

**Executive Director's Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
October 22, 2025**

Noteworthy

C&I Prescriptive Initiatives	FON-009-2025, using funds from the federal Inflation Reduction Act (IRA), was launched in September 2024 to support electrification during new construction of multifamily affordable housing. There are currently 15 projects in the program pipeline. 13 have been approved. The submitted projects comprise a total of 619 dwelling units and over \$4.9 million in estimated incentives.
C&I Custom Program	The C&I Custom Program Review Team met once and approved 3 projects worth \$347,239 in incentives since the last board meeting.
Biomass	The Home Energy Savings Program has rebated 12 whole-home pellet boilers since July 1. In the Thermal Energy Investment Program, which serves commercial and institutional customers, the current incentive pipeline has 7 projects pre-approved for \$943,000.
Low-Income Initiatives	In the initiative to retrofit manufactured (mobile) homes, installers of heat pumps reported some issues finding heat pump systems on the Qualified Products List (QPL) due to the changeover from R-410A to R32 that is occurring on January 1, 2026.
Demand Management	The initiative to provide instant discount on Off-Peak Chargers for EVs has been growing in popularity. 271 chargers have been commissioned FYTD (129 in September). 97% of charging sessions on commissioned off-peak chargers have been off-peak. The program team is brainstorming companion program approaches for EVs that already have on-peak chargers installed and new EVs that are bundled with on-peak chargers.
Green Bank	The pace of loans for residential energy upgrades has reached \$450,000/month.

1. Public Information and Outreach

A) Awareness and Press

- **Press – (see Appendix A for additional details)**

- The Executive Director was a panelist on the October 6 episode of Maine Calling on Maine Public Radio, alongside representatives of Maine Department of Energy Resources and MaineHousing, to discuss weatherization, heat pumps, and other energy efficiency resources and programs.
- Green & Healthy Maine Homes Magazine published an October 1 article that quoted Staff about the Trust's off-peak EV charger program.
- Clean Technica published a September 24 article about available incentives for heat pump water heaters across the United States, which featured the Trust's incentives within the Northeast.

- **Events –** Staff attended, participated in, or presented to multiple community and industry audiences. Activity from the past month includes presentations about Efficiency Maine's residential programs and incentives during:

- The Common Ground Country Fair on September 21;
- Blueberry Fields Coop Community Event on September 26;
- retrofitMAINE Symposium on September 26;
- The Fryeburg Fair on September 26;
- F.W. Webb Company customer event in South Portland on October 1;
- The Center for an Ecology-Based Economy (CEBE) Energy Expo on October 4;
- The Waldo County Climate Resilience Fair on October 4;
- Greater Portland Board of Realtors 2025 Realtor Green Day on October 6;
- Kennebec Valley Community College (KVCC) Heat Pump Training on October 7;
- Maine Energy Marketers Association (MEMA) Technical Education Center Heat Pump Training on October 9;
- Maine Municipal Association Fall Convention on October 8 and 9; and
- F.W. Webb Company vendor event in Oakland on October 9.

- **Website and Outreach (see Appendix B for additional details)**

September website visits:

- 29,887 unique visitors
- 12,591 website visits driven through digital ads

Facebook:

- 4,732 followers

B) Call Center (September)

- 2,453 inbound phone calls were received, versus 2,297 calls last month and 3,340 calls this month a year ago. Inquiries about residential heat pumps were the primary call drivers.
- 92% of calls were answered within 20 seconds, versus a goal of 90%.
- 485 outbound calls were made, compared to 507 calls this month last year, mostly for home inspection scheduling.
- 1,203 inbound emails were received, compared to 1,340 emails this month last year, mostly representing rebate claims for the Retail Initiatives program.
- 414 pieces of inbound mail were processed, mostly representing rebate claims for the Retail Initiatives. 514 pieces of inbound mail were processed this month a year ago.
- 15,590 brochures and retail signs were sent out to requesters last month, versus 9,873 this month last year. 7,696 were for allies (installers, event organizers, etc.) and 7,894 were for the Retail & Distributor field team to be placed in retail stores and distributor branches.
- There is at least one backup agent trained for every function.

C) Government Relations

- Maine Public Utilities Commission (PUC)

- The Trust participated in the initial case conference for CMP's Rate Case ([DN 2025-00218](#)).
- Maine Legislature
 - Staff convened a stakeholder meeting (October 2) for the study on Modern Wood Heat that the Legislature assigned to the Trust (LD 1212).
- State Government
 - Staff provided feedback on a Request for Information posted by the Department of Energy Resources (DOER) on the subject of piloting Thermal Energy Networks in Maine.
 - Staff provided progress reports on its programs at two working groups (Transportation; Energy) of the Maine Climate Council.
- Federal Government
 - The Trust has no new information to report this month.

