

**Executive Director’s Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust**

**June 26, 2024**

Noteworthy									
Government Relations	The Commission approved both the Trust’s FY 2025 procurement request and the significant change requests to Triennial Plan V included in the Trust’s 2024 Annual Update filing ( <a href="#">Dockets No. 2022-00039</a> and <a href="#">2021-00380</a> ). This Commission action approved the budgets proposed under Interim Beneficial Electrification Plan as well as the suspension of natural gas programs for FY 2025.								
Income-Eligible Initiatives	The program has rebated 1,666 whole-home heat pump installations in FY24 (997 for moderate-income households, and 669 for low-income households). There are 156 total reservations for whole home heat pumps.								
EV Initiatives	The program has issued 1,069 EV rebates year-to-date compared to 930 rebates over the same period last year. Within that total, the number of rebates this year going to low-income customers (62) and moderate income customers (112) is roughly double the number from last year. Also, the Portland Housing Authority is working to complete its purchase of E-Bikes from a local bike store in the E-Bike pilot initiative.								
Demand Management	<div style="display: flex;"> <div style="flex: 1;"> <p>Small battery enrollments have exceeded program targets for both FY24 and FY25. The enrollment period for small batteries closed on May 31. Enrollment results for this year’s Load Shifting Initiative are shown in the table.</p> </div> <table border="1" style="margin-left: 10px;"> <tbody> <tr> <td><b>Battery</b></td> <td style="text-align: right;">125</td> </tr> <tr> <td><b>Connected EV (Telematics)</b></td> <td style="text-align: right;">61</td> </tr> <tr> <td><b>EV Charger</b></td> <td style="text-align: right;">28</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: right;"><b>214</b></td> </tr> </tbody> </table> </div>	<b>Battery</b>	125	<b>Connected EV (Telematics)</b>	61	<b>EV Charger</b>	28	<b>Total</b>	<b>214</b>
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<b>Total</b>	<b>214</b>								
Finance Initiatives	Staff is working through its partner organization to reach agreements with the US EPA on terms and compliance plans for use of the Greenhouse Gas Reduction Funds. Staff has learned that EPA is leaning toward requiring all projects, including home energy upgrades, to comply with prevailing wage provisions (including reporting) from the Davis-Bacon Act. Traditionally, the applicability of Davis-Bacon Act has been limited to federal funding of projects at public buildings or public infrastructure.								
Admin – Triennial Plan	<p>Staff held a special workshop on the Demand Management Program on May 31. Staff also held an in-person stakeholder meeting on June 14 in Freeport, providing an overview of the draft TPVI and taking comments and questions from the public.</p> <p>The most notable representation came from the pellet manufacturing and pellet boiler sector. Representatives of that sector presented comments regarding the carbon footprint of their products and the economic costs and benefits of switching to pellets from fossil fuels and encouraged EMT to retain eligibility of residential pellet boilers in the Home Energy Savings Program and associated budgets.</p>								

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** – (See Appendix A for additional details)
  - A June 20 *New York Times* article (<https://www.nytimes.com/2024/06/20/climate/heat-wave-rural-america.html>) referenced Efficiency Maine’s initiative to promote heat pumps in manufactured/mobile homes and noted that in addition to lowering heating costs, the program is giving rural and lower-income Mainers newfound access to efficient air conditioning.
  - Several media outlets covered the June 12 press release issued by the Governor’s office that announced 17 new high-speed charging stations across the state (<https://www.maine.gov/governor/mills/index.php/news/governor-mills-announces-expansion-new-high-speed-electric-vehicle-chargers-17-locations>). The press release, was featured in
    - *Portland Press Herald* (<https://www.pressherald.com/2024/06/12/maine-to-add-17-high-speed-ev-charging-stations/>);
    - *Maine Public* (<https://www.mainepublic.org/politics/2024-06-12/maine-to-open-17-new-high-speed-ev-charging-stations>);
    - *Mainebiz* (<https://www.mainebiz.biz/article/maine-will-roll-out-52-more-high-speed-ev-chargers-in-17-locations>); and
    - *Maine Morning Star* (<https://mainemorningstar.com/briefs/maine-will-add-more-than-50-new-high-speed-ev-chargers-near-busy-highways-outdoor-recreation-areas/>).
  - *Clean Technica* published an article that quoted the Executive Director on May 24 discussing how Maine has exceeded its 2025 goal of 100,000 heat pumps (<https://cleantechnica.com/2024/05/24/want-your-community-to-take-action-on-ambitious-climate-goals-follow-what-maine-does/>).
  - *News Channel 5 WABI* interviewed staff in a news segment on May 21 discussing the whole-home heat pump program (<https://www.wabi.tv/2024/05/20/how-much-do-you-know-about-heat-pumps/>).
- **Events**

Staff attended, participated in, or presented to 91 community and industry audiences since the beginning of FY24. Activity from the past month includes:

  - Staff-led presentations during the Trust’s Triennial Plan VI Stakeholder Meeting on June 14.
  - Presentations about the Trust’s residential programs and incentives during:
    - The Greater Portland Board of Realtors continuing education workshop on June 20;
    - a Heat Pump Training at KVCC and at CMCC on June 11;
    - an eXp Realty “The Learning Table” program on May 21;
    - and a presentation on whole-home heat pump rebates at BellSimons on May 21.
  - Staff presented information about the Trust’s commercial programs and incentives during:
    - Central Maine Apartment Owners Association meeting on June 6;
    - the Summer Program Meeting of Consortium for Energy Efficiency on June 5 and 6;
    - the Manufacturers Association of Maine conference on May 24; and
    - the MEREDA Spring Conference on May 15.

- **Website and Outreach** (see Appendix B for additional details)
  - May website visits
    - 43,996 unique visitors
    - 24,449 visits driven by digital ads
  - Facebook
    - 4,761 followers

#### **B) Call Center (May)**

- 3,480 inbound phone calls were received, up from 3,057 last month and down from 3,121 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 97% of calls were answered within 20 seconds (vs. a goal of 90%).
- 99% of monitored calls got perfect scores, up from 97% this month last year.
- 376 outbound calls were made compared to 582 this month last year, mostly for home inspection scheduling.
- 1,279 inbound emails were received, up from 1,120 this month last year, mostly rebate claims for the Retail Initiatives program.
- 446 pieces of inbound mail were processed, compared to 507 this month last year, mostly rebate claims for the Retail Initiatives program.
  - 14,039 brochures and retail signs were sent out to requesters, 3/4<sup>th</sup>s of which were for allies (installers, event organizers, etc.) and 1/4<sup>th</sup> of which was for the Retail & Distributor field team. This reflects the large number of events Staff attend.
- The Call Center forecasts spending 82% of its budget by year end.

