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The Maryland Clean Energy Center (MCEC) was created as an instrumentality of state by the Maryland General Assembly in 2008. The Center serves as a statewide green bank with a mission to transform the energy economy in Maryland by increasing clean energy jobs, driving commercialization of technological innovations, and enabling consumer adoption of clean energy products and services. MCEC facilitates access to capital through leveraged or direct investment and operates financing programs targeted to serve various consumer audiences and underserved communities. The Center provides specialized procurement and technical support in order to facilitate and expedite project implementation.



#### **Message from the Board Chair**

by the remarkable progress we've made, the powerful work we're doing today, and the incredible opportunities that lie ahead. PAST: I'm truly impressed by all that MCEC has accomplished over the years. From securing \$136.12M in grant awards, to building a strong track record in procurement, MCEC has consistently delivered impact at scale. We've brought together industry leaders and stakeholders at our annual summits, fostered groundbreaking innovation through the creation of the Maryland Energy Innovation Accelerator (MEIA), and launched vital initiatives like the Climate Catalytic Capital (C3) Fund and the Climate Tech Founders Fund (CTFF). These achievements underscore MCEC's role as a trusted leader in advancing the clean energy economy in Maryland.

s I reflect on the 15-year journey of the Maryland Clean Energy Center (MCEC), I'm struck

**PRESENT:** Today, MCEC has the right tools, resources, and partnerships to make an even greater impact. With a growing portfolio of procurement contracts, cutting-edge financing programs, and technical expertise, MCEC is uniquely positioned to accelerate clean energy deployment across the state.

FUTURE: Looking ahead, I envision a future where MCEC secures even greater levels of investment, attracts more partners, and mobilizes additional capital to meet the urgency of climate change. By continuing to convene stakeholders, expanding our financing capabilities and scale successful initiatives, MCEC will strengthen its role as a catalyst for innovation and resilience. Most importantly, our work will help more homeowners lower their energy cost, access sustainable solutions, and benefit from a clean energy economy that leaves no one behind.

Thank you for your partnership and dedication.

Sincerely,

#### **Dr. Karen Wayland**

Chair of the Board CEO – GridWise Alliance



#### **The Maryland Clean Energy Center**

# **Mission**

MCEC accelerates a clean energy future by driving economic development, fostering innovation, providing access to capital, and enabling environmental justice.

# **Vision**

The Maryland clean energy economy is robust, and the state is a national leader in moving innovative climate technology solutions to the market. Maryland consumers have convenient and affordable access to clean renewable energy, energy demand reduction and cost saving solutions to their homes, businesses, schools, and communities to mitigate and adapt to climate change impacts.

#### STATUTORY PURPOSE/GOALS

- ▶ Promote economic development and jobs in the clean energy sector in the state
- ▶ Serve as an incubator for the development of the clean energy industry in the state
- ► Collect, analyze, and disseminate industry data
- ▶ Provide outreach and technical support to further the clean energy industry in the state

#### **FY25 MCEC Highlights**

n the face of profound uncertainty in the clean energy landscape, MCEC has remained steadfast in its commitment to helping Maryland navigate these challenges. Our work has never been more vital, not only in strengthening the economic competitiveness in Maryland but also driving solutions that are transforming the state. Here are some highlights of the impressive advances we've made in the past fiscal year.

\$136.12M

TOTAL GRANT FUNDING

#### Implemented Clean Energy Initiatives

Through its expanded role in securing and managing grant funding, MCEC has won over \$136.12M in federal and state grants including \$35.5M in FY25. These major awards, including funds from the EPA\*, USDA, and DOT, have helped position MCEC as a trusted partner for entities looking to implement impactful clean energy initiatives. MCEC continues to manage these active awards while actively pursuing additional funding opportunities to support statewide climate, energy, and economic goals. \*See page 27

\$73M

TOTAL VALUE OF INTERNAL & EXTERNAL AWARDS

#### Growing Portfolio of Contracts Awarded

MCEC provides Procurement & Technical Assistance Services to partners to drive efficient and sustainable energy solutions. Our growing portfolio contract awards, including 10 from this fiscal year, represents \$73M in total. These resources have powered 72 external contract awards, supporting projects from solar adoption to electric vehicle infrastructure and five new microgrid projects in FY25.

\$157.9M

GRANTS RECEIVED BY SUPPORTED COMPANIES

#### 90+ Participants

The Maryland Energy Innovation Accelerator (MEIA) took a bold step forward in advancing climate technology innovation with the launch of their new Climate Technology Founders Fund. This initiative empowers a diverse range of entrepreneurs through a model of mentorship and collaboration. It provides crucial financial support to founders who are developing groundbreaking technologies, products, and services to address the climate crisis.

\$150.25M

TOTAL PACE FINANCING

#### **MDPACE Program In-House**

MCEC began the transition to the role of program administrator for the Maryland Property Assessed Clean Energy (MDPACE) program, a statewide initiative that provides a critical financing tool for commercial building owners to fund energyefficient upgrades. By bringing the administration of over \$100M in outstanding loans in-house, MCEC will standardize the application process and expand the program to contribute to a more energyefficient Maryland.

\$600K

INVESTMENTS APPROVED
IN FY25

#### \$68M in Funding Requests

The Climate Catalytic Capital (C3) Fund was established to finance projects that reduce greenhouse gas emissions, with a minimum of 40% of investments directed toward low-income households and communities. MCEC is currently processing 45 applications requesting almost \$68M in funding. With 10 investments already in closing phases, MCEC is streamlining its process to make it easier for applicants to access funding.

22,700

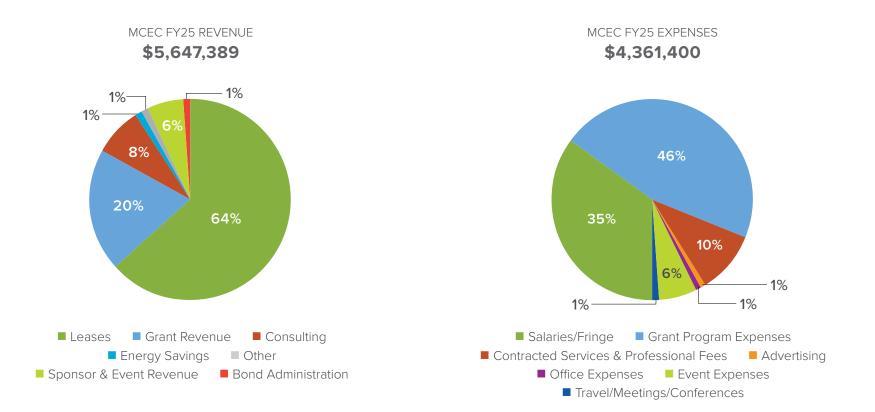
JOB HOURS CREATED

# Over \$5M in Consumer Lending

The Clean Energy Advantage (CEA) Loan Pilot Program provides an affordable financing option for residential energy improvements. Administered in partnership with the Montgomery County Green Bank, this program has funded 480 loans totaling \$5.28 million, with over \$3.5 million financed since a loan term extension in 2024. The program has saved approximately 1.2 million kilowatthours of energy annually and created over 22,700 job hours since inception.

