

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

July 28, 2021

1. Public Information and Outreach

A) Awareness and Press

- **Press** – This month, Efficiency Maine was mentioned or featured in relevant press coverage on:
 - The recently approved legislation that allocates the \$1.1 billion of American Rescue Plan Act (ARPA) funds Maine will receive in *The Maine Wire*;
 - The City of Portland's proposal to begin charging EV drivers to use municipal EV plugs, as well as charge them extra for staying plugged in too long after a charge is complete, in the *Portland Press Herald*;
 - The municipal project plans of Auburn township, using ARPA relief funds and grant money from Efficiency Maine in the *Sun Journal* and *Yahoo!News*;
 - Establishing a publicly owned Maine utility in the *Portland Press Herald*;
 - LD528, legislation that adopts state targets for energy storage, and Efficiency Maine's role in implementing the bill's provisions, in *Energy Storage News*;
 - An impending electric utility conservation rate decrease from Versant Power in *Mainebiz*; and,
 - Efficiency Maine's role in the administration of settlement funds from the New England Clean Energy Corridor (NECEC) project in the *Penobscot Bay Pilot*.

More detailed descriptions and links to these and other stories are included in Appendix A at the end of this report.

• Events

- Efficiency Maine continued to partner with the Maine Office of State Fire Marshal to offer six free webinars on the residential and commercial energy provisions of Maine's new building code. More than 280 Code Enforcement Officers, architects and building trade professionals attended; 115 attended the commercial sessions and 166 attended the residential sessions.
- Staff provided an overview of the benefits of heat pumps to the Portland and South Portland Sustainability Offices during its monthly meeting on July 9.
- The Executive Director presented a case study on Maine's successful heat pump program to the Association of Energy Service Professionals on July 27, 2021.

• Website and Outreach

- 35,999 website visits (see Appendix B at the end of this report for more details)
 - 23,069 unique visitors
 - 1,979 visits website driven through digital ads
- Facebook
 - 3,747 fans

B) Call Center (June)

- 1,875 inbound phone calls were received, up from 1,803 this month last year. Inquiries about heat pumps are the primary call driver.
- 95% of calls were answered within 20 seconds (vs. a goal of 90%).
- 1,071 inbound emails were received, up from 651 this month last year, driven primarily by heat pump water heater rebate claims.
- 1,932 pieces of inbound mail were processed, up from 816 this month last year.
- 629 outbound calls were made to schedule residential heat pump and heat pump water heater virtual inspections.

C) Government Relations

- Highlights for the Trust's activities related to the Maine Public Utilities Commission (PUC) include:
 - Collaborated with Office of the Public Advocate (OPA)/Non-Wires Alternatives Coordinator (NWAC) on the development of a final report and benefit cost analysis for Section 31 (Brunswick/Topsham).

2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

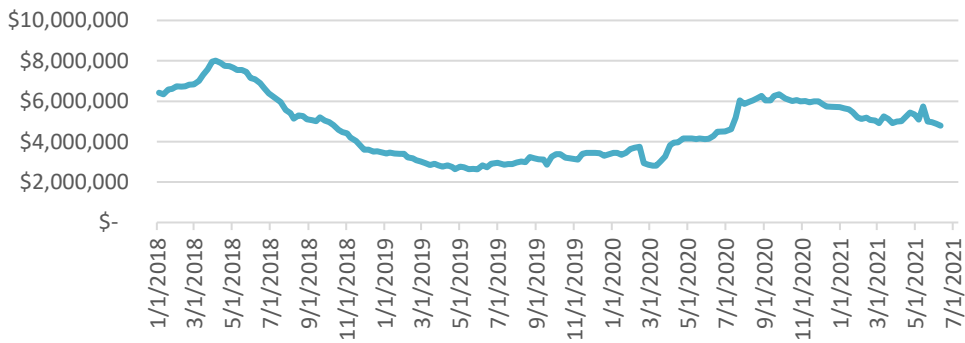
- The pipeline of pending electric projects has been slowly decreasing over the last month with the completion of Funding Opportunity Notice projects; the current pipeline represents \$3,500,000 in incentive commitments.
- The RGGI pipeline has shown additional growth over the past month due to Variable Refrigerant Flow (VRF) retrofit projects. The current pipeline is slightly over \$1,000,000, a \$70,000 increase over last month.
- The pipeline of pending natural gas projects had a slight increase of \$26,000, with a current commitment of \$228,000 in incentives for pre-approved projects.
- Funding Opportunity Notice (FON) updates:
 - The Small Municipality Retrofits FON is an opportunity for small municipalities with a population of fewer than 4,000 residents to participate in enhanced lighting and heat pump incentives with additional financial assistance from a joint venture with The Nature Conservancy (TNC). The FON accepted applications through March 31 with an anticipated installation completion date of June 1.
 - 141 projects had been pre-approved for incentives for \$610,000 (\$424,000 from Efficiency Maine and \$186,000 from TNC).
 - 128 projects have been completed and paid for \$537,000 (\$367,000 from Efficiency Maine and \$170,000 from TNC).
 - The Hospitality Retrofits FON recently launched in early April and the deadline to accept new applications was been extended through July 1. This FON is an opportunity for businesses in Maine's hospitality industry (restaurants, hotels, motels, etc.) to

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 July 22, 2021, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of June 2021).

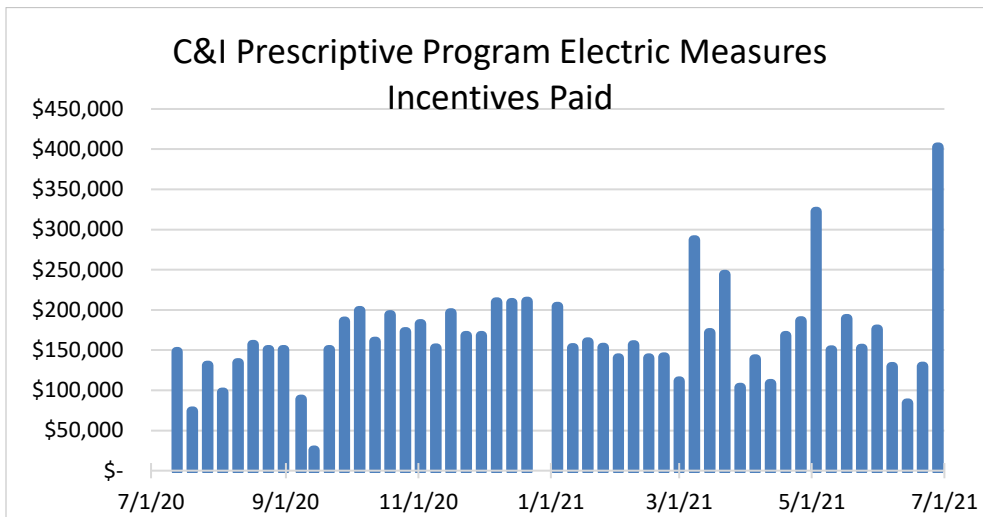
participate in enhanced lighting, HVAC and refrigeration incentives. Projects are expected to be complete in early September.

