



Efficiency Maine

Funding Opportunity Notice (FON) 002-2023

Rural Level 2 EV Charging

Informational Webinar

Efficiency Maine Introduction

- Runs the State's energy efficiency programs
- Provides rebates, financing, technical information and registry of vendors
- Funded by electric and natural gas ratepayers, Regional Greenhouse Gas Initiative, ISO New England Grid, grants, and other sources
- Board appointed by the governor and confirmed by the legislature

Policy Framework for EVs in Maine

- **Public Law, Chapter 259 (2019), An Act To Increase Electric Vehicles in Maine**
 - 2 new funds established at the Efficiency Maine Trust:
 - Electric Vehicle Fund – to transform markets toward the adoption of electric vehicles and to support the purchase of electric vehicles
 - Electric Vehicle Charging Infrastructure Fund – to increase the availability and effectiveness of electric vehicle charging infrastructure
- **Maine Climate Action Plan (2020)**
 - Achieve emissions reductions goals by putting 219,000 light-duty EVs on the road in Maine by 2030
- **Efficiency Maine Triennial Plan V (2023-2025)**
 - Estimated 1,400-1,900 new Level 2 plugs by 2025 to meet demand
- **Maine Plan For EV Infrastructure Deployment (2022)**
 - Identifies goals, priorities and strategies for EV Infrastructure deployment in Maine



Purpose of this FON

- Expand public electric vehicle (EV) charging infrastructure in rural and remote areas of Maine
- Assist rural communities in Cumberland and York counties to participate in the transition to EVs
- Serve residents and commuters in rural towns
- Attract commerce and tourism

Funding Available for this FON

- Maine Jobs and Recovery Plan (MJRP)
 - \$200,000
 - Appx. 30 Level 2 plugs
- Future rounds of funding:
 - Non-rural areas: Auburn, Bangor, Lewiston, Portland, South Portland, Westbrook
 - Level 3 (DC fast) charging statewide

Incentives

- **Networked Chargers**: 90% of the total eligible project costs up to a maximum of \$8,000 per L2 plug for local gov. properties/public libraries (80% up to \$5,000 per plug for all other projects)
- **Non-Networked Chargers**: 90% of the total eligible project costs up to a maximum of \$2,000 per L2 plug

FON Timeline

FON Schedule	
FON Issue Date:	February 27, 2023
Rolling Application Period:	February 27, 2023, through June 30, 2023
Informational Webinars:	<u>March 14, 2023 – 1:00 PM</u> <u>April 13, 2023 – 8:00 AM</u>
Project Completion Deadline:	December 31, 2023

Eligible Locations

Project must be located:

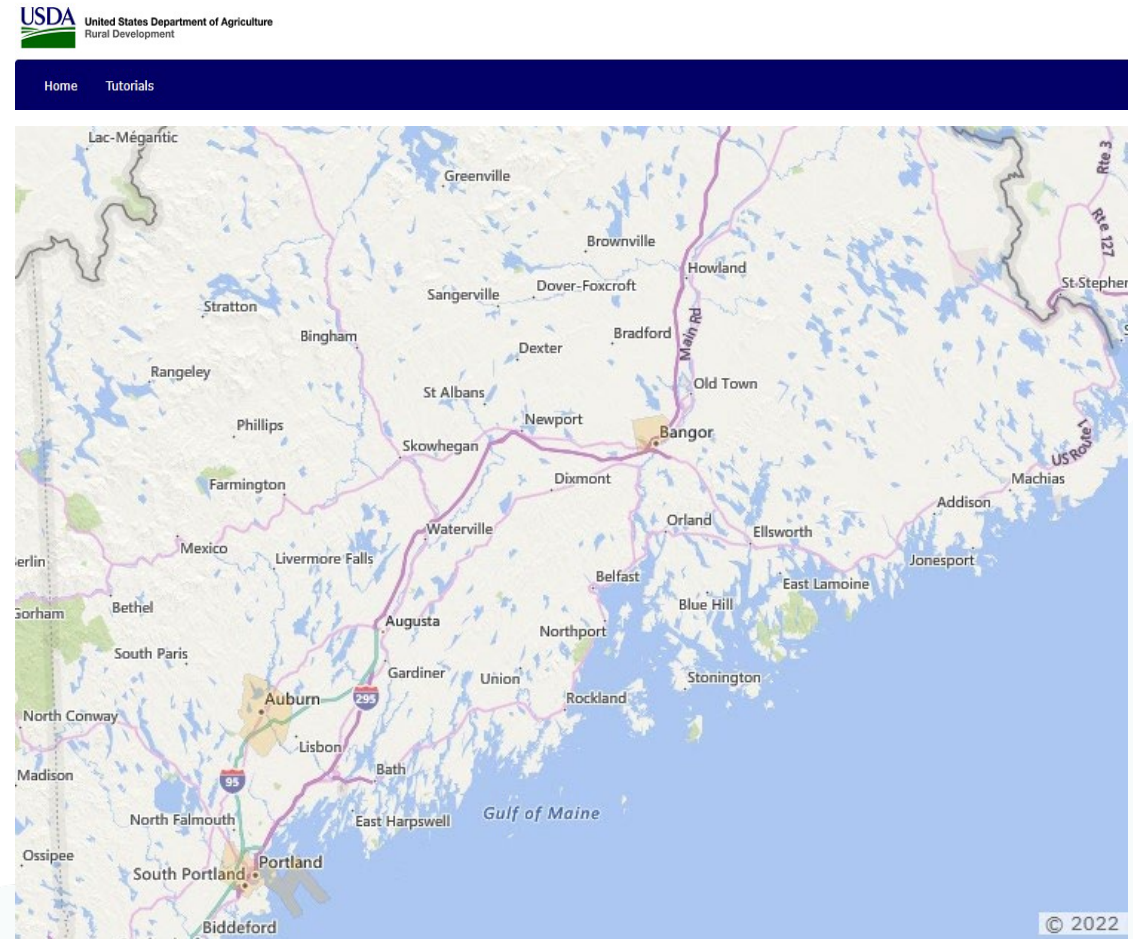
- In Cumberland County or York County
- Publicly accessible location in a Maine town classified as “Rural” by the [USDA Multifamily Housing Program](#)