#### **Financial Report**

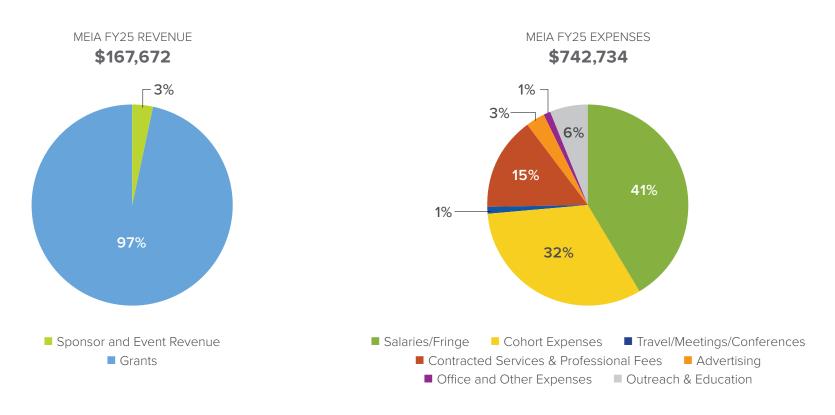
inancial stability has been key to sustaining momentum across MCEC initiatives, including the Maryland Energy
Innovation Accelerator (MEIA), a program of MCEC with its own operating budget. By promoting clean energy,
advancing technology innovation, providing financing, offering procurement and technical assistance, and building
strategic partnerships, MCEC has created strong impact. Careful resource management ensured that both MCEC and MEIA



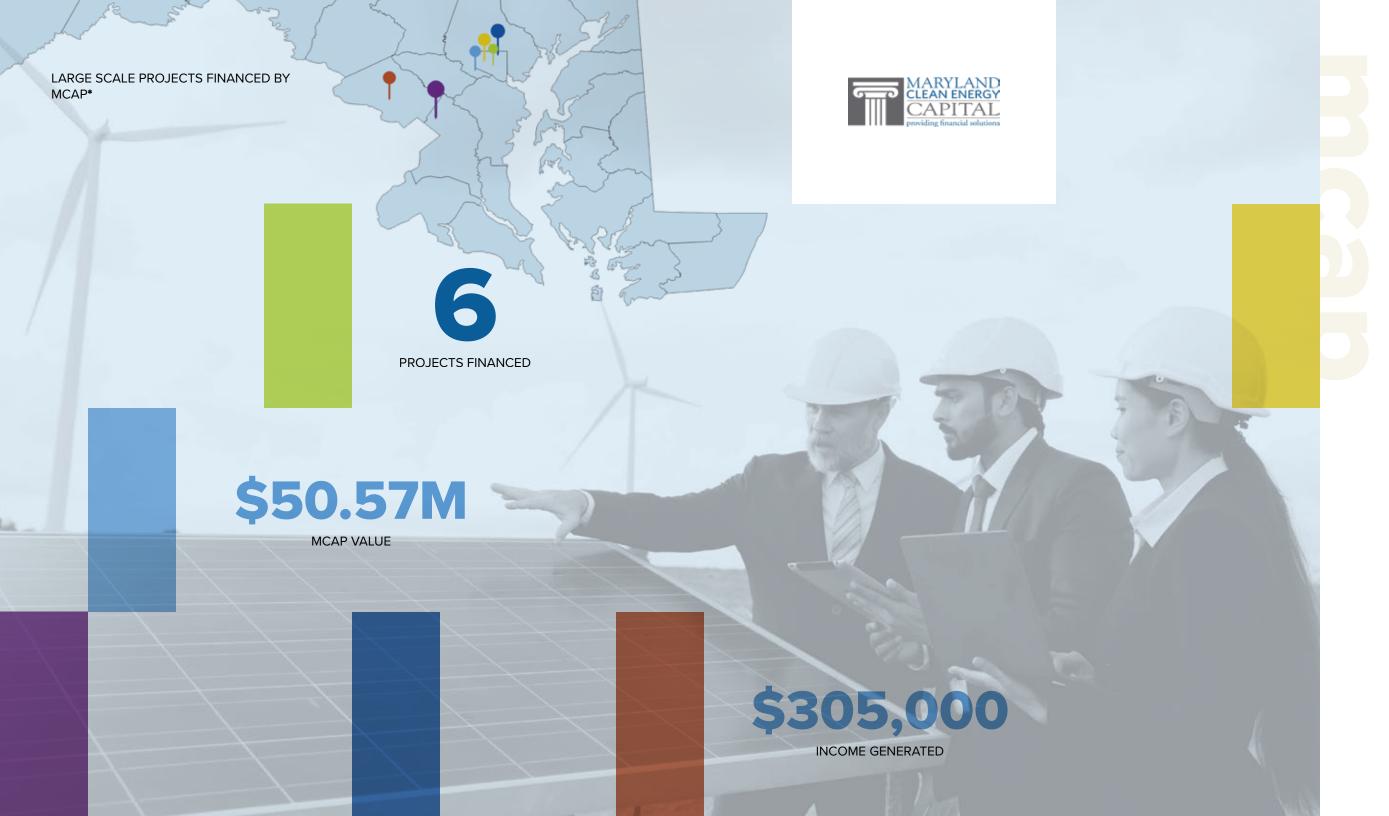
effectively leveraged capital, supported clean energy goals, and fostered a sustainable future for Maryland. This strong financial footing allowed the organization to remain adaptive and forward-thinking. With support from state and federal partners, MCEC is well positioned to continue scaling programs, forging partnerships, and delivering lasting clean energy solutions.

The MEIA Annual Report is available as a companion document, link below, highlighting the program's activities and impact.

FISCAL REPORT: Management's Discussion and Analysis and Financial Statements together with Independent Auditors' Report for MCEC and MEIA can be found online at mdcleanenergy.org/about/reports/.



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# **Maryland Clean Energy Capital Program (MCAP)**

# PAST:

The Maryland Clean Energy Capital Program (MCAP) has established itself as a valued resource in Maryland for financing large-scale energy upgrades. By providing over \$50 million in capital through tax-exempt and taxable bonds to higher education institutions and non-profits, MCAP successfully demonstrates the value of innovative financing in driving energy efficiency and sustainability.

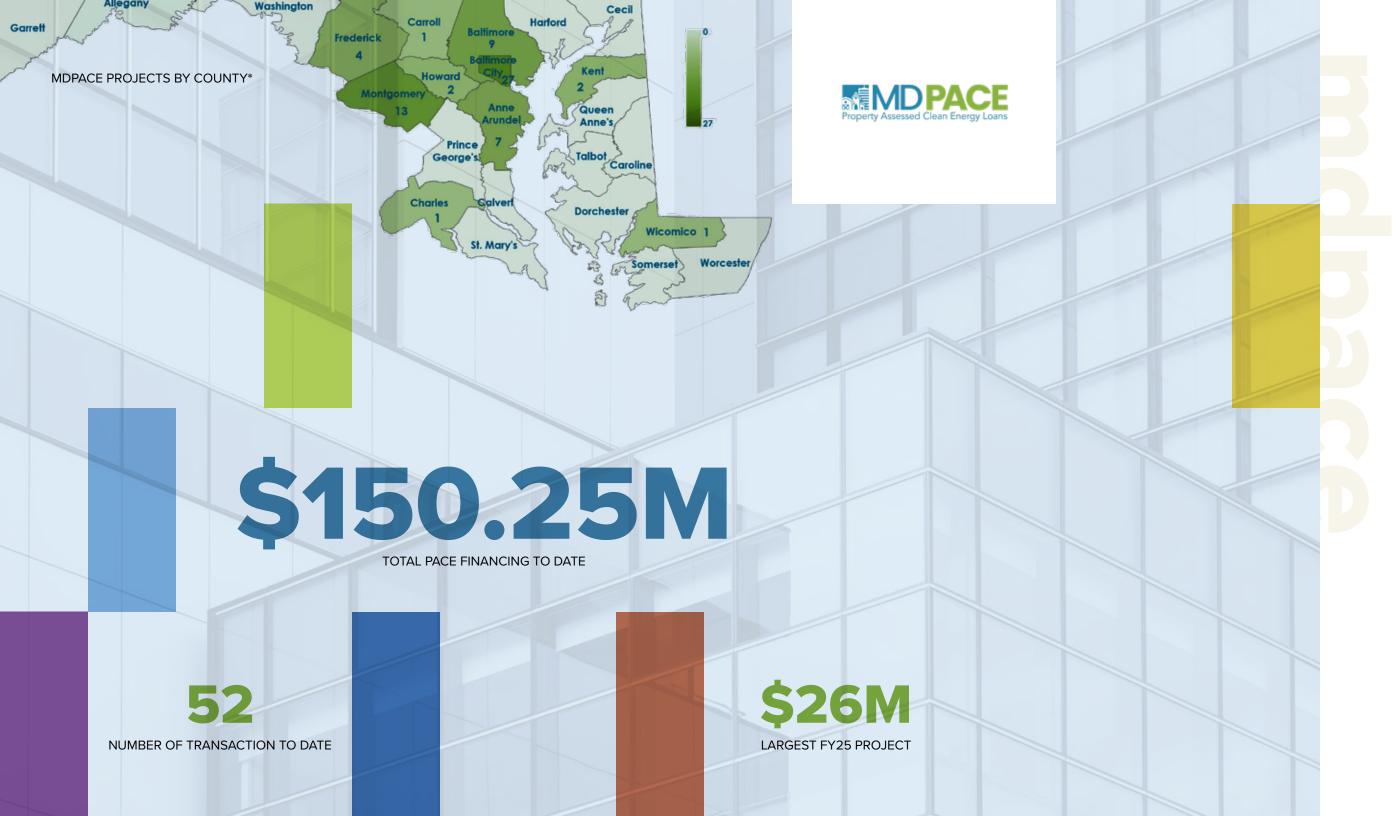
#### PRESENT:

