

# Executive Director's Summary Report

to the Board of Trustees  
of the  
Efficiency Maine Trust

November 15, 2017

## 1. Communications

### A) Awareness and Press

- Outreach Events:
  - Staff exhibited at a University of Maine Orono Energy Education Event (November 1).
  - Staff presented at a Bath Housing Authority Landlord Event (November 2).
  - Staff presented at the Saco Historic Preservation Commission Energy Efficiency Workshop (November 9).
  - Staff presented at an Avesta Energy Efficiency Workshop (November 14).
- Press:
  - The Executive Director was interviewed for 2 WGME news pieces on home heating; (<http://wgme.com/features/good-day-maine/saving-you-money-how-weatherizing-your-home-can-save-you-hundreds>); (<http://wgme.com/news/local/new-heat-options-lowering-bills>)
  - Low-income incentives were mentioned in a piece on the Keep York Warm Initiative (<http://www.seacoastonline.com/news/20171031/weatherization-project-heats-up-york>).
- Website and Outreach (October):
  - 25,686 website visits (compared to 23,982 visits in September)
    - 18,883 unique visits
    - 8,668 visits were driven through digital ads
  - Facebook:
    - 3,029 fans (including 16 new)
    - 40,221 reached through advertising

### B) Call Center (October)

- 1,316 inbound phone calls (98% answered within 20 seconds)
- 496 inbound emails
- 1,384 inbound mail (mostly rebate claims)

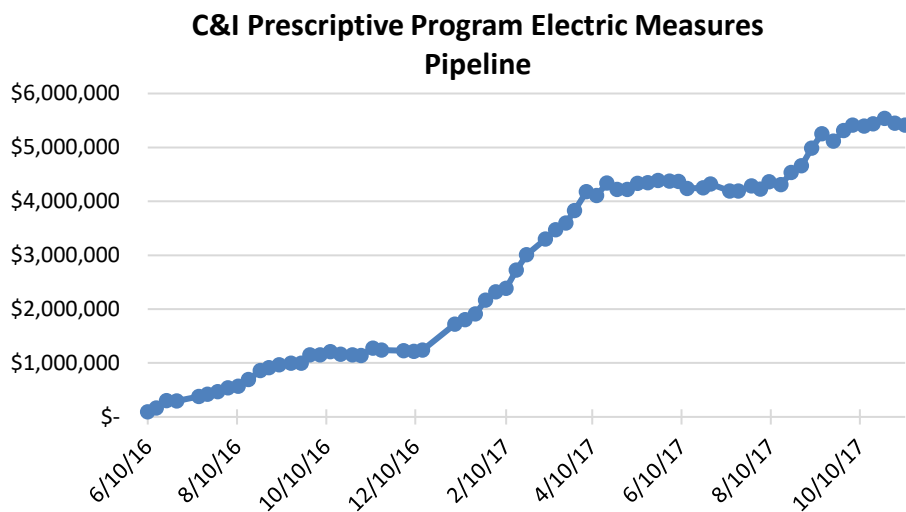
### C) Government Relations

- A delegation of EMT Staff and Board members met with the Chief Deputy Attorney General and two staff attorneys to review the legal implications of offering, or refusing, incentives to otherwise qualified energy efficiency projects in the medical cannabis industry. The Attorney General’s Office committed to send a letter to EMT providing further legal analysis.
- PUC Proceedings:
  - EMT filed a Request for a Protective Order to support the Small Business Initiative (November 8). The request asks CMP to share customer data for all SGS customers in the next SBI region. EMT previously requested and received the same data for Regions 5, 6, and 7.

