

# Executive Director's Summary Report

to the Board of Trustees  
of the  
Efficiency Maine Trust

March 23, 2022

## 1. Public Information and Outreach

### A) Awareness and Press

- Press

- Several media outlets wrote stories about Efficiency Maine programs and incentives for Mainers coping with high fuel and energy costs. That coverage included:
  - *WGANN* News "Maine Points" podcast featured the Executive Director joining Dan Burgess, director of the Governor's Energy Office, and Dan Brennan, director of MaineHousing, in a pre-recorded energy discussion.
  - *WAGM-TV-8 (CBS Fox – Presque Isle)* interviewed the Executive Director.
  - *Maine News Radio* aired an interview with the Executive Director that discussed the rising interest in electric vehicles (EVs) and EV infrastructure.
  - *News Center Maine* broadcasted a segment featuring an interview with the Executive Director that focused on increased interest in heat pumps.
  - *News Center Maine* aired a segment about Bangor's rebate program and mentioned the Efficiency Maine's rebates for heat pumps and weatherization. Coverage also appeared on *WABI TV5* and *Q106.5 Radio*.
  - *WMTW TV-8 (Portland)* ran a segment featuring an interview with the Executive Director that highlighted how EVs and EV infrastructure are helping combat climate change in Maine.
  - *WMTW TV-8 (Portland)* ran a story featuring an interview with the Executive Director that focused on how high energy costs are increasing the interest in electric power.
  - "Our Sustainable City," a recurring column in the *South Portland Sentry (Portland Press Herald)*, devoted its entire column to the heat pump technology and Efficiency Maine's incentives.
- The Trust issued a press release on March 8 about [enhancements to its EV initiatives](#) that was covered as an anchor script on all *WMTW TV-8* news segments that day.
  - More extensive coverage that featured an interview with the Executive Director was included in a subsequent segment on climate change (see item in list above).
  - The program enhancements also were mentioned in a *Seacoastonline* article about deliberations over a proposed York Planning Board ordinance to install EV chargers.
- *Bangor Metro (Bangor Daily News)* covered the expansion of Maine's EV infrastructure and included quotes from Efficiency Maine's EV Initiatives Program Manager.
- *CBS 13 WGME* aired a segment that featured data from an Efficiency Maine PUC filing that shows that heat pumps remain efficient at cold temperatures. Affiliates *KATV Channel 7* in Arkansas and *WCYB Channel 5* in Tennessee ran similar segments on March 9 citing the same data.

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

- **Events**

- Staff conducted in-person heat pump basics training for students at Kennebec Valley Community College on March 8.
- Staff presented an overview on March 1 of Efficiency Maine’s residential programs the South Portland City Council.
- Staff presented information on Efficiency Maine’s incentives for heat pump water heaters, electric vehicles, heat pumps during a February 28 webinar hosted by The Highlands in Topsham.
- Staff presented information on residential rebates offered by Efficiency Maine and how they will complement Sustainable Auburn's \$1,000 matching rebate program during a February 24 webinar.
- Staff presented information on residential heat pump technology and Efficiency Maine’s rebates during a February 22 meeting of the Winthrop Rotary.

**B) Call Center (February)**

- 2,348 inbound phone calls were received, up from 1,787 this month last year. Inquiries about insulation, heat pumps, and low-income water heaters are the primary call drivers.
- 97% of calls were answered within 20 seconds (vs. a goal of 90%).
- 913 inbound emails were received, up from 722 this month last year.
- 6,180 pieces of inbound mail were processed, up from 4,384 this month last year.
- 571 outbound calls were made to schedule residential heat pump and heat pump water heater inspections. This is down from 582 calls in the same month last year.

**C) Government Relations**

- Maine Public Utilities Commission (PUC)
  - Lead settlement discussions on the Triennial Plan docket.
  - Filed a joint brief with the Office of Public Advocate (OPA) on the section 80 Non-Wires Alternative (NWA).
  - Monitored developments and new interventions in the Section 31 NWA case.
  - Monitored grid modernization and rate design dockets.
- Legislature
  - Delivered report to Committee on Environment & Natural Resources on high-global warming potential (GWP) refrigerants
  - Commented on LD 1959, a bill to regulate performance of electricity utilities.

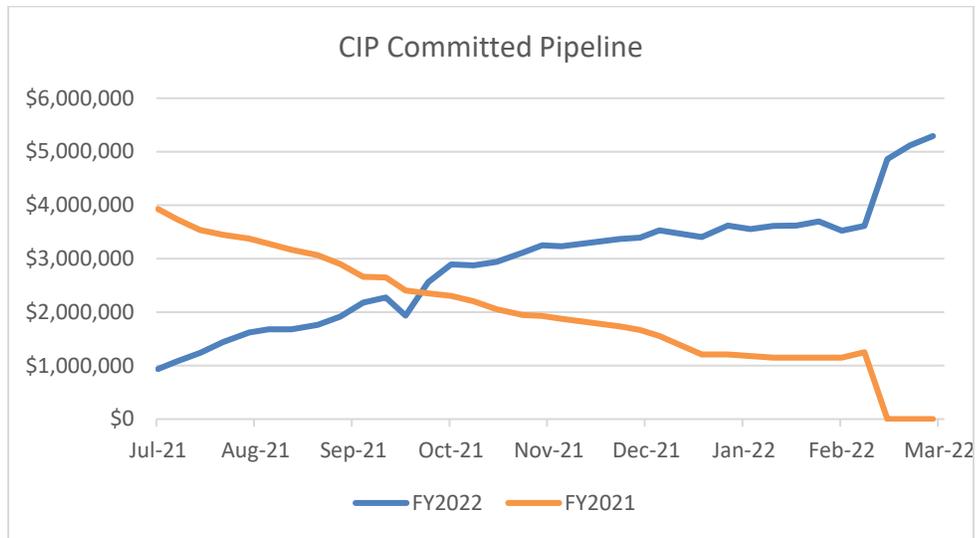
## **2. Program Highlights<sup>1</sup>**

