

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

April 27, 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:
 - *Maine Public* quoted the Executive Director in an article about EV charging in Maine.
 - *Spectrum News* quoted the Executive Director in an article about current supply chain issues with electric vehicles.
 - *Maine Wire* quoted the Executive Director in an article about Governor Mills' proposed utility accountability bill.
 - *Spectrum News* quoted the Trust's Electric Vehicle (EV) program manager for an article that discussed supply chain issues with electric vehicles.
 - *Popular Science* quoted a member of staff for an article about home energy efficiency upgrades available to renters.
 - *Green & Healthy Homes MAINE* featured Efficiency Maine resources and energy-saving tips for renters in its April issue that highlighted lighting, heat pumps, and air sealing.

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

- **Events**

- Staff presented to members of the Vitalius Real Estate Group on April 26.
- Staff represented the Trust during the Bar Harbor Climate Task Force EV Show on April 24.
- Staff presented information about the Trust's residential incentives during a meeting of the Maine Association of Mortgage Professionals on April 13.
- Staff supported a booth presence and participated in an EV expo during the Green Home + Energy Show on April 9.
- Staff delivered information about the Trust's programs and incentives to the Greater Portland Board Realtors Sustainability Advisory Group on April 6.
- Staff presented information about the Trust's electric vehicle incentives at the York Land Trust EV Learning Session on March 30.
- Staff presented information about the Trust's residential incentives during an Electrify Everything! Webinar on March 29.
- Staff represented the Trust at The Great Home Expo 2022 on March 26.

- Staff supported a booth presence at the PHCC Expo Plumbing Heating & Cooling Contractors on March 25.
- Staff conducted an “Introduction to Heat Pumps” learning session for the Town of Falmouth on March 24.
- Staff supported a booth presence at Hospitality Maine’s Lodging and Restaurant Show on March 23.

B) Call Center (March)

- 2,916 inbound phone calls were received, up from 2,094 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%).
- 1,000 inbound emails were received, up from 870 this month last year.
- 2,133 pieces of inbound mail were processed, up from 550 this month last year.
- 718 outbound calls were made to schedule residential heat pump, weatherization, and heat pump water heater inspections. This is up from 512 calls in the same month last year.

C) Government Relations

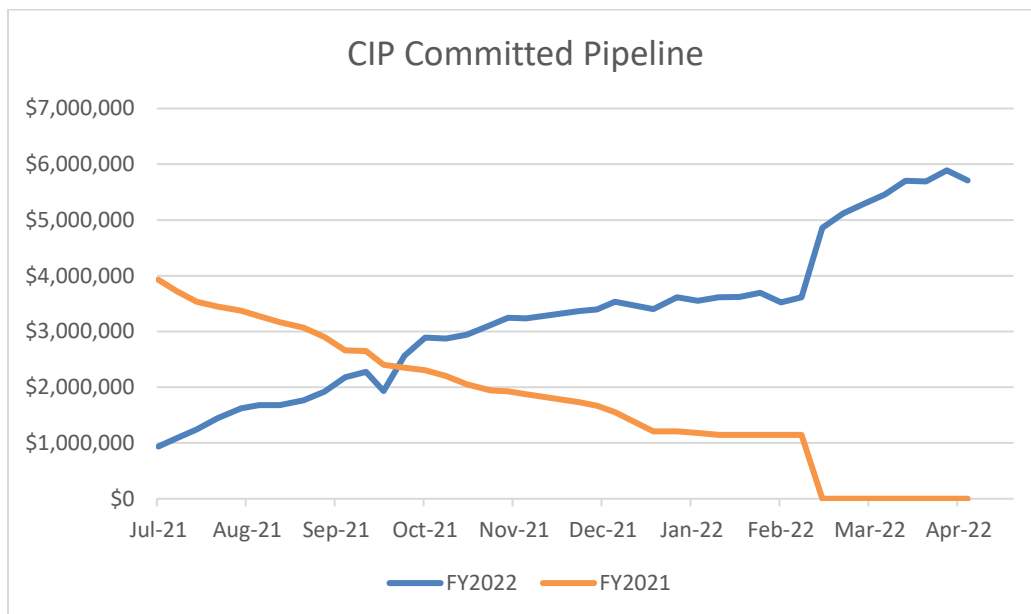
- Maine Public Utilities Commission (PUC)
 - Staff participated in a settlement conference on the pending approval of the Triennial Plan. Staff prepared a draft stipulation for the settlement and circulated it with all parties and the PUC Staff.
 - Joined OPA on their exceptions to the Examiner’s Report for section 80 NWA.
 - Staff filed comments in the grid modernization and rate design dockets. Staff’s comments provided original research and analysis on the impacts of multiple alternative rate designs on fully electrified homes and on EV charging.
- Legislature
 - EMT provided technical comments to Legislators considering a variety of amendments to LD 1350, a bill that would extend the PUC’s procurements of renewable energy.