## 2. Program Highlights<sup>1</sup>

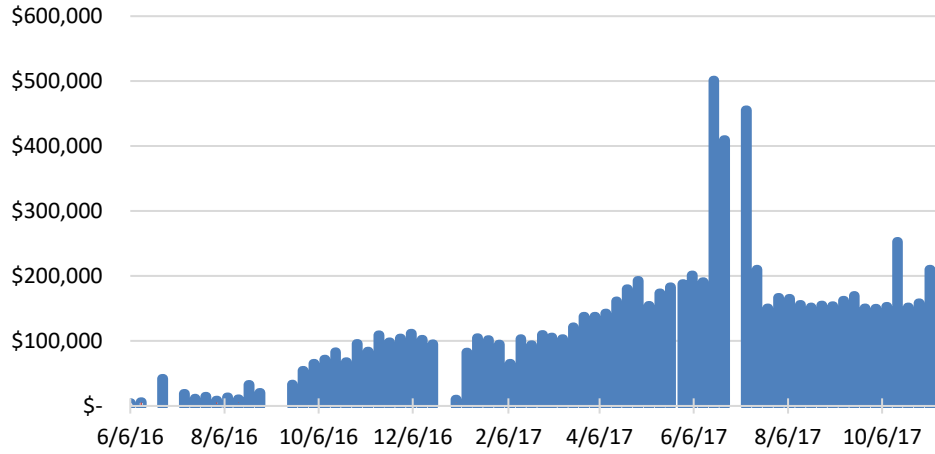
### A) C&I Prescriptive (CIP) Program – Electric Measures

- The growth of pending projects (pipeline) has remained consistent with the incentive payments. The current pipeline is \$5,414,998 of incentives.
- There are currently 22 DSIL distributors with signed MOUs. Distributors have started to submit completed sales files for October.
- The program added a “Smart Pumps” measure (mid-stream) for hot water circulation systems.
- The program added a Demand Control Ventilation measure (retrofit) to our Commercial Kitchen Solutions.



<sup>1</sup> The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system mid-month; the Summary Program Update table is pulled from the Efficiency Maine project tracking database on November 13, 2017 to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of October 2017).

**C&I Prescriptive Program Electric Measures  
Incentives Paid**



Updated Financials	Program Investment
FY2018 Program Budget	\$10,069,937
7/1 to 10/31 Spending	\$3,124,012
Percent of Budget Spent to Date	31%
Percent of Year Passed	34%

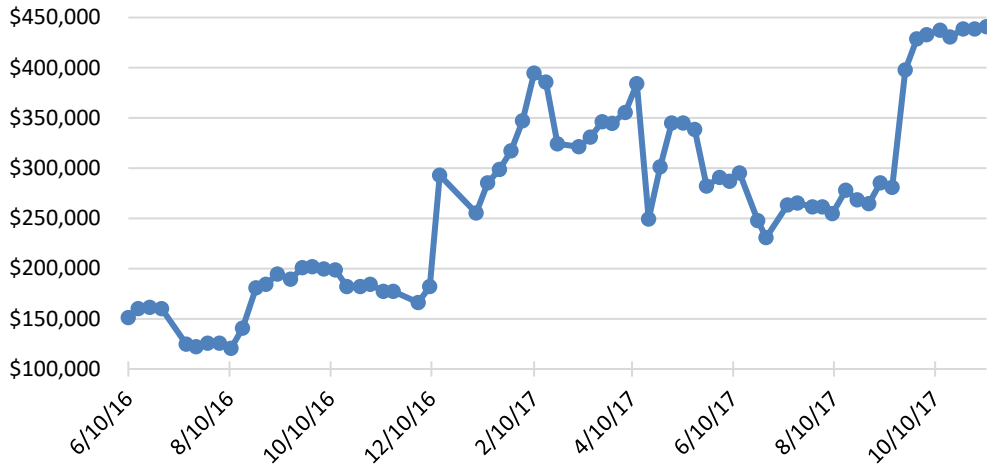
Summary Program Update	kWh Savings	Participants
Start of fiscal year to 10/31	9,765,598	693

Project Type (through 10/31)	Participants
Lighting Solutions	529
Heating and Cooling Solutions	143
Compressed Air Solutions & Other	21

