



Efficiency Maine Innovation and Demand Management Programs

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efficiency
MAINE

Efficiency Maine Introduction

- Responsible for the state's energy efficiency program implementation
- Provide rebates, financing, technical information, and a registry of vendors
- Funded by electric and natural gas ratepayer assessment, Regional Greenhouse Gas Initiative (RGGI), ISO-NE capacity markets, grants, and other sources
- Board appointed by the governor and confirmed by the legislature

Innovation Program Background

The Innovation Program provides funding to conduct pilot projects that demonstrate new types of energy efficiency, conservation, or alternative energy measures, and new strategies for promoting such measures.

Projects of note:

1. Phase Change Material Pilot
2. L2 Residential Smart Charging Pilot
3. Commercial Battery Storage Pilot
4. Residential DER Load Management Pilot

Demand Management Program Background

The Demand Management Program (DMP) will seek to increase the efficiency of energy use in Maine by deploying measures and strategies that **mitigate the impacts of peak demand on electricity utility transmission and distribution (T&D) systems and balance the increased penetration of intermittent renewables** on the grid.

The DMP will consist of two discrete initiatives:

1. Demand Response Initiative (DRI): A traditional capacity curtailment program where commercial and industrial (C&I) participants are compensated for reducing their electricity usage when called upon to do so.
2. Load Shifting Initiative (LSI): An initiative focused on using both passive and active load-shifting strategies across fleets of devices installed by residential and small business customers.

DMP Measure Dispatch Type and Frequency

Initiative	Measure	Dispatch Type	Dispatch Frequency	Dispatch Period
Demand Response	Curtailment	Active	2 to 8 (Call)	June – September
Load Shifting	Smart EV Charging	Passive (Daily)	365 (No call)	All Year
Load Shifting	Thermal Storage – PCM	Passive (Daily)	60+ (No Call)	June – September
Load Shifting	Residential Battery Storage	Active	30-60 (No Call)	June – September
Load Shifting	Commercial Battery Storage	Active	60+ (No Call)	June – September