2. Program Highlights¹
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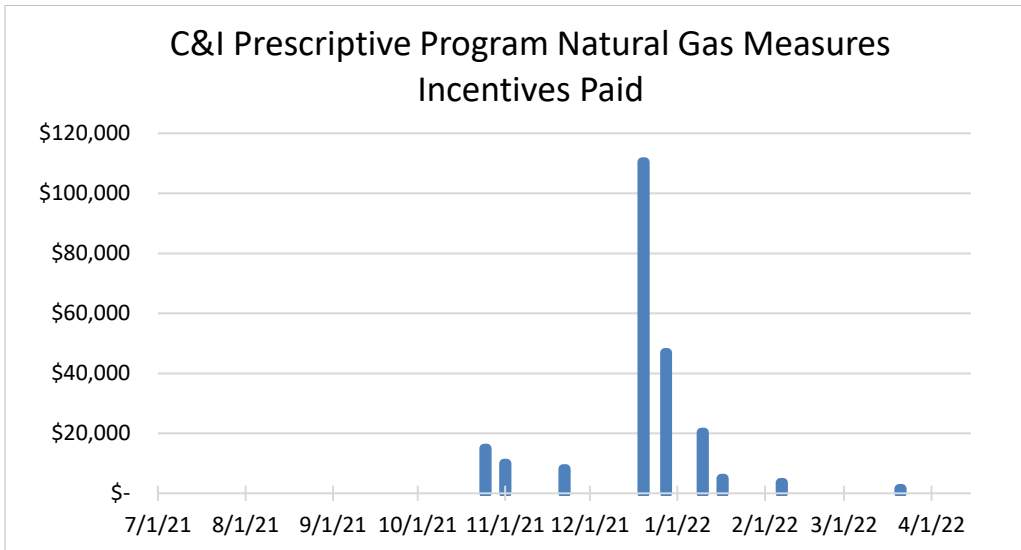
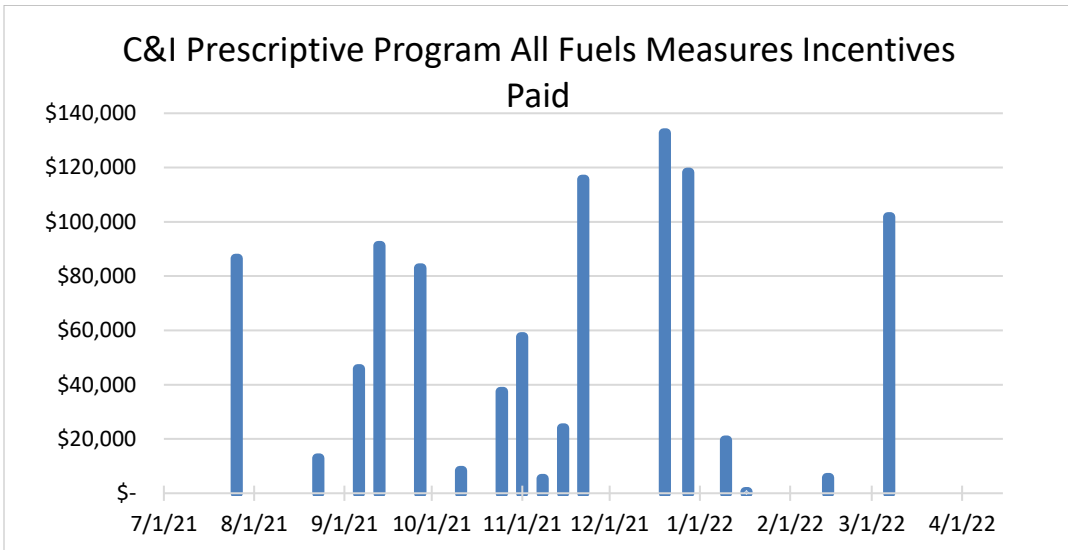
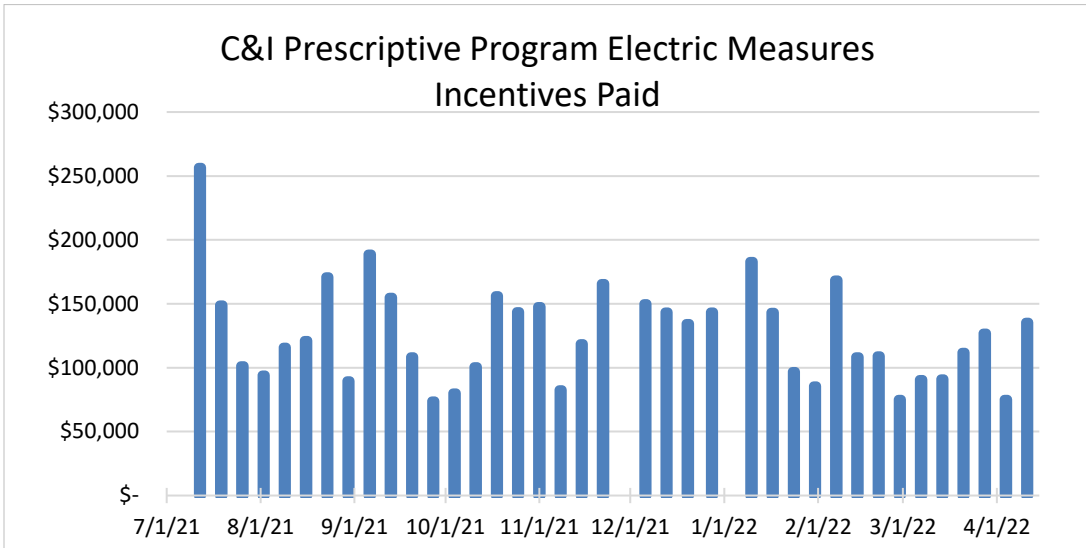
A) C&I Prescriptive (CIP) Program

- The pipeline of pending electric projects has increased almost \$416,000 over the last month. The current pipeline represents \$4.7 million in incentives for preapproved projects.

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 April 22, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of March 2022).



- The number of incoming calls through live transfers from the Call Center or direct from Qualified Partners in March was higher than February.
 - The Delivery Team received 457 calls throughout the month of March, this represents an increase of 100 calls over the previous month.
- The Delivery Team was assigned a total of 27 inspections over the last month, with a combination of virtual inspections and on sites inspections, pre- and post-installation.
 - Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high. Ratings over the last month averaged 4.9 out of 5. Overall average ratings remain above 4.5.
- Prescriptive horticultural lighting continues to see increased activity. To date, 27 projects totaling over \$475,000 in incentives have been pre-approved with multiple projects currently under review. 12 projects have been completed and paid for \$202,000 and one other project is complete and awaiting an inspection.
- With the start of the fourth quarter, most of the solutions did not see any incentive changes. There were some program modifications announced:
 - Prescriptive agricultural lighting incentives will be calculated at \$0.30/kWh for the first-year savings, with incentives not to exceed 60% of the measure cost. This is a slight modification to the capping mechanism and removes the payback cap requirement.
 - A new measure is now available for standalone cannabis dehumidification with an incentive based on pints per day (PPD).
 - The existing Energy Recovery Ventilator (ERV) measure was modified to allow for more eligible models to be entered manually during the application submittal process.
- Bangor Natural Gas has fully committed funds for Program Year (PY) 2022. No new applications where Bangor Natural Gas is the service provider will be accepted. Maine Natural Gas, Summit Natural Gas and Unitil are not affected.