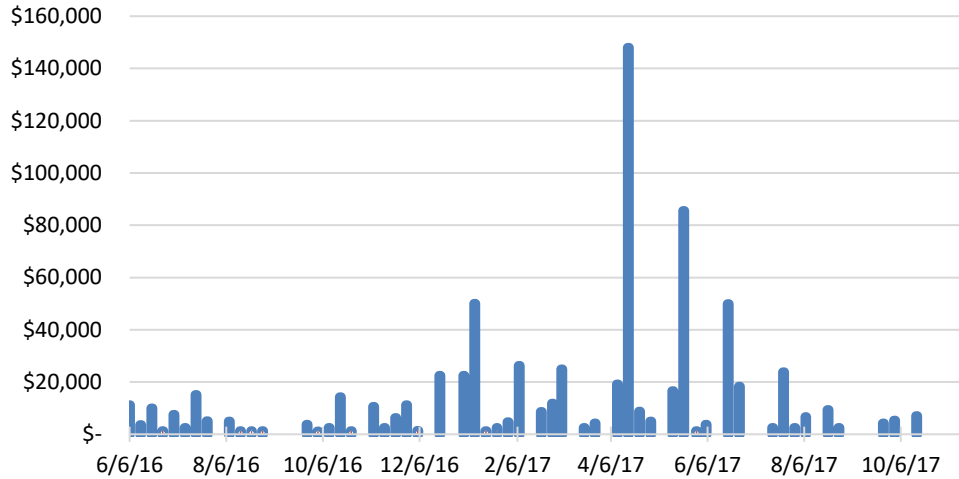
**B) C&I Prescriptive Program – Natural Gas Measures**

- The current pipeline represents \$440,850 in incentives.
- A total of 37 natural gas units have been installed to date through the distributor discount initiative.

### C&I Prescriptive Program Natural Gas Measures Pipeline



### C&I Prescriptive Program Natural Gas Measures Incentives Paid

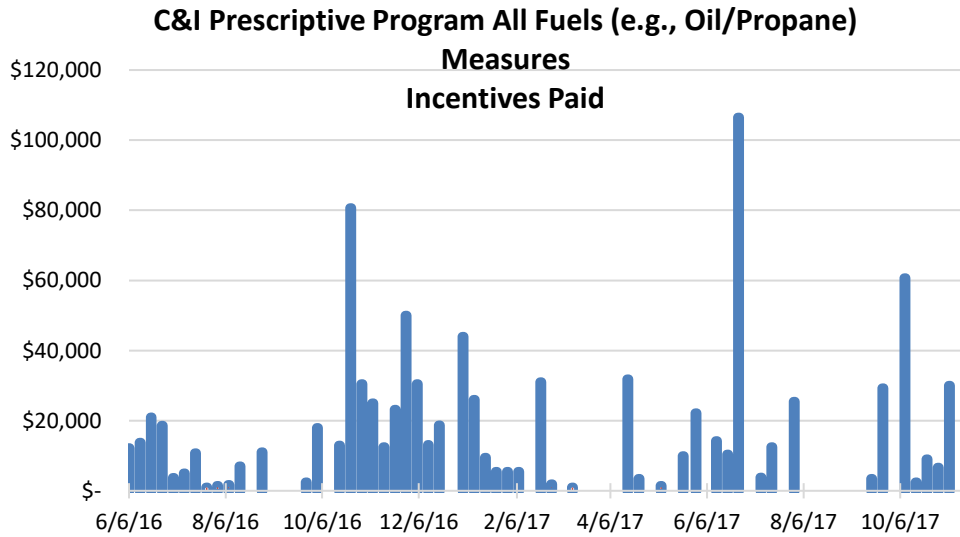
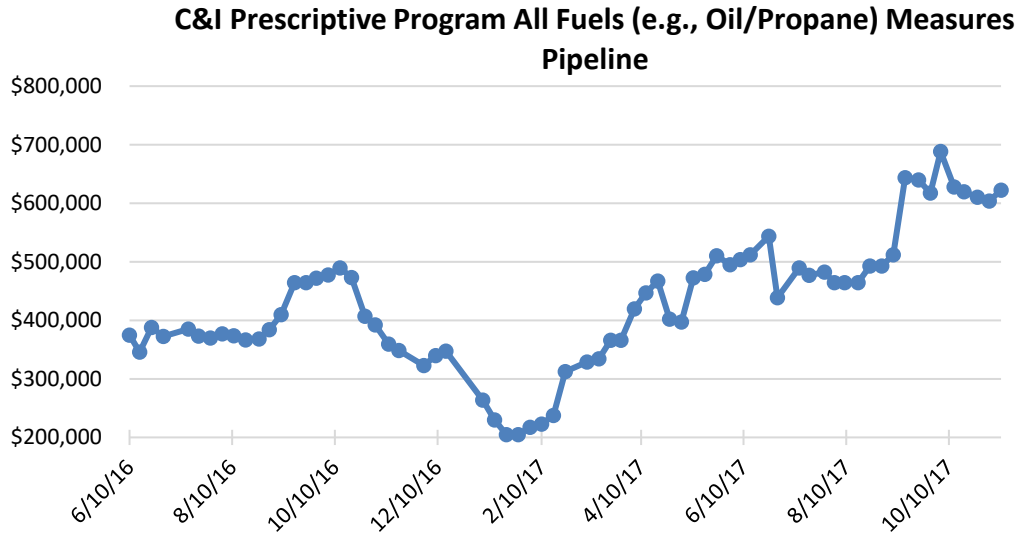


