

# Executive Director's Summary Report

to the Board of Trustees  
of the  
Efficiency Maine Trust

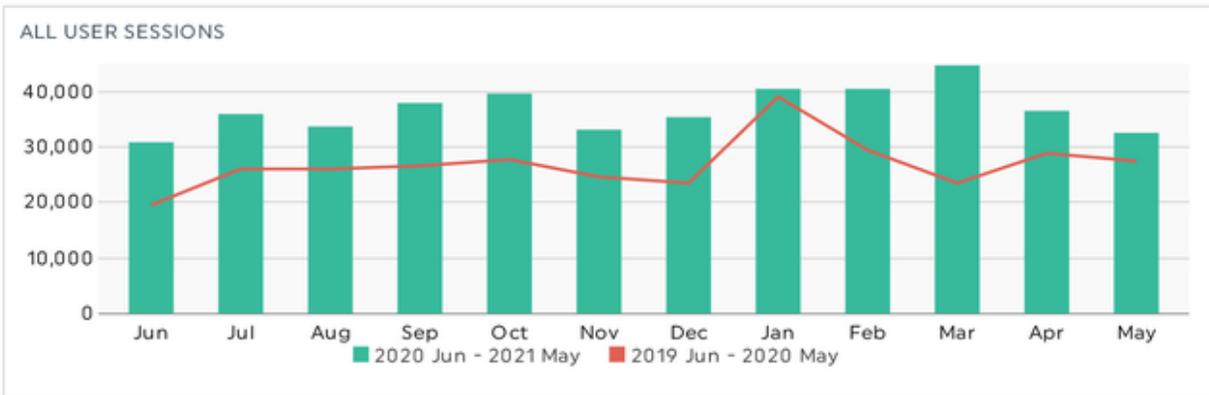
June 23, 2021

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** This month there was relevant press coverage on:
  - Efficiency Maine's electric vehicle (EV) initiatives, including:
    - awards to seven bidders to install high-speed chargers in support of Maine's EV fast-charger network in the *WABI-TV 5*, *Mainebiz*, and *Tesla Motors Club Community Chat*;
    - rebates and incentives available to governmental entities, such as Old Town, in the *Penobscot Times* and more general resources in the *Sun Journal*;
    - the vote of the Brunswick Town Council to authorize the town manager to sign a lease agreement for four electric vehicles in *The Times Record*,
    - the proposal to the York Board of Selectmen from its police department to purchase two EVs in *Seacoastonline*;
  - The impact of new statewide building energy codes that includes mention of Efficiency Maine's training offerings in the *Portland Press Herald* and *centralmaine.com*.
  - Efficiency Maine's potential role in the creation and administration of a green bank in *VillageSoup – Waldo (Republican Journal)*;
  - The passage of LD 815 which provides that Efficiency Maine will offer technical and financial support for helping Maine schools reduce their carbon emissions in *VillageSoup – Knox*;
  - Efficiency Maine's programs to incentivize residential electrification in an article published by the Center for American Progress.
  - More detailed descriptions and links to the stories are included at the end of this Report (Appendix A).
- **Events**
  - Staff presented heat pump training to technicians attending a Maine Energy Marketers Association session on June 17.
  - Staff presented on Efficiency Maine's residential rebates on June 8 during a lunch and learn webinar hosted by the Greater Portland Realtors Sustainability Group.
  - The Executive Director participated in a May 26 webinar panel discussion titled "Financing the Electrification of Our Built Environment," which was conducted during the ACEEE 2021 Energy Efficiency Finance Virtual Forum.
- **Website and Outreach**
  - 32,575 website visits (see below for a chart on website visits over time and at the end of the Report for additional metrics in Appendix B)
    - 20,981 unique visitors
    - 1,985 visits website driven through digital ads

- Facebook
  - 3,740 fans
- FY2021 spending on digital ads to date: approximately \$143,000 (34%), including \$138,000 on Google ads and \$5,000 on Facebook ads. Several of our campaigns were suspended during the fiscal year due to higher-than-anticipated activity for heat pumps and lower weatherization activity due to COVID-19 restrictions. Staff do not propose any adjustments to the digital ad budget at this time. A portion of any carryforward funding would be useful in FY2022 as we increase outreach efforts for weatherization.



**B) Call Center (May)**

- 1,537 inbound phone calls were received, up from 1,143 this month last year. Inquiries about heat pumps are the primary call driver.
- 95% of calls were answered within 20 seconds (vs. a goal of 90%).
- 790 inbound emails were received, up from 580 this month last year.
- 9,639 pieces of inbound mail were processed, up from 1,023 this month last year.
- 505 outbound calls were made to schedule residential heat pump and heat pump water heater virtual inspections.
- The Call Center has seven agents trained to fill the four paid positions.

**C) Government Relations**

- Highlights for the Trust’s activities related to the Maine Public Utilities Commission (PUC) include:
  - Collaborated with OPA/NWAC on the development of a final report and benefit cost analysis for Section 31 (Brunswick/Topsham).
  - Demand Response evaluation for Section 80 (Camden/Rockland) in support of OPA/NWAC analysis.
  - Filed a memorandum in response to CMP’s pilot project for the ownership of a customer sited battery project that would be used to offset diesel fuel.