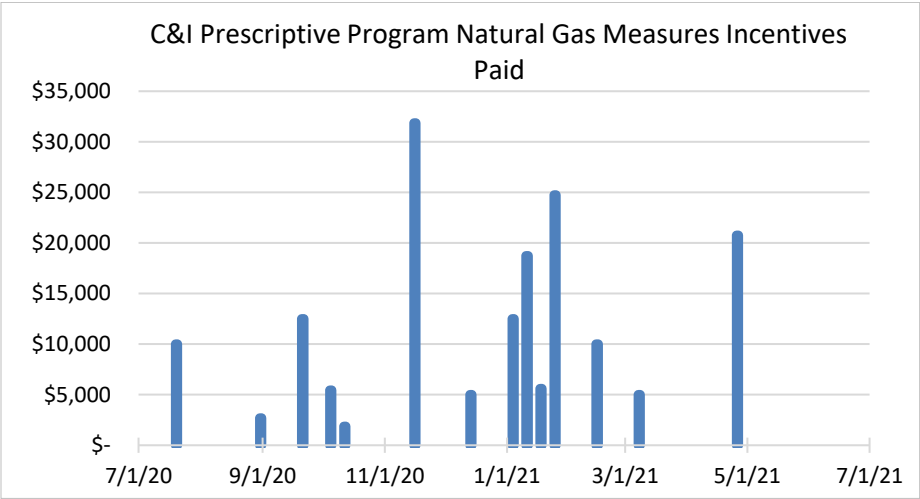
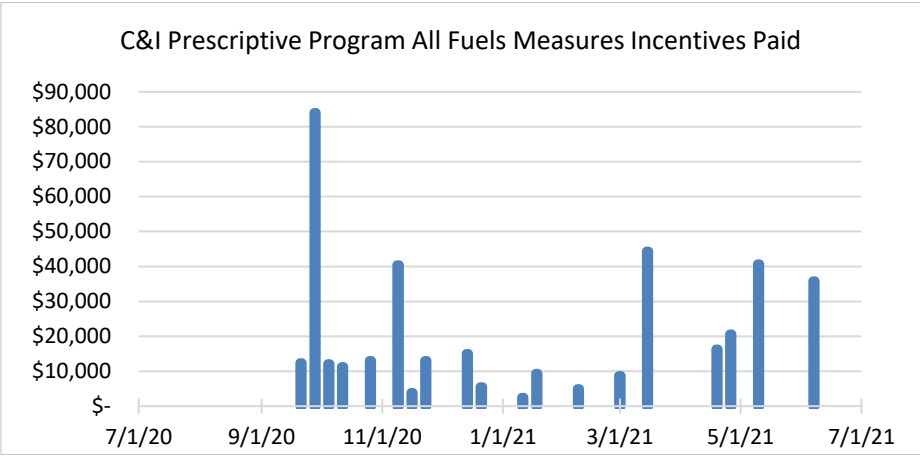
- 13 projects have been submitted by the deadline for \$230,000 with a combination of lighting, heat pumps and packaged terminal heat pump measures.
- The program team recently restarted on-site inspections, which were halted mid-December due to COVID concerns. The team had been completing virtual inspections and utilizing pictures where possible. The team was assigned 27 virtual and 4 on-site inspections over the last month.
- Qualified Partner Annual Certification for the next program year was rolled out early June. This process is required for all Qualified Partners to remain active in the next program year. The training was launched on the exclusive training website where training may be completed at the user’s convenience. The team will also be hosting two live, online webinars in late June. It is anticipated that all certifications will be completed by the end of July.

CIP - Pipeline

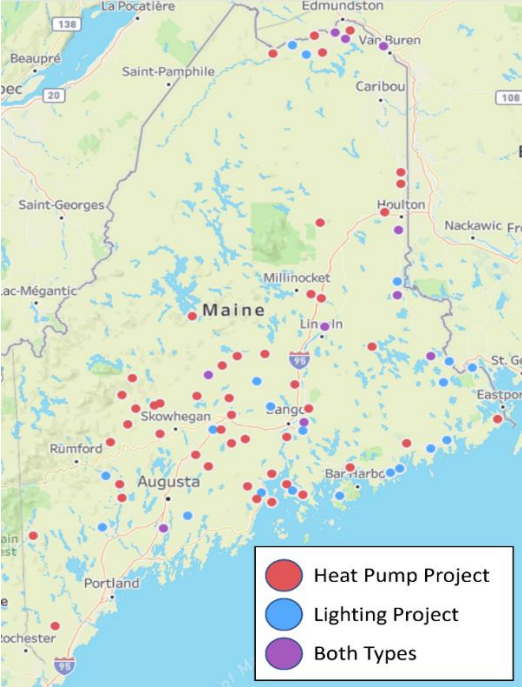


C&I Prescriptive Program Electric Measures Incentives Paid





Small Municipality Retrofits FON Projects



Updated Financials	Program Investment
FY2021 Program Budget	\$18,861,679
7/1 to 6/30 Spending	\$9,923,981
Percent of Budget Spent to Date	53%
Percent of Year Passed	100%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$9,923,981
Committed Pipeline	\$4,795,024
Total (Expenditures and Committed Pipeline)	14,719,005
Percent of Current Budget	78%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	40,990,819	10,028
Thermal Programs	-	31,393

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

Project Type (through 6/30)	Projects
Prescriptive Lighting Solutions	1,147
Electric Heating and Cooling Solutions	719
Compressed Air Solutions and Other	77
Natural Gas Heating and Cooling Solutions	21
All Fuels Heating and Cooling Solutions	12

B) C&I Custom Program

- The C&I Custom Program Review Team met once before the end of FY2021 and approved 5 projects worth \$292,532 in incentive offers.
- The pipeline of potential projects grew modestly, adding 3 new projects. The total pipeline moving into FY2022 consists of 11 projects worth roughly \$325,000 in incentive offers after adjusting for probability of completion.
- Program staff received two new Technical Assistance (TA) Study applications.
- Program staff did not receive any new scoping audit requests.

Updated Financials	Program Investment
FY2021 Program Budget	\$11,448,039
7/1 to 6/30 Spending	\$2,863,769
Percent of Budget Spent to Date	25%
Percent of Year Passed	100%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$2,863,769
Committed	\$5,754,986
Pipeline*	\$0
Total (Expenditures, Committed and Pipeline)	\$8,618,756
Percent of Current Budget	75%

*Does not reflect projects that will come out of FY2022 budget (vs. FY2021)

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	6,436,502	121
Thermal Programs	(23,791)	7,959

C) Small Business Initiative (SBI)

