



**EFFICIENCY MAINE TRUST
PROGRAM OPPORTUNITY NOTICE**

**DEMAND MANAGEMENT PROGRAM –
LOAD SHIFTING INITIATIVE AGGREGATOR
PRE-APPROVAL**

PON EM-016-2024

Opening: January 26, 2024

Closing: The Earlier of September 30, 2024, or Until Available Funds Are Committed

Contents

SECTION 1: PON INFORMATION AND INSTRUCTIONS	4
1.1 Purpose of This Application Request.....	4
1.2 Program Description.....	4
1.3 Contact Person	4
1.4 Program Term and Schedule	4
1.5 Efficiency Maine Trust Rules.....	5
SECTION 2: CURTAILMENT SERVICE PROVIDER ELIGIBILITY	6
2.1 Aggregator Eligibility Requirements.....	6
2.2 Customer Eligibility.....	6
SECTION 3: PORTFOLIO ELIGIBILITY CRITERIA	6
3.1 Program Design	6
3.2 Portfolio Eligibility Requirements.....	10
SECTION 4: APPLICATION REQUIREMENTS	10
4.1 PON Requirements	10
SECTION 5: AWARD CRITERIA	11
5.1 Grid-Supplied Energy Reductions.....	11
SECTION 6: SUBMITTAL INSTRUCTIONS	11
6.1 Submittal Format.....	11
6.2 Accurate and Complete Information.....	11
SECTION 7: INCENTIVE AWARD	11
7.1 Award Decisions	11
7.2 Measurement and Verification (M&V) Requirements	11
7.3 Limitations	12
7.4 Publicity of Applicant’s Participation.....	12
7.5 Reservation of Rights.....	12
7.6 Request for Reconsideration	12

APPENDIX A: AGGREGATOR AGREEMENT

APPENDIX B: CONFIDENTIAL INFORMATION MANAGEMENT SYSTEMS POLICY

APPENDIX C: EXAMPLE DEMAND RESPONSE ALLOCATION PORTFOLIO

Section 1: PON INFORMATION AND INSTRUCTIONS

1.1 Purpose of This Application Request

Through this competitive Program Opportunity Notice (PON), the Efficiency Maine Trust (the Trust) is seeking applications from eligible distributed energy resource (DER) aggregators for portfolios of curtailable load to be bid into the Trust's Load Shifting Initiative (LSI). The Trust will refer to this as the Demand Management Program Load Shifting Initiative Program Opportunity Notice (DMP LSI PON). Projects awarded through this PON will be supported with funds from the Trust's Electric Efficiency Procurement Fund.

1.2 Program Description

The Trust is seeking applications from DER aggregators for portfolios of curtailable customer load to participate in its Load Shifting Initiative (LSI) summer capacity period demand response program. Incentive awards are set at \$4.50 per curtailed kW and will be issued in the fall of 2024 following an evaluation period.

For incentive award consideration, applicants must submit a timely and complete application that satisfies the criteria and requirements set forth in this PON.

1.3 Contact Person

The Trust encourages any applicant who has interest in or has questions about this PON to contact the Trust. The Trust's designated contact for this PON is as follows:

Jack Riordan, Strategic Initiatives Manager

Efficiency Maine Trust
168 Capitol Street, Suite 1
Augusta, ME 04330-6856
jack.riordan@efficiencymaine.com
(207) 213-4147

1.4 Program Term and Schedule

The Trust will accept applications to PON EM-016-2024 starting on January 26, 2024 and closing upon the full commitment of available funds or September 30, 2024, whichever first occurs. The Trust will review these applications periodically and make awards to applicants who meet the criteria within this PON, as funding allows. This PON will be broken into several distinct process stages:

Table 1. Summary of Important Dates

Date	Stage
Full PON Term	Aggregator approval period
January 26	Customer portfolio enrollment period opens ¹
June 1 – September 30	Summer capacity season
October 1 – December 31	Settlement period

1.5 Efficiency Maine Trust Rules

Notwithstanding anything to the contrary in this PON, all applications submitted in response to this PON, and any incentive award and Aggregator Agreement resulting from this PON, shall be subject to all applicable rules and regulations of the Efficiency Maine Trust. See *State of Maine Rules Chapters for Independent Agencies*, 95-648 Efficiency Maine Trust.