Updated Financials	Program Investment
FY2022 Program Budget	\$22,611,609
7/1 to 3/31 Spending	\$6,514,040
Percent of Budget Spent to Date	29%
Percent of Year Passed	75%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$6,514,040
Committed Pipeline	\$5,708,275
Total (Expenditures and Committed Pipeline)	\$12,222,315
Percent of Current Budget	54%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	27,394,740	(4,523)
Thermal Programs	(188,191)	59,709

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

Project Type (through 3/31)	Projects
Prescriptive Lighting Solutions	631
Electric Heating and Cooling Solutions	380
Compressed Air Solutions and Other	40
Natural Gas Heating and Cooling Solutions	13
All Fuels Heating and Cooling Solutions	12

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 2 projects worth \$102,043 in incentive offers.
- The program added 2 new projects to the pipeline. The total pipeline now consists of 8 projects worth \$1,071,707 in incentive offers, after adjusting for probability of completion.
- Program staff received 4 new scoping audit requests and no new Technical Assistance (TA) study requests.
- Program staff reviewed 2 project proposals that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2022 Program Budget	\$14,118,425
7/1 to 3/31 Spending	\$2,353,239
Percent of Budget Spent to Date	17%
Percent of Year Passed	75%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$2,353,239
Committed	\$8,206,453
Pipeline	\$1,071,707
Total (Expenditures, Committed and Pipeline)	\$11,631,399
Percent of Current Budget	82%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	5,268,083	(1,227)
Thermal Programs	(41,782)	4,074

C) Small Business Initiative (SBI)

1. SBI activity for regions launched in FY2021:

	Region 23 Lewiston/ Auburn
Region Launch Date	Jan-21
# of Participating Lighting Contractors	12
Lighting Assessments Requested/Assigned	99
Lighting Assessments Completed	78
Pre-approved Projects	64
Signed SOWs	51
Lighting Installations Underway	0
Lighting Projects Completed & Paid	46

2. SBI activity for regions launched in FY2022:

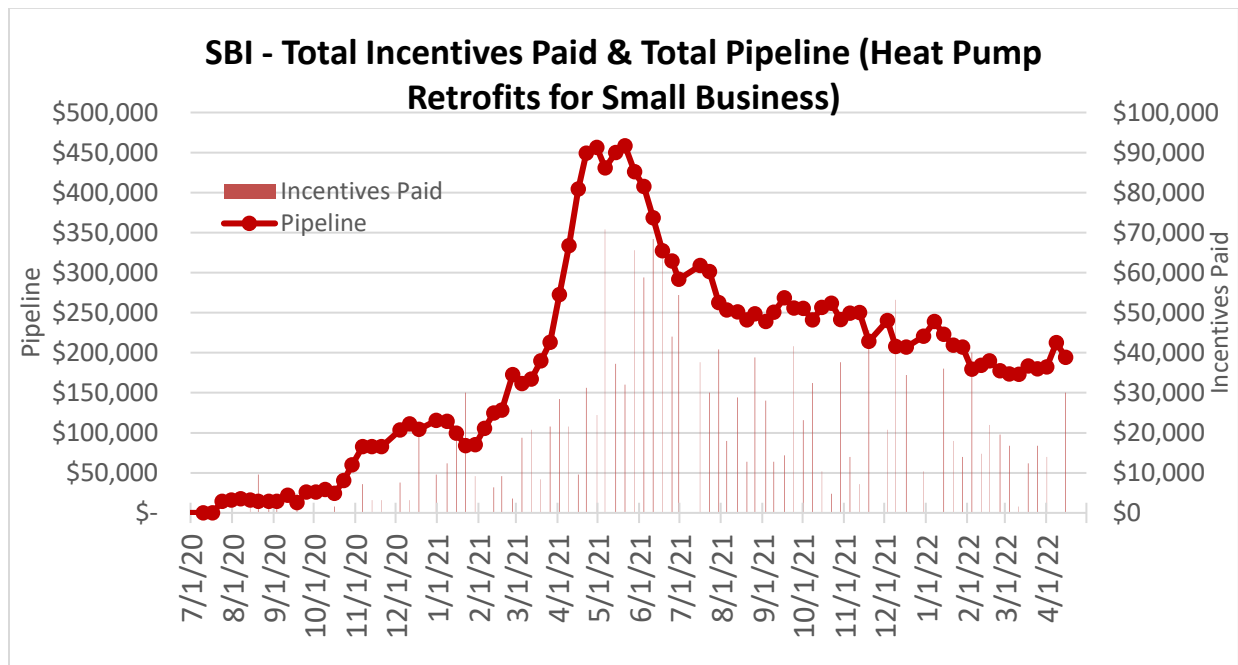
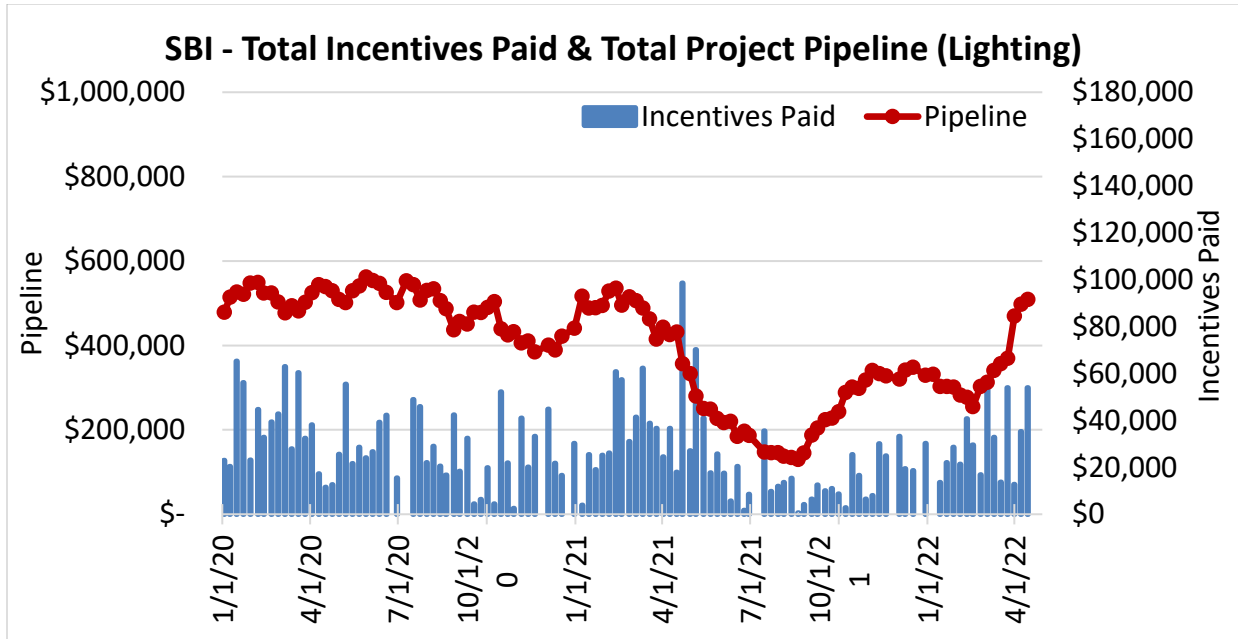
	Region 24 Biddeford/ Saco	Region 25 Machias/ Route 9	Region 26 Brunswick/ Topsham	Region 27 Bath Area	Region 28 Camden/ Wiscasset	Region 29 Northern Aroostook County
Region Launch Date	Jul-21	Aug-21	Sep-21	Sep-21	Sep-21	Jan-22
# of Participating Lighting Contractors	4	11	5	5	4	11
Lighting Assessments Requested/Assigned	20	101	14	3	41	99
Lighting Assessments Completed	15	100	11	3	23	86
Pre-approved Projects	14	91	11	3	20	74
Signed SOWs	6	82	10	3	20	52
Lighting Installations Underway	1	6	1	0	1	25
Lighting Projects Completed & Paid	5	69	8	2	11	14

