



STATE OF MAINE  
GOVERNOR'S OFFICE OF POLICY INNOVATION AND THE FUTURE  
181 STATE HOUSE STATION  
AUGUSTA, MAINE  
04333-0181

**LD 2220 An Act to Establish the Maine Home Energy Navigator and  
Coaching Resource Hub  
Testimony in Support  
March 4, 2026**

Senator Lawrence, Representative Sachs, and members of the Committee on Energy, Utilities and Technology, my name is Molly Siegel, and I am a Buildings and Lead by Example Policy Advisor in the Governor's Office of Policy Innovation and the Future (GOPIF), which staffs and manages the Maine Climate Council. I am testifying in support of LD 2220, *An Act to Establish the Maine Home Energy Navigator and Coaching Resource Hub*.

Energy coaching programs help consumers meet their home energy needs through personalized support. Even with Maine's robust incentives and outreach, we have heard from many individuals conducting on-the-ground energy outreach that program awareness could be expanded through engagement with trusted experts.

*Maine Won't Wait* (2024), Maine's updated climate action plan, recommends several ways that the state can expand education and outreach to help people take advantage of climate programs and incentives:

- "Launch an energy coach program to help low-income and underserved individuals and communities understand their options for meeting their energy needs through grants, rebates, or other incentives." (Strategy C)
- "Partner with community-based organizations to reach underserved individuals and communities to increase awareness about climate programs and opportunities and invite input into the design of programs and policies recommended by *Maine Won't Wait*." (Strategy G)

GOPIF has worked with the Department of Energy Resources (DOER) over the past year on a report for L.D. 1967, *Resolve, to Design a Maine Home Energy Navigator and Coaching Pilot Program*. In the process of developing this report, we held more than 15 meetings and received 30 public comments from individuals involved with community-based energy coaching programs, including non-profits, municipalities, community action agencies (CAAs), and tribal governments.

The report, [Energy Coaching Pilot Program Design Report](#), published February 2026, outlines three options for the Legislature to consider for establishing an energy coaching pilot program for Maine.

Proposal 1 to create an “Energy Coach Pilot Grant Program,” would likely have the most significant impact of all three pilot proposals. This approach includes 1) pilot grants to support local energy coaching initiatives, and 2) state level resources and coordination. Many commenters noted that funding and capacity are needed to sustain and grow local energy coaching initiatives, particularly in underserved communities. While the Community Resilience Partnership (CRP) and the New England Heat Pump Accelerator both provide some opportunity to direct funding to communities for energy coaching, these grant opportunities are limited and competitive. Dedicated pilot funding would allow the state to evaluate different approaches to energy coaching and determine whether and how these programs could be expanded statewide.

In the absence of state funding for energy coaching pilot grants, Proposal 3, the establishment of a state-maintained energy coaching resource hub, is a low-cost, “no regrets” strategy. Proposal 3 would support communities and organizations to establish local energy coaching programs without significant new funding resources. Many commenters during the L.D. 1967 stakeholder process supported a centralized energy coaching resource hub that will ensure access to vetted and up-to-date information and training.

I am pleased to support this proposal to establish within DOER a resource hub to promote community-based energy coaching services to residential consumers that provide guidance, particularly to those in low-income, rural and underserved communities, in understanding and navigating options to affordably meet their home energy needs.

Thank you for the opportunity to submit testimony on this legislation and thank you all for your service on this committee.