¹ Customer portfolio enrollment period will run through September 30 or until the program budget is fully encumbered.

Section 2: CURTAILMENT SERVICE PROVIDER ELIGIBILITY

2.1 Aggregator Eligibility Requirements

The Trust has budgeted approximately \$70,000 to be available for qualifying projects submitted under PON EM-016-2024.

The Trust has a budgeted enrollment target of roughly 700 kW for the 2024 summer peak capacity season running from June 1, 2024, to September 30, 2024. To be eligible to participate in the Trust's Load Shifting Initiative, the Trust requires that a device aggregator meets at least one of the following criteria:

1. Is previously approved to participate in the Trust's Demand Response or Load Shifting Initiative;
2. is an approved CSP/device aggregator in National Grid's Connected Solutions program in Massachusetts; or,
3. is approved to participate in the ISO-NE Active Demand Capacity Response (ADCR) program.

Aggregators who do not meet at least one of the above criteria may apply to the Trust for pre-approval, which the Trust will determine at its sole discretion. Regardless of previous approval status, **all CSPs** must fulfill the application requirements in [Section 4.1](#) below.

2.2 Customer Eligibility

Electricity customers receiving service at transmission and sub-transmission (T&ST) voltage levels are not eligible to participate in the Trust's Demand Management Program Pursuant to Title 35-A MRSA §10110 (6). This information can be found on the customer's energy bill. More information on these rate classes can be found here for CMP and Versant.

Section 3: PORTFOLIO ELIGIBILITY CRITERIA

3.1 Program Design

This PON serves to approve DER aggregators and enter them into a marketplace through which they are granted demand response allocations to be filled with curtailable customer load as defined in LSI program rules.

Pre-Approval

Pre-approval from the Trust will allow device aggregators to be eligible for allocations of curtailable load up to 500 kW. Aggregators are required to be pre-approved within the PON term to enroll customer DERs in the Trust's LSI for the summer 2024 capacity season. Rolling aggregator approval will be allowed throughout the term of this PON until September 30 or until all available funds are encumbered.

Allocations

Aggregators can apply for demand response allocations throughout the PON term as the budget allows. The enrollment period begins on the date named in [Table 1](#) and will run through the summer capacity period as program budget availability allows. Aggregators will bundle customer DERs, and by extension, curtailable load, into a portfolio for each demand response allocation, providing a spreadsheet (Appendix C) tracking customer information.

Upon approval to participate in the program, the aggregating entity will contact (via email) the

individual named in [Section 1.3](#) to request a demand response allocation of up to 500 kW. These allocations will then be “bid” into the Trust’s program by transferring a completed Appendix C to the individual named in [Section 1.3](#) via a secure file transfer site.² This transfer of customer information constitutes fulfillment of a demand response allocation and an agreement to the terms of this PON.

An aggregator is entitled to apply for as many successive demand response allocations as are available during the enrollment period, adhering to the following protocol:

1. Aggregators will compile and submit a completed Appendix C of customers which meet the eligibility criteria outlined in [Section 3.1](#) that will not exceed the value, in kW, of their allocation;
 - a. In some instances, aggregators will be allowed to bid a portfolio that exceeds their allocation with the Trust’s express pre-approval.
2. An aggregator must fill a demand response allocation before applying for additional allocations;
3. Before applying for an additional allocation, an aggregator is subject to a one-week “cool down” period from the day of submitting a portfolio.

For example, an aggregator submits an Appendix C cataloging the customer information for the first 500 kW allocation to the Trust at 3 pm Monday, March 4, 2024. This aggregator would not be eligible for an additional allocation until 12 am Monday, March 11, 2024.