1. Region 21 (Belfast Area) closed this month. Final results:

Region 21	Beflast Region		
	Region Totals	Average Project	
# Projects	66		
Project Cost	\$ 300,355	\$	4,551
Incentive	\$ 240,291	\$	3,641
Incentive %	80%		
Annual kWh Savings	519,089		7,865
Lifetime MWh Savings	6,748		102
Annual \$ Savings	\$ 109,009	\$	1,652
Monthly \$ Savings	\$ 9,084	\$	138

2. Region 23 (Lewiston/Auburn) was launched in January 2021. Twelve contractors signed on to participate. In-person targeted outreach efforts continued this month, and a mailer was also sent to eligible businesses. These efforts brought in about dozen small businesses into the initiative this month.
3. Region 24 (Biddeford/Saco) was launched in July 2021. Four contractors have signed on to participate. In-person targeted outreach continued this month, and a mailer was also sent to eligible businesses. Activity has been very slow, and outreach efforts are planned to continue next month. Nearly half of the small businesses visited have already converted to LEDs.
4. 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 92 projects have been pre-approved for small businesses in this region to date, with additional assessments in progress.
5. Region 26 (Brunswick/Topsham Area) and Region 27 (Bath Area) were launched mid-September 2021. Five contractors have signed on to participate in these regions to date. Activity to date has been very slow in these two regions. Mailers were sent to eligible customers in both regions this month. Additional outreach efforts this month primarily consisted of customer calls for Region 26. In-person targeted outreach is now commencing in Region 27. Outreach efforts will continue in both regions next month.
6. 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, and 11 projects have been completed and paid. Additional installations and assessments are underway. Another mailer was sent to eligible small businesses this month to continue encouraging participation, and a call campaign also commenced this month.
7. Region 29 (Northern Aroostook County) was launched late-January 2022. A total of 13 local contractors have signed on to participate, and several assessments and the first batch of installations were completed this month. A call campaign was also completed, which was very successful in bringing additional businesses into the initiative (over 35 customers from the call campaign have been assigned to local contractors with several more ready to be assigned). A total of 68 projects have been pre-approved to date.
8. The SBI lighting pipeline had a significant increase this month, primarily due to assessments completed after the Region 29 call campaign as well as Region 29 contractors bringing in their own customers. Overall program activity is expected to continue increasing as the program

team moves forward with ongoing outreach efforts in all regions. The heat pump retrofits for small businesses pipeline has remained fairly steady this month.



Updated Financials	Program Investment
FY2022 Program Budget	\$5,907,936
7/1 to 3/31 Spending	\$1,938,527
Percent of Budget Spent to Date	33%

Percent of Year Passed	75%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$1,938,527
Committed Pipeline	\$703,021
Total (Expenditures & Committed Pipeline)	\$2,641,548
Percent of Current Budget	45%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,227,538	(1,076)
Thermal Programs	(1,047,335)	14,810

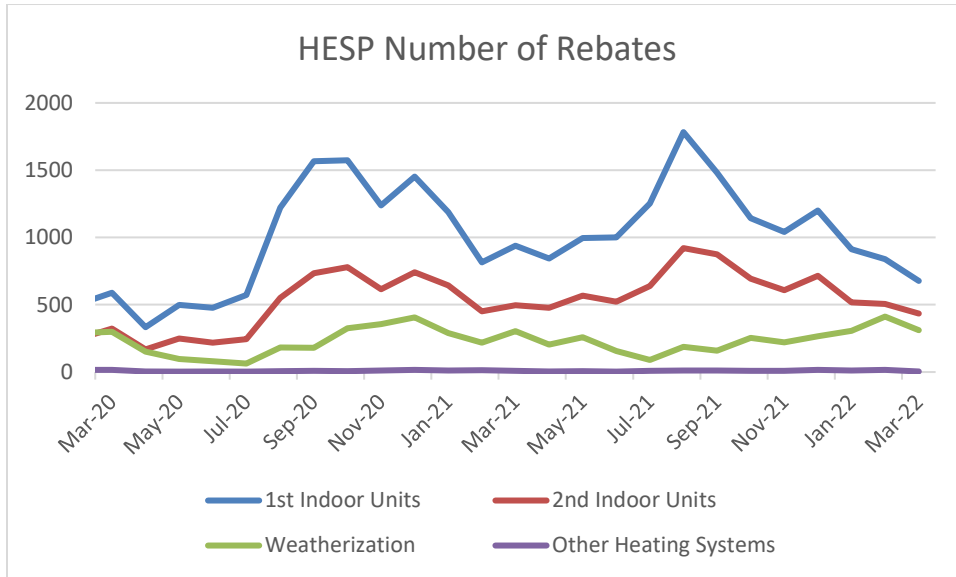
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Project Type (through 3/31)	Projects
Lighting	207
Heat Pump Retrofits	280

D) Home Energy Savings Program (HESP)

- EMT completed a competitive RFP process the result of which was an award made to CLEAResult for a 3-year contract to administer the HESP program in Triennial Plan V.
- 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 3% higher than last March, driven by the September and January program modifications and largest-ever marketing campaign. That said, YTD weatherization rebates are down 5% compared to last year due to an extreme slow-down in program activity caused by the Delta and Omicron variants of COVID in the fall and winter of this fiscal year. The program forecasts that the recent upswing in demand will make up all of this shortfall and end up 11% above last year.
 - Weatherization calls, emails, and web views are all up.
 - 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.
 - Technical field representatives visited 8% of rebated weatherization jobs in-person this month, compared to a goal of 10-15%.
- 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. Installers are continuing to sell at rates seen during the pandemic when customers were forced to work/study at home and many accumulated discretionary funds.
 - March heat pump rebates were down 23% compared to last March. YTD they are up 3% and forecast to end up equal to last year's performance.
 - Technical field representatives used virtual tools to inspect 18% of rebated heat pumps compared to a goal of 10% to 15%. Eighty-four 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.



