Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

October 28, 2026

Noteworthy

Efficiency Maine Green Bank	EMGB has launched a new version of the customer portal, making it easier for customers to manage their accounts and complete applications. EMGB has added batteries and heat pump water heaters as eligible upgrades to the Home Energy Loan. The percentage of borrowers that fall into the highest risk lending category has dropped from 15% to 12%.
C&I Prescriptive Initiative	• The program launched a marketing reimbursement opportunity for Qualified Partners to be reimbursed up to 50% of eligible marketing expenses up to $5,000 per calendar year for mentioning the program and at least one eligible measure. • All ARPA projects funded through this program have been completed and paid.
Retail & Distributor Initiatives	The program has seen strong circulator pump sales in September and is considering raising its full-year forecast.
Income-Eligible Initiatives	145 projects are currently in the pipeline, 110 of which will be funded by the federal OCED grant (in towns with a population of 10,000 or fewer) and 35 will be funded by RGGI. 7 projects have been completed in FY27 to date. The program is working with MaineHousing to market this opportunity to customers who previously participated in the Weatherization Assistance Program. The program received a record-breaking 108 questionnaire submissions in September, up from 33 the previous month.
Demand Management	397 off-peak chargers have been commissioned FY26 to date. 96% of more than 24,000 charging sessions on commissioned off-peak chargers have been off-peak. In September, customers bought 43 chargers/week compared to a 29/week average in FY2026. The number of contractors registering to install chargers climbed from 77 to 80 in September.

1. Public Information and Outreach

A) Awareness and Press

- **Press –** (see Appendix A for additional details)
  - The Trust was featured in several articles and news segments that highlighted home energy efficiency tips for winter and the Maine Department of Energy Resources' "Winter Heating Guide." Media outlets included *Midcoast Villager*, *News Center Maine*, *Piscataquis Observer*, and *WAGM News Channel 8*.
  - *PV Magazine* published an article on October 15 about national adoption of meter socket adapters, which referenced the Trust's related PUC filing and battery programs.
  - The Trust's heat pump and heat pump water heater programs were mentioned in an October 7 article, published by *The Cool Down*, about Boston-based heat pump water heater start-up Reservoir's new Portland, Maine, office.
- **Events –** Staff attended, participated in, or presented to multiple community and industry audiences. Activity from the past month includes presentations about the Trust's residential programs and incentives at:
  - Ogunquit Sustainability Committee Meeting on September 24;
  - Energy Efficiency and Electrification Trade Association on September 24;
  - passivhausMAINE Retrofit Symposium on September 25;
  - The Common Ground Fair September 25 to 27;
  - Efficiency Maine Architects and Engineers Advisory Group on September 30;
  - Maine Department of Energy Resources' "Winter Heating for Maine People" Webinar on October 2;
  - Wells Reserve at Laudholm Climate Stewards Lecture Series: "Get Ready for Winter" on October 5;
  - Maine Energy Marketers Association Heat Pump Training on October 8;
  - Maine Affordable Housing Coalition on October 6;
  - The Falmouth Library on October 14;
  - Heat Pump Rebates Presentation with Tribal Nations hosted by Maine Labor Climate Council on October 15;
  - SouthEast Energy Efficiency Alliance on October 15; and,
  - Northeast Energy Efficiency Partnership Heating Electrification Workshop October 21 to 22.
- **Website and Outreach** (see Appendix B for additional details)
  September website visits:
  - 47,859unique visitors
  - 12,819 website visits driven through digital ads

  Facebook:
  - 4,771 followers

B) Call Center

- 3,992 inbound phone calls were handled (3,065 inbound + 927 outbound) compared to 3,868 (2,589 inbound + 1,279 outbound) calls last month and compared to 2,938 calls handled this month one year ago. Inquiries about residential heat pumps and scheduling heat pump inspections were the primary call drivers.
- 95% of calls were answered within 20 seconds, versus a goal of 90%.
- 1,050 inbound emails were received compared to 869 emails this month last year, mostly representing clothes washer rebate claims for the Retail Initiatives.
- 383 pieces of inbound mail were processed, mostly representing rebate claims for the Retail Initiatives. 414 pieces of inbound mail were processed this month last year.
- 13,908 brochures and retail signs were sent out to requesters last month, versus 15,590 this month last year. 6,947 were for allies (installers, event organizers, etc.), 6,961 were for the Retail &

Distributor field team for retail stores and distributor branches. None were for the EV field representative.

- All agents have completed all mandatory training and there are at least two agents trained for every skill. There are six agents filling four "seats" with one part-time agent and two agents that rotate with other Call Center customers.

C) Government Relations

- Maine Public Utilities Commission
  - 9/24: The Trust filed comments in the Request for approval of A-Seasonal HP Rate Pertaining to CMP (DN 2026-00248)
  - 10/5: The Trust filed comments in the Request for Approval Regarding A-Electric Rate Termination Date Pertaining to CMP (DN 2026-00264)
  - 10/6: The Trust filed data requests in the Request for Approval of Rate Case Pertaining to Central Maine Power (DN 2026-00043)
  - 10/8: The Trust participated in a workshop in the Inquiry into Development of Affordability Metric Pursuant to an Act Regarding Energy Fairness - P.L. 2025 CH. 588 (DN 2026-00191)
- Maine Legislature
  - LD 725 requires the Trust to establish an advisory group and to study, for certain Qualified Partners: wages and retirement benefits; number of employees receiving health insurance; what training programs were used by employees; number of employees that were hired through a registered apprenticeship program number of injuries occurring on projects funded by the Trust. Staff worked with the advisory group to design an online QP survey and launched it in September. The advisory group will reconvene on October 27 to review the results.
- Federal Government
  - Climate Pollution Reduction Grant (New England Heat Pump Accelerator, or NEHPA)
    - Market Hub
      - Staff continues to process HPWH rebates using CPRG funds. As of the end of September, the Trust has rebated 4,833 HPWHs using $8 million in funding for incentives and delivery.
    - Innovation Hub
      - The Trust is making plans to launch the State Pilot with Ridgeline and its subcontractors. The team is working together to develop implementation plans for a suite of sub-initiatives.