Currently, the MCEC team is developing a robust medium-term pipeline for critical energy sustainability projects across the state. We continue to build strong relationships with partners and stakeholders to align financing solutions with institutional energy goals.

#### **FUTURE:**

MCAP aims to be the state funder of choice for large energy sustainability projects across a range of institutions including state and local agencies, healthcare institutions, affordable housing and non-profit organizations. By expanding its reach and financing capacity, MCAP will enable more Maryland institutions to meet clean energy targets and reduce operational costs.

- \* LARGE SCALE PROJECTS FINANCED BY MCAP
- University of Maryland, Baltimore County: Tax-Exempt Loan Amount \$5.4 million
- Morgan State University: Tax-Exempt Loan Amount \$10.3 million
- Coppin State University: Tax-Exempt Loan Amount \$6.3 million
- University of Maryland, College Park: Tax-Exempt Loan Amount \$18.3 million
- National Aquarium: Tax-Exempt Loan Amount \$4 million
- University of Maryland, Institute of Bioscience & Biotechnology Research: Tax-Exempt Loan Amount \$6.2 million



# Maryland Property Assessed Clean Energy (MDPACE)

#### PAST:

MDPACE was established as part of the C-PACE loan program as a statewide initiative to provide private building owners with a way to finance a wide range of sustainable and cost-efficient upgrades to both new and existing commercial buildings. Loans are financed by private capital providers and are repaid through assessments on the real estate, similar to a tax.

#### PRESENT:

This fiscal year, MCEC began the transition to the role of the program administrator, a responsibility that was previously outsourced. This new function includes processing all applications and managing the existing portfolio of over \$100 million in outstanding loans. In FY25, under MCEC's oversight, the program supported a \$26 million project, its largest to date, marking a significant step forward in clean energy and efficiency improvements statewide.

#### **FUTURE:**

Administering the MDPACE program in-house creates new opportunities for growth and improvement, including standardizing the application process, engaging with capital providers, and working with the Maryland jurisdictions more closely. As we expand marketing for the program, property owners will gain a clearer understanding of its benefits, increase BEPS compliance, and contribute to a more energy-efficient Maryland.

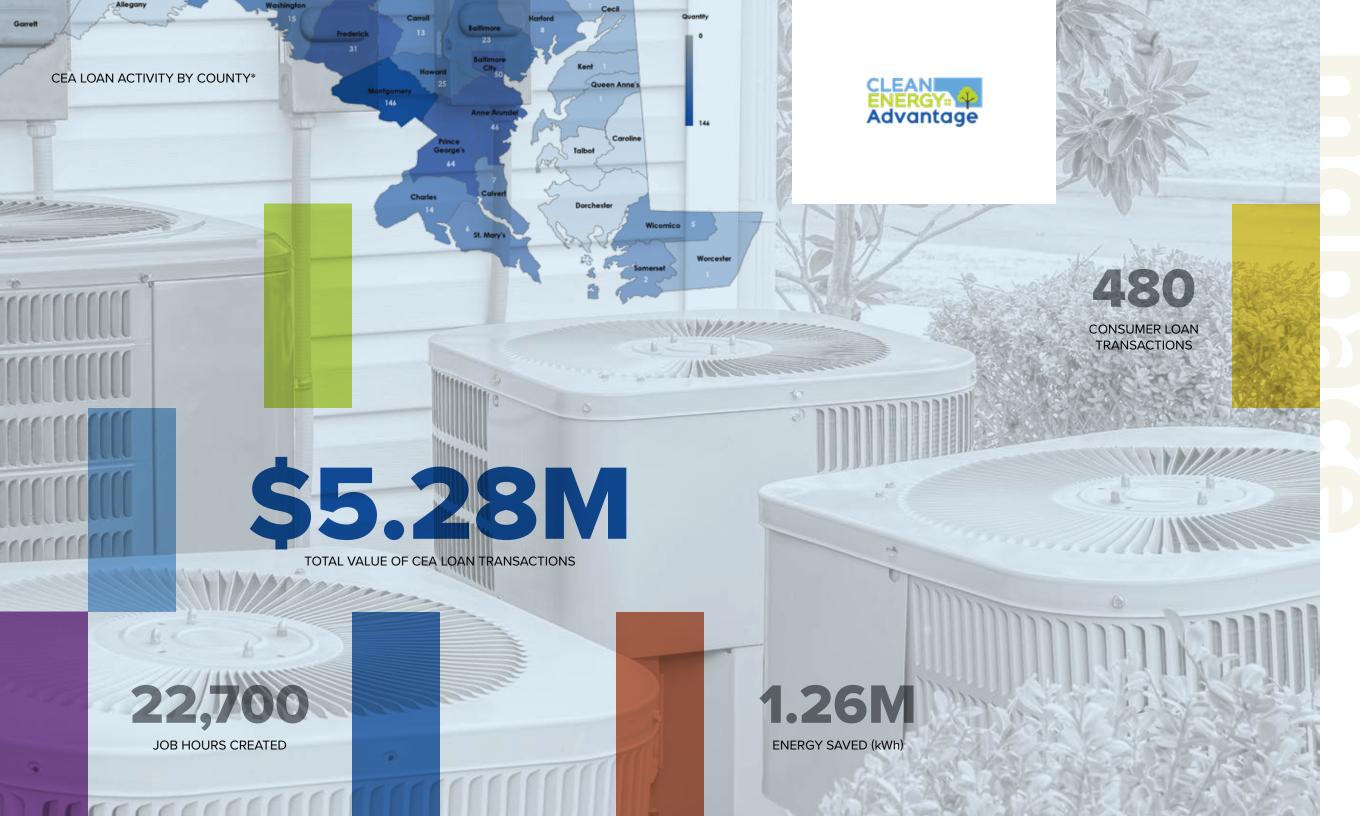
#### \*MDPACE PROJECTS BY COUNTY

Anne Arundel – 7 Baltimore –9 Baltimore City – 27

Carroll – 1 Charles – 1 Frederick – 4 Howard - 2 Wil Kent - 2

Montgomery – 13

Wilcomico – 1



#### Clean Energy Advantage (CEA)

# PAST:

The Clean Energy Advantage (CEA) Loan Pilot Program was launched in March 2022, based on the success of and modeled after the Maryland Home Energy Loan Program (MHELP), to offer Maryland residents a convenient and affordable financing option for residential energy improvements. The program is administered in partnership with the Maryland Clean Energy Center and the Montgomery County Green Bank (MCGB), as authorized by the Maryland Public Service Commission (PSC) and supported by the EmPOWER Maryland program.

