

# Executive Director's Summary Report

to the Board of Trustees  
of the  
Efficiency Maine Trust

July 27, 2022

## Noteworthy

- Weatherization demand continues to grow thanks to EMT rebates and marketing, sustaining more job hires and wage increases.
- Disruptions from the COVID pandemic hampered program activity during FY2022, particularly among small businesses and for sales of electric vehicles.
- EMT's Low Income Initiative expended \$9.9 million on measures to lower energy costs for income-eligible Mainers.
- Demand for heat pumps was sustained in FY2022 and grew slightly from the prior year's record levels.
- In July EMT's new Demand Response Initiative experienced its first demand response events.

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** (see Appendix A for additional details)
  - *The Portland Press Herald* quoted the Executive Director in a July 6 article about the PUC's approval of the non-wires alternative (NWA) proposal for battery storage and energy efficiency to address transmission and distribution system needs in the Brunswick-Topsham area.
  - *Energy News Network* quoted the Executive Director in a June 17 article about the Trust's newly enhanced incentives for low-to moderate-income Mainers.
- **Events**
  - Staff presented information about the Trust's incentives during a Department of Energy (DOE) National webinar on July 14.
  - The Executive Director announced the availability of new federal funding for schools, municipalities, and Tribal governments during the Communities Leading on Climate Conference hosted by Governor Mills on June 17.
  - Staff shared information about the Trust's residential programs with the Keller Williams Coastal Lakes and Mountains Realty Group on June 28; at the Norway Savings Bank on June 17; and to the Baptist Church in Oakland on June 14.
- **Website and Outreach** (see Appendix B for additional details)
  - June website visits
    - 37,702 unique visitors
    - 11,020 visits driven by digital ads
  - Facebook
    - 4,473 followers

### B) Call Center (June)

- 2,740 inbound phone calls were received, roughly the same as last month but up from 1,875 this month a year ago. Inquiries about insulation, heat pumps, and low-income water heaters are the primary call drivers.
- 97% of calls were answered within 20 seconds (vs. a goal of 90%).
- 883 outbound calls were made compared to 629 this month last year, mostly for home inspection scheduling.
- 1,314 inbound emails were received, up from 1,071 this month last year, mostly rebate claims for the Retail Program.
- 1,932 pieces of inbound mail were processed, compared to 726 this month last year. Most were for our low-income direct-mail program.

### C) Government Relations

- Maine Public Utilities Commission (PUC)
  - PUC approved the stipulation in the Section 31 case, overturning the PUC staff recommendation and setting the stage for the first non-wires alternative (NWA) since the new NWA process was enacted. As part of the Section 31 NWA, the Trust will be implementing a behind-the-meter battery and long-term load reduction in the area to prevent overloads in certain contingency events.
  - PUC ruled for the wire solution and rejected the NWAC’s recommendation in the Section 80 case.
  - The Trust continued participating in the settlement process for the PUC’s rate design investigation (Docket 2021-00325).
  - The Trust submitted comments in the PUC investigation of stranded cost rate design.

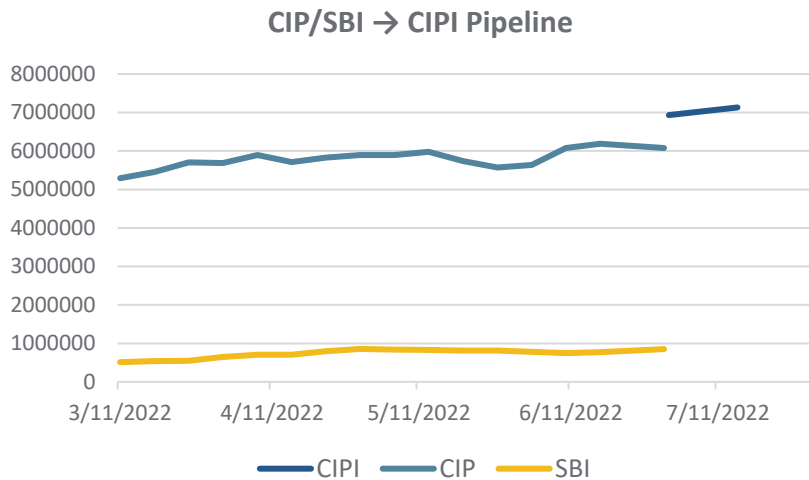
## 2. Program Highlights<sup>1</sup>

### A) C&I Prescriptive (CIP) Program

- Starting July 1, 2022 Staff will begin a shift to refer to this program as “C&I Prescriptive Initiatives” (CIPI), combining both CIP and Small Business Initiatives. The chart below shows a pipeline of pending incentive payments that, starting in July 2022, reflects the combined activity from both CIP and SBI.
- The increase in the pipeline is simply a reporting function, due to the inclusion of the FY2022 small business heat pump retrofits.

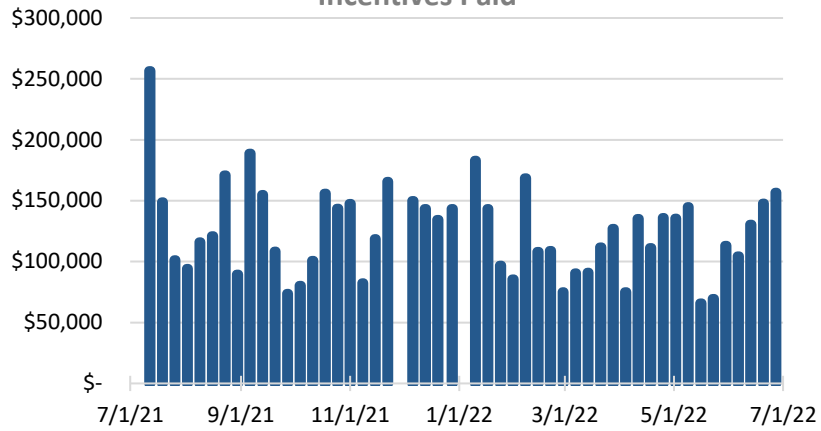
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<sup>1</sup> The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on July 22, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of June 2022).