2. Program Highlights[1]

A) C&I Prescriptive Initiatives (CIPI) Program

- The program conducted 10 inspections over the last month, using a combination of virtual inspections and on-site inspections, pre- and post-installation.
- Businesses may request a customer consultation through the public website to get connected with the CIPI delivery team and discuss how to get started with a project. A total of 94 consultations were requested in FY26. 56 have been requested in FY27 to date.
- The program launched a marketing reimbursement opportunity for Qualified Partners to be reimbursed up to 50% of eligible marketing expenses up to $5,000 per calendar year for mentioning the Efficiency Maine C&I Prescriptive Initiatives and at least one eligible measure. Multiple

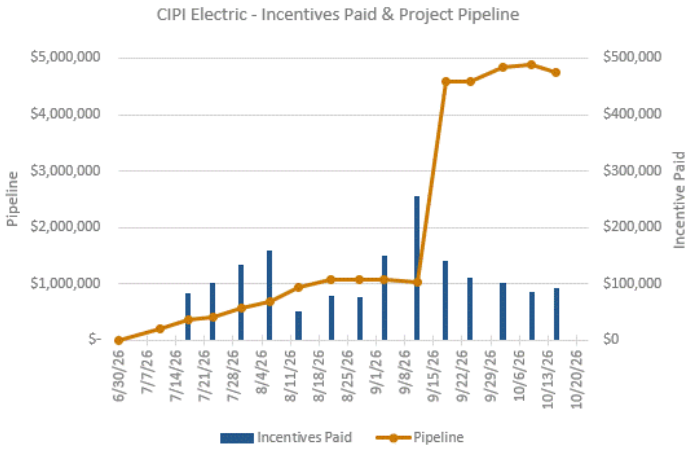
[1] The Updated Financials table reported for each Program reflects data pulled from the Trust's financial management system at mid-month; the Energy Savings table reflects data pulled from the Trust's project tracking database on October 23, 2026, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of September 2026).

applications have been received to date for radio ads mentioning both electric- and RGGI-funded measures.

- Traffic volume to the Qualified Partner website continued to decline across most metrics in September. Total user counts were 6.6% below this month last year and total new user counts were 9.2% higher. This suggests that the website continues to reach a similar sized audience, but individual members are visiting less frequently than they did a year ago.
- The program received 181 calls in September with a 98% answer rate live before voicemail. 67 outgoing calls were made in September.

Electric Measures

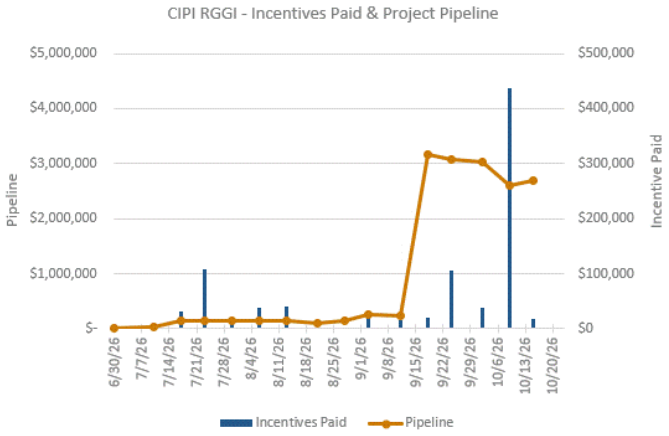
- The current total project pipeline for electric projects is $4.7 million, slightly above last month. This includes lighting applications in small businesses and heat pump applications.
- New applications for prescriptive horticultural lighting have been slow, with no new applications pre-approved over the last 2 months. 1 project has been completed and paid in FY27 for nearly $1,200 in incentives.
- The program launched a new Funding Opportunity Notice (FON-023-2026) for school lighting retrofits a year ago (November 2025). This FON increases lighting incentives for Maine public schools (PreK-12) by 30% compared to typical lighting incentives. Applications were accepted through June 30, 2026 and installations had to be completed by August 31, 2026. To date, a total of 46 applications have been submitted to date (constituting approximately $750,000 in requested incentives) and 37 projects have been paid (for approximately $536,000 in incentives).
- The program also launched a Funding Opportunity Notice for compressed air systems (FON-024-2026) in November 2025. This limited time opportunity offers 30% higher incentives than typically provided, with the intent of accelerating the conversion to efficient compressed air systems in Maine businesses. Applications were accepted through June 30, 2026. 6 applications have been received to date, 5 of which are complete and paid for $37,000 in incentives.



Thermal Measures

- New applications for heating, ventilation, and air conditioning (HVAC) measures represent 98% of the pipeline for projects that will use RGGI funds. The RGGI pipeline is $2.7 million in incentives, which has decreased roughly $500,000 FYTD due to a large incentive payment.
- The program has received 9 HVAC applications from long-term care facilities that are interested in taking advantage of the energy audit and project loans through the Energy Efficiency Revolving Loan Fund (EERLF) Program. These applications represent over $871,000 in qualifying HVAC incentives. One project has been paid for $96,000.