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

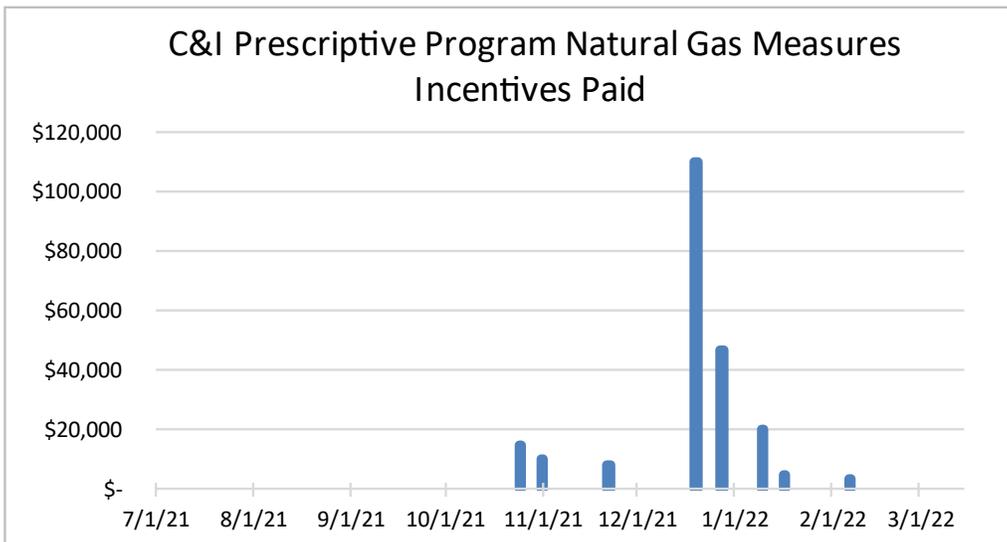
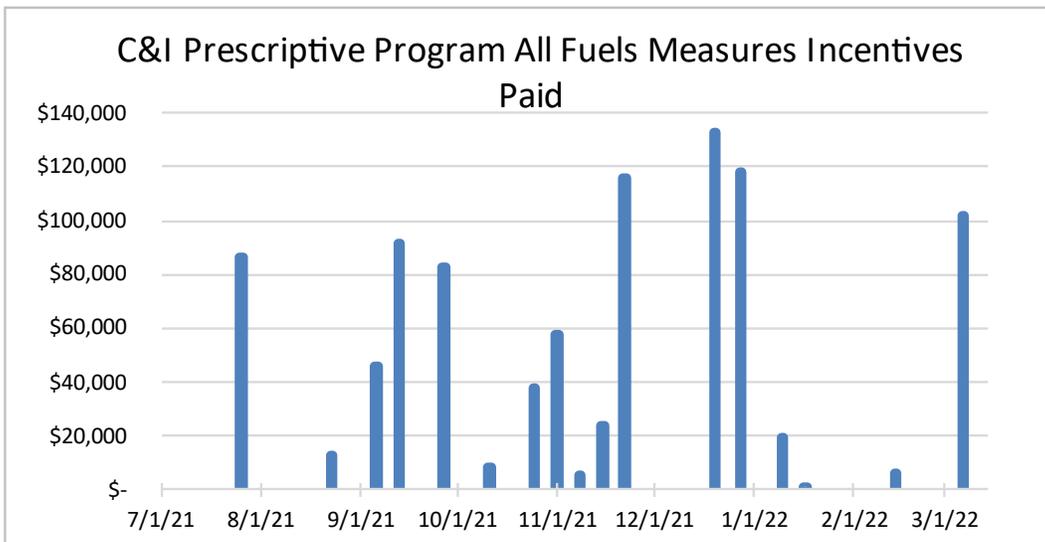
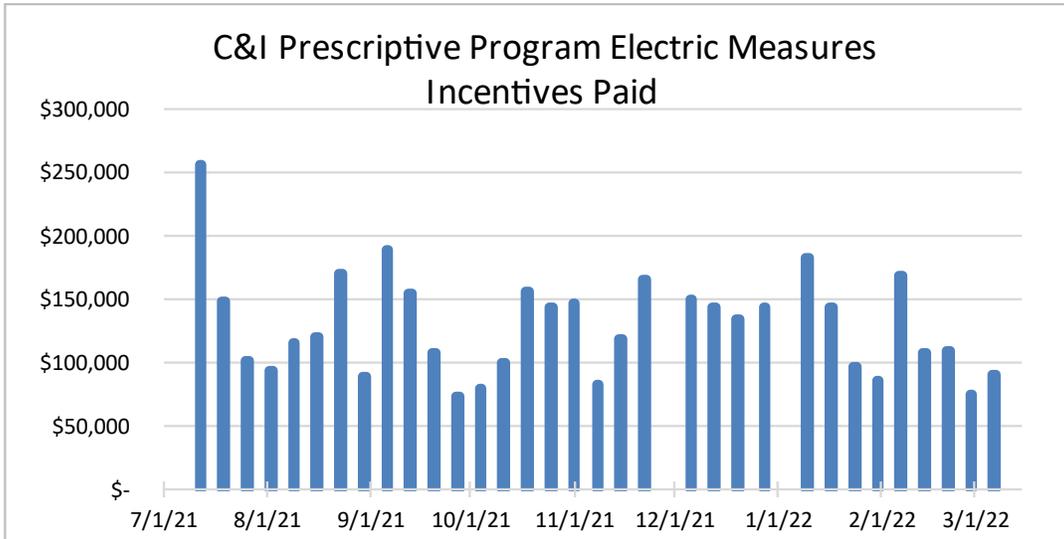
- The pipeline of pending electric projects has increased almost \$630,000 over the last month. The current pipeline represents \$5.3 million in incentives for preapproved projects.

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<sup>1</sup> The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on March 18, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of February 2022).



- The program team conducted a total of 31 inspections over the last month, with a combination of virtual and onsite inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations, and working with a Qualified Partner all remain high. Ratings were nearly all 5 out of a 5, except for one response that received a 4 for one of the questions.
- Prescriptive horticultural lighting continues to see increased activity. To date, 23 projects totaling over \$377,500 in incentives have been pre-approved, with multiple projects currently under review. Eight projects have been completed and paid for (worth \$151,950 in incentives) and two others are complete awaiting an inspection.
- The team has been actively working on expanding the existing energy recovery ventilator (ERV) measure to allow for more eligible models as well as implementing stand-alone dehumidifiers for cannabis facilities as a new measure.
- Bangor Natural Gas (BNG) has fully committed funds for FY2022; no new applications will be accepted for BNG customers. Customers of Maine Natural Gas, Summit Natural Gas, and Unitil are not affected.
- Funding Opportunity Notice (FON) update: The program team is planning to launch a Hospitality FON in April for restaurants, hotels, motels, inns, and bed and breakfasts. Eligible projects will include HVAC, lighting, and refrigeration.
- In response to a recent Request for Proposals, GDS Associates Inc. was awarded C&I prescriptive delivery services for Triennial Plan V.



Updated Financials	Program Investment
FY2022 Program Budget	\$22,611,609
7/1 to 2/28 Spending	\$5,732,055
Percent of Budget Spent to Date	25%
Percent of Year Passed	67%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$5,732,055
Committed Pipeline	\$5,292,155
Total (Expenditures and Committed Pipeline)	\$11,024,210
Percent of Current Budget	49%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	24,227,812	(2,493)
Thermal Programs	(117,695)	57,363

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

Project Type (through 2/28)	Projects
Prescriptive Lighting Solutions	555
Electric Heating and Cooling Solutions	352
Compressed Air Solutions and Other	38
Natural Gas Heating and Cooling Solutions	12
All Fuels Heating and Cooling Solutions	12

#### B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 4 projects worth \$2,045,792 in incentive offers.
- The program added 2 new projects to the pipeline. The total pipeline now consists of 8 projects worth \$1,053,446 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 4 project proposals that did not meet the program requirements and will not proceed further in the process.
- Staff has launched the Lead By Example initiative with the Bureau of General Services to help state agencies/departments upgrade their buildings. Project proposals will be reviewed on a case-by-case basis.