Updated Financials	Program Investment
FY2018 Program Budget	\$1,888,872
7/1 to 10/31 Spending	\$197,061
Percent of Budget Spent to Date	10%
Percent of Year Passed	34%

Summary Program Update	MMBtu Savings	Participants
Start of fiscal year to 10/31	4,511	28

**C) C&I Prescriptive Program – All Fuels (e.g., Oil and Propane) Measures / Heating Solutions**

- The current pipeline represents \$622,408 in incentives.
- A total of 12 propane units have been installed to date through the distributor discount initiative.



Updated Financials	Program Investment
FY2018 Program Budget	\$654,025
7/1 to 10/31 Spending	\$269,457
Percent of Budget Spent to Date	41%
Percent of Year Passed	34%

<b>Summary Program Update</b>	<b>MMBtu Savings</b>	<b>Participants</b>
Start of fiscal year to 10/31	9,560	87

**D) C&I Custom Program**

- Since the last Board meeting, the pipeline of small custom projects has grown modestly, adding 1 new project worth \$27,000 in incentive offers. The total small custom pipeline now consists of 19 projects worth \$276,000 in incentive offers.
- Program staff is reaching out to newly eligible large natural gas customers to inform them of program offerings and encourage efficiency investment.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2018 Program Budget	\$14,437,135
7/1 to 10/31 Spending	\$1,050,813
Percent of Budget Spent to Date	7%
Percent of Year Passed	34%

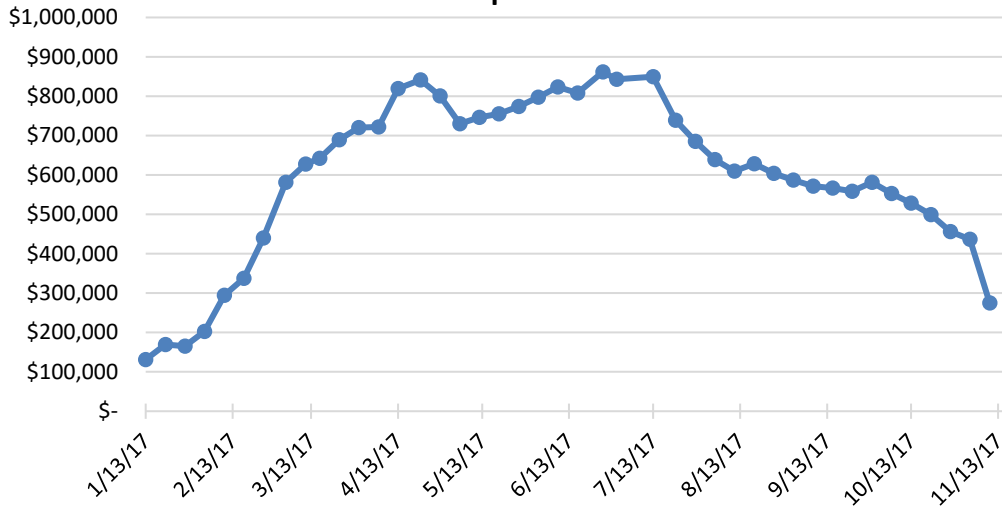
<b>Additional Details on FY 2018 Financials</b>	<b>Program Investment</b>
Committed	\$5,696,497
Pipeline	\$1,392,542
Total Expenditures, Committed, & Pipeline	\$8,139,850
Percent of Budget	56%

<b>Summary Program Update</b>	<b>MMBtu Savings</b>	<b>kWh Savings</b>	<b>Participants</b>
Start of fiscal year to 10/31	5,726	2,531,427	8