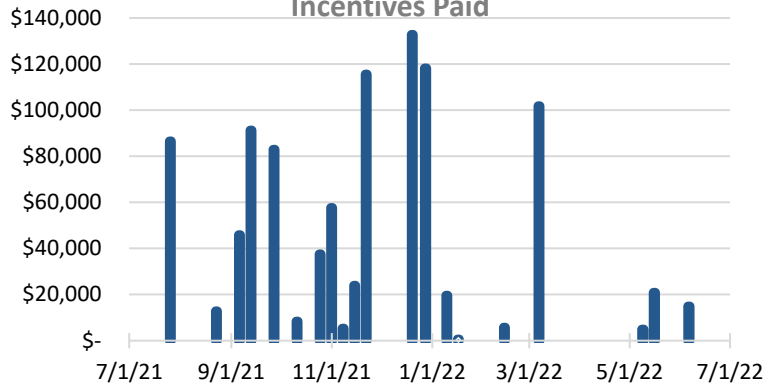


- The program team conducted 21 inspections over the last month, with a combination of virtual inspections and on sites inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high. Ratings over the last month averaged 4.97 out of 5. Overall average ratings remain 4.9.
- Prescriptive horticultural lighting continues to see increased activity. To date, 41 projects totaling almost \$850,000 in incentives have been pre-approved with multiple projects currently under review. Thus far, 19 projects have been completed and paid for (\$372,000 in incentives) and two other projects are complete awaiting an inspection. There are 12 additional prescriptive projects under review.
- Virtual Customer Consultations (VCCs) requests have increased, mostly due to the rollout of multiple funding opportunity notices. VCCs are a means to connect with end users directly to boost program activity by discussing their individual needs and matching to C&I solutions. Statewide marketing, promotion through FONs and the new How to Get Started video have contributed to a successful rollout. To date, 104 VCCs have been requested, 54 of which have been completed. Overall, customer responses have been positive, and the team will continue to monitor program participation as a result of this initiative.
- Qualified Partner annual certification kicked off in June. This year, we hosted four in-person sessions throughout the state and completed three live webinars. We were pleased that we were nearly at capacity for each of these sessions. We also launched the online training platform for those individuals that could not attend a live session. The annual certification is expected to be completed in July.
- The subsequent graphs and table in this section show financial details reflecting activity in the CIP-only pipeline (not SBI).

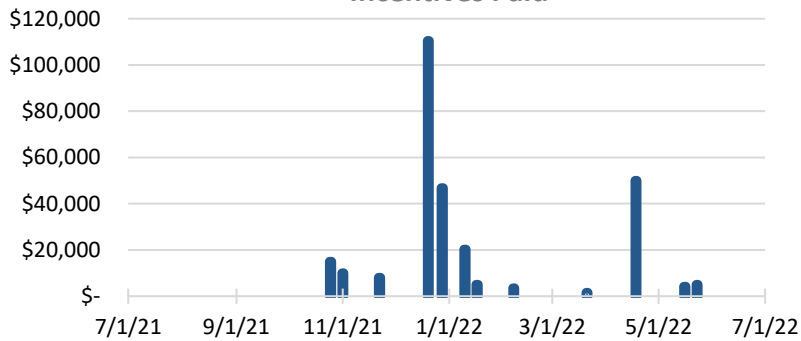
### C&I Prescriptive Program Electric Measures Incentives Paid



### C&I Prescriptive Program All Fuels Measures Incentives Paid



### C&I Prescriptive Program Natural Gas Measures Incentives Paid



Updated Financials	Program Investment
FY2022 Program Budget	\$21,641,609
7/1 to 6/30 Spending	\$8,611,782
Percent of Budget Spent to Date	40%
Percent of Year Passed	100%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$8,611,782
Committed Pipeline	\$6,080,048
Total (Expenditures and Committed Pipeline)	\$14,691,830
Percent of Current Budget	68%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	32,775,276	(3,624)
Thermal Programs	(140,604)	543,014

\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Project Type (through 6/30)	Projects
Prescriptive Lighting Solutions	877
Electric Heating and Cooling Solutions	473
Compressed Air Solutions and Other	54
Natural Gas Heating and Cooling Solutions	16
All Fuels Heating and Cooling Solutions	14

#### B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 4 projects worth \$844,229 in incentive offers.
- The program added no new projects to the pipeline in the past month. The total pipeline now consists of 12 projects worth \$996,325 in incentive offers, after adjusting for probability of completion.
- Program staff received 1 new scoping audit request and no new Technical Assistance (TA) study requests in the past month.
- Program staff reviewed 1 project proposal that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2022 Program Budget	\$13,148,425
7/1 to 6/30 Spending	\$3,471,666
Percent of Budget Spent to Date	26%
Percent of Year Passed	100%

