

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

October 27, 2021

1. Public Information and Outreach

A) Awareness and Press

- **Press** – Since last month, Efficiency Maine Trust (EMT) was mentioned or featured in relevant press coverage on:
 - EMT's Electric Vehicle (EV) Program and role in expanding the state's EV infrastructure. The following press releases, articles and TV segments highlighted:
 - The launch of Efficiency Maine's EV educational video campaign, EV guidebook and newly designed EV webpage in *The Free Press*; *Green Energy Times* (2 placements); Q106.5 (2 placements).
 - The results of Efficiency Maine's EV Governmental Entities incentive initiative in *Bangor Daily News*.
 - EMT's sponsorship and participation in the Center for an Ecology-Based Economy's Solar & EV Expo in the *Sun Journal* and *centralmaine.com*.
 - Governor Mills's tour of Dave's World in Dover-Foxcroft on September 24 to announce progress on the 100,000 heat pump goal in WAGM TV8; Maine Public; WABI TV5; and Piscataquis Observer.
 - EMT's Electricity Monitor Loaner Program in Energy News Network.
 - EMT's Building Energy Code Workshops in Bangor Daily News and Scarborough Community News.
 - EMT's emphasis on weatherization, which is cited as a driver behind the imperative to find skilled workers in coverage of an E2Tech webinar "What Works: Building a Clean Energy Workforce," in Mainebiz.
 - Auburn's Rebate Program that matches Efficiency Maine residential rebates in the Sun Journal and Yahoo!News.
 - EMT's participation in one of the projects awarded funds under the Department of Energy's Connected Communities program in *Microgrid Knowledge*.
- More detailed descriptions and links to these and other articles are included in Appendix A at the end of this report.
- **Events**
 - Staff presented an overview of Efficiency Maine programs on October 20 to the 2021 Virtual Maine Affordable Housing Conference.
 - Staff presented heat pump training on October 19 at a meeting of the Maine Energy Marketers Association.
 - Staff presented on two panels at the annual meeting of the National Association of State Energy Offices (NASEO) in Portland.
 - Staff participated in and presented at the Center for an Ecology-Based Economy Solar & EV Expo on October 2 at the Oxford Hills Comprehensive High School in Norway.
 - Staff participated in National Drive Electric Week Ride & Drive at the South Portland Community Center on September 25.

- **Website and Outreach** (see Appendix B at the end of this report for more details)
 - 36,032 - September website visits
 - 25,306 – unique visitors for September
 - 4,169 - visits to website driven through digital ads in September
 - 33,272 - August website visits
 - 23,355 unique visitors in August
 - 4,005 - visits to website driven through digital ads in August
 - Facebook
 - 4,402 followers
 - Quarter 1 spending on digital ads: approximately \$72,000 (18%), specifically on Google ads. Staff do not propose any adjustments to the digital ad budget at this time.

B) Call Center (September)

- 2,125 inbound phone calls were received, down from 2,408 this month last year. Inquiries about heat pumps are the primary call driver.
- 96% of calls were answered within 20 seconds (vs. a goal of 90%).
- 730 inbound emails were received, down from 751 this month last year, driven primarily by heat pump water heater rebate claims.
- 697 pieces of inbound mail were processed, up from 554 this month last year.
- 742 outbound calls were made to schedule residential heat pump and heat pump water heater inspections. Most are virtual inspections. This is up from 628 calls in the same month last year.

C) Government Relations

- Highlights for the EMT’s activities related to the Maine Public Utilities Commission (PUC) include:
 - Participated in settlement discussions in the Section 31 (Brunswick/Topsham) case with Office of the Public Advocate (OPA) and Central Maine Power (CMP).
 - Contributed analysis on behind-the-meter resources to the OPA for use in their report on Non-Wires Alternatives (NWA) options for the Section 80 line (Rockland-Belfast area).
 - Monitored investigations into rate design, grid modernization and a power to gas pilot.

2. Program Highlights¹

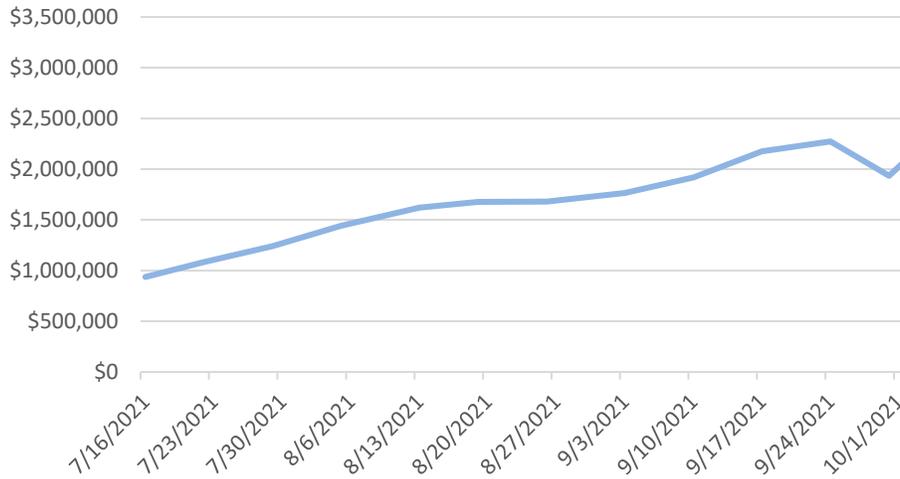
A) Commercial and Industrial (C&I) Prescriptive Program

- The number of pending projects (pipeline) in FY2022 has continued to grow modestly while the number of approved projects from FY2021 has continued to decline as those projects are completed this year.
- An HVAC advisory group kicked off in September with a goal to explore strategies to accelerate high performance heat pump and variable refrigerant flow (VRF) systems in commercial installations. Ideas generated by the group should lead to a better understanding of barriers and lead to new opportunities for participation. The next meeting is planned for mid-November.