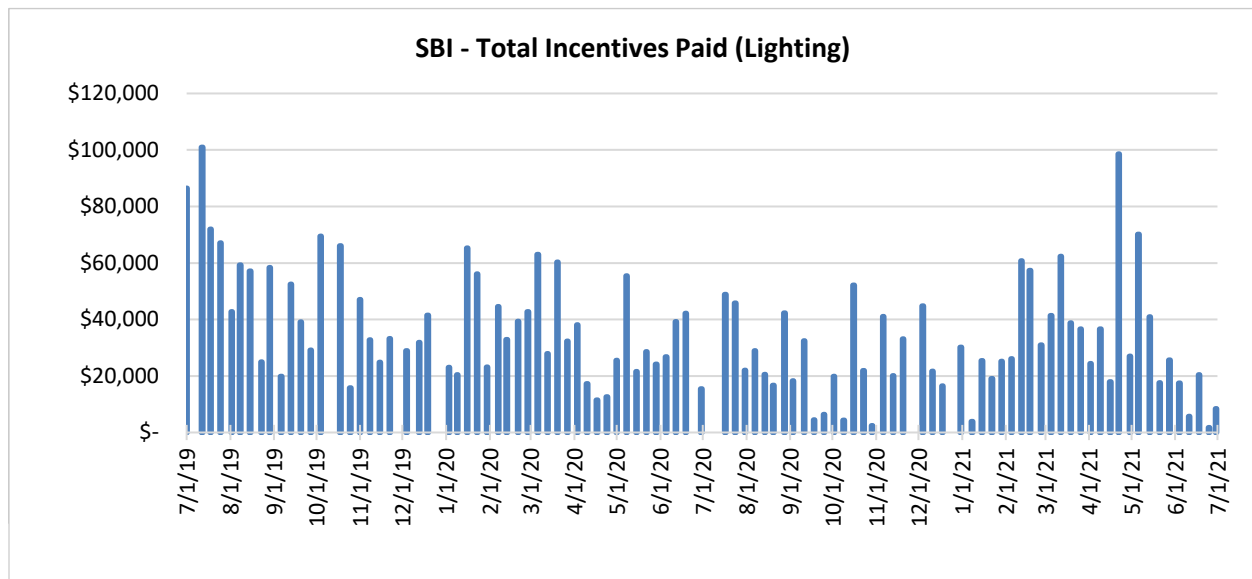
- SBI project activity by region (as designated by Efficiency Maine):

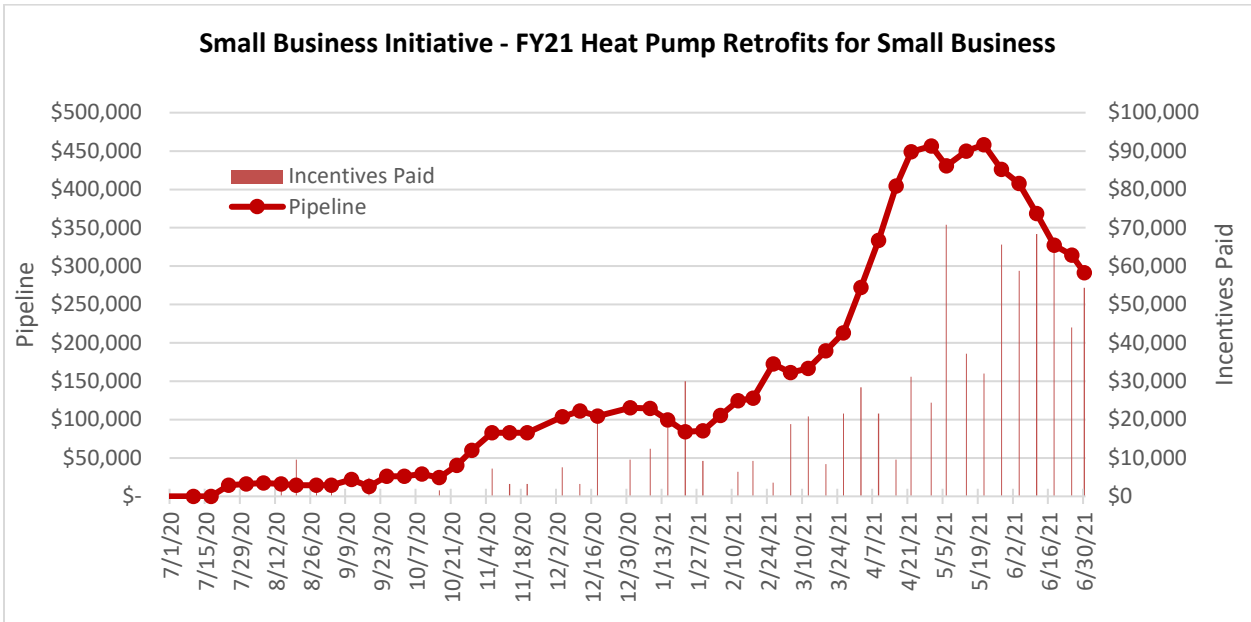
Running Totals	Region 20 Bucksport Area	Region 21 Belfast Area	Region 22 Belgrade Lakes Area	Region 23 Lewiston/ Auburn
Region Launch Date	Aug-20	Sep-20	Sep-20	Jan-21
# of Participating Lighting Contractors	21	15	12	7
Lighting Assessments Requested/Assigned	49	76	69	45
Lighting Assessments Completed	44	65	63	28
Pre-approved Projects	37	49	53	25
Signed SOWs	34	35	43	19
Lighting Installations Underway	5	5	7	6
Lighting Projects Completed & Paid	28	23	29	11

- Region 19 (Brewer) was launched in May 2020 and fully closed out this month. Final results for the region include 57 lighting projects completed, with \$198,108 incentives paid, resulting in lifetime savings of approximately 6,345 MWh.

Region 19	Brewer		
	Region Totals		Average Project
# Jobs	57		
Project Cost	\$ 264,145	\$ 4,634	
Incentive	\$ 198,108	\$ 3,476	
Incentive %	75.0%		
Annual kWh Savings	488,108	8,563	
Lifetime MWh Savings	6,345	111	
Annual \$ Savings	\$ 73,216	\$ 1,284	
Monthly \$ Savings	\$ 6,101	\$ 107	
Notes: Savings based on \$0.15 per kWh.			

- Regions 20 (Bucksport Area), 21 (Belfast Area), and 22 (Belgrade Lakes Area) were launched late August/September 2020 and are all open. Small businesses in this region may be eligible for enhanced lighting and heat pump incentives. Overall activity in these regions has been decreasing. A third mailer was sent to eligible customers in the three regions on June 14, 2021. The program team is planning in-person targeted customer outreach for next month to help boost activity as well.
- Region 23 (Lewiston/Auburn) was launched in January. Seven contractors have signed on to participate so far, with multiple projects underway. A second mailer was sent out to eligible businesses last month, and the program team has been conducting a call campaign to those targeted businesses this month. The call campaign will be completed early next month.
- A Request for Proposals was issued on May 4, 2021, to seek quotes from Maine lighting distributors who are interested in supplying materials for Small Business Initiative projects in FY2022; proposals were due on June 10. Gilman Electrical Supply was selected to continue supplying materials for the SBI next program year.
- Promotional coupons are being sent to small businesses in targeted regions that completed lighting projects through SBI in the past (referred to as “SBI grads”). To date, coupons for an additional \$400 off an eligible heat pump system (up to 3 systems max, an additional \$1,200 total) have been sent to SBI grads in the regions listed below. The program team is sending out another round of coupons to SBI grads in these regions extending the expiration dates of the coupons through Labor Day 2021.
 - Region 5 (Lakes Region – the Bridgton/Fryeburg area)
 - Region 6 (Mountains Region – the Bethel/Farmington/Skowhegan area)
 - Region 7 (Sanford/Berwicks Region)
 - Region 8 (Route 25 Corridor, Gorham and west)
 - Region 9 (Windham/Gray/New Gloucester)
 - Region 16 (Calais-Lubec Region)
- Overall, the total SBI lighting pipeline has been slowly decreasing this past month while we closed out another region. The rate of new customers inquiring with the program has also slowed. The heat pump retrofits for small businesses pipeline have also been decreasing this month after the rapid influx of heat pump projects from the Small Municipal Retrofits FON.