- The program launched a Funding Opportunity Notice for school ventilation retrofits (FON-025-2026) in February 2026. This FON targets fossil fuel-based ventilation systems that can be replaced with efficient electric linear expansion valve (LEV) kits, dedicated outdoor air systems (DOAS), and Energy Recovery Ventilators (ERVs). This FON increases ventilation incentives for Maine public schools (PreK-12) by approximately 30% compared to typical incentives. Applications will be accepted through December 31, 2026. 4 applications have been received to date for approximately $41,000 in requested incentives, 3 of which have already been completed and paid for, totaling $35,000 in incentive payments.
- The program launched a Funding Opportunity Notice for Multifamily Electrification Retrofits (FON-026-2026) in March 2026. This opportunity offers enhanced incentives for electric HVAC equipment in low-income multifamily housing. Applications will be accepted through December 31, 2026. 3 applications have been received to date for approximately $19,000 in requested incentives.

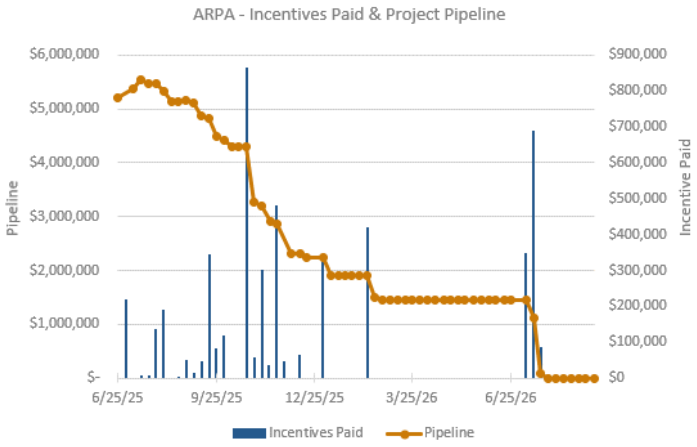


NECEC Projects

- No new projects have been pre-approved in FY2027.

Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

- There are no active Funding Opportunity Notices funded by ARPA. All ARPA projects funded through this program have been completed and paid.



Inflation Reduction Act (IRA)

- The program launched a Funding Opportunity Notice (FON-009-2025) using funds from the federal Inflation Reduction Act (IRA) in September 2024 to support the installation of heat pump systems in newly constructed multifamily buildings serving low-income residents.
    - There are currently 21 projects in the program pipeline. 18 have been approved. The submitted projects comprise a total of 875 dwelling units and $7.0 million in estimated incentives. (Last month's report contained an error, indicating that 844 dwelling units constituted $8 million in incentives. The correct value of incentives last month was $6.7 million). 2 project are complete and paid out incentives in the amount of $328,000.

Updated Financials	Program Investment
FY2027 Program Budget	**$41,722,662**
7/1 to 9/30 Spending	$3,514,250
Pipeline	$15,535,826
Total (Expenditures and Committed Pipeline)	**$19,050,076**
Percent of Current Budget	46%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Efficiency Programs	6,588,346	(3,996)
Electrification Programs	(182,868)	8,933
Thermal Efficiency Programs	3,911	529

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved four projects worth $200,199 in incentives since the last board meeting.
- The Program added no new projects to the pipeline since the last board meeting. The total pipeline now consists of six projects worth $1,185,000 in incentives, after adjusting for probability of completion. These include:
    - 1 manufacturer backpressure steam turbine
    - 1 industrial boiler economizer
    - 1 laboratory process lighting retrofit
    - 1 industrial make up air unit upgrade
    - 1 carwash blower VFDs
    - 1 industrial power supply upgrade
- Program staff received no new scoping audit requests and approved no new technical assistance requests.
- Program staff reviewed one project proposals that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2027 Program Budget	**$15,710,915**
7/1 to 9/30 Spending	$257,939
Committed	$11,734,196
Pipeline	$1,185,000
Total (Expenditures, Committed and Pipeline)	$13,177,135
Percent of Current Budget	84%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Efficiency Programs	-	-
Thermal Efficiency Programs	-	-

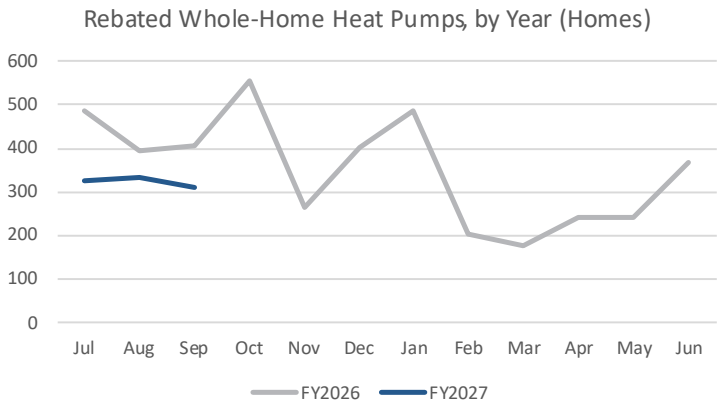
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

C) Home Energy Savings Program (HESP)

- The program received 33 claims/day last week compared to a 4-month average of 27/day.

Heat Pumps

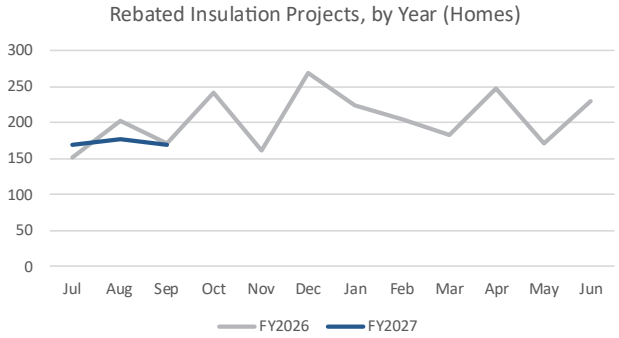
- The program has issued 1,168 "standard" [2] rebates for whole-home heat pumps (averaging 78/week) in FY2027.
- Staff held a webinar with heat pump contractors on September 10th. Topics centered around multizone efficiency and the growing list of rebate-eligible units.
- Top installers are reporting a 36-day backlog, similar to last month. Companies installing lower-priced heat pump units are reporting the highest backlogs.
- Last month, the team inspected 60% of rebated heat pump upgrades, exceeding its 10-15% goal. 89% of customers rated their overall experience a 9 or a 10 on a scale from 0 to 10.
- The following is a historical view of homes receiving a "Standard" rebate for a whole-home heat pump:



[2] "Standard" rebates are those for households that do not receive the elevated rebate levels for low-income or moderate-income households. Results for heat pump rebates (and insulation rebates) for low-income and moderate-income households are reported in the section below "Low-Income Initiatives."