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

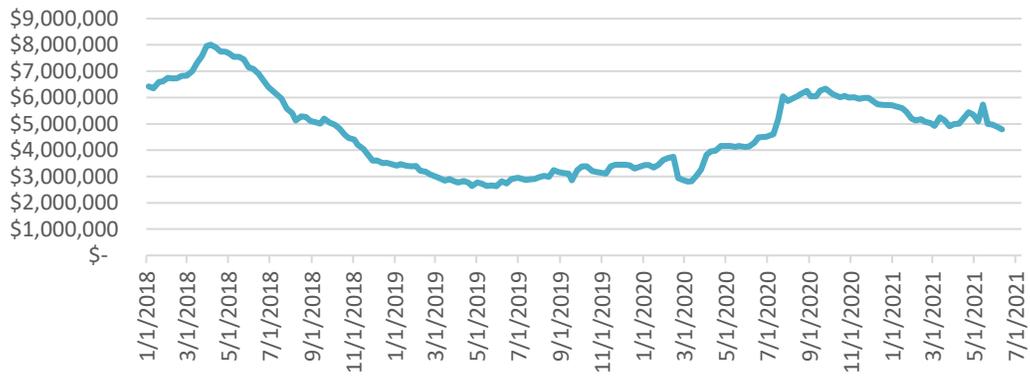
### A) C&I Prescriptive (CIP) Program

- Project pipelines:
  - The electric measure pipeline has been slowly decreasing over the last month with the completion of Funding Opportunity Notice projects with pipeline of pending projects representing \$3.5 million in incentive commitments.
  - The RGGI pipeline has shown additional growth over the past month due to Variable Refrigerant Flow (VRF) retrofit projects. The current pipeline is slightly over \$1 million, a \$70,000 increase over last month.
  - The pipeline of pending natural gas projects had a slight increase of \$26,000 with a current commitment of \$228,000 in incentives for pre-approved projects.
- Funding Opportunity Notice (FON) updates:
  - The FON for “Small Municipality Retrofits” is an opportunity for small municipalities -- with a population of less than 4,000 -- to take advantage of enhanced incentives for lighting and heat pump measures using supplemental funding from The Nature Conservancy (TNC).
    - The FON accepted applications through March 31; installations must be anticipated to be complete by June 1.
    - 141 projects were pre-approved for incentives worth \$610,000 (\$424,000 from Efficiency Maine and \$186,000 from TNC).
    - 128 projects have been completed and paid for, representing \$537,000 in incentives (\$367,000 from Efficiency Maine and \$170,000 from TNC).
  - The FON for Hospitality Retrofits launched in early April and the deadline to accept new applications has recently been extended through July 1. This FON is an opportunity for businesses in Maine’s hospitality industry (restaurants, hotels, motels, etc.) to participate in enhanced lighting, HVAC and refrigeration incentives. Projects are expected to be completed in early September.
    - 13 projects have been submitted to date for \$230,000 in incentives for a combination of lighting, heat pumps and packaged terminal heat pump measures.
- The program team recently started onsite inspections, which were halted in mid-December due to increasing concerns of COVID-19. The team had been completing virtual inspections and using pictures where possible. The team was assigned 27 virtual inspections, and 4 onsite, over the last month.
- Qualified Partner Annual Certification for the next program year was rolled out in early June. This process is required for all Qualified Partners to remain active in the next program year. The training was launched on the exclusive training website where training may be completed at the user’s convenience. The team will also be hosting 2 live, online webinars in late June. It is anticipated that all certifications will be completed by the end of July.

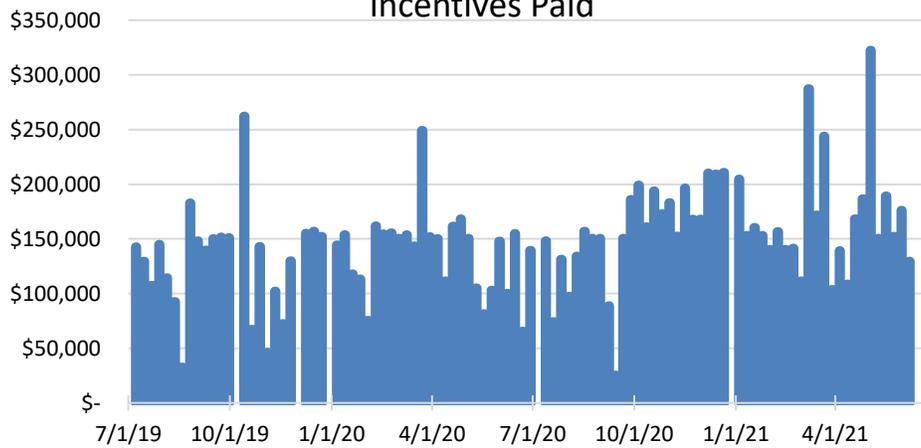
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<sup>1</sup> The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on June 18, 2021, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of May 2021).

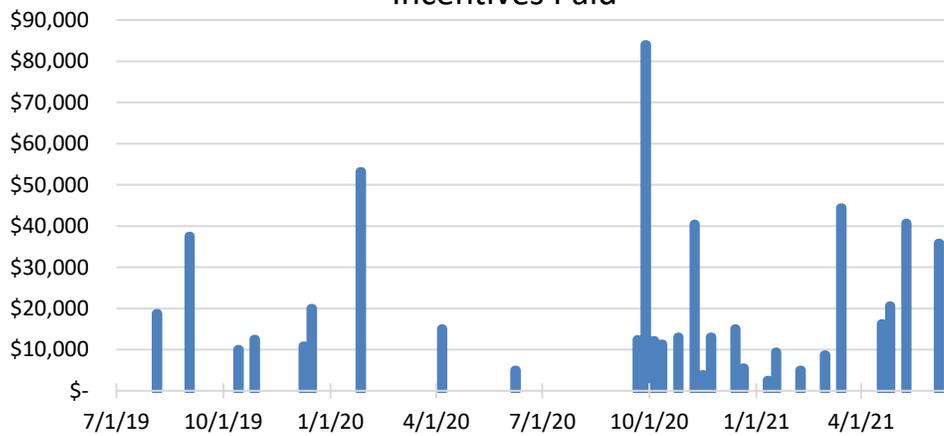
### CIP - Pipeline

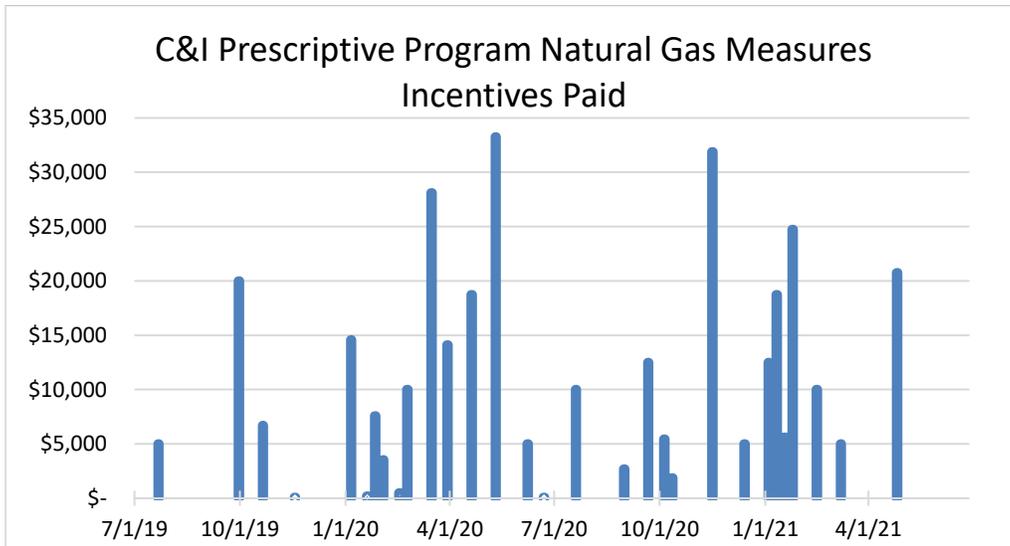


### C&I Prescriptive Program Electric Measures Incentives Paid



### C&I Prescriptive Program All Fuels Measures Incentives Paid





Updated Financials	Program Investment
FY2021 Program Budget	\$18,861,679
7/1 to 5/31 Spending	\$8,778,411
Percent of Budget Spent to Date	47%
Percent of Year Passed	92%

Additional Details on FY2021 Financials	Program Investment
Expenditures	\$8,778,411
Committed Pipeline	\$4,795,024
Total (Expenditures and Committed Pipeline)	\$13,573,435
Percent of Current Budget	72%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	38,007,751	5,220
Thermal Programs	-	31,316

