



Review of the FY2025 Annual Report

EMT Board Meeting

November 19, 2025

FY2025 Highlights

- Invested a record **\$120 million** in programs
 - vs. \$89 million in FY2024, \$85 million in FY2023, \$70 million in FY2022
- Supported **37,910** heat pump (equivalent) installations, including **11,688** whole-home systems
- Remained national leader in heat pump water heater installations (rebated more than **10,400** units, close to FY2024's record-breaking 10,500 units)
- First year leveraging electric ratepayer funds for fuel switching projects under the **Beneficial Electrification Policy Act**
- Received **ACEEE "Leader of the Pack" award** for residential electrification programs
- Launched the Demand Management Program's **off-peak EV charger measure**
- Launched federal **Inflation Reduction Act (IRA)** initiatives
- Finalized **Triennial Plan VI**

Electric Efficiency Program Expenditures

Major Program	Incentive	Delivery	Total
C&I Custom Program – Electric	\$769,795	\$750,726	\$1,520,521
C&I Prescriptive Initiatives – Electric	\$5,653,601	\$1,169,498	\$6,823,099
Distributor Initiatives – Electric	\$7,947,230	\$1,168,532	\$9,115,762
Retail Initiatives – Electric	\$4,739,550	\$2,992,100	\$7,731,650
Low-Income Initiatives – Electric	\$900,841	\$91,538	\$992,379
Demand Management Program	\$564,361	\$285,119	\$849,480
Strategic Initiatives – Electric	\$-	\$318,841	\$318,841
Administration – Electric	\$-	\$1,883,908	\$1,883,908
Total	\$20,575,379	\$8,660,262	\$29,235,640

Electrification Program Expenditures

Major Program	Incentive	Delivery	Total
C&I Prescriptive Initiatives – Electrification	\$10,692,270	\$1,418,899	\$12,111,169
Home Energy Savings Program – Electrification	\$19,834,199	\$2,428,016	\$22,262,214
Low-Income Initiatives – Electrification	\$34,783,515	\$3,301,472	\$38,084,987
Electric Vehicle Initiatives	\$2,532,850	\$476,249	\$3,009,099
Strategic Initiatives – Electrification	\$-	\$1,361,681	\$1,361,681
Administration – Electrification	\$-	\$2,858,229	\$2,858,229
Total	\$67,842,834	\$11,844,547	\$79,687,381

Thermal Program Expenditures

Major Program	Incentive	Delivery	Total
C&I Custom Program – Unregulated Fuels	\$2,399,037	\$736,603	\$3,135,639
C&I Prescriptive Initiatives – Unregulated Fuels	\$185,715	\$41,522	\$227,238
Home Energy Savings Program – Unregulated Fuels	\$6,103,602	\$834,866	\$6,938,468
Low-Income Initiatives – Unregulated Fuels	\$6,086,160	\$1,239,676	\$7,325,835
Strategic Initiatives – Thermal	\$-	\$253,595	\$253,595
Administration – Thermal	\$-	\$932,310	\$932,310
Total	\$14,774,514	\$4,038,572	\$18,813,086

Other Initiatives Expenditures

Initiative	Incentive	Delivery	Total
Efficiency Maine Green Bank (EMGB)	\$-	\$731,308	\$731,708
Lead By Example Initiative	\$191,652	\$107,257	\$298,909
Thermal Energy Investment Program	\$7,904	\$-	\$7,904
Electric Vehicle Initiatives – EV Supply Equipment	\$1,596,137	\$2,475	\$1,598,612
School Decarbonization Program	\$1,400	\$-	\$1,400
E-Bike Pilot	\$34,339	\$-	\$34,339
Medium- and Heavy-Duty Vehicle Pilot	\$105,581	\$-	\$105,581
Fuel Tank Removal	\$8,800	\$-	\$8,800
Administration – Other	\$-	\$48,425	\$48,425
Total	\$1,945,813	\$889,464	\$2,835,278