Updated Financials	Program Investment
FY2022 Program Budget	\$12,040,162
7/1 to 2/28 Spending	\$2,073,114
Percent of Budget Spent to Date	17%
Percent of Year Passed	67%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$2,073,114
Committed	\$8,468,581
Pipeline	\$1,053,446
Total (Expenditures, Committed and Pipeline)	\$11,595,142
Percent of Current Budget	96%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	4,975,859	(1,227)
Thermal Programs	-	2,475

**C) Small Business Initiative (SBI)**

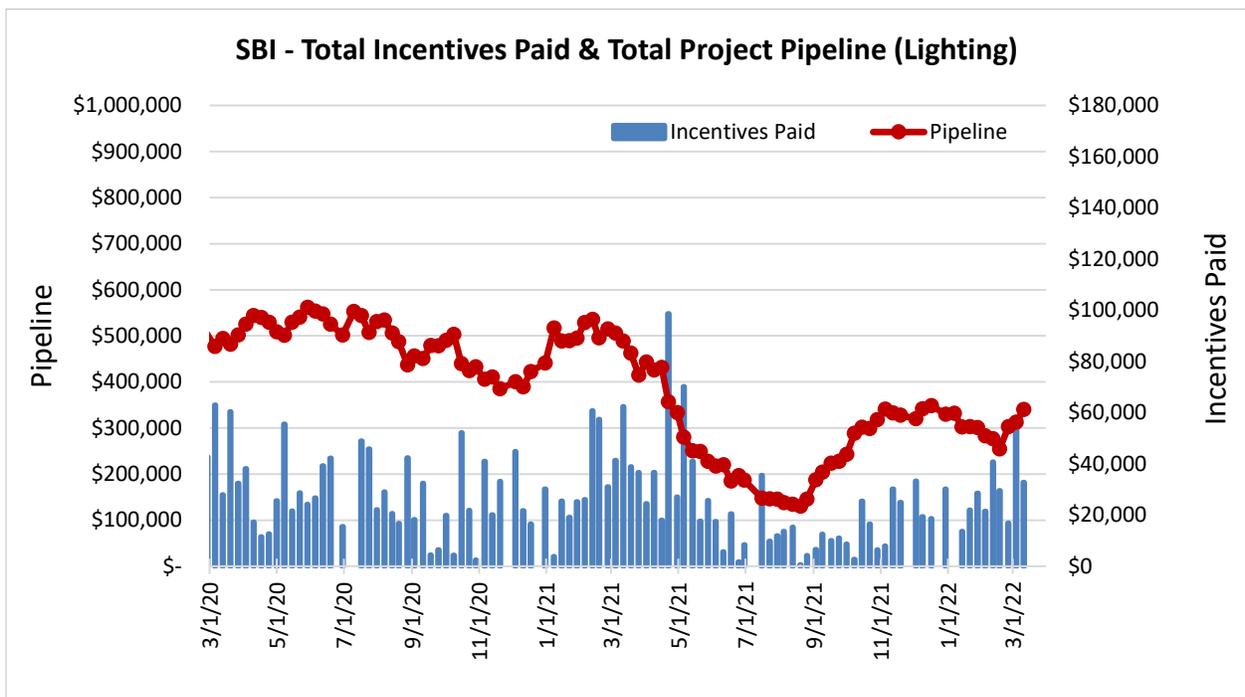
- The pipeline of pending lighting projects has increased this month after launching Region 29, with steady incentive payments each week. Program activity is expected to continue increasing. The pipeline of pending heat pump retrofits has shown a slight decrease over the past month.
- SBI activity for regions launched in FY2021:

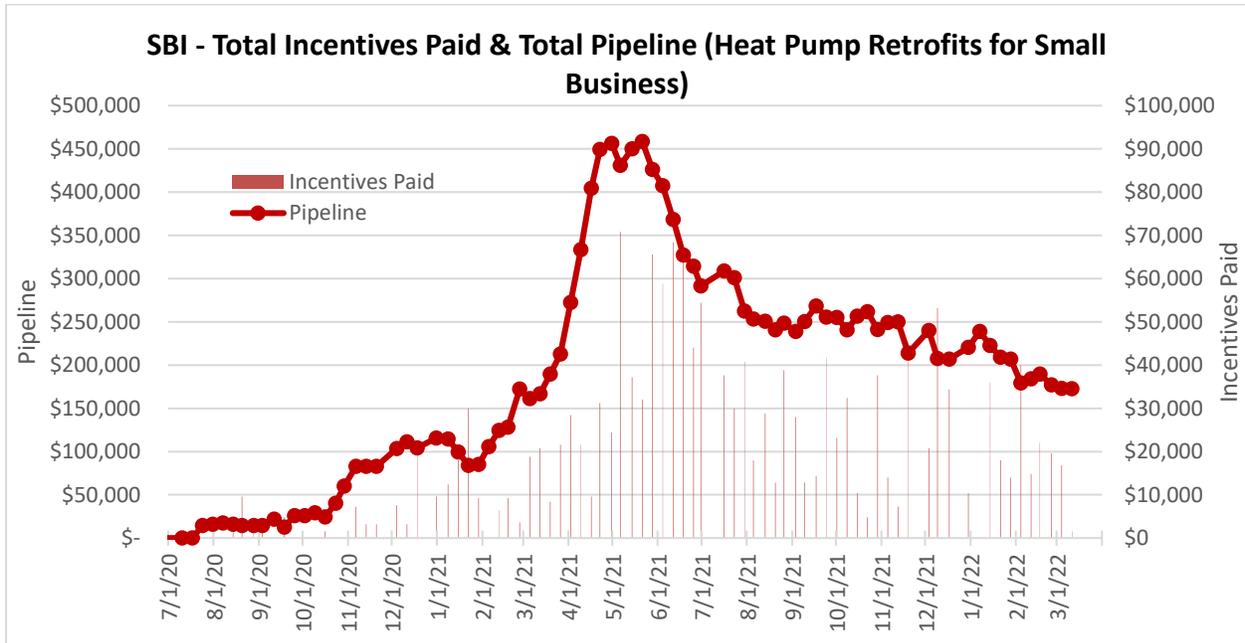
	Region 21 Belfast Area	Region 23 Lewiston/ Auburn
Region Launch Date	Sep-20	Jan-21
# of Participating Lighting Contractors	17	12
Lighting Assessments Requested/Assigned	97	84
Lighting Assessments Completed	88	72
Pre-approved Projects	74	58
Signed SOWs	67	49
Lighting Installations Underway	4	3
Lighting Projects Completed & Paid	62	42

- SBI activity for regions launched in FY2022:

	Region 24 Biddeford/ Saco	Region 25 Machias/ Route 9	Region 26 Brunswick/ Topsham	Region 27 Bath Area	Region 28 Camden/ Wiscasset	Region 29 Northern Aroostook County
Region Launch Date	Jul-21	Aug-21	Sep-21	Sep-21	Sep-21	Jan-22
# of Participating Lighting Contractors	4	11	5	5	4	11
Lighting Assessments Requested/Assigned	20	89	11	3	38	32
Lighting Assessments Completed	15	89	11	3	23	25
Pre-approved Projects	14	80	11	3	20	21
Signed SOWs	6	71	8	3	18	10
Lighting Installations Underway	1	5	1	0	1	0
Lighting Projects Completed & Paid	5	58	5	2	8	0