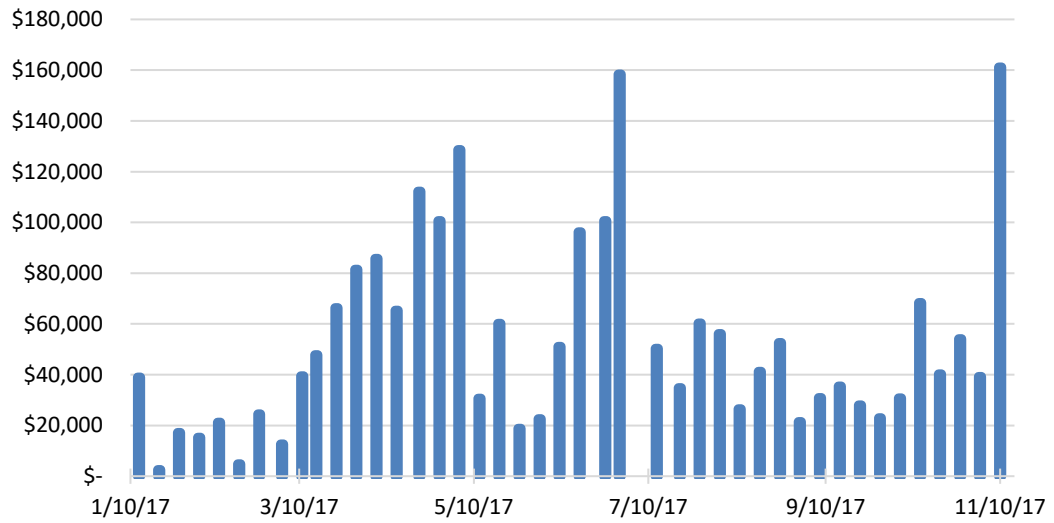
**E) Small Business Initiative**

- Regions 5 and 6 are no longer accepting new projects and the program anticipates completing the projects in the pipeline by November 30, 2017.
- The delivery team will continue using CMP customer data on small businesses (SGS rate classes) to assist with targeted outreach in Region 7.
- There are currently 7 participating contractors in Region 7 with several projects underway.
- The program is exploring an additional region for a January 2018 rollout.

### Small Business Initiative Pipeline



### Small Business Initiative Incentives Paid



Updated Financials	Program Investment
FY2018 Program Budget	\$2,556,587
7/1 to 10/31 Spending	\$704,006
Percent of Budget Spent to Date	28%
Percent of Year Passed	34%

Summary Program Update	kWh Savings	Participants
Start of fiscal year to 10/31	469,154	94

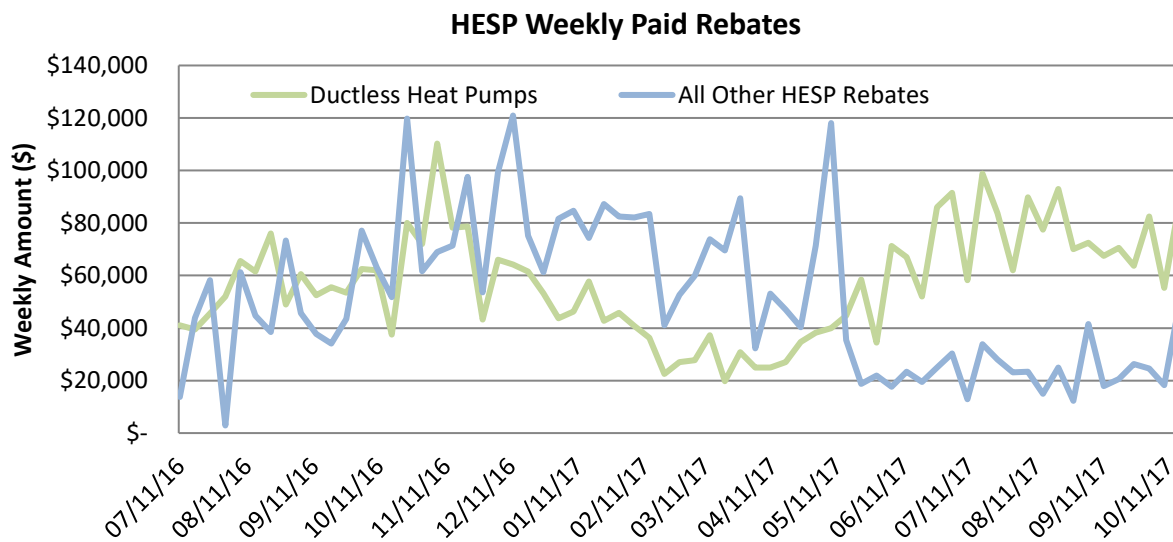
**F) Commercial New Construction Program**

- The program is processing existing projects (under MOU in FY2017) and has stopped outreach activities. Applications are not being accepted for new projects under the Maine Advanced Building (MAB) initiative.
- The program is exploring ways other than MAB to identify cost-effective opportunities in commercial new construction.