2. Program Highlights¹

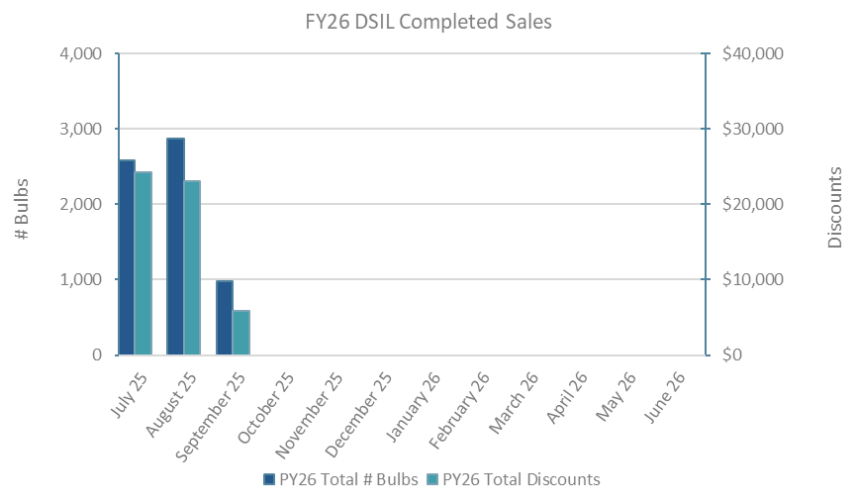
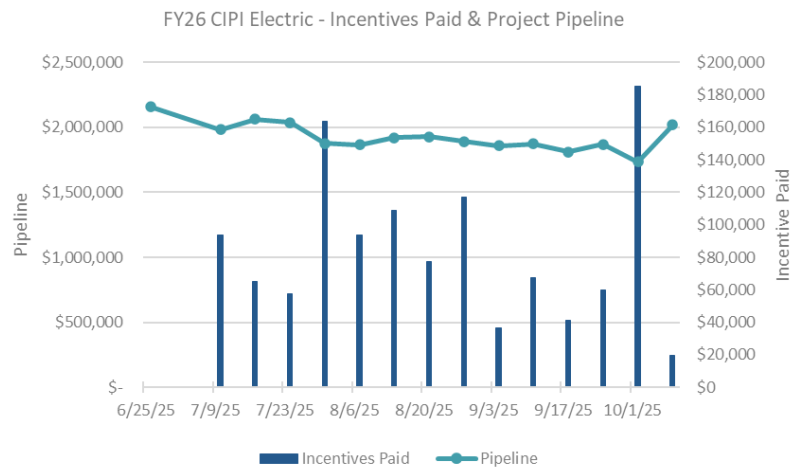
A) C&I Prescriptive Initiatives (CIPI) Program

- The program conducted 13 inspections over the past month, using a combination of virtual inspections and on-site inspections, pre- and post-installation.
- There were 2 new Virtual Customer Consultation (VCC) requests over the last month. There are currently 81 projects under development after receiving a VCC.
- The program received 174 calls throughout the month of September and 169 calls were answered live before voicemail, which represents a 97% answer rate. 87 outgoing calls were made.

Electric Measures

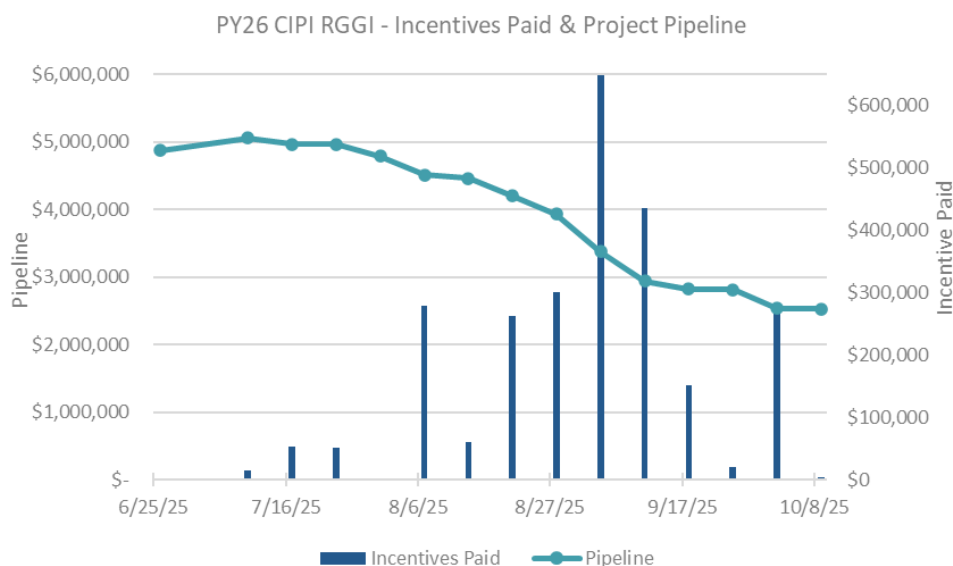
- The current total project pipeline for electric projects is \$2.1 million, a slight increase over last month. This includes lighting applications in small businesses and pre-authorizations for lighting projects through participating distributors.
- New applications for prescriptive horticultural lighting have been slow, with just a couple of new applications pre-approved over the last month. 8 projects have been completed and paid during FY2026, constituting approximately \$204,000 in incentives.
- A new Funding Opportunity Notice (FON) for outdoor lighting retrofits, FON-022-2026, was launched in September. This FON offers higher incentives for qualifying commercial outdoor lighting projects, creating a strong opportunity for customers to upgrade their lighting. Applications will be accepted through November 30, 2025.

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 Efficiency Maine project tracking database on October 16, 2025, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of September 2025).