- Region 21 (Belfast Area) was launched September 2020 and is closing out now. Four final installations are underway.
- Region 23 (Lewiston/Auburn) was launched in January 2021. Twelve contractors signed on to participate. In-person targeted outreach efforts continued this month.
- Region 24 (Biddeford/Saco) was launched in July 2021. Four contractors have signed on to participate. In-person targeted outreach continued this month. Nearly half of the small businesses visited have already converted to LEDs.
- Region 25 (Winter Harbor to Machias and the Route 9 Corridor) was launched in August 2021. A total of 11 contractors have signed on to participate. Participating contractors, with support from Gilman, continue bringing in their own customers into the initiative. A total of 80 projects have been pre-approved for small businesses in this region to date, with additional assessments in progress.
- Region 26 (Brunswick/Topsham Area) and Region 27 (Bath Area) were launched mid-September 2021. Five contractors have signed on to participate. Activity to date has been slow. In-person targeted outreach commenced in Region 26 this month. Outreach efforts will continue in both regions next month.
- Region 28 (Camden/Wiscasset Area) was launched late-September 2021. Four contractors have signed on to participate to date; however, only 2 are able to take on projects at this time. Activity in the region has slowly started to increase, with a total of 20 projects now pre-approved. Another mailer was sent to eligible small businesses this month to continue encouraging participation, and a call campaign is planned to commence in the immediate future.
- Region 29 (Northern Aroostook County) was launched late-January 2022. A total of 11 local contractors have signed on to participate, and several assessments were completed this month. A call campaign also commenced this month, which has been successful bringing additional businesses into the initiative to date.





Updated Financials	Program Investment
FY2022 Program Budget	\$5,907,936
7/1 to 2/28 Spending	\$1,601,618
Percent of Budget Spent to Date	27%
Percent of Year Passed	67%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$1,601,618
Committed Pipeline	\$513,166
Total (Expenditures & Committed Pipeline)	\$2,114,784
Percent of Current Budget	36%

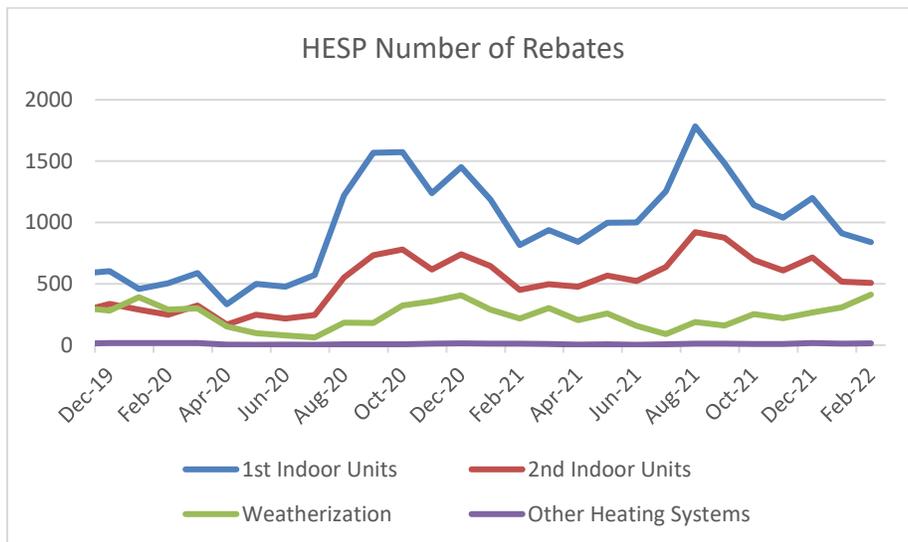
Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,042,362	(914)
Thermal Programs	(1,008,271)	14,114

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

Project Type (through 2/28)	Projects
Lighting	179
Heat Pump Retrofits	266

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

- Total quantity of rebates is up 2% fiscal year-to-date compared to FY2021 and is forecasted to end up 2% by year end.
- Weatherization
  - Weatherization rebate volumes for February were 90% higher than last February, driven by the September and January program modifications and largest-ever marketing campaign. That said, YTD weatherization rebates are down 7% compared to last year. The program forecasts it will make up all of this shortfall and end up 15% above last year.
  - Weatherization web views are up 74% vs. last year. Search ads have generated 98,494 impressions with a 9.4% click through rate (vs. industry average of 2%). Contractor backlogs have risen to more than 80 days. This is occurring during a typically “slow” time of year. Contractors are reporting giving their employees raises and hiring to add capacity.
  - In-person inspections of weatherization jobs resumed in February.
- Heat Pumps
  - A statewide heat pump marketing campaign (digital ads, print ads, print ads, radio ads, direct mail, and email) was restarted in December, enabled by recently approved additional funding. The results are promising. Some vendors are reporting 3-month backlogs.
  - February heat pump rebates were up 6% over last February. YTD they are up 4% and forecast to end up 3% above last year’s record performance.
  - Technical field representatives used virtual tools to inspect 11% of rebated heat pumps compared to a goal of 10% to 15%. Eighty-two percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0 to 10.
  - Inbound customer calls and home inspections continue to be monitored to improve customer service.



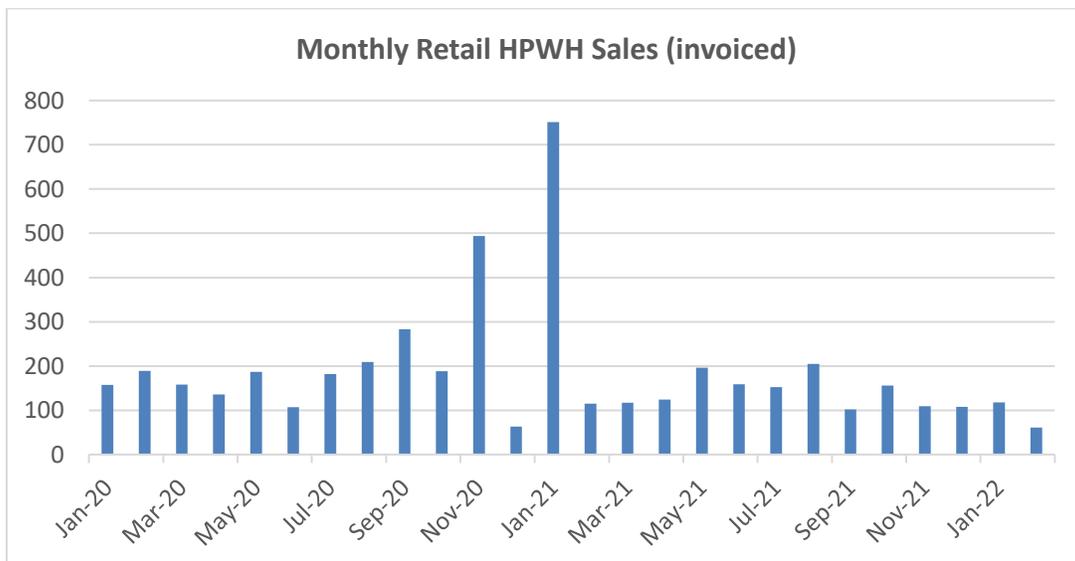
Updated Financials	Program Investment
FY2022 Program Budget	\$25,601,547
7/1 to 2/28 Spending	\$13,063,139
Percent of Budget Spent to Date	51%
Percent of Year Passed	67%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(15,529,565)	229,380
Thermal Programs	472,986	18,841

