the Lending Platform and Lending Services RFPs and expects to make award(s) in the next week or two.
- Active Finance Initiatives:
 - **Home Energy Loans:** No updates.
 - **Small Business Loans:** Staff is reviewing potential adjustments to this initiative, which may include changes to the maximum borrowing amount, term length and interest rates.
 - **Manufactured Home Heat Pump Lease:** No updates.
 - **Municipal Lease:** Staff spoken to representatives of various school districts and municipalities to market the Municipal Lease opportunity.

Key Metrics	Home Energy Loans		Small Business Loans	Manufactured Home Heat Pump Lease	Municipal Lease	Total
	Income-Eligible Loans	Non-Income-Eligible Loans				
Last Month (#)	16	0	0	10	0	26
FY(#)	238	341	3	81	0	663
All-Time (#)	238	7709	89	81	0	8,117
Last Month (\$)	\$86,162	\$0	\$0	\$22,500	0	\$108,662
FY(\$)	\$1,265,875	\$2,142,250	\$12,935	\$186,000	0	\$3,607,060
All-Time (\$)	\$1,265,875	\$60,066,519	\$1,232,398	\$186,000	0	\$62,750,791

Income Eligible Loans only tracked since FY2023

- **C-PACE:**
 - Staff is supporting various municipalities in their efforts to adopt C-PACE ordinances. Staff presented at a city council meeting in South Portland, and has another presentation scheduled with the Scarborough city council. Brunswick passed a C-PACE ordinance in March.
 - Staff is working to educate lenders on the benefits of C-PACE and encourage their participation in the program. In addition to publishing tailored guides for this sector, Staff held a series of ad hoc meetings with interested parties. Staff is also coordinating with the City of Portland to host a roundtable discussion with local and community lenders.
 - Staff approved the first C-PACE project, facilitating an \$8 million C-PACE loan to Vertical Harvest in Westbrook.

Key Metrics	Participating Municipalities (#)	Registered Capital Providers (#)	Project Applications (#)	Approved Project Financing (\$)
Total	9	3	3	\$8,655,189.41

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) for State Buildings

- The LBE Initiative Review Team did not meet or approve any incentives since the last board meeting.
- No new LBE technical assistance (TA) requests were approved.
- The total pipeline consists of 3 projects in various stages of development worth \$997,512 in incentive offers, after adjusting for the probability of completion.

Energy Storage System (ESS) Program

- The C&I Custom Program Review Team did not meet or approve any incentives since the last board meeting, but did receive one new application from a pipeline project.
- Staff added no new projects to the pipeline. The pipeline now consists of 6 potential projects.

3. Strategic Initiatives

A) Innovation

- Pilot - Heat Pump Solutions: The team is testing new applications and configurations of heat pump systems in residential settings. One is a standard, ducted heat pump which is being installed in double-wide manufactured homes. The other is an alternative configuration, being installed in mostly northern Maine homes, that requires an outdoor heat pump unit and utilizes the blower of the existing furnace. Recruitment is complete for double-wide homes, but ongoing for manufactured homes in northern Maine. Eight installations are complete in this phase to date with an additional 18 sites engaging in screening. The team will test ducted configurations in up to 20 of these home types throughout the coming winter and conduct a metering analysis.
- Pilot - Hydronic Heat Pump with Thermal Storage: The team screened and approved four homes for this pilot. The first site is fully operational with a high-temperature hydronic heat pump, multiple thermal storage tanks, and a control system all running together as designed. The team is monitoring real time data from this system. Heat pump and storage installations have begun in a second home. The pilot anticipates installing units in two to three additional homes before next winter for additional testing.
- Pilot – Maine Transactive Energy: No updates.

B) Evaluation, Measurement, and Verification

- Staff kicked off the Light Duty Electric Vehicle Market Study with Dunsky Energy and Climate Advisors to inform Triennial Plan VI.
- Invoice analysis of residential heat pumps with ILLUME has resumed for whole home heat pumps.

4. Administration and Finance Highlights

A) Administration

- Staff is in discussions with a property manager in Portland for office space.

Triennial Plan VI (TPVI)

- Staff held a special public meeting of the Innovation Advisory Group on March 27 to discuss priorities for the triennial plan period.
- Staff held a special workshop on the 3-year Beneficial Electrification Plan on April 12.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of March 2024 was \$70.6 million out of a total expected annual revenue of \$79.1 million. Revenues from federal funding are \$8.2 million year-to-date. Approximately \$818,000 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 \$3.0 million. The total budget for FY2024 as of the end of March, including use of fund balance, is \$199.4 million.