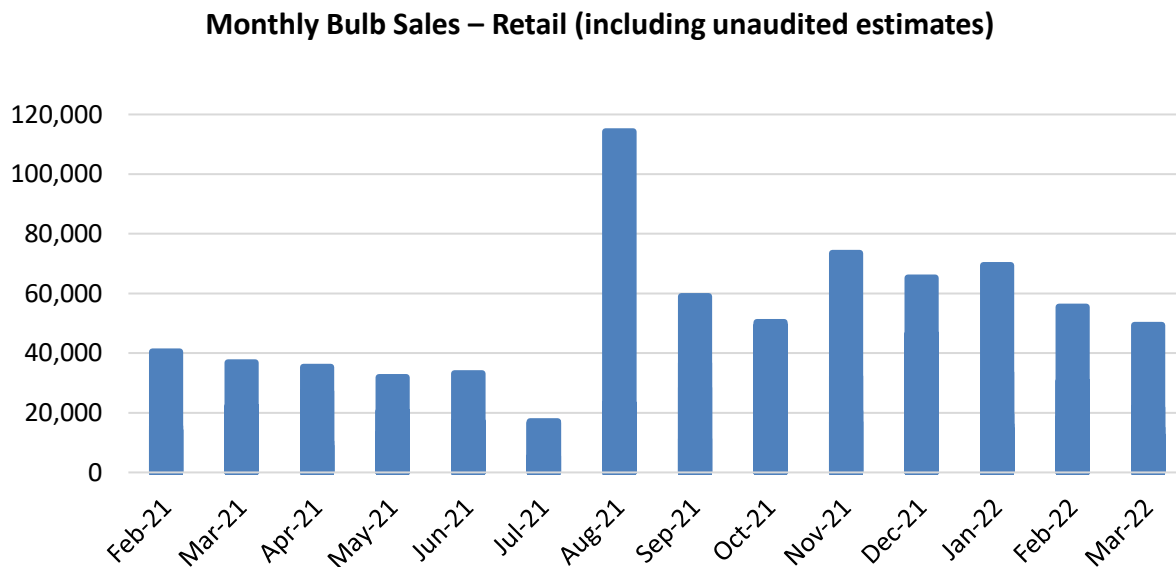
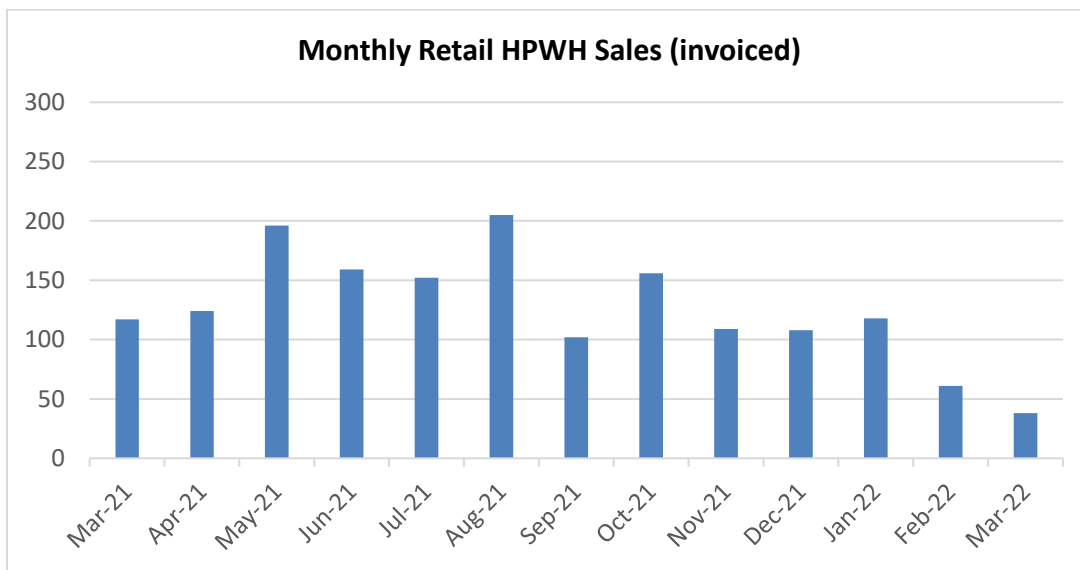
Updated Financials	Program Investment
FY2022 Program Budget	\$25,601,547
7/1 to 3/31 Spending	\$14,131,538
Percent of Budget Spent to Date	55%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(16,606,968)	245,557
Thermal Programs	570,937	21,393

Project Type (through 3/31)	Participating Households
Electric Measures	11,202
All Fuels Measures	1,339

E) Retail Initiatives Program

- The program forecasts 1,268 heat pump water heaters (HPWHs) using mail-in rebates and an additional 560 HPWH using instant discounts by year-end.
- HPWH prices are currently much more favorable through the Distributor channel than at retail stores.
- 149 customers downloaded instant discount coupons in March, 60% more than February.
- The program forecasts rebating 1.9 million 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.



Updated Financials	Program Investment
FY2022 Program Budget	\$9,082,980
7/1 to 3/31 Spending	\$5,176,910
Percent of Budget Spent to Date	57%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	37,605,145	(37,890)
Thermal Programs	-	-

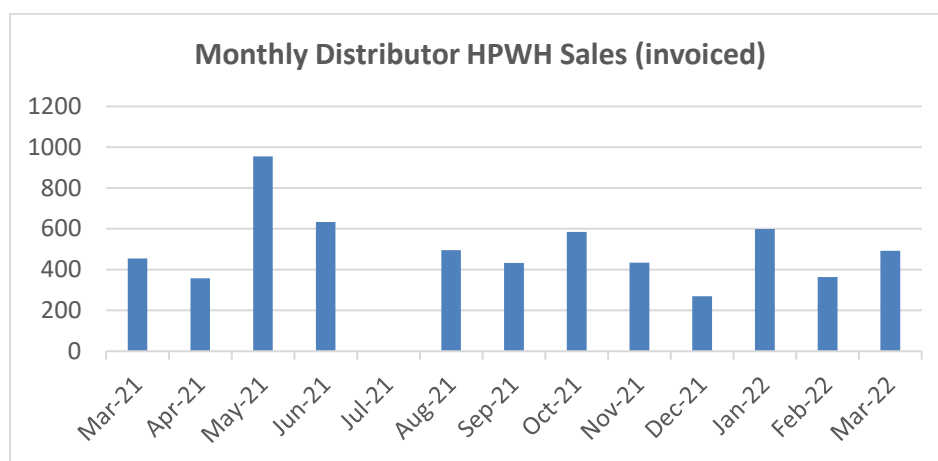
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 3/31)	Projects
Light Bulbs	1,139,741
Appliance Rebates	4,815