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

Project Type (through 5/31)	Projects
Prescriptive Lighting Solutions	1,014
Electric Heating and Cooling Solutions	587
Compressed Air Solutions and Other	74
Natural Gas Heating and Cooling Solutions	21
All Fuels Heating and Cooling Solutions	11

**B) C&I Custom Program**

- The C&I Custom Program Review Team met once and approved 4 projects worth \$321,270 in incentive offers. The Review Team has one more meeting scheduled before the end of FY2021.
- The pipeline grew modestly, adding 8 new projects. The total pipeline now consists of 13 projects worth roughly \$517,000 in incentive offers after adjusting for probability of completion. Of this, Staff expects to award 6 projects worth approximately \$309,000 before the end of FY2021. The remaining pipeline of projects will carry over into FY2022.
- Program staff did not receive any new scoping audit requests or Technical Assistance (TA) Study applications.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2021 Program Budget	\$11,448,039
7/1 to 5/31 Spending	\$2,350,831
Percent of Budget Spent to Date	21%
Percent of Year Passed	92%
<b>Additional Details on FY2021 Financials</b>	<b>Program Investment</b>
Expenditures	\$2,350,831
Committed	\$6,021,773
Pipeline	\$309,402
Total (Expenditures, Committed and Pipeline)	\$8,682,006
Percent of Current Budget	76%

<b>Energy Savings (through 5/31)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings</b>
Electric Programs	5,716,271	305
Thermal Programs	(23,791)	5,464

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

- SBI Project Activity by Region:

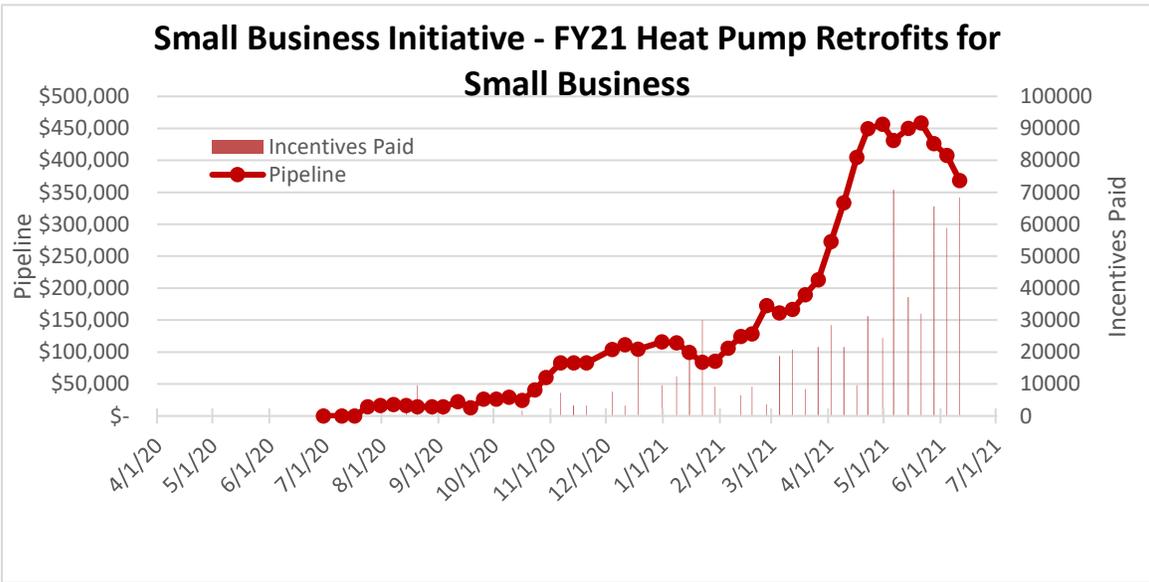
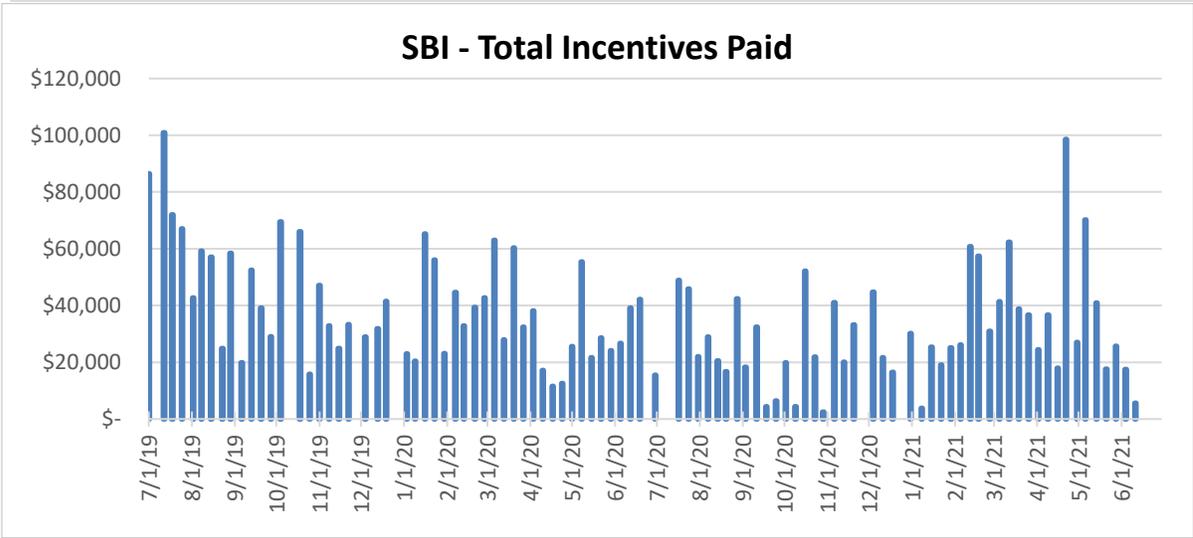
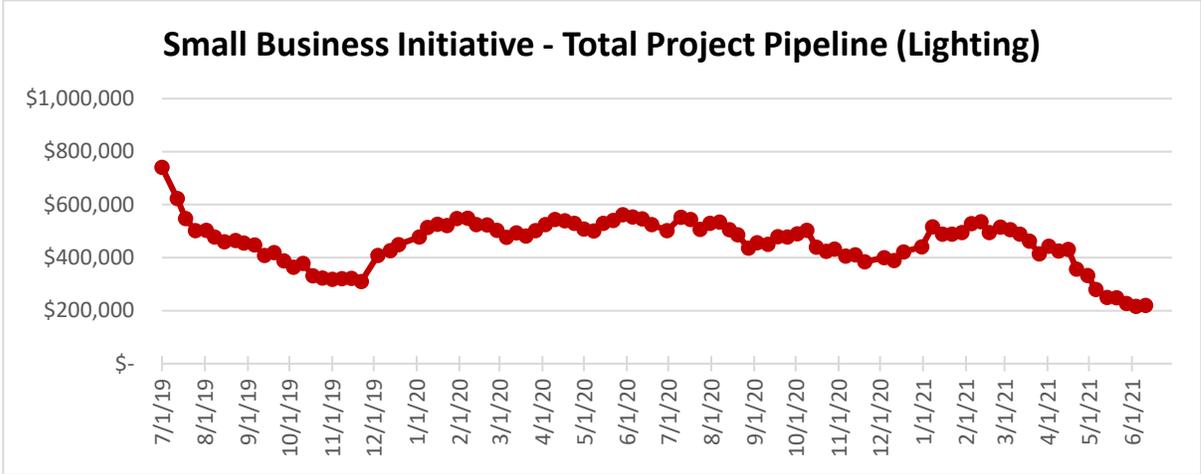
<b>Running Totals</b>	<b>Region 20 Bucksport Area</b>	<b>Region 21 Belfast Area</b>	<b>Region 22 Belgrade Lakes Area</b>	<b>Region 23 Lewiston/ Auburn</b>
Region Launch Date	Aug-20	Sep-20	Sep-20	Jan-21
# of Participating Lighting Contractors	21	15	12	7
Lighting Assessments Requested/Assigned	49	76	69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

