



**JANET MILLS**  
GOVERNOR

STATE OF MAINE  
DEPARTMENT OF ENERGY RESOURCES  
62 STATE HOUSE STATION  
AUGUSTA, MAINE  
04333-0062

**DAN BURGESS**  
ACTING COMMISSIONER  
DEPARTMENT OF ENERGY RESOURCES

**TESTIMONY BEFORE THE ENERGY, UTILITIES AND TECHNOLOGY COMMITTEE**

**An Act to Establish the Maine Home Energy Navigator and Coaching Resource Hub  
L.D. 2220**

**DEPARTMENT OF ENERGY RESOURCES**  
March 4, 2026

Senator Lawrence, Representative Sachs, and Members of the Joint Standing Committee on Energy, Utilities and Technology (EUT): My name is Caroline Colan, and I am the Legislative Liaison for the Department of Energy Resources (DOER).

The DOER testifies in support of L.D. 2220.

L.D. 1967, enacted in June 2025, directed the Department of Energy Resources (DOER) and the Governor's Office of Policy Innovation and the Future (GOPIF) to design a Maine Home Energy Navigator and Coaching Pilot Program and report back to the EUT Committee. The Resolve required close consultation with the Efficiency Maine Trust, Maine State Housing Authority, Maine Office of Community Affairs, community-based organizations, and tribal governments to ensure any proposed program reflects the needs of Maine communities.

Energy coaching and navigation programs provide practical, hands-on support to help residents meet their home energy needs. These programs are designed to overcome common barriers that limit participation in energy efficiency and clean energy programs such as lack of time, limited awareness, digital literacy challenges, and difficulty navigating complex incentive structures. Coaches—often volunteers and sometimes paid staff—help residents identify cost-saving opportunities, access rebates and assistance programs, prioritize improvements, and review contractor proposals. For many households, particularly in low-income, rural, and underserved communities, this trusted, community-based guidance can be the difference between pursuing an energy upgrade or not.

In developing its report, DOER and GOPIF conducted extensive stakeholder engagement, including more than 15 meetings with program administrators, industry representatives, regional planning organizations, nonprofits, and other experts, as well as a public comment period that generated 30 responses. This engagement made clear that while existing energy coaching efforts are showing early success and positive participant feedback, most programs remain in early stages and operate with limited capacity.

Stakeholders consistently emphasized two key themes: first, state programs should remain flexible to reflect the unique needs of local and tribal communities; and second, a centralized resource hub would



JANET MILLS  
GOVERNOR

STATE OF MAINE  
DEPARTMENT OF ENERGY RESOURCES  
62 STATE HOUSE STATION  
AUGUSTA, MAINE  
04333-0062

DAN BURGESS  
ACTING COMMISSIONER  
DEPARTMENT OF ENERGY RESOURCES

significantly reduce administrative burdens, ensure access to current and vetted materials, and facilitate peer learning and best-practice sharing.

Based on this feedback and the existing budget landscape, DOER recommended Proposal 3: establishing a statewide Maine Home Energy Navigator and Coaching Resource Hub. The hub would be housed on the DOER website and would provide standardized training curricula, outreach materials, program templates, case studies, and funding guidance, building off existing resources from entities such as EMT. Rather than creating a one-size-fits-all program, the hub would empower communities to design and operate locally tailored coaching initiatives with strong state-supported tools.

L.D. 2220 establishes the Resource Hub within DOER's statute and provides one-time funding of \$100,000 to develop the standardized training and program materials that communities need to launch and sustain high-quality energy coaching programs. Designated funding for the Resource Hub will provide for webpage development, hosting, and maintenance; support the development of content and training materials that are digestible and sequenced in a manner to support the development of a cohesive curriculum for volunteers; and to develop additional resources that respond to needs and targeted technical assistance materials identified by stakeholders.

As a final note, we do recognize that this funding proposal is not presently included in the Governor's supplemental budget requests; should it pass, it will go to the Appropriations table for funding consideration along with other legislative priorities. With this allocation of one-time funding, DOER and its partners in this work will be able to shape this resource hub and evaluate its effectiveness before requesting any future funding for this effort.

Thank you for your consideration.

Caroline Colan, Legislative Liaison  
Department of Energy Resources

*To view the full Energy Coaching Pilot Program Design Report, please visit [maine.gov/energy](http://maine.gov/energy) then navigate to the "Completed Reports" tab under "Current Studies" on the main navigation bar.*