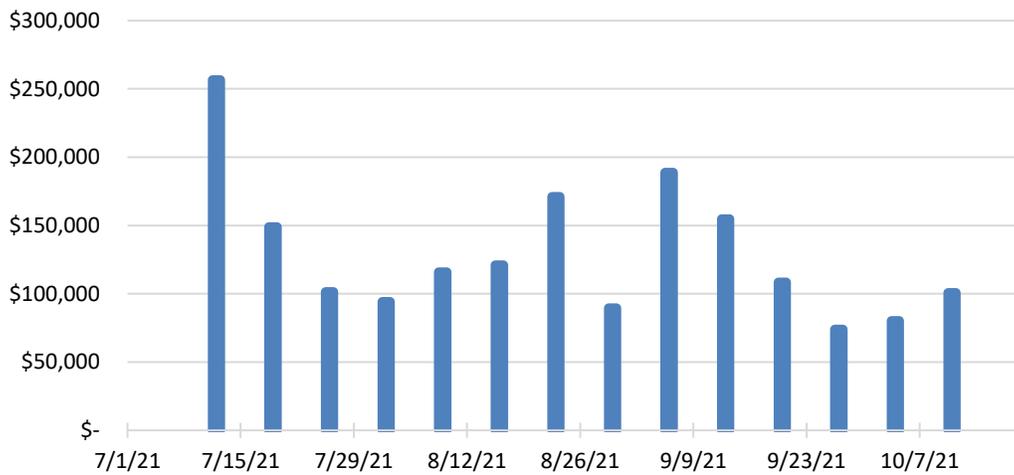
¹ The Updated Financials table reported for each program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on October 25, 2021, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of September 2021).

- The program team had a total of 58 inspections over the last month, with a combination of virtual inspections and on sites inspections, pre- and post-installation.
 - A virtual inspection platform is now being utilized by all members of the team and is intended to assist with inspections and complement onsite visits.
 - We have recently implemented a series of satisfaction questions as part of the inspection process relating to installation, equipment expectations, and experience working with a Qualified Partner. Of the 17 post-installation inspections with ratings, all receiving the highest satisfaction (5 out of 5).

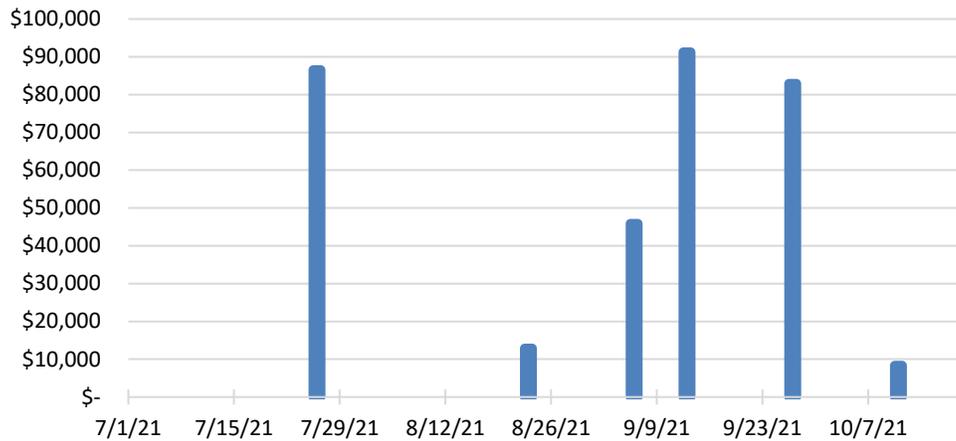
C&I Prescriptive Program Pipeline



C&I Prescriptive Program Electric Measures Incentives Paid



C&I Prescriptive Program All Fuels Measures Incentives Paid



Updated Financials	Program Investment
FY2022 Program Budget	\$15,140,878
7/1 to 9/30 Spending	\$2,117,780
Percent of Budget Spent to Date	14%
Percent of Year Passed	25%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$2,117,780
Committed Pipeline	\$2,892,656
Total (Expenditures and Committed Pipeline)	\$5,010,439
Percent of Current Budget	33%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,809,314	8,601
Thermal Programs	-	-

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

Project Type (through 9/30)	Projects
Prescriptive Lighting Solutions	196
Electric Heating and Cooling Solutions	232
Compressed Air Solutions and Other	15
Natural Gas Heating and Cooling Solutions	0
All Fuels Heating and Cooling Solutions	0

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 1 project worth \$69,386 in incentive offers.
- The Program added 10 new projects to the pipeline, 1 of which was approved in the same period. The total pipeline now consists of 15 projects worth \$1,567,316 in incentive offers, after adjusting for probability of completion.
- Program staff received 2 new scoping audit requests and no new Technical Assistance (TA) study 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
FY2022 Program Budget	\$6,035,521
7/1 to 9/30 Spending	\$527,754
Percent of Budget Spent to Date	9%
Percent of Year Passed	25%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$527,754
Committed	\$6,209,754
Pipeline	\$1,567,316
Total (Expenditures, Committed and Pipeline)	\$8,304,824
Percent of Current Budget*	138%

**Note: the current budget does not yet reflect the addition of FY2021 carryforward funds for committed projects.*

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	708,271	-
Thermal Programs	-	-

C) Small Business Initiative (SBI)