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

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

Notes: Savings based on \$0.15 per kWh.

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



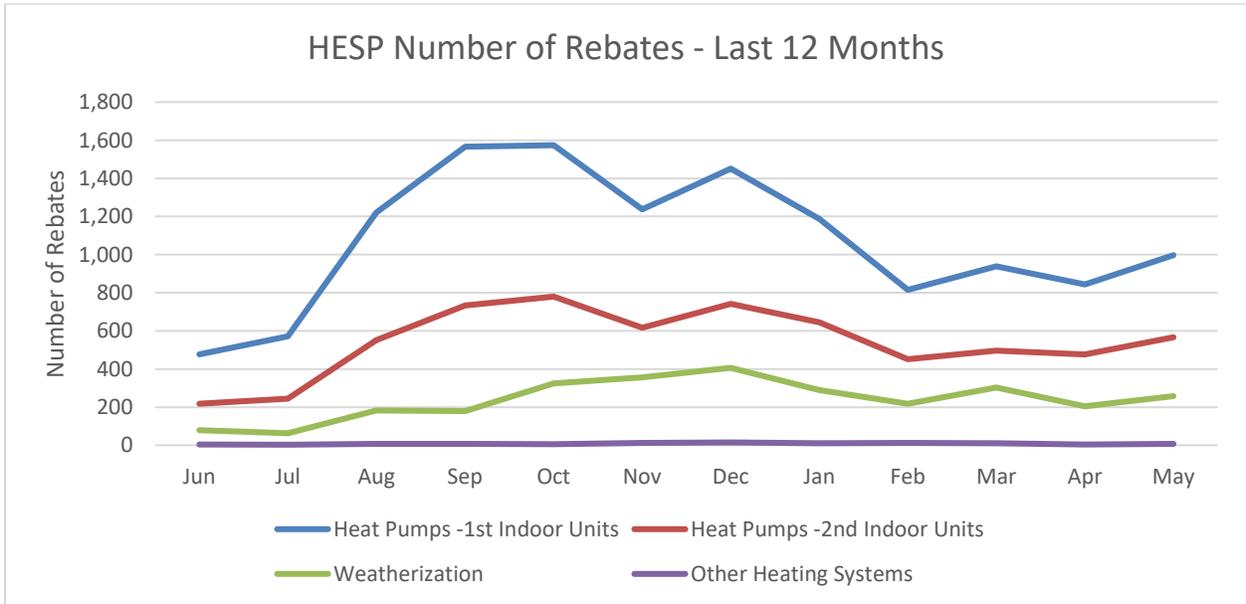
Updated Financials	Program Investment
FY2021 Program Budget	\$5,693,080
7/1 to 5/31 Spending	\$2,355,733
Percent of Budget Spent to Date	41%
Percent of Year Passed	92%
Additional Details on FY2021 Financials	Program Investment
Expenditures	\$2,355,733
Committed Pipeline	\$588,216
Total (Expenditures & Committed Pipeline)	\$2,943,949
Percent of Current Budget	52%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,062,032	(2,968)

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

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

- HESP is on track to invest all of its budget. The program continues to see demand for heat pump rebates that is more than double last year’s volume.
- On May 1, the program reduced the value of heat pump rebates by 20%.
- Technical Field Representatives inspected 15% of rebated heat pumps using a remote inspection tool and 90% of those customers rated their overall experience a 9 or 10 out of 10.
- Recordings of inbound customer call and videos of home inspections continue to be monitored to improve customer service.



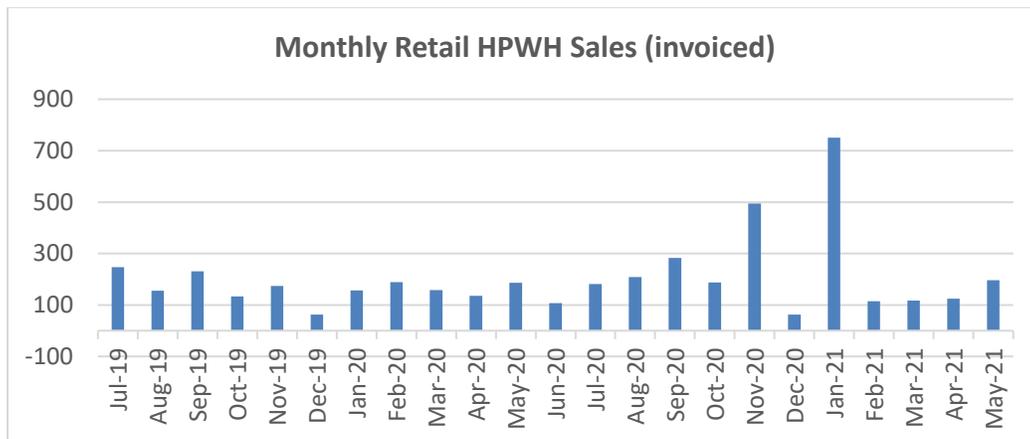
Updated Financials	Program Investment
FY2021 Program Budget	\$19,782,220
7/1 to 5/31 Spending	\$17,253,893
Percent of Budget Spent to Date	87%
Percent of Year Passed	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	-	213,046
Thermal Programs	879,328	34,721