Ineligible Locations:

- Areas outside of Cumberland and York counties
- Urban areas: Portland, South Portland, Westbrook

Ineligible Properties:

- Private homes, whether owned or leased
- Airbnb properties, vacation properties (e.g., camps, cabins, and cottages)
- Multi-unit dwellings where the parking lot is not open to the public
- K-12 schools
- Dealerships of new and used vehicles
- Businesses that sell or install EV charging equipment



Non-rural (ineligible) locations are highlighted in orange. Source: <https://eligibility.sc.egov.usda.gov/eligibility/welcomeAction.do>

Eligible Projects

- **Project:**
 - Between 2 and 4 plugs per site
 - Signage or pavement painting (EV parking only)
 - Available to the public 24/7, 365 days/year
 - Not to be used primarily by a public or private fleet
 - Operate & maintain each charger for at least 5 years
- **Equipment:**
 - New and unused
 - Level 2 EV chargers with minimum capacity of 208-240V/40A (30A continuous)
 - UL-certified (or equivalent) and complies with National Electrical Code and Federal Communications Commission regulations
 - Capable of charging vehicles from multiple manufacturers
 - Can be single- or dual-plug
 - Can be networked or non-networked



Networked dual-plug Level 2 charger at Bigelow Lab, East Boothbay



Non-networked single-plug Level 2 chargers in Thomaston

Eligible Costs

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- Charging equipment
- Installation and commissioning of charging equipment
- Networking subscription costs for the first five years of operation (where applicable).
 - Networking subscription costs must be billed, and will be only be reimbursed if they have been paid, as a single, upfront, lump-sum cost
- Electrical service upgrades and/or circuits
- Mounting hardware (e.g., pedestals) and bollards (where applicable)
- Construction costs (e.g., excavation, paving, signage) essential to installation of the chargers
- Maintenance contracts and extended warranties

Ineligible Costs

- Landscaping and site preparation not directly necessary for the installation of the chargers
- All other operating costs including electric bills



Dual-plug Level 2 charger with bollards and signage, Best Western, Rumford

Application Requirements

1. Attachment A: Project Application Form

- Signed by the Applicant and Property Owner/Property Manager (if not the Applicant)

2. Attachment B: Project price quotes

- Bona fide price quotes for each eligible project cost
- Multiple quotes are not required but are encouraged

3. Attachment C: Charging Equipment Specification Sheets

4. Attachment D: Project Location Photograph

Email all attachments in a single email to EV@efficiencymaine.com

How to Receive Your Incentive

1. Complete application form and submit with required attachments to ev@efficiencymaine.com
2. Accept Terms & Conditions online
3. Efficiency Maine reviews application for eligibility
4. If approved, Efficiency Maine sends Incentive Offer Letter by email
5. Install and commission chargers
6. Fill out and return Project Completion Form
7. Efficiency Maine reviews project and mails incentive check

Web Resources

- [Public charger installation videos](#)
- [Installing Level 2 Electric Vehicle Chargers for Commercial and Public Properties Guidebook](#)
- [List of EV charging service providers](#)
- [Charging station locator](#)
- [Background on EV initiatives](#)
- [FAQs](#)

efficiencymaine.com/ev



Charging Connectors



The most common connector for Level 2 charging stations is the SAE J1772. This connector is compatible with all EVs in North America, although Tesla cars require a SAE J1772-to-Tesla adaptor that comes with the vehicle. Fast chargers have three types of plugs – Combined Charging System (CCS), CHAdeMO, and Tesla. Most non-Tesla EVs use CCS, with the exception of the Nissan LEAF, which uses CHAdeMO. Both plug types work the same way.

EV Home Charger Installation Information

- **How to Select and Install a Home Electric Vehicle Charger:** Useful information and tips for current and prospective EV owners from Efficiency Maine.
- **Qualified Partners:** Find an Efficiency Maine Qualified Partner near you with experience installing Level 2 chargers. Select "Electric Vehicle Chargers" on the list of service options.

EV Charger Installation Information for Public Sites

- **List of Maine EV Charging Service Providers:** These companies have experience installing, supplying, and providing project management assistance for EV charging stations.
- **Qualified Partners:** Find an Efficiency Maine Qualified Partner near you with experience installing Level 2 chargers. Select "Electric Vehicle Chargers" on the list of service options.



www.efficiencymaine.com/opportunities/

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Thank You!