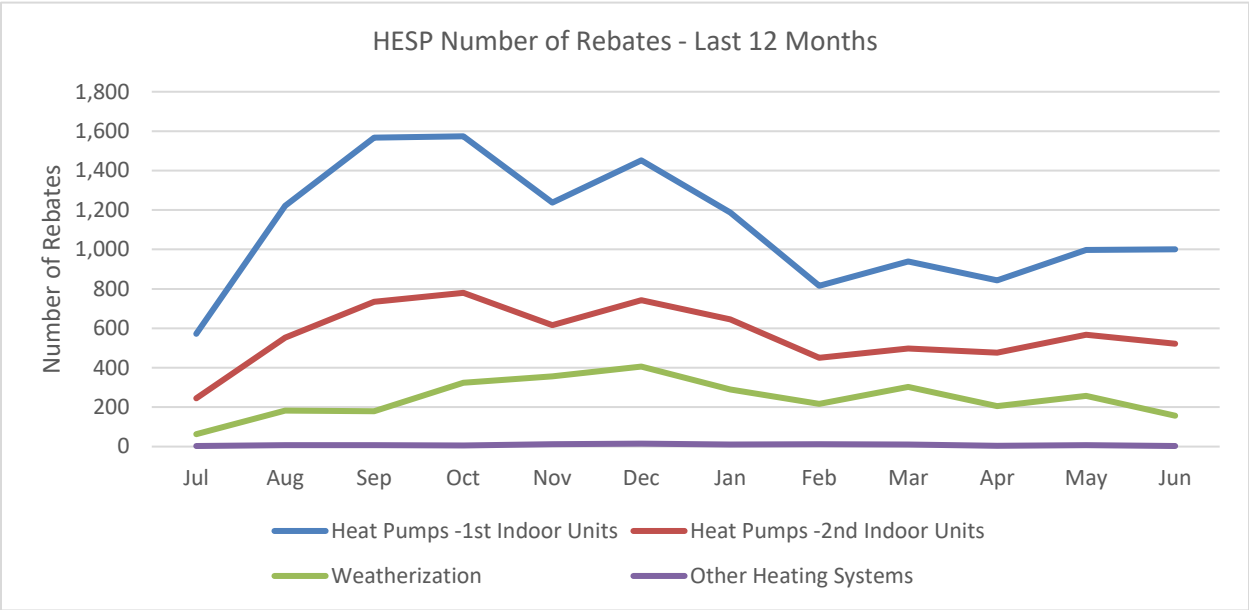
Updated Financials	Program Investment
FY2021 Program Budget	\$5,693,080
7/1 to 6/30 Spending	\$2,788,109
Percent of Budget Spent to Date	49%
Percent of Year Passed	100%
Additional Details on FY2021 Financials	Program Investment
Expenditures	\$2,788,109
Committed Pipeline	\$478,249
Total (Expenditures & Committed Pipeline)	\$3,266,358
Percent of Current Budget	57%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,164,926	(3,074)

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

D) Home Energy Savings Program (HESP)

- Heat pump rebate volumes doubled compared to FY2020.
- Technical Field Representatives used virtual tools to inspect 17% of rebated heat pumps compared to a goal of 10% to 15%. Ninety-one percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0-10.
- Recordings of inbound customer call and videos of home inspections continue to be monitored to improve customer service.
- Initiated rollout of on-line heat pump rebate claim portal for top installers.
- Ramping up proactive support calls to top heat pump and weatherization installers.



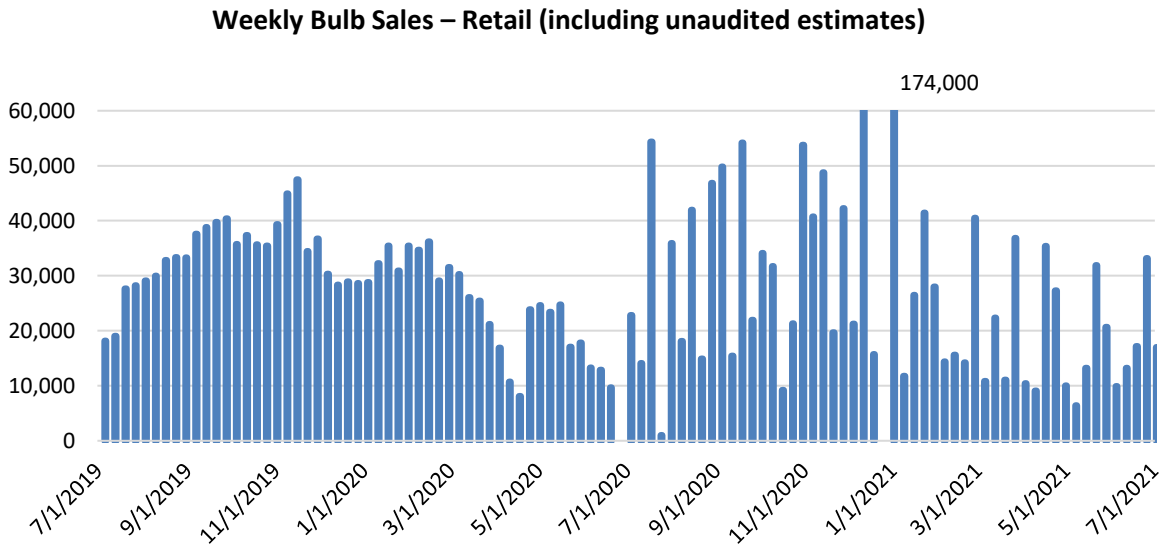
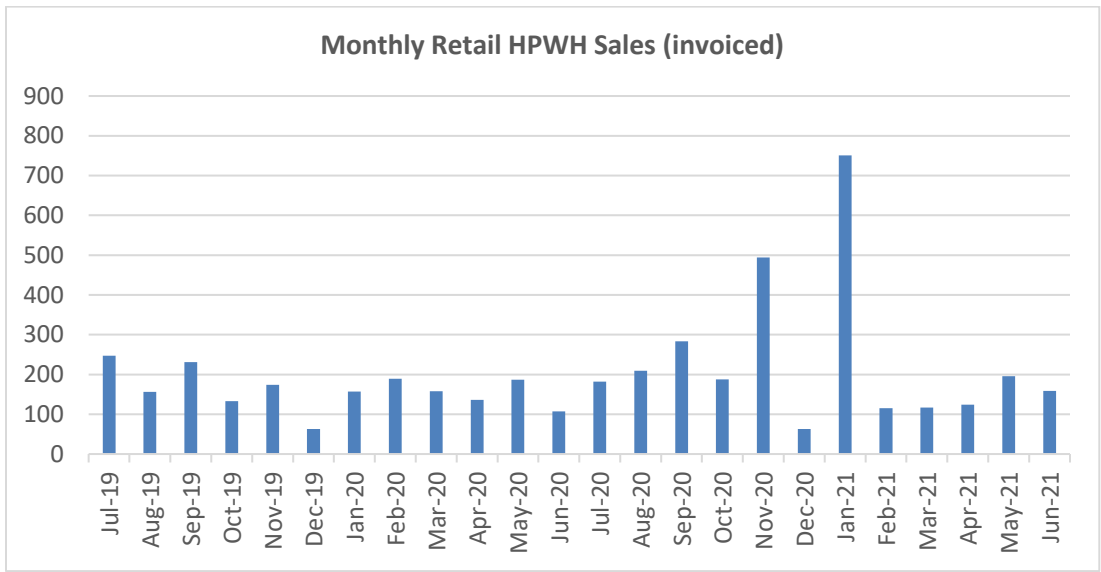
Updated Financials	Program Investment
FY2021 Program Budget	\$19,782,220
7/1 to 6/30 Spending	\$19,186,383
Percent of Budget Spent to Date	97%
Percent of Year Passed	100%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	-	235,880
Thermal Programs	923,703	37,778