#### **C) Government Relations**

- Maine Public Utilities Commission (PUC)
  - The Commission approved both the Trust's FY 2025 procurement request and the significant change requests to Triennial Plan V included in the Trust's 2024 Annual Update filing ([Dockets No. 2022-00039](#) and [2021-00380](#)). This Commission action approved the budgets proposed under Interim Beneficial Electrification Plan as well as the suspension of natural gas programs for FY 2025.
  - The Trust submitted narrow testimony in Versant's request for a distribution rate change concerning the company's consideration of technology investments related distributed energy resource management ([Docket No. 2023-00336](#)).
  - The Trust joined stipulations to settle several routine rate adjustments requested by the electric utilities: Versant's annual revenue decoupling mechanism reconciliation ([Docket No. 2024-00077](#)), CMP's annual compliance filing ([Docket No. 2024-00014](#)), CMP's annual stranded cost reconciliation ([Docket No. 2024-00015](#)).
- Maine Climate Council
  - The Executive Director co-chaired the final meeting of the Buildings Working Group and contributed to finalizing the report of the work group to the Council, including participating in the June 18 quarterly meeting of the Council to present the recommendations of the Buildings Working Group.
- Federal Government
  - Staff continues to supply plans and procedures to the US DOE as prerequisites for completing the grant agreement for the IRA Home Energy Rebate Program.

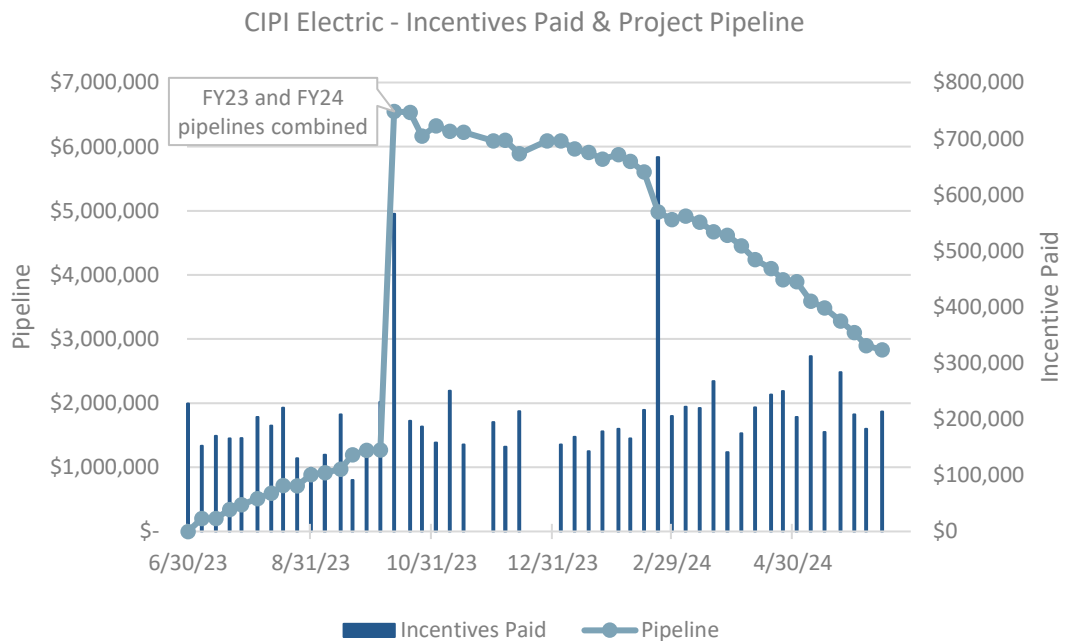
## 2. Program Highlights<sup>1</sup>

### A) C&I Prescriptive Initiatives (CIPI) Program

- The program conducted 30 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 17 new Virtual Customer Consultation (VCC) requests over the last month. To date, 101 projects have proceeded after receiving a VCC, and 60 additional projects are under development.
- Plans are underway for FY25 annual certification of Qualified Partners, which will include a combination of participation options including on-site locations in Bangor and Portland, live webinars and the training platform.
- The number of incoming calls received through live transfers from the Call Center or direct from Qualified Partners in May was higher than April. The Delivery Team received a total of 329 calls throughout the month, and 315 calls were answered live before voicemail (96% answer rate).

#### Electric Measures

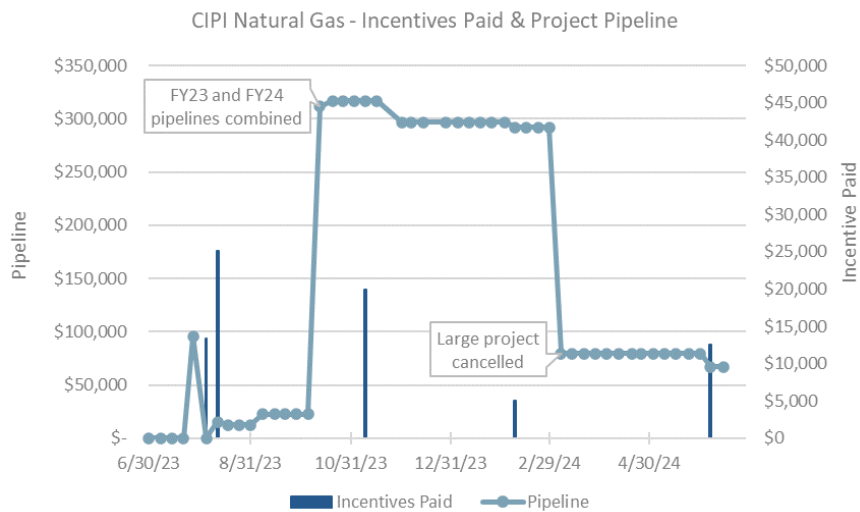
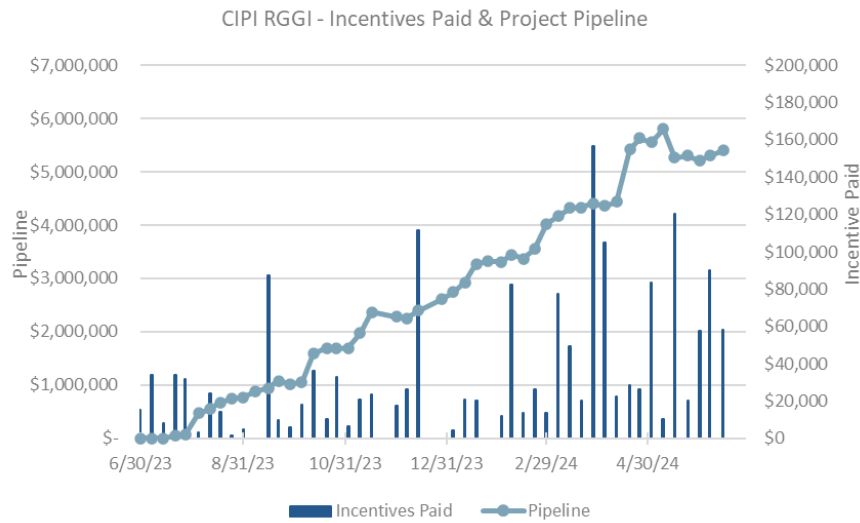
- The current pipeline of electric projects has continued declining over the past month, comprising \$2.8 million in incentives.
- New applications for prescriptive horticultural lighting measures have been slow, with no additional projects submitted over the past month.
- The application period for the Outdoor Lighting Retrofit FON ended on June 1, 2024 and invested approximately \$9,000 of electric funds in outdoor lighting projects.