Insulation

- The program has issued 687 "standard" rebates (average of 43/week) in FY27.
- Top residential registered vendors (RRVs) that offer insulation services are reporting a 45-day backlog in project work, up from last month.
- On July 1, the program pre-announced a change in rebates that will took effect on October 1 to rebate zones (attic, wall, basement) rather than a percent of the total project cost. This change will improve the program's overall cost effectiveness. Feedback from installers indicates a smooth transition when the rebate changes took effect.
- Last week, the team inspected 19% of insulation upgrades vs its 10-15% goal. 76% of customers rated their overall experience a 9 or a 10 on a scale from 0 to 10.
- The following is a historical view of homes receiving a "Standard" rebate for insulation:



Biomass and Geothermal

- The program has rebated 20 pellet boilers and 4 geothermal systems in FY27.
- The program has expanded references in recent marketing to biomass as a heating option.

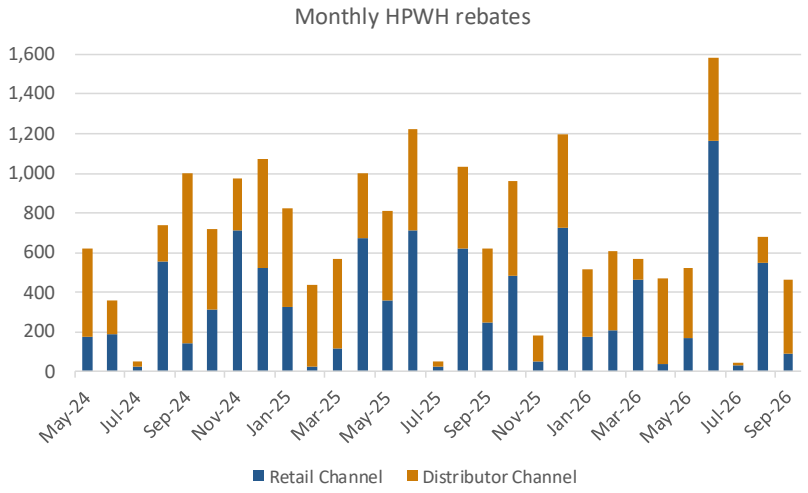
Updated Financials	Program Investment
FY2027 Program Budget	$27,215,380
7/1 to 9/30 Spending	$4,892,746
Percent of Budget Spent to Date	18%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electrification Programs	(3,333,985)	53,566
Thermal Efficiency Programs	238,579	6,509

D) Retail and Distributor Initiatives

- Following August's limited time promotion of $1,200 instant discount for heat pump water heaters (HPWH), the program returned to a $1,150 instant discount for September at Home Depot and Lowes.
- Home Depot unexpectedly raised its HPWH price from $399 to $549 (after the discount) which put HPWHs at a $100 price disadvantage compared to traditional electric water heaters. This, combined with the end of the August promotion, contributed to an 80% drop in HPWH sales. Home Depot has since restored Maine's special pricing and another promotion is underway in October.

- The program has seen strong circulator pump sales in September and is considering raising its full-year forecast.



Updated Financials	Program Investment
FY2027 Program Budget	$22,370,160
7/1 to 9/30 Spending	$3,288,174
Percent of Budget Spent to Date	15%
Percent of Year Passed	25%

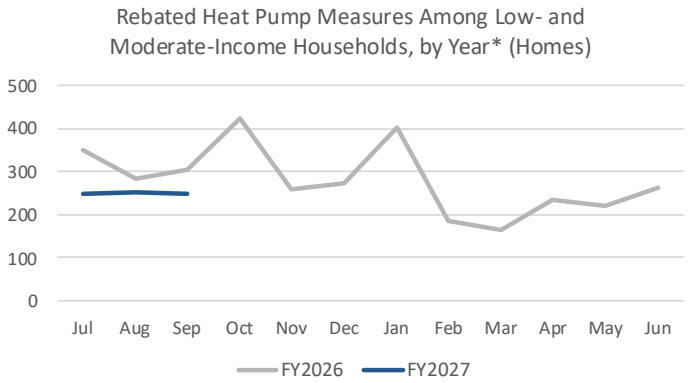
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Efficiency Programs	656,939	5,732

E) Income-Eligible Home Programs

Low- and Moderate-Income Initiative

Heat Pumps

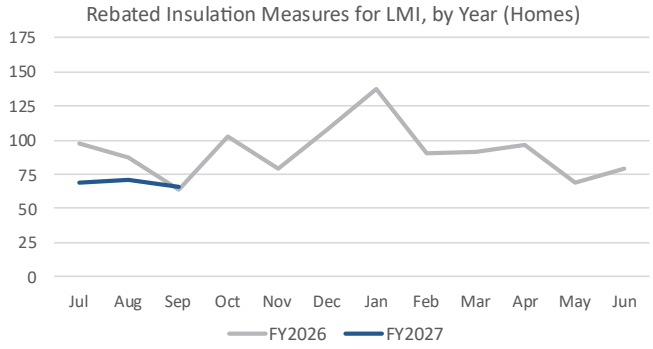
- The program has rebated 1,004 whole-home heat pump installations in FY27. This includes:
  - 435 for moderate-income households, and
  - 569 for low-income households.
- The program has also issued 42 supplemental heat pump rebates in low-income households.
- The following is a historical view of homes receiving a rebate for heat pump measures, including both single-zone heat pumps (room heaters) and whole-home heat pump systems:



**excludes heat pumps rebated through the Manufactured Home Pilot*

Insulation

- The program has rebated insulation measures in 296 LMI homes in FY27.
- The following is a historical view of homes receiving LMI insulation rebates:



Arrearage Management Program (AMP)

- The program has seen 489 new AMP entrants FYTD.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees.

