

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

September 28, 2022

1. Public Information and Outreach

A) Awareness and Press

- **Press** (see Appendix A for additional details)
 - *Green Energy Times* quoted the Executive Director in a September 1 article about the Trust's announcement of enhanced incentives for EV charging infrastructure in Maine's rural communities. This funding opportunity, announced on August 18, was covered by seven other media outlets, including broadcast coverage by *News Center Maine*, which quoted staff.
 - The Trust hosted a press event in Norridgewock on August 30 to announce the availability of federal funding for Maine's municipalities of fewer than 5,000 residents. Representatives from the Governor's office and local government participated. The announcement was covered by *WABI5 TV*, *Fox22*, *WLOX*, *KWCH12* and *4ex World*.
 - *Maine Public Radio* featured staff in a September 14 Maine Calling radio segment about the future of electric vehicles in Maine.
 - *Maine Public* ran a story on September 6 quoting the Trust's Executive Director discussing the impact the Inflation Reduction Act will have on existing energy-efficiency incentives in Maine.
 - *The Portland Press Herald* quoted the staff in an August 7 article about Maine's cannabis industry. This article mentioned the Trust's available incentives for cannabis lighting and was republished by *Central Maine News*.
 - *The Portland Press Herald* quoted staff in an August 15 article about the recent push for more electric vehicles in Maine.
 - *Energy News Network* quoted the Executive Director in a July 23 article that highlighted the effectiveness of heat pumps in Maine's cold climate. This article was republished by *Maine News* and *Canary Media*.
- **Events**
 - The Executive Director participated in the 2022 National Association of Attorneys General (NAAG) Eastern Region Meeting on September 7, joining in a discussion about equity in Maine's energy efficiency and beneficial electrification programs.
 - The Executive Director presented information about the Trust's programs at an American Council for an Energy-Efficient Economy (ACEEE) American Rescue Plan Act (ARPA) Funds webinar on August 4.
 - Staff shared information about the Trust's residential programs with the Belfast Free Library on September 20; the Rockland Energy & Sustainability Advisory Committee on July 28; and the Team Letellier Real Estate and Max Realty One group on July 22.

- Staff presented information about the Trust's commercial program and incentives at the F.W. Webb Electrification Event on September 14.
- Staff supported the EV Initiative with presences at the Wells Electric Vehicle (EV) show on September 11 and the Throttle Car Club Electric Vehicle (EV) Show on August 14.
- Staff presented information about the Trust's residential program at the Kennebec Valley Community College (KVCC) heat pump installation class on August 23.
- Staff conducted an introductory meeting with the Director of Wisconsin's Office of Sustainability and Clean Energy on August 18.
- Staff presented information about the Trust's residential program and incentives at a Maine Energy Marketers Association (MEMA) heat pump training class on August 9.
- Staff attended the F.W. Webb Customer Appreciation event on August 4, 2022.
- **Website and Outreach** (see Appendix B for additional details)
 - June website visits
 - 45,899 unique visitors
 - 9,136 visits driven by digital ads
 - Facebook
 - 4,495 followers

B) Call Center (August)

- 3,145 inbound phone calls were received, up from 2,288 last month and up from 1,685 this month a year ago. Inquiries about insulation, heat pumps, and low-income water heaters are the primary call drivers.
- 96% of calls were answered within 20 seconds (vs. a goal of 90%).
- 774 outbound calls were made compared to 1,211 this month last year, mostly for home inspection scheduling.
- 1,815 inbound emails were received, up from 777 this month last year, mostly rebate claims for the Retail Program.
- 627 pieces of inbound mail were processed, compared to 744 this month last year.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust reviewed and submitted data requests on Central Maine Power's (CMP's) 2022 general rate case filing. This rate case proceeding will continue into next year (Docket 2022-00152).
 - The Trust continued participation in the settlement process for the PUC's investigation into rate design to support state policies (Docket 2021-00325).
 - The Trust submitted testimony and participated in a technical conference on the PUC's investigation into stranded cost rate design with a focus on how any rate design might affect beneficial electrification (Docket 2022-00160).
 - The Trust participated in preliminary follow-on proceedings to the Section 31 Non-Wires Alternative (NWA), which was approved in July of this year (Docket 2019-00309).
 - The Trust joined technical conferences and provided input on the Office of the Public Advocate's testimony in a proceeding reviewing Summit Natural Gas' request for an alternative rate plan (Docket 2022-00025).