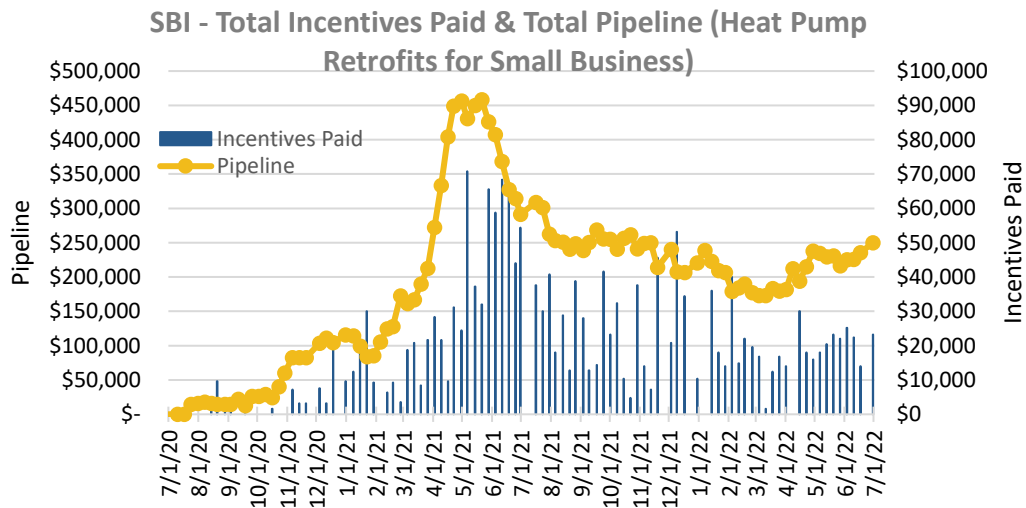
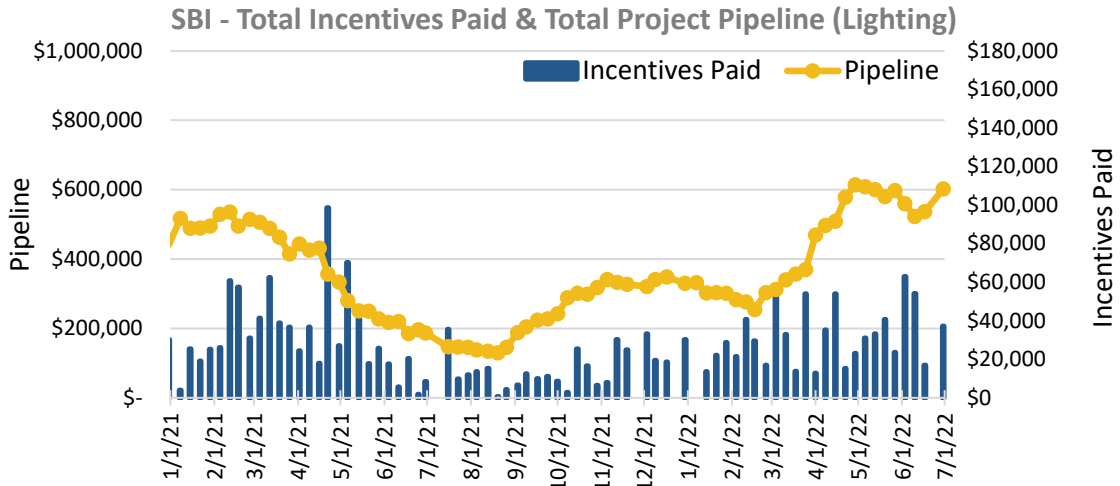
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$3,380,081
Committed	\$8,368,828
Pipeline	\$996,235
Total (Expenditures, Committed and Pipeline)	\$12,836,729
Percent of Current Budget	98%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	6,537,084	(1,363)
Thermal Programs	(41,782)	72,361

### C) Small Business Initiative (SBI)

- SBI transitioned to a statewide offering on July 1, 2022. In addition, the eligibility criteria for the small business lighting solutions have been modified to include rate classes with less than 50kW in electric demand. All active SBI regions accepted new customers through June 30. Eligible small businesses in each region that had not already signed up for an assessment (and had not been determined as not eligible/not interested) were sent a “last-chance” mailer in early June notifying them of the deadline to sign up. Several small business customers responded to the last-chance mailers, and the program team has been assigning these final projects to participating contractors. The open SBI regions listed below have lighting projects in various phases, and the regions have started the process of closing out.
- Regional SBI activity carried forward from FY2022:

Running Totals	Region 23 Lewiston/ Auburn	Region 24 Biddeford/ Saco	Region 25 Machias/ Route 9	Region 26 Brunswick/ Topsham	Region 27 Bath Area	Region 28 Camden/ Wiscasset	Region 29 Northern Aroostook County
Region Launch Date	Jan-21	Jul-21	Aug-21	Sep-21	Sep-21	Sep-21	Jan-22
# of Participating Lighting Contractors	12	4	11	5	5	5	12
Lighting Assessments Requested/Assigned	105	20	113	26	6	84	154
Lighting Assessments Completed	83	16	110	19	5	79	130
Pre-approved Projects	68	15	102	19	5	64	120
Signed Scope of Work	53	7	97	13	4	42	103
Installations Underway	0	0	2	0	0	1	25
Completed & Paid	51	7	87	11	3	25	58



Updated Financials	Program Investment
FY2022 Program Budget	\$5,907,936
7/1 to 6/30 Spending	\$2,859,739
Percent of Budget Spent to Date	48%
Percent of Year Passed	100%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$2,859,739
Committed Pipeline	\$852,317
Total (Expenditures & Committed Pipeline)	\$3,712,056
Percent of Current Budget	63%

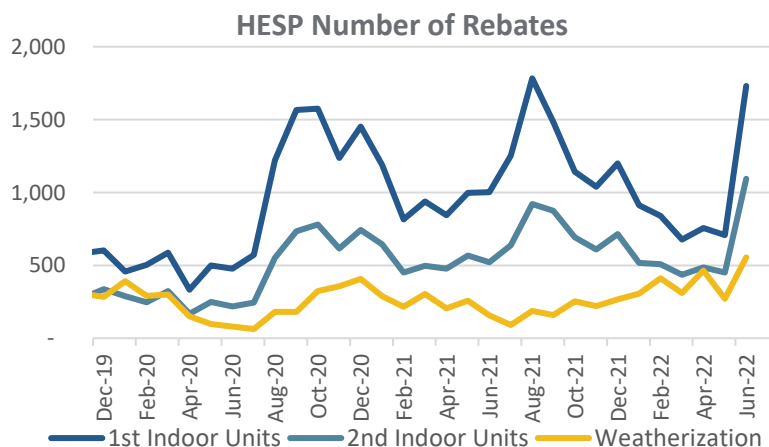
Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,790,271	(1,531)
Thermal Programs	(1,340,335)	19,289

\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Project Type (through 6/30)	Projects
Lighting	311
Heat Pump Retrofits	362

#### D) Home Energy Savings Program (HESP)

- The number of HESP rebates for FY2022 was up 6% compared to FY2021.
- Weatherization
  - The fourth quarter (Q4) was an all-time Q4 record for weatherization rebates.
  - Weatherization rebate volumes for June were 5% higher than last June. Demand was driven by program modifications in September and January, by the largest-ever marketing campaign for the program, and growing concern about energy price increases. Weatherization rebates had been lagging behind FY2021 for the first part of the year, but caught up and exceeded FY2021 pace by 17% by the end of FY2022.
  - Inbound calls, emails, and web views on the subject of weatherization are all up.
  - Contractor backlogs have risen to roughly 87 days. Contractors are reporting giving their employees raises and hiring to add capacity.
  - Staff held another virtual discussion group with weatherization contractors to gather feedback.
- Heat Pumps
  - The total number of heat pump rebates for FY2022 was 4% higher than FY2021.
  - A statewide heat pump marketing campaign (digital ads, print ads, radio ads, direct mail, and email) is yielding high demand.
  - Technical field representatives used virtual tools to inspect 9% of rebated heat pumps compared to a goal of 10% to 15%. Eighty-three percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0 to 10.
  - Inbound customer calls and home inspections continue to be monitored to improve customer service.