<sup>1</sup> 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 June 20, 2024, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of May 2024).

### Thermal Measures

- RGGI Funds – The current pipeline of projects represents \$5.4 million in incentives, a slight decrease from the month prior. New HVAC applications continue to play a significant role in the RGGI pipeline.
- The program team is finalizing efforts on building a Qualified Products List (QPL) for heat pump and variable refrigerant flow (VRF) measures. This will help populate drop-down menus and simplify data entry when creating new HVAC enrollments. The QPL will launch at the start of the next program year and will be highlighted in Qualified Partner Annual Certification.
- The application period for the funding opportunity notice (FON) for multifamily building retrofits closed on June 1, 2024. This opportunity focused on electrification with HVAC measures and building insulation. Over \$540,000 in incentives have been pre-approved for various HVAC systems and insulation. Over \$200,000 in incentives have been paid out to completed projects with additional projects under review.
- Natural Gas Funds - The NG pipeline has decreased, and all payments are expected to be closed out in June.



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

- Business Case #2: Hospitality
  - The second round of solicitations for hospitality retrofits, focusing on electrification and water heating in Maine restaurants and lodging facilities, will continue to accept applications through November 30, 2024 and projects have until November 30, 2025 to be completed.
- Business Case #3: Public Schools, Municipalities, Congregate Housing
  - The second round of solicitations for 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.
  - The FON for Maine municipalities with 5,000 to 10,000 residents has seen recent activity and will accept applications through October 1, 2024. Projects now have until November 30, 2025 to be completed.
  - The application deadline for the long-term care retrofits FON has been extended through July 1, 2024. Projects now have until March 30, 2025 to be completed.
  - The program is promoting another opportunity for whole-building HVAC projects in municipal buildings that have already installed heat pumps. The Nature Conservancy has collaborated with Efficiency Maine to provide additional incentives for heat pump mini-split installations. Applications will be accepted through November 30, 2024.
  - The program recently launched a new opportunity for the healthcare sector to upgrade HVAC and water heating systems in licensed assisted housing facilities. Applications will be accepted through November 30, 2024 and projects have until November 30, 2025 to be completed.

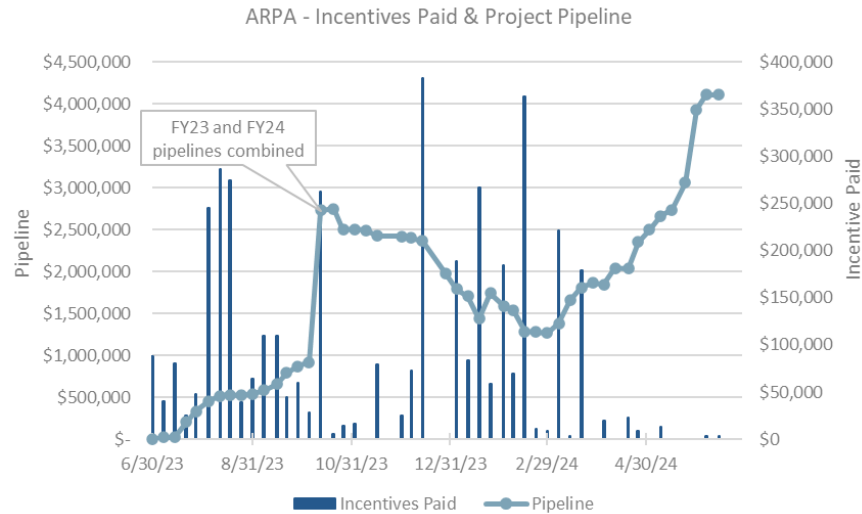
- Activity by business case:

MJRP Business Case	Budget	Invested and committed	Remaining
Business Case #2	\$3,341,587	87%	13%
Business Case #3	\$8,475,344	78%	22%

- Activity by FON:

FON	Pipeline	Complete and Paid	
	Incentive	Number of Projects	Incentive
Hospitality (Round 1)	\$-	64	\$2,604,047
School (Round 1)	\$78,200	27	\$1,449,528
Small Municipality*	\$192,424	101	\$950,975
Long-Term Care	\$758,112	4	\$25,200
Medium Municipality*	\$999,715	0	\$-
School (Round 2)	\$1,888,445	0	\$-
Hospitality (Round 2)	\$196,864	0	\$-
Assisted Housing	\$-	-	\$-
<b>Total</b>	<b>\$4,113,760</b>	<b>196</b>	<b>\$5,029,750</b>

\*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 5/31 Spending	\$17,352,856
Percent of Budget Spent to Date	40%
Percent of Year Passed	92%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$17,352,856
Committed Pipeline	\$12,403,805
Total (Expenditures and Committed Pipeline)	\$29,756,661
Percent of Current Budget	68%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	27,431,435	431
Thermal Programs	(1,198,399)	59,881

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

**B) C&I Custom Program**

- The Review Team for the C&I Custom Program met once and approved 1 project worth \$10,781 in incentives since the last board meeting.
- The program added 1 new project to the pipeline. The total pipeline consists of 8 projects worth \$777,209 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and 1 new Technical Assistance (TA) study request.
- Program staff reviewed 2 project proposals 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 5/31 Spending	\$4,098,664
Percent of Budget Spent to Date	17%
Percent of Year Passed	92%

Additional Details on FY2024 Financials	Program Investment
Expenditures	\$4,098,664
Committed	\$13,122,021
Pipeline	\$777,209
Total (Expenditures, Committed and Pipeline)	\$17,997,894
Percent of Current Budget	75%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	12,481,423	4,541
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

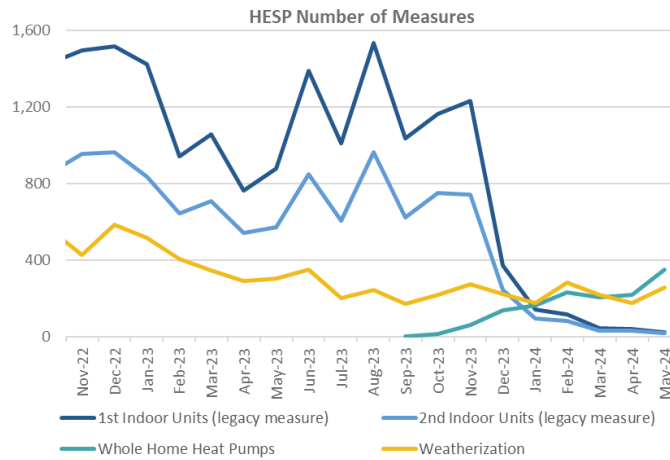
- The program forecasts issuing 2,518 “standard” weatherization rebates for the full year, a 49% decline from last year, but consistent with the pace needed to achieve the goals of Maine’s Climate Action Plan. (“Standard” rebates are those for households that do not receive the elevated rebate levels 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.)
- 20% 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%.
- 74% 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 39 days (down 25% from this month last year, but up 6 days from last month).

