Communications and Outreach Overview

March 22, 2023
Communication and Outreach Budgets

<table>
<thead>
<tr>
<th>BUDGET AREA</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Information and Outreach (PIO)</td>
<td>$500,000</td>
</tr>
<tr>
<td>Programs</td>
<td>&gt;$2,000,000</td>
</tr>
</tbody>
</table>

- Most expenditures for communications and outreach are covered within programs.
- PIO complements program efforts by providing general energy information and education.
Communications/Outreach Goals and Objectives

• Increase consumer awareness of cost-effective energy-efficient options
• Assist market transformation and further influence the behavior of Maine consumers
• Provide general information about the benefits of energy efficiency and distributed renewable or alternative energy
• Provide tools and resources to support decision-making related to energy conservation
• Support training and workforce development efforts
Outreach Activities

We reach people wherever they get their information, where the efforts are most measurable, and in the most geographically targeted manner.

- Print advertising
- **Google ads** (search and display)
- Radio
- **Direct mail campaigns**
- Website
- Earned media
- Rebate check stuffers
- Email campaigns
- Educational outreach
- Tax mailers

- Videos – YouTube, Vimeo
- Cross-promotion during inspections
- Support for and outreach to retailers and distributors
- Business consultations and direct outreach
- Vendor support (newsletters, collateral, pro calls)
- Social media (Facebook, LinkedIn, Twitter) posts and ads
- Trade association outreach
- Non-profit outreach
- Events (trade/home shows/community)

Items in bold blue type represent highest financial investment and impact.
Governmental Collaboration

- GEO and GOPIF
- MaineHousing
- MEMA (Maine Emergency Management Agency)
- Maine Municipal Association
- MaineDOT
- Maine PUC
- Department of Health and Human Services
- Maine Office of State Fire Marshal (Building Energy Code Training)
- Maine Real Estate Commission
- GPCOG
Paid Media

Google search and display, print, radio advertising
Total Google Advertising – FY2022

• **Google Search** average click-through rate: 3% - 9%
  (industry average is ~2.4%)

• Example **Google Display placements**:
  - familyhandyman.com
  - bobvila.com
  - greenbuildingadvisor.com
  - newscentermaine.com
  - weather.com (The Weather Channel)
  - dwell.com

• **Combined campaign metrics**
  - **Search ads**:
    - Impressions: 1,642,677
    - Clicks: 81,485
  - **Display ads**:
    - Impressions: 4,713,117
    - Clicks: 4,968
Statewide Print Advertising

23 daily and weekly newspapers

- Aroostook Weeklies
- Bangor Daily News
- Boothbay Register / Wiscasset News
- Brunswick Times Record
- Ellsworth American / Mt. Desert Islander
- Forecaster
- Kennebec Journal / Waterville Sentinel
- Lakes Region Weekly / American Journal

- Lewiston Sun Journal
- Lincoln County News
- Norway Advertiser Democrat / Rumford Falls Times
- Portland Press Herald / Maine Sunday Telegram
- Rockland Courier Gazette / Camden Herald / Belfast Republican Journal
- Sanford Springvale Register Gazette
- Twin City Times
Radio Advertising

14 stations plus Maine Public

- WBLM
- WHOM
- WTHT
- WGAN
- WJAB
- WPEI
- WQCB
- WKIT
- WFMX
- WCTB
- WVOM
- WABK
- WBPW
- WOZI
- Maine Public
Utility crews work to restore power in central Maine.

Ann McGowan, former Morning Sentinel managing editor, dies at 87

A member of the Maine Press Association Hall of Fame, McGowan worked for the Morning Sentinel for more than 35 years and was considered a trailblazer for female journalists in the state.