Mobile Home Initiative (MHI) (*Heat Pumps*)

- 145 projects are currently in the pipeline, 110 of which will be funded by the federal OCED grant (in towns with a population of 10,000 or fewer) and 35 will be funded by RGGI. 7 projects have been completed in FY27 to date.
- In collaboration with MaineHousing, the Trust is reaching out to customers who have participated in the Weatherization Assistance Program to see if they would be interested in the Mobile Home Initiative.
- The program received a record-breaking 108 questionnaire submissions in September, up from 33 the previous month. The rising price of oil appears to be driving customer interest before the heating season begins.

Updated Financials	Program Investment
FY2027 Program Budget	**$63,287,428**
7/1 to 9/30 Spending	$7,131,811
Pipeline	$549,000
Total (Expenditures and Pipeline)	**$7,680,811**
Percent of Current Budget	12%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Efficiency Programs	34,548	-
Electrification Programs	(2,518,627)	37,282
Thermal Efficiency Programs	74,042	3,168

F) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (Public Charging)

- In early September, the Trust issued a Request for Proposals (EM-004-2027) for Public DC Fast Chargers: Phase 12. The Trust will reimburse awardees under this RFP up to $900,000 per site. A minimum of one DC fast charging port is required. Charger projects must be physically located in select rural locations in Maine as described in section 1.2 of the RFP. Funds for this RFP will come from the settlement of the New England Clean Energy Connect project. Full requirements can be found in the RFP and its associated documents on the RFP page.
- In mid-September, Applegreen Electric's public Level 3/DC fast charger projects at the Cumberland and Gray Service Plazas (I-95 Southbound Mile 58, Cumberland, ME 04021 and I-95 Northbound Mile 59, Gray, ME 04039) became operational.

EV Rebates

- The program paid out 25 rebates in September. Of these, 12 were enhanced commercial van rebates.
- On September 30, the limited time offer of an extra $1,000 on top of the standard rebate amounts ended and the enhanced commercial van incentive ended.

EV Public Information and Outreach

- The program team visited 36 Participating Dealers in July, 43 in August, and 57 in September.

Light Duty EV Rebates Issued in FY27 (7/1/2026 – 9/30/2026)		
Vehicle Condition	**Number of Rebates**	**Incentive Dollars Spent**
New	54	$562,000
Used	14	$47,000
Total	**68**	**$609,000**

Light Duty EV Rebates by Customer Type in FY27				
Month	**Low Income**	**Moderate Income**	**Commercial***	**Total**
July	4	5	2	**11**
August	6	12	14	**32**

September	6	7	12	**25**
Total	**16**	**24**	**28**	**68**

**Includes all business, non-profit, and governmental entity rebates*

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2027 Program Budget	$42,799,989	$2,574,308
7/1 to 9/30 Spending	$1,750,481	$915,402
Additional Committed	$7,894,013	$865,088
Percent of Budget with Committed	23%	69%
Percent of Year Passed		25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electrification Programs	(258,081)	4,306

G) Demand Management Program

Demand Response

- The program approved 13.6 MW worth of curtailment across 90 facilities for the summer 2026 season.
- In total, the Program Partners called 4 load reduction events this summer.
- The program is in the process of validating curtailed loads.

Energy Storage System (Large Battery) Initiative

- The C&I Custom Program Review Team did not meet or approve any incentives since the last board meeting.
- Program staff added one new project to the pipeline. The pipeline consists of five potential projects.

Off-Peak Chargers

- 397 off-peak chargers have been commissioned FY26 to date.
- 96% of more than 24,000 charging sessions on commissioned off-peak chargers have been off-peak.
- The manufacturer of our discounted off-peak chargers, Emporia, was out of stock on 44% of eligible off-peak charger models.
- In September, customers bought 43 chargers/week compared to a 29/week average in FY2026.
- The number of EV Charger Registered Vendors (i.e., installers) climbed from 77 to 80 in September.

Small Batteries

- By the end of September the Small Battery program had:
  - 5 Program Partners ("aggregators") enabling "Virtual Power Plant Programs" funded by the Trust.
  - 15 battery manufacturers are now offering Efficiency Maine-funded "Virtual Power Plant Programs" to their customer, up from 13 in August.
  - 18 registered installers (RRVs)
  - 223 battery customers enrolled since January 2026, up from 209 in August.
- In September, the program called 7 events, an all-time monthly record. The program calls a minimum of 2 events per month and a maximum of 60 events per year.

Time-of-Use Behavioral Coaching (under development)

- Staff is developing new demand management measures intended to motivate customers to sign up for utility Time-of-Use rates and shift use of electricity away from daily peaks.

Updated Financials	Program Investment
FY2027 Program Budget	$5,402,964
7/1 to 9/30 Spending	$48,200
Percent of Budget Spent to Date	1%
Percent of Year Passed	25%

Demand Savings (through 9/30)	Winter kW Reduction	Summer kW Reduction
Electric Programs	57	46

H) Efficiency Maine Green Bank (EMGB)

- EMGB has launched a new version of the customer portal, making it easier for customers to manage their accounts and complete applications.
- EMGB has added batteries and heat pump water heaters as eligible upgrades to the Home Energy Loan.
- EMGB has had discussions with potential projects related to LD 1700.
- The percentage of borrowers that fall into the highest risk lending category has dropped from 15% to 12%.
- About 75% of financed projects are associated with rebates or incentives.
- Over 40% of EMGB activities are directed to LIDAC customers.
- Staff continue to work towards implementing a Battery Lease program and offerings for commercial customers.