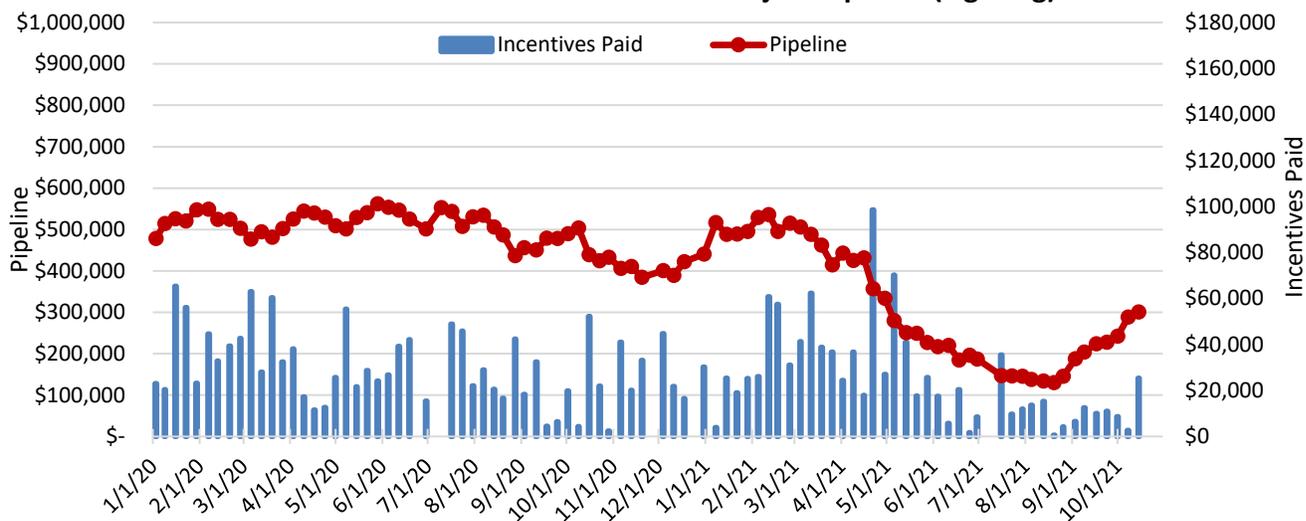
- The pipeline of pending lighting projects from FY2021 has continued to decrease, while the lighting project pipeline for FY2022 has been steadily increasing. The pipeline of pending heat pump retrofits for small businesses has remained fairly level over the past month.
- Region 20 (Bucksport Area), Region 21 (Belfast Area), and Region 22 (Belgrade Lakes Area) were launched late August/September 2020 and are all in the process of closing out now. Small businesses in these regions were sent last-chance letters stating they had through September 30, 2021, to request a lighting assessment. The program team conducted in-person targeted customer outreach to help boost activity through the past couple months. Approximately 185 small businesses in these regions were visited. Information was left with business representatives for consideration when the owner/decision maker was not readily available. A total of 14 small businesses requested lighting assessments after the in-person outreach efforts, and some businesses showed interest in heat pumps.

- Region 23 (Lewiston/Auburn) was launched in January 2021. Eleven contractors have signed on to participate. Activity in this region has been slow with few responses to the first two mailers that were sent to eligible businesses. A third mailer as sent to eligible businesses this month. An in-person targeted customer outreach plan was also developed this month and is scheduled to commence soon.
- Region 24 (Biddeford/Saco) was launched in July 2021. Four contractors have signed on to participate so far. Activity has been very slow to date; two projects have been pre-approved. A second mailer was sent to eligible small businesses this month notifying them of the program. In addition, the program team started in-person targeted outreach. The program team recently visited approximately 15 businesses, and one moved forward. In-person targeted outreach is planned to continue next month.
- Region 25 (Winter Harbor to Machias and the Route 9 Corridor) launched in August 2021. Eight contractors have signed on to participate so far. A second mailer was sent to eligible businesses this month. Participating contractors, with support from Gilman Electrical Supply, continue bringing in several of their own customers into the initiative. A total of 37 projects have been pre-approved in this region to date.
- Region 26 (Brunswick/Topsham Area) and Region 27 (Bath Area) launched mid-September. Four contractors in the area have signed on to participate so far, and the program team is continuing with additional contractor recruitment efforts. Introductory mailers were also sent to eligible small businesses this month.
- Region 28 (Camden/Wiscasset Area) launched late-September. An informational webinar for contractors was held September 21, 2021. Three contractors have signed on to participate so far, and the program team is continuing with additional contractor recruitment efforts. Introductory mailers were sent to eligible small businesses this month.

SBI Activity by Region

Running Totals	Region 20 Bucksport Area	Region 21 Belfast Area	Region 22 Belgrade Lakes Area	Region 23 Lewiston/ Auburn	Region 24 Biddeford/ Saco	Region 25 Machias/ Route 9
Region Launch Date	Aug-20	Sep-20	Sep-20	Jan-21	Jul-21	Aug-21
# of Participating Lighting Contractors	22	17	13	9	4	7
Lighting Assessments Requested/Assigned	64	93	83	59	2	38
Lighting Assessments Completed	56	81	74	49	1	38
Pre-approved Projects	49	67	61	41	1	37
Signed SOWs	47	53	48	35	1	27
Lighting Installations Underway	5	6	3	10	0	1
Lighting Projects Completed & Paid	40	40	42	23	0	0

SBI - Total Incentives Paid & Total Project Pipeline (Lighting)



SBI - Total Incentives Paid & Total Pipeline (Heat Pump Retrofits for Small Business)



Updated Financials	Program Investment
FY2022 Program Budget	\$5,092,187
7/1 to 9/30 Spending	\$561,940
Percent of Budget Spent to Date	11%
Percent of Year Passed	25%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$561,940
Committed Pipeline	\$557,498
Total (Expenditures & Committed Pipeline)	\$1,119,438
Percent of Current Budget	22%

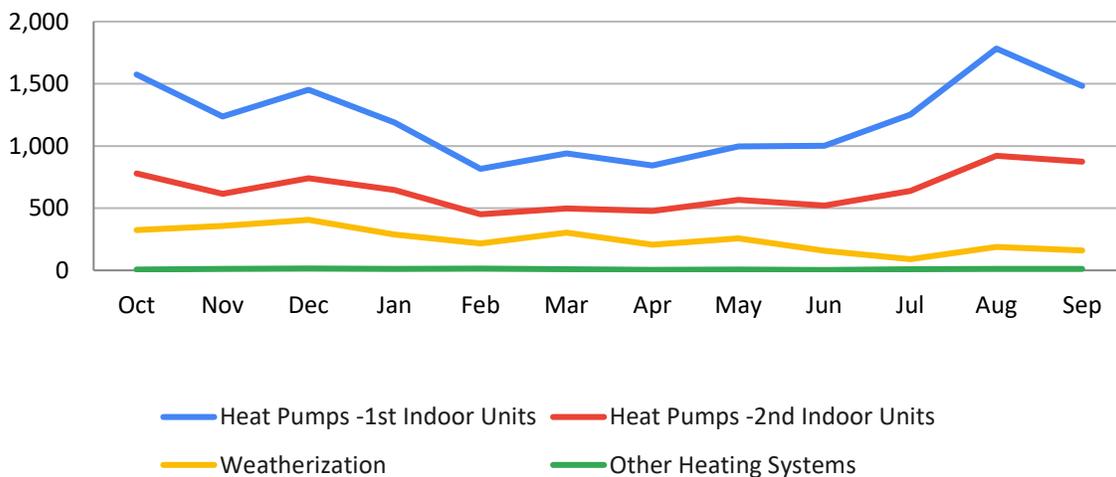
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	258,603	(210)