$52.8 million Ticonic Bridge replacement project to start
Unpaid Media

There are two kinds: owned media and earned media.
Owned Media
Blog, social media, case studies, website, video
Blog Posts

Blog

- **12** blog posts (FY2022)
  - 4 on heat pumps user tips
  - 4 on weatherization tips
  - 3 on EVs
  - 1 on variable refrigerant flow systems

- Keeping Warm in Your EV This Winter
  - February 14, 2023
  - Winter is finally in full swing in Maine, which means it’s time to think about how cold temperatures might affect your comfort in...

- Why Should I Upgrade to a Heat Pump Water Heater?
  - December 8, 2022
  - Tens of thousands of Mainers own heat pump water heaters. They’re popular because they produce lots of hot water, dehumidify, and can save...

- Driving an Electric Vehicle in Cold Weather
  - November 16, 2022
  - Drivers in Maine and around the world are making the switch to electric vehicles. Electric vehicles, or EVs, are fun to drive, cheaper...
Whole-home heat pump systems are keeping mobile homeowners warm during the coldest winter temperatures. Read more: https://linkd.in/g2WBpr8c #EfficiencyMaine #heatpumps
Case Studies

Portland Water District
An Efficiency Maine Case Study

In 2012, the Portland Water District (PWD) prepared their first Request for Proposals and implemented the Portland Water District Energy Efficiency Program. In 2019, the PWD’s original high-efficiency system was giving out performance upgrades for the next generation of buildings. The project aimed to reduce energy consumption and improve the overall efficiency of the district’s buildings. An efficient team managed the project, selecting the right equipment and services for the area.

- Project Cost: $15,750
- Energy Savings: 27% annual energy; 57% overall energy

Jim & Renee Case Study

When Jim and Renee used to heat exclusively with wood. Now their heat pumps keep their home comfortable year-round and they don’t have to get up at night to stoke the fire.

Veronica Case Study

Veronica says she’s saving over 50% a month now that she’s installed a high-efficiency heating system and added insulation in the basement.

Dan & Mandy Case Study

When it was time to choose a heating system for their home, the Nelsons opted to heat and cool exclusively with heat pumps and they couldn’t be happier.

Business

St Mary’s CHP Case Study

With help from Efficiency Maine’s Commercial & Industrial Custom Program, St. Mary’s Health System installed a Combined Heat and Power (CHP) unit in Lewiston. The new system generates electricity on site, using the waste heat for various domestic hot water needs in the facility.

Oxford Networks Case Study

Oxford Networks made energy-efficient improvements by installing high-efficiency lighting and cooling systems. Their new systems provide uninterrupted access to customer services. Find out how.
Website Metrics

• Total site visits in FY2022: **1.5 million**
  - 77,000 to Residential Heat Pump Rebates page
  - 73,000 to Vendor Locator page
  - 64,000 to About Heat Pumps page
  - 57,500 to Home Heating Calculator
  - 45,500 to Heat Pump “hub” page
  - 44,500 to At Home page
  - 42,000 to Insulation page
  - 34,000 to Heat Pump Water Heater Rebates page
  - 34,000 to EVs and Charging Solutions page
  - 34,000 to Insulation Rebates page
Website traffic has increased significantly, which may indicate that rising fuel costs combined with enhanced incentives have impacted interest in energy efficiency resources.
These metrics show significant year-over-year increases in traffic to the Efficiency Maine website driven by digital advertising and market conditions.
Website – Compare Home Heating Costs Calculator