#### PRESENT:

Since its inception, the program has leveraged \$5.28 million in private lending capital for 480 loans. Since extending its 0% loan term from 12 to 24 months in 2024, consumers have secured \$3.5 million in financing, accounting for the majority of loans to date, marking a significant milestone in the program's growth. The program has also saved approximately 1.2 million kilowatt-hours of energy annually and created over 22,700 job hours.

#### **FUTURE:**

As a pilot program, the Clean Energy Advantage Program is currently scheduled to conclude at the end of 2025. Based on its success, MCEC and MCGB anticipate pursuing its continuation as a permanent offering to further advance the mission to reduce greenhouse gas emissions, mitigate climate change, and support climate and economic goals in Maryland.

#### \*CEA LOAN ACTIVITY BY COUNTY

Anne Arundel – 46 Cecil – 1 Kent – 1

Baltimore –23 Charles – 14 Montgomery – 146

Baltimore City – 50 Frederick – 31 Prince George's – 64

Calvert – 7 Harford – 8 Queen Anne's – 1

Carroll – 13 Howard – 25 Washington – 15

- 1 Somerset - 2 gomery - 146 St. Mary's - 6 e George's - 64 Wilcomico - 5 n Anne's - 1 Worcester - 1 ington - 15

# CATALYTIC CAPITAL **APPLICATIONS** RECEIVED VALUE OF PROJECTS \$68M **FUNDING REQUESTED** \$600K **FUNDING APPROVED IN FY25**

#### Climate Catalytic Capital (C3) Fund

# PAST:

The Climate Catalytic Capital (C3) Fund was established with the passage of the Climate Solutions Now Act (CSNA) of 2022. The fund was created to finance clean energy projects and technologies that reduce greenhouse gas emissions and mitigate the effects of climate change. A minimum of 40% of all investments are directed toward assisting low-income households and communities in accessing decarbonization solutions. Since the program launch in FY24, MCEC has worked with industry leaders to lay the foundation and build a solid investment framework.

#### PRESENT:

To date, MCEC has received and is processing 45 applications to the C3 Fund, requesting almost \$68 million in funding support for projects currently valued at over \$155 million. Of the applications received, 24 remain open, while 10 investments have been selected to proceed through due diligence and are either under review for approval or in the process of closing. In FY25 the Investment Oversight Committee approved two applications totaling \$600,000 to support three community solar projects and the development of new EV battery technology.

#### **FUTURE:**

With a streamlined investment process now in place, MCEC plans to further improve the application process from start to finish, making it easier for applicants to access funding while ensuring the program delivers on its objectives. Our goal is to support the reduction of greenhouse gas emissions while providing even greater benefits than required to low-to moderate-income (LMI) communities in Maryland. We anticipate five additional investments being processed for approval in FY26 and are actively seeking commitments for additional funding to sustain the program beyond FY27 and FY28.



PTAS PROJECTS FACILITATED IN FY25:

• Takoma Park, MD

Solar Procurement for new Library

Chestertown, MD

Decarbonization planning and Community Solar project development

Frederick County

Procurement for Microgrid Study

Procurement for Microgrid and Datacenter Design and Implementation Services

Howard County

Procurement for Microgrid Study

Easton Utilities

Procurement for Microgrid Study

Maryland Port Administration

Procurement for Decarbonization Assessment and Plan Development

Goucher College

Procurement for Energy Performance Contracting (EPC) project

Baltimore County

Procurement for Electric Vehicle (EV) and EV Infrastructure Assessment

Various Clients

Owner's Representative Services

\$73M

**VALUE OF INTERNAL & EXTERNAL CONTRACT AWARDS** 

\$367,630

FEE-FOR-SERVICE INCOME GENERATED

136

**INTERNAL & EXTERNAL CONTRACT AWARDS** 

#### **Procurement & Technical Assistance Services (PTAS)**

#### PAST:

Since 2022, the Procurement & Technical Assistance Services team has played a crucial role in advancing energy projects in Maryland. We have steadily expanded our capabilities to provide comprehensive support that helps partners make informed decisions driving more efficient and sustainable energy solutions across the state. This sustained effort has established MCEC as a go-to resource to carry clean energy projects from development through completion and beyond.

#### PRESENT:

Today, MCEC manages a growing portfolio of contracts, including 10 external contract awards from this past year, bringing the total to 72 external contract awards since inception, representing \$73 million under contract. These resources are powering solar adoption, energy efficiency upgrades, electric vehicle infrastructure, and innovative renewable technologies across Maryland. In FY25, PTAS procured 4 microgrid studies, one microgrid implementation project, and two large, on-site solar PV generation projects for MCEC clients, further strengthening the state's clean energy infrastructure.

#### **FUTURE:**

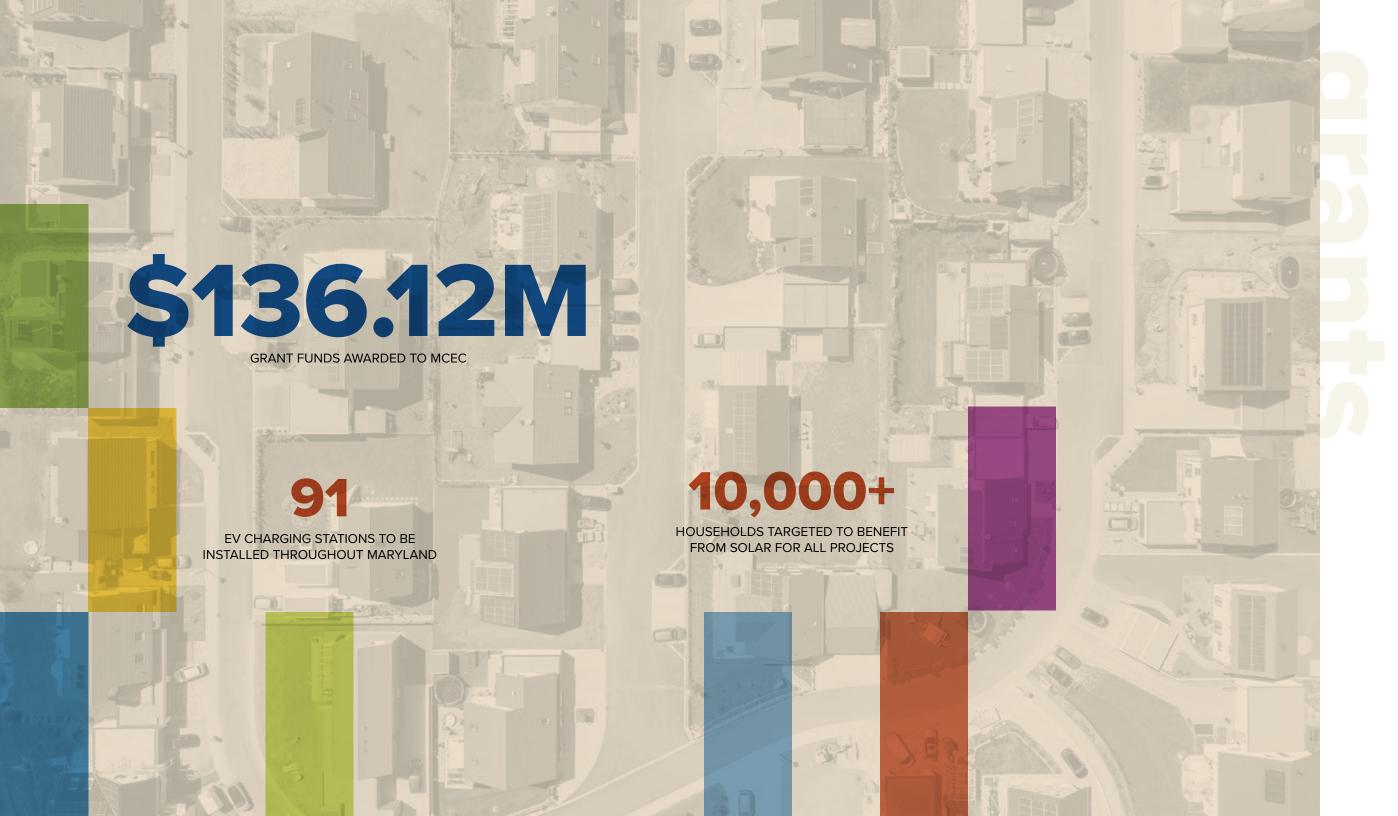
Looking ahead, MCEC looks to expand the volume of work we manage for clients, as well as increase the revenue/cost recovery for MCEC. With a focus on equity and economic development, we will continue to unlock resources that bring clean energy solutions to more Marylanders. Our future goals include bridging funding gaps for projects that may lose federal support, expanding the team to meet additional demand, and continuing to provide financial assistance across the state of Maryland.