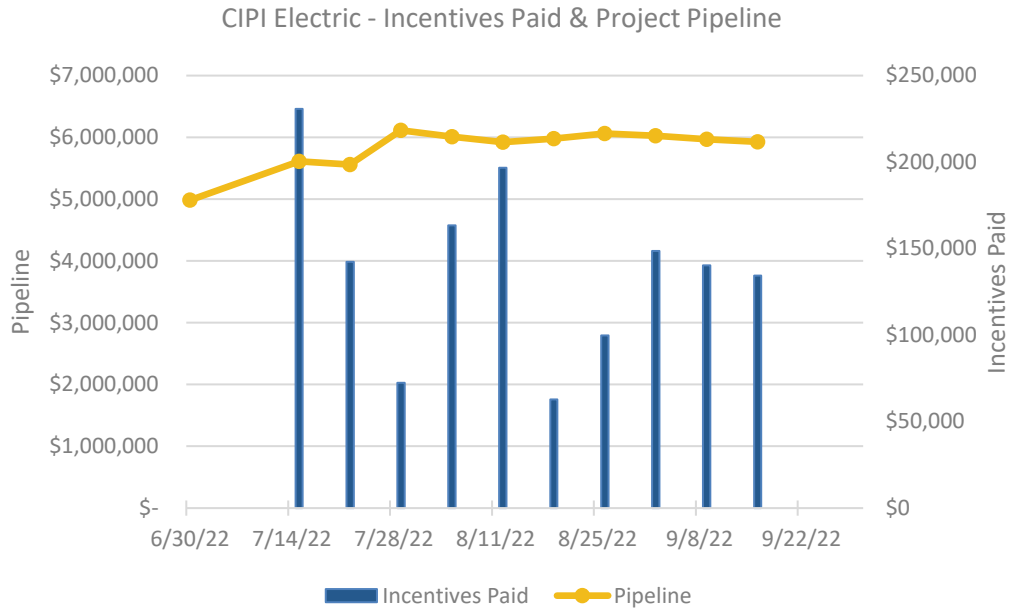
2. Program Highlights¹

A) C&I Prescriptive (CIP) Initiative Program

C&I Prescriptive Initiative – Electric Measures

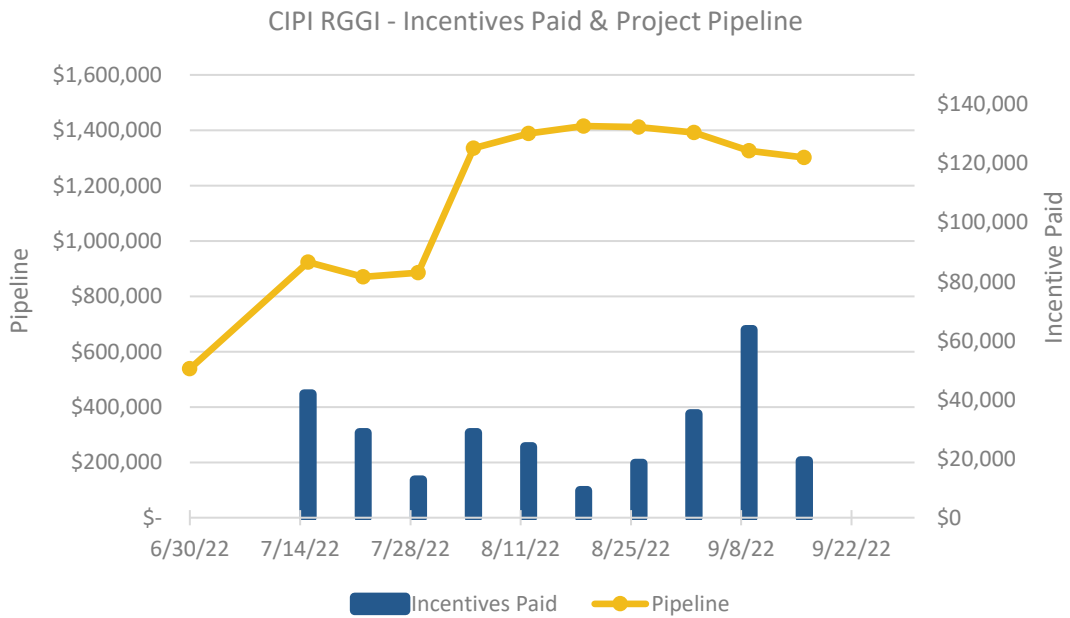
- The pipeline for electricity measures has remained consistent over the last month. The current pipeline constitutes \$5.93 million in program incentives. These totals reflect lighting projects that were previously reported in the Small Business Initiative that has now transitioned into C&I Prescriptive Initiatives.
- The total volume of lighting sales and discounts paid through the distributor channel to date represent:
 - 13% are screw-bulb (11% of discounts paid)
 - 87% are mogul and T8, T5, and T5HO linear replacement lamps (89% of discounts paid).
 - The lamp types with the highest volume of sales continue to be 4' T8 LED linear replacement lamps (74.7%) followed by BR40 (4.8%) and 4'T5HO LED lamps (4.4%). PAR38 sales remained consistent at 2.6% of the sales of all lamps.
- The program team conducted 21 pre- and post-installation inspections over the last month using a combination of virtual inspections and on site inspections. Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high. Ratings over the last month averaged 4.97 out of 5. Overall average ratings remain 4.9.
- Prescriptive horticultural lighting continues to see increased activity. To date, 41 projects totaling almost \$850,000 in incentives have been pre-approved with multiple projects currently under review. Thus far, 19 projects have been completed and paid for (\$372,000 in incentives) and two other projects are complete awaiting an inspection. There are 12 additional prescriptive projects under review.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. VCCs are a means to connect with end users directly to boost program activity by discussing their individual needs and matching to the relevant Efficiency Maine program solutions. State-wide marketing, promotion through FONs and the new “How to Get Started” video have contributed to a successful rollout. To date, 155 VCCs have been requested, 127 of which have been completed.
- The Qualified Partner annual certification process that kicked off in June is now complete. This year, the program hosted four in-person sessions throughout the state and completed three live webinars. We were pleased that we were nearly at capacity for each of these sessions. The program also launched the online training platform for those individuals that could not attend a live session.
 - 112 attended an in-person session, 349 by live webinar and 251 utilized the online training platform. This represents an 80% completion rate of all Qualified Partner individuals. Those individuals that did not complete annual certification may complete the new QP training which is available on the QP Training platform.

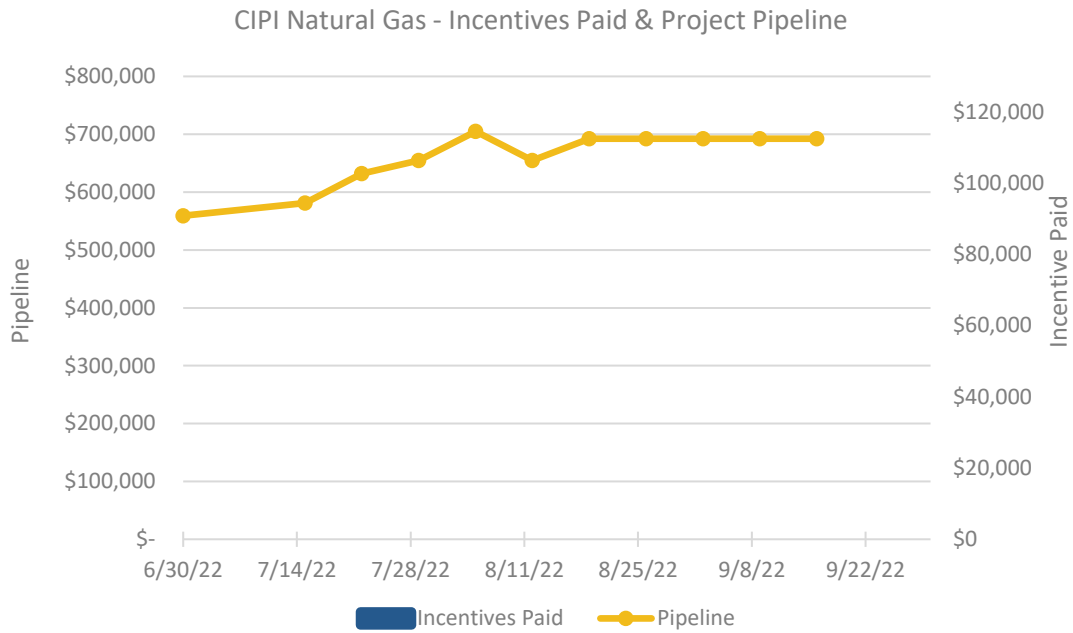
¹ The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on September 22, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of August 2022).