<table>
<thead>
<tr>
<th>Fuel Type (Units)</th>
<th>Cost per Unit Delivered</th>
<th>Heating System</th>
<th>Show Details</th>
<th>Annual Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric (kWh)</td>
<td>$0.23</td>
<td>Electric Heat Pump</td>
<td>☐</td>
<td>$1,681</td>
</tr>
<tr>
<td>Firewood (cord)</td>
<td>$5.50</td>
<td>Wood Stove</td>
<td>☐</td>
<td>$1,717</td>
</tr>
<tr>
<td>Natural Gas (therm)</td>
<td>$1.94</td>
<td>Natural Gas Boiler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural Gas (therm)</td>
<td>$1.94</td>
<td>Natural Gas Room Heater</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric (kWh)</td>
<td>$0.23</td>
<td>Heat Pump (ducted)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood pellets (ton)</td>
<td>$31.2</td>
<td>Pellet Stove</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural Gas (therm)</td>
<td>$1.94</td>
<td>Natural Gas Furnace</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood pellets (ton)</td>
<td>$31.2</td>
<td>Pellet Boiler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric (kWh)</td>
<td>$0.23</td>
<td>Heat Pump (ducted)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oil (gallon)</td>
<td>$4.47</td>
<td>Oil Boiler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Propane (BTU) (gallon)</td>
<td>$5.28</td>
<td>Propane Boiler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Propane (BTU) (gallon)</td>
<td>$3.28</td>
<td>Propane Room Heater</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oil (gallon)</td>
<td>$4.47</td>
<td>Oil Furnace</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Propane (BTU) (gallon)</td>
<td>$3.28</td>
<td>Propane Furnace</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kerosene (gallon)</td>
<td>$6.23</td>
<td>Kerosene Room Heater</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric (kWh)</td>
<td>$0.23</td>
<td>Electric Baseboard</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Annual Heating Costs

57,500 visits in FY2022
Website – Compare Water Heating Costs Calculator

12,300 visits in FY2022

<table>
<thead>
<tr>
<th>Energy Unit</th>
<th>Cost/Unit</th>
<th>Energy Factor</th>
<th>Annual Cost</th>
<th>10-yr Cost</th>
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</thead>
<tbody>
<tr>
<td>Natural gas instantaneous</td>
<td>$1.94</td>
<td>0.90</td>
<td>$229</td>
<td>$2,294</td>
</tr>
<tr>
<td>Heat pump water heater</td>
<td>$0.26</td>
<td>5.5</td>
<td>$232</td>
<td>$2,317</td>
</tr>
<tr>
<td>Natural gas storage tank</td>
<td>$1.94</td>
<td>0.67</td>
<td>$308</td>
<td>$3,081</td>
</tr>
<tr>
<td>Oil boiler/windirect tank</td>
<td>$4.47</td>
<td>0.87</td>
<td>$393</td>
<td>$3,933</td>
</tr>
<tr>
<td>Propane (LP) instantaneous</td>
<td>$3.28</td>
<td>0.90</td>
<td>$424</td>
<td>$4,258</td>
</tr>
<tr>
<td>Propane (LP) storage tank</td>
<td>$3.28</td>
<td>0.67</td>
<td>$569</td>
<td>$5,693</td>
</tr>
<tr>
<td>Oil boiler w/tankless coil</td>
<td>$4.47</td>
<td>0.60</td>
<td>$570</td>
<td>$5,703</td>
</tr>
<tr>
<td>Electric tank</td>
<td>$0.26</td>
<td>0.945</td>
<td>$858</td>
<td>$8,580</td>
</tr>
</tbody>
</table>

[Graph showing annual water heating costs]

[Buttons: CALCULATE, RESET VALUES]
Website – Vendor Locators

Find a Residential Registered Vendor
Use this tool to find a residential energy efficiency contractor near you. Efficiency Maine recommends getting estimates from at least three contractors.

Qualified Partner Locator
SEARCH AND SORT OPTIONS
Start by choosing your provider type and the services you are looking for.

Use our search feature to find a vendor near you.

73,000 visits in FY2022

Use our search feature to find a qualified partner near you.

8,500 visits in FY2022
Website – Home Energy Savings Program

Heat Pump User Tips page: 21,400 visits in FY2022
Website – Retail and Distributor

Pay as little as $429

Tens of thousands of Mainers own heat pump water heaters. They’re popular because they produce lots of hot water, help dehumidify, and can save more than $500 per year in electricity. Click here to learn more about this technology.