#### \*PTAS CLIENTS BY ORGANIZATION TYPE

- Non-profit organizations
- Utilities
- Schools & Institutions
- Maryland State Agencies
- Maryland Local Government
- Greenbank

■ Other Private Sector Entities

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#### **Grants**

# **PAST:**

MCEC steadily expanded its role in securing and managing grant funding to accelerate clean energy adoption across Maryland. These efforts have helped position MCEC as a trusted partner for both public and private entities seeking to implement impactful clean energy initiatives.

# PRESENT:

In the past fiscal year, MCEC secured an additional \$35.5 million in grant funding. The organization continues to manage active awards from major federal agencies, including the U.S. Environmental Protection Agency (EPA), U.S. Department of Transportation (DOT), and U.S. Department of Agriculture (USDA), while actively pursuing new funding opportunities to advance Maryland's climate, energy, and economic objectives.

# **FUTURE:**

Looking ahead, MCEC will continue identifying, preparing, and submitting new grant applications to advance its mission, operations, initiatives, projects and programs. Priorities include strengthening internal systems and preparing for the implementation of pending awards from designated funding sources.

# **15 YEARS OF PROGRESS IN MARYLAND**

Together with our partners we are driving innovative clean energy solutions throughout the state. Thank you for making these milestones possible.

**METRIC TONS OF CO2 EMITTED IN MARYLAND** IN 2009 AND 2021

**NUMBER OF TREES** IN MARYLAND

IN 2009 AND 2024

NUMBER OF COAL FIRED POWER PLANTS IN MARYLAND IN 2009 AND 2025

NUMBER OF ELECTRIC **VEHICLES IN MARYLAND** IN 2009 AND 2024

> (M) **り**

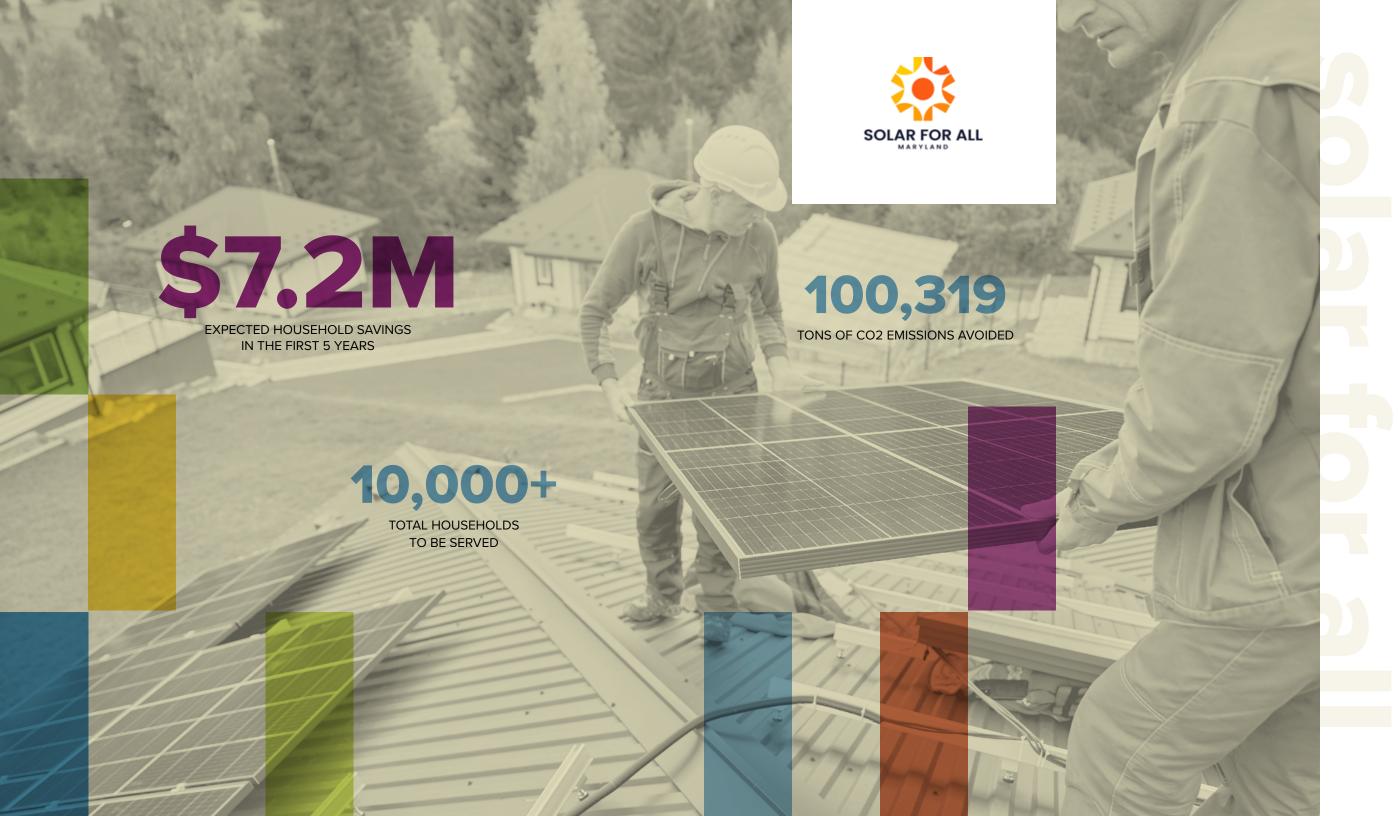
NUMBER OF CLEAN **ENERGY JOBS IN MARYLAND** IN 2009 AND 2023