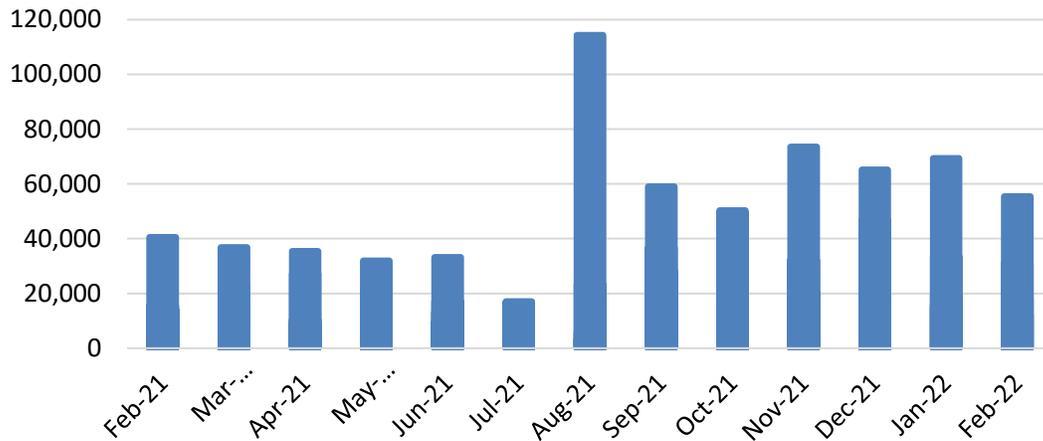
Project Type (through 2/28)	Participating Households
Electric Measures	10,467
All Fuels Measures	1,150

**E) Retail Initiatives Program**

- Sixty-one heat pump water heaters (HPWHs) were rebated through the retail program in the month of February. The forecast is for 1,197 mail-in units and 498 instant discounted units for the full fiscal year.
- On January 1, the program launched an \$850 heat pump water heater instant discount at Home Depot as an alternative to the \$850 mail-in rebate. This helps people who do not want to wait for a mail-in rebate check. Ninety-three customers downloaded instant discount barcodes for the instant discount in February.
- The program team is discussing with Lowe’s and Home Depot the prospect of reducing heat pump water heaters prices enough to achieve price parity with electric water heaters once Efficiency Maine incentives are applied.
- The program forecasts rebating 1.9 million LED bulbs in FY2022, a multi-year record.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.



### Monthly Bulb Sales – Retail (including unaudited estimates)



Updated Financials	Program Investment
FY2022 Program Budget	\$9,082,980
7/1 to 2/28 Spending	\$4,709,262
Percent of Budget Spent to Date	52%
Percent of Year Passed	67%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	34,088,305	(33,994)
Thermal Programs	-	-

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

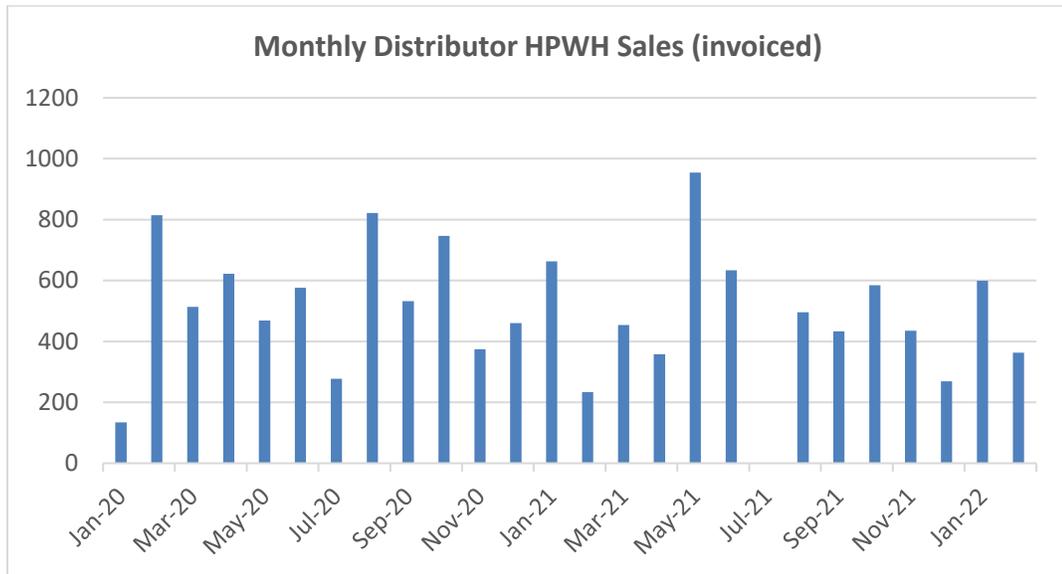
Rebate Type (through 2/28)	Projects
Light Bulbs	1,031,712
Appliance Rebates	4,406

#### F) Distributor Initiatives

##### HVAC and Plumbing

- Granite Group is now offering heat pump water heaters (HPWHs) direct to homeowners for \$479 after instant discount. This is an important breakthrough, and retailers (trying to sell the units for \$849 after rebate) are taking notice.
- All Maine distributors of HPWH are participating in our program. Plumbers receive an instant discount at time of purchase so there is no waiting for a rebate check and no risk of a claim being denied. This is overcoming most plumber concerns with HPWH and distributors are outselling retailers 3.4 to 1. Sixty-nine percent of electric water heater sales are HPWH.
- Circulator pumps with electronically commutated motor (ECM) technology were 49% of the top selling circulator pumps through February. This is 8% more than last year.

- The program launched \$200 natural gas thermostats rebates on November 1, 2021. All of Maine Natural Gas funds have been invested and the program team forecasts investing 81% of this program’s budgets across the three gas utilities.



Lighting

- The total volume of lighting sales and discounts paid through distributors to date represent:
  - 7% are screw-bulb (5% of discounts paid)
  - 93% are mogul and T8, T5, and T5HO linear replacement lamps (95% of discounts paid).
  - The lamp types with the highest volume of sales continue to be 4’ LED linear replacement lamps (83%) followed by T8 U-Bend (2.5%) and PAR38 lamps (2.8%).
- A T8 Type A Lamp promotion was launched on January 1 to help encourage the replacement of lamps in T8 fixtures. Customers can purchase two-foot T8 LEDs for \$0.25, four-foot lamps for \$0.50 and four-foot U-bend lamps for \$0.75. The promotion will expire on June 1 or when funds are invested.
  - The number of sales and pre-authorization of larger projects has already seen a positive impact. The distributor pipeline of pre-authorized projects is \$260,000 and discounts paid to date exceed \$100,000.