Updated Financials	Program Investment
FY2018 Program Budget	\$1,985,677
7/1 to 10/31 Spending	\$6,436
Percent of Budget Spent to Date	0%
Percent of Year Passed	34%

**G) Home Energy Savings Program**

- Program outreach has been extensive, and many installers report a healthy backlog of work.
- All program brochures, web pages, and claim forms are being updated to make them simpler and more consistent.
- The loan program has been clarified to be for HESP projects and their prerequisites and/or solar PV.





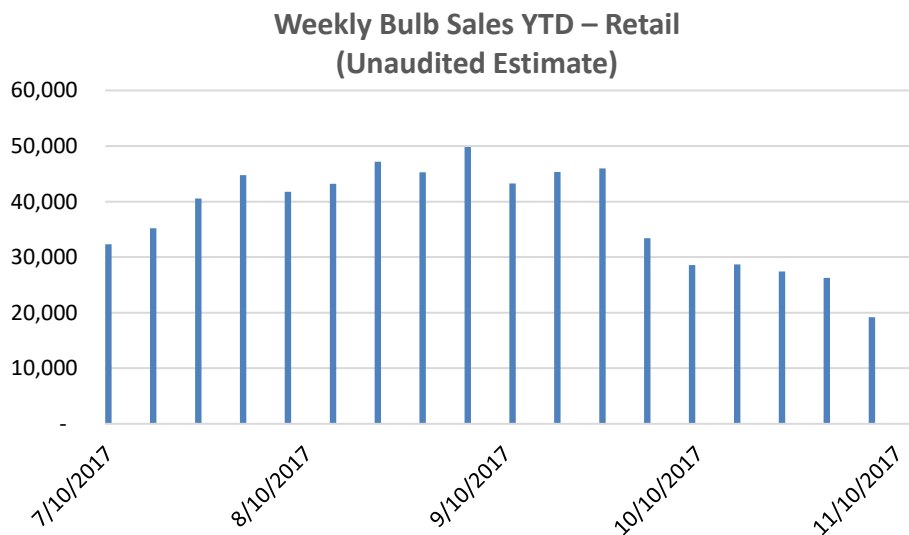
Updated Financials	Program Investment
FY2018 Program Budget	\$11,113,615
7/1 to 10/31 Spending	\$2,151,148
Percent of Budget Spent to Date	19%
Percent of Year Passed	34%

Summary Program Update	kWh Savings	MMBtu Savings	Measures
Start of fiscal year to 10/31	5,947,911	19,191	2,910

Project Type (through 10/31)	Units
Electric Measures	2,211
All Fuels Measures	699

#### H) Consumer Products Program

- The program is forecasting higher LED sales this year compared to last year. The program anticipates investing all funds and exceeding the energy savings target. The off-shelf marketing fee paid to stores that feature efficient bulbs in-aisle and/or on end-cap displays has increased sales volume.
- The program reduced the heat pump water heater distributor instant rebate from \$750 to \$600 on October 1, 2017 and will do the same for the retail mail-in rebates on January 1, 2018.