Thermal Measures

- New applications for heating, ventilation, and air conditioning (HVAC) measures represent 94% of the pipeline for projects that will use RGGI funds. The RGGI pipeline is \$2.5 million in incentives, a decrease from last month due to several large projects having reached completion and having their incentives paid out.
- The program team continues to manage the addition of models to the Qualified Products List (QPL), especially new models that use R-32 and R454B refrigerants.
- Along with expanded eligibility through the Small Business Initiative (SBI) to eligible business with an average monthly electrical demand under 100kW for heat pumps, the program rolled out new incentives for Variable Refrigerant Flow (VRF) (for small businesses) on October 1st.



NECEC Projects

- Over \$1 million in incentives has been pre-approved for projects in new construction schools. Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)
- Business Case #2: Hospitality
 - A second round of the funding opportunity to promote hospitality retrofits focusing on electrification and water heating in Maine restaurants and lodging facilities closed to new applications on June 30, 2025. \$374,000 in HVAC water heating incentives have been pre-approved. Of this, \$186,000 in HVAC incentives and \$42,000 in water heating incentives have been paid. Projects have until November 30, 2025 to be completed.
- Business Case #3: Public Schools, Municipalities, Congregate Housing
 - The funding opportunity for Maine municipalities (specifically for towns that have previously installed heat pumps through an Efficiency Maine FON) is closed to new applications. \$213,000 in incentives have been pre-approved and paid for completed projects. Projects have until November 30, 2025 to be completed.
 - The funding opportunity for Maine municipalities with less than 10,000 residents closed to new applicants on June 30, 2025. This opportunity includes eligibility from previous opportunities and provides incentives for HVAC and water heating projects. More than \$1.0 million in HVAC incentives have been pre-approved and \$272,000 have been paid. Projects have until November 30, 2025 to be completed.
 - The second-round funding opportunity for school retrofits (focused on electrification measures to assist schools that currently heat with oil or propane) closed to new applicants on June 30, 2025. \$5.2 million in incentives have been pre-approved and over \$3.3 million have been paid. Projects have until November 30, 2025 to be completed.
 - The funding opportunity for long-term care retrofits was launched in March with applications due November 30, 2025. Projects will have until November 30, 2026 to be completed. Eligible FON customers can also qualify for project financing through the Efficiency Maine Green Bank. The Green Bank is offering loans for energy audits and qualifying HVAC projects.
- Activity by business case:

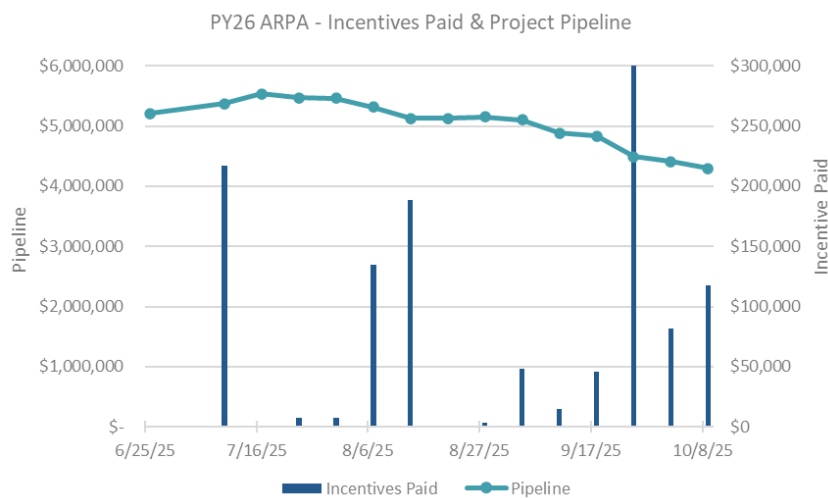
MJRP Business Case	Budget*	Invested and committed	Remaining
Business Case #2	\$3,880,000	80%	20%
Business Case #3	\$14,450,000	91%	9%

*Does not yet account for budget adjustment from the 10/1/2025 Board meeting

- Activity by funding opportunity notice (FON):

FON	Pipeline	Complete and Paid		Accepting applications until:
	Incentive	Number of Projects	Incentive	
Hospitality (Round 1)	\$-	67	\$2,620,347	Closed
School (Round 1)	\$-	28	\$2,924,476	Closed
Small Municipality*	\$-	100	\$987,979	Closed
Long-Term Care (Round 1)	\$84,180	5	\$699,132	Closed
Medium Municipality*	\$-	11	\$1,316,655	Closed
School (Round 2)	\$1,841,979	27	\$3,380,653	Closed
Municipality (Round 3)	\$-	3	\$213,576	Closed
Hospitality (Round 2)	\$188,222	14	\$186,264	Closed
Municipality (Round 4)	\$799,685	19	\$272,736	Closed
Congregate LI Multifamily	\$1,377,532	-	\$-	Closed
Total	\$4,291,597	274	\$13,057,995	

*Towns with less than 5,000 residents are classified under "Small Municipality." Towns with 5,000 to 10,000 residents are classified under "Medium Municipality."



Inflation Reduction Act (IRA)

- A funding opportunity, FON-009-2025, using funds from the federal Inflation Reduction Act (IRA) was launched in September 2024 to support electrification during new construction of multifamily affordable housing.
 - There are currently 15 projects in the program pipeline. 13 have been approved. The submitted projects comprise a total of 619 dwelling units and over \$4.9 million in estimated incentives.