Electric Program Benefit-to-Cost Ratios

Major Program	B:C Ratio
C&I Custom Program – Electric	4.43
C&I Prescriptive Initiatives – Electric	2.79
Distributor Initiatives – Electric	2.56
Retail Initiatives – Electric	2.22
Low-Income Initiatives – Electric	1.78
Demand Management Program	8.06
Total	2.91

Electrification Program Benefit-to-Cost Ratios

Major Program	B:C Ratio
C&I Prescriptive Initiatives – Electrification	1.88
Home Energy Savings Program – Electrification	1.30
Low-Income Initiatives – Electrification	1.22
Electric Vehicle Initiatives	1.36
Total	1.31

Thermal Program Benefit-to-Cost Ratios

Major Program	B:C Ratio
C&I Custom Program – Unregulated Fuels	3.81
C&I Prescriptive Initiatives – Unregulated Fuels	0.80
Home Energy Savings Program – Unregulated Fuels	1.22
Low-Income Initiatives – Unregulated Fuels	1.16
Total	1.76

C&I Custom Program

Highlights:

- Supported continued interest from manufacturers, driven in part by targeted MJRP/ARPA incentives focusing on beneficial electrification and heat recovery.
- Observed a renewed interest in Technical Assistance (TA) studies.
- Awarded all remaining funds in Lead by Example Initiative for State properties.
- Received relatively low number of new applications overall.

Plans:

- Continue to conduct outreach to manufacturers, seeking additional opportunities to invest Industrial Climate Transition Initiative funds
- Launch a program offering to detect and mitigate compressed air leakage, targeting a significant untapped opportunity.

C&I Prescriptive Initiatives

Highlights:

- Launched a new initiative targeting space heating electrification in new construction of affordable multifamily housing to invest federal funds from the IRA Home Energy Rebate program.
- Continued 5 MJRP/ARPA-funded campaigns targeting (1) hospitality businesses, (2) small municipalities, (3) long-term care facilities, (4) assisted housing facilities, (5) PreK-12 public schools.
- Worked with EMGB to launch a targeted offering for congregate housing facilities, leveraging new federal funds from the Energy Efficiency Revolving Loan Fund.
- Concluded two campaigns: (1) accelerating whole-building electrification and weatherization in existing multifamily buildings with 3-15 units, and (2) targeting exterior lighting retrofits.
- Added incentives for Linear Expansion Valve (LEV) kits and Dedicated Outdoor Air Systems (DOASs).

Plans:

- Evaluate ways to improve cost-effectiveness of weatherization in multifamily buildings.
- Explore ways to boost participation from small businesses, including broadening eligibility criteria and supporting EMGB in marketing expanded loan opportunities for small businesses.

Distributor Initiatives

Highlights:

- Increased incentives on heat pump water heaters to compensate for price increases.
- Continued bulk purchase incentive instituted in FY2024.
- Processed 5,306 instant discounts for heat pump water heaters (vs. 5,088 in FY2024).
- Developed a campaign to promote heat pump water heaters when homeowners are converting to heat pumps for space heating.
- Provided discounts for 16,143 ECM circulator pumps (up from 14,650 in FY2024).

Plans:

- Consolidate program delivery of this initiative with Retail Initiatives to recognize overlap in program delivery and marketing for heat pump water heaters.

Retail Initiatives

Highlights:

- Collaborated directly with retailers to make heat pump water heaters cost-competitive with electric resistance water heaters after discount. Secured some of lowest prices in U.S.
- Raised the mail-in rebate for heat pump water heaters to match the instant discount provided in Lowe's and Home Depot.
- Encouraged homeowners to replace working traditional electric water heaters before they fail ("DIY early retirement") with limited-time pricing and out-of-store marketing (email, postal mail, digital advertisements).
- Processed 4,626 incentives for heat pump water heaters (vs. 4,772 in FY2024).