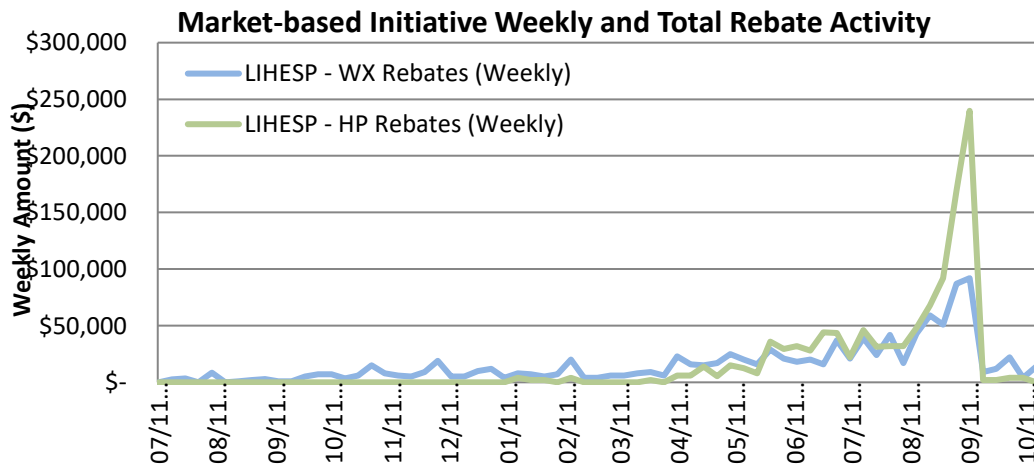


Updated Financials	Program Investment
FY2018 Program Budget	\$11,508,432
7/1 to 9/30 Spending	\$2,496,945
Percent of Budget Spent to Date	22%
Percent of Year Passed	34%

Summary Program Update	kWh Savings	Appliance Rebates	Light Bulbs
Start of fiscal year to 9/30	24,096,667	5,865	714,821

**I) Low-Income Initiatives**

- 567 participants (46% of the total participants in the PUC’s AMP initiative) have received DIY kits with LEDs and/or low-flow devices. Twenty-one new customers joined AMP in October.
- The Low Income Direct Mail initiative has sent 3,158 DIY kits to low-income families in FY2018. Over 2,000 were sent in October alone. The program has seen strong demand.
- The Low Income Direct Install initiative (free installations to eligible households) has installed 270 heat pump water heaters in FY2018. This program is on track to invest the allocated budget by the end of the fiscal year. Staff is reaching out to new plumbers to increase capacity. Marketing and outreach has been strong in some northern and interior areas of the state where plumbers have capacity for projects (areas near Presque Isle, Farmington, Milo, Bangor, Lyman).
- Highlights of market-based (weatherization and ductless heat pump) initiative:
  - FY2018 Funds for enhanced low-income incentives for ductless heat pumps are fully invested. Applicants interested in heat pumps are being directed toward the standard HESP heat pump incentive.
  - Demand from low-income customers for weatherization through this channel remains solid.



Updated Financials	Program Investment
FY2018 Program Budget	\$6,796,824
7/1 to 10/31 Spending	\$1,946,929
Percent of Budget Spent to Date	29%
Percent of Year Passed	34%

Summary Program Update	kWh Savings	Direct Installs
Start of fiscal year to 10/31	13,206,722	270

Other Initiatives (through 10/31)	Units
LIHESP	808
Direct Mailings	3,158
Food Pantry Bulbs	112,908

#### J) Strategic Initiatives (Cross Cutting)

##### I. Evaluation, Measurement, and Verification (EM&V)

- The first round of metering equipment in the HPWH impact evaluation will be picked up after Thanksgiving. The evaluation is currently recruiting a new set of homes for the next round of metering.

##### II. Forward Capacity Market

- Staff has retained FERC council and is preparing to protest ISO-NE's FCA 12 filing.

### 3. Administration and Finance Highlights

#### A) Administration

- All employees have been directed to complete self-study on the Trust's policy against workplace harassment as an element of training staff on elements of the Trust's personnel handbook.

#### B) Financial

##### Revenues

- The new revenues from state and regional sources through the end of September were \$17.3 million, up from \$11 million as of the prior month. Approximately \$297,000 in additional revenue has been received year-to-date on interest from outstanding loans, the

NTA pilot project, and other miscellaneous revenues. Year to date we have made nearly \$241,000 in interfund transfers. The outstanding balance for revenues is \$28.3 million for the fiscal year, not including interfund transfers.

#### Expenditures

- Total expenditures through the end of August were \$13.4million, up from \$10.2 million as of the end of the prior month. An additional \$38.7 million is encumbered, and \$2 million has been awarded to individually contracted projects the contracts for which are pending.
- The pace of spending remains stronger than at the same time last year, reflecting the continuity of program design and marketing momentum that were in place at the outset of this year as compared to last year.