F) Distributor Initiatives

HVAC and Plumbing

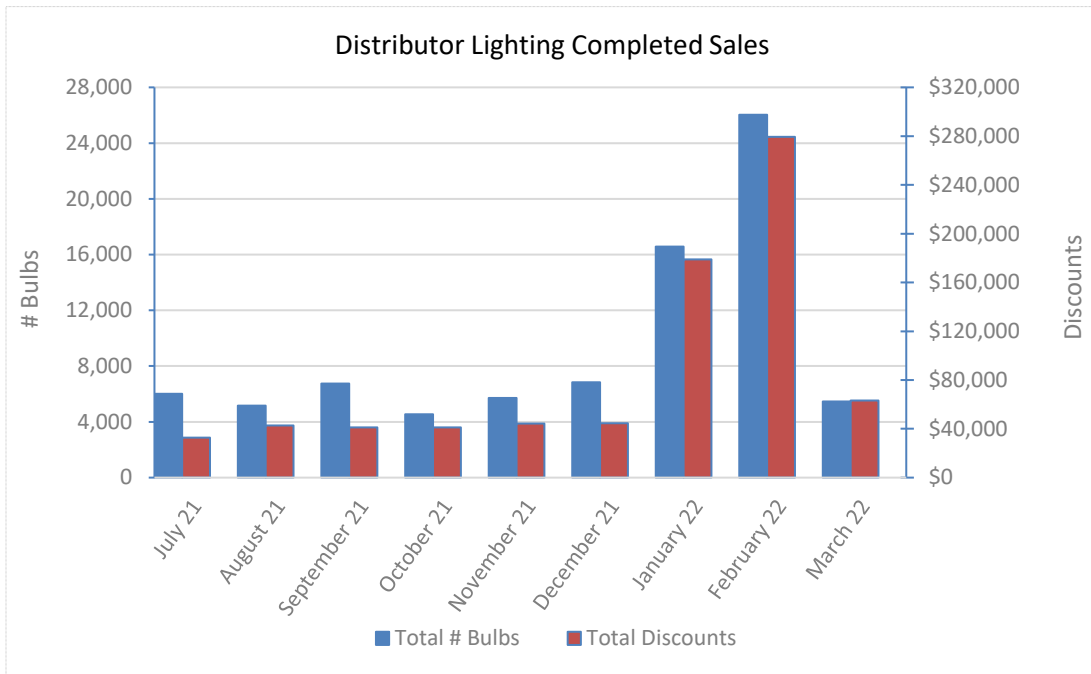
- Granite Group is now offering heat pump water heaters (HPWHs) direct to homeowners for \$479 after instant discount. This is an important breakthrough, and retailers (trying to sell the units for \$849 after rebate) are taking notice.
- All Maine distributors of HPWH are participating in our program. 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 13 to 1. Only 28% percent of electric water heater sales are HPWH in retail versus 79% at distributors.



- Circulator pumps with electronically commutated motor (ECM) technology were 50% of the top selling circulator pumps through March. 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:
 - 5% are screw-bulb (3% of discounts paid)
 - 95% are mogul and T8, T5, and T5HO linear replacement lamps (97% of discounts paid).
 - The lamp types with the highest volume of sales continue to be 4' LED linear replacement lamps (85%) followed by T8 U-Bend (2.0%) and PAR38 lamps (2.0%).
- A T8 Type A Lamp promotion was launched on January 1 to help encourage the replacement of lamps in T8 fixtures that may not pass the cost effectiveness screening for new fixtures has seen an increase in participation. 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 all funds are invested.
 - The distributor pipeline of pre-authorized projects is \$140,000 and discounts paid to date exceed \$541,000, a \$200,000 increase over last month.



Updated Financials	Program Investment
FY2022 Program Budget	\$10,533,485
7/1 to 3/31 Spending	\$5,265,588
Percent of Budget Spent to Date	50%
Percent of Year Passed	75%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	9,291,758	14,379
Thermal Programs	-	4,150

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

Rebate Type (through 3/31)	Units	Projects
Distributor Lighting	80,049	-
Distributor HVAC (Electric)	-	4,633
Distributor HVAC (NG)	-	409
Distributor Hot Water (Electric)	-	3,375

G) Low Income Initiatives

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

- So far in FY2022, the program has sent 11,478 Do-It-Yourself (DIY) kits of LED bulbs, faucet aerators, and an optional showerhead to low-income tenants and homeowners. The program forecasts delivering 4,000 more kits to low-income households by June 30.

Low Income Heat Pump Water Heater Initiative

- So far in FY2022, 702 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. More than half are installed in homes with domestic hot water coming off an oil boiler system. This application is highly cost effective and is the only program in the nation to install a HPWH free of charge in low income homes that use oil boilers for domestic hot water.
- The program anticipates cost increases for July 1, 2022.

Arrearage Management Program (AMP)

- So far in FY2022, the program has seen 312 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. Half of all AMP enrollees request DIY kits of energy saving measures.