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

D) Home Energy Savings Program (HESP)

- Total rebates are up 39% fiscal year-to-date compared to FY2021 and the program expects to stay within current budget.
 - Heat pump rebates are up 77%.
 - Weatherization rebates are up 3%.
- Technical Field Representatives used virtual tools to inspect 14% of rebated heat pumps compared to a goal of 10% to 15%. Ninety-three percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0 to 10.
- On September 3, the program announced simplified approach to weatherization rebates for non-low-income households, which can now receive 30% of the project cost up to \$3,000 per home (versus a cap of \$1,000 per insulation zone).
- The program launched a statewide marketing campaign to support weatherization, including Google Display Network graphic ads, Google AdWords search-based text ads, print ads in 22 daily and weekly newspapers plus several magazines, and radio ads on 14 stations statewide.
- Recordings of inbound customer calls and videos of home inspections continue to be monitored to improve customer service.

HESP Number of Rebates - Last 12 Months



Updated Financials	Program Investment
FY2022 Program Budget	\$18,297,247
7/1 to 9/30 Spending	\$4,944,961
Percent of Budget Spent to Date	27%
Percent of Year Passed	25%

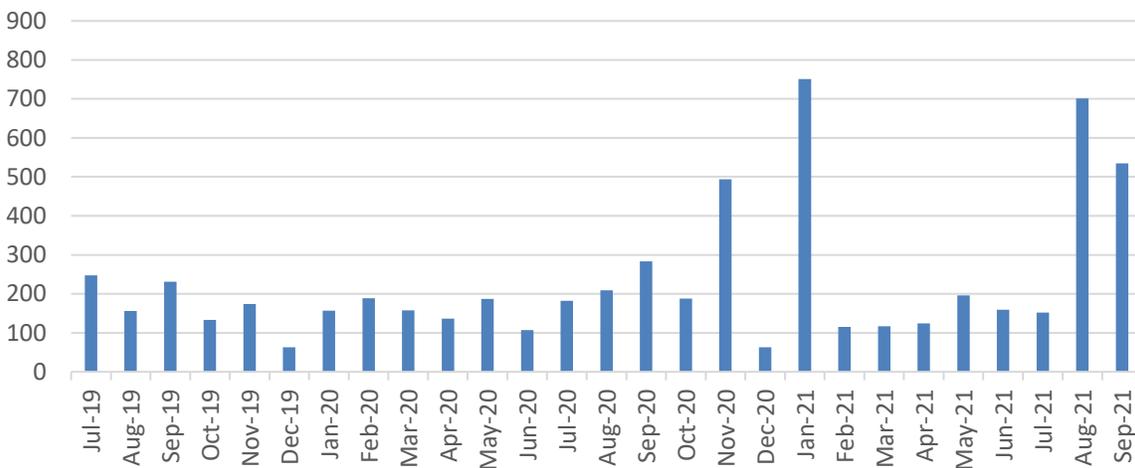
Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(7,106,857)	104,542
Thermal Programs	53,663	5,279

Project Type (through 9/30)	Participating Households
Electric Measures	4,862
All Fuels Measures	264
Natural Gas Measures	-

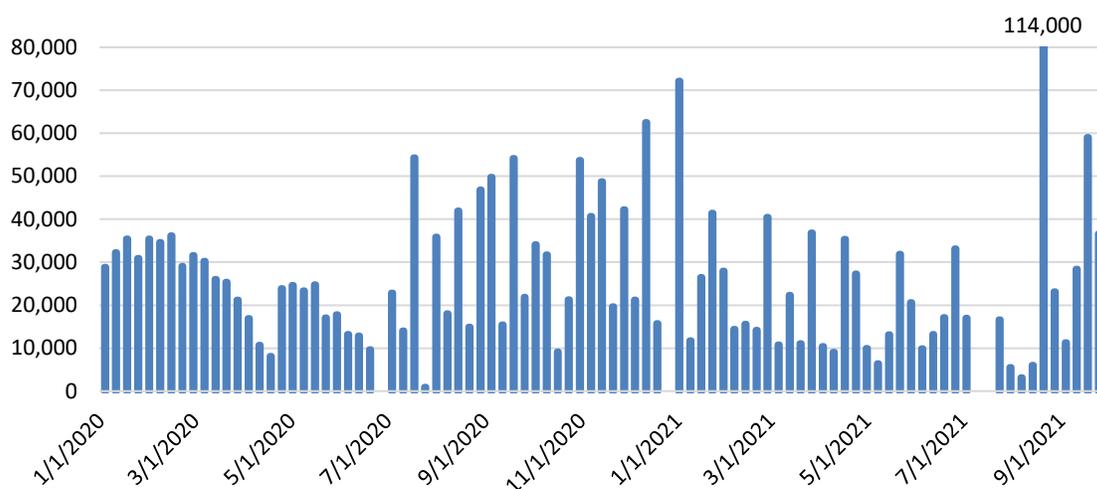
E) Retail Initiatives Program

- 102 heat pump water heaters (HPWHs) were rebated through the retail program in September, and the full year forecast is for 1,638. We are negotiating with Lowe’s and Home Depot about offering instant discounts on heat pump water heaters. Combined, the Retail and Distributor Initiatives programs are so far on track to rebate over 8,000 heat pump water heaters for the year.
- We forecast rebating \$1.5 million in high-efficiency 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)



Weekly Bulb Sales – Retail (Invoiced)



Updated Financials	Program Investment
FY2022 Program Budget	\$7,154,765
7/1 to 9/30 Spending	\$1,469,242
Percent of Budget Spent to Date	21%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	9,146,365	(7,501)
Thermal Programs	-	-