C&I Prescriptive Initiative – Thermal Measures

- The pipeline of pending CIPI projects funded by the Regional Greenhouse Gas Initiatives (RGGI) remained steady over the last month. These projects now includes retrofit heat pumps for small business as well as prescriptive measures at the facilities of Maine’s very large customers who take power at the transmission-level or the sub-transmission level. Current commitments are \$1.3 million.
- The natural gas pipeline has increased slightly to \$692,000. To date, there have not been any completed projects in FY2023.





Small Business Initiative – Carryover from FY 2022:

- Overall program activity for small businesses has been steady through FY2023 to date.
- Several regions that were actively marketed by the SBI in FY2022 have remained open into FY2023 and are now in the process of closing out. Final installations are being scheduled/completed.
- Small business lighting projects are now tracked in the CIPi Electric pipeline. Small business lighting projects currently account for a pipeline of approximately \$402,000 in incentives.
- Heat pump retrofits for small businesses are now tracked in the CIPi RGGI pipeline. Small business heat pump retrofits currently account for a pipeline of approximately \$187,000 in incentives.

Updated Financials	Program Investment
FY2023 Program Budget	\$18,450,763
7/1 to 8/31 Spending	\$1,580,815
Percent of Budget Spent to Date	9%
Percent of Year Passed	17%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$1,580,815
Committed Pipeline	\$8,026,962
Total (Expenditures and Committed Pipeline)	\$9,607,777
Percent of Current Budget*	52%

*The total budget shown here does not reflect committed carryforward from FY2022, which will be considered by the Board at the meeting on September 28, 2022.

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,643,392	(2,151)
Thermal Programs	(256,360)	5,645

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

Project Type (through 8/31)	Projects
Agricultural Solutions	8
Prescriptive Lighting Solutions	877
Small Business Direct Install Lighting	74
Electric Heating and Cooling Solutions	113
Compressed Air Solutions and Other	4
Natural Gas Heating Solutions	0
All Fuels Heating Solutions	2

B) C&I Custom Program

- The C&I Custom Program Review Team met twice and approved 4 projects worth \$1,342,198 in incentive offers.
- The program added 6 new projects to the pipeline. The total pipeline now consists of 13 projects worth \$1,313,183 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 3 project proposal that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2023 Program Budget	\$10,237,149
7/1 to 8/31 Spending	\$163,952
Percent of Budget Spent to Date	2%
Percent of Year Passed	17%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$163,952
Committed	\$9,659,432
Pipeline	\$1,313,183
Total (Expenditures, Committed and Pipeline)	\$11,136,567
Percent of Current Budget*	109%

*The total budget shown here does not reflect committed carryforward from FY2022, which will be considered by the Board at the meeting on September 28, 2022.

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	450,912	-
Thermal Programs	-	-

C) Home Energy Savings Program (HESP)

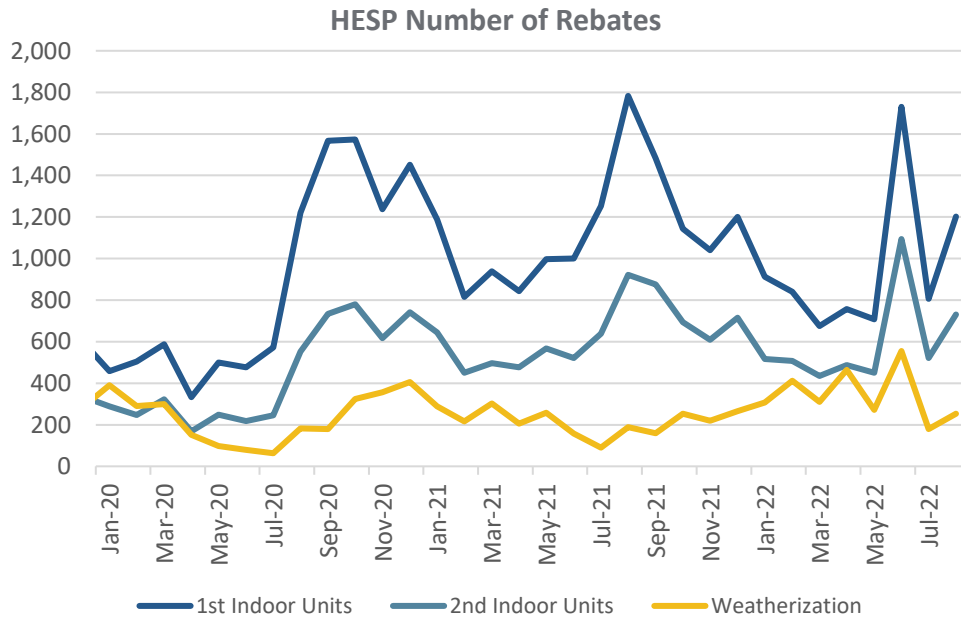
- The program is experiencing very high demand so far in FY2023. The program team currently forecasts that the number of HESP rebates for FY2023 will increase 9% compared to FY2022.

Weatherization

- Weatherization rebate volumes for August were 34% higher than last August.
- 71% of customers ranked their overall insulation experience either a 9 or 10 on a 0 to 10 scale.
- Insulation contractor backlogs are roughly 71 days. Contractors are reporting giving their employees raises and hiring to add capacity.