Plans:

- Consolidate program delivery of this initiative with Distributor Initiatives.

Home Energy Savings Program

Highlights:

- Completed first full year of new program design that limits eligibility to heat pump systems serving a whole home's heating needs. Modified rebate claim form to emphasize importance of using heat pumps as the primary heating system.
- Revised rebate structure for whole-home heat pumps to be \$1,000 per outdoor unit up to a lifetime limit of \$3,000 (vs. rebate based on % of project cost).
- Rebated 6,124 whole-home heat pump projects (up from 1,804 in FY2024).
- Weatherized 1,874 homes (up from 1,776 in FY2024).

Plans:

- Restart marketing efforts to clarify rebate availability amid confusion resulting from the phase-out of federal tax credits.
- Continue to monitor rebate structure and focus on continuous improvement.

Low-Income Initiatives

Highlights:

- Completed first full year of new program design that limits eligibility to heat pump systems serving a whole home's heating needs. Modified rebate claim form to emphasize importance of using heat pumps as the primary heating system.
- Revised rebate structure for whole-home heat pumps to base it on number of outdoor units vs. rebate % of project cost. (\$3,000 per unit up to \$9,000 for low-income; \$2,000 per unit up to \$6,000 for moderate-income).
- Rebated 5,532 whole-home heat pump projects (up from 1,821 in FY2024).
- Weatherized 1,081 homes (up from 1,061 in FY2024).
- Launched expanded Manufactured (Mobile) Home Initiative to invest new, dedicated federal funds (IRA Home Energy Rebates, ERA grant).

Plans:

- Limit DIY kit offering to enrollees in the utilities' Arrearage Management Program
- Ramp up marketing and outreach for M(M)HI

Electric Vehicle Initiatives – Public Charging

Highlights:

- Completed two competitive solicitations for Level 3 (DC fast charger) projects and four competitive solicitations for Level 2 charger projects.
- Awarded \$8.6 million to public EV charger projects, including 10 DC fast charger projects and 34 Level 2 projects.

Plans:

- Continue to invest federal funds in competitive solicitations for Level 3 and Level 2 chargers
- Support the installation and commissioning of charger sites awarded in previous fiscal years.

Electric Vehicle Initiatives – Rebates

Highlights:

- Rebated 1,117 EVs (697 battery EVs, 420 plug-in hybrid EVs)
- Due to budget constraints, restricted rebate eligibility to low-income Mainers after November
- Recruited and provided guidance to potential EV charger applicants.
- Developed new EV guidebook and other marketing materials for customers and dealers.

Plans:

- Reinstate eligibility for moderate-income and commercial customers. (In TPVI, EVs screen as beneficial electrification measures eligible for Electric Efficiency Procurement funding.)
- Pair all EV rebates with off-peak charging

Demand Management Program

Highlights:

- ***Demand Response Initiative:***
 - Reduced 2024 summer capacity season peak by >13 MW through 5 dispatches.
- ***Load Shifting Initiative:***
 - Completed 2nd season of EV managed charging with 128 participating vehicles.
 - Completed 1st season of small battery management initiative with 132 systems enrolled.
 - Launched new off-peak charger instant discount in April, enrolling 88 vehicles.
- ***Large Battery Initiative:***
 - Transitioned from pilot to standing initiative. No new awards.

Plans:

- Demand Response Initiative – implement optimized customer enrollment and tracking system.
- Load Shifting Initiative – accelerate marketing and outreach for the off-peak charger measure.
- Launch small battery aggregator program.