Efficiency Maine offers five ways to take advantage of our heat pump water heater incentives on qualifying units:

1. $429 after instant discount at Granite Group.**
2. $449 after instant discount or mail-in rebate at Lowe’s.**
3. $549 after instant discount or mail-in rebate at Home Depot.**
4. Participating distributors offer an instant discount to contractors.
5. Heat pump water heaters purchased anywhere else qualify for an $850 mail-in rebate.

34,000 visits in FY2022
Website – Income-Eligibility Resources

- Allows users to request income eligibility verification for highest-level incentives based on:
  - HEAP participation
  - SNAP participation
  - TANF participation
  - MaineCare participation
  - Adjusted Gross Income
  - Tax Assessed Valuation of land and building

Income-Based Eligibility Verification

Efficiency Maine offers low-cost and no-cost energy upgrades and enhanced electric vehicle rebates for eligible low- or moderate-income Mainers. These rebates are higher than the standard incentives, with the highest amounts for those who are low-income. Efficiency Maine also offers home energy loans to eligible homeowners.

Eligibility webpage:
- 5,500 visits/month
- 3,799 people screened to date (launched 10/2022)
  - Unlocked our ability to conduct statewide outreach
Website – Commercial and Industrial

Video: “Getting Started with Qualified Partners”

A Qualified Partner must be used in order to receive Efficiency Maine incentives.

Become A Qualified Partner

Many businesses can benefit from outside help selecting energy efficient equipment and applying for incentives, and our network of Qualified Partners offers just the assistance they need. With the increased importance of efficiency, rapid advances in technology, and growing demand for expertise with new equipment, now is the time to become one of our Qualified Partners.

Virtual Business Consultations

Businesses can now consult with our team about getting started with an energy efficiency project.

CLICK HERE TO GET STARTED
Website – Electric Vehicles Resources

One-stop shop for information about EVs:

- Rebates
- Charging infrastructure
- EV educational video library
- List of eligible vehicles
- List of participating EV dealers
- Charging station locator
- Vehicle cost calculator
Website – EV Educational Video Library

ONE-PEDAL DRIVING & REGENERATIVE BRAKING

Go the Distance in an EV

Legendary Maine humorist, Tim Sample, helps Maine drivers understand how EVs work.

Watch Now
Website – Energy Efficiency Resources

- Energy-Saving Tips
- FAQs
- Myths & Facts
- Electricity Monitor Loaners Program
Earned Media
Newspaper and trade publication articles, shares, reposts
Media Inquiries

• Seeing more interest from national media – *The Washington Post, Colorado Sun, Architectural Digest, Insider.com, Education Week, Grist*

• Fielding media inquiries and scheduling interviews (where appropriate) for the Executive Director and Staff.
  
  o FY2023 = **105** (as of 3/21/2023)
  
  o FY2022 = **77**
  
  o FY2021 = **59**
Press Releases

News
Send news media inquiries about Efficiency Maine to press@efficiencymaine.com (for media inquiries only).

- FY2023:
  - 3 press releases, including DIY $100 Weatherization Rebate and ARPA/MJRP Municipal initiative

- FY2022:
  - 14 press releases, including Hospitality FON (ARPA); School Retrofits FON (ARPA); Virtual Consultations; EV infrastructure
Media Coverage

- **171** press clips, opinion pieces, and broadcast news segments in FY2023 (as of 3/21/2023)
- **186** in FY2022

Heat pumps are defying Maine’s winters and oil industry pushback

*The Washington Post*  
*Democracy Dies in Darkness*

Maine ranks as most improved in nation for energy efficiency efforts

*BDN BANGOR DAILY NEWS*

Four Things to Know From a State’s Push to Switch Schools to Heat Pumps

*MIT Technology Review*

Owning your carbon footprint when you rent

*Green & Healthy Maine HOMES*

What the Inflation Reduction Act May Mean for Your Home Appliances, and Other Upgrades

*AD Architectural Digest*

Heat pumps are having a moment in Colorado, but do they really work in the bitter cold? Yes.