#### Heat Pumps

- Though the initial deadline for installing supplemental heat pumps ended 11/7/23, claims were accepted until 5/7/24. The final 28 rebate claims came in for “supplemental” heat pumps this month.
- The program issued 350 “standard” rebates for whole home heat pumps in April, the highest monthly total since the 9/18/23 shift to rebating only whole-home heat pumps. Since that shift, the program has issued a total of 1,378 whole-home heat pump rebates. (Income-eligible rebates are reported in the Low- Income Initiatives section of this report.)
- 38% 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.



- 88% 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 45 days, down 10% from this month last year, but up 4 days from the prior month. Hot weather is increasing demand for heat pumps.



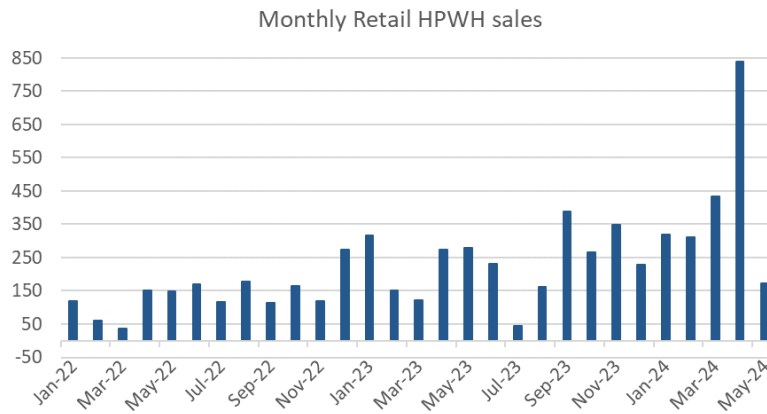
Updated Financials	Program Investment
FY2024 Program Budget	\$31,628,333
7/1 to 5/31 Spending	\$18,942,289
Percent of Budget Spent to Date	60%
Percent of Year Passed	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(16,894,416)	235,543
Thermal Programs	1,613,467	26,553

Project Type (through 5/31)	Participating Households
Heat Pumps	8,714
Weatherization and Other Heating Systems	1,877

**D) Retail Initiatives Program**

- The program forecasts investing 89% of its funding by year end.
- Stores report record inventories of heat pump water heaters (HPWHs) in preparation for our June promotion and marketing blitz.
- Retailers claimed 171 rebates this month.
- 42% of the top-selling electric water heaters in retail were HPWHs last month. Last year they made up 33%. The US average is 3%.
- As a result of the program’s negotiations, Maine continues to see the lowest HPWH prices in the country.



Updated Financials	Program Investment
FY2024 Program Budget	\$7,966,336
7/1 to 5/31 Spending	\$5,943,079
Percent of Budget Spent to Date	75%
Percent of Year Passed	92%

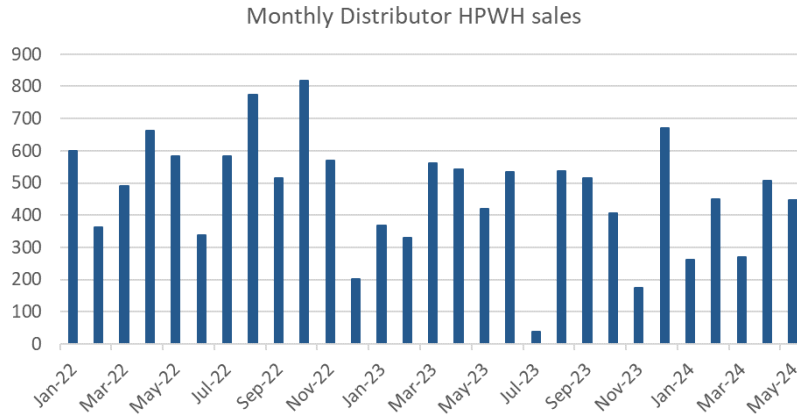
Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,197,503	21,645
Thermal Programs	-	-

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

Rebate Type (through 5/31)	Projects
Appliance Rebates	8,336

**E) Distributor Initiatives**

- The program forecasts investing 76% 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 75% in May, up from 67% last quarter and 68% last year. Mainers are buying more HPWHs than ever before.
- Every Maine plumbing distributor participates in the HPWH initiative. Using EMT incentives, 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.
- ECM circulator pumps represented 68% of circulator pump sales in May. This is better than the 60% in FY2023. Price is a large driver of circulator pumps.



Updated Financials	Program Investment
FY2024 Program Budget	\$12,667,991
7/1 to 5/31 Spending	\$6,729,343
Percent of Budget Spent to Date	53%
Percent of Year Passed	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	4,192,329	23,268
Thermal Programs	-	-

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

Rebate Type (through 5/31)	Projects
Heat Pump Water Heaters	4,287
Electronically Commuted Pumps	7,729

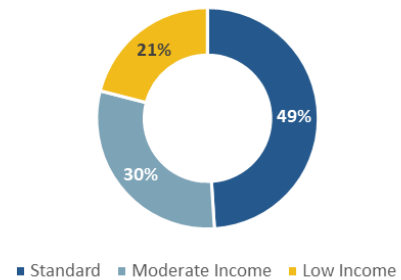
**F) Low Income Initiatives**

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

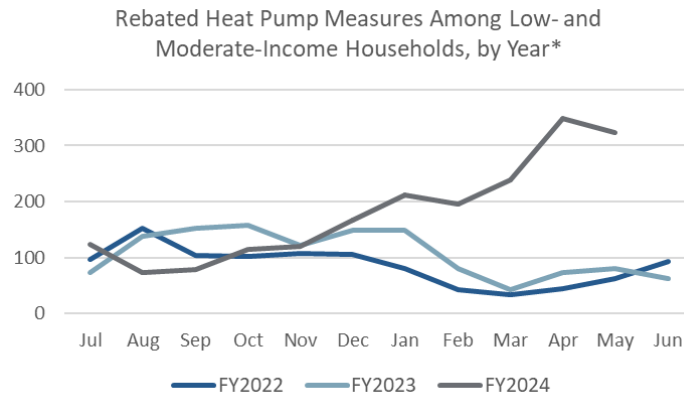
*Heat Pumps*

- The program has rebated 1,666 whole-home heat pump installations in FY24 (997 for moderate-income households, and 669 for low-income households). There are 156 total reservations for whole home heat pumps.
- This winter, the program launched a [single-zone heat pump rebate](#) (not whole-home) for low-income households only. 53 have been paid with another 19 reservations to date.