**NUMBER OF LEED CERTIFIED BUILDINGS IN MARYLAND** IN 2009 AND 2024

> **NUMBER OF EV CHARGING** STATIONS IN MARYLAND IN 2009 AND 2025

WIND TURBINE OUTPUT IN MARYLAND

IN 2009 AND 2024



#### Maryland Solar For All Program (MSFAP)

# PAST:

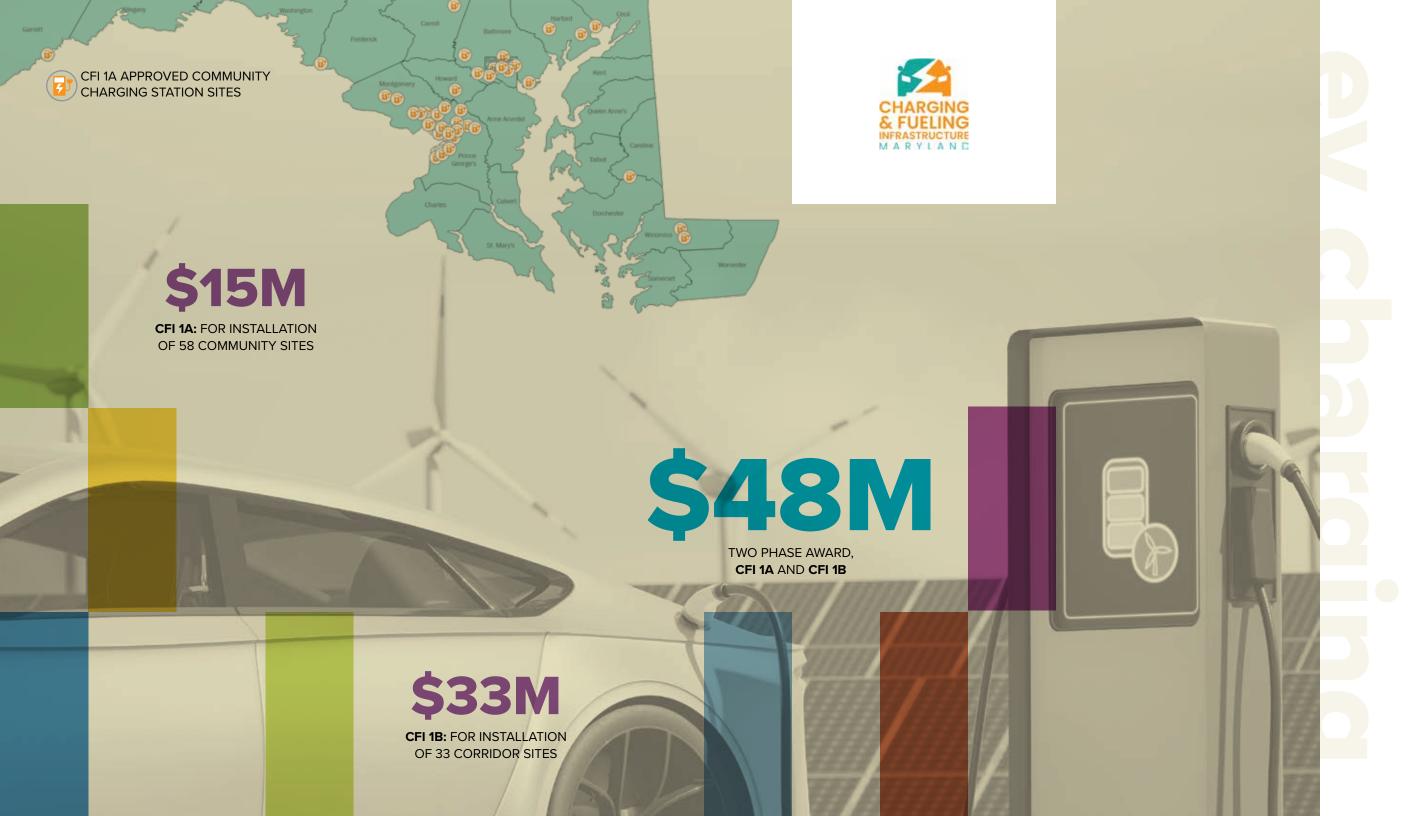
MCEC successfully secured the Solar for All (SFA) grant from the U.S. Environmental Protection Agency (EPA). The grant was intended to support state efforts in promoting economic development through clean energy deployment. Upon receiving the award, MCEC collaborated with a coalition of partners and the EPA to implement the grant, which was intended to bring the benefits of solar power to low-income and underserved communities across Maryland through the Maryland Solar for All Program (MSFAP).

# PRESENT:

MCEC was in the process of implementing the MSFAP grant to advance residential solar and storage upgrades, improve energy resilience, and lower costs for Maryland households. In the grant's first year MCEC worked on the planning and administrative aspects of establishing the program. However, in August, MCEC received a notice of termination of the grant from the EPA.

# **FUTURE:**

Looking ahead, we're assessing all legal options to restore the funding. In the meantime, MCEC is exploring other avenues and sources to continue delivering the benefits and initiatives that were anticipated under the Solar for All program.



#### **Charging and Fueling Infrastructure** (CFI)

# PAST:

In 2024, MCEC was awarded a total of \$48 million through the U.S. Federal Highway Administration's Charging and Fueling Infrastructure (CFI) Discretionary Grant Program. This included \$15 million under CFI 1A, which funds community-based charging projects to expand access in underserved and hard-to-reach areas (Community Program) and \$33 million under CFI 1B, which supports the installation of electric vehicle charging stations along federally designated Alternative Fuel Corridors (Corridor Program). MCEC led a partnership of 13 public and private entities to plan and implement these projects, which include the installation of EV charging sites, community outreach, and technical training and apprenticeship opportunities.

#### PRESENT:

Currently, the sites for the Community Program have been approved and incorporated into the state's transportation plans and have cleared environmental approval. Sites have been prepared for construction and await FHWA authorization to proceed. Sites identified for construction for the Corridor Program remain in the approval process.

#### **FUTURE:**

The project aims to install 91 new EV charger sites across Maryland: 58 for the Community Program and 33 for the Corridor Program. These projects will cover areas including Western Maryland, the Washington Metro Area, the Eastern Shore, Southern Maryland, and the Metro Baltimore Area. The project will also bring in nearly \$9.7 million in private sector investment, with the goals of expanding public access to a national charging network, accelerating the adoption of zero-emission vehicles, and advancing job quality and workforce development.

#### **Biomass Energy Initiative**

#### PAST:

The Biomass Energy Initiative, a collaboration between MCEC and the Maryland Department of Natural Resources (DNR), was established in 2021 with a grant from the US Forest Service (USFS). The program aims to increase the use of advanced wood heating systems in the state of Maryland, turning low-grade pulpwood into a sustainable, low-carbon energy source while promoting responsible forestry practices.

120,410,470

TONS OF FUEL WOOD
IN MARYLAND'S TIMBERLAND

#### PRESENT:

Currently, the program is focused on increasing outreach, continuing to offer grant-writing assistance, and helping organizations understand the value of wood energy while facilitating conversion. To this end, MCEC conducts educational tours showcasing the process from the forest to the boiler, expanding stakeholders' knowledge of the technology. The program is currently funded by a \$300k Wood Innovations Grant from USFS, and pilot biomass projects at Frostburg State University and Garrett County have been awarded \$300k and \$150k, respectively, for planning. Additionally, an environmental and economic cost-benefit analysis for the biomass sector is currently underway, funded with \$35k from the Rural Maryland Council.

# \$450K FEDERALLY FUNDED PILOT PROGRAMS

#### **FUTURE:**

MCEC hopes to continue to expand the program's outreach and impact. In the absence of a thriving biomass industry in Maryland, many landowners have little incentive for sustainable forest management. MCEC aims to address this challenge by increasing awareness through educational tours, leveraging state and federal grant funding, engaging with the public and policymakers, and producing a guided tour video to expand understanding and support for biomass energy.