Expenditures & Encumbrances

- Total expenditures through the end of March 2024 were \$73.1 million. The summary of expenditures and encumbrances is as follows:

Expenditures	
\$6.2 million	Administration (excluding interfund transfers)
\$163,000	Public Information
\$760,000	Evaluation work
\$340,000	Innovation pilots
\$607,000	Demand Management Program
\$16.5 million	Low Income Initiatives
\$4.4 million	Retail Initiatives Program
\$5.3 million	Distributor Initiatives Program
\$15.6 million	Home Energy Savings Program
\$14.3 million	C&I Prescriptive Initiatives Program
\$3.6 million	C&I Custom Program
\$1.8 million	Inter-Agency transfers
Encumbrances	
\$76.7 million	Encumbered across all budget categories but not yet spent

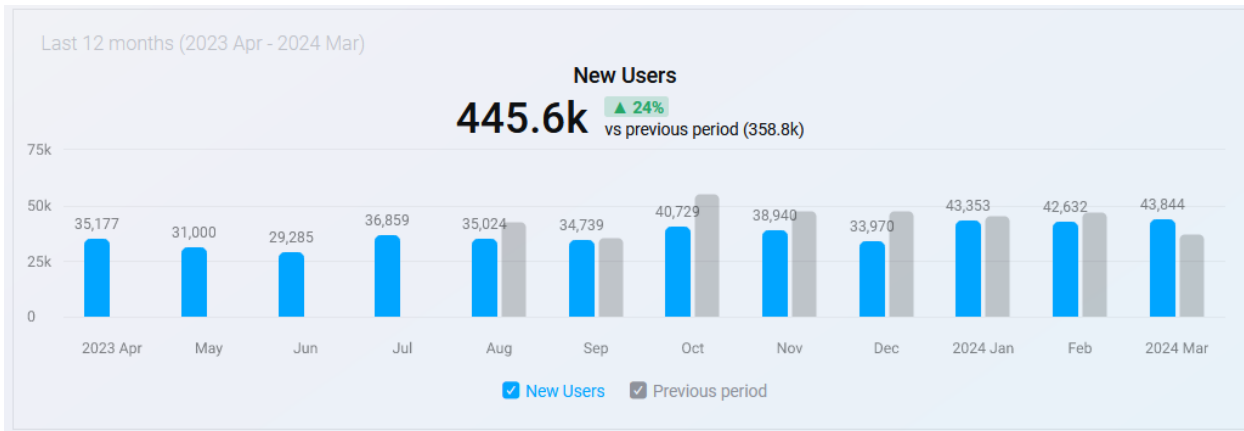
Appendix A

Full List of Press Coverage (plus links)

