



**ELECTRIC VEHICLE INITIATIVES  
FUNDING OPPORTUNITY NOTICE (FON)**

**Rural Level 2 Electric Vehicle (EV) Charging  
EVI FON-002-2023**

**Opening: March 1, 2023**

**Application Deadline: June 30, 2023**

**Project Completion Deadline: December 31, 2023**

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**APPLICATION DOCUMENTS**

- 1) Attachment A: Application Form**
- 2) Attachment B: Project Price Quotes**
- 3) Attachment C: Charging Equipment Specification Sheets**
- 4) Attachment D: Project Location Photograph**

## **SECTION 1: OVERVIEW AND INSTRUCTIONS**

### **1.1 Purpose of Application Request**

Through this Funding Opportunity Notice (FON or “opportunity”) Efficiency Maine is seeking applications for Level 2 electric vehicle (EV) chargers that are available to the public in **rural communities**.<sup>1</sup> This opportunity falls under Efficiency Maine’s Electric Vehicle Initiatives and aims to expand public EV charging infrastructure in rural and remote areas in Maine. The goal of this round of funding is to assist rural communities in Cumberland and York County (excluding Portland, South Portland, and Westbrook) to enhance those communities’ capacity to attract commerce and tourism and to serve local EV drivers as EVs become the dominant form of transportation. Developing comprehensive coverage of public EV chargers throughout the state will also encourage EV adoption in all parts of Maine.

Efficiency Maine has allocated \$200,000 for this FON, funded by the [Maine Jobs and Recovery Plan](#) (MJRP) using resources from the federal American Rescue Plan Act.

This is the second round of funding for rural Level 2 EV charging infrastructure in Maine using MJRP funds. Communities and properties that are not eligible in this FON may be eligible for future rounds. Specifically, future rounds of funding are planned for:

- Level 2 chargers in non-rural areas, including the municipalities of Auburn, Bangor, Lewiston, Portland, South Portland, and Westbrook
- Level 3 chargers (DC fast chargers) statewide

To be notified of future EV charging funding opportunities through Efficiency Maine, visit the “Subscribe” page and select the box for “Electric Vehicle Notices”:

<https://www.energymaine.com/about/newsletter-signup/>.

### **1.2 Incentive Structure**

This FON provides the following incentives for qualifying Level 2 EV chargers:

- A. **Networked Chargers:** \$8,000 per Level 2 plug capped at 90% of the total eligible project costs for projects at local government-owned facilities and public libraries, and \$5,000 per Level 2 plug capped at 80% of the total eligible project costs for all other projects.
- B. **Non-Networked Chargers:** \$2,000 per Level 2 plug capped at 90% of the total eligible project costs.

### **1.3 FON Schedule**

Efficiency Maine will accept applications for the Rural Level 2 EV Charging FON from March 1, 2023, through June 30, 2023, or until funding has been exhausted. Efficiency Maine’s EV Initiatives team will

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<sup>1</sup> **Rural communities** are defined as those communities that are eligible for the Multifamily Housing Program of the USDA – Rural Development (see <https://eligibility.sc.egov.usda.gov/eligibility/welcomeAction.do>). In the two counties eligible for this FON, qualifying properties in all communities are eligible except for those located in the municipalities of Portland, South Portland, and Westbrook.

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review the applications and issue incentive offers in the form of a pre-approval offer email to applicants who meet the criteria within this FON, as funding allows.

| FON Schedule                 |  |
|------------------------------|--|
| FON Issue Date:              | March 1, 2023  |
| Rolling Application Period:  | March 1, through June 30, 2023                       |
| Informational Webinars:      | March 14, 2023 – 1:00 PM<br>April 13, 2023 – 8:00 AM |
| Project Completion Deadline: | December 31, 2023                                    |

Schedule changes: The Trust reserves the right to modify this schedule at its discretion. Any changes or additional information regarding the FON schedule, will be posted on the Trust’s website at: <http://www.energymaine.com/opportunities>.

### 1.4 FON Informational Webinars

Efficiency Maine will conduct two webinar presentations to inform interested parties on the specifics of this FON. It is not mandatory but recommended the applicant attend. To participate in a webinar presentation, register using the link next to your desired date.