Heat Pumps

- The total number of heat pump rebates for FY2023 is forecasted to be 4% higher than FY2022.
- Technical field representatives used virtual tools to inspect 12% of rebated heat pumps compared to 7% this month last year. Eighty-seven 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
FY2023 Program Budget	\$20,223,692
7/1 to 8/31 Spending	\$3,756,869
Percent of Budget Spent to Date	19%
Percent of Year Passed	17%

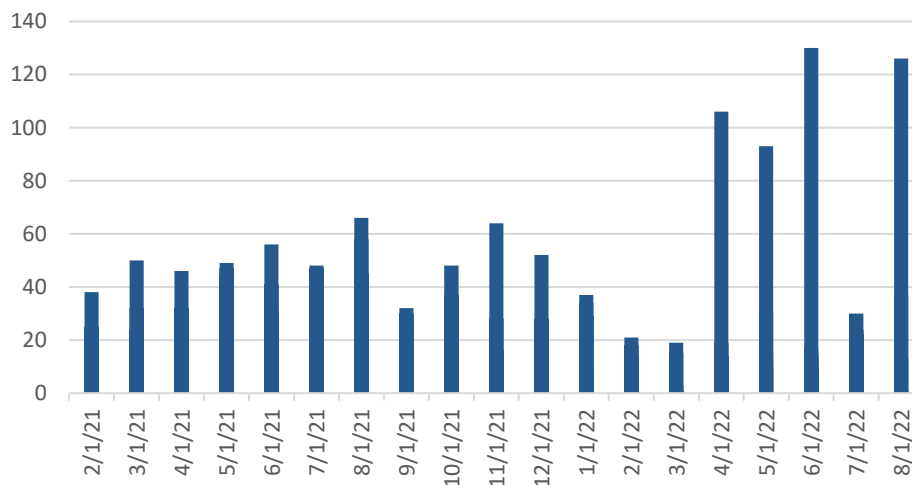
Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(2,196,158)	39,490
Thermal Programs	107,307	3,982

Project Type (through 8/31)	Participating Households
Heat Pumps	2,224
Weatherization and Other Heating Systems	263

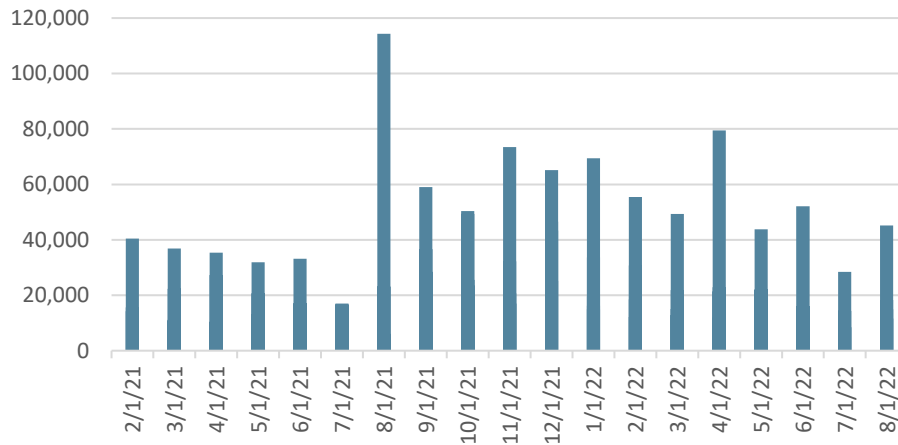
D) Retail Initiatives Program

- The program is currently forecasting rebating more than 3,400 heat pump water heaters (HPWHs) using mail-in rebates, and an additional 580 using instant discounts by the end of FY2023.
- Though Lowe’s joined Home Depot in offering instant discounts on heat pump water heaters in April, prices have remained more attractive through the distributor channel (discussed below) than at retail stores, so plumbers are buying almost exclusively through distributors.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.

Monthly Retail HPWH sales (invoiced)



Monthly Bulb Sales – Retail (including unaudited estimates)



Updated Financials	Program Investment
FY2023 Program Budget	\$13,468,336
7/1 to 8/31 Spending	\$757,510
Percent of Budget Spent to Date	6%
Percent of Year Passed	17%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,132,616	(1,722)
Thermal Programs	-	-

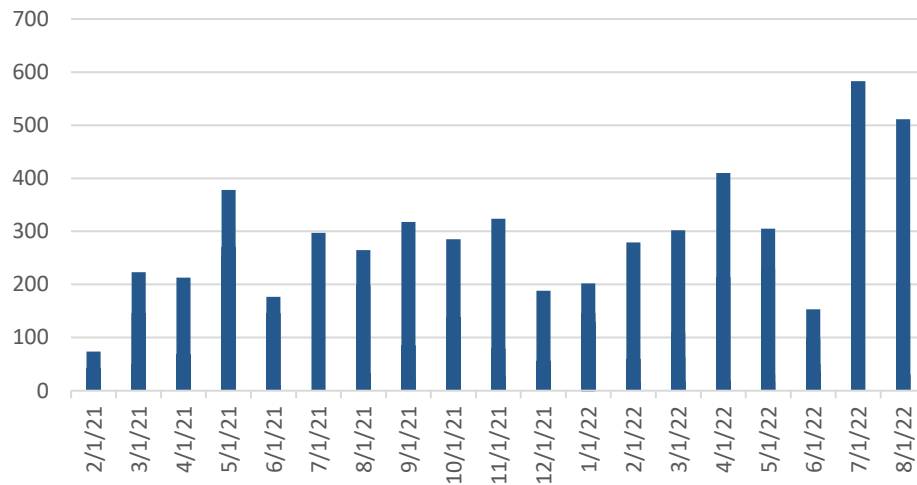
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 8/31)	Projects
Light Bulbs	94,510
Appliance Rebates	1,069

E) Distributor Initiatives

- The program forecasts rebating 6,870 heat pump water heaters using instant discounts at distributors by the end of FY2023.
- All Maine plumbing distributors are participating in the program’s heat pump water heater initiative.
- Granite Group continues to offer heat pump water heaters direct to homeowners for \$599 after instant discount, versus \$749 through retailers. Another distributor is considering doing the same.

Monthly Distributor HPWH sales (invoiced)



Updated Financials	Program Investment
FY2023 Program Budget	\$12,357,997
7/1 to 8/31 Spending	\$883,442
Percent of Budget Spent to Date	7%
Percent of Year Passed	17%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	216,736	1,481
Thermal Programs	-	53

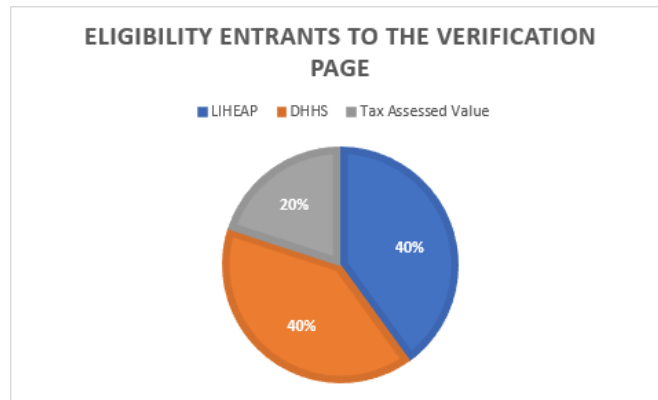
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 8/31)	Units	Projects
Heat Pump Water Heaters	-	265
Electronically Commuted Pumps	-	88
Distributor HVAC (NG)	-	4