Updated Financials	Program Investment
FY2026 Program Budget	\$44,840,431
7/1 to 9/30 Spending	\$5,306,622
Committed Pipeline	\$14,070,310
Total (Expenditures and Committed Pipeline)	\$19,376,932
Percent of Current Budget	43%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Efficiency Programs	6,486,709	(1,664)
Electrification Programs	(2,120,680)	18,100
Thermal Efficiency Programs	12,823	740

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

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 3 projects worth \$347,239 in incentives since the last board meeting.
- The Program added 4 new projects to the pipeline since the last board meeting, 1 of which was also approved in the same period.
- Program staff received two new scoping audit requests and did not approve any new technical assistance requests.
- 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
FY2026 Program Budget	\$15,259,649
Expenditures	\$1,283,142
Committed	\$12,726,729
Pipeline	\$20,000
Total (Expenditures, Committed and Pipeline)	\$14,029,871
Percent of Current Budget	92%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Efficiency Programs	23,897	-
Thermal Efficiency Programs	-	-

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

C) Home Energy Savings Program (HESP)

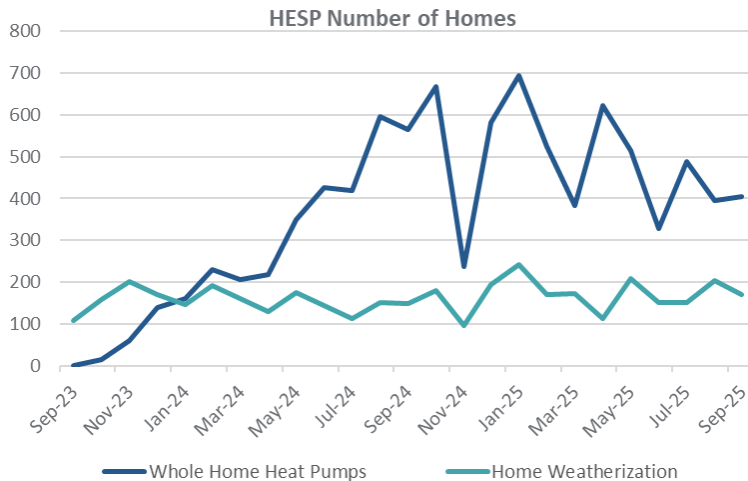
- The program received 40 claims/day last week vs a 4-month avg of 27/day.

Insulation

- The program issued 615 “standard”² rebates (average of 41/week) fiscal year to date (FYTD).
- The program continued marketing for insulation via Google search, print, and radio.
- The quantity of insulation projects is slightly higher this month compared to this time last year. However, this increase is not uniform across all RRVs.
- Top residential registered vendors (RRVs) that offer insulation services are reporting a 48-day backlog in project work, which is up from last month.
- Top residential registered vendors (RRVs) that offer insulation services are reporting hiring for open positions.
- Last week, the team inspected 20% of completed insulation upgrades. 80% of customers rated their overall experience a 9 or a 10 on a scale from 0 to 10.

Heat Pumps

- The program issued 1,543 “standard” rebates for whole-home heat pump systems (average of 103/week) FYTD.
- Top installers are reporting a 47-day backlog, and trending upwards.
- Last week, the team inspected 33% 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.



Biomass and Geothermal

- FYTD, the program has rebated 12 pellet boilers and 4 geothermal systems.

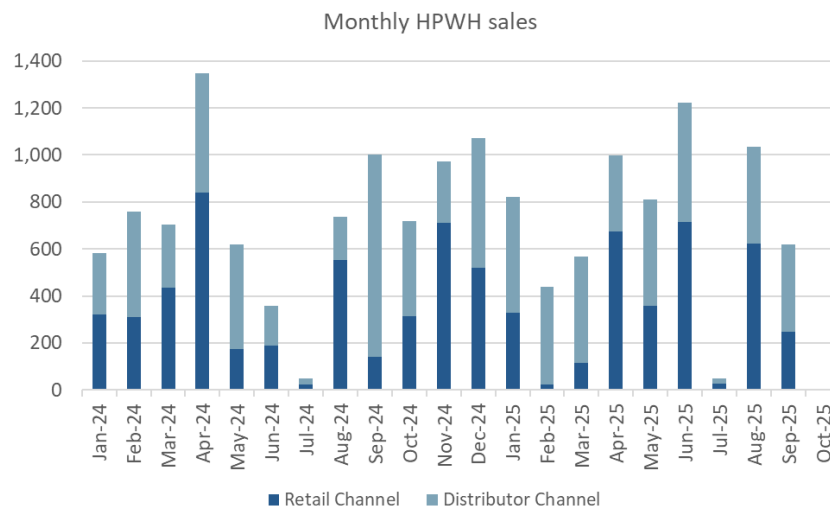
Updated Financials	Program Investment
FY2026 Program Budget	\$26,505,942
7/1 to 9/30 Spending	\$5,054,043
Percent of Budget Spent to Date	19%
Percent of Year Passed	25%

² “Standard” rebates are those for households that do not receive the elevated rebate levels for low-income or moderate-income households. Results for weatherization and heat pump rebates for low-income and moderate-income households are reported in the section below “Low-Income Initiatives.”