- March 14, 2023 at 1:00 PM - TO REGISTER, CLICK [HERE](#)
- April 13, 2023 at 8:00 AM - TO REGISTER, CLICK [HERE](#)

## SECTION 2: DEFINITIONS

- Charger: For the purposes of this FON, a charger supplies electricity to an electric vehicle (EV) to charge the vehicle's batteries. A charger includes the electrical conductors and related equipment (which may include software), and communications protocols that deliver energy efficiently and safely to the vehicle. An individual charger may have one or more “ports” (sometimes called “plugs” or “connectors”) that connect the electricity supply to one or more EVs.
- Host Site: A specific geographic location on a specific property at which the property owner consents to host EV chargers.
- Level 2 Charger: A type of EV charger capable of providing electric power with electric service rated at not less than 208-240V/40A (30A continuous) to an EV. As noted above, a charger may have a single plug or may be equipped with dual plugs.
- Networked: Refers to a combination of EV charging equipment components, software and communications capabilities that allows for centralized management, administration, communication, diagnostics, data collection, and potential point of sale capabilities. For purposes of this FON, a networked charger is capable of informing EV drivers, remotely and in real time, whether an EV charger is operational and available for use and enables the charger

operator to manage drivers' time spent charging/parking (such as by processing payments or remotely informing users when charging is complete).

- **Port:** Sometimes also called “plugs” or “connectors”, a port is the system within a charger that charges one EV.

## **SECTION 3: PROJECT ELIGIBILITY**

### **3.1 Eligible Locations**

For this FON, the proposed project must be located:

1. In Cumberland County or York County; and
2. In a publicly accessible location in a Maine town that is classified as “Rural” by the US Department of Agriculture for the USDA Multifamily Housing program.<sup>2</sup> This includes all municipalities **except** Portland, South Portland, Westbrook, Lewiston, Auburn, and Bangor.

Locations that are ineligible in this FON may qualify for other incentives offered through Efficiency Maine. See [efficiencymaine.com](http://efficiencymaine.com) for more information.

### **3.2 Eligible Properties**

For this FON, the proposed project may be located at any type of property that is available to the public, except that the following types of properties will not be eligible:

1. Private homes, whether owned or leased;
2. Airbnb properties, vacation properties (e.g., camps, cabins, and cottages);
3. Multi-unit dwellings where the parking lot is not open to the public;
4. PreK-12 schools;
5. Dealerships of new and used vehicles; and
6. Businesses that sell or install EV charging equipment.

Properties that are ineligible for this FON may qualify for other incentives offered through Efficiency Maine. See [efficiencymaine.com](http://efficiencymaine.com) for more information.

### **3.3 Eligible Equipment**

To be eligible, equipment must be a Level 2 EV charger that is new and unused (not refurbished or remanufactured), has a minimum capacity of 208-240V/30A (continuous), is certified by the Underwriters Laboratories, Inc. (UL), or equivalent safety standard, complies with all National Electrical Code and Federal Communications Commission regulations for safety and operation requirements, and is able to charge vehicles made by multiple manufacturers. A charger may have a single plug or may be equipped with dual plugs. Chargers may be networked or non-networked.

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<sup>2</sup> <https://eligibility.sc.gov.usda.gov/eligibility/welcomeAction.do>

### **3.4 Eligible Projects**

Projects must install a minimum of two and a maximum of four plugs per applicant per site. Projects proposing to replace or upgrade existing charging equipment are not eligible. Projects must include signage or pavement painting/stripping to indicate that parking spaces are for EV charging only. Chargers must be available to the public year-round, 24 hours a day, seven days a week. Chargers that will be used primarily for charging vehicles from a public or private fleet are not eligible. If the applicant intends to apply restrictions that prevent the chargers from being available to the public 24/7, the applicant must seek a waiver of the 24/7 requirement, describing the restrictions in the Application Form and explaining why they are reasonable. Efficiency Maine will consider waivers on a case-by-case basis.

In addition, applicants must agree to:

- a. Operate and maintain each Level 2 charger for at least five (5) years from the date the charger installed under this FON becomes fully operational;
- b. Address interruptions in service due to malfunctions in equipment or networking services in a timely manner, and in the event of extended downtime notify drivers of the interruption to service through appropriate sources, including, but not limited to, website and application hosts;
- c. Provide snow removal to ensure access during/after inclement weather;
- d. List the EV charger as “public” on the [PlugShare.com](https://www.plugshare.com) website and the [Alternative Fuels Data Center](https://www.alternativefuelsdatacenter.com) website; and
- e. **Not**, during the first five years after signing the Terms and Conditions, move a Level 2 charger installed with funds from this FON to another Host Site location, sell or take such Level 2 charger out of service for any reason, without prior written approval from the Trust.

### **3.5 Eligible Costs**

When determining the amount of the incentive to be awarded, Efficiency Maine will apply the applicable incentive cap specified in Section 1.2 to eligible costs in the price quotes submitted with the application. Eligible costs are limited to:

1. Charging equipment;
2. Installation and commissioning of charging equipment;
3. Networking subscription costs for the first five years of operation (where applicable). Networking subscription costs must be billed, and will be reimbursed only if they have been paid, as a single, upfront, lump-sum cost;
4. Electrical service upgrades and/or circuits;
5. Mounting hardware (e.g., pedestals) and bollards (where applicable); and
6. Construction costs (e.g., excavation, paving, signage) essential to installation of the chargers.
7. Extended warranties or maintenance contracts for a period not to exceed five (5) years when billed and paid as a single, upfront, lump-sum cost.