Project Type (through 6/30)	Participating Households
Electric Measures	14,570
All Fuels Measures	1,721
Natural Gas Measures	-

E) Retail Initiatives Program

- As reported last month, this program is on track to invest 97% of its funding by year-end. Rebates have been reduced and promotional activity has been limited to stay on budget.



Updated Financials	Program Investment
FY2021 Program Budget	\$7,466,470
7/1 to 6/30 Spending	\$7,307,920
Percent of Budget Spent to Date	98%
Percent of Year Passed	100%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	47,674,290	(26,432)
Thermal Programs	-	-

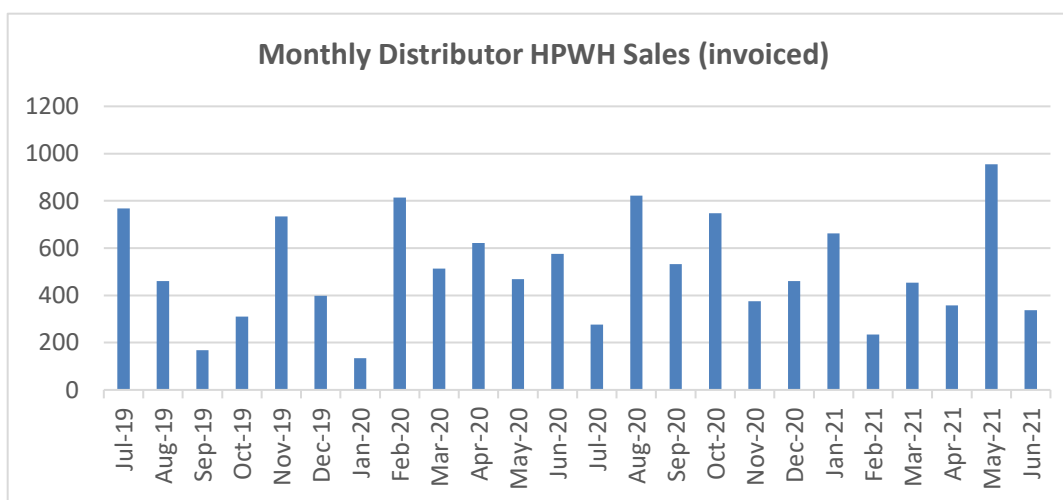
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 6/30)	Projects
Light Bulbs	1,435,579
Appliance Rebates	10,349

F) Distributor Initiatives

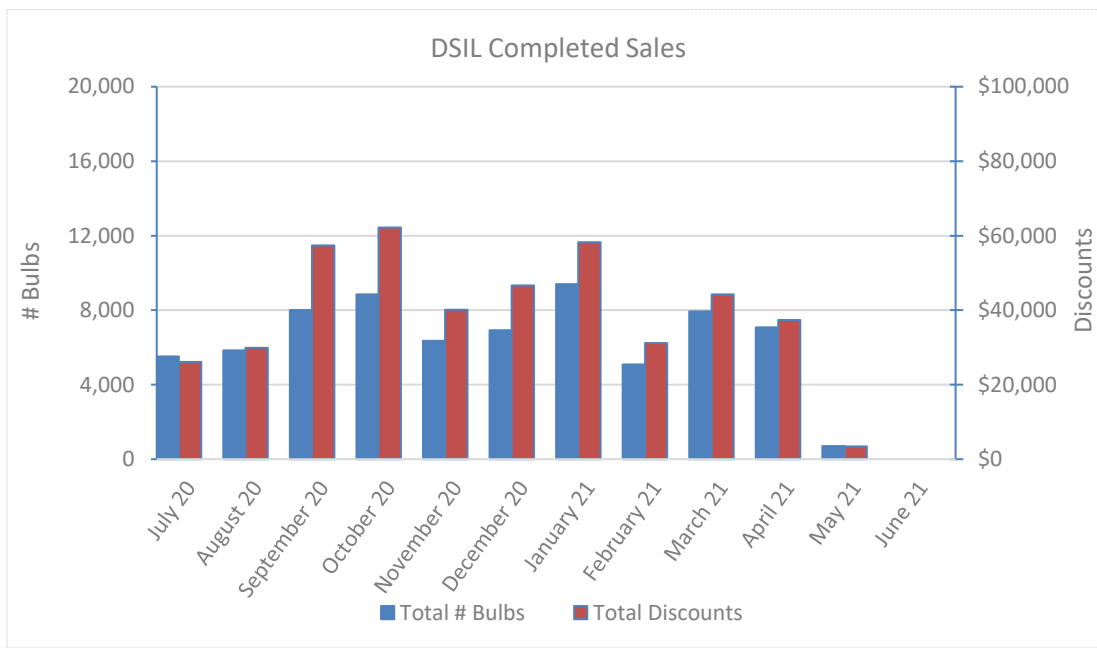
Distributor Non-Lighting

- The pace of heat pump water heater (HPWH) rebates continues to be strong.
- For June, distributors report that heat pump water heaters constituted 60% of the top-selling electric water heaters. The national average is 2%. Combined, the Retail and Distributor Programs are on track to rebate close to 10,000 heat pump water heaters. This is more than 10% of sales in the United States in 2019 according to ENERGY STAR®.
- Circulator pumps with electronically commutated motor (ECM) technology were 44% of top selling circulator pumps in June.
- The program anticipates investing all available electric budget, 75% of RGGI budget, and 34% of natural gas budget.