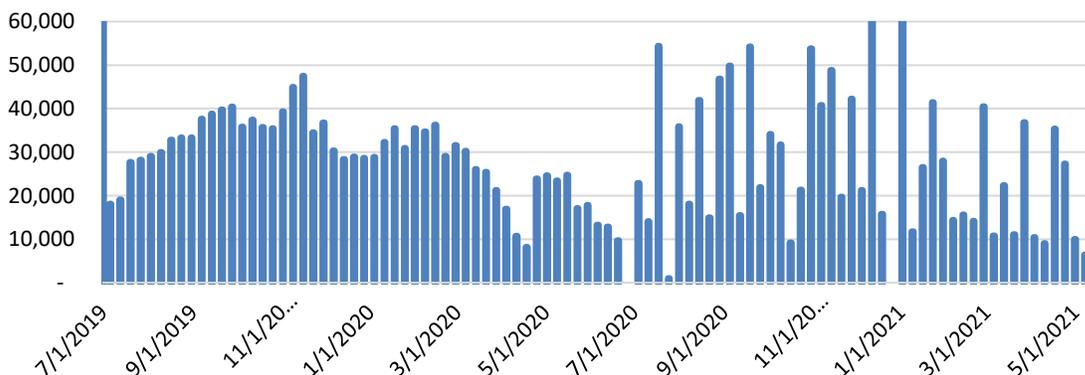
Project Type (through 5/31)	Participating Households
Electric Measures	13,202
All Fuels Measures	1,592
Natural Gas Measures	-

#### E) Retail Initiatives Program

- This program is on track to invest 97% of its funding by year-end. Rebates have been reduced and promotional activity has been limited to conserve funds.



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



Updated Financials	Program Investment
FY2021 Program Budget	\$7,466,470
7/1 to 5/31 Spending	\$6,565,122
Percent of Budget Spent to Date	88%
Percent of Year Passed	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	42,787,483	(23,668)
Thermal Programs	-	-

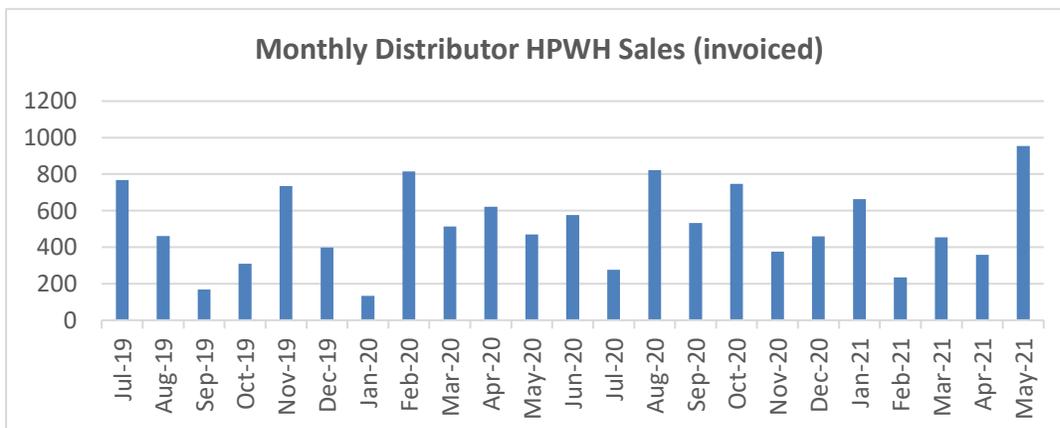
\*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 5/31)	Projects
Light Bulbs	1,281,189
Appliance Rebates	9,298

## F) Distributor Initiatives

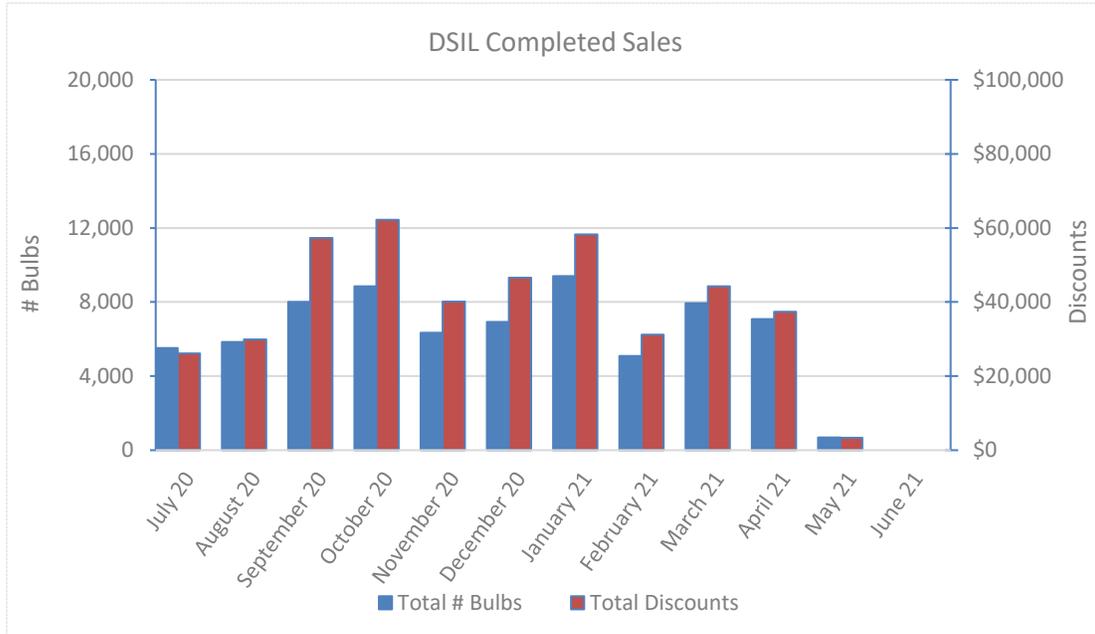
### Distributor Non-Lighting

- The pace of heat pump water heater (HPWH) rebates continues to be strong.
- For May, distributors report that heat pump water heaters constituted 72% of the top-selling electric water heaters. The national average is 2%. Combined, the Retail and Distributor Programs are on track to rebate close to 10,000 heat pump water heaters. This is more than 10% of sales in the United States in 2019 according to ENERGY STAR®.
- Circulator pumps with electronically commutated motor (ECM) technology were 45% of top-selling circulator pumps in May.
- The program anticipates investing all available electric budget, 75% of RGGI budget, and 35% of natural gas budget.