Any other costs such as landscaping and site preparation not directly necessary for the installation of the chargers are not eligible. Costs incurred prior to the FON Issue Date are not eligible.

## **SECTION 4: APPLICATION REQUIREMENTS**

An application must include all of the following contents:

**1. Application Form (Attachment A)**

- One signed, completed Application Form, signed by the Applicant and, in the case that the Applicant is not the Property Owner, signed by the Property Owner or Property Manager. The signatures may be scanned or signed using an electronic signature.

**2. Project Price Quotes (Attachment B)**

- Bona fide price quotes from at least one vendor for each of the following project elements:
  - Charging equipment;
  - Installation and commissioning of charging equipment;
  - Networking subscription costs for the first five years of operation (where applicable). Networking subscription costs must be billed, and will be only be reimbursed if they have been paid, as a single, upfront, lump-sum cost;
  - Electrical service upgrades and/or circuits;
  - Mounting hardware (e.g., pedestals) and bollards (where applicable); and
  - Construction costs (e.g., excavation, paving, signage) essential to installation of the chargers.
  - While multiple price quotes are not required, Efficiency Maine encourages applicants to obtain multiple quotes for each project element.

**3. Charging Equipment Specification Sheets (Attachment C)**

**4. Project location photograph (Attachment D)**

- One photograph of the exact proposed site for the chargers. If the site will be located on a lot that has not yet been built, a drawing may be substituted for a photo.

## **SECTION 5: SUBMITTAL INSTRUCTIONS**

Project applications must include all materials (including any required attachments) as requested in Section 4 and are to be emailed to [EV@efficiencymaine.com](mailto:EV@efficiencymaine.com) by the program applicant. The email subject line must include “EVI-FON-002-2023”. All elements of the completed application must be contained in and received through a **single email**. An applicant must submit a separate, complete application for each individual site at which they seek an incentive for Level 2 chargers.

For questions throughout the process, applicants are encouraged to speak with a contractor familiar with EV charging equipment (see [About EV Charging page](#)) or to contact the Program Team at (866) 376-2463 or [EV@efficiencymaine.com](mailto:EV@efficiencymaine.com).

The following Efficiency Maine resources are available to help applicants learn more about EV charging and installing EV chargers at public locations:

- About EV Charging: <https://www.efficiencymaine.com/at-work/electric-vehicle-charging/>

- Installing Level 2 Electric Vehicle Chargers at Commercial and Public Properties Guidebook: <https://www.energymaine.com/docs/Installing-Public-EV-Chargers-Guide.pdf>
- List of Maine EV Charging Service Providers: <https://www.energymaine.com/docs/EV-Charging-Service-Provider-List.pdf>
- Additional EV Charger Installation Information: <https://www.energymaine.com/at-work-electric-vehicles-and-charging-solutions/>
- Background on Efficiency Maine’s EV Initiatives: <https://www.energymaine.com/at-work/electric-vehicle-supply-equipment-initiative/>

## **SECTION 6: PROJECT APPROVAL AND INCENTIVE OFFER PROCESS**

For applications received by the deadline listed in Section 1.3, Efficiency Maine will review the data submitted to ensure eligibility and completeness. Efficiency Maine reserves the right to request additional information during the review process.

Once Efficiency Maine completes its review, it will make a formal incentive pre-approval offer through an “Incentive Offer Letter” and Terms and Conditions emailed to the applicant. The Incentive Offer Letter and Terms and Conditions will indicate the approved project incentive pending project completion. Because incentives received by the applicant may be taxable by the federal, state, and local government, a W-9 will be sent with the Incentive Offer Letter to ensure correct tax information of the applicant. If the applicant wishes to accept this incentive offer, the applicant must sign the Incentive Offer Letter and Terms and Conditions and return them with the completed W9 for the applicant via email.

Efficiency Maine will confirm receipt of an applicant’s acceptance of the pre-approval incentive offer via email to the contacts listed on the Application Form.

## **SECTION 7: PROJECT COMPLETION PROCESS**

Upon completion of all work as outlined in the Application Form (see Section 1.3 for project completion deadline), the applicant must sign and return the Project Completion Form along with any material invoices to the email address listed in Section 5. Efficiency Maine will conduct a final project review and process the applicant’s incentive(s). Efficiency Maine reserves the right to conduct a post-installation inspection during the final project review.