Updated Financials	Program Investment
FY2022 Program Budget	\$26,021,547
7/1 to 6/30 Spending	\$20,559,211
Percent of Budget Spent to Date	79%
Percent of Year Passed	100%

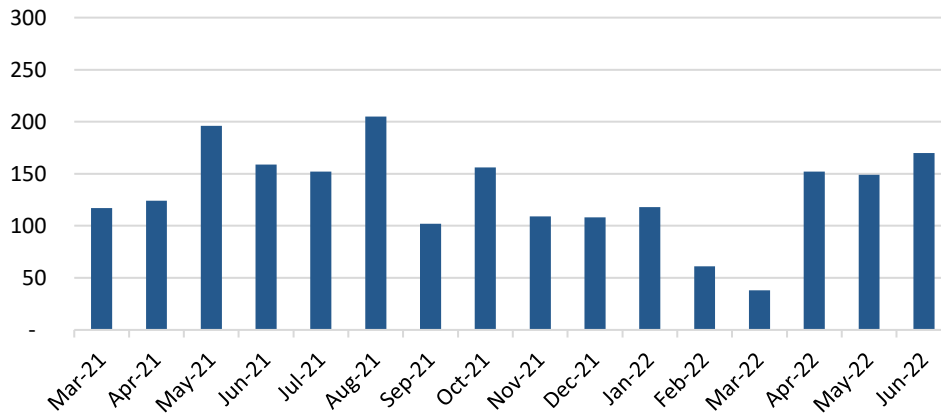
Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(22,088,290)	326,510
Thermal Programs	1,025,366	33,365

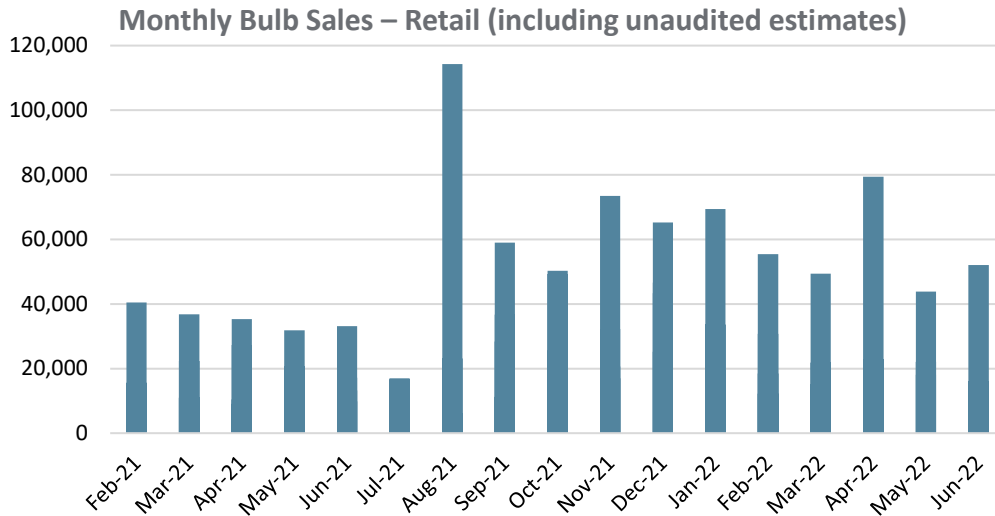
Project Type (through 6/30)	Participating Households
Electric Measures	14,682
Thermal Measures	2,022

**E) Retail Initiatives Program**

- The program rebated 1,256 heat pump water heaters (HPWHs) using mail-in rebates and an additional 498 HPWH using instant discounts by year-end.
- Though Lowe’s joined Home Depot in offering instant discounts on HPWHs in April, prices are still much more favorable through the distributor channel than at retail stores, so plumbers are buying almost exclusively through distributors. Lowe’s dropped its HPWH prices by \$200 at the end of May and the program team is encouraging Home Depot to do the same.
- The program rebated 1.7 million LED bulbs in FY2022.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.

**Monthly Retail HPWH Sales (invoiced)**





Updated Financials	Program Investment
FY2022 Program Budget	\$8,662,980
7/1 to 6/30 Spending	\$7,321,700
Percent of Budget Spent to Date	85%
Percent of Year Passed	100%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	46,220,883	(44,801)
Thermal Programs	-	-

\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

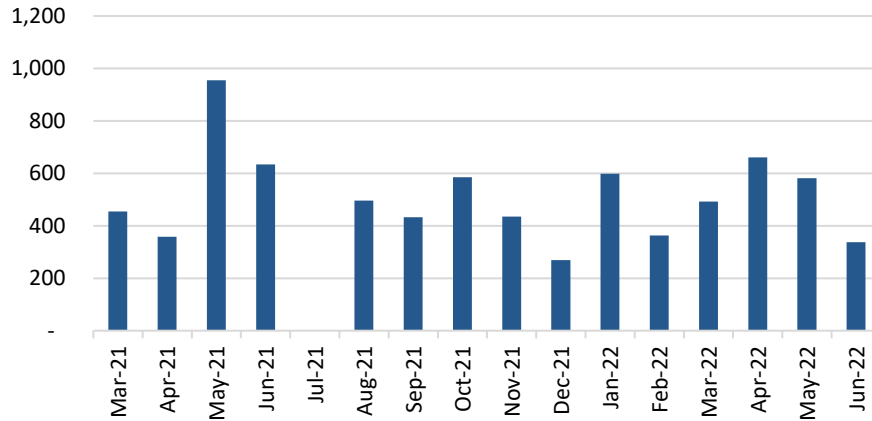
Rebate Type (through 6/30)	Projects
Light Bulbs	1,451,121
Appliance Rebates	6,644

**F) Distributor Initiatives**

HVAC and Plumbing

- All Maine plumbing distributors are participating in our heat pump water heater (HPWH) initiative. Plumbers receive an instant discount at time of purchase so there is no waiting for a rebate check and no risk of a claim being denied. Distributors are outselling retailers 4 to 1. Only 43% percent of the top electric water heater sales are HPWH in retail versus 74% at distributors.
- Granite Group continues to offer heat pump water heaters direct to homeowners for \$599 after instant discount, versus \$749 through retailers. Another distributor is considering doing the same.