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electrification Programs	(9,250,520)	106,473
Thermal Efficiency Programs	559,506	7,462

D) Retail and Distributor Initiatives

- On August 29th, the program launched a limited-time offer at Lowe's and Home Depot. Stores are stocked with >400 units, averaging ~20/store. All stores were well-stocked in September. The promotion ends 10/31/2025.
- The program is leveraging radio, email, postal mail, Google Search, Google Display ads, Facebook, events, in-store displays/signage, and the Efficiency Maine website to spread awareness.
- The latest data show HPWH mix has dropped from 59% of top-selling electric water heaters last year to 49% year-to-date.



Updated Financials	Program Investment
FY2026 Program Budget	\$27,999,205
7/1 to 9/30 Spending	\$2,840,620
Percent of Budget Spent to Date	10%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Efficiency Programs	1,500,301	9,303

E) Income-Eligible Home Programs

Low- and Moderate-Income Initiative

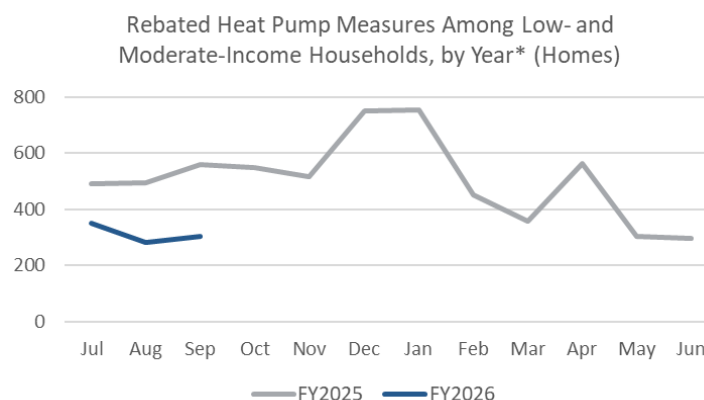
Heat Pumps

- The program has rebated 1,051 whole-home heat pump systems FYTD. This includes:
 - 620 for moderate-income households, and

- 431 for low-income households.

Whole Home Heat Pump Rebate Distribution (last four months)		
Any Income	Moderate Income	Low Income
59%	24%	17%

- The program has also issued 44 supplemental heat pump rebates in low-income households.
- The following is a historical view of rebated heat pump measures, including both single-zone heat pumps (room heaters) and whole-home heat pump systems:

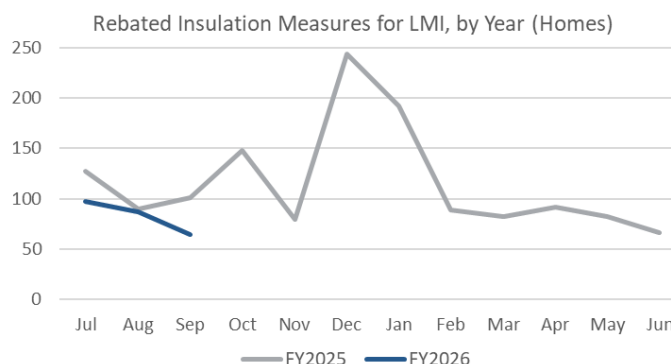


Insulation

- The program rebated insulation measures in 285 homes.
- The following represents rebates by income category:

Whole Home Insulation Rebate Distribution (last four months)		
Any Income	Moderate Income	Low Income
70%	17%	13%

- The following is a historical view of rebated LMI insulation measures:



Arrearage Management Program (AMP)

- The program saw 806 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.

Manufactured (Mobile) Home Initiative (Heat Pumps)

- Project activity under the OCED grant was launched on July 1, 2025.
 - Since July 1, 2025, the program has completed 8 HEAR-funded installations.
 - 17 projects are currently in the pipeline for this fall, 10 of which are funded by OCED (in towns with a population of 10,000 or fewer) and 7 are funded by HEAR.

- In September, the program sent a second mailer for ducted heat pumps to 15,000+ homeowners living in mobile homes.
- Since mid-August, the program has made weekly visits to parks, town halls, and libraries.
- The program hosted a webinar for installers interested participating in the Manufactured (Mobile) Home Initiative and posted it onto the website [here](#).
- Heat pump installers have expressed issues with finding heat pump systems on the [Qualified Products List \(QPL\)](#) due to the changeover from R-410A to R32 that is occurring on January 1, 2026. The program has requested an update from manufacturers and is working to add more qualifying units.

Updated Financials	Program Investment
FY2026 Program Budget	\$55,988,359
7/1 to 9/30 Spending	\$7,148,519
Pipeline	\$928,500
Total (Expenditures and Pipeline)	\$8,077,019
Percent of Current Budget	14%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Efficiency Programs	65,914	-
Electrification Programs	(6,369,695)	70,936
Thermal Efficiency Programs	166,209	4,258

F) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (Public Charging)

- In mid-September, staff participated in a ribbon cutting for the City of Ellsworth's public Level 2 EV chargers at their City Hall. A portion of the project costs was made possible using federal funds from the Charging and Fueling Infrastructure (CFI) program.

EV Rebates

- The program paid out 13 rebates for qualifying EVs in the month of September.

EV Public Information and Outreach

- The program continued monthly visits to Participating Dealers.
- In mid-September, Staff presented and hosted an informational booth at the Maine Organic Farmers and Gardeners Association's Common Ground Country Fair.