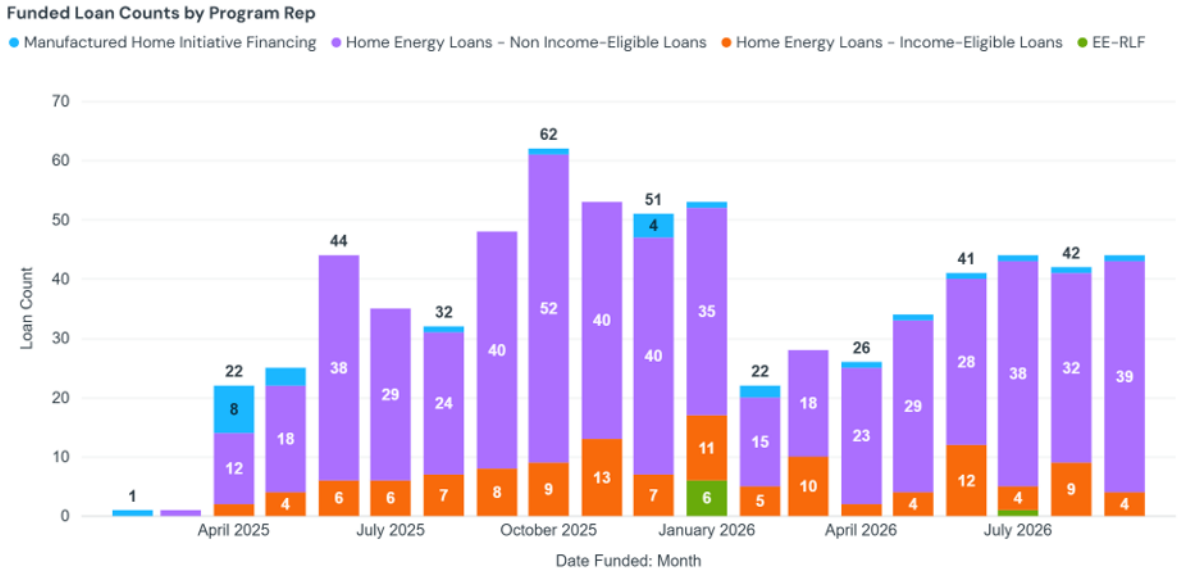
Key Metrics	Home Energy Loans		Small Business Loans	Manufactured Home Initiative Financing	EE-RLF	Total
	Income-Eligible Loans	Non-Income-Eligible Loans				
Quantity						
Last month	12	28	-	1	-	41
FYTD	94	373	-	12	6	485
All time	664*	8,260	89	131	7	9,151
Dollars						
Last month	$29,867	$343,906	-	$2,500	-	$376,273
FYTD	$527,764	$4,161,411	-	$32,500	$58,275	$4,779,950
All time	$3,353,769 *	$66,319,759	$1,232,398	$308,500	$164,853	$71,379,278

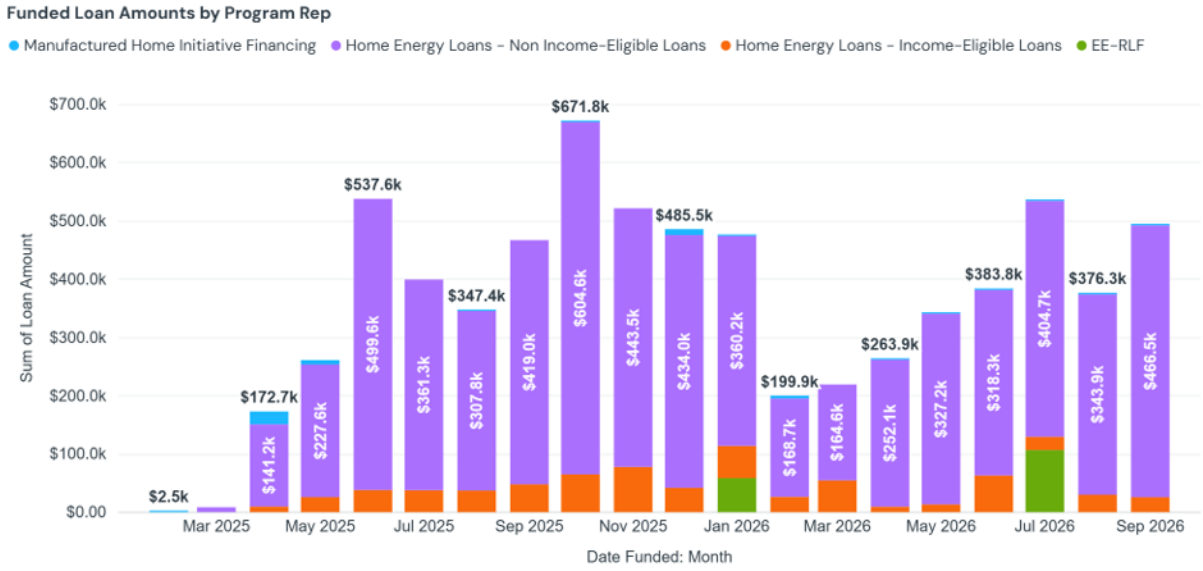
* Since 2013, the Trust has offered a loan product to households with a FICO credit score as low as 580 to support home energy upgrades. However, Staff did not collect data on household income associated with those loans until the start of FY2024. As a result, values reported in this table on "Income-Eligible Loans" only reflect activity starting in FY2024 when the Trust began tracking and reporting household income level associated with these loans.