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

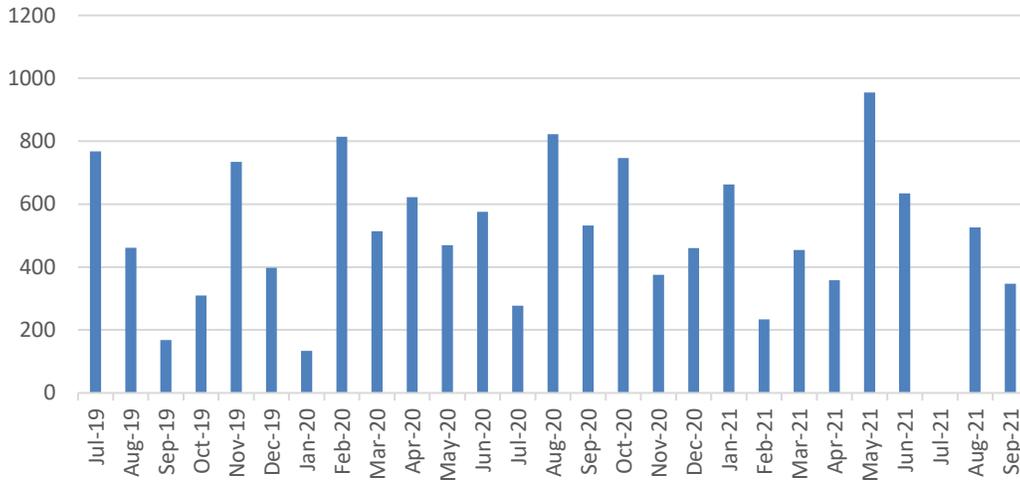
Rebate Type (through 9/30)	Projects
Light Bulbs	267,521
Appliance Rebates	1,862

F) Distributor Initiatives

Heat Pump Water Heaters and Circulator Pumps

- The pace of distributor heat pump water heater (HPWH) rebates continues to be strong with distributors outselling retailers 4 to 1.
- For September, distributors report that heat pump water heaters constituted 71% of the top-selling electric water heaters.
- Circulator pumps with electronically commutated motor (ECM) technology were 57% of top selling circulator pumps in September. This is up from approximately 42% in FY2021.
- We announced an ECM circulator pump program simplification and an increase in the administrative fee paid to distributors effective November 1 and are receiving positive feedback.

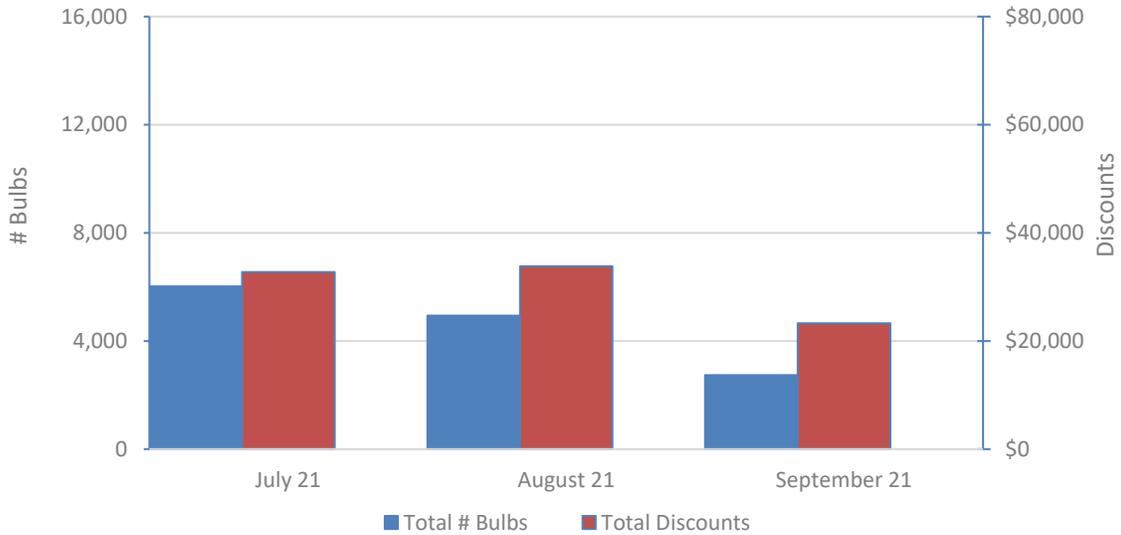
Monthly Distributor HPWH Sales (Invoiced)



Lighting

- The total volume of lighting sales and discounts paid through the distributor channel to date represent:
 - 9% screw-in bulbs (8% of discounts paid)
 - 91% mogul and T8, T5, and T5HO linear replacement lamps (92% of discounts paid), there was a slight shift towards more screw-in lamps over the last month.
- The lamp types with the highest volume of sales continue to be 4’ LED linear replacement lamps (78%) followed by T8 U-Bend and PAR38 lamps.

FY2022 Distributor Lighting Completed Sales



Updated Financials	Program Investment
FY2022 Program Budget	\$10,184,620
7/1 to 6/30 Spending	\$1,136,885
Percent of Budget Spent to Date	11%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,264,510	4,039
Thermal Programs	-	50

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

Rebate Type (through 9/30)	Units	Projects
Distributor Lighting	17,609	-
Distributor HVAC (Oil)	-	-
Distributor HVAC (Electric)	-	581
Distributor HVAC (NG)	-	5
Distributor Hot Water (Electric)	-	933

G) Low Income Initiatives

Low Income Direct Mail

- Since July 1, we have sent 1,889 Do-It-Yourself (DIY) kits comprising LED bulbs, faucet aerators, and an optional showerhead to low-income tenants and homeowners. We have begun to coordinate with Maine Department of Health and Human Services (DHHS) staff for another mailing to their clients who have not yet opted in.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 126 households received a free heat pump water heater installation. There are 218 projects in the pipeline with more invitations underway.

Arrearage Management Program (AMP)

- Since July 1, the program saw 156 new enrollments into AMP. We continue to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to all new enrollees. Outbound calls are made to households that seem to be a good fit for a heat pump water heater. Each new enrollee has received an educational booklet with energy saving tips compiled by EMT.