Light Duty EV Rebates Issued FYTD (7/1/2025 – 9/30/2025)		
Vehicle Condition	Number of Rebates	Dollars Spent
New	16	\$81,500
Used	6	\$19,000
Total	22	\$100,500

Light Duty EV Rebates by Customer Type in FY26				
Month	Commercial*	Low Income	Moderate Income	Total
July	-	-	-	-

August	-	8	1	9
September	-	12	1	13
Total	-	20	2	22

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

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2026 Program Budget	\$55,001,733	\$4,176,500
7/1 to 9/30 Spending	\$32,877	\$322,381
Percent of Budget Spent to Date	<1%	8%
Additional Committed	\$18,785,382	\$555,000*
Percent of Budget with Committed	34%	21%
Percent of Year Passed		25%

**The amount of EV rebate budget that is considered "committed" includes projected delivery costs and a set-aside for the medium- and heavy-duty vehicle demonstration pilot.*

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electrification Programs	(75,900)	1,431

G) Demand Management Program

Demand Response

- Summer 2025 peak season has ended.
 - The program had contracts with 4 Program Partners (compared to 3 last year).
 - The program had 208 locations enrolled (compared to 194 last year).
 - The program reached 14.7MW, or 60% of its enrollment goal (24.4 MW). Last year the program reached 15.6MW.
 - The team is now focused on analyzing how much load was shed during the top three peaks and paying out incentives from the Summer 2025 season.

Energy Storage System (Large Battery) Initiative

- C&I Custom Program Review Team met once and approved 1 new project worth up to \$180,000 in performance incentives since the last board meeting.
- Program staff did not add any new projects to the pipeline. The pipeline consists of 7 potential projects.

Off-Peak Charger Instant Discount ("Smart Chargers" in Triennial Plan)

- 271 chargers have been commissioned FYTD (129 in September).
- 97% of charging sessions on commissioned off-peak chargers have been off-peak.
- The program team is brainstorming companion program approaches for EVs that already have on-peak chargers installed and new EVs that are bundled with on-peak chargers.

Renewable Reliability

- The Trust is assessing the viability of the program given the new changes in federal tax policy. Staff has been meeting with battery manufacturers, aggregators, and installers to seek input.

H) Efficiency Maine Green Bank (EMGB)

- Staff continues to invest resources into the online loan platform to simplify and streamline functionality for stakeholders.

- Staff is offering bi-weekly “office hours” to gather feedback from and help Registered Vendors interacting with the new online platform.
- Staff continues to pursue new forms of capital.

Active Finance Initiatives

- **Home Energy Loans:** Staff is reviewing the possibility adding Heat Pump Water Heaters as an eligible upgrade.
- **Small Business Loans:** Staff is reviewing potential adjustments to this initiative, which may include changes to the maximum borrowing amount, term length and interest rates.
- **Manufactured Home Financing Initiative (formerly Manufactured Home Heat Pump Lease):** Staff has no new information to report this month.
- **Municipal Lease:** Staff has no new information to report this month.
- **Long-Term Care Loans:** Staff has launched loans for long-term care facilities to support Audits and Electrification projects.

Key Metrics	Home Energy Loans		Small Business Loans	Manufactured Home Initiative Financing	Municipal Lease	Total
	Income-Eligible Loans	Non-Income-Eligible Loans				
Quantity						
Last month	8	39	-	-	-	47
FYTD	23	115	-	1	-	139
All time	576*	7,893	89	117	-	8,675
Dollars						
Last month	\$47,593	\$406,246	-	-	-	\$453,839
FYTD	\$135,848	\$1,316,476	-	\$5,000	-	\$1,457,324
All time	\$2,883,768*	\$62,259,730	\$1,232,398	\$273,500	-	\$66,649,395

* 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

- Staff is working to facilitate projects (in the Portland area) that represent a \$200 million C-PACE pipeline.
- Staff is working with existing lenders to stay engaged in the servicing status of existing loans.
- Staff is following up on opportunities to promote the program.

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

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 derived projects.
- The current incentive pipeline has 7 projects pre-approved for \$943,000.

School Decarbonization

- No new technical assistance requests have been submitted.

Lead By Example

- The Program has committed all remaining funding and is closed to new applications. Both remaining projects are complete and in the process of submitting final documentation and completing final inspections.

3. Strategic Initiatives

A) Innovation

- **Pilot – Whole Home Heat Pump Solutions:** The pilot team has tested a standard ducted heat pump in double-wide sized manufactured homes. It also has tested an alternative configuration, in mostly northern Maine homes, which requires an outdoor heat pump unit but utilizes the blower of the existing furnace. The team is currently analyzing survey results for past participants and exploring ways to improve the ease of installation of this technology.
- **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. Planning for additional tests and design improvements is underway.
- **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

- Staff filed the FY2025 financial audit report with the State as required by law. As reported at the last Board meeting, Staff and the audit team at RKO are awaiting final guidance from the Office of Management and Budget to complete an outstanding element of the audit. This situation is not unique to the Trust nor due to any fault of the Trust or its audit team.
- The shut-down of the federal government has interrupted certain communications between Staff and federal grant officers.

B) Finance

Revenues

- The sum of the fiscal year's new revenues from state and regional sources through the end of September 2025 was \$32.6 million out of a total expected annual revenue of \$112.5 million. Revenues from federal funding were \$59,000. Approximately \$234,000 in additional revenue has been received on interest from outstanding loans and other miscellaneous revenues. In FY2026, the Trust made interfund transfers totaling \$956,000. The total budget for FY2026, including use of fund balance, was \$261.5 million.