Updated Financials	Program Investment
FY2022 Program Budget	\$10,533,485
7/1 to 2/28 Spending	\$4,296,669
Percent of Budget Spent to Date	41%
Percent of Year Passed	67%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	7,790,638	12,747
Thermal Programs	-	3,693

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

Rebate Type (through 2/28)	Units	Projects
Distributor Lighting	59,982	-
Distributor HVAC (Electric)	-	3,758
Distributor HVAC (NG)	-	362
Distributor Hot Water (Electric)	-	2,907

#### G) Low Income Initiatives

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

- So far in FY2022, the program has sent 5,570 Do-It-Yourself (DIY) kits of LED bulbs, faucet aerators, and an optional showerhead to low-income tenants and homeowners. The program forecasts delivering 8,000 more kits to low-income households by June 30.

##### Low Income Heat Pump Water Heater Initiative

- So far in FY2022, 532 households have received a new heat pump water heater installed at no cost to them.
- The program has a robust pipeline of over 500 households awaiting installs. All distributors are committed to keep pricing stable despite market increases.

##### Arrearage Management Program (AMP)

- So far in FY2022, the program has seen 298 new enrollments into AMP. The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees. Outbound calls are made to households that seem to be a good fit for a heat pump water heater installation. The program mails each new enrollee an education booklet compiled by Efficiency Maine that outlines energy saving tips.

##### Low and Moderate Income (LMI) Initiative (weatherization and heat pumps)

- So far in FY2022, 228 households have completed weatherization projects, with an additional 80 projects in reservation. Postcards to homeowners having low assessed property values, providing information on weatherization and heat pumps, were sent to USDA identified vulnerable areas. Those towns include Biddeford, Bangor, Waterville, Paris, Norway, Gardiner, Caribou, and Skowhegan. Trends outlined in the table below show a larger investment per home, with more insulation assigned per home, and on a pace to double homes served by the end of the fiscal year.

	FY21	FY22 (July 1 - Feb 28)
<b>Incentives</b>	\$ 252,426	\$ 619,366
<b>Homes Served</b>	164	207
<b>\$/Home</b>	\$ 1,539	\$ 2,992
<b>Insulation zones</b>	93	186
<b>Air-Sealing</b>	140	173
<b>Air-Sealing ONLY</b>	82	98

- So far in FY2022, 810 LMI households installed heat pumps, with an additional 30 projects holding reservations. The program is on target to invest 100% of allocated funds for heat pumps by FYE. This month, the program experienced a lull in weekly installations, which is consistent with the seasonality of the heat pump measure.

Affordable Housing Initiative Pilot (New Construction of Multi-Family Housing)

- The program continues to support two new construction 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 and build to Passive House standards. The program has benefited from seeing the modelling results associated with the application process and will gain a better understanding of actual energy use after the builds are complete.

Low Income Natural Gas (thermostats)

- A smart thermostat offer has launched to all interested natural gas customers within eligible local distribution company (LDC) territories. The program team has begun an outbound call campaign to promote uptake by low-income households.

Updated Financials	Program Investment
FY2022 Program Budget	\$16,106,053
7/1 to 2/28 Spending	\$4,691,799
Percent of Budget Spent to Date	29%
Percent of Year Passed	67%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$4,691,799
Committed Pipeline	\$2,240,000
Total (Expenditures & Committed Pipeline)	\$6,931,799
Percent of Current Budget	43%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,253,919	3,527
Thermal Programs	(1,979,088)	26,882

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

Installations (through 2/28)	Units
Direct Installs	547
Market-based Installs	144

**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

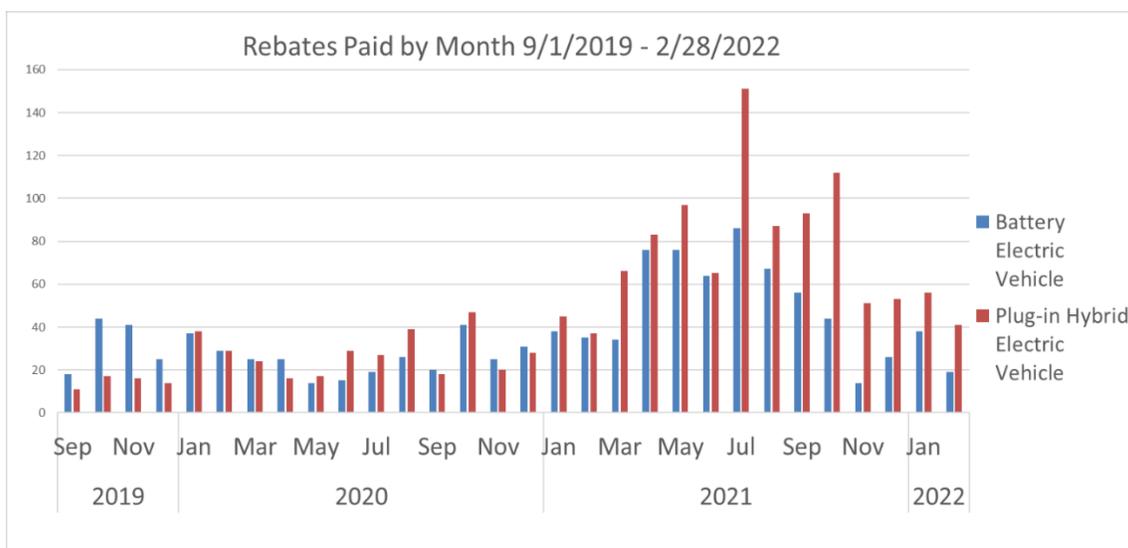
- The program awarded grants to Portland Housing Development Corporation and Biddeford Housing Authority to install a total of 24 Level 2 charging plugs to serve residents at five affordable housing properties in Portland and Biddeford. The projects are expected to be completed by the summer of 2023.

EV Accelerator Rebate Program

- The program issued 60 EV rebates in the month of January. Supply chain disruptions continue to constrain vehicle supply. Industry analysts predict that vehicle production and sales will begin to recover in early 2022, though some supply chain disruption is expected to continue throughout the next year.
- The top models remained the Toyota RAV4 Prime, Toyota Prius Prime, and Nissan LEAF.
- The program added the Ford Lightning F-150 to the list of vehicles eligible for EV rebates, bringing the number of eligible vehicles to 24.

EV Public Information and Outreach

- The program released a new video series providing information for property owners who are considering installing EV chargers for public or workplace use. The videos can be viewed at <https://www.energymaine.com/ev/>. These videos are part of a consumer engagement pilot program awarded by the Maine Public Utilities Commission (PUC) to support beneficial electrification. Staff are also producing a companion guidebook for public charging site hosts and a guidebook for EV drivers on charging at home and away.