C-PACE

Key Metrics	Participating Municipalities	Registered Capital Providers	Project Applications	Approved Project Financing ($)
Total	14	3	4	$8,655,189

Program Trends





I) Other Initiatives

Thermal Energy Investment Program

- The Thermal Energy Investment Program (TEIP) provides financial incentives to businesses, municipalities, educational institutions, and nonprofit entities located in the state of Maine for the installation of new thermal energy wood-derived projects.
- The current incentive pipeline has 10 projects pre-approved for $1.99 million.

School Decarbonization

- No new technical assistance requests have been submitted.

3. Strategic Initiatives

A) Innovation

- **Pilot – Whole Home Heat Pump Solutions:** The pilot team has tested both a standard ducted heat pump in double-wide sized manufactured homes and an alternative configuration in mostly northern Maine homes which requires an outdoor heat pump unit but utilizes the blower of the existing furnace. A small expansion of this pilot to improve installation and controls is underway for next winter. All sites have been recruited and some installations are complete.
- **Pilot – Hydronic Heat Pump with Thermal Storage:** Test sites are fully operational with a high-temperature hydronic heat pump, multiple thermal storage tanks, and a control system all running together as designed. Additional tests to improve the design are in progress. Plans to test the next series of hydronic heat pumps are underway, with one additional unit being installed in the last month.
- **Pilot – Device Aggregator:** The Trust has no new information to report this month.

B) Evaluation, Measurement, and Verification

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

4. Administration and Finance Highlights

A) Administration

- The Trust has hired a new Finance and Administration Manager.

B) Finance

Revenues

- The sum of the fiscal year's new revenues from state and regional sources through the end of September was $31.5 million out of a total expected annual revenue of $57.2 million. Revenues from federal funding were $7.6 million. $175,000 in additional revenue has been received on interest from outstanding loans and other miscellaneous revenues. In FY2027, the Trust made interfund transfers totaling $0.

Expenditures & Encumbrances

- Total expenditures through the end of September 2026 were $24.5 million. The summary of expenditures and encumbrances, fiscal year to date, is as follows:

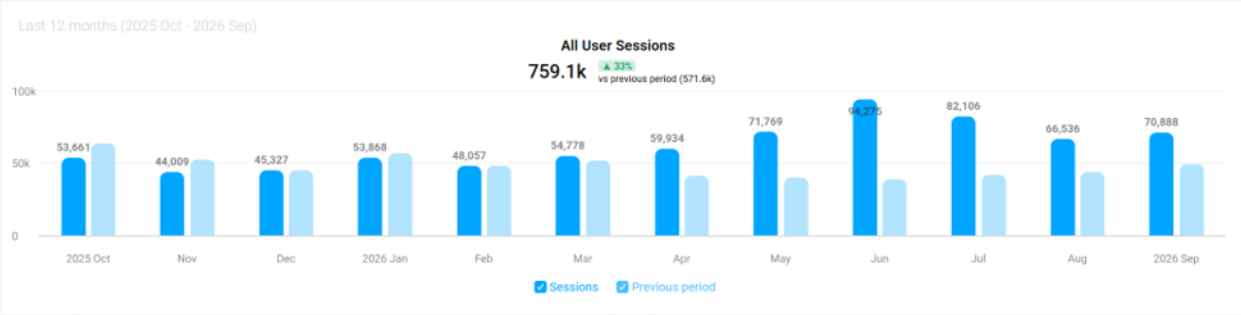
Expenditures	
$2.2 million	Administration (excluding interfund transfers)
$19,043	Public Information
$205,028	Evaluation, Measurement & Verification
$165,256	Innovation Pilots
$224,718	Demand Management Program
$7.1 million	Income-Eligible Home Programs
$3.3 million	Retail and Distributor Initiatives Program
$4.9 million	Home Energy Savings Program
$3.5 million	C&I Prescriptive Initiatives Program
$257,939	C&I Custom Program
$0	Inter-Agency transfers
Encumbrances	
$150.6 million	Encumbered across all budget categories but not yet spent

Appendix A
Full List of Press Coverage (plus links)

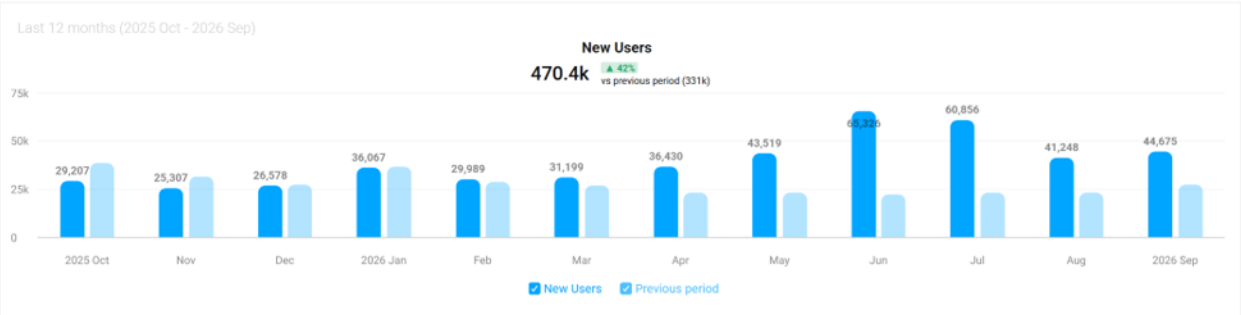
- *WAGM News* published an article on October 22 about record-breaking oil prices and resources that included mention of the Trust's incentive programs and the Maine Department of Energy Resources' Winter Heating Guide (https://www.wagmtv.com/2026/10/22/maine-heating-oil-hits-record-604-per-gallon/).
- Trust Staff were quoted in an October 16 *News Center Maine* segment about how to save on winter heating bills that mentioned low- and no-cost weatherization tips and incentives, Efficiency Maine Green Bank Home Energy Loans, and heat pump incentives (https://www.newscentermaine.com/article/money/consumer/priced-out/how-you-can-save-on-your-heating-bill-this-winter/97-0ad4d3fd-a840-4f63-8ef3-81b1a3345292).
- *PV Magazine* published an article on October 15 about national adoption of meter socket adapters, which referenced the Trust's related PUC filing and battery programs (https://pv-magazine-usa.com/2026/10/15/meter-socket-adapters-are-approved-by-86-utilities-across-33-states/).
- The Trust was mentioned in a transcript of Governor Mills' radio address on winter heating costs published by the *Piscataquis Observer* on October 10 (https://observer-me.com/2026/10/10/opinion/saving-money-on-winter-heating-costs/).
- *Carrabassett Valley Network* published an article on October 7 on winter heating assistance that mentioned the Trust's weatherization incentives program (https://cvalleynetwork.org/heating-assistance/).
- The Trust's heat pump and heat pump water heater programs were mentioned in an October 7 article, published by *The Cool Down*, about Boston-based heat pump water heater start-up Reservoir's new Portland, Maine, office (https://www.thecooldown.com/green-business/reservoir-expands-into-maine-heat-pump-water-heaters/).
- Staff were quoted on October 5 in a *Midcoast Villager* article about high winter oil prices. The article included alternative heating options and low-cost weatherization opportunities (https://www.midcoastvillager.com/news/midcoast-maine-braces-for-a-pricey-winter/article_72ea8ce8-4c81-4dca-ba26-a40c70e7c90f.html).