Distributor Lighting

- Following is a summary of the types of bulbs represented in the total volume of lighting sales and discounts paid through the “distributor channel” to date:
 - 12% are screw-bulb (8% of discounts paid); and
 - 88% are mogul and T8, T5, and T5HO linear replacement lamps (92% of discounts paid), this is consistent with last month.
- The lamp types with the highest volume of sales continue to be 4’ LED linear replacement lamps (75%) followed by PAR38 screw-in lamps (4%).



Updated Financials	Program Investment
FY2021 Program Budget	\$10,013,229
7/1 to 6/30 Spending	\$8,293,862
Percent of Budget Spent to Date	83%
Percent of Year Passed	100%

Energy Savings (through 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	14,119,572	34,231
Thermal Programs	-	17,010

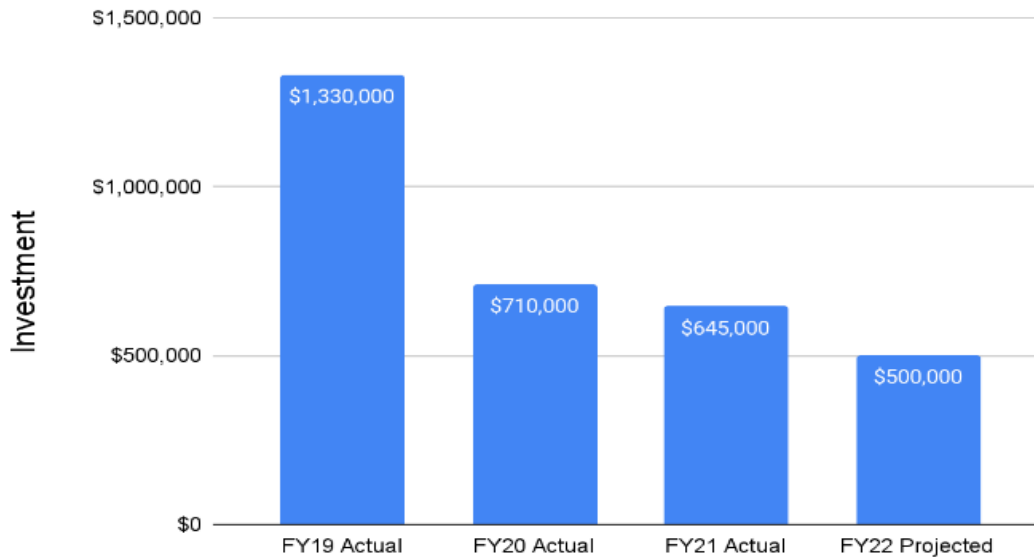
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 6/30)	Units	Projects
Distributor Lighting	81,547	-
Distributor HVAC (Oil)	-	2,382
Distributor HVAC (Electric)	-	4,314
Distributor HVAC (NG)	-	563
Distributor Hot Water (Electric)	-	6,889

G) Low Income Initiatives

Low Income Direct Mail

- The program team is seeing a diminishing prospect pool for households interested in a Do-It-Yourself (DIY) kit that includes LED bulbs, kitchen aerators, and a low-flow showerhead.
- In FY2021, the program fulfilled 12,444 kits to low-income Mainers, found through the Low Income Home Energy Assistance Program (LIHEAP) list as well as the Maine Department of Health and Human Services (DHHS) beneficiaries database. For historical perspective and our expected FY2022 forecast:



Low Income Heat Pump Water Heater Initiative

- In FY2021, installers completed 612 heat pump water heater installations, replacing electric resistance and tankless coil oil systems. This measure is highly cost-effective. In this iteration we are inviting households with the largest LIHEAP benefit, to better find those with the highest energy burden.
- Heat pump water heater pricing will rise in July, as distributors have held our low price through FY2021 and need to adjust an expected additional \$150, approximately, for FY2022. All major distributors have expressed a desire to continue providing special pricing in FY2022.

Arrearage Management Program (AMP)

- Since July 1, 2020, the program saw 765 new enrollments into AMP. We continue to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices. Outbound calls are made to households that seem to be a good fit for a heat pump water heater installation.
- Each new enrollee from the start of FY2021 has received an educational booklet of energy-saving tips compiled by Efficiency Maine, which was an idea raised at Low Income Advisory Group meetings. This booklet will be mailed directly to participants.

Low and Moderate Income (LMI) Initiative

- Since July 2020, 1,194 heat pump installations have received incentives. The pipeline of pending projects has 152 reservations. Heat pump installs are on target to invest 100% of allocated funds by fiscal year end.
- To date, 235 weatherization projects have been completed through the initiative in FY2021.

Affordable Housing Initiative

- The program has invited developers of affordable housing projects that have received a Notice To Proceed from MaineHousing to apply for incentives to upgrade their designs to meet Passive House standards. The program has invited 9 projects to model Passive House energy savings and be eligible for 3% of construction costs, subject to pre-approval after a review of energy modeling results. Two projects (60 units each) have applied for consideration.

Updated Financials	Program Investment
FY2021 Program Budget	\$11,542,425
7/1 to 6/30 Spending*	\$6,601,563
Percent of Budget Spent to Date	57%
Percent of Year Passed	100%

*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 6/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	7,628,347	(727)
Thermal Programs	(3,189,603)	40,420

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

Initiative (through 6/30)	Units
Direct Installs	1,048
Market-based Installs	251

H) Renewable Energy Demonstration Grants Program

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

I) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE) Initiative

- The program awarded funds for six Level 2 Charging plug at two Department of Corrections facilities through PON EM-012-2021 for Maine State Government agencies. The chargers will be located at the Maine State Prison Showroom in Thomaston and the Maine Correctional Center in Windham.
- The program issued rebates for 5 new level 2 charging plugs at 3 municipalities that also received an enhanced EV rebate. Governmental entities, tribal governments, and select Maine non-profits who take advantage of the EV rebate program are eligible for a rebate of \$350 per plug for up to two level 2 chargers.