Whole Home Heat Pump Rebate Proportions (past 4 months)



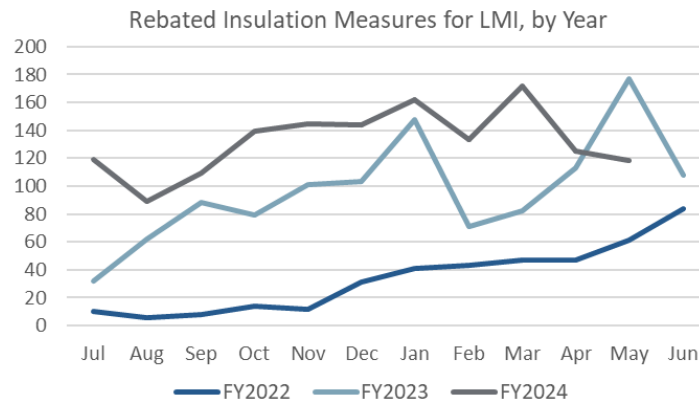
- The following is a historical view of rebated heat pump measures, including both single-zone heat pumps (room heaters) and whole-home heat pumps:



\*excludes heat pumps rebated through the Manufactured Home Pilot

**Weatherization**

- The program has rebated insulation measures in 1,041 homes since July 1, 2023, with 82 projects in reservation.
- The following is a historical view of rebated LMI insulation measures:



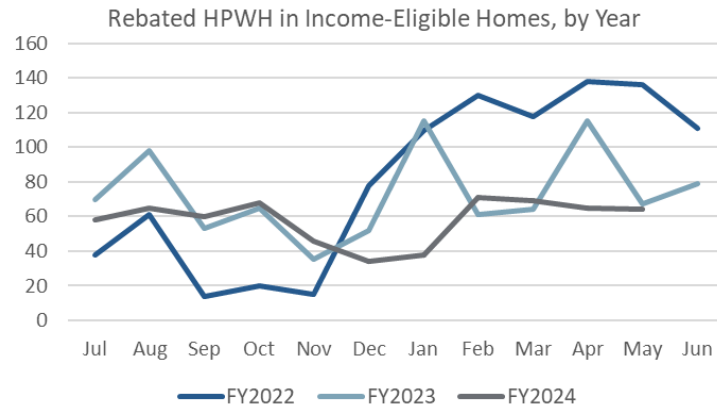
Low Income Direct Mail (DIY - faucet aerators and low-flow devices)

- The program has delivered DIY kits to 812 households since July 1.

Low Income Heat Pump Water Heater Initiative

- 659 heat pump water heaters have been installed since July 1, 2023, and an additional 528 reservations have been made.
  - 285 (43%) were found to have replaced an electric water heater
  - 374 (57%) 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 2,123 new AMP entrants since July 1 of last year.
- 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)**

- Customer satisfaction remains high, with 89% of surveyed customers ranking their satisfaction with their heat pump system between an 8-10, on a scale of 0-to-10.
- The pilot is approaching the funding capacity of the available budget and is pushing pipeline projects through to completion. Projects in 87 homes have been completed since the start of FY23, with 11 additional homes in the pipeline.
- Staff is negotiating the final grant agreement with the Office of Clean Energy Demonstrations (OCED) at US DOE for the next three years, totaling \$10 million with targets to serve 650 to 675 homes.

**High Performance Affordable Housing Pilot**

- This initiative is complete.

Updated Financials	Program Investment
FY2024 Program Budget	\$34,623,339
7/1 to 5/31 Spending	\$22,333,439
Percent of Budget Spent to Date	65%
Percent of Year Passed	92%
Additional Details on FY2024 Financials	Program Investment
Expenditures	\$22,333,439
Pipeline	\$2,038,500
Total (Expenditures & Committed Pipeline)	\$24,371,939
Percent of Current Budget	70%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,328,918	(7)
Thermal Programs	(12,164,585)	159,895

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

**G) Electric Vehicle (EV) Initiatives**

Electric Vehicle Supply Equipment (EVSE)

- On June 20, 2024, Efficiency Maine issued four (4) Request for Proposals (RFPs) for Level 2 Electric Vehicle (EV) Chargers. These RFPs use federal funds from the [Federal Highway Administration \(FHWA\) Charging and Fueling Infrastructure \(CFI\) Discretionary Grant Program](#). Maine is the first in the country to issue CFI funding opportunities. To learn more, click on the links below.
  - [RFP EM-022-2024 Level 2 EV Chargers: Multifamily Buildings](#)
  - [RFP EM-027-2024 Level 2 EV Chargers: Large Workplaces](#)
  - [RFP EM-030-2024 Level 2 EV Chargers: Community Locations](#)
  - [RFP EM-033-2024 Level 2 EV Chargers: Regional Service Centers](#)

EV Rebates

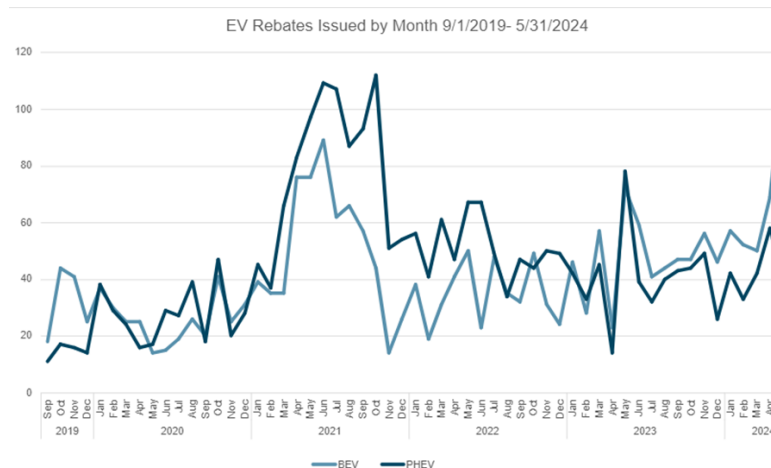
- The program issued 151 EV rebates in the month of May compared to 150 rebates the same month last year.
- The program has issued 1,069 rebates year-to-date compared to 930 rebates over the same period last year. However, within those totals, the number of rebates this year going to low-income customers (62) and moderate income customers (112) is roughly double the number from last year.
- The top EV models rebated for the month of May were the Tesla Model Y, Toyota RAV-4 Prime, and the Ford F-150 Lightning.

E-Bike Pilot

- Portland Housing Authority is working to complete its purchase of E-Bikes from a local bike store.