Appendix B
Additional Website Metrics

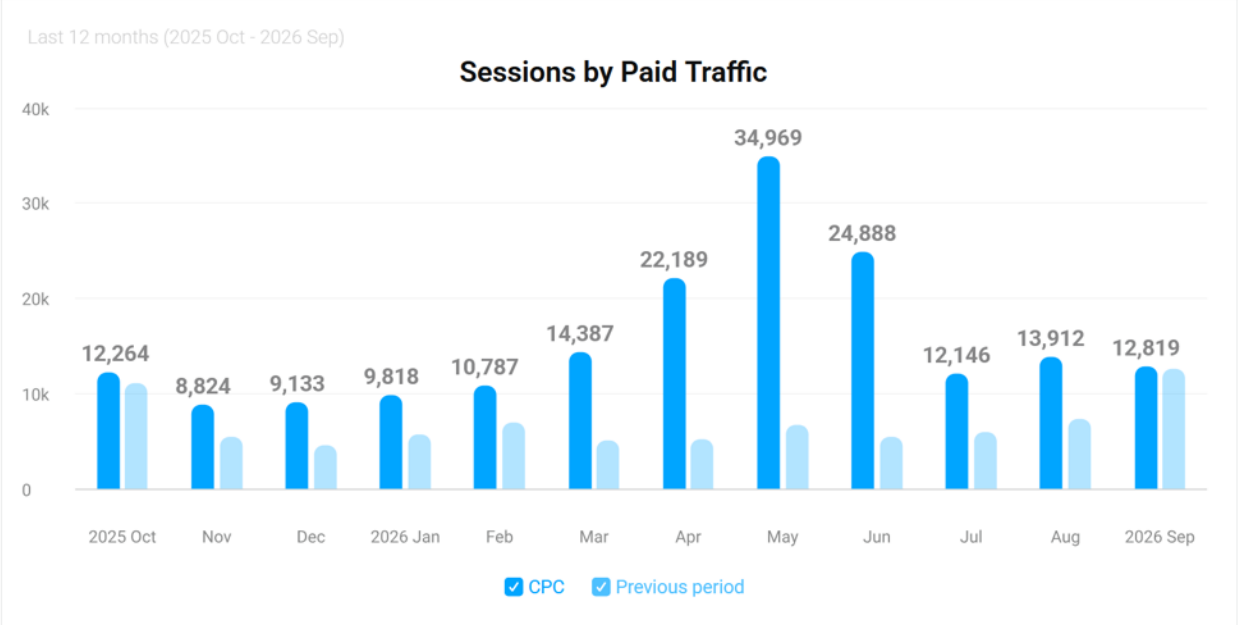
Below is a chart representing all traffic to efficiencymaine.com as a YTD comparison.



Below is a chart representing new users to efficiencymaine.com as a YTD comparison.



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



The efficiencymaine.com home page (indicated by "/") is often 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).

Last Month (Sep 1 - 30)

Top Landing Pages by Session

Dimension	Value	vs prev
/	12,376	▲ 40%
/at-home/heat-pump-water-heater-program	4,495	▼ 64%
/whole-home-heat-pump-rebates	2,951	▲ 20%
/at-home/residential-heat-pump-rebates	2,576	▲ 59%
/at-home/mobile-home-initiative	2,552	▲ 82%
/income-based-eligibility-verification	2,437	▲ 34%
/at-home/heating-cost-comparison	2,356	▲ 107%
/at-home/vendor-locator	2,192	▲ 23%
/at-home/insulation-rebates-up-to-8000	2,013	▲ 13%
/events/list	1,618	▲ 361%

Last Month (Sep 1 - 30)

Top Landing Pages by Session (Organic)

Dimension	Value	vs prev
/	7,091	▲ 62%
/at-home/residential-heat-pump-rebates	1,634	▲ 49%
/at-home/heating-cost-comparison	1,264	▲ 121%
/at-home/vendor-locator	1,001	▲ 53%
/income-based-eligibility-verification	941	▲ 65%
/at-home	751	▲ 71%
/about-heat-pumps	619	▲ 43%
/at-home/heat-pump-water-heater-program	515	▲ 53%
/heat-pumps	477	▲ 52%
/home-energy-loans	437	▼ 5%