<b>Total Rebates By Technology Type (9/1/2019 – 2/28/2022)</b>	<b>Number of Rebates</b>	<b>Dollars Spent</b>
BEV (Battery Electric Vehicle)	1,108 (44%)	\$3,244,500 (70%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,427 (56%)	\$1,444,500 (30%)
<b>Total</b>	<b>2,535</b>	<b>\$4,689,000</b>

<b>Updated Financials</b>	<b>Electric Vehicle Supply Equipment</b>	<b>EV Rebate Program</b>
FY2022 Program Budget	\$3,613,147	\$6,103,495
7/1 to 2/28 Spending	\$272,949	\$1,696,983
Percent of Budget Spent to Date	8%	28%
Percent of Year Passed		67%

#### J) Strategic Initiatives

- **Innovation**
  - Phase Change Material Pilot: Efficiency Maine and its vendor have concluded the Phase Change Material (PCM) test year and are drafting the final report.
  - Onboard EV Charging Pilot: Efficiency Maine and its vendor have begun customer outreach and plan to fill the available pilot spots by the end of the month.
  - Integrated Controls Pilot: Controls and metering equipment have been installed for all 31 participants. The current priority is to collect all historical fuel and electric usage for analysis and finalize participant surveys.
  - Whole Home Heat Pump Solutions Pilot: Equipment is operational and metering is ongoing in all 19 pilot homes. The current priority is to analyze preliminary metering data and report early findings in the next few weeks.
- **Evaluation, Measurement, and Verification**
  - NMR Group and the Trust held a kickoff meeting for the Annual Forward Capacity Market Measurement and Verification Compliance Review. This independent third-party evaluation will determine if our portfolio of measures bid into ISO NE is compliant with the ISO NE M&V requirements. We anticipate a positive outcome for the May Compliance Certification.

### 3. Administration and Finance Highlights

#### A) Administration

- Staff is in the process of securing services for the next Triennial Plan to help deliver programs. Staff has been posting requests for proposals (RFPs), reviewing bids, and issuing awards. Contracts for awarded bids will be finalized in the coming weeks and months.
- Staff is working on a memo to outline plans for re-opening the offices in Augusta and Westbrook.
- Staff has been completing formal descriptions of the initiatives it will administer using the federal ARPA funds and has begun signing contracts with the Maine Department of Administration and Finance (DAFS) to receive the ARPA funds.

#### B) Financial

##### Revenues

- The sum of the year's new revenues from state and regional sources through the end of February 2022 was \$62.4 million out of a total expected annual revenue of \$84.9 million.

Approximately \$648,000 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 \$1.96 million. The total budgeted revenue for FY2022 is \$106.1 million.

Expenditures

- Total expenditures through the end of February 2022 were \$43.96 million of which approximately:
  - i. \$4.14 million was spent on Administration (excluding interfund transfers)
  - ii. \$267,294 was spent on Public Information
  - iii. \$643,000 was spent on Evaluation work
  - iv. \$680,000 was spent on Innovation Pilots
  - v. \$4.69 million was spent on Low Income Initiatives
  - vi. \$4.71 million was spent on the Retail Initiatives Program
  - vii. \$4.30 million was spent on the Distributor Initiatives Program
  - viii. \$13.06 million was spent through HESP
  - ix. \$5.73 million was spent through the C&I Prescriptive Program
  - x. \$2.07 million was spent on the C&I Custom Program
  - xi. \$1.60 million was spent on the Small Business Initiative
  - xii. \$0 was spent in Inter-Agency Transfers
  - xiii. Another \$61.4 million is encumbered across all budget categories but is not yet spent.

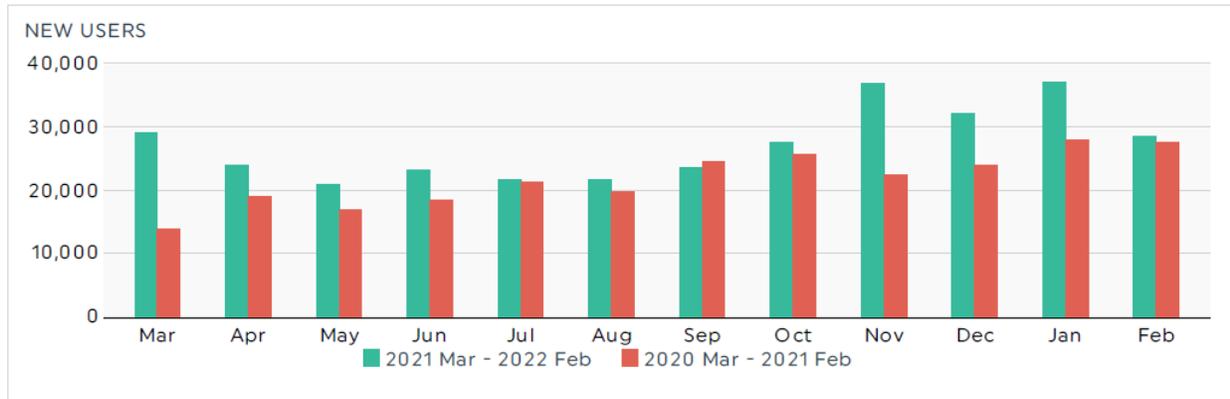
**Appendix A**  
**Full List of Press Coverage (plus links)**

- *Seacoastonline* ran an article on March 17 about a proposed York Planning Board ordinance to install EV chargers in town that mentioned recently announced EV program enhancements (<https://www.seacoastonline.com/story/news/local/2022/03/17/york-me-could-fast-track-electric-vehicle-charging-stations/6989174001/>).
- *WAGM-TV-8 (CBS Fox)* aired a segment on March 17 featuring an interview with the Executive Director who talked about energy-efficiency projects that can help Mainers save money (<https://www.wagmtv.com/2022/03/17/alternative-solutions-rising-prices/>).
- A *WGANNews* “Maine Points” podcast posted on March 17 featured the Executive Director in a pre-recorded energy discussion about steps Mainers can take to reduce fuel and energy costs. Dan Burgess, director of the Governor’s Energy Office, and Dan Brennan, director of MaineHousing, also participated in the discussion (<https://wgan.com/podcasts/83755-2/>).
- *News Center Maine* aired a segment on March 16 about Bangor’s rebate program and mentioned Efficiency Maine’s rebates for heat pumps and weatherization, as well as suggested residents can combine the two (<https://www.newscentermaine.com/article/news/local/bangor-launches-grant-program-to-help-with-with-purchase-and-installation-of-heat-pumps-and-weatherizing-insulation-windows/97-48e44003-507b-4123-8eb9-6f6a1689b242>). Coverage also appeared in:
  - *WABI TV5* – (<https://www.wabi.tv/2022/03/17/city-bangor-offering-grant-money-heat-pump-assistance/>).
  - *Q106.5 Radio* - (<https://q1065.fm/city-of-bangor-offering-residents-up-to-2000-for-heat-pumps-weatherization/>).
- *The Maine Monitor* published on March 13 an extensive story about Isle au Haut’s microgrid project and mentions Efficiency Maine’s role in funding some heat pump installations as part of a broader pilot program (<https://www.themainemonitor.org/isle-au-haut-after-exploring-cutting-edge-microgrid-unlikely-to-cut-cable-after-all/>).
- *Maine News Radio* aired an interview with the Executive Director on March 13 that discussed the rising interest in EVs and EV infrastructure in light of the high cost of fuel and gasoline. The interviewed aired on *WWMJ/195*, *WDEA/AM1370*, *WQCB/Q-106.5*, *WBZN/Z-107.3*, and *WEZQ/929 the Ticket*.
- *News Center Maine* aired a segment on March 11 featuring an interview with the Executive Director that focused on increased interest in heat pumps and other energy efficiency measures due to rising oil and gas prices (<https://www.newscentermaine.com/article/news/local/maine-alternative-energy-companies-in-solar-and-heat-pumps-see-surge-in-interest/97-98ef19c6-ee10-4aa9-95e9-dcc1c6046e4d>).
- *WMTW TV-8* broadcast a segment on March 10 featuring an interview with the Executive Director that focused on how high energy costs are increasing the interest in electric power (<https://www.wmtw.com/article/high-energy-cost-pushing-the-switch-to-electric-power/39400549>).
- *Spectrum News* mentioned the Efficiency Maine’s programs and rebates as options for Mainers in a March 10 article announcing ReVision Energy’s partnership with Portland’s climate change program, “Electrify Everything!” program (<https://spectrumlocalnews.com/me/maine/news/2022/03/10/portland-begins-discounts-for-solar--heat-pumps>).