Expenditures & Encumbrances

- Total expenditures through the end of September 2025 were \$24.5 million. The summary of expenditures and encumbrances is as follows:

Expenditures	
\$2.0 million	Administration (excluding interfund transfers)
\$26,000	Public Information
\$121,000	Evaluation work

\$60,000	Innovation pilots
\$205,000	Demand Management Program
\$7.1 million	Income-Eligible Home Programs
\$2.8 million	Retail and Distributor Initiatives Program
\$5.1 million	Home Energy Savings Program
\$5.3 million	C&I Prescriptive Initiatives Program
\$1.3 million	C&I Custom Program
\$0	Inter-Agency transfers
Encumbrances	
\$160.6 million	Encumbered across all budget categories but not yet spent

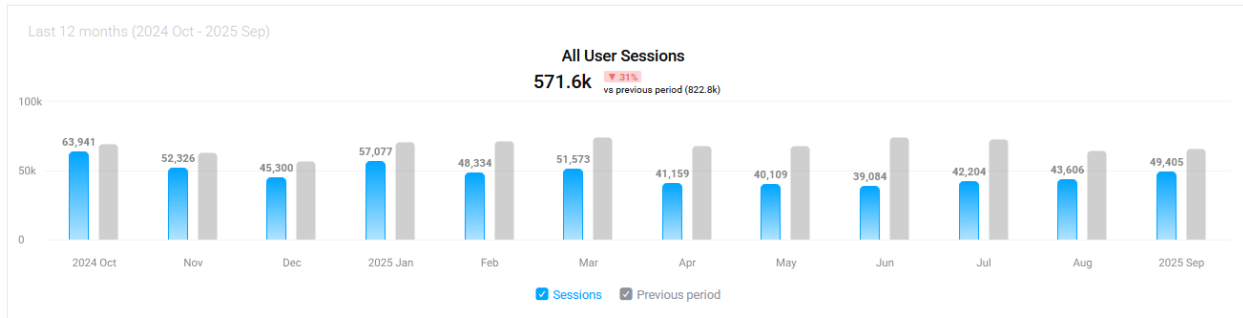
Appendix A

Full List of Press Coverage (plus links)

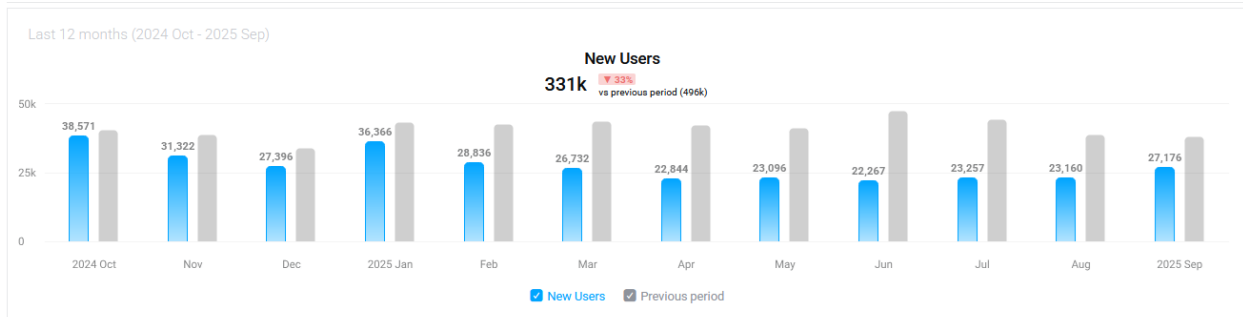
- The Executive Director was a panelist on the October 6 episode of *Maine Public Radio's Maine Calling*, alongside representatives of Maine Department of Energy Resources and MaineHousing, to discuss weatherization, heat pumps, and other energy efficiency resources and programs (<https://www.mainepublic.org/show/maine-calling/2025-10-06/weatherization>).
- On October 6, *Mainebiz* published an article that included the announcement of the Town of Winthrop as the Philip C. Hastings Award winner from Efficiency Maine's 2025 Annual Recognition Event (<https://www.mainebiz.biz/article/newsworthy-people-and-performances-for-oct-6-2025>).
- *News Center Maine* quoted the Executive Director in an October 6 article reporting on the release of the 2025-2026 Winter Heating Guide from the Maine Department of Energy Resources (<https://www.newscentermaine.com/article/news/local/outreach/maine-launches-new-winter-heating-guide-2025-2026/97-172ac169-b5e9-4318-ad62-279355e35971>).
- Multiple publications mentioned the Trust's EV programs and rebates:
- On October 2, *Mainebiz* quoted the Executive Director in reporting on the continuation of the Trust's EV and off-peak EV charger incentives (<https://www.mainebiz.biz/article/rebates-on-electric-vehicles-still-available-for-some-maine-buyers>).
- *Green & Healthy Maine Homes Magazine* published an October 1 article that quoted Staff about the Trust's off-peak EV charger program (<https://greenmainehomes.com/blog/ev-chargers-incentive>).
- On September 30, *Maine Public* published an article that mentioned the Trust's EV rebates in reporting on the expiration of federal tax incentives for EVs (<https://www.mainepublic.org/climate/2025-09-30/maine-offers-ev-rebates-as-federal-incentives-lapse>).
- Several publications mentioned the Trust in articles about the Governor's announcement of the State's decreased reliance on residential heating oil use:
- *Mainebiz* published an October 2 article that quoted the Executive Director in an article about the reduction of heating oil use in Maine (<https://www.mainebiz.biz/article/number-of-maine-homes-using-heat-pumps-gains-ground>).
- The *Maine Wire* published an October 1 article about the state and regional mix of energy sources for residential heating that quotes the Executive Director (<https://www.themainewire.com/2025/10/mainers-are-using-less-fuel-oil-to-heat-their-homes-but-consumption-still-far-outpaces-alternatives-for-winter-warmth/>).
- *WMTW Channel 8 News* mentioned the Trust in coverage of the Governor's announcement on heating oil reduction on September 30 (<https://www.wmtw.com/article/maine-households-turn-to-electric-heat-pumps-as-oil-use-falls/68141897>).
- *Clean Technica* published a September 24 article on about available incentives for heat pump water heaters across the United States, which features the Trust's incentives in the Northeast (<https://cleantechnica.com/2025/09/24/top-heat-pump-water-heater-rebates-available-nationally/>).
- On September 22, the *Portland Press Herald* published an article that mentioned the Trust in reporting on the impending end of federal home energy tax credits and continuation of Maine energy efficiency programs (<https://www.pressherald.com/2025/09/22/electrify-now-federal-tax-credits-expiring-soon-our-sustainable-city/?copylink=true>).