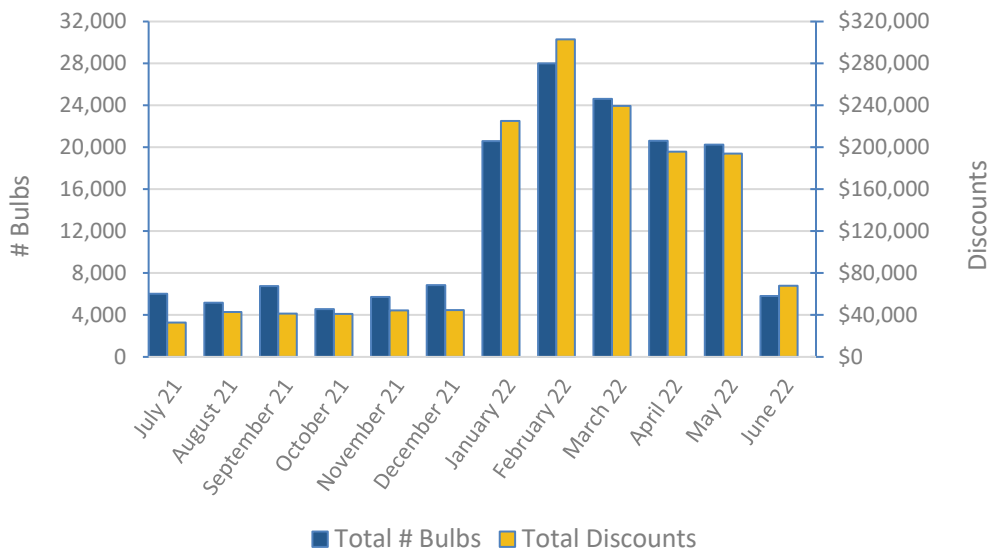
Monthly Distributor HPWH Sales (invoiced)



Lighting

- The total volume of lighting sales and discounts paid through distributors to date represent:
  - 4% are screw-bulb (2% of discounts paid)
  - 96% are mogul and T8, T5, and T5HO linear replacement lamps (98% of discounts paid).
  - The lamp types with the highest volume of sales continue to be 4' LED linear replacement lamps (88.7%) followed by T8 U-Bend (2.3%) and 2' T8 LED lamps (2.0%).
  - The T8 Type A Lamp promotion rolled out to help encourage the replacement of lamps in T8 fixtures that may not pass the cost effectiveness screening for new fixtures ended on June 1.
    - There has been significant participation in the program through all participating distributors. In summary, there were over 115,000 lamps sold and \$1.2 million in paid discounts. These installations represent 5,300 MWh in first year savings.
    - June sales are still being submitted and processed, but do not include any promotion discounts.

DSIL Completed Sales



Updated Financials	Program Investment
FY2022 Program Budget	\$10,533,485
7/1 to 6/30 Spending	\$8,791,047
Percent of Budget Spent to Date	83%
Percent of Year Passed	100%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	15,731,222	24,613
Thermal Programs	-	7,157

\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 6/30)	Units	Projects
Distributor Lighting	160,391	-
Distributor HVAC (Electric)	-	6,679
Distributor HVAC (NG)	-	722
Distributor Hot Water (Electric)	-	5,930

#### G) Low Income Initiatives

- More pathways to eligibility for low-income participants were added in June. To date, 252 individuals have logged into the website form to prequalify. Verification of low-income status now includes:
  - Low Income Home Energy Assistance Program (LIHEAP)
  - Supplemental Nutrition Assistance Program (SNAP) for food assistance
  - Temporary Assistance for Needy Families (TANF) for cash assistance
  - MaineCare for medical insurance coverage
  - Tax Assessed Valuation of Land and Building

##### Direct Mail (LED bulbs and low-flow devices)

- In June, the pace of this initiative slowed down as expected. The program sent 16,124 Do-It-Yourself (DIY) kits of LED bulbs, faucet aerators, and an optional showerhead to low-income tenants and homeowners.

##### Heat Pump Water Heater Initiative

- In June, 97 households received a new heat pump water heater installed at no cost to them. The total for FY2022 was 971 households.
- All distributors that participated in FY2022 have agreed to participate in FY2023. Pricing per tank has increased to \$1,350 and install costs have also increased, attracting more installers to this initiative.

##### Arrearage Management Program (AMP)

- The program saw 215 new participants in June.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees. Outbound calls are made to households that seem to be a good fit for a heat pump water heater installation. The program mails each new enrollee an education booklet compiled by Efficiency Maine that outlines energy saving tips. Half of all AMP enrollees request DIY kits of energy saving measures.

Weatherization and Heat Pumps

- In June, the program rebated 103 weatherization claims. Compared to last fiscal year, the program has more than doubled the number of homes served.
- In June, 94 LMI households installed heat pumps. The program saw a decrease in claims compared to June of last fiscal year.

Affordable Housing Initiative Pilot (New Construction of Multifamily Housing)

- Trust staff completed a site visit to Avesta’s 60-unit Valley Street project and shared best practices/learnings of the design process to hit Passive House standard. A follow-up visit is planned in September.
- South Portland Development Corporation’s 60-unit Jocelyn Street project, designed to meet the Passive House standard, will break ground in July.

Updated Financials	Program Investment
FY2022 Program Budget	\$13,196,053
7/1 to 6/30 Spending	\$9,896,863
Percent of Budget Spent to Date	75%
Percent of Year Passed	100%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$9,896,863
Committed Pipeline	-
Total (Expenditures & Committed Pipeline)	\$9,896,863
Percent of Current Budget	75%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	10,060,931	3,561
Thermal Programs	(2,683,937)	41,823

\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Installations (through 6/30)	Units
Direct Installs	1,038
Market-based Installs	171

**H) Renewable Energy Demonstration Grants Program**

- The Trust has no new information to report on this initiative this month.