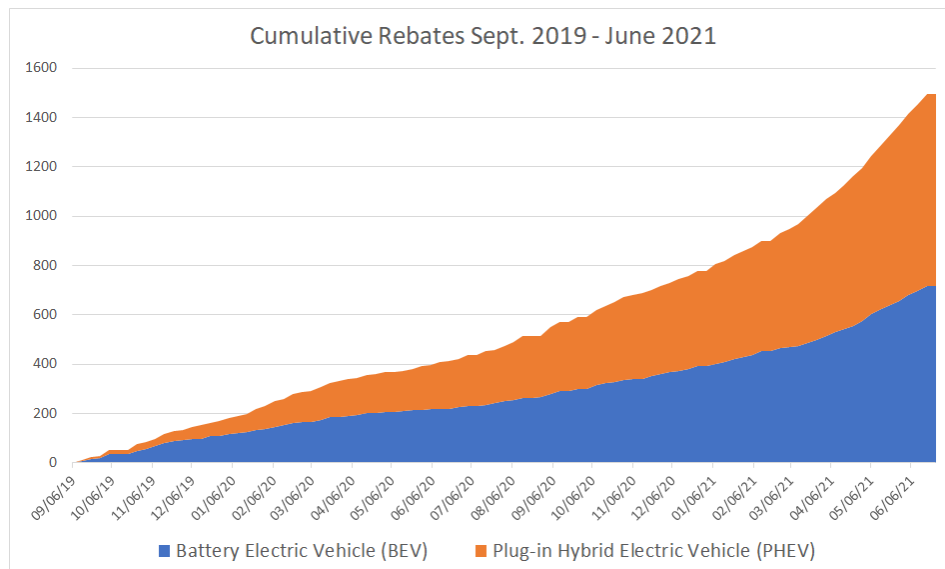
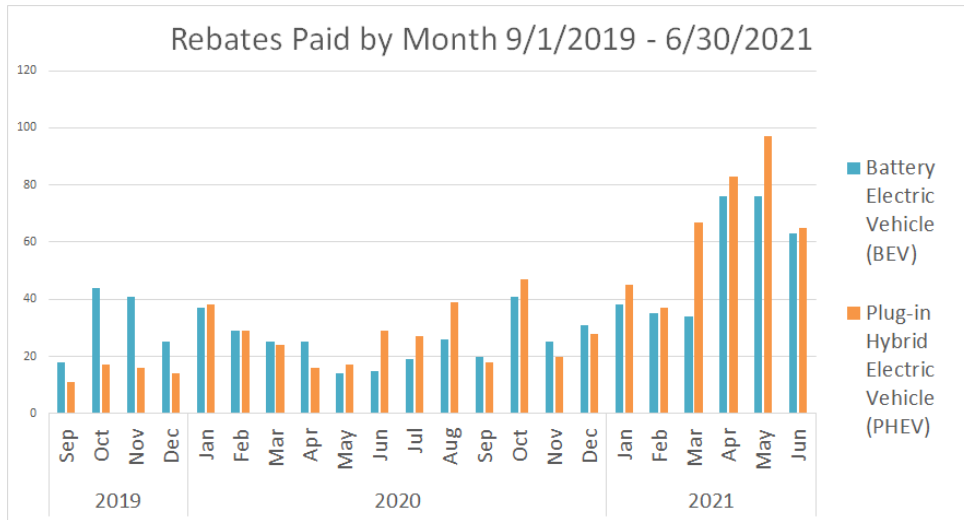
EV Accelerator Rebate Program

- The program issued 128 EV rebates in the month of June. The top models this month were the Toyota Prius Prime, Hyundai Kona, and Toyota Rav4 Prime.
- The program added a new dealership to the program, bringing the number of participating dealers to 66.
- Since the launch of increased rebate amounts for governmental entities on December 21, 2020, the Trust has issued 72 rebates to 26 different municipalities, with 15 more municipalities in the pipeline to receive one or more vehicles. The program has gained press coverage in the Portland Press Herald, Seacoast Online, Kennebec Journal, the Times Record, and the Maine Municipal Association's newsletter. The program has temporarily paused issuing rebates to new governmental entities in order to preserve budget and prepare for the new program year.

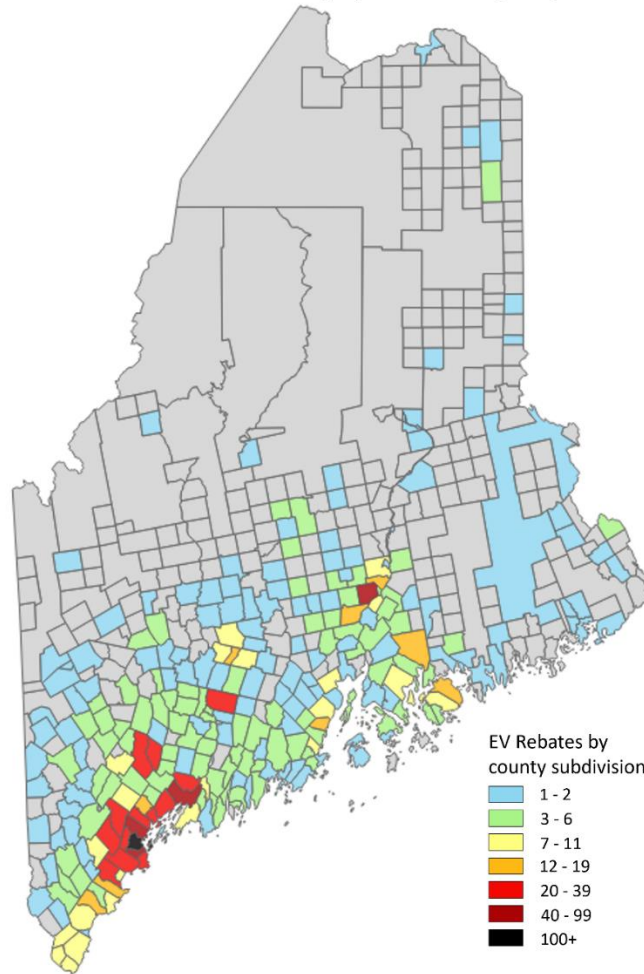
- Efficiency Maine added the Volkswagen ID.4, the Chevrolet Bolt EUV, and the Ford Escape PHEV to the list of eligible vehicles in anticipation of these vehicles becoming available in Maine.

EV Public Information and Outreach

- Staff are in-production for several informational videos related to the essential elements of owning and operating an EV, as part of the consumer engagement pilot program awarded by the Maine Public Utilities Commission (PUC) to support beneficial electrification. The program will also be releasing three “how-to” manuals about how to install a home charger, how to charge at home and away, and instructions for prospective host sites for EV charging equipment. The first guidebook, “How to Select and Install a Home EV Charger” will be distributed online and in-print this summer.
- Public service announcements with a focus on EVs ran on 7 stations in the Portland Radio Group and Townsquare Media, including WBLM, WQCB, and Coast 93.1 through June. The messages seek to mitigate range anxiety and raise awareness about the benefits of driving electric.



— EV Rebates Issued 9/1/2019 – 6/30/2021 —



Total Rebates By Technology Type (9/1/2019 – 6/30/2021)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	757 (49%)	\$2,211,500 (73%)
PHEV (Plug-in Hybrid Electric Vehicle)	784 (51%)	\$798,500 (27%)
Total	1,541	\$3,010,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2021 Program Budget	\$2,662,079	\$3,430,012
7/1 to 6/30 Spending	\$224,466	\$2,468,001
Percent of Budget Spent to Date*	8%	72%
Percent of Year Passed		100%

*Does not include \$707,993 awarded for EVSE equipment but not yet installed.

J) Strategic Initiatives

- **Innovation**

- Level 2 EV Smart Charging Pilot
 - The second quarterly performance evaluation period is done; next steps are to assess customer performance and issue performance incentives.
- Phase Change Material Pilot
 - Preliminary data used in E2Tech presentation from Ian Burnes.
 - Phase Change Material initial tuning at Ready Seafood and Luke's Lobster.
- Commercial Split System HPWH Pilot
 - The Trust has completed its participant recruitment and is now working to complete project specific make-ready engineering work

- **Evaluation, Measurement & Verification**

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

3. Administration and Finance Highlights

A) Administration

- Staff is preparing its semi-annual budget and finances report to the Legislature for submission on the last day of July.
- Anastasia Hediger, Program Manager, has left her position at the Trust. We wish her the very best and thank her for her many contributions during the past two years.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of June 2021 was \$64.4 million out of a revised total expected annual revenue of \$66.2 million. Approximately \$1.08 million 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 \$2.91 million. The total budgeted revenue for FY2021 is \$71.34 million.