\$300K WOOD INNOVATION

GRANT (DNR)

#### **Rural Energy for America Program** (REAP)

#### PAST:

MCEC facilitated free technical assistance to Maryland farms and rural small businesses applying to the USDA's Rural Energy for America Program (REAP) through the REAP Technical Assistance Grant (TAG). The REAP program offered grants and loan guarantees for renewable energy systems and energy efficiency improvements. Additionally, services included grant application gualification, grant writing, and help with federal registrations.

#### PRESENT:

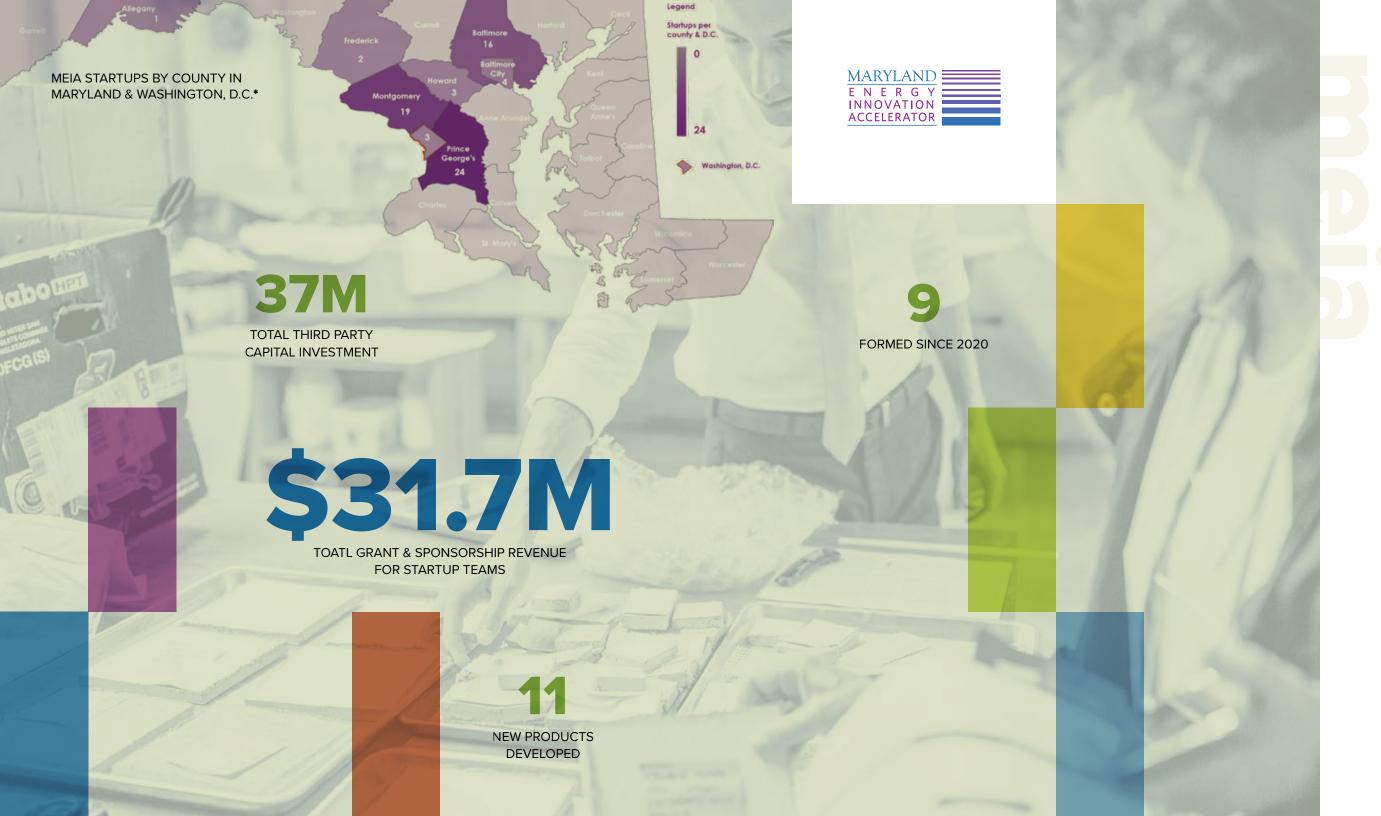
In the past year, with our assistance, 5 companies won grants securing \$119,000 of funding for clean energy and energy efficiency improvement projects that reduce costs and boost sustainability in their operations. Our work with agricultural producers and rural small businesses continues to foster clean energy adoptions, reduce operating costs, and promote economic development across rural communities in Maryland.



#### **FUTURE:**

As of 2025, the Technical Assistance Grant for the REAP program has officially concluded. While we are proud of the impact we made, we recognize the ongoing need for support for small businesses and farms in rural communities. We will continue to promote REAP opportunities, connect stakeholders with USDA resources, and explore new ways to fund energy efficiency improvements and clean energy adoption across the rural economy.

REAP GRANT WINNERS



#### Maryland Energy Innovation Accelerator (MEIA)\*\*

#### PAST:

The Maryland Energy Innovation Accelerator (MEIA) was launched in 2019 by MCEC to bring groundbreaking research and real-world clean energy solutions from the lab to the market. Born from the Maryland Energy Innovation Fund, MEIA was created to help university researchers, federal labs, and early-stage entrepreneurs turn promising climate technologies into investible startups. By pairing technical innovators with experienced Energy Executives in Residence (EEIRs), the model focused on mentorship, collaboration, and building a thriving clean energy ecosystem in Maryland.

# **PRESENT:**

Currently MEIA is launching the Climate Tech Founders Fund (CTFF)\*\* and focusing on expanding its impact through improved outreach, deeper engagement with stakeholders, and a growing pipeline of high-potential startups. The program continues to evolve, with a growing emphasis on Phase 2 Prototyping and Manufacturing support. Helping startups build teams, refine business models, and prepare for investment. By strengthening its connections with investors, mentors and industry partners, MEIA is enhancing its ability to guide clean energy ventures from early innovation to market readiness.

#### **FUTURE:**

Looking forward, MEIA aims to grow its reach and influence by attracting new resources, partners, and opportunities to strengthen the clean energy ecosystem in the state. The program is focused on building stronger relationships with legislators to align policy with innovation, while helping entrepreneurs bring their products into the marketplace. MEIA also plans to implement marketing strategies, host events, showcase companies, and scale up phase 3-early-stage investment readiness. MEIA is paving the way for clean energy solutions to scale statewide and beyond.

#### \*MEIA STARTUPS BY COUNTY IN MARYLAND & WASHINGTON, D.C.

Baltimore –16 Baltimore City – 4 Frederick – 2 Howard – 3 Montgomery – 19 Prince George's – 24 \*\*See MEIA & Climate
Tech Founders Fund
FY25 Annual Report



#### **Government & Policy**

# PAST:

From the beginning, MCEC has been dedicated to coordinating strategic partnerships with legislators, engaging stakeholders, and educating consumers. Over the past 15 years MCEC has operated as a credible source of information in relation to Maryland policy and the regulatory landscape. MCEC has expanded its efforts to foster environmental justice and equity through outreach and community development initiatives.

#### PRESENT:

Currently, MCEC continues to host successful networking events that facilitate partners between industry and government, tracks energy and climate associated policy, and follows legislative activity. The Climate Equity Action Team (CEAT) engages and educates community leaders statewide. MCEC convenes stakeholders on a weekly Policy Watch call to review pending activity of the Maryland General Assembly while in session.