**I) Electric Vehicle (EV) Initiatives**

Electric Vehicle Supply Equipment (EVSE) Initiative

- Staff presented a draft of Maine’s EV Charging Infrastructure Plan at multiple meetings and events during the month of June.
- Staff presented information about EV rebate and charging initiatives at the Governor’s Communities Leading on Climate hosted by the Maine Climate Council.
- Staff attended the Drive Electric Maine quarterly meeting run by GPCOG.
- Staff attended two online sessions of the Maine Mobility Summit that was run by Moving Maine.

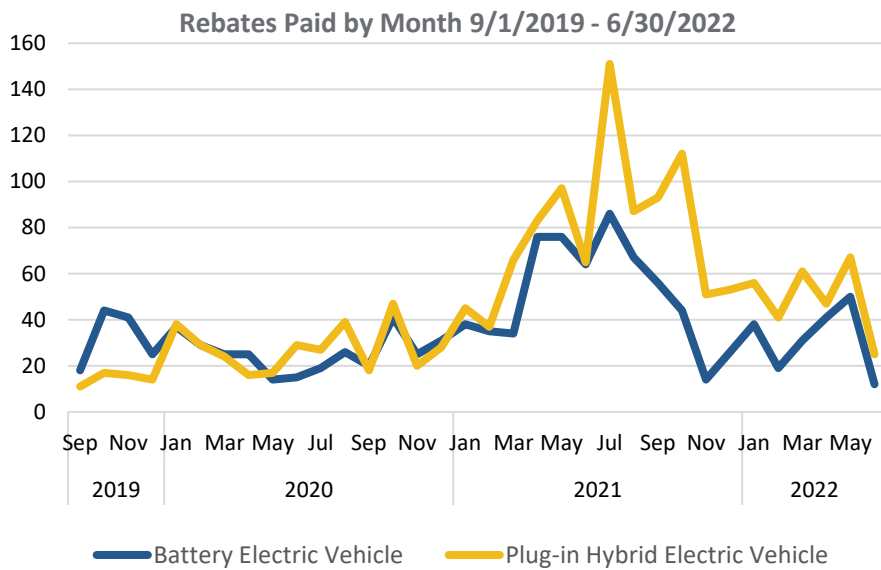
- Staff attended the Forth Roadmap EV conference in Portland, Oregon.

EV Accelerator Rebate Program

- The program issued 37 EV rebates in the month of June. Supply chain disruptions continue to constrain vehicle supply. Disruption is expected to continue throughout the next year.
- The top EV models in June were the Toyota RAV4 Prime, Toyota Prius Prime, and Mustang Mach-E.
- Four Subaru dealerships have signed up to participate in the EV rebate program.
- Staff helped to facilitate the State of Maine’s EV ride-and-drive for state agencies and presented a webinar for state agencies looking to transition their fleets to EVs.

EV Public Information and Outreach

- The program conducted its first EV dealership outreach project of the summer. Staff visited 12 dealerships in southern Maine and distributed brochures and other advertising materials, gathered information about inventory and quantity of cars sold, and updated dealers about program changes and offers.
- The program sent out emails to Level 2 charger grant recipients to obtain usage data and collect information about user experience with the chargers throughout the state.
- The team released new pathways enhanced rebates for income-eligible consumers. Anyone eligible through the income-eligible pathways is also eligible for an enhanced rebate in the EV program.



<b>Total Rebates By Technology Type (9/1/2019 – 6/30/2022)</b>	<b>Number of Rebates</b>	<b>Dollars Spent</b>
BEV (Battery Electric Vehicle)	1,242 (43%)	\$3,583,500 (68%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,627 (57%)	\$1,652,500 (32%)
<b>Total</b>	<b>2,869</b>	<b>\$5,236,000</b>

<b>Updated Financials</b>	<b>Electric Vehicle Supply Equipment</b>	<b>EV Rebate Program</b>
FY2022 Program Budget	\$3,613,147	\$6,103,495
7/1 to 6/30 Spending	\$1,233,213	\$2,451,369

Percent of Budget Spent to Date	34%	40%
Percent Spent <i>and</i> Committed	95%	n/a
Percent of Year Passed		100%

**J) Demand Management Program** (new program starting in FY2023)

- Demand Response Initiative: In July, the Trust's two pre-qualified curtailment service providers (CSPs) called their first demand response events. The Trust is working with these CSPs to discern preliminary program performance with final performance evaluation and settlement activities begin conducted in early October.
- Load Shifting Initiative: The Trust has no new information to report on this initiative this month.

**K) Strategic Initiatives**

- **Innovation**
  - Integrated Controls Pilot: All metering equipment has been, or is scheduled to be, picked up. Metering data, electric usage, and prior fuel data is being analyzed and a draft report has been started. A non-participant survey has been distributed to gather additional baseline data.
  - Whole Home Heat Pump Solutions Pilot: The Trust's current priority is completing a preliminary draft of the data and observations from the first winter. A draft report on mobile home heat pump installation best practices has been completed to help with future program guidance.
  - Hydronic Heat Pump with Thermal Storage Pilot: A kickoff meeting has been held and preliminary research around possible technologies and system configurations has begun. Preliminary testing of the system control and data acquisition (SCADA) device to control a hydronic heat pump is expected to start this week.
  - Isle au Haut Thermal Storage Pilot: The Trust has concluded the data collection and monitoring period and will begin to draft the final project report summarizing these findings.
  - L2 Smart Charging Pilot: The Trust and its subcontractor continue work to assess the managed charging performance and procure baseline data from National Grid.
  - Connected Communities Transactive Energy Pilot: The Trust has collaborated with the Post Road Foundation to identify the two communities of highest interest and opportunity for the connected Communities Transactive Energy Pilot as Madison and Brunswick. Staff will begin outreach with these communities to gauge enthusiasm for pilot participation and viability for a large scale roll out of the technology.
  - Onboard EV Charging Management Pilot: The Trust has extended the test period to the end of August to allow for additional data collection and curtailment optimization. Early indications are positive, showing strong trends in demand reduction across the portfolio of vehicles.
- **Evaluation, Measurement, and Verification**
  - The Trust has no new information to report on this initiative this month.

**3. Administration and Finance Highlights**

**A) Administration**

- The annual audit is underway.
- Staff is participating in discussions about developing proposals for competitive grants offered by the US Department of Energy under the Infrastructure Investment and Jobs Act.