F) Low Income Initiatives

- In June, the Eligibility Landing Page (prescreening form) went live on efficiencymaine.com. The eligibility pathways now include participation in a means-tested Maine program administered by Maine's Department of Health and Human Services (DHHS) in addition to the preexisting pathways of Low Income Home Energy Assistance Program (LIHEAP) participation and Tax Assessed Valuation of Land and Building. Since July 1, over 700

households have logged into the site to submit eligibility information. The proportions of those requesting eligibility, by pathway, is illustrated in the chart below:



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

- The program has sent 91 Do-It-Yourself (DIY) kits since July 1. DIY kits include LED bulbs, faucet aerators, and an optional showerhead. This initiative will be automated for households after eligibility has been confirmed on the Efficiency Maine website. The program will no longer send business-reply cards through the mail.

Low Income Heat Pump Water Heater Initiative

- 193 heat pump water heaters have been installed since July 1: 76 of these were in homes with an electric baseline; 117 were in homes with an oil-fired boiler baseline.
- Three new installers have joined the program since July 1, helping increase the pace of this initiative.

Arrearage Management Program (AMP)

- The program saw 112 new participants since July 1.
- 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 with energy saving measures.

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

- Since July 1, the program has rebated 199 weatherization claims (air sealing and insulation).
- Since July 1, the program has rebated 285 claims for single zone heat pumps.

Affordable Housing Initiative Pilot (New Construction of Multifamily Housing)

- Program staff completed a site visit to Avesta's 60-unit Valley Street project and shared best practices/learnings of the design process to hit Passive House standard. A follow-up visit is planned in September.
- South Portland Development Corporation's 60-unit Jocelyn Street project was scheduled to break ground in July.

Updated Financials	Program Investment
FY2023 Program Budget	\$14,688,434
7/1 to 8/31 Spending	\$1,534,262
Percent of Budget Spent to Date	10%
Percent of Year Passed	17%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$1,534,262
Pipeline	\$706,750
Total (Expenditures & Committed Pipeline)	\$2,241,012
Percent of Current Budget	15%

Energy Savings (through 8/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	447,720	(120)
Thermal Programs	(554,488)	8,713

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

Installations (through 8/31)	Units
Direct Installs	291
Market-based Installs	236

G) Renewable Energy Demonstration Grants Program

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

H) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE) Initiative

- Last month, Staff released a Funding Opportunity Notice (FON), [EVI-FON-001-2023](#) for Rural Level 2 EV Charging. Local governments, businesses, tribal governments, and non-profits in eligible towns outside of Cumberland and York counties may apply. Projects at local government-owned properties, tribal properties, and public libraries are eligible for a bonus incentive covering up to 90% of the project cost through a partnership with The Nature Conservancy. This is the first of several upcoming funding opportunities for public EV charging using Maine Jobs and Recovery Plan (MJRP) funds through the American Rescue Plan Act (ARPA).
- Staff presented information about EV rebate and charging initiatives at the Governor's Communities Leading on Climate hosted by the Maine Climate Council.

EV Accelerator Rebate Program

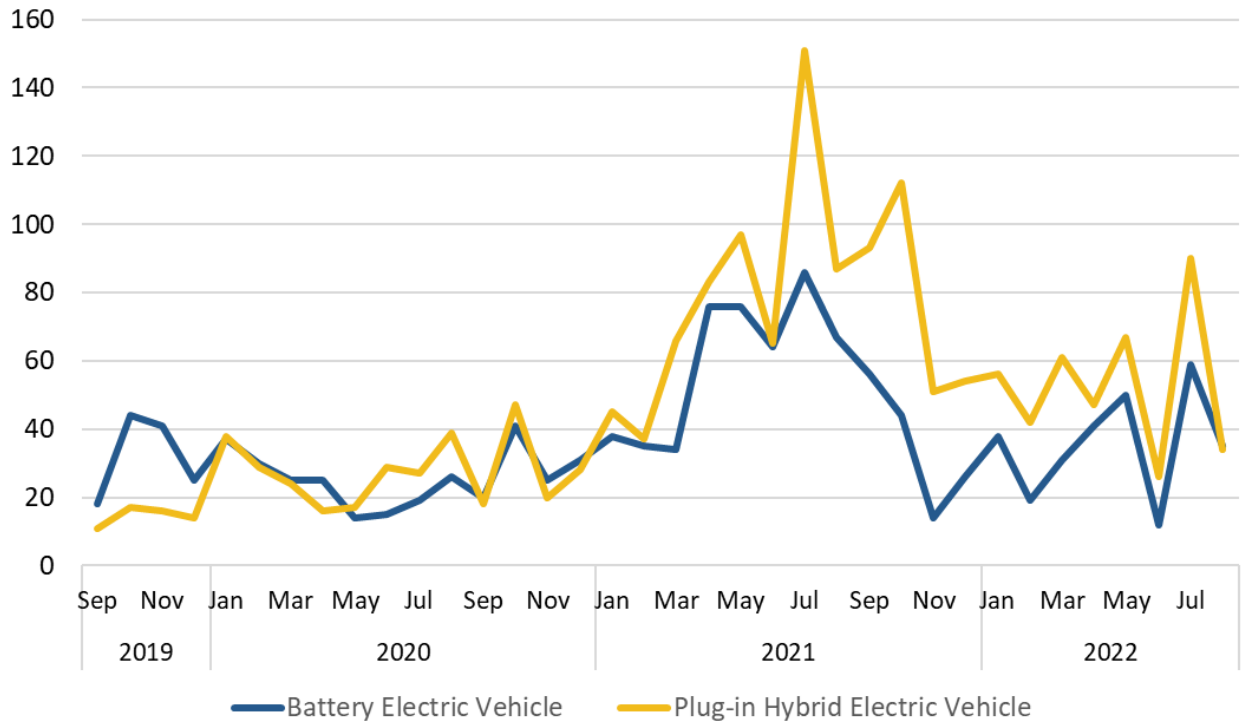
- The program issued 149 EV rebates in the month of July and 69 EV rebates in the month of August. Supply chain disruptions continue to constrain vehicle supply. Disruption is expected to continue throughout the next year.
- The top EV models in July were the Toyota RAV4 Prime, Toyota Prius Prime, and Mustang Volkswagen ID.4. The top EV models in August were the Toyota RAV4 Prime, Chevy Bolt, and Hyundai Ioniq 5.