Distributor Lighting

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



Updated Financials	Program Investment
FY2021 Program Budget	\$10,013,229
7/1 to 5/31 Spending	\$7,118,288
Percent of Budget Spent to Date	71%
Percent of Year Passed	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	13,478,531	34,797
Thermal Programs	-	16,901

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

Rebate Type (through 5/31)	Units	Projects
Distributor Lighting	75,300	-
Distributor HVAC (Oil)	-	2,382
Distributor HVAC (Electric)	-	3,718
Distributor HVAC (NG)	-	553
Distributor Hot Water (Electric)	-	5,856

**G) Low Income Initiatives**

- **Low Income Direct Mail:** Year-to-date, this program has fulfilled 6,489 kits to low-income Mainers, predominantly identified through the Low Income Home Energy Assistance Program (LIHEAP) list. The number received by households on the Maine Department of Health and Human Services (DHHS) list will be reported in next month’s report and is expected to significantly increase the number of kits requested to date. Already, 8,000 more kits are scheduled for June.
- **Low Income Heat Pump Water Heater Initiative:** To date, installers have completed 580 heat pump water heater installations, replacing electric resistance; another 194 installations are pending. The program is using New England Clean Energy Connect (NECEC) settlement funds to install water heaters in eligible homes where domestic hot water comes off the boiler system, which is expected to be a highly cost-effective measure. At this time, the program is inviting participation from those households that have the largest LIHEAP benefit. The program is using this method of screening customers on the premise that the size of the benefit is an indicator that the degree of energy burden experienced by the household. Also, the program team is working with distributors to negotiate water heater pricing for next year. Due to increasing cost of materials and supply chain issues, prices next year are expected to be higher than this year.
- **Arrearage Management Program (AMP):** Since July 1, 2020, the program has had 600 new enrollments into AMP. We continue to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices. Outbound calls are made to households that appear to be suitable for a heat pump water heater installation. Each new enrollee from the start of FY2021 has received an Education Booklet compiled by Efficiency Maine; the idea for a booklet was borne out of Low Income Advisory Group meetings. This booklet outlines energy saving tips and is mailed directly participants homes.
- **Low and Moderate Income (LMI) Initiative:**
  - Since July 2020, over one thousand (1,109) heat pump installations have gone through this low- and moderate-income initiative. The pipeline has 152 reservations. Heat pump installs are on target to invest all of the allocated funds by fiscal year end. The program has begun to invest NECEC heat pump funds for homes heating with propane.
  - Since July, 230 weatherization projects have been completed through this initiative.
- **Affordable Housing Initiative:** The program has invited developers of affordable housing projects that have received a Notice To Proceed from MaineHousing to apply for incentives to upgrade their designs to meet Passive House standards. The program has invited 9 projects to model Passive House energy savings and be eligible for 3% of construction costs, subject to pre-approval after a review of energy modeling results. Two projects have applied for consideration.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2021 Program Budget	\$11,542,425
7/1 to 5/31 Spending	\$5,371,114
Percent of Budget Spent to Date	47%
Percent of Year Passed	92%
<b>Additional Details on FY2021 Financials</b>	<b>Program Investment</b>
Expenditures	\$5,371,114
Committed Pipeline	\$1,004,000
Total (Expenditures & Committed Pipeline)	\$6,375,114
Percent of Current Budget	55%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	4,921,684	(762)
Thermal Programs	(2,660,666)	34,105

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

Initiative (through 5/31)	Units
Direct Installs	1,003
Market-based Installs	230

#### 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 announced awards to install 14 new high-speed electric vehicle (EV) charging plugs at 7 strategic locations in central and eastern Maine between Lewiston-Auburn and Bangor on Interstate 95, and from Belfast to Ellsworth along coastal Route 1 within the next 12 months. Installation of these chargers will fully commit the balance of the \$3.15 million in Volkswagen (VW) settlement funds that Maine dedicated to EV charging infrastructure. Each charger will offer at least 50 kW in capacity and will be universally accessible to Maine's growing number of EV drivers (including both CHAdeMO and CCS plugs).
- The program issued rebates for 6 new Level 2 (L2) charging plugs at 4 municipalities that also received an enhanced EV rebate. Governmental entities, tribal governments, and select Maine non-profits who take advantage of the EV rebate program are eligible for a rebate of \$350 per plug for up to two L2 chargers.

##### EV Accelerator Rebate Program

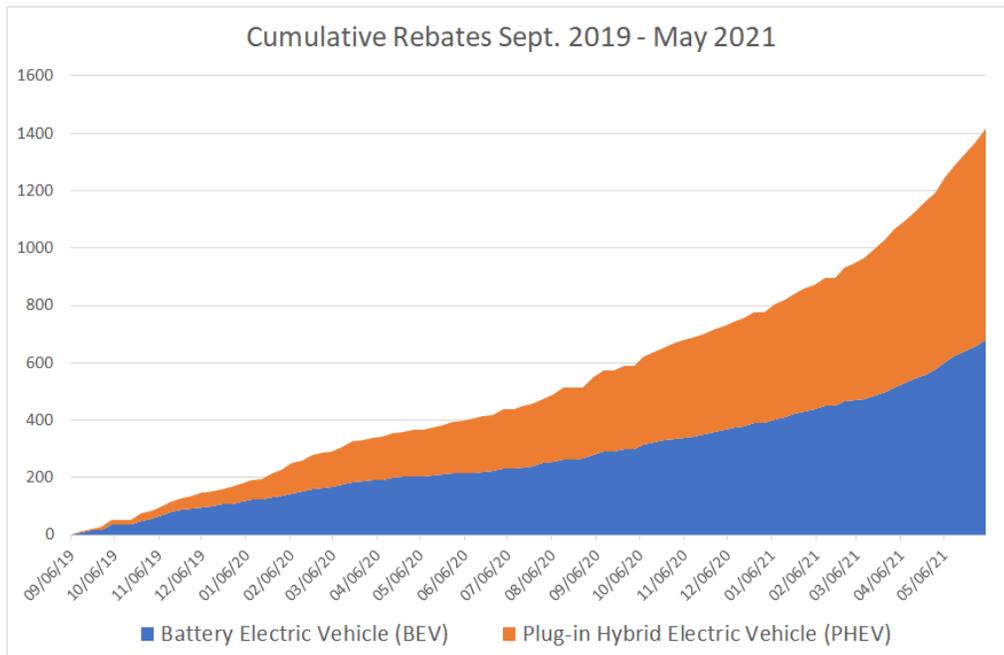
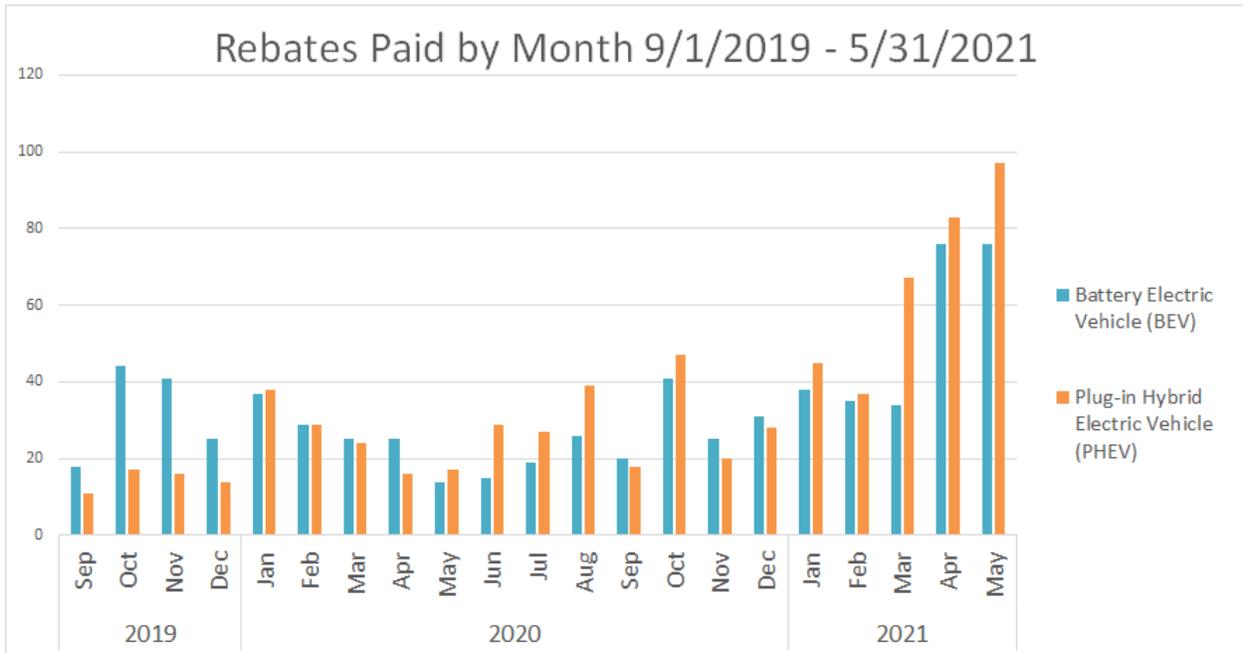
- The program issued 173 EV rebates in the month of May, another record month for the EV rebate program. The top models this month were the Toyota Prius Prime, Toyota RAV4 Prime, and Hyundai Kona.
- The program added a new dealership to the program, bringing the number of participating dealers to 66.
- Since the launch of increased rebate amounts for governmental entities on December 21, 2020, the program has issued 72 rebates to 31 different municipalities, with 20 more municipalities in the pipeline to receive one or more vehicles. The program has gained press coverage in the Portland Press Herald, Seacoast Online, Kennebec Journal, the Times Record, and the Maine Municipal Association's newsletter. For the remainder of June, the program temporarily paused issuing rebates to new governmental entities to preserve budget and prepare for the new program year starting July 1.