## **B) Financial**

### Revenues

- The sum of the year's new revenues from state and regional sources through the end of June 2022 was \$92.0 million out of a total expected annual revenue of \$93.9 million. Approximately \$984,500 in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, the Trust has made interfund transfers of \$3.15 million. The total budgeted revenue for FY2022 is \$99.9 million.

### Expenditures

- Total expenditures through the end of June 2022 were \$73.5 million of which approximately:
  - i. \$6.74 million was spent on Administration (excluding interfund transfers)
  - ii. \$370,600 was spent on Public Information
  - iii. \$1.02 million was spent on Evaluation work
  - iv. \$974,900 was spent on Innovation Pilots
  - v. \$9.90 million was spent on Low Income Initiatives
  - vi. \$7.32 million was spent on the Retail Initiatives Program
  - vii. \$8.79 million was spent on the Distributor Initiatives Program
  - viii. \$20.56 million was spent through HESP
  - ix. \$8.61 million was spent through the C&I Prescriptive Program
  - x. \$3.47 million was spent on the C&I Custom Program
  - xi. \$2.86 million was spent on the Small Business Initiative
  - xii. \$76,000 was spent in Inter-Agency Transfers
  - xiii. Another \$38.9 million is encumbered across all budget categories but is not yet spent.



## Appendix A

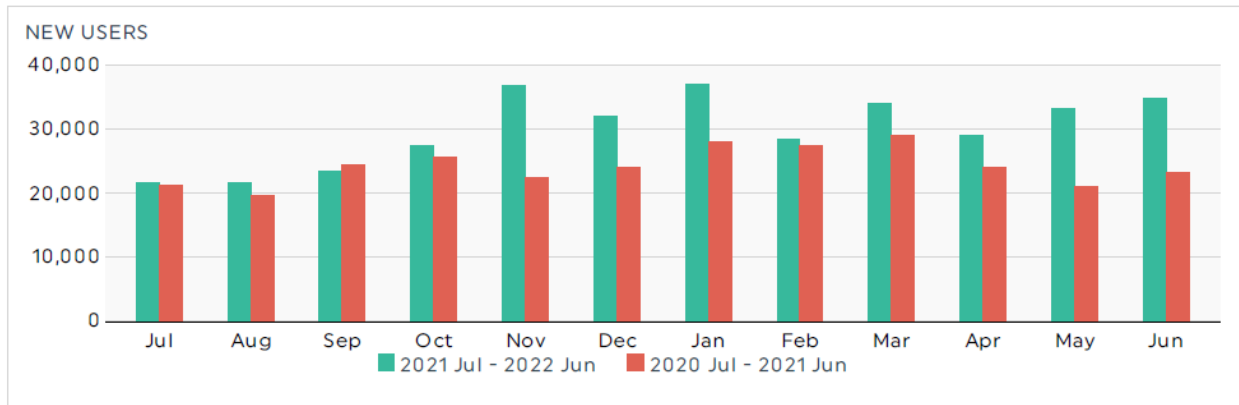
### Full List of Press Coverage (plus links)

- *UMaine News* ran an article on July 20 about the installation of four new Level 2 electric vehicle charging stations partly funded by Efficiency Maine at the Stevens Hall parking lot, increasing its total number of chargers for public use to 35.  
(<https://umaine.edu/news/blog/2022/07/20/umaine-installs-four-more-level-2-vehicle-charging-stations-for-public-use/>).
- *The Courier Gazette* published an article promoting an upcoming Staff presentation at the Rockland Public Library (<https://knox.villagesoup.com/2022/07/18/rockland-public-library-hosts-judy-pancoast-kids-concert-energy-efficiency-talk/>).
- *Bangor Daily News* republished an article on July 13 that mentioned the Trust’s residential lighting incentives. This article, which discussed ways to keep a house cool without air conditioning, originally was published in July 2020  
(<https://www.bangordailynews.com/2022/07/13/homestead/how-to-stay-cool-without-air-conditioning/>).
- *The Portland Press Herald* mentioned the Trust in a July 10 article about Maine’s progress towards non-wire alternatives (<https://www.pressherald.com/2022/07/10/our-view-no-wires-plan-gives-a-peek-into-maines-future/>). The article also was published by:
  - Village Soup/Republican Journal on July 14  
(<https://waldo.villagesoup.com/2022/07/14/no-wires-plan-gives-a-peek-into-maines-future/>).
  - *Maine News* on July 14 (<https://darik.news/maine/no-wires-plan-gives-a-glimpse-into-maines-future/613952.html>).
  - *Central Maine* on July 10 ([https://www.centralmaine.com/2022/07/10/our-view-no-wires-plan-gives-a-peek-into-maines-future/?utm\\_source=ourcommunitynow&utm\\_medium=web](https://www.centralmaine.com/2022/07/10/our-view-no-wires-plan-gives-a-peek-into-maines-future/?utm_source=ourcommunitynow&utm_medium=web)).
  - *Yahoo! News* on July 10 (<https://news.yahoo.com/editorial-no-wires-plan-gives-080400257.html>).
- *Grist* mentioned the Trust in a July 6 article about how heat pumps can save users money in addition to reducing carbon output (<https://grist.org/climate-energy/heat-pumps-can-help-save-the-planet-but-can-they-save-you-money/>).
- *The Portland Press Herald* quoted the Executive Director in a July 6 article about battery storage and managing the growing demand on Maine’s electrical grid  
([https://www.pressherald.com/2022/07/06/maine-sees-the-future-of-power-transmission-and-it-wont-always-include-big-new-lines/?utm\\_source=Newsletter&utm\\_medium=email&utm\\_content=Daily+Headlines%3A++RSS%3AITEM%3ATITLE&utm\\_campaign=PPH+DH+-+THURSDAY+%28HTML%29](https://www.pressherald.com/2022/07/06/maine-sees-the-future-of-power-transmission-and-it-wont-always-include-big-new-lines/?utm_source=Newsletter&utm_medium=email&utm_content=Daily+Headlines%3A++RSS%3AITEM%3ATITLE&utm_campaign=PPH+DH+-+THURSDAY+%28HTML%29)).
- *The Maine Monitor* mentioned the Trust in a July 1 article about the proposal to rebuild the Section 80 transmission line serving Midcoast Maine (<https://www.themainemonitor.org/the-bumpy-road-to-better-electric-utility-decisions/>).
- *GreenandSave.com* published an article on June 22 about the Trust’s current long-term care FON. The article originally was posted in March 2022 by *News Center Maine*  
([https://www.greenandsave.com/green\\_news/green-science-and-technology/ptac-energy-saver-residential-hvac-energy-savings-maine](https://www.greenandsave.com/green_news/green-science-and-technology/ptac-energy-saver-residential-hvac-energy-savings-maine)).