EV Public Information and Outreach

- Staff attended the Throttle Car Club EV Show in Scarborough.

- Staff continued the EV dealership outreach program in the months of July and August by visiting 37 dealerships in western, central, and coastal Maine. Staff distributed brochures and other advertising materials, gathered information about inventory and quantity of cars sold, and updated dealers about program changes and offerings.

Rebates Paid by Month 9/1/2019 - 8/31/2022



Total Rebates By Technology Type (9/1/2019 – 8/31/2022)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,337 (43%)	\$3,796,500 (68%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,754 (57%)	\$1,783,000 (32%)
Total	3,091	\$5,579,500

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$6,197,791	\$7,000,000
7/1 to 8/31 Spending	\$0	\$251,949
Percent of Budget Spent to Date	0%	5%
Additional Committed	\$2,235,709	\$342,000
Percent of Year Passed		17%

I) Demand Management Program

- Demand Response Initiative: Three demand response events were called in August targeting curtailment of customer demand on August 4, 8, and 9. The summer capacity period runs through September 30 at which point the Trust and its Curtailment Service Providers (CSPs) will enter the settlement process.

- Load Shifting Initiative: The Trust has no new information to report on this initiative this month.

J) Strategic Initiatives

• Innovation

- Integrated Controls Pilot: All data has been collected and analyzed; a final report is forthcoming.
- Whole Home Heat Pump Solutions Pilot: Staff is seeking budget approval to conduct a second phase of the pilot that was run last year. Phase 2 would focus on expanding sample size of mobile homes in FY 2023 and testing the performance of more makes and models.
- Hydronic Heat Pump with Thermal Storage Pilot: The first prototype system control and data acquisition (SCADA) device to control a hydronic heat pump has been installed in a test home. Currently working on obtaining hydronic heat pump equipment to test this winter and interviewing potential additional participants.
- Connected Communities Transactive Energy Pilot: The Trust, the Post Road Foundation, and the SLAC (Stanford) National Laboratory formally held a kickoff meeting to finalize high level pilot design plans.
- Split System Heat Pump Water Heater Pilot: Staff have completed installation at Jackson Labs and anticipate finalizing the installation/commissioning of the final two sites by mid-fall. Limited installer availability, as well as engineering complexity of the project, have impacted installation timelines for the remaining projects.
- Onboard EV Charging Management Pilot: The Trust has completed the test period and is working with its vendor to finalize results and publish a report.

• Evaluation, Measurement, and Verification

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

3. Administration and Finance Highlights

A) Administration

- The independent financial audit for the Trust was completed by RKO. Once approved by the Board, it will be submitted to the State.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of August 2022 was \$16.8 million out of a total expected annual revenue of \$74.5 million. Approximately \$166,000 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 \$560,000. The total budgeted revenue for FY2023 is \$98.2 million.

Expenditures

- Total expenditures through the end of August 2022 were \$10.2 million of which approximately:
 - \$1.15 million was spent on Administration (excluding interfund transfers)
 - \$12,000 was spent on Public Information
 - \$23,000 was spent on Evaluation work
 - \$53,000 was spent on Innovation Pilots

- v. \$1.53 million was spent on Low Income Initiatives
- vi. \$758,000 was spent on the Retail Initiatives Program
- vii. \$883,000 was spent on the Distributor Initiatives Program
- viii. \$3.76 million was spent through HESP
- ix. \$1.58 million was spent through the C&I Prescriptive Initiatives Program
- x. \$164,000 was spent on the C&I Custom Program
- xi. \$0 was spent in Inter-Agency Transfers
- xii. Another \$70.78 million is encumbered across all budget categories but is not yet spent.

Appendix A

Full List of Press Coverage (plus links)

- *The Portland Press Herald* posted an article on September 20 about Maine’s climate plan and mentioned the Trust’s programs and incentives (<https://www.pressherald.com/2022/09/20/the-recycle-bin-3/>).
- CNN highlighted Maine’s leadership on heat pump adoption in a September 16 article that featured an Efficiency Maine rebate recipient talking about the effectiveness of heat pumps in cold climates (<https://amp.cnn.com/cnn/2022/09/16/us/heat-pumps-energy-costs-lbg-climate/index.html>).
- *Maine Public Radio* featured staff in a September 14 radio segment about the future of electric vehicles in Maine (<https://www.mainepublic.org/show/maine-calling/2022-09-14/what-to-know-about-electric-vehicles-and-how-to-use-them-in-maine>).
- *Gorham Times* mentioned the Trust’s residential programs and incentives in a September 15 article about making the heating season in Maine less expensive and more accessible for residents (https://www.gorhamtimes.com/news-from-augusta-making-heating-more-efficient-accessible-and-affordable-for-mainers-this-winter/?utm_source=rss&utm_medium=rss&utm_campaign=news-from-augusta-making-heating-more-efficient-accessible-and-affordable-for-mainers-this-winter).
- *The Mount Desert Islander* published an article on September 8 that included a notice about new federal funding from the American Rescue Plan, which will match any rebates residents already received from the Trust (<https://www.mdislander.com/maine-news/island-briefs-spa-matching-gift-campaign-anp-advisory-panel-weatherization-program>).
- *The Portland Press Herald* published an article about South Portland’s “Electrify Everything” program on September 8 and described how the program’s rebates work in collaboration with the Trust’s rebates (<https://www.pressherald.com/2022/09/08/our-sustainable-city-details-for-the-electrify-everything-program/>).
- *Maine Public* ran a story on September 6 quoting the Executive Director and discussing the impact that the Inflation Reduction Act will have on existing energy-efficiency incentives in Maine (<https://www.mainepublic.org/business-and-economy/2022-09-06/what-the-inflation-reduction-acts-climate-investment-means-for-mainers>).
- *News Center Maine* quoted staff in a September 1 article about the Trust’s announcement of enhanced incentives for EV charging in Maine’s rural municipalities (<https://www.newscentermaine.com/article/tech/science/environment/efficiency-maine-to-expand-ev-charging-access-across-rural-maine-green-energy/97-6b81ac68-25d9-4285-be8d-b6be595a42e1>).
- *News Center Maine* also ran a news segment that can be found on Youtube (<https://www.youtube.com/watch?v=Vzjbn67HPg>).
- *The Portland Press Herald* published an article about the City of South Portland’s “Electrify Everything” program and mentioned the Trust’s residential programs and incentives on September 1 (<https://www.pressherald.com/2022/09/01/our-sustainable-city-its-time-to-electrify-everything/>).
- This article was also posted by *Yahoo! News* on September 6 (https://news.yahoo.com/south-portland-launches-rebate-program-080400232.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&guce_referrer_sig=AQAAALDYkLKSPJEgOAqeeq_Xug3d-