4. An aggregator may not “stack” allocations in a way that would allow a single entity to apply with a portfolio exceeding a singular allocation or the 500 kW limit; and,
5. Unfulfilled allocations will expire one month from award, with any unused balance being returned to the available pool for reallocation to bidding aggregators.

Aggregators who have participated in the previous year’s Load Shifting Initiative’s summer capacity season will be granted an initial allocation equivalent to their total portfolio performance of the prior season. Following this initial allocation, the above rules will be applied.

For example: Jack’s Curtailment Service (JCS) had been enrolled in the 2023 summer capacity period for 900 kW of demand reduction through the Efficiency Maine Demand Response Initiative. Following the settlement period, JCS was compensated for 850 kW of delivered demand reductions. On January 15, JCS is granted a 850 kW allocation. After they file their first allocation portfolio and following the cool-down period, they would be eligible for the standard 500 kW allocation.

Events

There are two participation pathways for aggregator engagement with demand response events: the Full Integration Pathway or the Curtailment Service Provider (CSP) pathway.

Full Integration Pathway

Efficiency Maine, through its partnership with Virtual Peaker, has established application programming interfaces (APIs) for integrating various DERs from supported manufacturers into its management

² A secure file transfer site will be provided to an aggregator following their approval to participate in this PON.

platform. Through the Full Integration pathway, aggregators can directly enroll their portfolios of customers into the DERMS, permitting Efficiency Maine to control the DERs during demand response events, and issue performance incentives directly to customers.

Curtailment Service Provider Pathway

Efficiency Maine, through its partnership with Virtual Peaker, will be responsible for providing notice of days forecasted to have peak grid conditions to the approved aggregators participating in the Trust’s program via email to a pre-identified point(s) of contact. It should be noted that Efficiency Maine **will** provide a specific hour range for when curtailment should occur and will require aggregators to dispatch their enrolled customers in this curtailment window. It is the sole responsibility of the aggregators to provide notice to their enrolled customers of a pending dispatch and manage the aggregated devices to maximize the value to both the grid and enrolled participants. Aggregators are **not** permitted to call events beyond those requested by the Trust. The intent of this program is to decrease electricity use during the ISO-NE peak.

Program participants must be notified at least a day ahead of an event, no later than 3pm the day before an event is called. The point of contact named in [Section 1.3](#) must also be notified by email, in parallel to impacted participants, of an event. The aggregator is responsible for providing Efficiency Maine with accurate DER performance data for settlement purposes, as outlined in the LSI program rules. In this pathway, Efficiency Maine will issue customer incentives to the aggregator who is responsible for passing incentives to end customers based on their performance and the LSI program rules for each specific DER type.

Incentives

Aggregator Incentives

Approved aggregators will be provided incentives at the following rates:

Table 2. Summary of Incentive Rates by Participant Type

Participant Type	Incentive Rate
Aggregator	\$4.50 per verified kW of aggregated load reduction

Efficiency Maine will allow approved aggregators to split participant incentives. However, this incentive split must be made clear to a participant before their enrollment in an aggregator’s portfolio.

Participant Incentives

For devices enrolled in the Full Integration pathway, Efficiency Maine will make incentive payments directly to customers using the Virtual Peaker platform. Aggregator incentive payments will be keyed off of total customer incentives per LSI program rules.

For devices enrolled through the CSP pathway, the Trust will make incentive payments to aggregators for all verified, curtailed load. The aggregators are responsible for distributing owed incentives to their customers. Incentives will be calculated as an average of total curtailment performance over all called

demand response events. Device-specific participant incentives are outlined in LSI program rules. Consider the following rules from the LSI Small Battery Management Initiative as an example of a theoretical payment scenario for devices enrolled through the CSP pathway.

Incentives for the Small Battery Management Initiative are offered on a pay-for-performance basis. Device performance will be assessed on the average discharge capacity throughout the summer capacity season’s demand response events. Event performance is equivalent to the average discharge rate of the battery in kW-AC over the length of the called event. Battery systems are permitted to feed power onto the grid during these events.