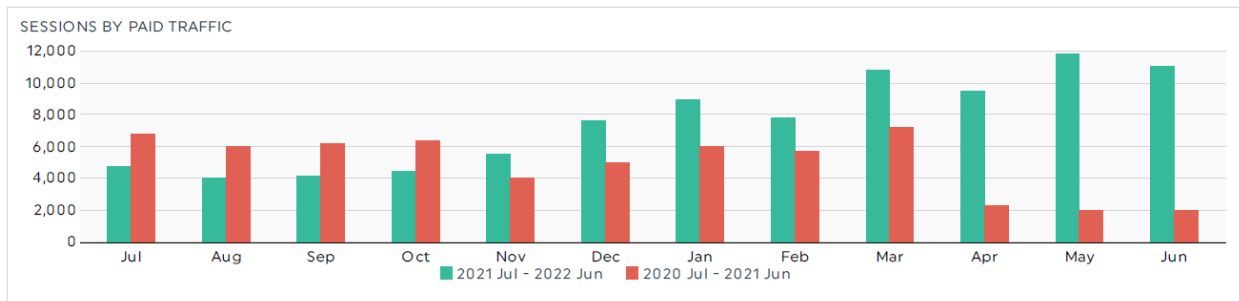
- *Renewable Energy News* posted an article on June 22 about the Trust’s \$15 million initiative to help schools, municipalities, and Tribal governments complete energy-efficiency projects ([https://www.renewableenergymagazine.com/energy\\_saving/maine-gov-mills-and-efficiency-maine-announce-20220621](https://www.renewableenergymagazine.com/energy_saving/maine-gov-mills-and-efficiency-maine-announce-20220621)).
- *The Center Square* posted an article on June 20 about the Trust’s newly enhanced incentives for schools ([https://www.thecentersquare.com/maine/maine-diverts-relief-funds-to-upgrade-school-energy-efficiency/article\\_cac7694a-f0b7-11ec-b20f-3bea8ed6544b.html](https://www.thecentersquare.com/maine/maine-diverts-relief-funds-to-upgrade-school-energy-efficiency/article_cac7694a-f0b7-11ec-b20f-3bea8ed6544b.html)).
  - The article also was published by *KPVI* on June 20 ([https://www.kpvi.com/news/national\\_news/maine-diverts-relief-funds-to-upgrade-school-energy-efficiency/article\\_2b4d3fa7-541d-5bc8-8346-01f62c1a12a9.html](https://www.kpvi.com/news/national_news/maine-diverts-relief-funds-to-upgrade-school-energy-efficiency/article_2b4d3fa7-541d-5bc8-8346-01f62c1a12a9.html)).
- *The Piscataquis Observer* ran an article on June 19 highlighting local contractor recognition from the Trust’s Annual Event 2022 (<https://observer-me.com/2022/06/19/news/efficiency-maine-spotlights-the-contributions-of-contractors-that-support-success-of-trusts-programs/>).
- Here are links to articles that quoted the Executive Director in coverage about the Trust’s enhanced incentives for schools, municipalities, and Tribal governments:
  - *Maine Public* on June 17 (<https://www.mainepublic.org/environment-and-outdoors/2022-06-17/maine-schools-towns-get-new-incentives-to-upgrade-public-buildings-with-energy-efficient-heating>).
  - *WABI 5* on June 17 (<https://www.wabi.tv/2022/06/18/15-million-initiative-help-combat-climate-change/>).
    - *The Portland Press Herald* on June 17 (<https://www.pressherald.com/2022/06/17/mills-administration-pledges-15-million-to-improve-public-building-efficiency/>). This article also was published by *Yahoo! Entertainment* on June 17 (<https://www.yahoo.com/entertainment/mills-administration-pledges-15-million-224700134.html>).
  - *WMTV* on June 17 (<https://www.wmtv.com/article/maine-program-schools-municipal-buildings-energy-efficient/40323728>).
  - *WABI 5* on June 17 (<https://www.wabi.tv/2022/06/17/maine-launches-program-make-schools-municipal-buildings-more-energy-efficient/>).
- *Energy News Network* quoted the Executive Director in a June 17 article about the Trust’s newly enhanced low-to moderate-income program (<https://energynews.us/2022/06/17/maine-energy-efficiency-plan-puts-priority-on-equity-electrification/>).

## Appendix B Additional Website Metrics

Below is a chart representing new users to Efficiencymaine.com YTD in comparison with last fiscal year.



Sessions by paid traffic (below) represent Google Adwords, Google Display Network, and Facebook.



Efficiencymaine.com (represented by "/") is always the top page by sessions or path. It is the URL most advertised and used directly. Below are our top pages and paths. Organic sessions include all people who found the Efficiency Maine website through a search engine (not via an ad).

TOP LANDING PAGES BY SESSIONS	
Landing Page Path	Sessions
/	10,544
/at-home/heat-pump-water-heater-program/	3,924
/about-heat-pumps/	3,751
/at-home/ductless-heat-pumps/	3,018
/at-home/heating-cost-comparison/	2,635
/ev/	2,197
/heat-pumps/	2,128
/heat-pump-user-tips/	1,788
/weatherization-rebates/	1,772
/electric-vehicle-rebates/	1,711

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	6,507
/at-home/ductless-heat-pumps/	2,161
/at-home/heating-cost-comparison/	1,819
/heat-pumps/	1,595
/heat-pump-user-tips/	1,570
/electric-vehicle-rebates/	1,043
/at-home/	634
/at-home/energy-loans/	538
/at-home/water-heating-solutions/heat-pump-water-...	523
/about-heat-pumps/	471

Devices used by individuals accessing efficiencymaine.com include desktops, tablets, phones, and televisions.