EV Public Information and Outreach

- Staff 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					Total
Fiscal Year	Commercial*	Low Income	Moderate Income	Standard	
2020	12	2	-	471	485
2021	76	4	-	976	1,056
2022	72	3	-	1,303	1,378
2023	54	33	63	875	1,023
2024 (YTD)	78	62	112	819	1,071
<b>Total</b>	<b>290</b>	<b>104</b>	<b>175</b>	<b>4,444</b>	<b>5,013</b>

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

Total Rebates By Technology Type (9/1/2019 – 5/31/2024)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	2,371 (47%)	\$6,413,500 (72%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,642 (53%)	\$2,500,000 (28%)
<b>Total</b>	<b>5,013</b>	<b>\$8,913,500</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2024 Program Budget	\$14,815,658	\$3,654,218
7/1 to 5/31 Spending	\$1,545,620	\$1,986,249
Percent of Budget Spent to Date	10%	54%
Additional Committed	\$5,266,849	\$338,477
Percent of Budget with Committed	46%	64%
Percent of Year Passed		92%

#### H) Demand Management Program

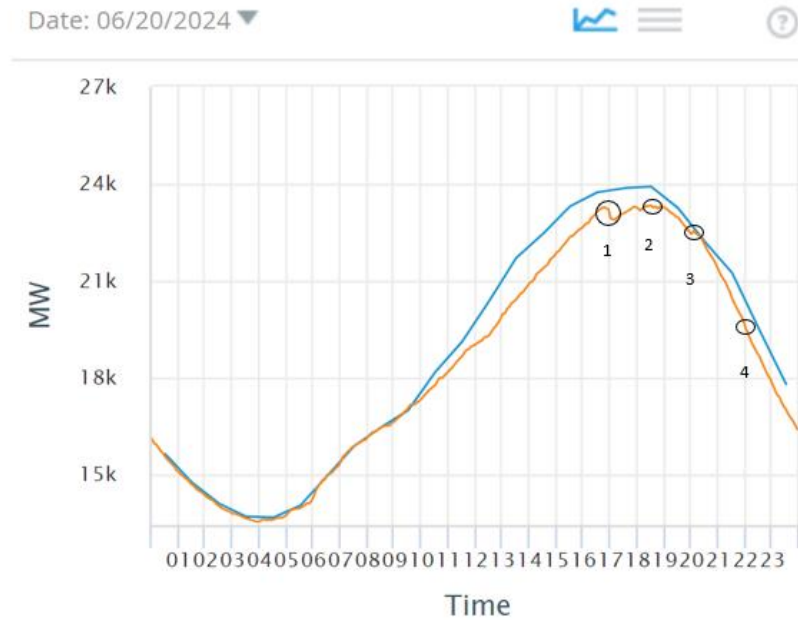
##### Demand Response Initiative

- Staff launched this year's Demand Response Initiative PON, EM-019-2024 in April. Three Curtailment Service Providers (CSPs) are pre-qualified to operate in the Trust's program: CES, CPower, and Enersponse.
- Between the three CSPs, 15.71 MW of load has already been enrolled for the upcoming season, with an additional 10 MW in the pipeline.

<b>Target Enrolled Load</b>	30.00 MW
<b>Current Enrolled Load</b>	15.71 MW
<b>Pipeline</b>	10.00 MW
<b>Remaining Load</b>	4.29 MW

- Staff worked alongside CSPs and other programs in the northeast to remove some significant barriers of entry for large commercial customers who wanted to participate but were ineligible due to behind-the-meter generation.
- CSPs and Staff called the first demand response event of the season on June 20. See actual load (orange line) vs. forecasted load (blue line)
  1. 5:00PM: Most demand response events begin, reducing New England load by approximately 400MW.

2. 6:30PM: The system peaked around 23.314 GW.
3. 8:00PM: Most demand response events (including Efficiency Maine’s small battery discharging event) end, causing a small but noticeable (100MW) rebound effect.
4. 10:00PM: Efficiency Maine’s event for EV managed charging ends.

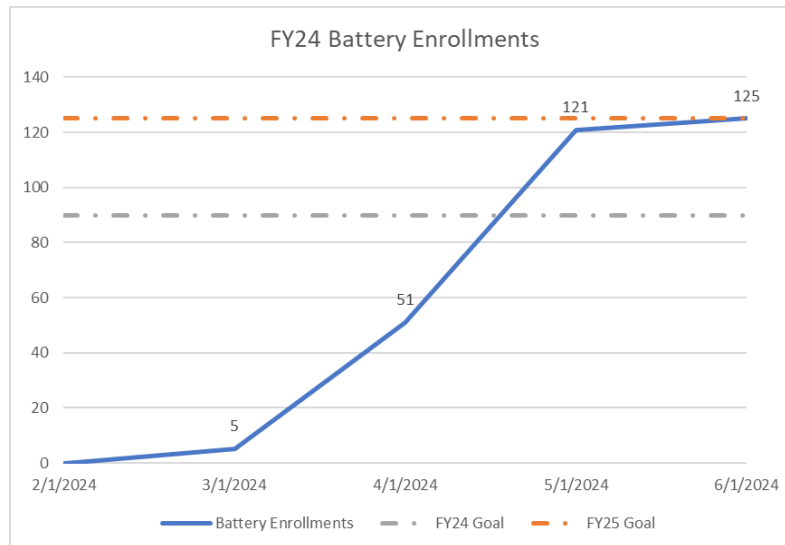


Load Shifting Initiative

- Battery enrollments have exceeded program targets for both FY24 and FY25 due to several driving factors:
  - OEM-driven, direct-to-consumer (i.e., app-based) enrollment and marketing efforts: these direct outreach campaigns drive large amounts of interest at the outset but will wane in effectiveness over time.
  - The conservative program goals that were established in prior years: unlike the other measures in the program, battery management was assumed to be an immature/underdeveloped market that would be slow to hit adoption goals.
  - Batch enrollment processing: as Staff continues to optimize OEM integrations with its DERMs platform, it is forced to approve battery enrollments in large batches, which makes it difficult to gauge real-time market enthusiasm.
- The open enrollment period for small batteries closed on May 31st with commissioning continuing for devices with enrollments opened before that date.
- Staff have worked through the entire backlog of outstanding enrollments or enrollment attempts flagged as incomplete.
- With 4 months of enrollment since its relaunch, the program has enrolled the following quantities of devices:

<b>Battery</b>	125
<b>Connected EV (Telematics)</b>	61
<b>EV Charger</b>	28
<b>Total</b>	<b>214</b>





### K) Efficiency Maine Green Bank (EMGB)

- **General:**
  - EMGB has been coordinating with lead applicants to the Inflation Reduction Act’s Greenhouse Gas Reduction Fund (IRA-GGRF) grant competitions to prepare for administering these federal funds. EMGB is part of a successful application to the National Clean Investment Fund competition through the Coalition for Green Capital (CGC). EMGB is reaching out to winners from the Solar For All and Clean Communities Investment Accelerator to best align EMGB with other GGRF funds.
  - Staff is working through CGC to reach agreements with the US EPA on terms and compliance plans for use of the Greenhouse Gas Reduction Funds. Staff has learned that EPA is leaning toward requiring all projects, including home energy upgrades, to comply with prevailing wage provisions (including reporting) from the Davis-Bacon Act. Traditionally, applicability of the Davis-Bacon Act has been limited to federal funding of projects at public buildings or public infrastructure.
  - Staff met with Appalachian Community Capital (CCIA Awardee), participated in the GGRF compliance working group being hosted by Connecticut Green Bank, and participated in a call with the EPA alongside other Green Banks to illustrate the key priorities of Green Banks.
  - Staff is working with an informal national group of Green Banks intending to formalize under the American Green Bank Consortium (AGBC).
  - Staff awarded contracts for lending services and for development and operation of an online platform to share loan information and process loan applications. For lending services, EMGB selected AmeriNat. For the lending platform, EMGB selected Ignatius. Staff held initial meetings with each party and is working toward making one or more loan products available on the platform over the course of this summer.
  - Staff met with in-state organizations involved in energy efficiency finance to continue market gap analysis and explore the new opportunities. Meetings were held with Renew Energy, Maine Connect Authority, and Arctaris.