Efficiency Maine Green Bank

Highlights:

- Navigated freezing of federal Greenhouse Gas Reduction Fund (GGRF) award
- Launched new online lending platform and brought on new provider for lending services
- **Home Energy Loans** – reinstated loan offerings for all income levels, onboarded RRVs in platform
- **Small Business Energy Loans** – leveraged for heat pump/VRF installations
- **Commercial Property Assessed Clean Energy (C-PACE)** – continued onboarding capital providers and municipalities, approved second and third projects
- **Municipal Lease** – “pairing” offering for municipalities and PreK-13 schools
- **Manufactured (Mobile) Home Initiative Loan** – transitioned from lease to loan
- **Targeted Initiative for Congregate Living Facilities** – launched loans for energy audits and electrification projects using federal Energy Efficiency Revolving Loan Fund

Plans:

- Increase participation in Small Business Energy Loan – expanding project and customer eligibility, adjusting term lengths, interest rates, maximum loan amounts

Other Initiatives

Highlights:

- ***Non-Wires Alternatives (NWA)*** – No new cost-effective behind-the-meter solutions
- ***Renewables*** – Applied remaining EERRF funds to Hydronic Heat Pump Pilot
- ***Lead by Example Initiative*** – Committed remaining funds
- ***Thermal Energy Investment Program*** – Completed 2 projects, preapproved 5
- ***E-Bike Pilot*** – Remaining 2 of 3 grant recipients (public housing authorities) purchased bikes
- ***School Decarbonization Program*** – Facilitated connections to C&I program offerings. Provided Technical Assistance funding to support a solar PPA.
- ***MHDV Pilot*** – Awarded grants to 5 businesses
- ***Fuel Tank Removal*** – Began administering DEP-funded \$800 incentive for fuel tank removal for participants in the Manufactured (Mobile) Home Initiative

Evaluation, Measurement, and Verification (EM&V)

Highlights:

- Presented Triennial Plan VI draft and supporting studies to stakeholders, board, PUC
- Finalized C&I Custom Program Evaluation
- Launched the Impact Evaluation of Heat Pump Water Heaters and ECM Circulator Pumps
- Launched the Impact Evaluation of Weatherization Programs.
- Launched the Impact Evaluation of Electric Vehicle measures.
- Launched Whole-Home Heat Pump Metering Study

Plans:

- Publish Impact Evaluation of Heat Pump Water Heaters and ECM Circulator Pumps
- Publish Impact Evaluation of Weatherization Programs.
- Publish Whole-Home Heat Pump Metering Study.
- Launch study of heat pump usage in schools.

Innovation

Highlights:

- Completed recruitment for the expanded Whole-Home Heat Pump Solutions Pilot and conducted testing and metering analysis throughout the winter heating months.
- Added two new test sites for the Hydronic Heat Pump with Thermal Storage Pilot, monitoring a total of five test sites over the course of the year.
- Launched a Program Opportunity Notice (PON) for a Device Aggregator Pilot.

Plans:

- Continue to expand Whole-Home Heat Pump Solutions Pilot (completing additional installations in double-wides and homes located farther north, testing an alternative configuration that utilizes the blower of the existing furnace.)
- Expand the Hydronic Heat Pump with Thermal Storage Pilot by enrolling additional test sites. Explore design improvements to streamline process and reduce costs. Consider testing pilot model with a consumer-owned utility or municipal utility.
- Identify new pilot ideas, with particular focus on investing federal CPRG innovation budget.

Selected Goals and Themes for FY2026

- Continue efforts to achieve greater use of residential heat pumps
- Complete contracts for and deploy federal funding through New England Heat Pump Accelerator (CPRG, through CT DEEP)
- Assess evolving market conditions, impacts on program activity, and possible actions
 - End of federal tax credits
 - Tariffs
 - New refrigerants
 - Economic uncertainty (customers, vendors)
 - Electricity prices
- Prepare for close out of MJRP/ARPA funding

Legislative Recommendations

The Trust's authorizing statute provides that the Annual Report should include "Any recommendations for changes to the laws relating to energy conservation." (35-A MRSA §10104(4))

Proposed Motion

Move that the Board approve the FY2025 Annual Report, with any changes discussed and adopted at the November 19, 2025, Board meeting, as well as any non-substantive typographical edits or computational corrections as may be required prior to submission to the Public Utilities Commission and Legislature.