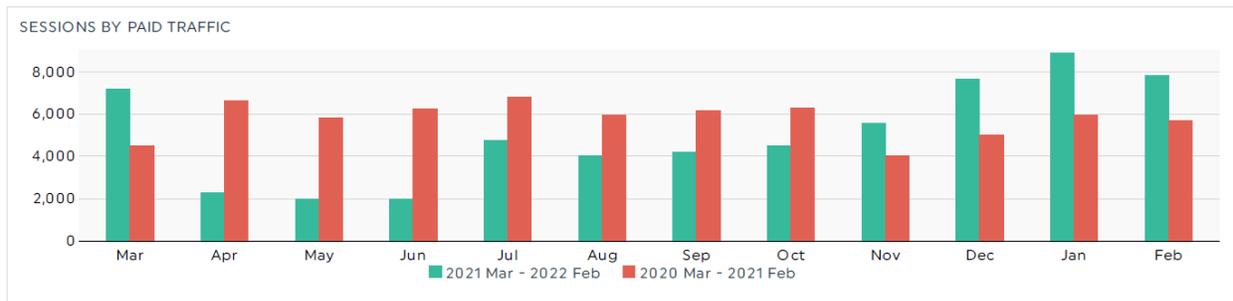
- WMTW TV-8 covered Efficiency Maine's March 8 announcement on [enhancements to its EV initiative](#). The station used the news as an anchor script on all of its news segment that day. More extensive coverage that featured an interview with the Executive Director was included in a subsequent segment on climate change that aired on March 11 (<https://www.wmtw.com/article/maine-promotes-electric-vehicle-ownership-to-combat-climate-change/39412221>).
- "Our Sustainable City," a recurring column in the *South Portland Sentry* (*Portland Press Herald*), devoted its entire March 8 column to the heat pump technology and Efficiency Maine's incentives (<https://www.pressherald.com/2022/03/08/our-sustainable-city-heat-pumps-are-the-home-heating-and-cooling-solution/>).
- CBS 13 WGME aired a segment on March 8 that highlighted Efficiency Maine data that shows that heat pumps remain efficient at cold temperatures (<https://wgme.com/news/i-team/ask-the-i-team-are-heat-pumps-less-efficient-in-colder-temperatures>). Affiliates KATV Channel 7 in Arkansas and WCYB Channel 5 in Tennessee, ran similar segments on March 9 citing the same data (<https://katv.com/news/nation-world/are-heat-pumps-less-efficient-in-colder-temperatures> and <https://wcyb.com/news/nation-world/are-heat-pumps-less-efficient-in-colder-temperatures>).
- *Bangor Metro* (*Bangor Daily News*) featured the expansion of Maine's EV infrastructure in a March 7 article that quoted the Efficiency Maine's EV program manager (<https://bangordailynews.com/2022/03/07/bangor-metro/maines-changing-charging-station-infrastructure-joam40zk0w/>).
- *Spectrum News* reported on the Executive Director's legislative testimony on March 4 about a proposed \$7 million state budget allocation for the Efficiency Maine's EV Initiatives program (<https://spectrumlocalnews.com/me/maine/news/2022/03/04/efficiency-maine-touts-rebate-program>).
- *Spectrum News* ran an article on March 3 about Governor Mills' budget hearings that included a proposal to allocate \$7 million to the Trust for its EV Initiatives program (<https://spectrumlocalnews.com/me/maine/news/2022/03/03/demand-for-housing-highlighted-at-budget-hearing>).
- *Mount Desert Islander* ran an editorial on March 3 that mentioned the Efficiency Maine's programs that help low-income Mainers weatherize their homes (<https://www.mdislander.com/opinions/editorials/saving-money-and-the-planet>).
- Efficiency Maine rebates are mentioned in a March 3 article an "Our Sustainable City" column about beneficial electrification in the *South Portland Sentry* edition of the *Portland Press Herald* (<https://www.pressherald.com/2022/03/03/our-sustainable-city-beneficial-electrification/>).
- The *Portland Press Herald – Times Record* featured a February 22 guest column by Sam Saltonstall, WindowDressers board president, recommending, among other things, that readers take advantage of Efficiency Maine's energy-saving programs (<https://www.pressherald.com/2022/02/22/guest-column-warm-your-neighbor-and-yourself/>).
- The *Sun Journal* ran on February 20 an extensive article that explored the impact of rising prices for electricity, heating oil and gasoline and refers readers to the Efficiency Maine's rebates (<https://www.sunjournal.com/2022/02/20/in-a-cold-winter-maine-household-budgets-buckle-under-growing-energy-burden/>).

## Appendix B Additional Website Metrics

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



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



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

TOP LANDING PAGES BY SESSIONS	
Landing Page Path	Sessions
/	8,239
/at-home/heating-cost-comparison/	2,628
/category/news/	2,250
/weatherization-rebates/	2,115
/at-home/heat-pump-water-heater-program/	2,083
/about-heat-pumps/	2,026
/ev/	1,811
/heat-pump-user-tips/	1,491
/at-home/ductless-heat-pumps/	1,455
/heat-pumps/	1,285

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	5,246
/at-home/heating-cost-comparison/	1,738
/heat-pump-user-tips/	1,275
/at-home/ductless-heat-pumps/	1,025
/heat-pumps/	907
/at-home/	678
/electric-vehicle-rebates/	619
/at-home/water-heating-cost-comparison/	414
/renewable-energy/	351
/at-home/energy-loans/	330

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