- Active Finance Initiatives:
  - **Home Energy Loans:** With the new platform, associated services, and funding sources EMGB is considering modifications to Home Energy Loans, which may include changes to maximum borrowing amount and borrower eligibility.
  - **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:** Staff is reviewing potential adjustments to this initiative, which may include the change from a lease to a loan.
  - **Municipal Lease:** No Changes

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 (#)	19	0	0	15	0	34
FY(#)	288	341	3	96	0	728
All-Time (#)	288	7709	89	96	0	8,182
Last Month (\$)	\$86,295	\$0	\$0	\$10,000	0	96,295
FY (\$)	\$1,516,456	\$2,142,250	\$12,935	\$219,500	0	\$3,891,141
All-Time (\$)	\$1,516,456	\$60,066,519	\$1,232,398	\$219,500	0	\$63,034,872

- **C-PACE:**
  - Staff is supporting various municipalities in their efforts to adopt C-PACE ordinances. Staff recently has discussed the opportunity with Bangor, Skowhegan, and greater Franklin county.
  - 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 has briefed several projects under development about the opportunity to support their projects with C-PACE financing. Among these are a retrofit project at Kennebec Technologies in Augusta, the Roux Institute’s new campus in Portland, and a biofuels project in Millinocket.

Key Metrics	Participating Municipalities (#)	Registered Capital Providers (#)	Project Applications (#)	Approved Project Financing (\$)
Total	11	3	3	\$8,655,189

**I) 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)

- 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 2 projects in various stages of development worth \$796,800 in incentive offers, after adjusting for the probability of completion.
- Program staff reviewed 0 project proposals that will not proceed further in the process.

### Energy Storage System (ESS) Program

- The C&I Custom Program Review Team met once and approved 1 project worth \$3,000,000 in incentives since the last board meeting.
- Staff added 1 new project to the pipeline. The pipeline consists of 7 potential projects.

## 3. Strategic Initiatives

### A) Innovation

- Pilot - Heat Pump Solutions: The team is testing both a standard ducted heat pump in double-wide manufactured homes and an alternative configuration in mostly northern Maine homes that requires an outdoor heat pump unit but utilizes the blower of the existing furnace. Recruitment is complete for double-wide homes, but ongoing for manufactured homes in northern Maine. 8 installations are complete in this phase to date with an additional 20 sites have been screened for approval. The team will test ducted configurations in these home types throughout the coming winter and conduct a metering analysis.
- Pilot - Hydronic Heat Pump with Thermal Storage: The team screened and approved 4 homes for this pilot. The first 2 sites are 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. The pilot anticipates monitoring 7 total homes next winter.
- Pilot – Maine Transactive Energy: The Trust has no new information to report this month.

### B) Evaluation, Measurement, and Verification

- On 5/8/2024, Staff launched the RFP for an [Impact Evaluation of Heat Pump Water Heater and Electronically Commutated Motor Measures](#). Proposals are due on June 26.

## 4. Administration and Finance Highlights

### A) Administration

- Staff hired Becca Ferguson to serve as a Program Specialist.
- Nat Haslett has announced he will be leaving EMT in July to join ReVision Energy.

### Triennial Plan VI (TPVI)

- Staff held a special workshop on the Demand Management Program on May 31.
- Staff held an in-person stakeholder meeting on June 14 in Freeport, providing an overview of the draft TPVI and taking comments and questions from the public.

- Among the variety of stakeholders that participated, the most notable representation came from the pellet manufacturing and pellet boiler sector. Representatives of that sector presented comments regarding the carbon footprint of their products and the economic costs and benefits of switching to pellets from fossil fuels and encouraged EMT to retain eligibility of residential pellet boilers in the Home Energy Savings Program and associated budgets.

**B) Financial**

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of May 2024 was \$86.5 million out of a total expected annual revenue of \$128.9 million. Revenues from federal funding are \$8.2 million year-to-date. Approximately \$984,000 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 \$3.8 million. The total budget for FY2024 as of the end of May, including use of fund balance, is \$199.4 million.

Expenditures & Encumbrances

- Total expenditures through the end of May 2024 were \$86.5 million. The summary of expenditures and encumbrances is as follows:

<b>Expenditures</b>	
\$7.7 million	Administration (excluding interfund transfers)
\$198,000	Public Information
\$980,000	Evaluation work
\$403,000	Innovation pilots
\$783,000	Demand Management Program
\$22.3 million	Low Income Initiatives
\$5.9 million	Retail Initiatives Program
\$6.7 million	Distributor Initiatives Program
\$18.9 million	Home Energy Savings Program
\$17.4 million	C&I Prescriptive Initiatives Program
\$4.1 million	C&I Custom Program
\$1.9 million	Inter-Agency transfers
<b>Encumbrances</b>	
\$71.4 million	Encumbered across all budget categories but not yet spent