Low and Moderate Income (LMI) Initiative

- 34 weatherization projects have been completed since July 1, with another 23 reservations for pending projects. In early September we increased our low- and moderate-income insulation rebates to 90% of the project cost, up to \$9,000. We are already seeing increased interest in weatherization projects.
- We launched a significant marketing campaign to promote residential insulation for households of all incomes as well as the enhanced rebates for LMI customers.
 - Between September 21 and October 20, Google Display ads were seen 82,240 times and Google Search Ads appeared 3,079 times in direct response to Google searches. The click-through rate for the Google search ads was 6.5% (compared to the industry average of 3.4%).
 - From October 1 through October 20, page views for all residential weatherization pages are up 51% compared to the same period last year. Page views for the LMI weatherization program are up 85% compared to last year.
 - Print ads are appearing in 22 daily and weekly newspapers plus several magazines, and radio ads are on 14 stations statewide

Affordable Housing Initiative Pilot

- The Program is supporting construction of two new affordable housing projects in FY2022: Avesta's 60-unit Valley Street project and South Portland Development Corporation's 60-

unit Jocelyn Street project. These developers have agreed to modify their baseline building designs by building to Passive House standards. EMT has benefited from seeing the results of the modelling exercises associated with the application process and will gain a better understanding of actual energy use after the buildings are complete.

Low Income Natural Gas

- Staff is offering smart thermostats to all interested natural gas customers within eligible LDC territories. We will work to parse out which customers are low-income. Maine Natural Gas sent a dataset showing only 13 low-income customers within their territory.

Updated Financials	Program Investment
FY2022 Program Budget	\$10,428,505
7/1 to 9/30 Spending*	\$1,409,774
Percent of Budget Spent to Date	14%
Percent of Year Passed	25%

*Total does not include anticipated Affordable Housing Initiative incentives or the pipeline of pending installations for heat pumps and heat pump water heaters.

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	977,751	1,031
Thermal Programs	(914,186)	11,430

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

Initiative (through 9/30)	Units
Direct Installs	76
Market-based Installs	77

H) Renewable Energy Demonstration Grants Program

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

I) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE) Initiative

- No new activity in September.

EV Accelerator Rebate Program

- EMT issued 149 EV rebates in the month of September. The top models this month were the Toyota RAV4 Prime, Toyota Prius Prime, and Nissan Leaf.
- EMT added the Hyundai Santa Fe Plug-in Hybrid and the Kia Sorento Plug-in Hybrid to the list of vehicles eligible for EV rebates, bringing the total number of eligible vehicles to 22.

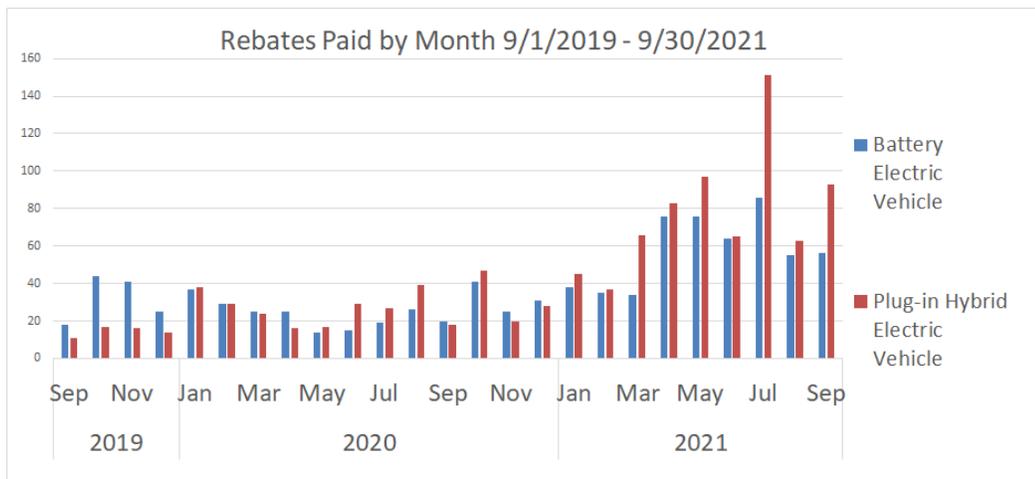
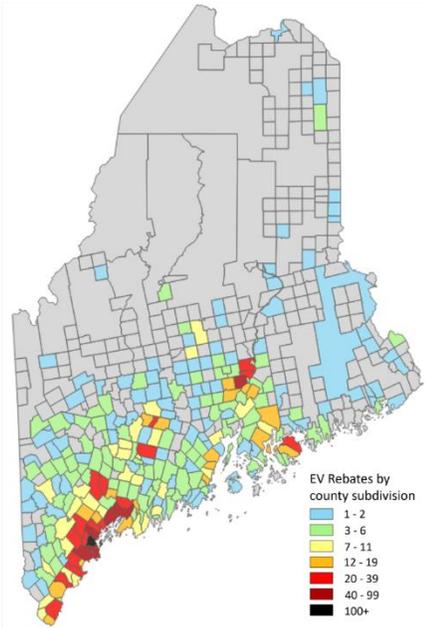
EV Public Information and Outreach

- Staff launched a new educational video series starring Maine personality Tim Sample and covering the key elements of EV ownership and charging. These videos are part of the consumer engagement pilot program awarded by the Maine Public Utilities Commission (PUC) to support beneficial electrification. A campaign introduction video titled “Go the Distance in an Electric Vehicle,” kicks off the series with Sample describing the “new cars” on the roads in Maine (EVs). The video series will be displayed on a new “carousel” feature

at the top of the redesigned Efficiency Maine web page, which encourages visitors to click through and view videos as new ones are added to the series. The eight more videos currently in production will be released weekly on social media throughout the months of October and November. Staff launched a comprehensive marketing campaign to publicize the videos, including email campaigns, social media posts, media advisories, and radio ads.

- Staff participated in several outdoor EV Ride and Drive events around National Drive Electric Week including the Wells EV Show, the South Portland National Drive Electric Week event, and the Solar + EV Expo in Norway. These events are meant to provide potential EV buyers with opportunities to test drive different types of EVs, and talk with EV owners and dealers about the experience of driving electric. Staff were present at events to share EMT’s educational materials on EVs and give presentations on EMT’s EV programs.

