



**Testimony of the Efficiency Maine Trust
Michael D. Stoddard, Executive Director**

NEITHER FOR NOR AGAINST

LD 1967 –

Resolve, to Establish the Maine Home Energy Navigator and Coaching Pilot Program

Presented to the Joint Committee on Energy, Utilities, and Technology

May 15, 2025

Senator Lawrence, Representative Sachs, and Members of the Committee on Energy, Utilities and Technology, I am testifying on behalf of the Efficiency Maine Trust (the Trust) **neither for nor against LD 1967**.

As a general matter, the Trust supports efforts from civil society to complement and enhance the marketplace for home energy improvement projects. To assist such efforts, and to help develop the marketplace itself, the Trust has been successful in providing complementary resources, including extensive information resources (both online, in print, and in person), workforce training, marketing, rebates and loans.

The Trust has no objection to community-based initiatives that seek to facilitate home improvement projects. That said, it is not an activity the Trust would fund itself. The Trust's experience with similar undertakings in the past indicates that these initiatives are relatively costly and deliver relatively low benefits, rendering them non-cost-effective. Non-cost-effective initiatives are not eligible for our core funding sources. It is our view that generally such initiatives also are not scalable or sustainable.

In the Trust's view, a more scalable, sustainable approach is to continue supporting the contractor community, such as through GEO's workforce development training programs and through EMT's general marketing and consumer education materials. We also welcome the opportunity to encourage organic, self-funded community initiatives that want to do this work, and if we can help them access private or public grant funding for this purpose, we would be happy to provide assistance.

Respectfully submitted,

/s/MDS
Michael D. Stoddard
Executive Director