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- *The Maine Writer* published an article on September 1 about the Trust's recent announcement of enhanced incentives for EV charging infrastructure in Maine's rural communities (<https://original.newsbreak.com/@the-maine-writer-1593788/2727120025899-efficiency-maine-working-to-expand-public-ev-chargers-in-rural-maine>).
- On August 30, *4ex World* ran the press release about the announcement of enhanced incentives for Maine's smaller municipalities. The article quoted the Executive Director (<https://4exworld.com/2022/08/30/governor-mills-efficiency-maine-announce-maine-jobs-recovery-plan-initiative-cut-energy-costs/>).
- *WABI5* ran a news story on August 30 about the Trust's announcement of enhanced incentives for Maine's smaller municipalities (<https://www.wabi.tv/2022/08/30/efficiency-maine-launches-new-grant-opportunity-smaller-municipalities/>). The story also was published by
- *KWCH12* on August 30 (<https://www.kwch.com/video/2022/08/30/efficiency-maine-launches-new-grant-opportunity-smaller-municipalities/>).
- *WLOX* on August 30 (<https://www.wlox.com/video/2022/08/30/efficiency-maine-launches-new-grant-opportunity-smaller-municipalities/>).
- *Fox22* published a story on August 30 about the Trust's announcement of enhanced incentives for Maine's smaller municipalities interested in upgrading to energy efficient technology (<https://www.foxbangor.com/news/item/new-program-for-small-towns-to-make-energy-upgrades/>).
- *Green Energy Times* ran an article on September 1 about the Trust's announcement of enhanced incentives for EV charging infrastructure in Maine's rural communities. The article quoted the Executive Director (<https://www.greenenergytimes.org/2022/08/efficiency-maine-announces-funding-to-expand-electric-vehicle-charging-infrastructure-in-rural-communities/>). The press release for this announcement also was published by
- *Electric Energy Online* on August 19 (<https://electricenergyonline.com/article/energy/category/EV-Storage/143/975311/Efficiency-Maine-Announces-Funding-to-Expand-Electric-Vehicle-Charging-Infrastructure-in-Rural-Communities-.html>)
- *6 Park News* on August 18 (<https://6park.news/maine/efficiency-maine-announces-funding-to-expand-electric-vehicle-charging-infrastructure-in-rural-communities.html>).
- *Republican News* on August 18 (<https://waldo.villagesoup.com/2022/08/18/efficiency-maine-announces-funding-to-expand-electric-vehicle-charging-infrastructure-in-rural-communities/>).
- *Wiscasset Newspaper* on August 19 (<https://www.wiscassetnewspaper.com/article/efficiency-maine-announces-funding-expand-electric-vehicle-charging-infrastructure-ru/164295>).
- *Portland Press Herald* on August 24 (<https://www.sunjournal.com/2022/08/24/efficiency-maine-announces-funding-to-expand-electric-vehicle-charging/>).
- *The Town Line* on August 25 (<https://townline.org/efficiency-maine-announces-funding-to-expand-electric-vehicle-charging/>).
- *The Bangor Daily News* mentioned the Trust in an August 17 article about electric vehicle charging in Maine (<https://www.bangordailynews.com/2022/08/17/business/mainers-with-electric-vehicles-finding-a-charge-joam40zk0w/>).
- *The Portland Press Herald* mentioned the Trust's heat pump resources in an August 16 article about beginning preparations for winter heating

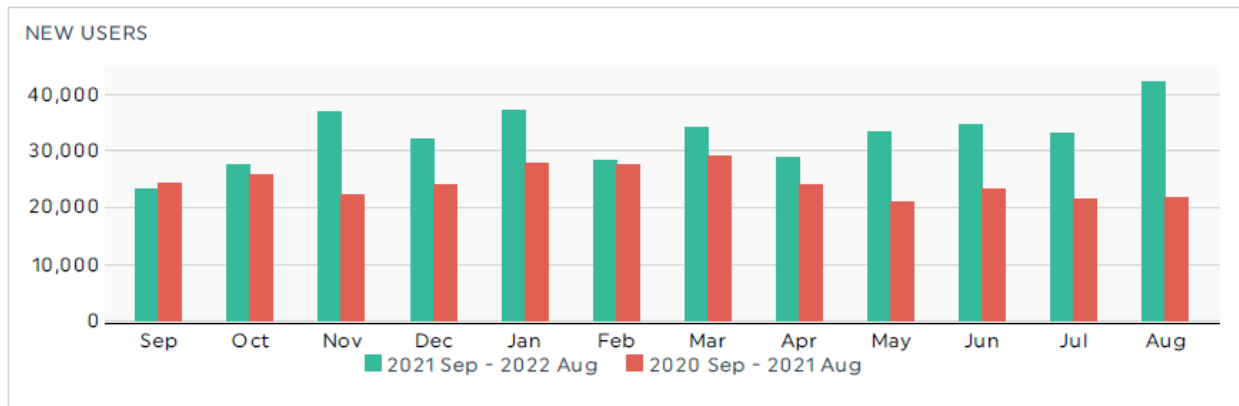
(<https://www.pressherald.com/2022/08/16/mainewhile-turning-up-the-heat-on-winter-preparations/>).