##### EV Public Information and Outreach

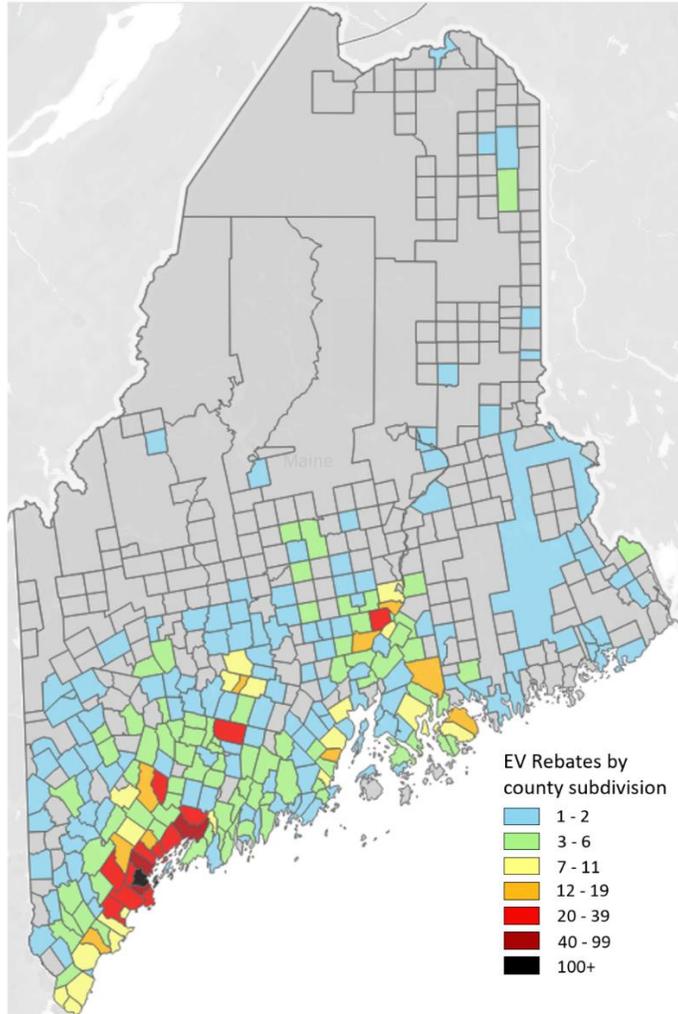
- Staff are in production for several videos providing information related to owning and operating an EV. These educational materials are part of the consumer engagement pilot program awarded by the Maine Public Utilities Commission (PUC) to support beneficial electrification. The Trust will also be releasing three "how-to" manuals about how to install a home charger,

how to charge at home and away, and instructions for prospective host sites for EV charging equipment. The first guidebook, “How to Select and Install a Home EV Charger” will be distributed online and in-print this summer.

- Public service announcements with a focus on EVs will continue to 7 stations in the Portland Radio Group and Townsquare Media, including WBLM, WQCB, and Coast 93.1 through June. The messages seek to mitigate range anxiety and raise awareness about the benefits of driving electric.



## EV Rebates Issued 9/1/2019 – 5/31/2021



<b>Total Rebates By Technology Type (9/1/2019 – 5/31/2021)</b>	<b>Number of Rebates</b>	<b>Dollars Spent</b>
BEV (Battery Electric Vehicle)	694 (49%)	\$1,895,500 (72%)
PHEV (Plug-in Hybrid Electric Vehicle)	719 (51%)	\$733,500 (28%)
<b>Total</b>	<b>1,413</b>	<b>\$2,629,000</b>

<b>Updated Financials</b>	<b>Electric Vehicle Supply Equipment</b>	<b>EV Rebate Program</b>
FY2021 Program Budget	\$2,962,079	\$3,130,012
7/1 to 5/31 Spending	\$175,411	\$1,950,355
Percent of Budget Spent to Date	6%	62%
Percent of Year Passed		92%

## J) Strategic Initiatives

### • Innovation

#### ○ Phase Change Material Pilot:

- Initial sensor and controls installation and commissioning are complete at the Ready Seafood and Luke's Lobster sites and baseline data collection is nearing completion.
- Viking Cold Solutions is configuring each site's phase change material based on site characteristics and temperature targets.
- The Ducktrap River of Maine site continues to generate data and analysis of load data from winter and summer peak periods continues.

### • Evaluation, Measurement & Verification

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

## 3. Administration and Finance Highlights

### A) Administration

- Staff reopened the Trust's offices to vaccinated employees and sub-contractors as of June 1. 100% of Staff are vaccinated.
- Staff is paying the annual RGGI membership dues through an invoice from the Maine DEP.
- Staff is making preparations for the independent financial auditors to commence the FY2021 audit.
- Anastasia Hediger, Program Manager, has given notice that she will be leaving the Trust in the next month, heading off to her next adventure. We wish her the very best and thank her for her many contributions during the past two years.
- Heather Furth, of Orono, was confirmed to take a seat as the newest member of the Board of Trustees.