EV Rebates Issued 9/1/2019 – 9/30/2021



Total Rebates By Technology Type (9/1/2019 – 9/30/2021)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	955 (46%)	\$2,887,500 (72%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,090 (54%)	\$1,103,500 (28%)
Total	2,045	\$3,991,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2022 Program Budget	\$4,389,206	\$5,838,761
7/1 to 9/30 Spending	\$5,014	\$998,392
Percent of Budget Spent to Date	0.1%	17%
Percent of Year Passed		25%

J) Strategic Initiatives

- **Innovation**

- Commercial Battery Storage Pilot:

- The pilot concluded its test year in August. EMT and Revision Energy are now working to finalize the summary report for publishing.

- Phase Change Material (PCM) Pilot

- Staff presented on October 15 at the National Association of State Energy Officials (NASEO) annual meeting in Portland, Maine, alongside pilot participant Luke's Lobster, and the Island Institute. The session was moderated by the Maine Governor's Energy Office Director Dan Burgess and has led to follow-up discussion with another state energy office.
 - The Pilot executed a demand response event on Thursday, 9/23 at facilities at Luke's Lobster and Ducktrap River of Maine.

- Commercial Split System Heat Pump Water Heater

- Equipment has been ordered for both Airline Brewing Company and Jackson Labs and will be installed in the coming weeks.

- Integrated Controls

- Controls hardware and metering equipment is in place for most participants and the remainder are being scheduled for the end of October and early November. Anticipated pilot size has decreased from 33 to 32 participants due to one incompatible heating system being discovered in the group.

- Whole Home Heat Pump Solutions Pilot

- EMT, collaborating with Ridgeline Analytics, has continued selecting participants to receive a whole home solution to replace a fossil fuel system.
 - Homes are being analyzed to determine the appropriate size and type of heat pump solution to be in place before the height of this winter.

- **Evaluation, Measurement & Verification**

- Staff has no new information to report this month.

3. Administration and Finance Highlights

A) Administration

- Staff submitted the Annual Audit to the State Bureau of the Budget before the mid-October deadline;
- Staff is preparing job postings for several positions, including a senior program manager to help implement the Clean Energy & Sustainability Accelerator (aka "Green Bank"), an entry level position on the Communications Team, a mid-level position on the Communications Team to help with website/multimedia/marketing. Screening is underway to also add a new program assistant.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of September 2021 was \$26.1 million out of a total expected annual revenue of \$84.25 million. Approximately \$239,000 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 \$205,868. The total budgeted revenue for FY2022 is \$84.25 million (which does not reflect Fund Balance).

Expenditures

- Total expenditures through the end of September 2021 were \$14.24 million of which approximately:
 - i. \$293,000 was spent on Administration (excluding interfund transfers)
 - ii. \$63,000 was spent on Public Information
 - iii. \$369,000 was spent on Evaluation work
 - iv. \$132,000 was spent on Innovation Pilots
 - v. \$1.41 million was spent on Low Income Initiatives
 - vi. \$1.47 million was spent on the Retail Initiatives Program
 - vii. \$1.13 was spent on the Distributor Initiatives Program
 - viii. \$4.94 million was spent through HESP
 - ix. \$2.11 million was spent through the C&I Prescriptive Program
 - x. \$528,000 was spent on the C&I Custom Program
 - xi. \$567,000 was spent on the Small Business Initiative
 - xii. \$0 was spent in Inter-Agency Transfers
 - xiii. Another \$62.91 million is encumbered across all budget categories but is not yet spent.

Appendix A
Full List of Press Coverage (plus links)