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

- So far in FY2022, 291 households have completed weatherization projects, with reservations increasing to 95 projects. Trends 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.
- So far in FY2022, 855 LMI households installed heat pumps, with an additional 46 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 3/31 Spending	\$4,691,799
Percent of Budget Spent to Date	29%
Percent of Year Passed	67%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$5,654,127
Committed Pipeline	\$860,000
Total (Expenditures & Committed Pipeline)	\$6,514,127
Percent of Current Budget	40%

Energy Savings (through 3/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	6,994,896	4,274
Thermal Programs	(2,092,924)	29,092

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

Installations (through 3/31)	Units
Direct Installs	642
Market-based Installs	154

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

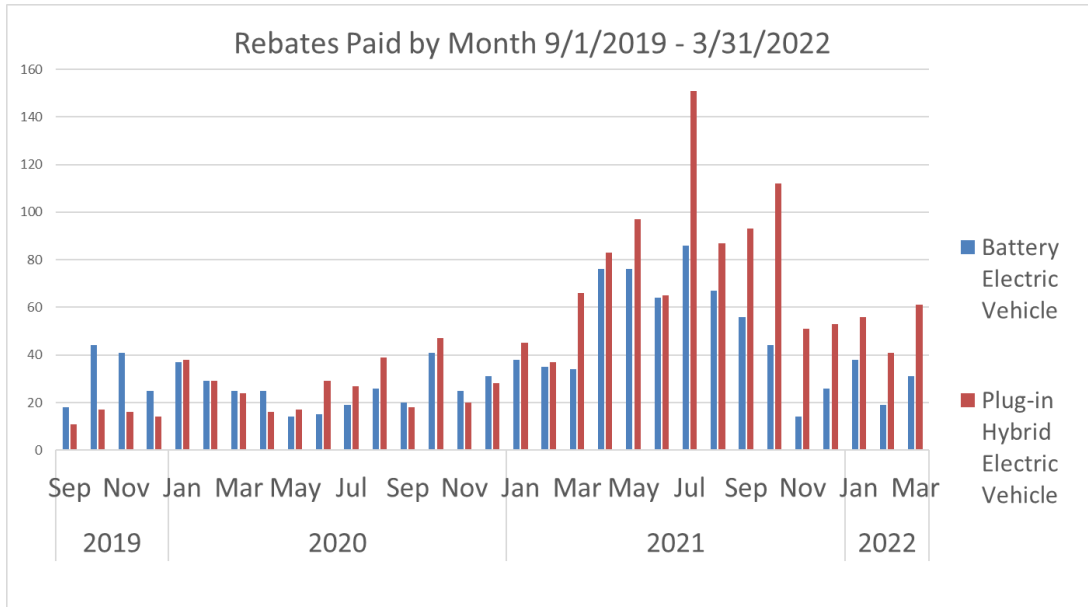
- The Trust has no new information to report on this initiative this month.

EV Accelerator Rebate Program

- The program issued 92 EV rebates in the month of March. 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 in March were the Toyota RAV4 Prime, Toyota Prius Prime, Mustang Mach-E, and Nissan LEAF.
- The program added the Rivian R1T, Chevy Bolt, and Chevy Bolt EUV to the list of vehicles eligible for EV rebates, bringing the number of eligible vehicles to 28.
- The program implemented a reservation system that allows dealers to place a “rebate hold” on EVs. A rebate hold allows the Trust to reserve funds for the rebate for 120 days or until the car is delivered in case funding runs out before the purchase is complete.

EV Public Information and Outreach

- The program sent out two customer surveys: one to customers who have purchased or leased an EV, and one to low-income customers who were pre-approved but did not end up purchasing/leasing an EV. The surveys will help the Trust improve its rebate program and income verification process.
- The program launched a new EV webpage called “At Work: EVs and Charging Solutions”. This page was created to better direct commercial customers towards relevant information about EVs and charging for businesses.
- The program sent Efficiency Maine window decals to governmental entities and qualified non-profits who have received a rebate on an EV.



Total Rebates By Technology Type (9/1/2019 – 3/31/2022)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,139 (43%)	\$3,315,500 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,488 (57%)	\$1,508,500 (31%)
Total	2,627	\$4,824,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2022 Program Budget	\$3,613,147	\$6,103,495
7/1 to 3/31 Spending	\$272,949	\$1,833,237
Percent of Budget Spent to Date	8%	30%
Percent of Year Passed		75%

J) Strategic Initiatives

• Innovation

- Integrated Controls Pilot: Meter retrieval is being scheduled for all 31 participants. Current priorities remain collecting prior fuel usage and finalizing participant surveys. Preliminary meter analysis has begun.
- Whole Home Heat Pump Solutions Pilot: The current priority is still to analyze preliminary metering data and collect fuel usage data for all 19 participants. A draft report on the performance of the technologies deployed in this study is underway.
- Phase Change Material Pilot: EMT continues its review of the draft PCM final report with an anticipated publish date of mid to late May 2022.
- L2 Smart Charging Pilot: EMT and its subcontractor have made the final incentive payments to participants and are working to finalize analysis of the charging session data. The Trust anticipates publishing a final report by late May/early June.
- Onboard Charging Management Pilot: EMT and its subcontractor are working to finalize the enrollment of the customers that have committed to participate in the pilot. Staff have encountered some issues with legacy vehicles having API that is not fully compatible with the onboard charging application, which is requiring additional time to be spent on customer acquisition.

• Evaluation, Measurement, and Verification

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

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 has set a tentative for full re-opening of the offices for June 1, 2022.
- Staff continues to process project descriptions, grant agreements and other administrative matters related to receipt and disbursement of the federal ARPA funds (also known as the Maine Jobs and Recovery Act funds). Individual initiatives will be launched in the coming months.
- Nat Haslett has joined the Staff in the role of Manager for Regulatory and Legislative Affairs. Nat will be working in the Strategic Initiatives team with the primary objective of enhancing representation of EMT in proceedings at the Maine PUC. Welcome Nat!

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of March 2022 was \$79.4 million out of a total expected annual revenue of \$86.9 million. Approximately \$732,000 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 \$2.19 million. The total budgeted revenue for FY2022 is \$108.2 million.

Expenditures

- Total expenditures through the end of March 2022 were \$49.67 million of which approximately:
 - i. \$4.64 million was spent on Administration (excluding interfund transfers)