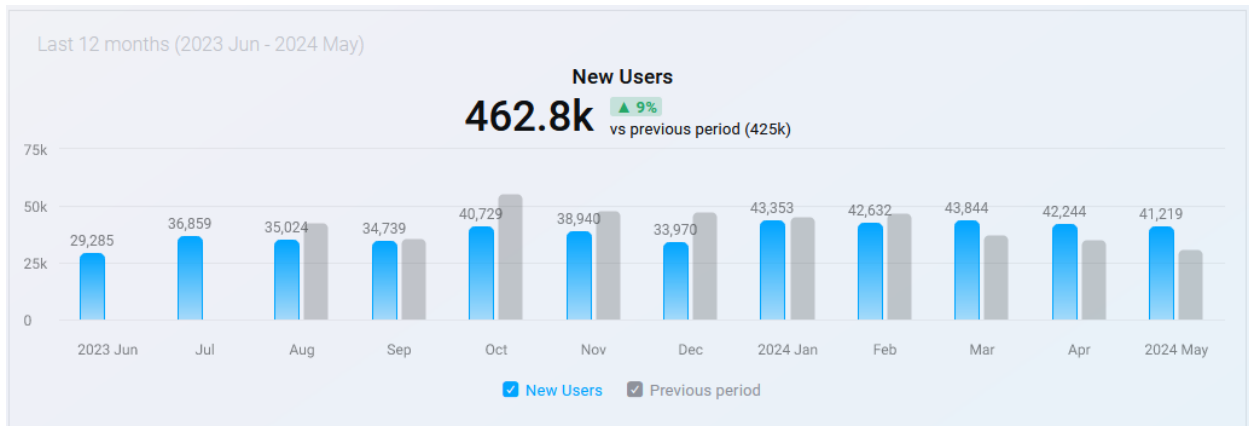
## Appendix A

### Full List of Press Coverage (plus links)

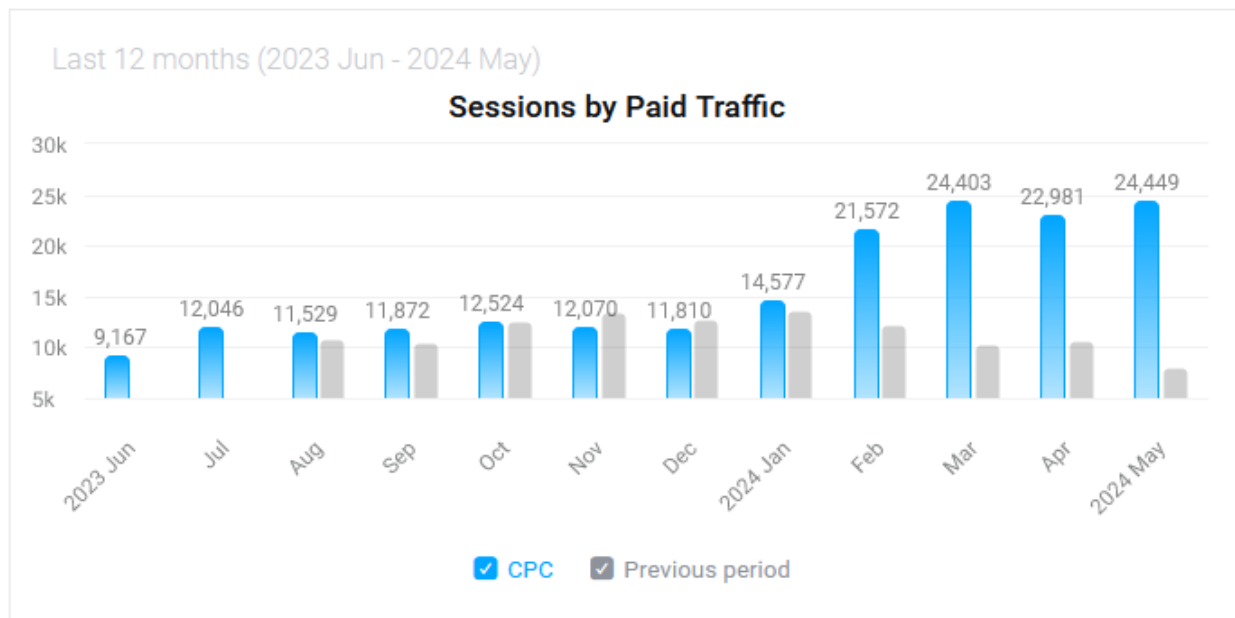
- Coverage of the June 12 press release issued by the Governor’s office and quoting the Executive Director about 17 new high-speed EV charging stations across the state (<https://www.maine.gov/governor/mills/index.php/news/governor-mills-announces-expansion-new-high-speed-electric-vehicle-chargers-17-locations>) included
  - *Portland Press Herald* (<https://www.pressherald.com/2024/06/12/maine-to-add-17-high-speed-ev-charging-stations/>);
  - *Maine Public* (<https://www.mainepublic.org/politics/2024-06-12/maine-to-open-17-new-high-speed-ev-charging-stations>);
  - *Mainebiz* (<https://www.mainebiz.biz/article/maine-will-roll-out-52-more-high-speed-ev-chargers-in-17-locations>); and
  - *Maine Morning Star* (<https://mainemorningstar.com/briefs/maine-will-add-more-than-50-new-high-speed-ev-chargers-near-busy-highways-outdoor-recreation-areas/>).
- *WCYY 94.3* published an article on June 6 encouraging listeners to take advantage of heat pump incentives. It quoted the Trust’s website and directed listeners to program pages (<https://wcyy.com/efficiency-maine-heat-pump-rebate-incentive-save-heating/>). *WJBQ 97.9* republished this article on June 7 (<https://wjbq.com/ixp/698/p/efficiency-maine-heat-pump-rebate-incentive-save-heating/>).
- *B98.5 Central Maine’s Country* highlighted the Trust’s EV rebate program in an article on May 30 and discussed how schools across the state can benefit from switching to electric buses (<https://b985.fm/electric-school-buses-maine-massachusetts-new-hampshire/>).
- *Clean Technica* published an article that quoted the Executive Director on May 24 on how Maine has exceeded its 2025 goal of 100,000 heat pumps (<https://cleantechnica.com/2024/05/24/want-your-community-to-take-action-on-ambitious-climate-goals-follow-what-maine-does/>).
- *News Channel 5 WABI* interviewed staff in a news segment on May 21 discussing the whole-home heat pump program (<https://www.wabi.tv/2024/05/20/how-much-do-you-know-about-heat-pumps/>).
- *National Renewable Energy Laboratory* published an article on May 15 highlighting the Trust’s energy efficiency programs and how they can help Westport Island reduce energy usage while pursuing independent, renewable power resources (<https://www.nrel.gov/news/program/2024/resilience-at-the-edge-city-of-eastport-considers-harnessing-tidal-power-for-island-microgrid.html>).

## 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 (May 1 - 31)

**Top Landing Pages by Session**

Landing Page	Value	vs prev
/at-home/heat-pump-water-heater-program/	8,339	▼ 25%
/	7,738	▼ 14%
/at-home/low-income-water-heaters/	4,617	▲ 41%
/about-heat-pumps/	4,150	▲ 43%
/at-home/heating-cost-comparison/	2,572	▼ 12%
/home-insulation/	2,382	▼ 4%
/at-home/low-income-options/	2,362	▲ 64%
/at-home/whole-home-heat-pump-incentives/	2,332	▲ 26%
/income-based-eligibility-verification/	2,211	▲ 18%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,722	▲ 109%

Last Month (May 1 - 31)

**Top Landing Pages by Session (Organic)**

Landing Page	Value	vs prev
/	3,656	▼ 4%
/at-home/heating-cost-comparison/	1,618	▼ 8%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump/	1,551	▲ 98%
/at-home/whole-home-heat-pump-incentives/	1,217	▲ 13%
/heat-pump-user-tips/	834	▲ 39%
/at-home/water-heating-cost-comparison/	592	▼ 8%
/heat-pumps/	587	▲ 8%
/at-home/	567	▼ 15%
/charging-station-locators/	566	▲ 5%
/electric-vehicle-rebates/	478	▼ 12%