#### **FUTURE:**

MCEC looks to expand its network of legislators and industry leaders, broaden training for continuing education credits for realtors with classes on residential and community solar, and reach a wider audience through partnerships with industry-focused advocates to release educational podcast. In addition, we plan to host quarterly networking events. These efforts will solidify our leadership as a convening force among clean energy advocates. We also plan to continue providing timely policy updates and actively pursue additional investment capital to support its initiatives.



# **Diversity, Equity & Inclusion**

# PAST:

MCEC has long recognized the importance of equity in advancing clean energy goals in Maryland. Early efforts focused on sharing resources with local organizations and grass root networks. Since its inception, MCEC has been laying the groundwork for inclusive outreach and community-driven engagement.

# PRESENT:

Today, MCEC is actively expanding its DEI initiatives through dedicated staff and strategic partnerships. The appointment of an Equity Outreach and Community Development Manager strengthened our capacity to engage with historically underserved communities. The launch of the Climate Equity Action Team (CEAT) brings diverse voices to the table and ensures that programs, incentives, and resources are shaped by those most impacted. MCEC distributes toolkits and materials, develops consumer education content for the website, participates in community events, and promotes programs that support equitable clean energy access across Maryland.

# **FUTURE:**

Looking ahead, MCEC will continue to grow its equity outreach by building a network of community ambassadors, expanding educational toolkits, and increasing visibility at local events. Future efforts will focus on deepening relationships with community leaders, aligning incentives with community needs, and integrating equity goals across all programs and services. By embedding DEI principles into its core operations MCEC aims to ensure every Marylander has a pathway to participate and benefit from the clean energy transition.

# MORE. **INCREASE IN SUMMIT** TICKET REVENUE INCREASE IN EVENT REVENUE GENERATED IN FY25 **INCREASE IN SUBSCRIBERS** IN FY25

#### **Marketing & Communications**

# PAST:

Marketing, Communications and Events efforts at MCEC have had two key focuses. First, we built broad awareness of clean energy, energy efficiency, and other climate mitigation solutions. Second, we worked to increase awareness of MCEC itself, its initiatives, programs, financing capabilities, and project support from the initial idea through implementation. Through event hosting, public reporting, and strategic partner engagement, these efforts positioned MCEC as a convener of clean energy leaders and demonstrated its value to the clean energy landscape in Maryland.

#### PRESENT:

Today, our ongoing efforts continue to build on a strong foundation of progress. This past year alone, we've successfully launched a new website, significantly improving functionality, navigation, and SEO to better serve our audiences. In addition, we've elevated our brand identity and introduced numerous collateral materials to improve the way our organization is perceived in the market. We also expanded communications efforts, which have led to a substantial jump in subscribers across our newsletters and social media channels. Our high-impact events have also seen record success. We've not only increased our sponsor partnerships but also achieved unprecedented attendance and ticket revenues.

#### **FUTURE:**

Looking ahead, MCEC aims to further define and evolve its brand in Maryland as the premier hub for clean energy collaboration and innovation. We will continue increasing awareness, expanding our audiences, growing stakeholder engagement, and strengthening sponsor partnerships through targeted campaigns and refined messaging. MCEC is also preparing to scale its impact by leading the conversation around policy, project development, and clean energy transformation across the state, while building a pipeline for financing and PTAS projects.

#### **2024 Clean Energy Summit**

43%
INCREASE IN

**TICKET REVENUE** 

**50%** 

INCREASE IN
SPONSORSHIP REVENUE

**29%** 

INCREASE IN SUMMIT ATTENDANCE

THE 2024 MARYLAND CLEAN ENERGY SUMMIT stood out as the premier statewide conference of its kind, uniquely positioned to gather a diverse array of stakeholders from across Maryland. MCEC convened leaders in policy, business, utilities, and finance for thought-provoking discussions that advanced collaboration across the clean energy sector.

This event provided a crucial platform for forging partnerships and advancing the clean energy agenda. Attendees benefited from the opportunity to meet contractors and service providers who can help bring projects to life, as well as to build their networks, develop

business relationships, and secure project partners. Additionally, participants gained access to capital and insights into the evolving business landscape for decarbonization in Maryland.

Over 400 participants engaged in breakout sessions focused on innovative energy savings and climate mitigation solutions for consumers and communities. Topics included solar, grid modernization, clean transportation, building efficiency, consumer energy equity, empowerment and housing, as well as funding greenhouse gas reductions.

#### 2025 MCEC Legislative Reception

25%
INCREASE IN
TICKET REVENUE

97%
INCREASE IN

INCREASE IN SPONSORSHIP REVENUE

77%
INCREASE IN

INCREASE IN EVENT ATTENDANCE

MCEC HOSTED 145 attendees at the Governor Calvert House in Annapolis for the Annual Legislative Reception. The event brought together Agency Secretaries and Directors, industry leaders, advocacy groups, and stakeholders to hear guest speakers discuss climate solutions and energy priorities. Legislators focused on the challenges they faced to meet climate mitigation goals and targets mandated by the Climate Solutions Now Act of 2022. Speakers shared updates on legislative priorities and plans for collaboration between agencies, stakeholders, and utilities to meet ambitious climate goals in Maryland.

The event focused on strategic investments in energy infrastructure, emphasizing the crucial role of transmission and distribution in meeting growing energy demands in Maryland. These investments are essential for supporting economic growth in the state and ensuring a stable and reliable energy supply for both businesses and residents. Key topics discussed included the investment needs in PJM's transmission grid, focusing on how strategic upgrades can boost capacity and reliability.











#### 15th Anniversary Gala

**THE MARYLAND CLEAN ENERGY CENTER** marked 15 years of creating jobs, driving economic growth and providing access to innovative clean energy and climate solutions with its 15th Anniversary Gala luncheon.

Hosted on the Baltimore waterfront, this event provided a unique opportunity for guests to network with clean energy industry leaders, innovators, and policymakers. Proceeds from the event benefit the C3 fund with at least 40% of the investments targeted to support low-income households and communities across Maryland to provide them with access to essential decarbonization solutions.

At this milestone moment in our history we want to recognize the progress Maryland has made and the partners who have contributed to the clean energy transition over the last 15 years.

KATHY MAGRUDER, Executive Director of the Maryland Clean Energy Center















#### **Advisory Council**

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Sabrina Bachman

Deputy Director of Sustainability Straughan Environmental

Jarrett Blanc

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Orzyc River 143 LLC

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Environmental & Energy Institute

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Retired – MD Energy Advocates Coalition

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Communications & Public Engagement

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Deputy People's Counsel

Maryland Office of People's Counsel

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Maryland Department of Commerce

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Co-Founder
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David Wilson
Project Manager

Groundswell

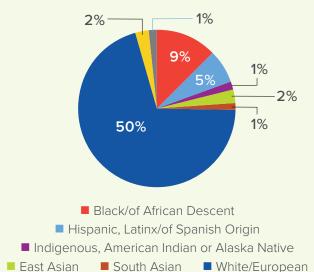
David Wright

VP of Energy Programs

Chesapeake Contracting Group

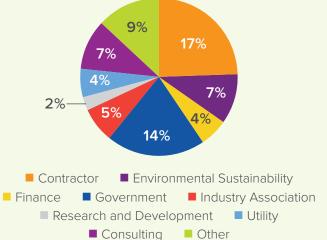


**Advisory Council Demographics** 



#### Companies and Organizations

■ Do Not Wish to Answer ■ I prefer to self-describe



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Noah Wood Senior Leading Analyst

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Limunga Mingo

Program Manager, Procurement & Technical Assistance

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Simon Zimmer

SFA Grant Program Assistant Director

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