Participant performance for an event may not be increased by curtailing solar production to increase the battery discharge rate. For example, if the total output of the solar system and battery system is limited by the inverter size, the solar system cannot be limited during demand response events so that the battery can discharge more. Doing this would not decrease the household load on the grid and would be against the goals of this program. Efficiency Maine reserves the right to evaluate participant utility data and remove participants who are curtailing solar output during demand response events.

The table below shows the results of a fictional participant’s curtailment performance over a capacity season with five demand response events. Many more events will likely be called throughout the summer, and the example below is purely hypothetical.

Table 3. Hypothetical Discharge Performance by Event

<i>Event</i>	<i>Curtailment Amount</i>
Event 1	4 kW
Event 2	5 kW
Event 3	0 kW
Event 4	2 kW
Event 5	3 kW

The participant’s average performance over the summer would be:

$$\text{Average Season Performance} = \frac{4 \text{ kW} + 5 \text{ kW} + 0 \text{ kW} + 2 \text{ kW} + 3 \text{ kW}}{5} = 2.8 \text{ kW}$$

The total customer incentive amount to be paid for this hypothetical scenario would be:

$$2.8 \text{ kW} * \frac{\$100}{\text{kW}} = \$280$$

The hypothetical aggregator would conduct this performance evaluation for all customers enrolled in their portfolio through the CSP pathway.

The total aggregator incentive amount to be paid for this hypothetical scenario would be:

$$2.8 \text{ kW} * \frac{\$4.50}{\text{kW}} = \$12.60$$

Data Requirements

The Trust will only provide incentives to aggregators for verifiable load curtailment. As such, device-level interval data is required for all customers participating in LSI initiatives. The Trust must have access to this data to issue incentive payments. The Trust will not provide incentives for customers whose performance cannot be verified through interval data.

Invoicing

Invoicing for both participant and aggregator incentives will be conducted at the end of the summer capacity period, following an evaluation of performance data and subsequent settlement discussions. Once a settlement has been agreed upon, the aggregator must provide the Trust with a formal invoice outlining the total cost and each customer-level payment.

3.2 Portfolio Eligibility Requirements

To be eligible to participate in the Trust’s Demand Response Initiative, a customer must comply with the guidelines outlined in the device specific LSI program rules which can be found on the Efficiency Maine website or by contacting the individual outlined in [Section 1.3](#).

Section 4: APPLICATION REQUIREMENTS

4.1 PON Requirements

An aggregator must first be approved to participate in the Trust’s Demand Management Program. The applying party must submit all the required documentation, as outlined below, to the PON point of contact from [Section 1.3](#) *prior* to requesting a demand response allocation. The Trust will not grant allocations to parties that have not completed the following application and received pre-approval:

- Attachment 1: Must acknowledge and sign Aggregator Service Provider Agreement (Appendix A), which Agreement will become effective and binding if the aggregator is approved and submits an application for a demand response allocation;
- Attachment 2: Aggregators must return a signed Efficiency Maine Confidential Information Management Systems (CIMS) Policy (Appendix B);
- Attachment 3: Aggregators must supply three references and key personnel resumes;
 - Provide the details of three current clients who are willing to provide a reference for your firm and with whom you have performed a similar scope of services as contained within this procurement document.
 - Also, provide resumes for key proposed staff as well as a listing of all personnel who will be providing the services indicated in this PON and a summary of their qualifications and related experience.
- Attachment 4: Aggregator shall designate in writing an authorized representative and an alternate representative, and include an email address, if applicable, to receive event notices;
- Attachment 5: Aggregators must supply a Certificate of Insurance showing coverage for commercial general liability and automobile liability.

Section 5: AWARD CRITERIA

Successful applications for an incentive award will demonstrate the ability of the Aggregator (and its portfolio of customers) to meet its claimed grid-supplied energy reductions, as described in this section.