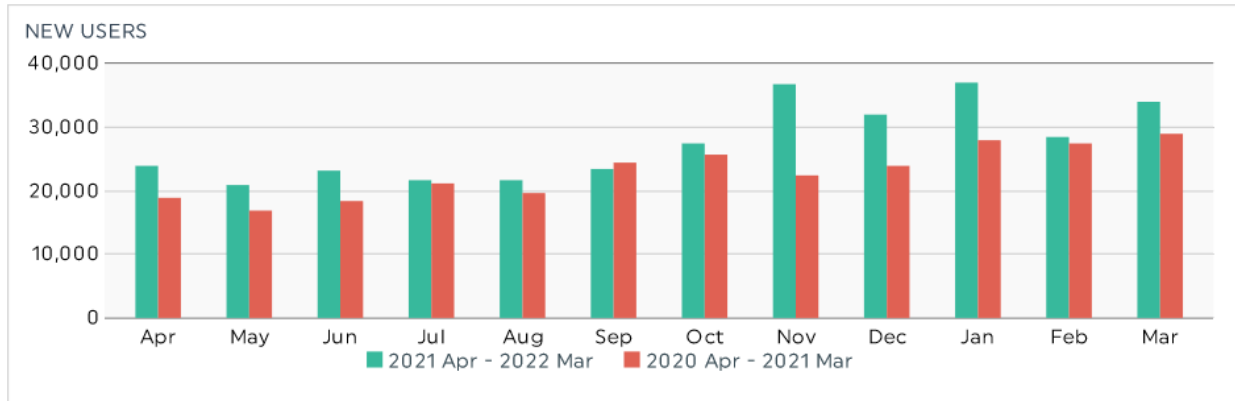
- ii. \$297,000 was spent on Public Information
- iii. \$719,000 was spent on Evaluation work
- iv. \$776,000 was spent on Innovation Pilots
- v. \$5.65 million was spent on Low Income Initiatives
- vi. \$5.18 million was spent on the Retail Initiatives Program
- vii. \$5.27 million was spent on the Distributor Initiatives Program
- viii. \$14.13 million was spent through HESP
- ix. \$6.51 million was spent through the C&I Prescriptive Program
- x. \$2.35 million was spent on the C&I Custom Program
- xi. \$1.94 million was spent on the Small Business Initiative
- xii. \$0 was spent in Inter-Agency Transfers
- xiii. Another \$56.3 million is encumbered across all budget categories but is not yet spent.

Appendix A
Full List of Press Coverage (plus links)

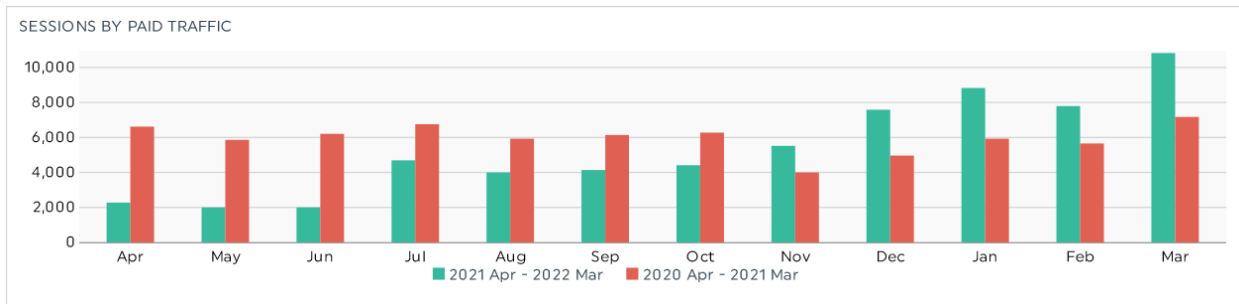
- *Spectrum News* ran an article on April 19 that mentioned the Trust's EV program (<https://spectrumlocalnews.com/me/maine/news/2022/04/19/house-passes-budget-119-16>).
- *Popular Science* quoted a member of staff discussing home energy efficiency upgrades available to renters in an April 14 article (<https://www.popsci.com/environment/energy-bill-efficiency-renewables/>).
- *Maine Public* ran an article on April 14 that mentioned the Trust and quoted the Executive director in the context of EV charging (<https://www.mainepublic.org/environment-and-outdoors/2022-04-14/can-you-get-there-from-here-in-maine-during-wintertime-we-put-our-electric-vehicle-to-the-test>).
- *The Sun Journal* posted a column on April 14 that mentioned the Trust's residential heat pump incentives (<https://www.sunjournal.com/2022/04/14/energy-choices-on-supply-and-equipment-require-checking-sources/>).
- *The Maine Wire* published an article on April 13 that mentioned the Trust (<https://www.themainewire.com/2022/04/lawmakers-rush-to-finish-work-with-one-week-left-in-second-session/>).
- *The Portland Press Herald* ran an article on April 11 about the cost savings associated with switching to an EV and mentioned the Trust's EV incentives (<https://www.pressherald.com/2022/04/10/pump-vs-plug-electric-vehicles-can-save-money-despite-higher-up-front-cost/>).
- *The Sun Journal* mentioned the Trust's programs and incentives throughout an April 11 article about the status of weatherization in Maine (<https://www.sunjournal.com/2022/04/10/weatherization-heat-pumps-evs-state-pushes-energy-cost-solutions-but-can-you-do-them-this-year/>).
 - The same article was also posted on *Central Maine.com* (<https://www.centralmaine.com/2022/04/10/weatherization-heat-pumps-evs-state-pushes-energy-cost-solutions-but-can-you-do-them-this-year/>).
- *Breitbart* ran an article on April 5 mentioning the Trust's EV program and rebates (<https://www.breitbart.com/politics/2022/04/05/maine-democrat-gov-janet-mills-urges-electric-vehicles-solution-high-gas-prices/>).
- *The Portland Press Herald* mentioned the Trust's electric vehicle rebates granted to the town of Biddeford in March 31 coverage (<https://www.pressherald.com/2022/03/31/charge-it-biddeford-adds-2-public-electric-vehicle-charging-stations/>).
- *Spectrum News* ran an article on March 24 quoting the Trust's EV Program Director. The article discussed supply chain issues with electric vehicles (<https://spectrumlocalnews.com/me/maine/news/2022/03/24/mainers-wait-months-for-electric-cars-as-gas-prices-soar>).
- *Maine Wire* quoted the Executive Director in a March 22 article about Governor Mills' proposed utility accountability bill. (<https://www.themainewire.com/2022/03/energy-committee-splits-on-gov-mills-utility-accountability-proposal/>).
- *Green & Healthy Homes MAINE* featured Efficiency Maine programs, including lighting, heat pumps and air sealing in its April issue. (Link not provided as the publication is a magazine).

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
/	10,879
/at-home/heat-pump-water-heater-program/	3,562
/about-heat-pumps/	3,164
/at-home/heating-cost-comparison/	3,159
/at-home/ductless-heat-pumps/	2,525
/ev/	2,507
/weatherization-rebates/	2,306
/heat-pumps/	2,153
/electric-vehicle-rebates/	2,018
/category/news/	1,332

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	7,018
/at-home/heating-cost-comparison/	2,164
/at-home/ductless-heat-pumps/	1,882
/heat-pumps/	1,601
/electric-vehicle-rebates/	1,294
/heat-pump-user-tips/	953
/at-home/	623
/evehicles/charging-station-locator/	543
/renewable-energy/	534
/at-home/energy-loans/	498

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