Appendix B Additional Website Metrics

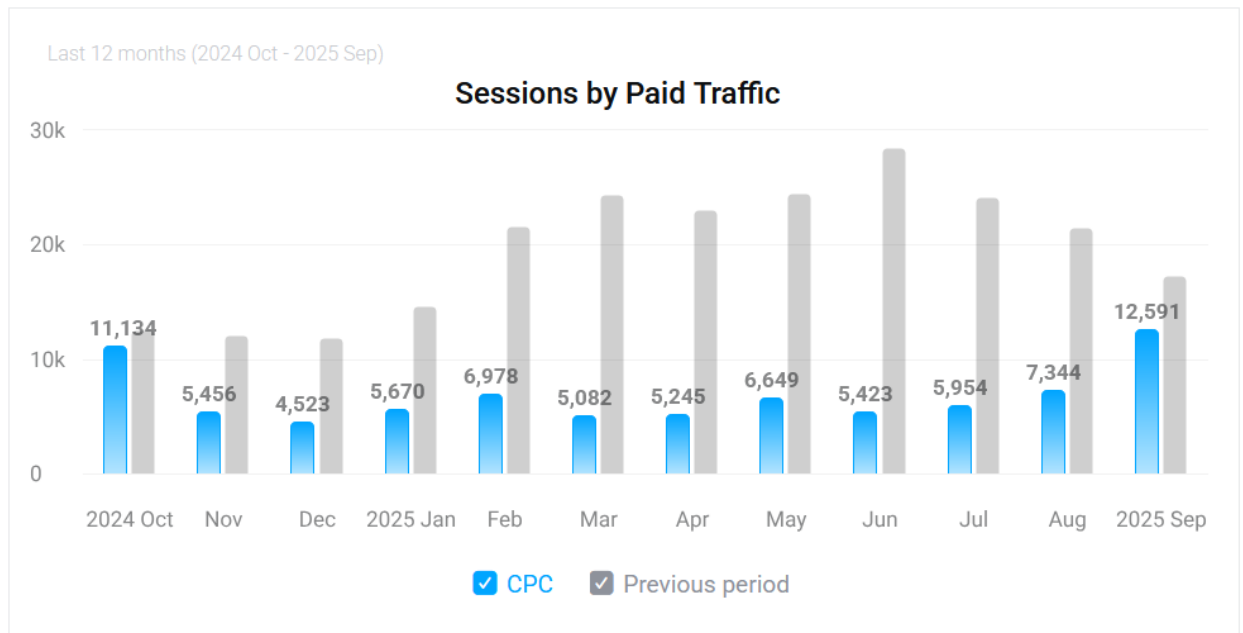
Below is a chart representing all traffic to efficiencymaine.com as a YTD comparison.



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
/	7,193	▲ 6%
/at-home/insulation-rebates	6,456	▲ 348%
/at-home/heat-pump-water-heater-program	3,738	▲ 40%
/at-home/heating-cost-comparison	2,044	▲ 8%
/income-based-eligibility-verification	1,971	▲ 6%
/at-home/residential-heat-pump-incentives	1,837	▼ 22%
/at-home/vendor-locator	1,606	▲ 19%
/about-heat-pump-water-heaters	1,517	▼ 8%
/off-peak-charger-discount	1,274	▼ 23%
/at-home	1,184	0%

Last Month (Sep 1 - 30)

Top Landing Pages by Session (Organic)		
Dimension	Value	vs prev
/	3,428	0%
/at-home/heating-cost-comparison	1,126	▲ 16%
/at-home/residential-heat-pump-incentives	1,008	▼ 32%
/at-home	685	0%
/heat-pump-user-tip-what-mode-should-i-use-on-my-heat-pump	625	▼ 35%
/income-based-eligibility-verification	574	▼ 11%
/at-home/vendor-locator	538	0%
/heat-pumps	343	▼ 28%
/at-home/water-heating-cost-comparison	319	▼ 8%
/heat-pump-user-tips	282	▼ 29%