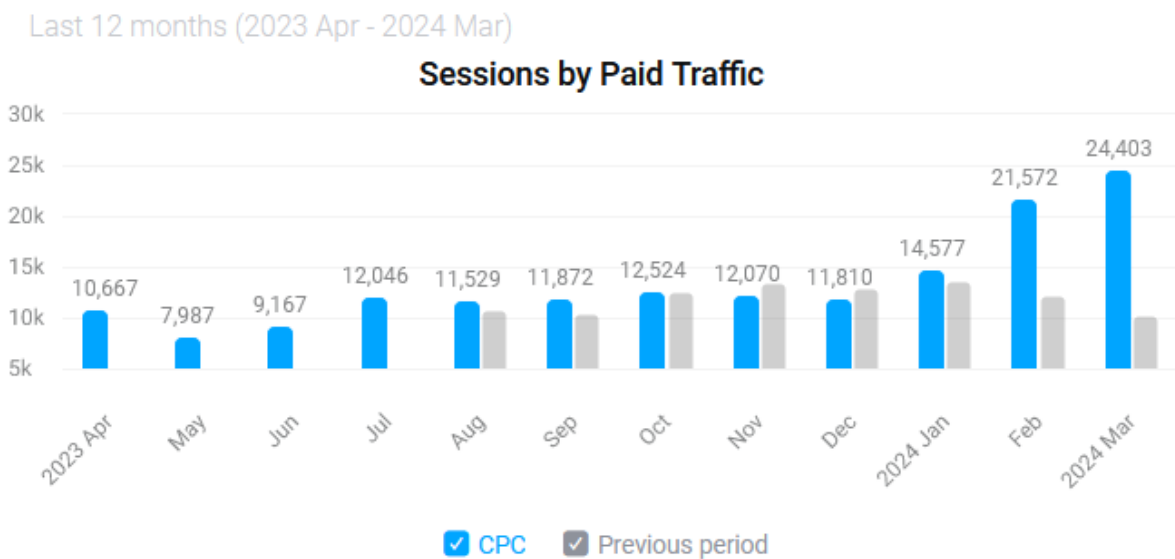
- *The Maine Wire* published an article on April 16 discussing Maine legislation regarding vehicle emissions standards, mentioning the Trust’s electric vehicle programs and incentives (<https://www.themainewire.com/2024/04/maine-lawmakers-will-now-have-the-final-say-over-agency-rulemaking-related-to-potential-ev-mandates/>).
- *The Maine Monitor* published an article on April 12 that discussed the challenges associated with training heat pump installers and referenced the Trust’s efforts in the area of consumer education on how to properly use them (<https://themainemonitor.org/heat-pump-lessons/>).
- *Natural Resources Council of Maine* posted content on April 5 driving readers to the Trust’s electric vehicle rebates and incentives (<https://www.nrcm.org/blog/maines-clean-transportation-future/>).
- A press release issued by *Maine State Representative Chellie Pingree’s* office on April 4 quoted Trust staff on the impact of a National Clean Investment Fund grant that will be used to support the Efficiency Maine Green Bank’s efforts to fund energy loans across the state (<https://pingree.house.gov/news/documentsingle.aspx?DocumentID=5206>). The release was republished by *The White House* on April 5 (<https://www.whitehouse.gov/briefing-room/statements-releases/2024/04/05/what-they-are-saying-biden-harris-administration-announces-historic-20-billion-in-awards-to-expand-access-to-clean-energy-and-climate-solutions-and-lower-energy-costs-for-communities-across-the-nati/>) and *Mainebiz* on April 9 (<https://www.mainebiz.biz/article/efficiency-maine-to-leverage-strong-heat-pump-market-with-15m-fed-grant>).
- *The Maine Wire* published an article on April 4 that mentions the Trust’s role in the Maine Department of Education’s efforts to study opportunities to use clean energy in and improve energy efficiency of public schools (https://www.themainewire.com/2024/04/mdoe-to-study-opportunities-for-clean-energy-and-energy-efficiency-in-public-schools/#google_vignette).
- *Natural Resources Council of Maine* hyperlinked to the Trust’s programs in an Earth Day-themed blog post on April 1 (<https://www.nrcm.org/blog/celebrate-earth-day-around-maine/>).
- *Seacoast Online* published an op ed on March 26 from York Ready for Climate Action that highlighted the Trust’s programs and tools (<https://www.seacoastonline.com/story/opinion/columns/2024/03/26/getting-ready-calculate-your-way-to-a-greener-home/73113467007/>). The article was republished by AOL on March 26 (<https://www.aol.com/getting-ready-calculate-way-greener-013540623.html>).
- *The Maine Wire* published a March 26 article about electric vehicle legislation that mentioned the Trust as one of the agencies tasked with, among other things, researching the rate of EV adoption by Mainers and identifying strategies that would reduce the barriers associated with increased EV usage in rural areas. (<https://www.themainewire.com/2024/03/push-for-oversight-of-rulemaking-for-vehicle-emissions-standards-gains-ground-in-augusta/>).
- *The Maine Wire* mentioned Efficiency Maine rebates in a March 22 article on the City of South Portland’s approval of electric vehicle leases (<https://www.themainewire.com/2024/03/south-portland-approves-spending-nearly-15000-to-lease-three-new-electric-vehicles/>).

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 (Mar 1 - 31)

Top Landing Pages by Session

Landing Page	Value	vs prev
/at-home/heat-pump-water-heater-program/	13,289	▲ 17%
/	9,527	▲ 6%
/at-home/heating-cost-comparison/	3,776	▼ 8%
/at-home/low-income-water-heaters/	3,350	▲ 37%
/about-heat-pumps/	2,772	▼ 36%
/home-insulation/	2,448	▲ 9%
/income-based-eligibility-verification/	1,984	▲ 17%
/at-home/whole-home-heat-pump-incentives/	1,984	▲ 21%
/at-home/	1,735	▲ 14%
/electric-vehicle-rebates/	1,733	▲ 14%

Last Month (Mar 1 - 31)

Top Landing Pages by Session (Organic)

Landing Page	Value	vs prev
/	4,705	▲ 2%
/at-home/heating-cost-comparison/	2,162	▼ 13%
/at-home/whole-home-heat-pump-incentives/	1,109	▲ 40%
/heat-pump-user-tips/	788	▼ 35%
/at-home/	786	▲ 9%
/at-home/water-heating-cost-comparison/	759	▼ 11%
/heat-pumps/	731	▲ 31%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	714	▼ 1%
/electric-vehicle-rebates/	665	▲ 20%
/at-home/ductless-heat-pumps/	619	▼ 44%