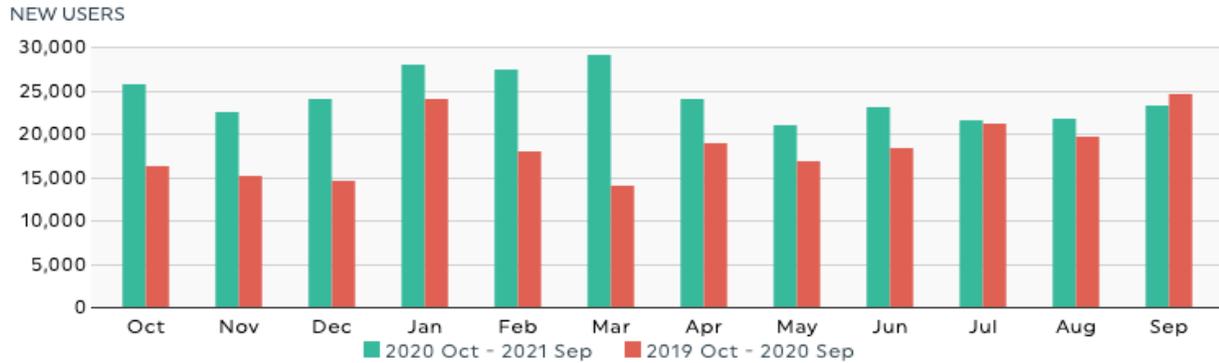
- *Bangor Daily News* publicized on October 19 Efficiency Maine's series of free Building Energy Code Workshops being conducted in October, November, and December (<https://bangordailynews.com/2021/10/19/bdn-maine/efficiency-maine-offers-free-building-energy-code-workshops/>). *Scarborough Community News* also included an article in its online newsletter on October 15 (link not available).
- *Microgrid Knowledge* ran extensive coverage on October 19 about the Department of Energy's recent \$61 million dollar allotment to 10 projects under its Connected Communities program, including \$6.5 million to Post Road Foundation, which will work with entities including Efficiency Maine to deploy a Transactive Energy Service System (<https://microgridknowledge.com/energy-flexibility-microgrids-doe-connected-communities/>).
- The *Penobscot Bay Pilot* featured on October 19 an opinion piece that describes a solar project managed by the Thomaston town engineer that was inspired by his experience with a solar grant he received in 2010 from Efficiency Maine (<https://www.penbaypilot.com/article/going-green-john-fancy-thomaston-wastewater-plant/153161>).
- A *Sun Journal* article on October 14 described the launch of a rebate program in Auburn that matches Efficiency Maine residential rebates (<https://www.sunjournal.com/2021/10/14/auburn-launches-rebate-program-for-energy-efficient-improvements/>). Coverage also appeared on *Yahoo!News* (<https://news.yahoo.com/auburn-launches-rebate-program-energy-075000240.html>).
- An October 13 *Mainebiz* article on an E2Tech webinar "What Works: Building a Clean Energy Workforce," mentions Efficiency Maine's emphasis on weatherization as a driver behind the imperative to find skilled workers (<https://www.mainebiz.biz/article/maines-clean-energy-companies-see-plenty-of-demand-but-need-workers>).
- *Energy News Network* ran a feature story on October 6 about Efficiency Maine's [Electricity Monitor Loaner Program](#) that quotes the Executive Director; Janet McKenney, director of library development at the Maine State Library, who worked with us to coordinate the program, and library heads from Portland and Bangor (<https://energynews.us/2021/10/06/maine-program-puts-home-energy-tools-back-in-the-hands-of-library-patrons/>).
- *The Free Press* ran an October 5 article about Efficiency Maine's EV video campaign (<https://freepressonline.com/Content/Top-Scrolling-Area/Top-Scrolling-Area/Article/Efficiency-Maine-Launches-Video-Series-About-EVs/126/724/75852>). Other coverage included:
- *Green Energy Times* on October 6 (<https://www.greenenergytimes.org/2021/10/efficiency-maine-unveils-second-ev-educational-video-in-series/>);
- Q106.5 on October 6 in two articles (<https://q1065.fm/why-maine-humorist-tim-sample-is-excited-about-electric-vehicles/>) and (<https://q1065.fm/bangor-maine-news-update-october-6-2021/>).
- Efficiency Maine is named in *Centralmaine.com* on September 29 as a sponsor and participant of the Center for an Ecology-Based Economy's Solar & EV Expo (<https://www.centralmaine.com/2021/09/29/solar-ev-expo-planned-at-oxford-hills-high-school/>). The *Sun Journal* also covered the event on September 29 (<https://www.sunjournal.com/2021/09/29/solar-ev-expo-planned-at-oxford-hills-high-school/>).
- *Bangor Daily News* covered Efficiency Maine's September 27 announcement that 33 governmental entities participated in its 10-month special EV initiative (<https://bangordailynews.com/2021/09/27/bdn-maine/more-than-30-governmental-entities-begin-to-electrify-fleets-using-grants-from-efficiency-maines-ev-rebate-program/>). The announcement also was covered by:

- *Bangor Daily News* (feature) (<https://bangordailynews.com/2021/10/02/news/midcoast/midcoast-towns-are-adding-electric-vehicles-to-their-fleets/>).
- *WAGM TV 8* ran an article on September 24 about Governor Mills' September 24 tour of Dave's World in Dover-Foxcroft where she announced progress on the 100,000 heat pump goal (<https://www.wagmtv.com/2021/09/24/gov-mills-highlights-maines-heat-pump-installation-milestone-during-climate-week/>). The event also was covered by:
- *Maine Public* (<https://www.mainepublic.org/environment-and-outdoors/2021-09-24/maine-is-on-track-to-meet-its-goal-of-100-000-new-heat-pumps-installed-by-2025-mills-says>);
- *WABI TV5* (<https://www.wabi.tv/2021/09/24/gov-mills-highlights-maines-heat-pump-installation-milestone-during-climate-week/>);
- *Piscataquis Observer* (<http://observer-me.com/2021/09/27/featured/gov-mills-visits-daves-world-to-celebrate-progress-toward-heat-pump-milestone/>).

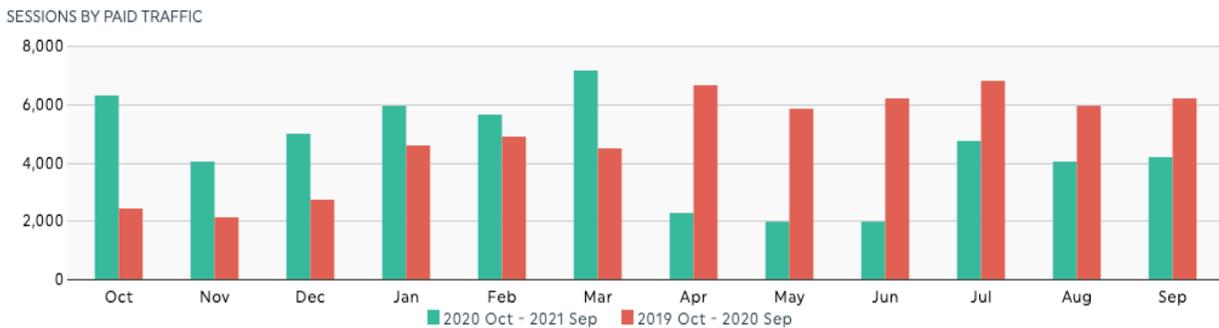
Appendix B

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 not only Google Adwords, Google Display Network, but also YouTube, Facebook, Hulu, IMDB and other platforms.



Efficiencymaine.com 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.

TOP LANDING PAGES BY SESSIONS

Landing Page Path	Sessions
/	7,007
/at-home/heating-cost-comparison/	2,566
/at-home/ductless-heat-pumps/	2,336
/home-energy-savings/heat-pump-water-heaters/	2,203
/ev/	2,145
/heat-pumps/	1,919
/category/news/	1,908
/electric-vehicle-rebates/	898
/at-home/vendor-locator/	819
/at-home/	793

TOP LANDING PAGE FROM ORGANIC (SESSIONS)

Landing Page Path	Sessions
/	4,322
/at-home/heating-cost-comparison/	2,111
/at-home/ductless-heat-pumps/	1,807
/heat-pumps/	1,525
/electric-vehicle-rebates/	556
/at-home/	542
/at-home/water-heating-cost-comparison/	435
/heat-pump-user-tips/	398
/at-home/energy-loans/	386
/at-home/residential-forms/	312

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