- *The Portland Press Herald* quoted staff in an August 15 article about the recent push for more electric vehicles in Maine (<https://www.pressherald.com/2022/08/15/electric-slide-consumers-and-government-push-for-more-electric-vehicles/>).
- *News Center Maine* published an article on August 15 about the University of Maine’s plan to install new EV chargers using rebates from the Trust (<https://www.newscentermaine.com/article/tech/science/environment/umaine-adds-electric-vehicle-charging-stations/97-afd3bbac-28a5-4560-bda9-03e671b57efa>).
- *The Beacon* published an article on August 15 about how the Inflation Reduction Act will affect Maine and mentioned the Trust’s programs and incentives (<https://mainebeacon.com/opinion-the-inflation-reduction-act-is-a-good-deal-for-mainers/>).
- *The Maine Monitor* mentioned the Trust in an August 14 article about what the Inflation Reduction Act means for Maine (<https://www.themainemonitor.org/what-the-inflation-reduction-act-means-for-maine/>). The article was republished by
- *News Center Maine* on August 15 (<https://www.newscentermaine.com/article/money/what-the-inflation-reduction-act-means-for-maine-climate-oil-natural-gas/97-680d7779-4618-4f45-8544-556328b2bc3d>).
- *Bangor Daily News* published an article on August 11 mentioning the Trust’s Electric Vehicle Initiative program manager in the context of the federal Inflation Reduction Act (<https://www.bangordailynews.com/2022/08/11/business/electric-vehicle-tax-bill-downside-joam40zk0w/>).
- This article was also published by *Governing* on August 11 (<https://www.governing.com/next/tax-bill-tries-to-make-evs-more-affordable-may-do-the-opposite>).
- *The Portland Press Herald* quoted staff in an August 7 article about Maine’s cannabis industry that mentioned the Trust’s available incentives for grow facility lighting (<https://www.pressherald.com/2022/08/07/in-maines-cannabis-industry-high-energy-rates-spark-cheaper-ways-to-light-up/>). The article also was published by
- *Central Maine News* on August 7 (<https://www.centralmaine.com/2022/08/07/in-maines-cannabis-industry-high-energy-rates-spark-cheaper-ways-to-light-up/>).
- *CleanTechnica* mentioned the Trust’s heat pump research in an August 4 article about the effectiveness of heat pumps in winter (<https://cleantechnica.com/2022/08/04/heat-pumps-prove-themselves-during-a-harsh-maine-winter/>).
- *The Mount Desert Islander* published an article on August 4 mentioning the Trust’s rebates for low- to moderate-income customers (<https://www.mdislander.com/opinions/editorials/editorial-lets-invest-in-the-future>).
- *Bangor Daily News* posted an article on August 4 about climate progress being made in Maine and mentioned the Trust’s heat pump programs and incentives (<https://www.bangordailynews.com/2022/08/04/opinion/letters/letter-climate-progress-being-made-in-maine/>).
- *Seacoastonline* published an article on August 2 recommending heat pumps as a source of air conditioning and mentioned the Trust’s residential heat pump rebates (<https://www.seacoastonline.com/story/opinion/2022/08/02/getting-ready-cooling-heat-pump/10214376002/>).

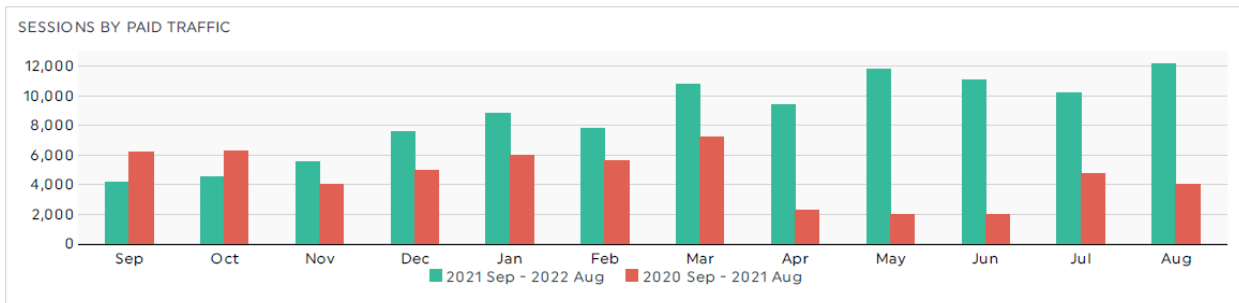
- *Energy News Network* quoted the Trust's Executive Director in a July 23 article that highlighted the effectiveness of heat pumps in Maine winters (<https://energynews.us/2022/07/27/in-maine-heat-pumps-are-proving-themselves-even-against-extreme-cold/>). The article was republished by
- *Maine News* on July 16 (<https://darik.news/maine/heat-pumps-are-proving-themselves-in-maine/623954.html>).
- *Canary Media* on August 1 (<https://www.canarymedia.com/articles/heat-pumps/heat-pumps-maine>).
- *CleanTechnica* published an article on July 23 mentioning the Trust's residential program manager in the context of a summer road trip with an electric vehicle (<https://cleantechnica.com/2022/07/23/we-spent-95-to-drive-2700-miles-on-a-summer-roadtrip-life-with-an-ev-is-sweet-indeed/>).
- *Maine Public* published an article on July 21 mentioning the funding granted to Efficiency Maine from the Mills administration to weatherize homes and convert to alternative heating sources (<https://www.mainepublic.org/environment-and-outdoors/2022-07-21/amid-a-summer-swelter-thoughts-turn-to-winter-and-an-energy-price-crisis-in-oil-dependent-maine>). The article was republished by
- *Bangor Daily News* on July 22 (<https://www.bangordailynews.com/2022/07/22/business/maine-winter-heating-oil-prices/>).
- *Bangor Daily News* published an article on July 20 about the installation of four new Level 2 electric vehicle charging stations at the University of Maine Orono campus, increasing its total number of chargers for public use to 35 (<https://www.bangordailynews.com/2022/07/20/bdn-maine/umaine-installs-four-more-level-2-vehicle-charging-stations-for-public-use/>).

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 (represented 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
/	12,999
/at-home/heating-cost-comparison/	5,725
/about-heat-pumps/	4,455
/at-home/ductless-heat-pumps/	4,124
/at-home/heat-pump-water-heater-program/	4,008
/heat-pumps/	2,397
/ev/	2,255
/home-insulation/	1,982
/heat-pump-user-tips/	1,747
/category/news/	1,745

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	7,690
/at-home/ductless-heat-pumps/	3,069
/at-home/heating-cost-comparison/	2,098
/heat-pumps/	1,664
/heat-pump-user-tips/	1,333
/electric-vehicle-rebates/	925
/at-home/	846
/about-heat-pumps/	744
/charging-station-locator/	679
/at-home/water-heating-cost-comparison/	645

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