### B) Financial

#### Revenues

- The sum of the year's new revenues from state and regional sources through the end of May 2021 was \$59.19 million out of a revised total expected annual revenue of \$66.20 million. Approximately \$1.00 million in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, the Trust has made interfund transfers of \$2.68 million. The total budgeted revenue for FY2021 is \$71.34 million.

#### Expenditures

- Total expenditures through the end of May 2021 were \$59.32 million of which approximately:
  - i. \$2.98 million was spent on Administration (excluding interfund transfers)
  - ii. \$207,500 was spent on Public Information
  - iii. \$1.24 million was spent on Evaluation work
  - iv. \$285,700 was spent on Innovation Pilots
  - v. \$5.37 million was spent on Low Income Initiatives
  - vi. \$6.57 million was spent on the Retail Initiatives Program
  - vii. \$7.12 million was spent on the Distributor Initiatives Program
  - viii. \$17.25 million was spent through HESP
  - ix. \$8.78 million was spent through the C&I Prescriptive Program

- x. \$2.35 million was spent on the C&I Custom Program
- xi. \$2.36 million was spent on the Small Business Initiative
- xii. \$0 was spent in Inter-Agency Transfers
- xiii. Another \$31.46 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* ran an extensive article on June 15 that explores the impact to the Maine building industry of the enactment of impending new statewide energy codes and mentions Efficiency Maine's role in delivering training (<https://www.pressherald.com/2021/06/15/new-statewide-energy-code-aims-for-tighter-buildings-lower-emissions/>). The article also appeared on centralmaine.com (<https://www.centralmaine.com/2021/06/15/new-statewide-energy-code-aims-for-tighter-buildings-lower-emissions/>).
- *Seacoastonline* reported on June 15 that the York Police Department is seeking approval from the town's Board of Selectmen to purchase two electric vehicles for the York Police Department (<https://www.seacoastonline.com/story/news/local/2021/06/15/york-me-selectmen-resume-person-meetings/7689345002/>).
- *VillageSoup – Knox* reported in a June 11 article the impending arrival of two new EVs to the city of Rockland that were leased under Efficiency Maine's EV program (<https://knox.villagesoup.com/p/rockland-to-receive-two-electric-cars/1892914>).
- *The Penobscot Times* featured Efficiency Maine's EV incentive program for governmental entities in a June 10 article about Old Town's lease of four EVs (<https://thepenobscottimes.com/old-town-approves-4-free-electric-vehicles-expanding-government-use-in-maine/>).
- *VillageSoup – Knox* reported on June 8 the passage by the Senate of the Maxmin bill LD815 that names Efficiency Maine as technical and financial support for helping Maine schools achieve carbon neutrality (<https://knox.villagesoup.com/p/senate-enacts-maxmin-bill-for-schools-to-go-carbon-neutral/1892659>).
- The Center for American Progress and Rewiring America published an extensive article on June 3 titled "To Decarbonize Households, America Needs Incentives for Electric Appliances," which mentions Efficiency Maine's rebate program and provides a link to the EMT website (<https://www.americanprogress.org/issues/green/reports/2021/06/03/500084/decarbonize-households-america-needs-incentives-electric-appliances/>).
- *The Times Record* reported on June 8 that the Brunswick Town Council voted to authorize the town manager to sign a lease agreement for four electric vehicles (<https://www.pressherald.com/2021/06/08/going-greener-brunswick-to-lease-electric-vehicles-install-charging-stations-for-municipal-use/>).
- On June 4, WABI-TV 5 ran a segment featuring Efficiency Maine's announcement about awards to seven bidders to support the further expansion of Maine's EV fast-charger network (<https://www.wabi.tv/2021/06/04/new-high-speed-electric-vehicle-chargers-coming-central-eastern-maine/>). Additional coverage also appeared in
  - *Mainebiz* (<https://www.mainebiz.biz/article/high-speed-ev-charger-network-to-extend-eastward-to-acadia>);
  - *Tesla Motors Club Community Chat* (<https://teslamotorsclub.com/tmc/threads/maine-efficiency-maine-chargers-vw-money.230321/>);
- The May 28 issue of *The Quoddy Tides* highlights the state's heat pump goals and Efficiency Maine's role in attaining them (Available in PDF only).
- Efficiency Maine is mentioned as an interested party in a May 25 *Yahoo!News* article (<https://news.yahoo.com/million-dollar-battery-could-help-224600489.html>) that describes a proposed pilot project to locate battery storage in Casco Bay to support fast-charging of hybrid diesel-electric ferries. The story was picked up from the *Portland*

*Press Herald* (<https://www.pressherald.com/2021/05/25/million-dollar-battery-could-help-charge-casco-bay-hybrid-ferry/>).

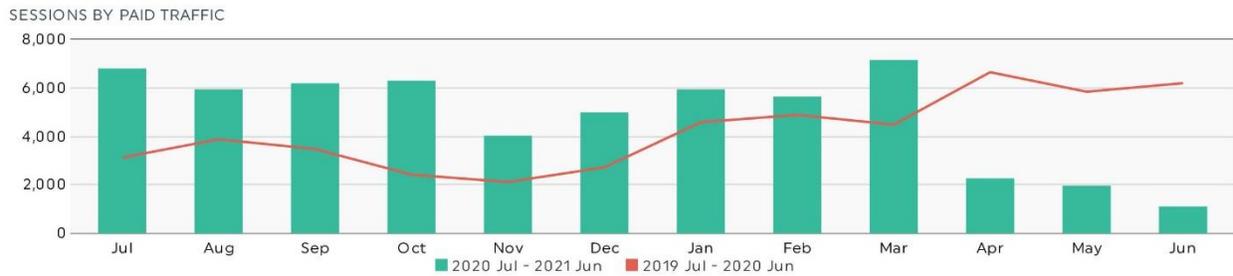
- *Village Soup - Waldo* reported on May 24 that the Belfast city council approved a letter from the Belfast Climate Crisis Committee to the Maine Legislature in support of a bill that would allow a green bank to be administered by Efficiency Maine Trust (<https://waldo.villagesoup.com/p/city-to-send-letter-of-support-for-green-bank-bill/1891147>).
- An Energy Matters blog in the May 23 issue of the *Sun Journal* touts the benefits of a plug-in hybrid electric vehicle, mentioning the rebates and resources drivers can find on the Efficiency Maine website (<https://paulandcynthiaenergymatters.blogspot.com/2021/05/electric-cars-range-anxiety-plug-in.html>).

## Appendix B Additional Website Metrics

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



Sessions by paid traffic (below) represent not only Google Adwords, Google Display Network, but also YouTube, Facebook, Hulu, IMDB and other platforms.



Efficiencymaine.com is always the top page by sessions or path. It is the URL most advertised and used directly. Below are our top pages and paths.

### TOP LANDING PAGES BY SESSIONS

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

### TOP LANDING PAGE FROM ORGANIC (SESSIONS)

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

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

### Devices