*The Colorado Sun*
Other Channels
Call Center – Inbound Calls Handled

Contact Efficiency Maine

Please fill out the form below or call
(Call center open Monday – Friday 8:00 a.m. to 5:00 p.m., except state holidays):

866-376-2463
Events

Trade shows and industry forums; community groups; counter days; workshops/conferences; Efficiency Maine-hosted workshops, and industry- or measure-specific workshops.

FY2023:
- **93** events to date
- **33** additional events booked to 6/26/2023

FY2022:
- **66** events
Heat Pump User Kits

13,559 kits sent in FY2022
Direct Postal Mail

50+ separate postal mailings in FY2022 and FY2023:
• offers for DIY energy kits to low-income households
• mailings to business sectors with targeted energy solutions
• heat pump operation tips for new owners
• residential “Grad” cross-sell campaign
• monthly email and postal mail to prior participants

Low Income Program mailings
• 2 mailings in the past 3 years to entire DHHS list
• 45,087 letters distributed to HEAP individuals featuring enhanced rebate eligibility
• 18 Low Income Program brochure bundles delivered to partner offices
• 200 municipalities used Efficiency Maine bill stuffer on HPWH and insulation incentives
Email Newsletters

Monthly RRV, QP, EV Dealer newsletters

Residential Registered Vendor
Monthly Newsletter
February 10, 2023

1) Home Energy Loan Reminder – Our home energy loans are now only available to income-eligible homeowners. Qualifying homeowners can borrow as much as $7,500 for unsecured loans. Prospective borrowers must complete an eligibility verification form at info@energymaine.com.

2) Inflation Reduction Act (IRA) Update – The IRA’s incentives for home efficiency upgrades are tax credits — administered by the IRS internal website and are described on efficiencymaine.com. The other hand, is less certain. The federal government is still requirements for states, which will inform our ongoing in late 2023 or in 2024. When they do become available, update our website to account for them. The good news is upgrades now.

Seminar: On January 1, 2023, NSPP2 ratings were added to NSPP3. Rebate amounts are not changing, true to qualify for rebates through June 30, 2023.
In-Person, In-Store Support

End Cap Display

Pro Desk

Check-out Counter
Training

- Efficiency Maine-developed training – HP, QP, EV, and Building Energy Codes
- Support BPI and HP training through registered trainers and scholarships

Heat Pump Training

1. Efficiency Maine Heat Pump Basics video training certificate (free one-hour online video)
   a. Click here to watch the free one-hour video and get a certificate.
   b. Click here to download a PDF of the video presentation.

2. Heat Pump Installer Training covering these topics offered by the following Efficiency Maine Registered Trainers:
   a. Bell Simons
   b. Eastern Maine Community College
   c. Central Maine Community College
   d. FW Webb Company
   e. Kennebec Valley Community College
   f. Maine Energy Marketers Association
   g. UA Local 716

3. Heat Pump Sizing, Selection, and Design Training covering these topics offered by the following Efficiency Maine Registered Trainers:
   a. Bell Simons
   b. Central Maine Community College
   c. FW Webb Company
   d. Kennebec Valley Community College

Training Opportunities

<table>
<thead>
<tr>
<th>Dates</th>
<th>Course Title</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>2/14/2023 - 2/15/2023</td>
<td>Heat Pump Training</td>
<td>F.W. Webb</td>
</tr>
</tbody>
</table>

Information

Become a Registered Trainer

1. Click here for information about how to become a Registered Heat Pump Trainer.
Inquiries

• Handle dozens of calls and emails on specific and general program issues
  o Maine government agency officials
  o Maine legislators
  o Out-of-state agencies and organizations

• Preferred entry point: 866-376-2463
  o Phone representatives are trained to help callers connect to the right Efficiency Maine resources, whether staff or information on the website