Expenditures

- Total expenditures through the end of June 2021 were \$68.03 million of which approximately:
 - \$3.30 million was spent on Administration (excluding interfund transfers)
 - \$300,000 was spent on Public Information
 - \$1.43 million was spent on Evaluation work
 - \$334,400 was spent on Innovation Pilots
 - \$6.60 million was spent on Low Income Initiatives
 - \$7.31 million was spent on the Retail Initiatives Program
 - \$8.29 million was spent on the Distributor Initiatives Program
 - \$19.19 million was spent through HESP
 - \$9.92 million was spent through the C&I Prescriptive Program
 - \$2.86 million was spent on the C&I Custom Program
 - \$2.79 million was spent on the Small Business Initiative
 - \$72,200 was spent in Inter-Agency Transfers
 - Another \$25.43 million is encumbered across all budget categories but is not yet spent.

Appendix A

Full List of Press Coverage (plus links)

- Efficiency Maine is mentioned in an extensive July 21 article in *The Maine Wire* that reports on legislation that allocates the \$1.1B ARPA funds Maine has received (<https://www.themainewire.com/2021/07/maines-arpa-spending-package-becomes-law-without-legislative-compromise/>).
- Efficiency Maine is mentioned as a recipient in a July 15 *Centralmaine.com* article about disbursement of COVID relief funds in Maine (<https://www.centralmaine.com/2021/07/15/legislature-moves-forward-with-mills-plan-for-covid-19-relief-funds/>).
- Environment Maine, a citizen-based advocacy organization, mentions Efficiency Maine's EV infrastructure progress and links to our April 26 EV infrastructure announcement in a press release it issued on July 8 that calls for state and federal lawmakers to expand electric vehicle infrastructure in Maine's state parks and on public lands (<https://environmentmaine.org/news/mee/recharge-where-you-recharge-environment-maine-launches-campaign-ev-chargers-public-lands>).
- The Executive Director is quoted in a July 7 *Portland Press Herald* article about the City of Portland's proposal to begin charging EV drivers to use municipal EV plugs, as well as fine them for staying plugged in too long after a charge is complete (<https://www.pressherald.com/2021/07/08/portland-may-collect-fees-at-electric-vehicle-charging-stations/>).
- Efficiency Maine is mentioned by former Efficiency Maine chairman Adam Lee in a June 29 *Portland Press Herald* Maine Voices editorial, which supports more stringent enforcement by the Public Utilities Commission of Maine's electric utility companies versus establishing a publicly owned Maine utility (<https://www.pressherald.com/2021/06/29/commentary-i-dont-like-cmp-but-i-dont-support-a-publicly-owned-maine-utility/>).
- A June 29 *Mainebiz* article about potential impending electric utility rate changes from Versant Power mentions that customers will see a decrease in conservation rates driven by lower funding levels for Efficiency Maine (<https://www.mainebiz.biz/article/electricity-rate-changes-may-loom-for-customers-of-versant-cmp>).
- In a letter to the editor of the *Penobscot Bay Pilot*, Hydro-Quebec Spokesperson Lynn St-Laurent mentions Efficiency Maine among the administrators of a portion of its \$258 million investment in the Clean Energy Corridor project. The letter was a response to a previous submission from students of Camden Hills Regional High School in Rockport that criticized the project (<https://www.penbaypilot.com/article/clean-energy-corridor-good-project-maine/148782>).
- An article in *Energy Storage News* reports on LD528, legislation that adopts state targets for energy storage, and mentions Efficiency Maine's role in supporting the legislation (<https://www.energy-storage.news/news/maine-becomes-9th-us-state-to-adopt-energy-storage-deployment-target>).
- An editorial in the June 24 *Portland Press Herald* espouses firmer regulation of Maine's utility companies, and suggests the Public Utilities Commission and Efficiency Maine could be viable administrative alternatives to the current management of Central Maine Power and Versant (<https://www.pressherald.com/2021/06/24/the-maine-idea-regulation-not-takeover-a-better-answer-for-cmp/>). The editorial also ran in *Seacoastonline* (<https://www.seacoastonline.com/story/opinion/columns/guest/2021/06/24/rooks-regulation-not-takeover-better-answer-cmp/7779148002/>).
- The *Sun Journal* reported on June 23 that Auburn township officials are moving ahead with municipal project plans for American Rescue Plan Act relief funds, as well as grant money from

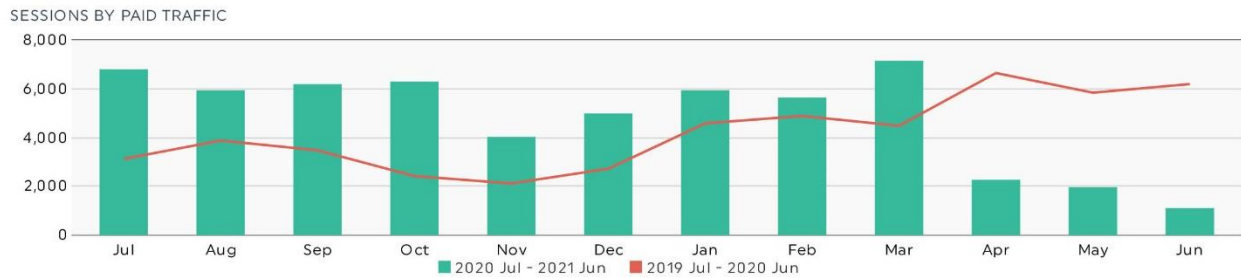
Efficiency Maine (<https://www.sunjournal.com/2021/06/23/lewiston-auburn-share-latest-on-millions-in-federal-relief-funding/>). The article also appeared in Yahoo!News (<https://news.yahoo.com/lewiston-auburn-share-latest-millions-223500915.html>).

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
/	76,280
/category/news/	35,133
/at-home/heating-cost-comparison/	32,514
/heat-pumps/	22,737
/at-home/ductless-heat-pumps/	22,563
/home-energy-savings/heat-pump-water-heaters/	19,646
/ev/electric-vehicle-rebates/	12,669
/heat-pump-user-tips/	11,625
/ev/vehicles/electric-vehicle-rebates/	10,046
/at-home/	9,543

TOP LANDING PAGE FROM ORGANIC (SESSIONS)

Landing Page Path	Sessions
/	45,754
/at-home/heating-cost-comparison/	28,015
/heat-pumps/	18,416
/at-home/ductless-heat-pumps/	17,131
/heat-pump-user-tips/	8,804
/at-home/	7,269
/at-home/water-heating-cost-comparison/	6,531
/at-home/energy-loans/	3,973
/renewable-energy/	3,030
/at-home/residential-forms/	3,015

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

Devices

Mobile phones Tablets Computers TV screens