5.1 Grid-Supplied Energy Reductions

Demand response interventions must offset on-site consumption of grid-supplied energy during periods when the grid is forecast to be at its peak.

All curtailment claims (and subsequent interval data) following the summer capacity period will be subject to verification by an independent firm retained by the Trust to assist in the validation of claimed demand reductions. The Trust reserves the right to request more information and/or to modify applicant claims of kW reductions based on the independent analysis before making a final incentive award.

Section 6: SUBMITTAL INSTRUCTIONS

Applicants are encouraged to contact the Trust as they are developing their projects. To be considered for review, applications must adhere to the following specifications:

6.1 Submittal Format

Applications must include the information requested in Section 4. Submit a completed application with all supporting documentation referencing “PON-016-2024: Program Opportunity Notice for Demand Management Program – Load Shifting Initiative Aggregator Pre-Approval.”

Applications must be emailed to the point of contact outlined in [Section 1.3](#).

6.2 Accurate and Complete Information

By submitting an application or proposal, the Applicant is making a representation to the Trust that all information provided in connection with the application or proposal is complete and accurate at the time of submission. The intentional provision of any false or misleading information, or the intentional omission of material information, will result in the application or proposal being deemed ineligible and may result in the Applicant’s suspension or debarment from participation in Trust programs.

Section 7: INCENTIVE AWARD

7.1 Award Decisions

Following the evaluation process, award decisions will be made by the Trust and communicated to the applicant in writing via email. Notwithstanding any statement or prior course of conduct to the contrary, no application shall be deemed approved, and no incentive shall be deemed awarded in the absence of a specific written notice of award from the Trust. Awards are conditioned on and subject to the terms and conditions of this PON and the Aggregator Agreement.

7.2 Measurement and Verification (M&V) Requirements

All recipients must agree to independent verification of kW reductions. Actual award of an incentive will be conditional on applicant acceptance of these M&V requirements.

7.3 Limitations

This solicitation does not commit the Trust to make an award, to pay any costs incurred in preparing an application or provide oral or written clarification of its contents, or to procure or contract for services or supplies.

The Trust reserves the right to reject any application that in its sole determination does not meet the requirements and specifications of this PON, the Trust's rules, Maine law, or generally accepted business practices, or which contains inaccurate or incomplete information. The Trust may seek clarifications and supplementation of applications as it may deem reasonable.

This PON is a competitive solicitation. The Trust reserves the right to select project applications for award in its discretion, consistent with the Trust's rules, that most fully satisfy the criteria and objectives of this PON. The Trust will award funds for approved applications only if sufficient funding is available in the Demand Management Program budget when the application is reviewed. The Trust may elect not to award all of the available funds through this PON and may issue another PON for the remaining funds. Additionally, the Trust reserves the right to award less than the amount requested by an applicant.

7.4 Publicity of Applicant's Participation

The Trust reserves the right to disclose certain information about the applicant's participation in the program, including, but not necessarily limited to, the applicant's name, the incentive amount, and projected demand reduction. Applicants may seek to have certain energy consumption and business sensitive information treated as confidential pursuant to Title 35-A MRSA §10106.

7.5 Reservation of Rights

The Trust reserves the right to cancel or extend the PON term at any time. The Trust also reserves the right to reject any and all submissions in response to this PON and to waive formalities if doing so is in the best interests of the Trust.

7.6 Request for Reconsideration

An aggrieved person may request a hearing for reconsideration of an award decision by filing a written petition with the Executive Director of the Trust within 14 calendar days of the notification of the contract award. Each petition to reconsider must meet the requirements specified in Efficiency Maine Trust Rule Chapter 1, Contracting Process for Service Providers and Grant Recipients, Section 5(B), which can be found on the Efficiency Maine Trust website in the Policies section of the Library: <http://www.energymaine.com/docs/Chapter-1-Contracting-Process-for-Service-Providers-and-Grant-Recipients.pdf>